

REQUEST FOR PROPOSALS

July 25, 2007

The City of Franklin through the City of Franklin Planning Department seeks proposals from qualified firms, or consortiums, interested in providing planning services for the Heritage Tourism Wayfinding project for historic Franklin, Tennessee. This project will consist of a schematic design for an overall signage system, which will include a design for wayfinding signage, a design for historic district identification signage and a plan for placement of wayfinding signage.

INTRODUCTION:

Franklin is home to the Battle of Franklin National Historic Landmark District, which is a collection of site related to the 1864 Battle of Franklin: Carnton Plantation, the Confederate Cemetery, the Carter House, Winstead Hill and Fort Granger. In addition, other sites, such as the Harrison House and Roper's Knob, are associated with the Battle. The City of Franklin recently purchased 110 acres adjacent to Carnton Plantation that will be restored as the Eastern Flank Battlefield Park.

Franklin has seven local historic districts: Downtown, which is the original 16-block core of Franklin; Hincheyville, which was the first platted neighborhood in Franklin, Adams Street, Lewisburg Avenue, Boyd Mill Avenue, Everbright Avenue and Franklin Road. In addition, several individual sites are included in the historic preservation zoning overlay district. Of those districts, Downtown, Hincheyville, Adams Street and Lewisburg Avenue are also listed in the National Register of Historic Places. The Natchez Street district, which is a historic African-American community, was also recently listed in the National Register.

Most of the districts mentioned are residential districts. However, the Downtown district includes Franklin's award-winning Main Street commercial district. It also includes several historic churches in addition to the residential portions on either side of Main Street.

Many of Franklin's resources date from the 1800s. Over 40, for example, in the central Franklin area were standing during the Battle of Franklin and served as hospitals during and after that bloody event. Utilizing a public-private partnership between the Heritage Foundation and the City of Franklin, replica Civil War hospital flags were produced and provided to the owners of these buildings to be flown on the anniversary of the battle and at other important times throughout the year. This is one of the ways to help visitors and residents visualize the impact of the battle on the local community.

The City of Franklin also recently purchased a 200-acre horse farm less than a mile from the downtown square listed in the National Register of Historic Places.

In addition to the wealth of historic resources in the central Franklin area, Franklin has over thirty properties that are individually listed in the National Register. Many of these are rural resources, which tell the story of the history of Franklin and Williamson County.

NEED:

Through the work of many local nonprofits (Heritage Foundation, the Carter House, Carnton Plantation, Save the Franklin Battlefield, African-American Heritage Society, etc.) and the City of Franklin, many programs are in place to promote historic preservation and heritage tourism. It is widely recognized that historic preservation and identification with historic Main Street is closely tied to the successful economic development in the area (Franklin is one of the fastest growing cities in Tennessee and Williamson

County is ranked among the wealthiest in the nation). Many key historic sites are already open to the public, the City and County have made extensive financial investment in downtown, including two new parking garages and planning for a downtown riverfront park and the passive park at Harlinsdale Farm are underway.

This is a critical time for developing heritage tourism in Franklin because of the convergence of many projects in recent months. Through the partnership of the City with the local preservation nonprofit community, 110 acres of battlefield property has been purchased for \$5 million (\$2.5 million from the City, \$2.5 million secured through private donations). The City is completing a master plan for the reclamation and restoration of this battlefield landscape. In addition, *The Widow of the South*, by Robert Hicks, was released last year. The book, on the New York Times' Bestseller List, features Franklin's Carnton Plantation and its owner at the time of the battle, Carrie McGavock. This book has generated a great deal of interest in Franklin already and the Carnton Plantation has seen its visitorship double since its release. Thanks to the hard work of the private community, local nonprofit organization and a Board of Mayor and Alderman that understands the value of historic preservation to Franklin—both culturally and economically—many critical things are happening in Franklin that will help to preserve and promote our historic resources.

Franklin is also an award winning Main Street and a Preserve America community. The Heritage Foundation, the Downtown Franklin Association and the City actively promoted heritage tourism in Franklin through the implementation of the National Main Street program, seasonal festivals and the production and distribution of the Franklin Retail Map and Directory. The Williamson County Chamber of Commerce is actively involved Franklin as a part of the Tennessee Civil War Heritage Program and the Tennessee Antebellum Trail. Promotional material includes a brochure and a map of resources. Franklin also has a nonprofit organization called Franklin on Foot that offers walking tours and ghost tours of historic Franklin.

With the wealth of opportunity for heritage tourists, it's important that the visitor experience be enhanced as much as possible. A comprehensive signage package that is attractive and helps to easily direct people to and from the various sites and attractions will help to promote visitation.

The Heritage Tourism Wayfinding Project for Franklin, Tennessee, would provide a plan for a much needed signage package for local historic sites and other attractions in order to enhance the experience of the visitor. The plan would include approximately 20 sites and services, such as house museums, historic districts, public buildings and parking. There's plenty in Franklin to attract visitors, but once they arrive, it is often difficult for them to get around. Directional signage linking the sites is old, out-dated and often in poor condition. Signs are missing from many locations where they should be and are standing in locations where they are ineffective. The primary objective of this project is to design a comprehensive wayfinding package for Franklin to connect historic sites, historic districts, attractions and services.

PROCESS:

Each of the sites to be included in the wayfinding project will be involved in planning through the steering committee. A primary partner of the City in the planning will be the Heritage Foundation of Franklin and Williamson County.

The City of Franklin is seeking a qualified design consultant team to produce a schematic design for an overall wayfinding signage system, concept/prototype designs for the signs that would contribute to the overall branding effort. The consultant will then provide a final location plan for the directional signs, a phasing plan for implementation, final scaled construction drawings, and construction cost estimates.

The project manager will be the City's Historic Preservation Officer. She will oversee the contract and work with the consultant. Other preservation professionals within the community will also be included as part of a steering committee for the project. A public presentation of the concept design and locations will be held at City Hall to facilitate public input in the project.

A consultant will be selected based on ability to complete the contract in the specified time frame, relevant previous experience, project understanding, contract price and qualifications.

SCOPE OF WORK:

The scope of work for this project will be as follows:

1. Schematic design for the overall system, and
2. Concept design/Prototypical sign design for wayfinding signage. In addition to wayfinding, the package should also include a design for street identification signs in the central Franklin area employing some strategy to identify individual districts, such as a sign toppers above the sign blade that identifies the historic district.
3. Final plan for sign locations
4. Phasing plan for implementation taking into consideration the multi-phase "Gateways and Connector Street Enhancement Plan" currently underway.
5. Final construction drawings/scaled drawings
6. Construction cost estimates
7. Present plans and specifications for review by the City of Franklin staff and the commission at the 30% concept, 60%, 95% and final design.
8. Make presentations to the Board of Mayor and Alderman or other groups designated by the City and follow-up presentations as required.

GENERAL GUIDELINES FOR APPLICATIONS:

The proposal packet to be submitted by interested consultants should be no more than forty (40) single-sided pages (8 1/2 x 11 format) in length (exclusive of cover sheet and transmittal letter) and should include as a minimum, the following:

1. Firm Information – Firm name, address, telephone, fax numbers, and the names, addresses and telephone/fax numbers of any sub consultant. If the firm has branch offices, state the office that will have management responsibility for the work to be carried out.
2. Project Team – Resumes of all key staff members who will perform the work including professional registrations, education, related experience, etc. A chart shall be developed showing each project team member in his/her respective role.
3. Project Scope of Services – Outline of the firm's understanding of the project needs, with the inclusion of the minimum requirements as outlined above.
4. Project Schedule – A detail of every project task as outlined in the Proposed Scope of Services, showing time of completion for each task. Time shall be allotted for submittal review by the City and/or other affected agencies and any necessary permitting (TDEC, Corp of Engineers, etc.) An overall project time of completion shall also be developed.
5. Prior Relevant Experience – Provide project summaries and examples of relevant project experiences completed for which submitting firm has been responsible. References for these and other projects shall include the project title, detailed scope of work, personnel involved in each task, and contact reference name and phone number.

Brochures detailing the practice of the firm(s) involved with the proposed team are not required, but may be added as an appendix to the proposal.

Interested firms must submit six (6) copies of their qualifications to be received no later than 4:00pm on August 24, 2007, at the City Administrators Office; City Hall Mall; 109 Third Ave. South; PO Box 305; Franklin, Tennessee 37065. Any proposal received thereafter shall be considered non-responsive. The City reserves the right to make the selection on the basis of the qualifications as submitted, or if chooses, to conduct oral interviews with the highest ranked firms prior to final selection. The firm selected will be required to comply with all applicable federal and state laws, regulations and certifications.

For any additional information, please contact Shanon Peterson Wasielewski, Historic Preservation Officer, at (615) 550-6733, FAX (615) 791-3257 or shanonw@franklin-gov.com.

RATING CRITERIA:

The technical review committee will select a consultant or consultants for each, all, or any combination of the numbered items (1-8) above under Scope of Work. It is the City's desire to make a single award for the listed items, but it reserves the right to make multiple awards. The City may also elect to perform any portion of this job with its own staff in the best interests of the City. In its evaluation, the City will consider such factors as creativity, preservation treatment, and a demonstration of understanding the projects goals.

The proposals will be evaluated using the following criteria in rating of the proposals:

1.	Understanding of the project based on the Quality of the Proposal and approach to the Scope of Work	25 points
2.	Fee Schedules	25 points
3.	Consultant's experience on similar projects / references	25 points
4.	Staff qualifications	25 points
5.	Proposed time frames for project	25 points
6.	Consultant's ability to provide multi-item and multi-phase services	25 points
	Total Possible Points	150 points

Following review of all proposals received, the technical review committee may request individual interviews with team members. The purpose of these interviews would be to meet the staff that would be assigned to this project, clarify proposals and negotiate fees.