

Town of Louisburg
Depot Hill
Market Study and Program Analysis - RFQ

A. Project Purpose

Depot Hill is the site of a former historic warehouse located in the Downtown area of the Town of Louisburg, NC. The warehouse is an 11,760 SF masonry structure that has been chosen as a signature re-use development project to anchor the redevelopment activities in the Depot Hill area. Within the last two years, the Town has undertaken several steps to stabilize the building and enclose the space to protect against further deterioration.

The purpose of this RFQ is to determine what business or governmental uses that would be appropriate for relocation into the building that would support the long-term sustainability of the building as well as function as a catalyst for redevelopment activities in the area. The proposed Scope of Work outlines in more detail the deliverables of the project purpose.

To date, the Town has had a set of A&E plans and specifications prepared based on an initial set of assumptions regarding the use the building. The site is approximately 1.37 ac. which also includes an operating NCDOT easement for a bike path. The Town will provide copies of the A&E drawings, initial budget estimates and all other documents related to the project that have been prepared to this point.

B. Submission Response: Required Information (Not To Exceed 15 pages)

1. Project Approach Narrative and Anticipated Timeline
2. Team Organization Chart
3. Team Primary Contact Information
4. Previous Team Collaboration Projects
5. Key Team Members
 - a. Responsibility Assignment
 - b. Related Expertise
 - c. Experience and Role on Related Projects
 - d. Current Workloads and/or Capacities
 - e. Licenses/Credentials/Professional Affiliations
 - f. Contact Information, how long in business and business ownership status

C. Rating Criteria - Each Submission will be rated and ranked according to the following:

1. Expertise of Team Members for Assigned Responsibilities (20 pts)
2. Experience with Similar Recent Projects (20 pts)
3. Capacity to Complete Work (20 pts)
4. Knowledge of Marketplace (15 pts)
5. Past Team Collaboration (10 pts)
6. Location of Primary Office and of Key Team Members (10 pts)
7. Minority and/or Women Owned Status (5 pts)

D. PHASE-I Project Scope – Market Study and Program Analysis: Analyze a minimum of three options for the use of the Depot Hill facility in sufficient detail that will enable the Town of Louisburg to clearly understand (1) the market viability, (2) relative costs to complete and (3) ongoing staffing requirements and operating costs for each option.

Town of Louisburg

Depot Hill

Market Study and Program Analysis - RFQ

Option-1: Consistent with current plans, analyze the use of Depot Hill for (a) Hall-A a civic gathering space/assembly occupancy, (b) commissary kitchen for use by incubator or existing food service businesses, and (c) Hall-B auditorium with stage and AV. Consideration shall be given to a fourth unprogrammed area (east end cap) in how it may or may not benefit other program requirements.

Questions to be answered but limited to:

- A. Is what is presently proposed viable in the market today?
- B. What are the likely costs to complete given the current market conditions?
- C. What is the range of potential operating costs and staffing requirements along with any recommendations?

Option-2: Assess the feasibility of completion and use of Hall-A (civic gathering/assembly space) and support facilities without the Commissary or Hall-B program uses.

Questions to be answered but not limited to:

- A. What are the likely costs to complete and operate Hall-A (civic gathering/assembly space) along with required restrooms and with a limited catering/warming kitchen space?

Option-3: Assess the costs to complete and ongoing costs to maintain the facility with no programmed use of any of the spaces.

Questions to be answered but not limited to:

- A. What are the likely costs to complete and secure the shell and maintain the building/site with no programmed use of the space?

Option-4:

Are there other uses that may provide an alternative use of the facility that are not being considered?

Questions to be answered but not limited to:

- A. What have we not thought of that should be considered?

E. Deliverables:

1. A minimum of three case studies of similar, existing facilities in markets of comparable size and demographics (include project attributes, budgets, successes or failures, etc.)
 2. Definition of Depot Hill Market Area
 3. Assessment of Demand Within Market Area
 4. Inventory and Assessment Market Area Competition
 5. Construction Costs Update
 6. Staffing, Operational Plans and Approximate Costs (including Marketing and Promotions)
 7. Recommendations and/or Considerations of each Option
-

Town of Louisburg
Depot Hill
Market Study and Program Analysis - RFQ

Following the completion of Phase-I, the Town of Louisburg intends to undertake Phase-II through a second RFQ process or may opt to continue with the Phase-I Team.

PHASE-II Project Scope – “Design and Make-Ready”: Analyze current A&E plans and propose modifications as needed to optimize facility for the intended use selected by the Town of Louisburg. Include updated construction costs and recommended staffing charts and operational budgets.

The Phase-II Team shall provide the following: plans, costs estimates and budgets for selected option.

1. Complete A&E plans (or modifications to current plans) for the building and site.
2. Updated construction cost estimates for project scope.
3. Complete Business Plan (including: staffing chart, and year-1 operating budgets, marketing/promotional plans and strategies, etc.).

Submission Deadline: A completed RFQ must be submitted no later than 12:00 am on July 5, 2022. Submissions may be in hard copy or electronic form (PDFs). Proof of insurance will be required upon selection.

If by Mail:

110 W. Nash St
Louisburg, NC 27549

In Person:

110 W. Nash St
Louisburg, NC 27549

Email: pslayter@townoflouisburg.org

Please mark to the Attention of Philip Slayter, Planning Director on the outside of the package.

Questions:

Philip Slayter, Planning Director
Town of Louisburg
(910) 496-4145