



City of Heath, Texas

Heath Municipal Benefits Corporation/Heath Economic Development Corporation

REQUEST FOR PROPOSALS (RFP)

Activation & Master Planning Project:

Heath Towne Center & The Reserve

RFP No.: HTC-2026-01

Issued: December 19, 2025

Attn: Suzanne Brooke, EDC Liaison

City of Heath – 200 Laurence Drive, Heath, TX 75032

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1. Purpose and Intent

The City of Heath Economic Development Corporation and Municipal Benefits Corporation seek a viable activation and master plan to include an economic impact understanding for its approximately 94 acres of Heath EDC/MBC and City-owned land. The plan should include appropriate mixed-use developments that are economically achievable in Heath, TX.

The Heath Towne Center and The Reserve area are envisioned as the civic and social heart of the city, emphasizing a ‘premier outdoor lifestyle community’ consistent with Heath’s brand. The City intends to leverage this effort to align planning and development activities for the Towne Center District and The Reserve area, creating a unified, walkable district that integrates civic, commercial, recreational, and potentially residential components.

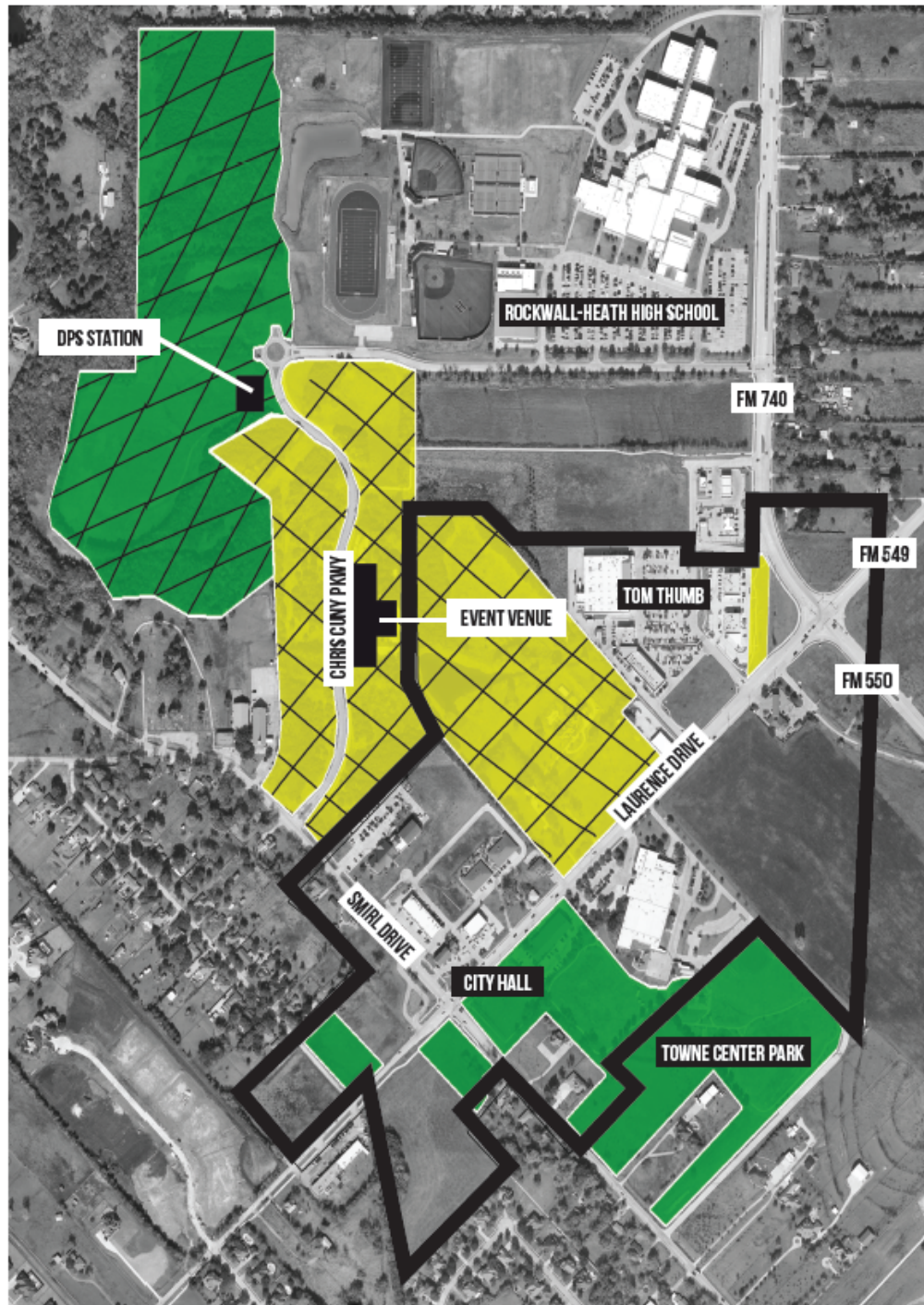
The qualified multidiscipline consultant team will deliver a cohesive, economically viable, and phased master plan for the Heath Towne Center and The Reserve areas. The plan will establish a clear vision, define development frameworks, financial viability with economic outcomes, and provide actionable strategies for phased implementation, ensuring alignment with the City’s character, infrastructure capacity, and economic objectives. This master plan should support immediate activation.

This master activation plan should be based strongly on the Heath Towne Center Design Book, the Towne Center Overlay District Ordinances, Master Trail Plan, and the Heath Comprehensive Plan. To the extent that ideas would require a variance (i.e. Multi-story, Residential component), the Board is open to considering these and other concepts based on understanding the financial impact to ensure a vibrant, successful project.

The project should focus specifically on the following land:

- 305 Laurence
(21.4 acres)
- 217 Laurence
(2.8 acres)
- The Reserve land
(outside of Overlay district—just under 20 acres—location of existing special events venue)
- City-owned land behind Rockwall-Heath High School
(outside of overlay district—just under 50 acres—location of new Heath DPS Station)

The map on the following page identifies the subject areas for the master plan.



- CITY OWNED LAND
- HEDC/HMBC OWNED LAND
- TOWN CENTER DISTRICT OVERLAY

- SUBJECT AREA FOR RFP
- SUBJECT AREA FOR RFP

HEATH MUNICIPAL
HMBC
 BENEFITS CORPORATION

HEATH ECONOMIC
HEDC
 DEVELOPMENT CORPORATION

2. Background and Context

Heath is a premier, outdoor, lifestyle community located 25 miles from Downtown Dallas in Rockwall County on 12.53 square miles along the eastern shore of Lake Ray Hubbard. The community vision places a strong emphasis on preserving Heath's natural beauty and maintaining a high quality of life.

With approximately 11,700 residents currently, Heath's projected build-out population is 18,750. The current average household income exceeds \$230,000 with an average home value of \$729,407. On an annual basis, Heath residents spend \$30,925,043 on dining out, \$32,988,755 on entertainment and \$18,240,360 on apparel. Heath is situated between the Cities of Rockwall, Forney and McLendon-Chisholm, all of which are experiencing rapid growth with a combined build-out population of 140,000. Traffic patterns for commuting and use of amenities bring a high volume of residents from these neighboring cities through Heath on a daily basis. The build-out population for Rockwall County based upon data from each city in the county is anticipated to be approximately 302,000.

Additional materials are attached to this RFP in **Appendix A**. Please note, we are not wanting to conduct or looking to fund any additional market studies. The City has many subscriptions that provide significant data sets. If additional information is needed, please request it in the pre-conference.

The plan should utilize input criteria as outlined in the following documents:

Heath Towne Center Overlay District Design Book

[https://www.heathtx.com/wp-content/uploads/EXHIBIT A - 220412 - HTC Design Book.pdf](https://www.heathtx.com/wp-content/uploads/EXHIBIT_A_-_220412_-_HTC_Design_Book.pdf)

Towne Center Overlay District Ordinance

<https://www.heathtx.com/wp-content/uploads/2023/04/Ord-220927E-Zoning-Amendment-to-Towne-Center-Overlay-District.pdf>

Master Trail Plan - Updated 10_2025

[HeathTrailSubdivision_map_Oct2025_v4\(002\)](#)

2025 City of Heath Comprehensive Plan

[2025CityofHeathComprehensivePlanAdopted062425.pdf](#)

Heath EDC/MBC Website

<https://www.heathtxedc.com/>

Heath EDC Vision Digital Gallery

<https://heathtxedc.com/property/>

Construction and Planning Documents

<https://www.heathtx.com/construction-and-zoning-documents/>

City of Heath Lifestyle Presentation

<https://www.heathtx.com/wp-content/uploads/HeathDeck2024-1.pdf>

Water Bridge Plan

<https://www.google.com/maps/d/viewer?mid=1ReQ7efM47g0QvEVTS1niKtVzEFyP614&femb=1&ll=32.84454000000003%2C-96.47851800000001&>

3. Project Goals, Objectives, Scope of Work and Deliverables

The consultant team shall provide an actionable, phased (and viable) plan for the Heath Towne Center and Reserve area, incorporating design, infrastructure, market, and governance components.

- Deliver a unified master plan and layout that preserves natural beauty and enhances the City's identity using the Heath Towne Center Design Book as the guide.
- Create a financially sustainable program mix supported by sound market analysis.
- Assess zoning, Architectural Standards, Ordinances to achieve the framework for this overlay district.
- Develop infrastructure, circulation, and phasing strategies enabling multi-developer participation.
- Strengthen pedestrian connectivity and trail systems.
- Establish governance and safeguards to ensure implementation success and prevent partial completion.

Deliverables shall include the following:

- Comprehensive Master Plan & Layout – Illustrated plan integrating land use, building form, open space, and public realm elements. Plan and layout should incorporate:
 - Property Layout Map with functional areas addressed
 - Topographic and engineering relevance for proposed design
 - Visualizations – Concept renderings for 3–5 priority areas to support stakeholder engagement.
 - Infrastructure & Utilities Framework – Roadway, water, sewer, drainage sequencing, and feasibility summary.
 - Traffic & Access Assessment – Recommendations for ingress, egress, and safety improvements.
 - Regulatory Review - Review of zoning/overlay ordinances with recommended updates to support desired outcomes.
 - Trails & Connectivity Plan – Integration with City of Heath standards and improved linkages between the Towne Center and Reserve.
 - Village Commercial Design & Streetscape Concepts – Site diagrams and public space typologies for plazas, streets, and trails.
- Funding and Long-term economic involvement evaluation– PID, TIRZ, or other financing tools with implementation safeguards. An evaluation of how the EDC/MBC shall best participate in the long term project and its success
- Governance framework defining developer contracting tools, reversion clauses, and performance safeguards.
- Phasing & Activation Roadmap – Near-term catalysts, sequencing, and risk register.

- Market & Financial Analysis – Demand, feasibility, and fiscal impact modeling (jobs, sales tax, property tax).
- Analysis of economic impact (jobs, property tax, sales tax, etc)
- *Presentation Materials – Council/EDC presentation deck and public engagement boards as needed.*

4. Proposal Requirements & Line-Item Deliverables

- Demonstrated understanding of Heath’s objectives and constraints.
- Work plan and timeline with dates reflecting milestones, deliverables, and staffing.
- Itemized cost proposal with optional services priced separately.
- Team overview with identified prime and sub-consultants.
- Examples of similar municipal or mixed-use projects
- References

The proposal should include the ability for the EDC/MBC to continue or stop the project at any time related to milestones without any ongoing financial responsibility or penalty. This project is not interested in any notion of success fees or bonuses for the work performed.

The following list contains items that should be considered for inclusion although we remain open to additional suggestions.

1. Town Center Components

i. Hospitality

1. Dining with patios
2. Coffee shops
3. Boutique Hotel - Determine feasibility and impact to existing business
 - a. Ballroom
 - b. Event /wedding space
4. Health/Wellness/Juice bar
5. Ice cream

ii. Retail

1. Boutique Retail
2. National Retail at boutique size
3. Bakeries
4. Butcher

iii. Services

1. Sales tax generating services
2. Spas / Day Spa

iv. Residential (as may be necessary for project financial feasibility) -

1. General themes:
 - a. Owned properties preferred

- b. high - end, luxury finish-out properties
 - 2. Brownstones
 - 3. Lock & Leave, Cottages
 - 4. Senior Living
 - 5. Live-work Units
- v. Office Space
 - 1. 2nd story, not in retail footprint.
 - 2. Coworking
 - 3. Corporate Headquarters
- vi. Medical / Health Care - less desired in downtown area
- vii. Walking paths/ trails
 - 1. Walkable paths tie into the Master Trail Plan
 - a. *** include trail plan in request information that has the design standards
 - 2. Walking connectivity between downtown area and reserve area
 - 3. ingress/egress amongst the parks
 - 4. Safe Access over to town center park
- viii. Civic Components
 - 1. Town Hall
 - 2. Post Office
- ix. Public Plaza
 - 1. Park benches,
 - 2. Veterans memorial or other Tribute
 - 3. Tribute to the history of Heath
 - 4. What could we do in the heart of the downtown
- x. Recreation
 - 1. Farmers Market
 - 2. Fishing pier/lake/dock or overlook area
 - a. Maintain natural beautification as possible
 - 3. Sports fields
 - 4. Natural trails.
 - 5. Multi-functional space
 - a. Bowling
 - b. Mini golf
 - c. Arcade
 - d. Billiards
 - e. Sand volleyball
- xi. Open space
- xii. Tie-ins to city park
- b. Planning Components
 - i. Roads
 - ii. Sewer
 - iii. Water

- iv. Fire
- v. Police Access/protected parking
- vi. Parking
- vii. Sidewalks
- viii. Trails
- ix. Patios
- x. Community features
 - 1. Lake
 - 2. Gazebo or pier
 - 3. Walking square
 - 4. Restaurants with patios
 - 5. Live/Work/Play
- xi. Landscaping
- xii. Wayfinder signage
- c. Engineering Review
 - i. Site Analysis
 - ii. Topography impacts and limitations
 - iii. Water management / Retention
 - iv. Flood Management
 - v. Water / Sewer
- d. Flow
 - i. People Flow
 - 1. Access
 - 2. Safety
 - ii. Traffic Flow
 - 1. Ingress / Egress
 - 2. Road Change Recommendations, lights, traffic flow
 - iii. Connectivity
 - 1. To Town Center Park
 - 2. To Reserve Area
 - 3. To Town Hall

The following table provides a detailed breakdown of the required deliverables for the Heath Towne Center Activation & Master Planning Project. Each line item represents a distinct component of the consultant's scope of work. Proposers shall complete the pricing column to provide a clear and transparent cost proposal for each deliverable. The City reserves the right to negotiate scope and pricing based on overall value.

Category	Deliverable / Description	Expected Output / Format	Line-Item Price (\$)
Comprehensive Master Plan & Layout	Towne Center + Reserve Master Plan integrating land use, building form, open space, and public realm.	Illustrated Plan (PDF, PSD as appropriate) + Source Files (CAD/GIS). Mixed use analysis and table (PDF, XLS) + Source Files.	
Downtown Design Master Layout	Concept site, streetscape, and plaza typologies including key intersections, plazas, trail integrations, and open spaces.	Diagrams and Concept Sheets depicting layout, ingress/egress (PDF, PSD as appropriate) + Source Files	
Visualizations	High-quality renderings for 3–5 priority areas (Towne Square, Reserve Edge, Civic Plaza, etc.).	High-Resolution JPG/PNG + Presentation Boards (PDF)	
Infrastructure Framework	Concept-level road, drainage, water, and sewer layout with sequencing and cost implications.	Engineering Memo + Exhibits (PDF)	
Traffic & Access	Traffic and access analysis and assessment addressing ingress/egress, intersection improvements, and pedestrian safety.	Technical Memorandum + Map Exhibits (PDF)	
Market Allocation Justification	Market demand, feasibility, and absorption analysis for hospitality, retail, residential, and recreation uses.	Comprehensive Market Report (PDF)	

Financial Modeling	Fiscal impact model estimating jobs, sales/property/BPP tax, and sensitivity analysis for scenarios.	Excel Model + Narrative Report (PDF)	
Funding Strategy	Recommended financing mechanisms including PID, TIRZ and public-private partnership structures.	Funding Strategy Memo (PDF) + Financial Analysis	
Regulatory Review	Review of zoning/overlay ordinances with recommended updates to support desired outcomes.	Summary Report + Redline Recommendations (PDF) + Source Files	
Phasing & Activation	Sequencing plan identifying near-term catalysts, priority parcels, and public realm activation tactics.	Activation Roadmap (PDF) + Source Files / Project Files	
Governance & Safeguards	Governance framework defining developer contracting tools, reversion clauses, and performance safeguards.	Governance Framework Memo (PDF)	
Presentation Package	City Council and EDC presentation decks summarizing plan, visuals, and fiscal outcomes.	PowerPoint + PDF Boards	
Optional Services. Please attach as many optional services as may be relevant.	3D Massing Model, Community Workshops, or Marketing / Investor Collateral (priced separately).	As Proposed by Consultant	

5. Evaluation Criteria and Scoring

Proposals will be evaluated based on the following weighted criteria:

Criteria	Weight
Project Understanding & Strategic Approach	30%
Relevant Experience – Towne Center / Mixed-Use / Municipal	15%
Quality of Work Plan & Deliverables	30%
Cost Proposal & Value	10%
Team Qualifications & Availability	15%

6. RFP Process and Timeline

Milestone	Date/Time (CT)
RFP Release	December 19, 2025
Pre-Proposal Conference	January 15, 2026 – Zoom
Deadline for Written Questions	January 19, 2026, 5:00 PM CT
Addendum with Q&A Issued	January 23, 2026
Proposal Submission Deadline (Sealed)	February 19, 2026, 2:00 PM CT
Evaluation & Shortlist	February 26, 2026
Interviews (if held)	March 2026
Notice of Intent to Award / Negotiation	March 2026
Council/EDC Authorization & Kickoff	March/April 2026

We reserve the right to modify dates as needed.

7. Submission Instructions

Provide one (1) electronic PDF on USB, Microsoft Word copy, and all necessary appendixes and images. All submissions must be clearly labeled “Heath Towne Center Activation & Master Planning Project – HTC-2026-01 - COMPANY NAME.” Update the company name appropriately.

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Deliver to the address sbrooke@heathtx.com

Submissions will be confirmed as received within 1 business day.

8. Administrative Terms

The Heath EDC, Heath MBC, and City reserves the right to accept or reject any or all proposals, waive informalities, and negotiate scope, schedule, and fees. The Heath EDC, Heath MBC, and City may not move forward on this project. All proposal preparation costs are the responsibility of the proposer. Questions must be submitted by the stated deadline; responses will be provided via addendum. All proposals should be considered public information.