

**Answers to Questions about the
RFP for the
Campbellton Historic Crossroads Village Master Plan**

- 1. Please clarify any anticipated zoning issues that arise from the project spanning two jurisdictions?**
 - a. We are looking for creative solutions in regard to zoning recommendations. There have been some preliminary discussions about developing a zoning district and/or overlay that could be adopted jointly by both jurisdictions to allow for seamless implementation of master plan vision. However, there is no concrete conclusion about what this needs to be. We are looking for ideas.
 - b. Both Chattahoochee Hills and City of South Fulton are currently working on updates to their current zoning codes.

- 2. The Chattahoochee Riverlands project currently straddles both jurisdictions. Have there been any thoughts on how that project may impact this study?**
 - a. There have been several iterations of park and trail concept plans developed for this area, including the Riverlands Project and the Chattahoochee Hill Country Trail Plan (PATH Foundation). It is anticipated that all relevant plans will be reviewed as a part of the scan of existing planning documents that may impact the area.
 - b. The Chattahoochee Riverlands project does propose a potential trail alignment, and that should be considered. However, any of the information relevant to the demonstration sites will be largely conceptual.
 - c. Feedback from the community and stakeholders will be critical in creating the master plan vision.

- 3. The RFP mentions including MARTA in the required Transportation Coordination Meeting. Have you reached out to them and what part will they play?**
 - a. ARC will take the lead on organizing the Transportation Coordination Meeting, and they will extend the invitation to any regional, state or federal agency they feel needs to review the proposed recommendations. The master plan should evaluate various transportation alternatives, including transit, though we recognize that there are not currently plans to extend transit.

- 4. Have there been any discussions with major property owners?**
 - a. The study has been publicly announced through various media and community outlets by both Chattahoochee Hills and City of South Fulton. There are major property owners who are aware of it. We anticipate that feedback from major property owners will be an important part of the process through either the Steering Committee/Core Team and/ or stakeholder interviews.

- 5. Please provide additional information on the market study that is referenced in the RFP? Will it be available to review prior to the deadline for proposals? How much should be set aside in fees for the market component of the study?**
- a. After further review, the market study referenced in the RFP is not available. Please proceed under the assumption that it will not be available as a part of the overall study. The addendum to the RFP posted online shows that we have revised this section.
 - b. It is still up to the consultant as to how they want to allocate fees for the market component. We are aware that most indicators used in traditional market studies will show that there is not much of a market in this area. The purpose of the market component in an LCI study is to show that proposed recommendations align with the market realities. In this study area, we feel that there is potential for catalytic development that will be important to creating a market that largely does not exist at this time. We are interested in recommendations for how to catalyze development that aligns with the vision of the study, more so than an analysis of current market realities.
- 6. How much money is set aside for the entire study?**
- a. The study is funded through the ARC Community Development Assistance Program (CDAP) using funds from the Livable Centers Initiative (LCI). The total project budget is \$100,000.
 - b. More information on CDAP can be found at <https://atlantaregional.org/community-development-assistance-program>
 - c. More information on LCI can be found at <https://atlantaregional.org/community-development/livable-centers-initiative>
- 7. In reference to selection and process, how will the relationship work between the two jurisdictions?**
- a. Representation on all committees (Selection, PMT, Steering Committee/Core Team, etc.) will be equal. Mike Morton will serve as the Project Manager for Chattahoochee Hills and Allison Duncan will serve as the Project Manager for the City of South Fulton.
 - b. ARC has contracted for the study with Chattahoochee Hills. South Fulton and Chattahoochee Hills will execute a Memorandum of Understanding for the sharing of costs. Chattahoochee Hills will be the primary contact for all items related to contracting and billing. However, both Mike and Allison should be included on all correspondence for the project. The Project Managers for ARC will be Jared Lombard and Ryan Schlom, and ARC Project Managers should also be kept informed of the process and key milestones.
 - c. It is anticipated the community meetings will use a variety of locations in both jurisdictions. Chattahoochee Hills and South Fulton Project Managers will work with the consultant to identify meeting locations.
- 8. What is the expectation from leadership of both jurisdictions?**
- a. Mayor and Council in both jurisdictions are aware of the study and support the project. There is generally an open dialogue between the leaders of both communities in regard to planning issues. We anticipate that consultants and project managers will work together to create a system to keep the elected officials of both jurisdictions informed of the process and key milestones.

- b. In addition to working with leadership, community engagement will be a critical component of the plan development.

9. There recently was a master plan completed for a large property in proximity to the study area. Is that information available?

- a. From what we understand, the plan is not finished and therefore not available at this time. At such a time as that information becomes publicly available it will be shared. However, it is important to note that the project was undertaken by the property owner without the use of public funds. Therefore, it will be up to the owner to share whatever information they deem appropriate.

10. What is the level of GIS information that is available for this area? Specifically, how will regulations of the Metropolitan River Protection Act (MRPA) impact the study?

- a. GIS information can be made available by Chattahoochee Hills and South Fulton. There is also GIS data that can be downloaded from the Fulton County website.
- b. Jim Santo is the point of contact at ARC in regard to MRPA regulations. Jim is aware of the project, and specifically is aware of the desire to examine how allocations under MRPA can be transferred throughout the area. We have asked Jim to serve as a part of the Steering Committee/Core Team.

11. Would a firm currently working with a private property owner within the study area be precluded from selection?

- a. Neither local nor regional rules would preclude selection of a consultant that is working with a private property owner in the study area.