



## Request for Qualifications

### Town of Apex – Downtown Site Redevelopment Market Analysis & Feasibility Study

January 2026

#### **Project Description**

The Town of Apex, North Carolina is a committed local government that strives to be a trusted steward of their resources. The Town facilitates the development of our community, with a focus on creating a sustainable and livable environment for our residents. Included in our plans and strategies is the physical infrastructure that help to shape the character of Apex.

The Town of Apex is seeking the services of a qualified firm to provide a **Market Analysis & Feasibility Study** for the redevelopment of a site currently occupied by Fire Station #1 in the heart of downtown Apex, at 210 North Salem Street and a portion of 220 North Salem Street. The redeveloped site will not house an active fire station. Furthermore, the Town is interested in attracting private sector investment as part of the redevelopment options for the project. The Market Analysis & Feasibility Study will address all options for future use, both public and private, as well as funding, ownership and partnerships. Multiple options should be included in the study.

The purpose of this Request for Qualifications is to identify a consultant with the interest, capacity and qualifications to perform the Market Analysis & Feasibility Study to assist the Town with refining the future use and purpose of the property. Exterior and/or interior design concepts should honor the site's 70+ year history as a fire station.

The Town of Apex owns the physical building and property at 210 and 220 North Salem Street. The site area to be studied is approximately 1 acre and does not include the parking lot in front of the historic Depot. As part of the planned redevelopment, the current building is intended to be demolished and replaced with a new facility. However, the future site should include a "fire presence" of some kind, such as a museum and/or a fire safety learning center with an interactive educational component. Current ordinances for the downtown will allow up to a 3- story building, however up to a 4-story building could be considered. The transformation of this site is an exciting step in an ongoing effort to reach the goals of the Town's *Downtown Master Plan and Parking Study*.



## General Background

In December 2019, the Apex Town Council unanimously adopted the Downtown Plan. The plan included a list of Top Ten Projects for the future transformation of downtown.

The #6 recommendation in public priority order was “Re-envision the Fire Station as a civic/mixed used development.” In November 2024, Apex Town Council supported staff recommendations that Fire Station #1 operations actually be relocated and absorbed into Fire Station #3 on Hunter Street. Town Council further supported the concept to redevelop the site with a new use, but envisioned that the redeveloped site acknowledges the former role the Fire Department has had at this location in some manner. The acknowledgement should be guided through the study. Options to consider may include, but are not limited to: public art, the building design, a display or museum with an interactive fire safety learning center.

## Expectations

The Town’s expectations for the Market Analysis & Feasibility Study process for this site can be summarized as follows:

### *Engagement-based*

The process must include a public engagement approach to ensure the citizens of Apex have the opportunity to participate. Creative approaches for broad and equitable outreach should be proposed. The process should include engagement of the public to establish their feedback on the vision and goals the Town has for the project and to identify and review needs, opportunities, recommendations, and priorities. Use of the Town’s engagement tools including publicinput.com license, website, and social media platforms can be assumed.

### *Action-oriented and Attainable*

The process should include recommended processes and policies for ongoing decision-making as well as specific, achievable actions and strategies for a solution to the redevelopment project. The process must address any known or potential constraints in development of recommendations that are reasonably attainable. Recommendations should be reasonable in terms of what can be accomplished both financially and in the near-term.

### *User-friendly*

All presentations and language should be understandable by a broad audience. A combination of maps, illustrations, concepts and succinct writing should be used to convey the messaging. Background information and the process documentation should be limited while maps, illustrations, concepts and recommendations take the forefront.

### *Strategic and Innovative*

The Market Analysis & Feasibility Study should align with the Town’s strategic plan, *Game Plan Apex*, to address, as appropriate, the goals of: A Welcoming Community, Responsible Development, and Economic Vitality ([www.apexnc.org/1321/Strategic-Plan](http://www.apexnc.org/1321/Strategic-Plan)).



## Services

The purpose of this effort is to prepare a complete Market Analysis & Feasibility Study for the redevelopment of 210 North Salem Street and a portion of 220 North Salem Street in downtown Apex. The firm selected shall provide monthly reporting and documentation of effort and will be in regular coordination with Town staff. Interested firms are encouraged to propose a process that addresses the expectations outlined. Major tasks in the process are anticipated to include the following:

- Project administration
- Market conditions data collection and analysis
- Summary of existing conditions in downtown Apex
- Recommendations including:
  - General size of new structure (square footage and number of floors)
  - How this site could best serve identified market needs
  - Specific allowable uses and general location of uses
  - Acknowledgement of the history of the Fire Department on Salem Street (Ex. Public art, display, building design, museum or fire safety learning center)
  - Specific options on a Public/private partnership structure
- Funding plan
- Citizen engagement
- Process documentation

## Deliverables

Interested firms are encouraged to identify and describe recommended project deliverables to address the expectations set forth. At a minimum, deliverables are anticipated to include:

- Market Analysis & Feasibility Study – in print (10 bound copies) and digital (PDF and editable) formats. Other formats may be proposed and considered by the Town.
- Web content that the Town can use to update the Town of Apex website.

## Schedule

The process should be completed and approved within 6 months of the date of the notice to proceed. Interested firms should propose a schedule for the services and deliverables to be provided that addresses milestones and review periods. At a minimum, milestones should include:

- Project kick-off
- Summary of existing market conditions
- Summary of recommendations
- Citizen engagement
- Draft, revised, and final submittal of deliverables

## Eligibility

The firm shall furnish proof of valid general liability insurance in the minimum amount of \$1,000,000, commercial automobile liability insurance in the minimum amount of \$2,000,000 can be waived if no driving will be done on behalf of the town. Providing certificates of such insurance naming the Town of



Apex as an additional insured by endorsement to the policies is required. Additionally, the firm shall maintain professional liability insurance in the minimum amount of \$1,000,000 and maintain and show proof of workers' compensation insurance, and employer's liability insurance in the minimum amount of \$1,000,000.

### **Selection Criteria**

Proposals will be evaluated and a consultant firm will be selected based on the following criteria:

- 50% - Qualifications and experience of the firm, assigned project personnel, and subconsultants to perform the type of work required.
- 40% - Project approach that clearly and thoroughly demonstrates a familiarity with the project and process required.
- 10% - Performance of the firm, assigned project personnel and its subconsultants on similar and/or previous projects with the Town of Apex. If no experience with Apex, then highlighting similar experience with other municipalities is relevant.

North Carolina firms qualified to do the work will be given priority consideration. A North Carolina firm is a firm that maintains an office in North Carolina staffed with an adequate number of employees judged by the Town to be capable of performing a majority of the work required.

### **Proposal Content and Format**

Proposals are limited to 20 pages, excluding the cover page, if provided. No other pages may be excluded from the page count. Proposals must be submitted in electronic (pdf) format. Proposals must be formatted on 8 ½" x 11" paper. Interested firms are encouraged to use succinct writing and supporting tables or graphics in the proposal submittal. The proposal shall include the following, which are all included in the 20-page count limit:

- Introductory letter expressing interest in providing the requested professional services, an acknowledgment of the firm's eligibility to perform such services (including all subconsultants), a statement citing any potential conflicts of interest, and contact information including an email address for the primary point of contact.
- Identification of project personnel and their role in the proposed project, including an organizational chart, demonstration that assigned staff have availability to undertake the work required, and tailored resumes or bios of key staff members. Describe relevant work experience, capabilities, and expertise which qualify the personnel assigned to this project to undertake the project. Please include any credentials of the staff who will be assigned to the project in the proposal.
- Understanding of the project and a description of the proposed approach, deliverables, and schedule of tasks and milestones.
- Identification of similar work performed within the past seven years including points of contact (name, email, phone number) for references.

Note that, once submitted to the Town, the proposal is a matter of public record.



### **Document Transmittal and Selection Procedures**

An electronic document of the proposal in pdf format is the only allowable format. For proposals up to 10 MB in size, please email to: [Joanna.helms@apexnc.org](mailto:Joanna.helms@apexnc.org).

For proposals over 10 MB in size, please notify us by email of the availability for download. Upon receipt of your proposal, an email response will be provided.

Proposals must be received no later than 2:00 pm on Friday, March 27, 2026, **EST** to be eligible for consideration. Any questions on the request should be directed to Joanna Helms, Economic Development Director, 919-372-7461 or [Joanna.helms@apexnc.org](mailto:Joanna.helms@apexnc.org).

The Town of Apex will select the most qualified and responsive firm based on the combined evaluation of at least three staff members. The Town reserves the right to schedule interviews if needed after evaluating proposals.

The firm(s) selected will be notified by **email**. Notification will also be sent by email to firms not selected.

### **Anticipated Timeline**

RFQ Issued:	Thursday, January 8, 2026
Question Deadline:	Friday, February 6, 2026
Responses Posted:	Wednesday, February 18, 2026
Proposals Due:	Friday, March 27, 2026, 2PM EST
Firm Interviews/Selection:	Thursday, April 2, 2026