

DECEMBER 5, 2012
WELLESLEY PLANNING BOARD
REQUEST FOR PROPOSALS
OFF STREET PARKING ZONING BYLAW

1.0 INTRODUCTION

The Town of Wellesley Planning Board (hereinafter referred to as "the Board") is seeking to engage a planning consultant (hereinafter referred to as "the Consultant"), for the purpose of developing a new Off Street Parking Zoning Bylaw for the Town (hereinafter referred to as "the Project").

The Wellesley Zoning Bylaw has had provisions for off street parking since 1950. There have been many revisions over the years, but the 1971 parking provisions based on zoning district and square footage of the building(s) has been the dominant format that continues to present day. Grandfathering provisions further limit the Board and the Town from improving parking as redevelopment projects have come forward. Generating consensus on potential modifications to the existing grandfathering provisions will be a difficult task. The Board in 2007 attempted to modify the parking requirements to a "use" based table with no success. Currently, the Board is seeking innovative alternatives to both the existing off street parking requirements and development standards for parking lots and facilities. The selected consultant should anticipate resistance from commercial property owners and merchants and shall be prepared to address how they will achieve consensus between the various stakeholders.

This Project, which is more specifically defined below, shall:

- Analyze the existing zoning provisions;
- Analyze and educate the Board on current off street parking best practices;
- Assess innovative zoning techniques relative to the current developable land constraints and business growth in the commercial districts;
- Identify feasible incentives and special permit provisions; and
- Produce off street parking zoning language and implementation strategies.

1.1 BACKGROUND

Community Character

The Town of Wellesley (incorporated 1881), Norfolk County, is approximately 10 miles west of Boston and is bordered by Natick on the west, Weston and Newton on the north and northeast, Needham on the southeast and Dover on the south west. It is approximately 10.5 square miles in area.

Wellesley's land use map reflects a predominantly single family residential pattern. The median lot size is 14,372 square feet and 70% of the homes were built before 1960. The 2010 Federal Census figures show 27,982 persons in 9,189 housing units of which 77% are owner occupied.

Wellesley's non-residential areas are primarily located along or near the Town's two major east west arterial roads, Washington Street and Worcester Street. There are four village-style shopping areas: Lower Falls, Wellesley Hills, Wellesley Square, and Linden Square. Three other commercial areas are small clusters of retail, service and auto-oriented uses located along Cedar Street, the Fells (Weston Road), and the State Street area. Along east gateway to the Town at the Newton town line, Wellesley has a strong office presence with Sunlife, Harvard Pilgrim, and the Wellesley Office Park.

2007-2017 Comprehensive Plan

In September 2006, the Planning Board completed and published a new Comprehensive Plan for the Town. The plan recommends managing parking to support commercial districts, yet the zoning provisions do not currently allow for shared parking, valet parking, or provisions for uses which offer delivery service.

This Project is intended to explore how zoning may protect and enhance the physical and cultural character of the area, while enhancing the Town's economic vitality.

2.0 ACCESS TO REPORTS

The Board will make available all relevant public information on file at the Planning Board Office. This information is available for inspection at the Planning Board Office, Wellesley Town Hall, 525 Washington Street, Wellesley, MA 02482. Please call 781-431-1019 extension 2232 for an appointment to see the materials, or to obtain copies if available.

The Consultant shall, to the maximum extent feasible, utilize existing information, reports and studies on file with the Town so as not to duplicate work already done.

2.1 AVAILABLE REPORTS

The following reports are available for examination in the Planning Board Office or online at http://www.wellesleyma.gov/Pages/WellesleyMA_Planning/index

- a. Wellesley Comprehensive Plan, 2007-2017;
- b. Wellesley Zoning Bylaw;
- c. Wellesley Design Guidelines;
- d. Resident Attitude Study March, 2004
- e. Wellesley Square Action Plan;
- f. Wellesley Walks Pedestrian Plan;
- g. Lower Falls Zoning, Urban Design, and Landscaping Guidelines;
- h. State Street Area Plan;
- i. Wellesley Hills Square Study;

3.0 SELECTION CRITERIA

The Board reserves the exclusive right to select or reject the Consultant(s) that it deems to be in its best interest to accomplish the Project. The selection of the Consultant(s) will be based on the following criteria:

- a. A clear understanding of the Town's needs, the objective and goals to be achieved, the work involved, and the content of the proposal;
- b. The quality, depth of the experience, expertise of the individuals who will do the work;
- c. A background and track record in promoting and sustaining a high degree of participation by the property owners, merchants and residents, active involvement of elected officials, boards and commissions as well as participation by non-governmental groups, which must include experience in conducting forums or similar large-scale "brainstorming" sessions;
- d. Success with projects in similar commercial districts and in similar communities including experience in promoting the interests of small business;
- e. Quality of the Consultant's technical approach with emphasis on techniques for incorporating the Town's needs and concerns of the public into the Project;
- f. Appropriateness of the Consultant's fee schedule, overall cost and the ability to perform the assigned tasks within the identified time frame and budget;
- g. Appropriateness of the Project organization and team members. The identity, qualifications and competence of the individuals (including sub-consultants) who would actually do and/or be responsible for conducting the Project, and the role of each in its completion. The Board desires to obtain an individual or a team composed of individuals who will actively participate throughout the duration of the project, and shall not be replaced without prior agreement of the Board;
- h. The Consultant's demonstrated ability to prepare and support the Project;
- i. Preference to Massachusetts firms; and
- j. Other relevant criteria (to be applied uniformly to all respondents).

The Board reserves the right to approve any and all consultants under sub-contract.

Selection will be made on criteria set forth in this RFP. A contract will be negotiated with the selected Consultant. Should agreement not be reached, the Board would then negotiate with the remaining Consultant(s) in order of their ranking until a suitable agreement could be reached.

The Board reserves the right to discontinue the selection process at any time prior to the awarding of a contract. There will be no reimbursement to any candidate, for any reason, if selection is terminated.

4.0 SCOPE OF SERVICE

The Consultant shall produce an Off Street Parking Zoning Study and Bylaw consisting of the following elements:

- a. A review of the Town's existing parking regulations;
- b. Alignment and balance of parking requirements with parking demand;
- c. Provisions to encourage development, redevelopment, and reuse in existing commercial village districts with limited existing onsite and offsite parking;
- d. Simplification of the off street parking provisions for ease of interpretation and implementation;
- e. Provisions to encourage efficient land use and shared parking options;
- f. Provisions to encourage environmental stewardship in regards to construction standards, maintenance, screening, landscape, and charging stations; and
- g. Provisions to support multi-modal transportation options including public transit, pedestrian, and bicycles.

5.0 PUBLIC MEETINGS

During the course of the work, the Consultant should expect to attend approximately four meetings of the Planning Board, two public workshops, and be prepared to present and answer questions and concerns at the Annual Town Meeting. Additional meetings may be found necessary and will be scheduled by mutual consent.

6.0 SCHEDULE AND FORMAT OF DELIVERABLES

Each page of the Final Report shall be printed double-sided on high quality 20-pound bond paper with no read through, 8.5'' x 11' format spiral or loose leaf bound.

The Consultant shall deliver:

- a. 20 copies of the preliminary draft of the Off Street Parking Zoning Bylaw and other recommendations relative to 12-16 weeks from the date of the executed contract; and
- b. 20 copies of the completed Off Street Parking Zoning Bylaw six months from the date of the executed contract;

The documents shall be provided in hard copy and also in computer format (MS-Word).

7.0 PRE-AWARD CONFERENCE

The Board may conduct a pre-award conference with the successful Consultant approximately one week after selection. The purpose of that meeting would be to review contract documentation and the Consultant's proposal to assure precise understanding of contract requirements and to review the Consultant's schedule and work program.

8.0 CONTENTS, REQUIREMENTS AND ORDER OF PRESENTATION OF PROPOSAL SUBMISSION

Proposals must respond in writing to all requirements of this RFP in the order of the items listed below. Responses should reflect detailed consideration of the issues and opportunities presented. Any additional information that is felt relevant by the Consultant, but does not apply to the categories listed, should be added after the items listed below.

Statement of Project Requirements

State in succinct terms the Consultant's understanding of what is required by this RFP.

Response to RFP

Describe in narrative form the Consultant's approach and technical plan for accomplishing the work listed above. The Consultant shall provide a detailed summary of how the Project will be accomplished in accordance with the above.

Team

Provide names and complete curriculum vitae for all professional members of the Consultant's and sub-consultant's (if any) team. Each member's educational background shall be provided. Special skills should be summarized, including recent seminars and relevant courses. Identify the person(s) who will be the team leader with ultimate responsibility for the work. Team members must be available throughout the duration of the project to actively participate.

Similar Experience

Provide details of experience and past performance of the Consultant and members of the team on comparative work for government entities. This section should cover, at a minimum, the substantive nature of comparable studies, the experience of members of the team in working successfully in matters of similar complexity and the record of the members of the Consultant's team for timely performance. Consultants are requested to give sufficient information concerning their experience to permit the Town to understand and verify the exact nature of their contribution to other projects and entities. The Consultant is requested to disclose previous work experience within the Town.

Competing Commitments

Consultants shall discuss the means by which adequate and timely attention to this contract will be assured.

References

Provide the names, titles and telephone numbers of three persons who can substantiate the Consultant's summary of qualifications and experience relevant to this project. Indicate the linkage between the persons listed and the professional work of the Consultant.

Provide a list of similar projects completed since 2000 with names and telephone numbers of contact persons in those communities.

9.0 COSTS

The Consultant shall submit an estimated cost, **not to exceed \$20,000**, to provide the services required to fully complete the Project.

10.0 PROPOSAL SUBMISSIONS

Two submissions shall be made. One shall be marked:

“Non-Pricing Information
Off Street Parking Bylaw”

The other shall be in a sealed envelope marked:

“Pricing Information
Off Street Parking Bylaw”

Delivery of submissions to any office or location other than the address indicated will not constitute receipt.

The Non-Pricing Information will be opened and available for examination at 3:00 p.m. on **Friday January 18, 2013**. The Pricing Information will be opened by the Planning Board after the interview process has been completed.

11.0 TOWN’S REPRESENTATIVES

The Town’s coordinators for this contract will be Meghan Jop, Planning Director, Wellesley Planning Board, Town Hall, 525 Washington Street, Wellesley, MA 02482; telephone: (781) 431-1019 x 2234. Ms. Jop will be responsible for coordinating actions and for responding to all questions.

12.0 DUE DATE

Ten copies of the proposal are required. Each proposal shall be limited to ten (10) pages, exclusive of information relative to a Consultant’s qualifications and past experience, delivered on or before, **Friday January 18, 2013 3:00 p.m.** to:

Planning Department
Town Hall, 525 Washington Street
Wellesley, MA 02482

13.0 OWNERSHIP OF INFORMATION PROVIDED

All information provided by the Town and all material developed for this Project shall be returned or delivered to the Town before final payment and will not be used by the Consultant for other purposes or released to others without the permission of the Board.