

REQUEST FOR PROPOSALS

FOR

DUNWOODY MARTA RAIL STATION REDEVELOPMENT FEASIBILITY STUDY

The Perimeter Community Improvement Districts (PCIDs), via an Intergovernmental Agreement with the Metropolitan Atlanta Rapid Transit Authority (MARTA), are seeking proposals for the above-captioned redevelopment study. Proposals are due on **Wednesday, May 10, 2023 at 2:00 p.m. (local time)** either electronically to trhinehart@perimetercid.org or hard copy delivery to 1100 Abernathy Road, N.E., Building 500, Lobby Suite 15, Sandy Springs, Georgia 30328.

All questions regarding this RFP should be submitted in writing to PCID Program Director Ted Rhinehart, via e-mail listed above. The deadline for written questions is **Monday, April 24, 2023, at 5:00 p.m. (local time)**.

INFORMATION AND INSTRUCTIONS TO PROPOSERS

1. General and Background Information: MARTA operates the ninth largest transit system in North America, providing bus, rail and paratransit services in the greater metropolitan Atlanta area. The PCIDs have led efforts for more than 20 years to accelerate transportation and infrastructure improvements at the crossroads of I-285 and GA 400 to create one of Metro Atlanta's premier livable centers, with a robust mix of office, retail, hospitality and housing developments. In that time the PCIDs, with their partners at state and local levels, have invested in public improvements that continue to transform the once suburban, auto-centric commercial district into one of the most dynamic mixed-use, transit-oriented activity centers in the region.

The Dunwoody MARTA station is a rail rapid transit station located in the City of Dunwoody, in the northern part of DeKalb County on MARTA's Red line. The station is located at the corner of Perimeter Center Parkway and Hammond Drive, with entrances on each of those streets. Dunwoody Station is also adjacent to Perimeter Mall. (Attachment A depicts the location of the station, as well as some information about the adjacent properties.)

The station currently provides a wide mix of multi-modal services, including heavy rail, express bus, local bus, and shuttle services to and from, and within, the PCID district. (Attachment B depicts the PCID boundaries)

2. Goal of the Study: The PCIDs, via an Intergovernmental Agreement with MARTA, are seeking Proposals from qualified firms or teams of firms that have the experience and capability to develop a Redevelopment Feasibility Study for the Dunwoody MARTA Station and the surrounding area. This Feasibility Study will be the basis for soliciting private development proposals as well as guiding investments in current and future transit funds to achieve the mutual goals of the transit hub build-out and the mixed-use development opportunities.

The Scope of Work shall include the following activities:

- (a) The purpose of the Project is to foster Transit Oriented Development (TOD), including the position of the Dunwoody MARTA Station as a major transit hub that is conducive to safe and efficient bus-rail transfers; to boost multi-modal transit ridership; and the development of complementary adjacent land uses, with mixed-use, mixed-income, high rise potential.
- (b) Feasibility Analysis: The Project feasibility analysis will include:

1. Stakeholder and Public Engagement. Develop and conduct an engagement process that incorporates feedback from:

- (a) MARTA stakeholders (including but not limited to representatives from Bus Operations, Police, Rail Operations, Capital Programs, Planning, and TOD).

- (b) Regional transit operators: the Atlanta-region Transit Link Authority (“ATL”), Georgia Regional Transportation Authority (“GRTA”), Gwinnett County Transit (“GCT”), CobbLinc.
- (c) Atlanta Regional Commission (“ARC”).
- (d) Georgia Department of Transportation (“GDOT”).
- (e) Privately owned shuttle Bus Operators. Meetings to be facilitated by PCID’s Perimeter Connects (Transportation Demand Management) team.
- (f) Surrounding landowners and PCID Board leadership, to be facilitated by PCID.
- (g) City of Dunwoody leadership, including economic development, planning and public works staff.
- (h) General public. Develop outreach information that PCID will assist in disseminating to the community, receiving feedback, and providing appropriate evaluation of the feedback for the Feasibility Study team.

It is anticipated that MARTA and regional bus operator stakeholder feedback will occur at multiple points in the process. General public meetings will be held to validate key stakeholder input, and the PCID staff will assist in organizing and facilitating these meetings.

2. Existing Conditions Analysis:

- (a) Study Area Existing Conditions:
 - (i) Perform thorough review and assessment of the multimodal transportation network in the surrounding area to contextualize the broader transportation need of a transit hub at this location. (This is essentially a baseline study). PCID will perform or lead the research, with support and assistance from the successful Proposer, regarding each of the following:
 1. Identify existing transit and shuttle services - routes, schedules, hours of operations and customer eligibility.
 2. Identify existing use (ridership) on existing services.
 3. Identify walking and bicycling infrastructure and connections to Dunwoody MARTA.
 4. Identify and assess key travel corridors connecting to/from Dunwoody MARTA and nearby interstate access points; and
 5. Identify planned and programmed transportation improvements at or near the Dunwoody MARTA Station.
- (b) Site Existing Conditions:
 - (i) Proposer will perform, with assistance from the PCID, a thorough review and assessment of available data, including aerial imagery; property plats; existing roadway plans; structural/geotechnical reports; presence of utilities, and Dunwoody MARTA Station as-builts. PCID will assist in securing necessary site information from MARTA, City of Dunwoody, and DeKalb County.

3. Alternatives Development and Analysis:

(a) Proposer will identify and evaluate up to three (3) feasible redevelopment design alternatives, that accommodate the efficient provision of improved multi-modal bus, bicycle and pedestrian access while enabling the opportunity for additional real estate development and investment within the general area of the Dunwoody MARTA Station area. Each design alternative will quantify the preferred program of multimodal elements, including desired capacity for buses, shuttles and other curbside drop-offs, capacity for parking, approximately scale (square feet) of potential future uses (hospitality/hotel, retail, office, residential, etc.) and prepare estimates of space requirements, including square footage, footprint, and number of levels.

(b) The Proposer should provide creative, innovative approaches to the preparation of these alternatives, with consideration for future multi-modal alternative technologies and systems, future market development trends, and the optimal balance of residential, employment, and visitor facilities.

(Note: For interested proposers' information, Attachment C includes summary data from a Perimeter CID area market analysis in 2022, and Attachment D includes summary data from a market analysis for the City of Dunwoody portion of the CID in an economic development study, "Edge City" in 2022.)

4. Conceptual Design:

(a) Proposer will prepare a preferred conceptual design, to a more mature degree of readiness (not to exceed 10% design) based on upon available data regarding site conditions. The design shall adequately convey the necessary components and operations of the Dunwoody MARTA hub, while only indicating massing and general design approach for the transit-oriented development. PCID and the successful Proposer will develop order of magnitude construction cost estimates.

(b) PCID shall provide management and oversight of the Project, expressly including those portions of the Project that directly cover, relate to, or impact MARTA's property ("MARTA Property"). PCID shall be responsible for coordination with MARTA on the review of documents and activities in compliance with applicable federal and state laws and regulations. PCID, at its sole discretion, may approve or deny invoices, except for those portions of the Project that directly cover, relate to, or impact MARTA Property.

(c) PCID's authorized representative(s) shall provide oversight of the undertaking and management of the Project described herein.

(d) At the request of PCID, MARTA shall review payments to PCID's contractor as described herein and shall review the draft documents submitted by PCID's contractor.

The pre-development planning part of the Project will advance the TOD element toward implementation and will include the prioritized tasks deemed appropriate and necessary by the Project team among the following anticipated needs:

- Site Planning Survey
- Title Research
- Land Appraisal
- Phase One Environmental Assessment
- Development Plan and Financing
 - Develop a plan with appropriate phasing, and with guidance on square footage, programming, and massing for the transit-oriented development on top of the Dunwoody MARTA Station.
 - Identify potential challenges to the proposed redevelopment plan, for each phase.
 - Identify a financing plan that includes a range of strategies to support the development.

5. Minimum Qualifications of the Proposer: Interested proposers, or teams submitting as a proposer, may submit as a lead consultant and subconsultants, or as a joint venture partnership. The proposer must demonstrate the completion of at least 3 similar transit-oriented redevelopment feasibility studies. The proposer should provide resumes for each of the individuals who will work on this plan, and at least 2 professional references for each of those individuals for similar types of regional transit planning or redevelopment feasibility planning assignments.

6. No offer by MARTA or PCIDs; Proposer's firm offer: This procurement does not constitute an offer by MARTA or the PCIDs to enter into an agreement and cannot be accepted by any proposer to form an agreement. This procurement is only an invitation for offers from interested Proposers.

7. Submittal requirements. Please submit clear and concise information responsive to this Request for Proposals. Proposals should include:

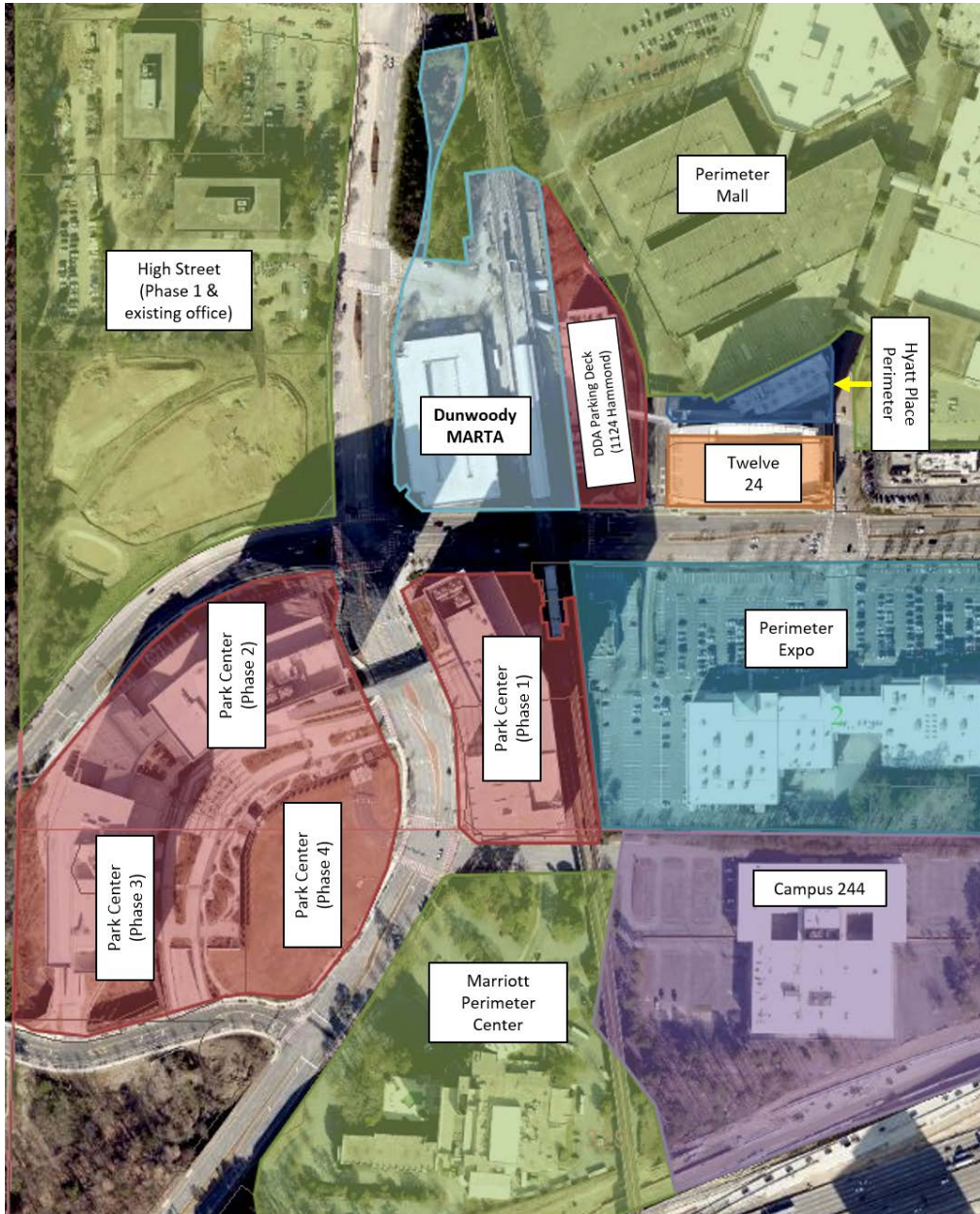
- a. Transmittal Letter with name, address, telephone number(s) and e-mail address(es) for the Proposer lead individual(s); the legal structure of the Proposer team; the name, address, telephone number(s) and e-mail address(es) for the primary contact for the Proposal; names and relationships of all firms or individuals included on the Proposer team (e.g., transit consultants, development consultants, economic and finance consultants).
- b. Team organizational chart and summary information on each team member firm and individuals, with a description of the firm's core businesses, location and number of employees, and the individuals' roles and responsibilities.
- c. Description of relevant experience, to include at least three comparable studies. Provide name, location, scope of services, and reference contact information for each study cited.
- d. Approach to delivering the Scope of Services, Feasibility analysis, Alternatives evaluation and Conceptual design requested in this RFP.
- e. Proposed schedule for completion of the Feasibility Study, including milestones for data collection and analysis, stakeholder input, preliminary presentation of market feasibility analyses and alternatives, preliminary and final concept development, and final report.

- f. Proposed Lump Sum fee for the Proposal, broken out by Data collection and analysis phase, Stakeholder input phase, Preliminary reports, and Final report.
- g. Submit Proposals in a Sealed envelope marked "Confidential", including one (1) unbound original and eight (8) bound copies, along with a digital copy on a memory stick, to:

Ted Rhinehart, Program Director
Perimeter Community Improvement Districts
1100 Abernathy Road, N.E.
Building 500, Lobby Suite 15
Sandy Springs, Georgia 30328

Attachment A

Dunwoody MARTA Station location

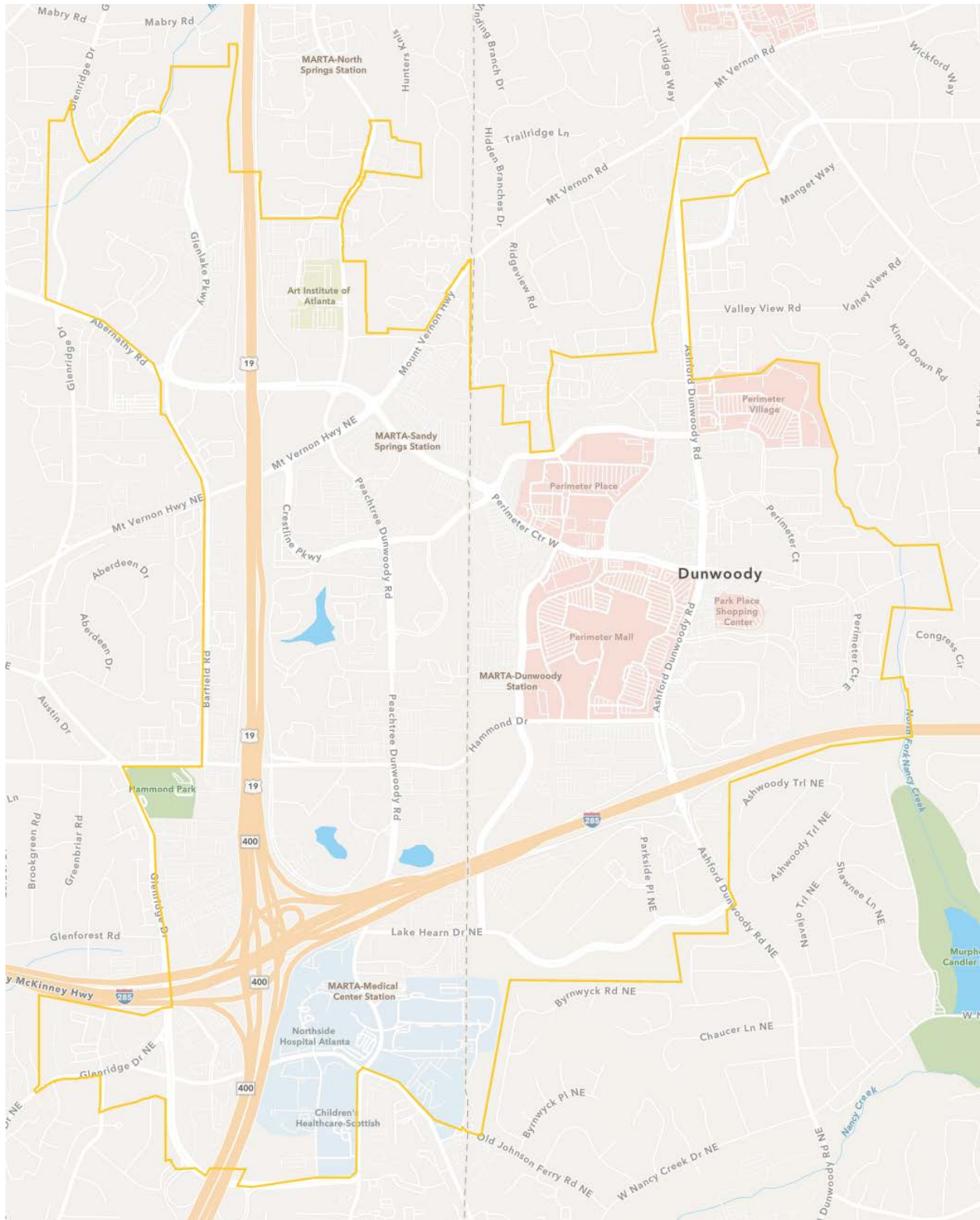


| Current and Under Construction | | | | | | |
|-----------------------------------------|----------------|-----------------|--------------|--------------------|--------------|------------------|
| | Office (sq ft) | Retail (sq ft): | Parking: | Residential Units: | Hotel Rooms: | Total Land (AC): |
| Perimeter Mall | 0 | 1530000 | 6626 | 0 | 0 | 66.87 |
| Park Center (Phase 1-3) | 1701000 | 39152 | 6804 | 0 | 0 | 12.3 |
| Perimeter Expo | 0 | 336412 | 2190 | 0 | 0 | 9.7 |
| High Street (Phase 1 & existing office) | 358728 | 150000 | 992 | 600 | 0 | 26 |
| Hyatt Place Perimeter | 0 | 0 | 0 | 0 | 176 | 0.65 |
| Marriott Perimeter Center | 0 | 0 | 400 | 0 | 344 | 11 |
| Campus244 | 380000 | 20000 | 800 | 0 | 150 | 14.8 |
| Twelve24 | 346434 | 10988 | | 0 | 0 | 1 |
| Dunwoody MARTA Station | 0 | 0 | 1091 | 0 | 0 | 4.5 |
| DDA Parking Deck (1124 Hammond) | 0 | 0 | 1023 | 0 | 0 | 1.89 |
| TOTAL: | 2786162 | 2086552 | 19926 | 600 | 670 | 41.64 |
| Zoning Entitlements | | | | | | |
| | Office (sq ft) | Retail (sq ft): | Parking: | Residential Units: | Hotel Rooms: | Total Land (AC): |
| Park Center (Entitled) | 700000 | 0 | | 0 | 0 | |
| Perimeter Expo (Entitled) | 780000 | 0 | | 200 | 250 | |
| High Street (Entitled) | 300000 | 250000 | | 2402 | 400 | |
| Entitled: | 1780000 | 250000 | 0 | 2602 | 650 | 0 |

Total full development scenario:

| | | | |
|----------------------|-----------|------------------------------------|-------|
| Sq ft Office: | 4,566,162 | Residential Units for Sale: | 902 |
| Sq ft Retail: | 2,316,552 | Residential Units for Rent: | 3202 |
| Hotel Rooms: | 920 | Parking Spaces: | 19926 |

Attachment B
PCID Boundary



Attachment C

Summary Demographics from 2022 Perimeter Market Analysis by KB Associates

Attachment D

Dunwoody Edge City Overview and Market Analysis