



TOWN OF ATLANTIC BEACH, SOUTH CAROLINA

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REQUEST FOR PROPOSALS (RFP)

Planning Technical Assistance Services

RFP No. 2026-PTA-01

Issued pursuant to TAB Ordinance No. 18-2025, Purchasing and Procurement Procedures

Issuing Entity	Town of Atlantic Beach, South Carolina ("TAB")
RFP Title	Planning Technical Assistance Services
Date Issued	June 29, 2026
Proposal Due Date & Time	July 6, 2026 no later than 4:00 p.m. (ET)
Method of Submission	Electronic Mail (email) only (<u>See</u> Section 5)
Submit To	Cheryl Pereira, Clerk of Council, Town of Atlantic Beach <u>Cheryl@TownofAtlanticBeachSC.com</u>
Source Selection Method	Request for Proposals (Ordinance § 2.03)
Questions	Submitted in writing by email to the (<u>See</u> Section 4) <u>Cheryl@TownofAtlanticBeachSC.com</u>

NOTICE: This is an expedited solicitation. The submission deadline is firm. Prospective proposers are strongly encouraged to begin preparing responses immediately upon receipt of this RFP.

1. Introduction and Purpose

The Town of Atlantic Beach, South Carolina (the “Town”), a municipal corporation and political subdivision of the State of South Carolina located in Horry County, is soliciting proposals from qualified firms or individuals (each, a “Proposer”) to provide planning technical assistance services to the Town (the “Services”).

This Request for Proposals (“RFP”) is issued in accordance with the Town’s Purchasing and Procurement Procedures, adopted by Ordinance No. 18-2025, and specifically the Request for Proposals method of source selection set forth in Section 2.03 of that Ordinance. Professional planning and design services are recognized under the Ordinance as a category of professional services; the Town is nonetheless soliciting competitive proposals to ensure it obtains the most qualified Proposer on terms most advantageous to the Town.

The Town intends to award a one-year contract for these Services, with the possibility of renewal or extension to the extent permitted by the Ordinance and applicable law. The Town does not attach any standard or form contract to this RFP. The form of contract will be developed and negotiated with the selected Proposer following the evaluation and selection process described herein.

2. Scope of Services

The selected Proposer will serve in an advisory, technical, and supportive capacity to the Town, responding to and acting at the direction of the Town Manager. All final determinations and actions, whether enforcement-related or otherwise, shall remain the sole responsibility of the Town. The anticipated scope of Services includes, but is not limited to, the following:

2.1 Planning, General Education, and Technical Assistance

Provide Town staff, the Planning Commission, the Board of Zoning Appeals, the Architectural Review Board, and Town Council with general information related to planning, planning training, the Land Management Ordinance, and other planning and development topics upon request, including relevant state law, the Town’s ordinances, and related matters.

2.2 Land Management Ordinance

Provide policy guidance on the Land Management Ordinance, excepting content requiring engineering, stormwater, floodplain management, or building code expertise (including, but not limited to, storm drainage and flooding, surety, and flood damage prevention provisions).

2.3 Comprehensive Plan and Master Plan Guidance

Assist the Town Manager, on an as-needed basis, in interpreting and reviewing the Comprehensive Plan, Master Plan, and associated Land Management Ordinance, including review of revisions developed by other consultants.

2.4 Zoning Administration Support

Provide zoning administration support, including assistance with:

- Development of administrative forms, applications, and procedures, including tracking mechanisms;
- Review of zoning map and text amendments (rezonings), with presentation support upon request;
- Planned development and flexible design district requests, including review of preliminary and formal applications;

- Maintenance of an up-to-date official zoning map and an online zoning map for the Town to host;
- Review of plats, site plans, and conceptual and sketch plans, and assistance developing written reasons for denials;
- Review of applications for certificates of zoning compliance; and
- Review of, and preparation of findings for, appeals, variances, special exceptions, and design modifications.

2.5 Board, Commission, and Council Meeting Support

Upon request of the Town Manager, attend meetings, work sessions, and public hearings; review planning-related agenda items; prepare reports and recommendations; provide technical assistance during meetings; assist in drafting Planning Commission reports and board conclusions; and help develop narratives for planning-related public notices and advertisements.

2.6 Direction and Coordination

The selected Proposer will respond to the direction of the Town Manager only. All direction or questions from citizens, elected or appointed officials, and developers will be directed to the Town Manager. The selected Proposer will not assume the role of Zoning Administrator, will take no action on behalf of the Town, and will not bill applicants or receive funds on behalf of the Town.

Note: The foregoing scope is provided to describe the general nature of the Services and is illustrative, not exhaustive. The final scope of services will be set forth in the negotiated contract with the selected Proposer.

3. Proposal Requirements

To be considered, each proposal should be concise and address the following. Given the expedited schedule, proposers may submit existing qualifications materials that respond to these items.

1. **Cover Letter.** A brief transmittal letter signed by an individual authorized to bind the Proposer, including the Proposer's name, mailing address, email address, and telephone number.
2. **Firm Profile and Qualifications.** A description of the Proposer's organization, relevant experience providing planning technical assistance to municipalities or other public bodies, and the qualifications of the professional planner(s) who will serve as primary staff.
3. **Approach to Services.** A statement describing the Proposer's proposed approach to performing the Scope of Services in Section 2.
4. **Key Personnel.** Identification of the professional planner who will serve as the primary contact, including relevant background and education, and a description of any junior planners or interns who may assist under professional supervision.
5. **References.** At least three (3) references from public-sector clients for whom comparable services have been provided, including contact name, entity, telephone, and email.
6. **Proposed Fee.** A proposed fee for the Services, which may be stated as an annual or lump-sum amount, together with an hourly rate for any pre-authorized work performed beyond the base scope.
7. **Conflicts and Exceptions.** Disclosure of any actual or potential conflicts of interest, and identification of any exceptions the Proposer takes to this RFP.

4. Questions and Clarifications

All questions concerning this RFP must be submitted **in writing by email to the Town Clerk of Council** at the email address listed in Section 5. Because of the expedited schedule, questions should be submitted as early as possible. The Town will endeavor to respond to questions promptly but, given the timeline, does not guarantee a response to questions received close to the submission deadline. Any clarification or addendum issued by the Town will be communicated to known recipients of this RFP and, where applicable, posted in the same manner as this RFP. Proposers may not rely on any oral statement or interpretation; only written communications from the Town Manager are binding.

5. Submission Instructions

Deadline. Proposals must be received by the Town **no later than 4:00 p.m. (ET) on July 6, 2026**. This deadline is firm. Proposals received after the deadline may be rejected as non-responsive.

Method. Proposals must be submitted by email only to:

Cheryl Pereira, Clerk of Council, Town of Atlantic Beach
Cheryl@TownofAtlanticBeachSC.com

The subject line of the email should read: **“RFP No. 2026-PTA-01 - Planning Technical Assistance Services, [Proposer Name].”** Proposals should be submitted as a single PDF attachment where practicable. The Proposer is solely responsible for ensuring its proposal is actually received by the Town by the deadline; the Town is not responsible for delays in electronic delivery.

6. Evaluation and Selection

A selection committee of at least two members, established by the Interim Town Manager or the relevant department head in accordance with Section 2.03 of the Ordinance, will review all proposals received. The committee may interview those Proposers it deems most qualified. The relative importance of the evaluation criteria is set forth below; numerical weighting is not required, and the criteria are listed in approximate order of importance:

- Qualifications and relevant experience of the firm and key personnel in providing planning technical assistance to municipalities and other public bodies;
- Demonstrated understanding of, and proposed approach to, the Scope of Services;
- Ability to perform the Services promptly and within the timeframes required by the Town;
- Quality of references and past performance; and
- Proposed fee and overall value to the Town.

Following review, the committee will determine the most qualified Proposer and may negotiate a contract with that Proposer. If a satisfactory contract cannot be negotiated with the most qualified Proposer, the committee may negotiate with the next most qualified Proposer, and so on, until a satisfactory contract is negotiated. The committee will document the basis on which the award is made and will make a determination of the responsibility of the selected Proposer.

7. Contract

This RFP does not include or attach any standard or form contract. The Town and the selected Proposer will negotiate the form and terms of the contract following selection. Any resulting contract will be subject to approval in accordance with the Town's purchasing authority under Section 1.04 of the Ordinance, including approval by Town Council by resolution for any contract

exceeding the applicable threshold. South Carolina law shall govern the terms and performance of any resulting contract. No contract or obligation shall arise unless and until a written agreement is executed by an authorized representative of the Town.

8. General Terms and Conditions

8. **Right to Reject and Resolicit.** The Town reserves the right to reject any or all proposals, in whole or in part, for cause or without cause; to waive informalities and minor irregularities; to determine not to award a contract to any Proposer; and to resolicit proposals based upon modified terms and conditions, all consistent with Section 2.03 of the Ordinance.
9. **No Obligation.** Issuance of this RFP does not obligate the Town to award a contract, to pay any costs incurred in the preparation of a proposal, or to procure or contract for any Services. All costs of preparing and submitting a proposal are the sole responsibility of the Proposer.
10. **Public Records.** Proposals are subject to the South Carolina Freedom of Information Act. Proposers should mark any material they contend is exempt from disclosure “**CONFIDENTIAL**.” such designation is not binding on the Town.
11. **No Gifts or Personal Benefit.** Consistent with Section 1.06 of the Ordinance, no Proposer shall offer any gift or thing of value to any Town official or employee under circumstances in which it could be inferred that the gift was intended to influence a procurement decision. Such conduct may result in rejection and debarment under Article IV of the Ordinance.
12. **Responsible/Responsive Proposer.** The Town will award only to a Proposer that demonstrates the capability to perform fully, possesses integrity and reliability, and submits a proposal that conforms in all material respects to this RFP.
13. **Protests.** Any actual or prospective Proposer who is aggrieved in connection with this solicitation or the award of a contract may protest in accordance with Section 3.02 of the Ordinance, by submitting a written protest to the Town Manager within the time limits set forth therein.
14. **Addenda.** The Town may amend this RFP by written addendum at any time prior to the submission deadline. Proposers are responsible for ensuring they have received and accounted for all addenda.

END OF REQUEST FOR PROPOSALS