

## CITY OF AVONDALE ESTATES

### REQUEST FOR PROPOSALS (RFP) Responses to Questions

Avondale Estates Downtown Master Plan Update / Livable Centers Initiative (LCI)  
Study

#### Responses to Questions: January 20, 2026

Proposals Due: February 2, 2026 at 5:00 PM (local time)

Contact: Lori Leland, Planning and Permit Director

Email: LLeland@avondaleestates.org CI Pre-Proposal questions:

*Answers to questions shown in red italics*

- 1) In the scope for the project, the City suggests establishment of a Project Management Team (PMT) and a Project Advisory Group (PAG)

*Please see Attachment A of the RFP for additional information regarding the Scope of Services for ARC contract with the City of Avondale Estates.*

- Are these two groups to be established by the City (with the addition of the consultant as a part of the PMT)?  
*The PMT and PAG will be established by the City of Avondale Estates with input from the consultant.*

- What is the composition of the two groups...PMT, consultant and City staff and PAG, citizens/businesses/various public stakeholders, etc?  
*The PMT shall be formed with representatives from the City, the consultant and ARC.*

*The PAG will include major stakeholders from ARC, MARTA, GDOT, Avondale Main Street/Downtown Development Authority/ Business Association, Public Works, Avondale Arts Alliance, and other boards, commissions, or appropriate groups.*

- There are 3 public meetings indicated...we would likely have bi-weekly meeting with the PMT...is the consultant to meet with the PAG separately?  
*PAG meetings would be separate from the 3 public meetings.*

- 2) What public bodies will the consultant be meeting with, how many times, and what is the approval process? Is it a presentation to DDA and a recommendation from DDA to the City Council or just a presentation to the DDA or the City Council, etc.?

*We are expecting 4 presentations/engagement sessions. City staff will take an active role in all meetings, and if there is a need for additional presentations to any of these groups, we will assume responsibility.*

*1) The Downtown Development Authority (DDA)*

*The DDA will also review and make a recommendation to the BOMC as the implementation arm of the City.*

*2) Planning Architecture and Zoning Board (PAZB)*

*The formal approval and adoption process requires the plan be reviewed by the PAZB and provide a recommendation to the Board of Mayor and Commissioners (BOMC).*

*3 & 4) The BOMC will consider the plan at a minimum of two meetings and will formally adopt the LCI Downtown Master Plan Update.*

- 3) Can the City please clarify the anticipated project completion date? On the RFP schedule, it indicates a study completion date by October 31, 2027, but based on our team's understanding from the Pre-bid meeting, the City is thinking about wrapping the project up by the end of this year.

*Development is happening at an accelerated rate in the City of Avondale Estates. The LCI Downtown Master Plan is most useful if the City can use it sooner rather than later. The City also wants to balance the need to have a plan adopted soon, with the needs for a plan created with a robust public engagement process and a complete and useful plan. We expect the plan would be completed in late 2026 or early 2027.*

- 4) We saw that the LCI funding request of \$160,000 was awarded. With that, what is the overall project budget?

*The LCI grant awards and local matches are publicized on the ARC website. The overall budget should fall within the total grant amount.*

- 5) Would the City allow the proposal to be on 11x17 paper?

*The submittal requirements specify the format and delivery as Electronic submission only (no hard copies accepted). The format within the electronic submission can be landscape format.*

- 6) Would the City allow the proposed schedule to be on an 11x17 paper?

*The submittal requirements specify the format and delivery as Electronic submission only (no hard copies accepted). The format within the electronic*

*submission can be landscape format. The key is to make the schedule and proposal easy to understand.*

- If not an 11x17, would the City allow the proposed schedule to be an 8.5x11 (landscape)?  
*Yes, see answers above.*
  
- 7) In the Budget and Fee section of the requirements, there is a reference to DBE participation. Based on the new DBE guidance issued from USDOT and GDOT, does the City intend to maintain the DBE participation for this contract?  
*DBE participation is not a requirement.*
  
- 8) Can the City confirm that there are no forms proposers need to include in our submittals?  
*There are no forms required for the RFP submittal.*
  
- 9) We noticed that there was a pre-bid conference held on January 7, 2026. Are you able to share the attendee list so that we can explore potential teaming opportunities?  
*Redacted attendance sheet from January 7, 2026 Prebid Conference is included below.*

**AVONDALE ESTATES DOWNTOWN MASTER PLAN UPDATE  
LIVABLE CENTERS INITIATIVE (LCI) STUDY  
PRE-PROPOSAL CONFERENCE  
21 N. AVONDALE PLAZA  
AVONDALE ESTATES, GA 30002**

**JANUARY 7, 2026, 10:30 AM**

NAME	Company	Email	Phone
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Julia Doolittle	CAS	julia.doolittle@brdaewk.sargents.com	[REDACTED]

Name (original name)	Email	Join time	Leave time	Duration (r	Guest	Recording	In waiting room
City of Avondale Estates (Host)	kreyrna@avondaleestates.org	1/7/2026 10:24	1/7/2026 11:29	65	No	OK	No
Rebecca Keefer		1/7/2026 10:27	1/7/2026 10:28	1	Yes	No Respon	Yes
Megan Elliott (Pond & Company)		1/7/2026 10:28	1/7/2026 10:28	1	Yes	No Respon	Yes
Rebecca Keefer		1/7/2026 10:28	1/7/2026 10:58	31	Yes	OK	No
Megan Elliott (Pond & Company)		1/7/2026 10:28	1/7/2026 11:29	61	Yes	OK	No
Sherry Rudnak		1/7/2026 10:28	1/7/2026 10:28	1	Yes	No Respon	Yes
Sherry Rudnak (BAE Urban Economics) ( Sherry Rudnak )		1/7/2026 10:28	1/7/2026 11:29	61	Yes	OK	No
Kat Onore, Pond		1/7/2026 10:32	1/7/2026 10:35	4	Yes	No Respon	Yes
Janide.Sidifall		1/7/2026 10:32	1/7/2026 10:34	3	Yes	No Respon	Yes
Caroline Evans		1/7/2026 10:32	1/7/2026 10:34	3	Yes	No Respon	Yes
Janide.Sidifall		1/7/2026 10:34	1/7/2026 11:29	55	Yes	OK	No
Caroline Evans		1/7/2026 10:34	1/7/2026 11:29	55	Yes	OK	No
Kat Onore, Pond		1/7/2026 10:35	1/7/2026 11:29	55	Yes	OK	No
Imani Love		1/7/2026 10:50	1/7/2026 10:51	2	Yes	No Respon	Yes
Imani Love		1/7/2026 10:51	1/7/2026 11:29	38	Yes	OK	No