



**MAIN STREET  
PROGRAM**

**CITY OF SEGUIN  
205 N. RIVER  
SEGUIN, TEXAS 78155**

**REQUEST FOR QUALIFICATIONS  
For  
CONSULTING SERVICES TO PROVIDE AN**

**DOWNTOWN MASTER PLAN**

**RFQ No. TF-2021-09**

**Responses Due:  
January 5, 2021 by 3:00 PM**

## **REQUEST FOR QUALIFICATIONS**

The City of Seguin is seeking Statements of Qualification from highly qualified firms interested in providing a Downtown Master Plan.

Sealed Statements of Qualification addressed to the City Secretary of the City of Seguin, Texas will be received at the Seguin City Hall, 205 North River Street, Seguin, Texas until 3:00 p.m. (CDST), Tuesday, January 5, 2021. At 3:00 p.m. the name of all firms submitting a response will be read publicly but no contents of the response will be disclosed. Any response received after closing time will not be considered.

Responses should be submitted to the Office of the City Secretary, City of Seguin, 205 N. River, Seguin, Texas 78155 clearly marked:

**RFQ – Downtown Master Plan**

**RFQ #TF-2021-09**

**To be opened at 3:00 p.m., Tuesday, January 5, 2021**

The Request For Qualifications document is available on the City of Seguin website [www.seguintexas.gov](http://www.seguintexas.gov), or by request made to the City of Seguin Purchasing Department.

The City of Seguin reserves the right to reject or accept any and all proposals or combination of proposals and to waive informalities. The City Council's decision will be final.

**STEVE PARKER, CITY MANAGER**

**CITY OF SEGUIN, TEXAS**

# REQUEST FOR QUALIFICATIONS

## INTRODUCTION:

The City of Seguin is requesting submission of qualifications for any and all parties wishing to be considered for consulting services related to a masterplan for Seguin's designated downtown historic district and surrounding neighborhoods. Qualified Planning Consultant teams are requested to submit qualifications for the project as described in this RFQ.

Responses are invited from individuals and firms with the necessary expertise and experience in downtown/neighborhood master plans, public engagement, historic preservation, community revitalization, sense of place design, and practical planning implementation principles. The selected firm is intended to be the primary consultant on the project but partnering with other professional sub-consultant(s) operating as team members is permissible.

All questions concerning the RFQ must be submitted in writing and should be emailed to [twood@seguintexas.gov](mailto:twood@seguintexas.gov) no later than close of business on December 23, 2020. Unauthorized contact regarding this RFQ with other City employees or officials may result in disqualifications. Any oral communications will be considered unofficial and non-binding on the City.

All RFQ responses must be submitted by 3:00 pm on January 5, 2021 in the form of one (1) digital pdf file and seven (7) hard copies.

## BACKGROUND OF SEGUIN:

The City of Seguin is located in the heart of Guadalupe County along US Interstate Hwy 10, with the City of San Antonio 30 minutes to west and the City of Austin 60 minutes to the northeast. The City was established in 1838 by Texas Rangers along Walnut Springs; the City was incorporated twenty years later and named in honor of Colonel Juan Seguin, one of Sam Houston's lieutenants during the Texas war of independence. In the mid-19<sup>th</sup> century, Seguin was the center for experimentation of concrete as a building material. Today, the Sebastopol House stands as one of the few remaining "limecrete" structures. Art Deco architecture would further develop the uniqueness of Seguin in the 1930's with the construction of many government buildings and the creation of Starcke Park along the Guadalupe River. Named for Max Starcke, the mayor during the 1930's, the park was designed by Robert H H Hugman, the "Father of the River Walk". With present day, Seguin has become a manufacturing center, providing a solid economic base; the City is also experiencing substantial residential growth. It's rich history along with natural beauty of the Guadalupe River and small-town charm makes Seguin one of Texas's most fascinating municipalities.

## BACKGROUND ON DOWNTOWN SEGUIN REVITALIZATION:

In 1981, the City of Seguin was selected to be one of the original 30 Main Street cities, a downtown revitalization program through the National Trust of Historic Preservation. The City would end its

participation in the Main Street program in 1985 and then rejoin the network in 1998. Seguin has remained an accredited Main Street Program since 1998.

In 1983, the downtown historic district was listed on the National Register of Historic Places and the boundaries of the district were amended in 2003. In addition to the National Register district, the City of Seguin created a local downtown historic district that provides an historic overlay zoning allowing the Seguin Historic Preservation and Design Commission to review and approve exterior rehabilitation projects.

In the last five years, downtown Seguin has experienced over \$20 million in reinvestment, welcomed over 20 new businesses and the addition of 10 new housing units.

### **PROJECT DESCRIPTION:**

A current examination of the physical, economic, social and cultural components of the downtown area and development of a goal-oriented plan based on a shared community vision, market data, and prior successes in similar communities.

### **CURRENT PLANS TO BE UTILIZED AS PART OF DOWNTOWN MASTER PLAN DEVELOPMENT:**

The following plan elements should serve as guides for the plan's development. Additional components may be added during the planning process.

1. City of Seguin Comprehensive Plan (2010)
2. City of Seguin Unified Development Code (2015)
3. City of Seguin Parks Master Plan (2020)
4. City of Seguin Master Thoroughfare Plan (2017)
5. City of Seguin Drainage/Utility Study (currently being conducted)
6. Main Street Work Plan (2019)
7. Texas Main Street Resource Team Report (1981)
8. City of Seguin Comprehensive Plan Update (will be conducted concurrently with the Downtown Master Plan)\*

### **SCOPE OF WORK:**

The City desires a downtown master plan that will guide the redevelopment of downtown Seguin for the next decade. The firm will provide a community planning process that incorporates research and analysis of the project area, outreach with stakeholders, citizens and community leaders, development of concepts and goals in all disciplines of downtown revitalization, and presentation and assembly of the final concepts and plan. The downtown master plan shall be used as the guiding tool for the City of Seguin in decisions and prioritization pursuant to downtown and the preservation of the City's rich history, traditions and natural environment while accommodating for exponential growth.

## **PLAN ELEMENTS:**

1. Downtown and Community Profile – Inventory, review and analysis of existing conditions to include, as a minimum, community history, existing land uses, thoroughfares, community facilities, demographics and economic profile.
2. Goals – develop realistic measurable goals consistent with downtown revitalization concepts.
3. Public Participation – to maximize citizen involvement and inputs through creative engagement strategies to encompass the community’s visions for the future of downtown Seguin. Due to COVID-19, public participation plans should be both virtual and in-person.
4. Coordination of the Downtown Master Plan with the concurrent update to the Comprehensive Plan.
5. Development of project goals to include, but not limited to:
  - a. Economic vitality – development and review of economic development incentives, business recruitment and retention practices
  - b. Infrastructure assessment – review of current downtown infrastructure to include sidewalks, bicycle facilities, parking, waste collections, water, telecom, electric and gas
  - c. Land Use – creation of potential districts, uses allowed, development process
  - d. Activation – ideas and concepts for increasing the activation of downtown parks, sidewalks and storefronts
  - e. Funding mechanisms – all recommended concepts should include estimated costs and potential funding sources
  - f. Design – renderings of streetscapes and high priority properties

## **HOW TO RESPOND**

All RFQ responses must be submitted by 3:00 pm on January 5, 2021 to the Office of the City Secretary in the form of one (1) digital pdf file and seven (7) hard copies. Responders are solely responsible for the timely delivery of responses by the delivery method of their choice. No Facsimiles, Emails or Late submissions will be accepted or considered.

Responses should include:

1. Introductory letter
2. A narrative demonstrating that the consultant understands the characteristics of downtown Seguin and the potential needs and challenges of the district.
3. A proposed work plan detailing the tasks to be completed as listed under Plan Elements, to include timelines, proposed public engagement activities (in person and virtual), etc.
4. A statement of the qualifications of the team, including work experience on similar projects that demonstrate competence, success and creativity (especially in engaging citizens participation)
5. Identify key consultant team members that will be assigned to the project and include a brief discussion of qualifications, experience, education and their availability for meetings and assistance to city staff.

6. A description of previous planning projects similar to this request and contact information for reference checks (MINIMUM 5 REFERENCES).
7. A complete inventory of the consultant's current projects underway or planned for the next 12 months.

#### **EVALUATION AND SELECTION PROCESS:**

The City reserves the right to select a Responder and award a contract to the Responder who best meets the needs and interests of the City. To this end, the following steps are anticipated:

- Step 1: Receive and review the Qualification Statement and Proposals
- Step 2: Perform initial reference checks
- Step 3: Interview the highest scoring firms' key team members assigned to this project
- Step 4: Identify Selected Firm
- Step 5: Present recommendation to City Council for approval
- Step 6: Prepare and execute Contract

#### **EVALUATION FACTORS:**

Qualification Statements will be evaluated based on the following weighted criteria:

1. **(25%)** – The firm's understanding of the project and applicable experience with comprehensive plans, public engagement, and practical planning implementation principles
2. **(25%)** – The qualifications of the team and the key members to be assigned to this project.
3. **(25%)** – References from clients that received similar services.
4. **(15%)** – The firm's availability and proposed work plan.
5. **(10%)** – Completeness and professionalism of submission.

#### **DELIVERABLES:**

The following items must be provided to the City at the end of the project:

1. 10 copies of the final document
2. Digital copy of the final document – at 300 dpi
3. All maps/plans must be reproducible in 8.5x11" and 11x17" format
4. Copies of mpk, shp, gdb, or other GIS files created for this project
5. Electronic copies shall be formatted and indexed for easy download from a website
  - a. Text: MS Word and Pdf (must be searchable and editable, toc)

- b. Spreadsheet: MS Excel
- c. Mapping Products: ESRI ArcGIS software

**SCHEDULE AND PROCESS:**

- November 25, 2020 – RFQ released
- December 23, 2020 – Deadline for submitting questions
- January 5, 2021 – Deadline for submitting RFQs
- January 2021 – Committee review of RFQ submittals.
- Early February 2021 – Interview top firms.
- February 16, 2021– Award of contract by City Council
- March 2021 – start of project
- March 2022 – completion of project

\*Consultants are invited to submit proposals for performing both the Downtown Master Plan and the Comprehensive Master Plan update. If two different consulting teams are selected, both will be expected to work together to ensure there is no conflicting information and duplication of efforts.