

# Planning and Urban Design Services (RFQ #ED-26-01)

The City of Virginia Beach Department of Economic Development (VBED) is seeking statements of qualifications for the Annual Services Contract (ASC) for Planning and Urban Design Services.

## 1. Project Overview

The VBED is soliciting a Request for Qualifications (RFQ) from qualified firms to provide planning and urban design services for various potential projects to support strategic development initiatives that modernize and strengthen our attractiveness as a destination and grow economic opportunity and community investment.

VBED's Project Development team ensures properties are developed/redeveloped to the highest and best use, meet the intent of the strategic development area plans and oversees the Economic and Tourism Development portion of the City's Capital Improvement Program.

VBED drives economic vitality and inclusive prosperity in the City by fostering the attraction and creation of new investment, innovation, and jobs. For additional background and related infrastructure and development projects visit <https://yesvirginiabeach.com/rfp>

## 2. Description of Services

The VBED is seeking support in planning, urban design, and related professional services. Specific services may include but not be limited to:

- Planning assistance for small area planning efforts, topical planning, or commercial revitalization strategies;
- Facilitation of public meetings, design charrettes, stakeholder focus groups, steering and advisory committees and community outreach;
- Conceptual streetscape, corridors, urban parks, plazas, promenades, and open space designs;
- Mobility, connectivity, transportation planning and resiliency planning efforts;
- Analyzing and evaluating existing transportation and traffic studies and identifying opportunities for pedestrian, bicycles, shared mobility services and transit service enhancements;

- Site evaluations, surveys, feasibility analyses and infrastructure investigative services;
- Assistance in communicating planning concepts to decision makers and the general public through graphic conceptualization of land development scenarios, conceptual design/massing models, renderings and photo-simulations, site plans, illustrations, and diagrams;
- Assistance with the development of policies and implementation strategies including zoning ordinances and amendments, development standards, pattern books and design guidelines;
- Identifying opportunities for temporary uses and programming to promote civic and social engagement in the near term;
- Utilizing innovative experiential urban design, landscape architecture, art, wayfinding, and place making tools such as tactical urbanism to create aesthetically interesting, legible, and interactive urban spaces;
- Development of urban design strategies for resilient places, healthy communities, smart technologies, new development typologies, and creative and cultural arts districts;
- Preparation of cost estimates and opinions of probable construction costs,
- Planning and project feasibility studies, including fiscal feasibility;
- Project options evaluations, including projects submitted by developers;
- Preparation of construction contract drawings and supplemental specifications
- Construction contract administration
- Market demand studies and creating customized market analysis to assist the department in making informed regulatory recommendations;
- Evaluating short and long-term economic viability of existing and proposed uses to determine redevelopment potential and identifying market gaps;
- Identifying incentives to attract desired uses and means of monitoring implementation, including performance measures or similar metrics; and
- Identifying and pursuing funding opportunities and assistance in the preparation of grant proposals.

These services will be provided on an annual basis and renewable annually for three (3) additional years for a total term of four (4) years. The maximum amount for any work order and the annual maximum shall be in accordance with Virginia's Public Procurement Act per §2.2-chapter 43 of the Code of Virginia as amended. There is no guarantee of the amount of work that will be authorized. Multiple contracts may be awarded.

### **3. Evaluation and Selection Process**

#### **3.1 Qualification Requirements**

Firms with demonstrated expertise and experience with the services described herein are encouraged to apply, as are multi-disciplinary teams with the capability to manage multi-faceted projects and coordinate sub-consultants. Successful applicants will:

- Have a favorable track record in public relations and working on projects in a collaborative effort.
- Have knowledge and experience with urban planning, landscape architecture, transportation planning, resiliency planning, tactical urbanism, Complete Streets, Sustainable SITES Initiatives, green infrastructure, and low impact development practices.
- Be knowledgeable of applicable federal, state and city codes, regulations, especially those unique to the Commonwealth of Virginia, Hampton Roads Metropolitan Region and the City of Virginia Beach.
- Have a demonstrated history and ability to provide quick response to projects of immediate need while also completing work within the project schedule.

#### **3.2 Selection Criteria**

Evaluation of the RFQ proposals will be based on the following selection criteria. The percentage listed in parenthesis is the weight that each selection criteria will have in the evaluation of the proposals.

- a. Professional qualifications of staff and any sub-consultants assigned (20%)
- b. Specialized experience in the type of work required (20%)
- c. Familiarity with services needed and the conceptual approach proposed to address them (20%)
- d. Quality of past performance on similar projects and demonstrated ability to resolve project issues (15%)
- e. Capability to provide aesthetic design features in keeping with the City and community goals for a quality outcome (10%)
- f. Evidence of cost control effectiveness (5%)
- g. Current volume of work and capability to reallocate resources effectively as needed to meet project schedule and needs (5%)
- h. Accessibility of the project team to potential project sites (5%)

#### **3.3 Selection/Submittal Process**

Proposers may be invited to an interview with the Evaluation Committee and should be prepared to have key management personnel available for these interviews. The successful proposer(s) will be named after the RFQs are evaluated. Notice of intent to award one or multiple contracts resulting from this RFQ will be publicly posted for inspection at the Department of Economic Development location below.

The below timetable may be amended as required by the Department of Economic Development. Any modifications to the timetable will be provided to those firms who have properly submitted the RFQ.

ASC RFQ Advertisement	May 24, 2026
Pre-Submittal Meeting	June 5, 2026
Deadline for Receipt of Questions	June 18, 2026
RFQs Due	July 2, 2026
Interviews (if selected)	August 3-7, 2026
Notice of intent to award (anticipated)	August 27, 2026

A non-mandatory pre-submittal meeting will be held Friday, June 5, 2026, in the Department of Economic Development Boardroom located at 4525 Main Street, Suite 700, Virginia Beach, VA 23462 at 9 a.m.

Questions should be directed in writing to: Peter Gaytan, CFM, [Pgaytan@vbgov.com](mailto:Pgaytan@vbgov.com). Questions must reference the RFQ title, include the proposers name, contact person's name, address, and phone number. Responses to such questions shall be furnished to all respondents in the form of an addendum to this RFQ. See the RFQ timetable above for deadlines and milestones.

#### 4. RFQ Proposal Format

Each respondent must submit six (6) copies of the Request for Qualifications in a sealed envelope marked "**RFQ #ED-26-01, Planning and Urban Design Services**" no later than **July 2, 2026 - 3:00 pm local time**. All RFQs received after that time will not be considered and will be returned unopened to the respondent.

##### Location for submissions:

City of Virginia Beach  
Attention: Peter Gaytan  
Department of Economic Development  
4525 Main Street, Suite 700  
Virginia Beach, Virginia 23462

The Request for Qualifications should be limited to 20 double-sided printed pages (not including appendices) and include the following information:

#### **4.1 Letter of Interest/Executive Summary**

Include a brief introduction/summary explaining your firm's qualification and experiences as they pertain to the scope of this RFQ.

#### **4.2 Team Profile**

Provide a brief profile of the firm(s), names and resumes of key staff – indicate which and what level of involvement is anticipated.

#### **4.3 Proposer's Experience, Past Performance and Approach**

Describe the proposer's past performance and experience on consulting services of this type. Include descriptions of at least three comparable projects similar in scope to the services requested herein which the proposer has completed within the past five years or are currently ongoing. For each comparable project, please indicate the duration of the project, the client, description of work, and the results/deliverables.

#### **4.4 References**

Provide a name, current email address and phone number for three references that would be capable of explaining and confirming your firm's capacity to successfully complete the scope of work outlined herein.

### **5. RFQ General Conditions**

**5.1 PROPRIETARY INFORMATION:** Offerors are advised that Section 2.2-4342 of the Code of Virginia, i.e., the Virginia Public Procurement Act, shall govern public inspection of all records submitted by the Offeror. Specifically, if Offeror seeks to protect any proprietary data or materials, pursuant to Section 2.2-4342, Offeror shall (i) invoke the protections of this section prior to or upon submission of the data or other materials, (ii) identify the data or other materials to be protected, and (iii) state the reasons why protection is needed. Furthermore, the Offeror shall submit proprietary information under separate cover, and the City reserves the right to submit such information to the City attorney for concurrence of the Offeror's claim that it is in fact proprietary. References may be made within the body of the proposal to proprietary information; however, all information contained within the body of the proposal not labeled proprietary or otherwise not meeting all three of the requirements of Section 2.2-4342 shall be public information in accordance with State statutes.

## **5.2 SMALL BUSINESS SUBCONTRACTING/CONSULTING PARTICIPATION:**

It is the policy of the City of Virginia Beach to encourage the participation of SWAM certified businesses in city procurement activities, including the procurement of professional and other professional services by competitive negotiation. In furtherance of this policy the City adopted sections 2- 224.1 through 2-224.8 of the City Code on February 28, 1995. City Council amended sections 2-224.1 through 2-224.8 of the City Code on September 27, 2011, to enact an Enhancement program for SWAM-certified Businesses (commonly referred to as the “Small Business Enhancement Program”).

Pursuant to City policy, it is strongly encouraged that the offeror submit a Small Business Subcontracting Participation Plan detailing the SWaM-certified businesses, certified by the Commonwealth of Virginia Department of Small Business and Diversity, that the offeror intends to utilize to perform the services indicated in the scope of services.

The [Small Business Subcontracting Participation Plan](#) (“The Plan”) is located on the SWaM Business Office webpage, Business Development Initiatives, [Small Business Subcontracting Participation Plan \(Form CVAB-E2\)](#).

The offeror may be required to have on file with the Purchasing Division the composition of the offeror’s workforce, which may be updated annually, using the [Prime Contractor Workforce Composition Form](#). Offeror shall also provide monthly updates as to payments made to sub-consultants/contractors listed on “The Plan” via the [Monthly Subcontracting Payment Data Sheet \(CVAB-E\)](#).

Prior to final payment, the offeror may be required to submit a report documenting, using the [Monthly Subcontracting Payment Data Sheet \(CVAB-E\)](#), its efforts undertaken in compliance with “The Plan”. “The Plan” shall become a part of the contract with the City of Virginia Beach.

OFFEROR IS STRONGLY ENCOURAGED TO ADDRESS ALL ELEMENTS OF THE SMALL BUSINESS SUBCONTRACTING PARTICIPATION PLAN IN ITS RESPONSE TO THE RFP.

If detailed responses are not practicable at this stage due to uncertainty as to the precise scope of the project, please indicate that the specifics are unknown at this time.

## **6. Appendices**

Offerors are advised that the following documents are associated with this RFQ. Documents 6.1, the SWaM participation plan form, must be completed and submitted with the consultant’s proposal. Failure to submit the Participation Plan may result in the consultant’s proposal being determined non-responsive.

**6.1 SWaM Participation Plan Forms**

**6.2 Standard Agreement Between Owner and Architect**

**6.3 Consultant Performance Evaluation**

**THE CITY OF VIRGINIA BEACH DOES NOT DISCRIMINATE AGAINST FAITH-BASED ORGANIZATIONS**