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**ADDENDUM NUMBER 2
DOWNTOWN MASTER PLANNING REQUEST
FOR QUALIFICATION**

July 06, 2026

To all holders of Downtown Master Planning RFQ Documents:

This addendum forms part of the Request For Qualifications documents and modifies the original proposal document. Deletions, corrections, and changes shall be as binding as if incorporated in the original documents. All General Overviews, Terms and Conditions, basic requirements, etc., as specified initially, shall apply to these items. Acknowledging receipt of this addendum will be required as part of the contract agreement.

Item #1: Attached are the questions and responses for this project.

Acknowledge receipt of this Addendum in the space provided in the Proposal. Failure to do so may disqualify the Bidder.

Ariental Fullwood, Buyer
Purchasing Division
END OF ADDENDUM TWO

Addendum Number 2

Downtown Master Planning Requests for Qualification
July 6, 2026

Statement of Qualifications Submission & Selection Process

Can you please clarify the due date for the submission? Both July 13 and July 9 appear in the RFQ.*

The deadline for submission is Monday, July 13, 2026, at 3:00 p.m. Eastern time.

*The deadline was also addressed in Addendum 1 to each of the RFQs.

Is there any consideration being given to extend the deadlines for all respondents for RFQs S5-0726, S5-0726.1 and S5-0726.2?

No.

Since hardcopy is required and FedEx will not typically accept a PO Box number and requires a phone number, can you confirm the correct shipping address and phone number to ship the SOQ via FedEx.

City of Wilmington Purchasing Division
929 N. Front Street | 10th Floor
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Attention: Arianal Fullwood, Buyer
Telephone: 910.772.4158

Is the 25-page limit defined as 25 double-sided sheets (totaling 50 pages) or 25 numbered pages?

25 numbered pages (single-sided sheets)

Who will be on the selection committee?

The final membership of the selection committee is still being determined.

Can you confirm the percentage level of MBE/WBE/HUB/DBE participation required for the contract and if there are any subcategory goals, such as specific percentages for MBE, WBE, or local participation? Does the City of Wilmington qualify any other certifying agencies other than the New Hanover County MWBE Program, such as NCDOT?

Under current NC Law, there is no specific MBE/WBE/HUB/DBE participation percentage or subcategory goal established for the contract. Rather, respondents are expected to demonstrate a good faith effort to identify and utilize qualified minority- and women-owned business enterprises where subcontracting opportunities exist, consistent with the City's MWBE Program.

As outlined in Section 3.4 of the solicitation, proposers should include a statement acknowledging their understanding of and commitment to the City of Wilmington's MWBE Program as it relates to the delivery of professional services.

The City also accepts certifications from other recognized governmental certifying agencies, including the North Carolina Department of Transportation (NCDOT) DBE Program and the North Carolina Historically Underutilized Business (HUB) Program, provided the certification is current and applicable to the firm's business classification.

We encourage respondents to utilize certified firms whenever subcontracting opportunities are available and to document their good faith efforts in their proposal.

Is there a local or North Carolina presence preference beyond the MBE/WBE commitment language?

No.

Is the consultant team that produced the Greater Downtown Plan precluded from pursuing these solicitations?

No, these solicitations are open to all interested firms.

Project Budget and Schedule

Project Budget

- The RFQ notes on page 15 that contract awards exceeding \$90,000 require City Council approval. Does the City have an estimated or maximum allocated budget framework specifically for the Market Feasibility & Economic Analysis Services contract? If a budget range cannot be disclosed, can the City confirm if the anticipated scope is expected to be below the \$90,000 threshold?

- Urban Design & Placemaking RFQs: Can the City share an estimated budget for this project?

The City will not share the project budget at this time. Firms will be selected based on qualifications, with the final scopes of work and fees to be negotiated.

Project Timeline

- Table 6.1 outlines the tentative selection and award timeframe through August 2026. Once the contract is finalized, what is the City's anticipated or desired schedule for the completion of Phase 1, Phase 2, and Phase 3 deliverables?
- What is the City's timeline for completing the Master Plan?

The City would like to have the entire master planning process completed within 9 to 12 months, including plan adoption and amendments to the City's Land Development Code. As Phase 3 (adoption) is anticipated to take 2-3 months from the time final documents are prepared, the targeted completion of Phases 1 and 2 is 6-9 months. It is anticipated that there may be overlap between Phase 1 and Phase 2 for the various scopes of work/teams.

Team Collaboration

City Collaboration

Will the City create the final comprehensive master plan that integrates the urban design, placemaking/public realm, and market study scopes?

Yes, the City will create the final master plan document integrating the results from the three project scopes.

Will the City host and record meetings between the three consultant teams?

Yes, the City will take the lead in coordinating meetings among all the selected firms. However, it is also expected that there will be firm-to-firm communication as needed to address questions and promote collaboration between the teams outside of City-hosted meetings.

If the teams have differing timelines, will the City manage a master schedule to align all scopes?

Yes, the City will coordinate schedules among the teams to align all scopes.

Consultant Collaboration

- How does the City anticipate dividing responsibility among the market feasibility/economic incentives, urban design, and placemaking/public realm consultants for questions involving district vision, site strategy, preferred uses

and intensities, public-space programming, activation strategies, and implementation recommendations?

- Is the market feasibility and economic incentives consultant expected primarily to test and inform alternatives developed by the urban design and placemaking teams, or should that consultant independently develop market-driven development scenarios, site strategies, and implementation alternatives for City consideration?

We expect this to be an integrated, collaborative effort among the selected consultants. For example, while the placemaking team may take the lead on recommendations for public space programming, the market team will need to provide feedback and guidance on those recommendations relative to market feasibility and impact, and the urban design team will need to provide design guidance and ensure that the final plan and regulations accommodate that programming.

Similarly, we expect that the market consultant will both:

- Provide guidance to the placemaking and urban design teams on site strategies, preferred uses and intensities, and implementation alternatives; and
- Provide feedback on recommendations and alternatives developed by the placemaking and urban design teams for site development and design standards.

Which of the 3 team leaders will lead the engagement process noted in Section 2?

As per Section 1.7.2 of each RFQ, the City will take the lead in developing and executing a community engagement strategy, with input and coordination from each consulting firm.

Scope Clarification

Relationship to Greater Downtown Plan

The RFQ references the Greater Downtown Plan adopted on June 16, 2026. Could the City clarify the intended relationship between that adopted plan and this assignment? In particular, is the primary purpose of this effort to translate adopted direction into site-specific feasibility, implementation, and investment strategies, or does the City anticipate reopening broader strategic questions for the Northern Riverfront and Chestnut Street sites?

As the strategies and actions recommended in the Greater Downtown Plan are fairly broad due to the scope of that plan (1945 corporate limits). This project is intended to drill down and provide site-specific direction and an implementation toolkit to help to implement those strategies and actions, while engaging the public on the details of how these areas will be developed in the future.

Parking

- Section 1.7.1 indicates that the City is issuing three separate RFQs for specialized consultant teams (Placemaking, Urban Design, and Market Feasibility). Under Section 2.2.3 (Task 1), the Market Feasibility consultant is tasked with developing the "Parking Study & Model". Could the City clarify the precise division of responsibilities for the parking scope between the Market Feasibility consultant and the Urban Design/Placemaking leads? Will the Market Feasibility consultant act as the primary lead for all parking deliverables, or will this be a co-drafted element?
- Section 2.2.3 calls for a parking supply, utilization, and market baseline; demand projections; and short-, medium-, and long-term recommendations. Does the City anticipate that the selected market/economic consultant will include specialized parking expertise on its team, or is this intended as a planning-level parking analysis coordinated with the broader master planning effort? Are there existing parking studies, utilization data, event-period data, or related City analyses that will be available to the selected consultant?

The Market Feasibility consultant will serve as the primary lead for the parking study and model deliverables. Coordination with the other consultants will be required to address issues related to location, design, and demand associated with placemaking recommendations.

The City wishes to receive actionable data around required parking infrastructure to support the overall development program, and each team should evaluate its capacity to deliver this data. Information that the City has around current utilization and other data points will be shared, but the intent is to ensure that parking needs generated by the implementation of the master planning process is captured.

Priority Sites and Incentives

For priority sites and incentive recommendations, what level of analysis does the City expect: district-level market and fiscal scenarios; parcel- or project-level development feasibility; preliminary development pro formas; detailed underwriting of individual incentive packages; or another level of analysis?

The City is seeking to understand market and fiscal scenarios broadly, to assist with the evaluation of the suggested parcel- and/or project-level development. This analysis will guide strategies to support development within a broader footprint, as well as identify specific incentive packages within the strategic framework to support individual projects.

Data Availability

Beyond the materials identified in the RFQ, are there previous market, economic, parking, fiscal impact, redevelopment feasibility, or downtown implementation studies that will be made available to the selected consultant team?

Yes, data provided to the selected consultants will include, but is not limited to, the following:

- Greater Downtown Market Analysis (James Lima Planning + Development, 2024)
- Tourism Market Study (March 2025)
- Convention Center Expansion Feasibility Study (2026)
- Riverfront Park Feasibility Analysis (underway)

Responding to Multiple RFQs

Submission of Statements of Qualification for Multiple RFQs

- I assume that you'd prefer to choose three different consultants? We're trying to determine which one or the two design related RFQ's make most sense for us. We certainly have quite a bit of experience in both.
- Urban Design & Placemaking RFQs: Does the City anticipate selecting different consultants for each released RFQ? Can a consultant submit proposals for more than one solicitation?

The City's goal is to assemble the best team. Firms may submit qualifications for any or all of the RFQs for which they believe they are qualified.

Has the City considered consolidating the three RFQs given the level of coordination and overlap?

The City is aware of the overlap and has specifically opted to issue three RFQs to assemble the best team for the project, based on firms' qualifications to complete each scope of work. The City expects to coordinate the efforts of all firms selected for the project.

Consultant Teams and Prime Consultants

- Is the City open to selecting the same prime consultant for all three efforts?
- Can a single team respond to all three services with a comprehensive approach, and if so, should that be submitted separately to each RFQ?

- Can you clarify if there should be 1 submission that encompasses a team that can take on the placemaking, urban design, and economic development consulting. Or do each of these services require a completely separate SOQ submission?
- Section 1.7.1 states the City is seeking to assemble a team of consultants through three separate requests for qualifications. Section 5.3.2 also notes the City reserves the right to split the scope or award contracts to more than one firm. Does the City prefer that a firm submit an SOQ strictly for the Market Feasibility RFQ as an individual entity , or are joint ventures and prime-subcontractor team submissions acceptable?

If firms opt to take a prime consultant and/or team approach to one or more RFQs or opt to submit qualifications for one or more RFQs, individual submissions are required for each RFQ that:

- Demonstrate the team's qualifications for the scope of work described in that RFQ, and
- Include each firm's role in executing that specific scope of work.

Firms using this approach are encouraged to specifically address whether they would be willing to disaggregate/reform their team with other firms if requested by the City based on the results of the RFQ selection process.

There are 3 distinct RFQ's with overlapping responsibilities. Is it the intent to select an architect/urban planner, a landscape architect, and a financial consultant for these 3 RFQ's, or does the City expect teams of consultants for each RFQ?

The City's objective is to assemble the best team for the overall project, whether that is one firm for each distinct scope of work, a team of firms for one or more scopes of work, or individual firms that are retained to execute multiple scopes of work, based on their qualifications.