



Request for Qualifications
Redevelopment Plan for the Creation of a Tax Allocation District
Prepared by Jen Hagler
10 June 2022

Executive summary

Decide DeKalb Development Authority (Decide DeKalb) in DeKalb County, Georgia is soliciting qualifications from consultants to produce a redevelopment plan that will be used in the creation of a tax allocation district (TAD) to support the redevelopment of North DeKalb Mall and the surrounding area in DeKalb County, Georgia. Qualifications are due by Friday, 01 July 2022 at 5p ET.

Introduction and overview

As part of the Atlanta–Sandy Springs–Roswell MSA, DeKalb County is Georgia’s fourth-most populous county and home to 13 municipalities, including the eastern portion of the city of Atlanta. Decide DeKalb is the catalytic agency for promoting economic and job growth in DeKalb County. This is accomplished by attracting, retaining, and expanding businesses. Another facet of Decide DeKalb’s responsibilities is that of redevelopment agent for the county. As the redevelopment agent, Decide DeKalb conducts economic development activities that promote the revitalization and growth of DeKalb County pursuant to Georgia’s Redevelopment Powers Law for the purpose of implementing redevelopment initiatives within the county.

This RFQ is for a redevelopment opportunity at one of DeKalb’s legacy malls. Located at 2050 Lawrenceville Highway in unincorporated DeKalb County, North DeKalb Mall’s location near downtown Decatur and Emory University makes it attractive for redevelopment opportunities. Despite the mall’s prime location, it has seen a decline in the number of stores and an increase in vacancy since the 2000s. However, a developer recently purchased the mall with the vision to redevelop the 77-acre property into a mixed-use development that will include retail, office space, and residential housing with a focus on livability and walkability.

Scope of work

Decide DeKalb is soliciting qualifications from consultants to create a redevelopment plan that will be used in the creation of a TAD to support the redevelopment of North DeKalb Mall and its surrounding area. The scope of work will undertake these key items:

- Consultation with key policy stakeholders to understand the implications of the redevelopment for the surrounding area, and the potential to expand and perpetuate redevelopment beyond the mall’s boundaries;
- An independent analysis of the redevelopment to assess the economic and fiscal impacts of its various phases;



- An initial analysis of the financial feasibility of creating the TAD by determining the land parcels to include in the proposed TAD and the amount of TAD funds that could be generated from the new development based on the developer's plans; and
- A TAD redevelopment plan and map that also includes areas encompassing the location of the recommended investments for the area to be presented to the DeKalb County commissioners for discussions and final approval.

All qualifications should contain the following at a minimum:

- Identification of opportunities for the use of TAD powers
- Quantification of financial investments and results of public benefits that leverage the TAD
- Evaluation of optimal TAD boundaries to accommodate the TAD opportunities
- Outline of the basis for the strategy to justify the creation of the TAD
- Creation of proper document to create the TAD for the North DeKalb Mall property

Decide DeKalb has budgeted \$35,000 for the consulting services.

Qualification requirements

- Executive summary:
 - History of the firm
 - General background
 - Knowledge of economic development
 - Knowledge of redevelopment plans
 - Knowledge of TADs and TAD redevelopment plans
 - Relevant experience
- Company profile
 - Outline of expertise
 - Resumes of staff assigned to the project
- Resources
 - Statement substantiating the resources of the firm
 - Statement substantiating the ability of the firm to execute the scope of work
- Project timeline details and deliverables
- Fee structure proposal
- References from previous clients within the last 12 months
 - Name and contact information
 - Scope of work done for previous clients
- Two (2) to five (5) examples of previous work highlighting key accomplishments

Submission process

Please read each section carefully for information regarding the proposal and submittal instructions. The point of contract for this RFQ is Jen Hagler (jhagler@decidedekalb.com). Please reference this RFQ as 'North DeKalb Mall TAD RFQ' in the subject line of all emails. Submissions should be no more than 25 pages total. Consultants shall have no contact related to this project with Decide DeKalb during the RFQ process other than with the point of contact for questions and clarifications. Due to COVID-19, all submissions are due as emails with PDFs or electronic links with all proposal documents and materials. Proposals are due by Friday, 01 July 2022 at 5p ET.

Selection process

Qualified submissions will be reviewed by a selection committee and ranked based on the scope of work and outlined criteria.

Key dates (Decide DeKalb retains the right to adjust the timeline as necessary without prior notice).

- Monday, 13 June 2022: RFQ is released
- Monday, 20 June 2022: Written questions for clarifications are due by 5p ET
- Monday, 27 June 2022: Answers are posted on Decide DeKalb's website by 5p ET
- Friday, 01 July 2022: Submissions are due by 5p ET
- Monday, 18 July 2022: Projected start date
- Friday, 16 September 2022: Anticipated completion date