

REQUEST FOR PROPOSALS (RFP)
Town of Arlington Design Standards

ARLINGTON, MA

The Department of Planning and Community Development (DPCD) acting through the Town Manager is requesting proposals from qualified individuals and firms for Consulting Services to develop Design Standards to be incorporated into the Arlington Zoning Bylaw.

A copy of the RFP outlining the requirements for submission is available at the address below, between the hours of 8:00 a.m. and 4:00 p.m., Mondays through Wednesdays; 8:00 a.m. and 7:00 p.m. on Thursdays; and 8:00 a.m. and noon on Fridays, or from the Purchasing Agent at dlanzillotti@town.arlington.ma.us. The proposal may be viewed and downloaded from the Town Website www.arlingtonma.gov

Proposals are invited and will be received by the Purchasing Officer, Town of Arlington, Massachusetts on or before **3:00 p.m., Thursday, March 5, 2015** at the Town Manager's/Purchasing Office, Town Hall Annex 2nd floor, 730 Massachusetts Avenue, Arlington, MA 02476. Proposals delivered after the appointed time and date will not be considered.

The Town reserves the right to cancel any request for proposals, and to reject in whole or in part any and all proposals, when it is deemed in the best interest of the Town to do so.

Adam W. Chapdelaine
Town Manager

February 19, 2015

REQUEST FOR PROPOSALS
TOWN OF ARLINGTON DESIGN STANDARDS
FEBRUARY 13, 2015

Responses Due: March 5, 2015 at 3:00pm
Late Responses Will Be Rejected

Deliver Complete Responses To: Purchasing Officer,
Town Manager's Office
Town Hall Annex 2nd floor,
730 Massachusetts Avenue,
Arlington, MA 02476

For Further Information Please Contact: Laura Wiener, 781 316-3091 or 3090
Email: lwiener@town.arlington.ma.us

RFP No. 15-06

I. Purpose

The Town of Arlington, acting through its Department of Planning & Community Development (hereinafter referred to as the Department) seeks proposals from planning or design professionals to compile Design Standards with substantial public input that will produce the types of development recommended in the Town's recently approved Arlington Master Plan. The Town has allocated \$50,000 in Fiscal 2015 for this product. These Design Standards will be incorporated into anticipated zoning amendments recommended by the Master Plan, and should be prepared with this in mind. Considerable public input has been provided into the Plan, and residents have significant questions about how new mixed-use and commercial redevelopment will:

- Sensitively relate to abutting, long-standing residential neighborhoods with appropriate scale, massing and building heights;
- Create attractive, pedestrian-friendly streets and public spaces;
- Enhance Arlington's character and considerable heritage, and help attract people and activity to Arlington's commercial corridors;
- Take advantage of views and access to scenic vistas, historic and cultural landmarks, water bodies, public transit and the Minuteman Bikeway.

II. Background

Arlington is a predominantly residential town of 42,800 people in Metropolitan Boston with three commercial centers along Massachusetts Avenue that are surrounded by dense, largely walkable neighborhoods. A second center of activity in Arlington lies along Massachusetts Avenue and Summer Street, roughly centered on the floodplain of the Mill Brook and a former rail line between Concord and Somerville. Together, the old railroad and the waterway help to explain the remnants of industrial land found in the vicinity of Arlington Heights. Today, the former rail bed serves as the heavily-used Minuteman Bikeway. The future of industrial and commercial parcels in this part of town will have a substantial impact on Arlington's character, quality of life, and tax base as the town's population is

projected to grow 9.2% by 2030 particularly with greater numbers of older residents and wealthier households, many with young children.

III. Scope of Work

Introduction

The proposed Scope of Work starts with a brief review of existing Town regulations and design policies, to be followed with two public site walks, coordinated by the consultant, and tentatively scheduled for Saturday, April 11. The consultant will also design an on-line survey to garner input on design preferences from residents. The final product will be Design Standards, to be incorporated in zoning amendments and published in on-line and paper formats. This product will include design objectives, diagrams, photographs and other information necessary to clearly illustrate preferred design principles for buildings, storefronts, streetscapes, landscapes, site plans and signage. The Design Standards will be distributed to building owners and potential developers for use when constructing and/or improving their property or building.

Focus of Scope of Work

The focus of the Scope of Work is to formulate Design Standards for two distinct types of development and redevelopment that has recently occurred and that may occur in Arlington based on existing zoning:

1. Small-scale mixed-use and commercial projects, which could generally occur in Arlington's three main business districts where commercial and residential uses are allowed, and;
2. Medium-scale mixed-use and commercial projects, which are generally suited for commercial, industrial or institutional properties in the Mill Brook Study Area or near major roads or other important transport routes.

Timeframe

The scope of the project is split into the following three (3) phases:

PHASE I (Approximately 4 weeks)

TASKS:

- Meet with the Planning staff and Director of Inspectional Services to discuss the activities and events that have led to the creation of this project, and to discuss Scope of Work and to assess the available documentary materials (recently adopted Master Plan, maps, existing guidelines, other examples of successful design standards etc.)
- Review documents, including plans and photographs and obtain representative examples to include in the final draft of the manual.
- Meet with Master Plan Advisory Committee (MPAC) and Redevelopment Board (ARB) to introduce the Scope of Work and receive input on the project and discuss the issues that the Design Standards should address.
- Coordinate and lead two site walks of key sites in Arlington, chosen by the Department, to directly garner input on residents' design preferences. The public participation component is critical to the success of this project. The site walks have been tentatively scheduled for Saturday, April 11.
- Develop an on-line survey instrument, including photos and graphics, for posting on Arlington's municipal web site to collect further citizen feedback about design preferences.

PHASE I PRODUCTS:

- Two site walks, with detailed notes compiled by contractor for publishing on-line.
- On-line design preference survey instrument for posting on town’s web site.

PHASE II (Approximately 6 weeks)

TASKS:

- Prepare preliminary Design Standards that address site planning, transitions between new development and established neighborhoods, building design, building massing and scale, setbacks, relationship with the public realm, landscaping, creation of public spaces, and signage for inclusion in the Zoning Bylaw.
- Illustrate two (2) examples that demonstrate the effects of the proposed Design Standards, based on site visits in Phase 1.
- Prepare graphics that illustrate the proposed Design Standards: diagrams, photographs, and drawings.
- Meet with the Planning staff and Director of Inspectional Services to review the draft Design Standards.
- Conduct a public meeting with the ARB and Zoning Board of Appeals (ZBA) to review the draft Design Standards and solicit public comment on the preliminary Design Standards.

PHASE II PRODUCTS:

- Preliminary Design Standards that include photographs, maps, illustrations, narrative descriptions and other methods of illustration.
- Illustrate two (2) test cases that demonstrate the effects of the proposed Design Standards.

PHASE III (Approximately 3 weeks)

TASKS:

- Finalize Design Standards for incorporation into the Arlington Zoning Bylaw from input received during the public meeting conducted in Task II.
- Conduct a public meeting with the ARB and Zoning Board of Appeals (ZBA) to review the draft Design Standards and solicit public comment on the final Design Standards.

PHASE III PRODUCTS:

- Final Design Standards (one electronic copy formatted for inclusion in zoning amendments, one electronic copy formatted for printing on letter-sized page, and a third and fourth electronic copy designed for on-line viewing in JPEG and PDF formats).

IV. PROJECT SCHEDULE

RFP released	February 13, 2015
Proposals due	March 5, 2015 @ 3:00pm
Consultant interviews	Week of March 9, 2015
Consultant selection	March 16, 2015
Project start	March 23, 2015
Project completion	June 30, 2015

V. CONSULTANT QUALIFICATIONS

At a minimum, the proposing firm/team must meet the following requirements:

- a. The firm/team must have at least five (5) years of experience in urban design, urban planning, public policy, management consulting, and/or architecture.
- b. The principal and project manager to be assigned to this project must be available for meetings with the Town on days or evenings, or an occasional weekend, as required. The Town has tentatively identified Saturday, Saturday, April 11 for potential public site walks.
- c. The firm/team must have previous experience in public presentations and outreach. Completion of two (2) such projects in municipalities in Massachusetts within the last five (5) years is required, and completion of five overall is desired.
- d. The firm/team must have proven experience in the public sector and in working with federal, state and municipal agencies and neighborhood/business organizations.
- e. The volume of the firm's current and projected workload must not adversely affect its ability to immediately initiate work and to follow through with the project in a timely and professional manner. The firm and all team members must be capable of devoting a significant amount of time to this project in order to complete the work within the schedule outlined in this RFP.

VI. SELECTION CRITERIA

The Town will award the contract to the Consultant offering the most advantageous response to this RFP, taking into consideration all evaluation criteria. The selection process will include an evaluation procedure based on the criteria identified below. Finalists will be required to appear for an interview.

- a. **Staffing Plan and Methodology**, including the professional qualifications of all project personnel with particular attention to training, educational background, and professional experience. Demonstrated expertise and experience of the Principal-in-Charge, Project Manager, and other key personnel, and any Consultants to be assigned to the Project, including professional registration of the Consultants and their qualifications.
Highly Advantageous: The plan of services proposes a detailed, logical, creative, and highly efficient scheme for producing a complete project that addresses all of the required issues and meets all the minimum applicant qualifications detailed in Section V, "Consultant Qualifications".
Advantageous: The plan of services proposes a credible scheme for producing a complete project that addresses all of the required issues and meets all the minimum applicant qualifications detailed in Section V, "Consultant Qualifications".
Not Advantageous: The plan of services is not sufficiently detailed to fully evaluate, or the plan does not contain all the components necessary to produce a complete project that addresses all of the required issues and meets all the minimum applicant qualifications detailed in Section V, "Consultant Qualifications".
Unacceptable: The plan of services does not meet all the minimum applicant qualifications detailed in Section V, "Consultant Qualifications".
- b. **Depth of experience with similar projects**, and prior experience with public contracts and relevant codes, laws, and regulations, as evidenced by direct involvement in (1) projects utilizing innovative zoning techniques, such as form-based zoning, and (2) projects utilizing mixed-use, smart growth development or revitalization strategies.
Highly Advantageous: The Consultant has at least five (5) years of experience consulting with municipalities on projects of similar size and scope to this project,
Advantageous: The Consultant has at least three (3) years of experience consulting with municipalities on projects of similar size and scope to this project.

Not Advantageous: The Consultant has less than three (3) years of experience but more than one (1) year consulting with municipalities on projects of similar size and scope to this project.

Unacceptable: The Consultant has less than one (1) year of experience consulting with municipalities on projects of similar size and scope to this project.

- c. **Strength and credibility of client references.** Prior client satisfaction with working relationship, project management capabilities, and technical expertise in developing similar projects.

Highly Advantageous: More than three clients who consider your services satisfactory or better.

Advantageous: Three clients who consider your services satisfactory or better.

Not Advantageous: Three or more clients not all of whom consider your services satisfactory or better.

Unacceptable: Fewer than three clients who consider your services satisfactory or better, or three or more clients who consider your services unsatisfactory.

- d. **Desirability of approach** to the project, as well as a demonstrated understanding of all project components and public outreach needs.

Highly Advantageous: The response contains a clear, creative, and comprehensive plan that addresses all of the project objectives stated in the RFP.

Advantageous: The response contains a clear plan that addresses most of the project objectives stated in the RFP.

Not Advantageous: The response does not contain a clear plan that addresses most of the project objectives stated in the RFP.

Unacceptable: The response does not contain any plan to address the project objectives stated in the RFP.

- e. **Demonstrated ability to meet project budget and project schedule.**

Highly Advantageous: All of the Consultant's references indicate that the projects were completed within budget and on schedule or with minimal, insignificant delays.

Advantageous: One of the Consultant's references indicates that the project was not completed within budget attributable to the Consultant or with substantial delays attributable to the Consultant, and no current project or projects completed in the last three years experienced substantial delays attributable to the Consultant.

Not Advantageous: Two of the Consultant's references indicate that the project was not completed within budget attributable to the Consultant or was completed with substantial delays attributable to the Consultant, and no current project or projects completed in the last year experienced substantial delays attributable to the Consultant.

Unacceptable: More than two of the Consultant's references indicate that the project was not completed within budget attributable to the Consultant or was completed with substantial delays attributable to the Consultant.

VII. SUBMITTAL REQUIREMENTS

Interested qualified firms must submit three (3) copies of its response addressing the objectives, scope and schedule described in this RFP. Responses must include, at a minimum, each of the following:

- ⇒ Sealed Submission 1, clearly marked "Response and Qualifications" (Responses should be no more than ten (10) single-sided pages in length, single-spaced, exclusive of required forms).
- General description of the firm/team's experience.
 - Description, with examples, of the firm/team's experience in working with municipalities preparing design standards, and conducting public meetings. Include reference to your experience in (1) use of visual materials to illustrate proposed future development scenarios, and (2) community relations, public speaking, facilitation, and mediation.

- A detailed scope of services for the proposed work, including the firm/team's general approach to such work, evidence of the firm/team's understanding of the goals and objectives of the project, and methodology for accomplishing the tasks as listed in this RFP.
 - An outline of the schedule for completion of tasks (timeline) as presented in the firm/team's approach to the scope of services.
 - Description of the assigned staffs' experience, educational background, availability, and chain of responsibility, including the name and title of the principal and project manager assigned to the project, names of all sub-consultants, and resumes of all personnel to be associated with the project.
 - List of 3 references, including name, title, agency, address, description of project, project cost, and contact information including telephone number and email address for clients with similar projects completed by the Consultant within the last five years (including dates).
 - Identification of current and pending work commitments of the firm(s), and a description of how this project will receive adequate attention amid the firm's workload.
 - Other pertinent information about the firm(s) that would aid the Town in making a selection.
 - Completed Attachments in Section IX Required Forms (not included in page limit).
- ⇒ Sealed Submission 2, clearly marked "Price Proposal".
- Completed Price Proposal Form (attached)
 - Detailed breakdown of professional service fees, assigned project staff and hourly billing rates of staff.

Proposals which are most advantageous based upon consideration of all the evaluation criteria will be selected.

Proposals must clearly address all the submittal requirements; that is, the response should include a section addressing all of the minimum qualifications, the minimum submittal requirements, and each of the review criteria. The proposal will be reviewed based on each of these items and it will be to the benefit of the responder to clearly address each of the items. Where the requirements specify a minimum level of experience, indicate the dates of said experience.

A Selection Committee drawn from Town Staff with input from the Redevelopment Board and/or the Master Plan Advisory Committee will be convened to review proposals. Interviews will be conducted by Town staff.

The Town reserves the right to reject any or all proposals, to waive any non-material irregularities or information in any RFP, and to accept or reject any item or combination of items. The Town also reserves the right to seek additional information and revised proposals prior to selection of a Consultant through written notice to and all of the respondents.

Questions and/or comments may be submitted to Assistant Director of Planning Laura Wiener at:

Email: lwiener@town.arlington.ma.us

Phone: 781 316-3090 or 3091

Responses to the RFP are due by **3:00 pm on Thursday, March 5, 2015**. Facsimile and/or emailed responses will not be accepted. All responses should be submitted to:

Dominic Lanzilotti, Purchasing Officer
Town Manager's Office
Arlington Town Hall
730 Mass. Ave.
Arlington, MA 02476

VIII. PROJECT FUNDING

Consultants must complete the attached Price Proposal Form under separate cover. Fees shown will include all costs and expenses (copying, mileage, photographs, maps, etc.) to complete the Scope of Services defined in this RFP. Consultant will be required to submit invoices identifying hours, expenses and total cost by task and by product. The final contract scope, price and fee will be negotiated with the highest ranked responder.

IX. REQUIRED FORMS

All required forms must be submitted with the proposal.

- A. Certificate of Non-Collusion
- B. Certificate of Tax Compliance
- C. Price Proposal Form

PRICE PROPOSAL FORM
(To be place in a separate sealed envelope)

Consultant Services
TOWN OF ARLINGTON MASTER PLAN
Arlington, MA 02476

CONTRACTOR: Town Manager
Arlington Town Hall
730 Massachusetts Avenue
Arlington, MA 02476

PROPOSER:

PROJECT: Consultant Services for Development of Design Standards

Proposed Price (in words): _____

Proposed Price (in numbers): \$ _____

Please attach detailed budget and detailed breakdown by planning element of professional service fees, assigned project staff and hourly billing rates of staff.

Signed

Title

Print Name

**CERTIFICATE OF NON-COLLUSION FORM
TOWN OF ARLINGTON DESIGN STANDARDS**

The undersigned certifies under penalties of perjury that this bid or proposal has been made and submitted in good faith, and without collusion or fraud with any other person. As used in this certification the word "person" shall mean any natural person, business, partnership, corporation, union, committee, club, or other organization, entity, or group of individuals.

Signature of Individual Submitting Bid or Proposal

Name of Individual Submitting Bid or Proposal

Name of Business

Date

BY STATE LAW THIS NON-COLLUSION FORM MUST BE SIGNED AND SUBMITTED WITH THE BID OR PROPOSAL.

CERTIFICATE OF TAX COMPLIANCE FORM

TOWN OF ARLINGTON DESIGN STANDARDS

Pursuant to MGL Chapter 62C, Section 49A, I certify under the penalties of perjury that I have complied with all laws of the Commonwealth of Massachusetts relating to taxes, reporting of employees and contractors, and withholding and remitting child support.

Social Security Number or
Federal Identification Number

Signature and Title of Individual or
Responsible Corporate Officer

BY STATE LAW THIS CERTIFICATE OF TAX COMPLIANCE FORM MUST BE SIGNED AND SUBMITTED WITH THE BID OR PROPOSAL.