

## **Request for Proposals – North Union Street Corridor (#2), Danville VA**

**PLEASE NOTE – THERE ARE TWO RFP’s CIRCULATING.**

**This RFP is for North Union Street in Downtown Danville, VA (#2)**

The other RFP is for North Main Commercial Corridor in Danville (#1).

**PLEASE BE CLEAR WHICH PLAN YOU ARE SUBMITTING FOR.**

### **Project Title:**

North Union Street (#2) Small Area Master Plan for Danville, Virginia

### **Grant Description:**

The Virginia Department of Housing and Community Development’s Virginia Main Street (VMS) program has awarded the River District Association a **SmArP (Small Area Plan)** grant for our North Union Street corridor. The SmArP grant was made available to communities with applications that comply with the following general criteria:

1. Promote a community’s unique identity-defining assets—both built and cultural;
2. Promote inclusive collaboration and engagement with a vast and diverse set of local partners, leaders, stakeholders, and residents;
3. Promote local entrepreneurs, small businesses, women- and/or minority-owned businesses, entrepreneurial ecosystems, and small-scale development;
4. Promote equal access to opportunity and thoughtfully acknowledge and address diversity, equity, inclusion, and accessibility (DEIA) challenges and opportunities; and
5. Promote the awareness, growth and financial sustainability of the local Main Street organization.

### **Background**

Background Downtown Danville, Virginia, has its roots in the early 19th century when it emerged as a significant tobacco and textile manufacturing center. The city’s location along the Dan River facilitated trade and industry, leading to rapid growth and prosperity. Throughout the 20th century, downtown Danville evolved into a commercial and cultural hub, showcasing its rich heritage through its historic architecture and vibrant community life.

When the tobacco and textile industries closed operations in Danville, downtown fell into decline. The River District Association has worked with the city to drive significant growth and development in the downtown district, resulting in large amounts of residential development in former tobacco warehouses and textile mills. This redevelopment of the tobacco mills coupled with the Danville Riverwalk Trail and ongoing investments in downtown has created a vibrant atmosphere in downtown. Currently under construction is the \$85 million redevelopment of the White Mill (Dan River Mill no. 8) into a 550,000 square foot mixed-use development containing commercial space, 150 units of residential apartments, and recreational attractions. That project is separated from downtown by Memorial Drive – a busy four lane divided boulevard.

Union Street, once the commercial center of Danville's African American community is directly adjacent and across from the White Mill redevelopment presenting an opportunity to foster better connections between downtown (now Dan River Falls) and ongoing redevelopment while highlighting a culturally significant part of Danville's downtown history.

### **Project Description**

The River District Association is partnering with the City of Danville to engage in a small area plan that would be bounded roughly by the White Mill redevelopment/Dan River, properties abutting Spring Street, Floyd Street, and High Street, and Union Street itself.

The plan would accomplish the following:

- Public improvements to the streets within the study area including a robust pedestrian connection across Memorial Drive from the White Mill to N. Union Street.
- Plans for a historically significant African American owned First State Bank (more recently Movement Bank) on N Union Street among other key properties in the district in cooperation with the private sector that may include façade renderings, site plans, and other designs. The deep history and significance of the area as a former 'Black Wall Street' district should be infused within these plans.
- Potential redevelopment of existing parking lots and vacant parcels in the plan area.
- Conceptual illustrative plans, cross sections, before and after renderings depicting improvements to the public realm and private sector improvements to these buildings, sites, and public spaces.
- The plan should engage the property owners and stakeholders in a robust input process.
- The plan should include detailed implementation recommendations including phasing, next steps, and broad cost estimates.

### **Submission Information**

Interested firms should provide the following in response to the RFP:

1. Firm or Team Profile: including the name of the firm, its address, contact person, phone, email, and website. Provide a specific description of the expertise of the firm or team with similar projects both in the Commonwealth of Virginia and in similarly sized communities elsewhere. Firms/Teams may augment this information with a general firm profile.
2. Personnel and Resumes: Provide a brief description for each staff member that will be participating in the plan and the role that they will play including who will be the project manager. Include a resume for each team member.
3. Project Examples: Provide up to three examples of similar projects completed by your firm or team. These examples should be summarized in how they relate to the Small Area Plan. Information sheets about each project may accompany the descriptions noting which firm(s) were project lead and support for each example.
4. Outline Scope of Work: Describe your proposed approach to developing the small area master plan. Include key tasks, methodologies, and deliverables.
5. Budget: Provide a breakdown of anticipated costs for the project by task and total project budget.

6. Time Frame: Provide an estimated timeline for completing the project, including key milestones.

**Disclaimer Statement:**

The submission of a proposal in response to this Request for Proposals (RFP) does not constitute a contract or obligation between the submitting firm and the River District Association.

The River District Association reserves the right to accept or reject any or all proposals received, in whole or in part, for any reason or no reason, and to waive any irregularities or informalities in the proposals received.

The River District Association also reserves the right to negotiate with any firm submitting a proposal, to request additional information or clarification from any submitting firm, and to cancel or amend this RFP at any time.

Submission of a proposal indicates acknowledgment and acceptance of these terms and conditions. All costs incurred in the preparation and submission of proposals shall be borne solely by the submitting firm, and the River District Association shall not be liable for any expenses incurred by any firm in connection with the preparation and submission of proposals.

**Questions and Contact:**

To maintain fairness and transparency throughout the proposal evaluation process, all communication regarding this Request for Proposals (RFP) with the River District Association staff, board, consultants, or officials with the local government must be conducted in writing and directed solely to the designated contact person listed in the RFP document. Ex parte communications with staff or decision-makers outside of the specified channels are prohibited and may result in disqualification of the proposing firm.

All questions, inquiries, or requests for clarification regarding the RFP should be submitted in writing to ensure equitable treatment for all participants by December 2, 2024. Answers to all questions will be provided in writing to all firms by December 16, 2024

Contact Person:

Diana L. Schwartz, CEO, River District Association  
Diana@riverdistrictassociation.com

**Due Date and Time:**

Proposals must be received no later than January 4<sup>th</sup> at 5 PM EST. Late submissions will not be accepted under any circumstances.

Proposals received after the specified due date and time will be disqualified from consideration. It is the sole responsibility of the proposing firm to ensure that their proposal is submitted on time. The River District Association will not consider any late submissions, and such proposals will not be opened.

**Submission Format:**

All proposals should be submitted in PDF format via email to the designated contact person listed in the RFP document. Any proposals submitted in a format other than PDF or through channels other than email will not be accepted. It is the responsibility of the proposing firm to ensure that their submission is complete and properly formatted. Thank you for your attention to these submission guidelines. We look forward to receiving your proposal.

# N. UNION STREET SMALL AREA PLAN

## STUDY AREA BOUNDARY

