

September 7, 2004
WELLESLEY TAILBY LOT STUDY COMMITTEE
REQUEST FOR PROPOSALS
TAILBY LOT FEASIBILITY STUDY

1.0 INTRODUCTION

The Tailby Lot Study Committee (the "Committee"), an advisory committee established by the Wellesley Community Preservation Committee, is seeking to engage a development consultant (the "Consultant") to prepare a study (the "Study") that examines the feasibility of redeveloping the Town-owned Tailby Lot to provide new community housing and new open space while increasing and improving the utilization and appearance of the Tailby Lot for off-street parking, especially for employees of merchants and other businesses in the area. This Study, the scope and goals of which are more specifically described below, shall consist of the development of several alternative plans, and an evaluation of their economic feasibility consistent with the Committee's goals set forth below. The Study shall consider the suitability of the Tailby Lot for housing that serves three specific constituencies: (a) "empty-nesters", (b) seniors, and (c) moderate-income households (*i.e.*, "Wellesley affordable", or households with incomes at or around the Town's median income, which according to the 2000 U. S. Census is approximately \$135,000 for a family of 4).

2.0 BACKGROUND

2.1 The Tailby Lot

The Tailby Lot is an 85,115 square foot parcel of land owned and currently operated by the Town as a 226-space fee-based parking lot. Since at least 1973, various Town boards have suggested that the Tailby Lot might be decked over to increase its parking capacity and to accommodate housing. Indeed in 1973, Wellesley's Annual Town Meeting rezoned the Tailby Lot to place it in a "Limited Residence District" in which single family and certain multi-family elderly housing uses are permitted. This Study will develop and evaluate the feasibility of several alternative plans to implement those ideas.

2.2 Community Character


The Town of Wellesley (incorporated in 1881), Norfolk County, is approximately 10 miles west of Boston. It is bordered by Natick on the west, Weston and Newton on the north and northeast, Needham on the southeast and Dover on the southwest. It is approximately 10.5 square miles in area. Wellesley is a predominately residential town with 69% of its land area zoned residential, however, with a strong presence of educational uses and students (the Town is home to three colleges: Wellesley College, Babson College and Massachusetts Bay Community College). Human-scaled, pedestrian-oriented, "village" commercial districts, as well as a high quality of life and a strong sense of community characterize the Town.

2.3 Location and Topography of Tailby Lot

The Tailby Lot is bounded generally on the west by Crest Road, on the north by Linden Street, on the east by Hollis Street, and on the South by MBTA commuter rail tracks (see map below).

The Tailby Lot is generally on grade along Crest Road and Linden Street, but then rapidly slopes 10 to 16 feet downward and quickly levels out again to be generally at grade with the MBTA commuter rail tracks on the south.



 Tailby Parking Lot

Tailby Parking Lot



2.4 Zoning

The Tailby Lot is within a Limited Residence District under the Town's Zoning Bylaws. Single-family homes, public housing for the elderly and certain multi-family elderly (62+ years of age) housing developed by private nonprofit organizations are permitted in the Limited Residence District at a density of up to one dwelling unit for each 2,500 square feet of lot area (approximately 17 units per acre). The areas abutting the Tailby Lot are zoned for General Residence, Industrial and Transportation. In the General Residence District, single-family, two family and townhouses are permitted. The Industrial District is the Town's least restrictive zoning district, in which most typical business and commercial uses are permitted. In the Transportation District, only transportation uses are permitted.

2.5 Current Use of Tailby Lot

The Tailby Lot currently contains 226 striped parking spaces and is operated by the Town as a fee for use off-street parking facility. The Tailby Lot is principally used by commuters using the MBTA's Wellesley Square Commuter Rail Station, with some, but less use by shoppers visiting the Wellesley Square Commercial District. However, the Tailby Lot is used little by employees of merchants and other businesses in the area. Historically, the Tailby Lot quickly filled to capacity early on weekday mornings with commuter parkers, leaving little to no space for employees and shoppers. Trying to capitalize on that history of high demand, the Town earlier this year raised the daily parking fee at the Tailby Lot. That fee increase has had two unintended consequences. First, the Tailby Lot no longer fills to capacity on weekday mornings, but rather remains underutilized. Second, the commuters who used to rush to find space in the Tailby Lot each morning now escape the higher parking rates by parking on nearby residential streets to the displeasure of the residents on those streets. The Town's Selectmen recently adopted parking regulations that prohibit commuters from parking on those nearby residential streets, but as of the date of the Request For Proposals, the effectiveness of those new regulations has not yet been measured.

2.6 Abutting Land Uses

The MBTA's Wellesley Square Commuter Rail Station is located immediately to the south of the Tailby Lot and on the far side of the railroad tracks is a Town-owned and operated metered parking lot and the Wellesley Square Branch of the U.S. Postal Service. Across the street from the Tailby Lot along Crest Road sits a small strip of retail stores. On the other side of Linden Street to the north are single-family and multi-family housing. A small office building sits on the other side of Hollis Street to the east.

2.7 Significant Nearby Land Uses

Located approximately one block to the south and west of the Tailby Lot is the Wellesley Square Commercial District centered along Central Street (Route 135), an area containing approximately 550,000 rentable square feet of retail stores, offices and restaurants. Situated one block to the north and east of the Tailby Lot is the Linden Street shopping area, containing numerous retail stores and some office space. It is dominated by a Roche Bros. Supermarket, the Wellesley Volkswagen car dealership, and the former Diehl's Hardware and Building Supply Company (now closed). The Linden Street shopping area is now owned by Eastern Development

Company and is expected to undergo substantial redevelopment over the next five (5) years that could include up to 300,000 rentable square feet of new and/or rehabilitated space.

3.0 EXISTING TOWN REPORTS AND STUDIES

3.1 Access to Reports

The Committee will make available all relevant public information on file at the Wellesley Planning Board Office, Wellesley Town Hall, 525 Washington Street, Wellesley, MA 02482. Please call 781-431-1019 extension 232 for an appointment to review the material, or to obtain copies if available.

The selected 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.

3.1 Available Reports

The following reports are available for examination in the Planning Board Office:

- a. Wellesley Comprehensive Plan, 1994;
- b. Wellesley Zoning Bylaw (copies are available for examination at the Planning Board Office, may be purchased at the Office of the Town Clerk for \$12, and is available free of charge on the Town's website at www.ci.wellesley.ma.us/bylaws);
- c. Wellesley Design Guidelines (copies are available for examination at the Planning Board Office, may be purchased at the Planning Board Office for \$8, and is available online, free of charge, at <http://www.ci.wellesley.ma.us/pln/drb/DRBGuidelines.pdf>);
- d. Traffic Operations and Safety Study for Proposed Weston Road Parking Lot; TAMS Consultants, INC. October 1999
- e. Submission materials relative to the new Sprague Elementary School;
- f. Route 9 Corridor Study by Central Transportation Planning Staff (draft report);
- g. Plans for: Reconstruction of Central Street and Washington Street, Beta Engineering, Inc.;
- h. Linden Street Project Phase I Report: *The Linden Street Vision: Maintaining Character and Managing Change*, Beals & Thomas, Inc., January 2001;
- i. Linden Street Corridor Plan, 2002;
- j. BETA Parking Study, 2002;
- k. Tailby Lot: Wellesley Parking Study Cost Estimates, Beta Group, September 2003;
- l. 2004 Parking Study, Beta Group, May 2004; and

- m. Post Office Square Framework Plan, Stoss Landscaping Urbanism, October 2003

4.0 STUDY GOALS

The Committee has established the following goals for the Study. Accordingly, the Study must explain how, and to what extent, it addresses each of these goals.

4.1 Most Important Goals

- a. Provide mixed-income sale or rental housing on the Tailby Lot to address the housing needs of (i) empty-nesters, (ii) seniors and/or (iii) moderate-income households and may also contribute toward the Town's affordable housing stock under Massachusetts General Housing Chapter 40B.
- b. Minimize the density of housing on the Tailby Lot.
- c. Increase use of Tailby Lot for parking by employees of the Town and employees of merchants located in the Wellesley Square Commercial District.
- d. Increase parking capacity (i.e., number of spaces) at the Tailby Lot.
- e. Improve and/or mitigate traffic flow and pedestrian safety on Crest Road/Linden Street.

4.2 Very Important Goals

- a. All development on the Tailby Lot should be aesthetically and visually compatible with the surrounding neighborhood.
- b. Redevelopment of the Tailby Lot should result in a net positive economic impact on the Town.
- c. Maintain or increase Town parking receipt revenues from operation of the Tailby Lot.
- d. Create new open/green space on the Tailby Lot.
- e.. Identify and maximize use of non-Town sources of funding for proposed redevelopment.

4.3 Somewhat Important Goals

- a. Integrate development of the Tailby Lot with Wellesley Square Commercial District.
- b. Evaluate and integrate potential impacts on Tailby Lot of possible Linden Street shopping district redevelopment scenarios.

5.0 CONSULTANT SELECTION CRITERIA

The Committee reserves the exclusive right to select or reject the Consultant(s) that the Committee deems to be in its best interest to develop a responsive Study. The selection of the Consultant(s) will be based on the following criteria:

- a. The Consultant's demonstration of a clear understanding of the Committee's needs, the goals to be achieved, the work involved, and the content of the proposal;
- b. Experience in formulating and developing "smart growth" mixed-income housing in proximity to suburban public transit centers and municipal parking facilities;
- c. The quality, depth of the experience and expertise of the individuals who will do the work;
- d. A background and track record in promoting and sustaining a high degree of participation by the property owner, merchants and neighborhood residents; active involvement of elected officials, boards and commissions as well as participation by non-governmental groups, including experience in conducting forums or similar large-scale "brainstorming" sessions to receive input and/or feedback;
- e. Success with similar feasibility studies in similar communities, including experience in developing solutions to the types of traffic and parking problems associated with the Tailby Lot and the addition of housing and open space;
- f. Quality of the Consultant's technical approach with emphasis on techniques for incorporating the Committee's goals and the concerns of the public into the Study;
- g. Appropriateness of the Consultant's fee schedule, overall cost and the ability to perform the assigned tasks within the identified time frame and budget;
- h. Appropriateness of the Consultant's 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 Study, and the role of each in its completion. The Committee desires to obtain an individual or a team composed of individuals who will actively participate throughout the duration of the Study, and shall not be replaced without prior agreement of the Committee;
- i. The Consultant's demonstrated ability to prepare and support the Study;
- j. Preference to Massachusetts firms; and
- k. Other relevant criteria (to be applied uniformly to all respondents).

The Committee reserves the right to approve any and all Consultants under sub-contract to the selected Consultant.

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 Committee would then negotiate with the remaining Consultants in order of their ranking until a suitable agreement could be reached.

The Committee 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.

6.0 SCOPE OF SERVICE

The Consultant shall produce a Study of the feasibility of the redevelopment of the Tailby Lot consisting of the following elements:

6.1 Housing Design Guidelines:

- 6.1.1 Development of at least three alternative schematic designs for the full or partial decking of the Tailby Lot and, building mixed-income housing on top of such parking deck and/or along the elevated Crest Road and Linden Street portions of the Tailby Lot. Such alternatives shall include recommendations as to total number of units and size of units (*i.e.*, square footage, number of bedrooms).
- 6.1.2 Evaluate alternative empty-nester housing, senior housing and moderate-income housing mixes on the Tailby Lot.
- 6.1.3 Evaluate alternative conveyance and ownership structures for housing development on the Tailby Lot (*e.g.*, air-rights or fee conveyance, ground lease; thirty party developer or Town as developer).
- 6.1.4 Provide market study of the likely demand and the recommended sale prices/rental rates for both market rate and affordable dwelling units for empty nester housing, senior housing and moderate-income housing.
- 6.1.5 Provide cost estimates, identify possible third-party funding sources and construction timeline estimates for such housing.

6.2 Parking:

- 6.2.1 Preparation of parking and traffic study that estimates likely increase in parking demand that will result from each housing design and from incentives to encourage employee use of the Tailby Lot. Such parking and traffic study shall collect actual parking demand and traffic volume data, and evaluate the likely impact of such increased parking demand, during weekday, weekend and commuter, shopper and school peak hours, and shall look not only at the actual usage and projected impacts and examine level of service, average vehicle queue times and accident histories on the Tailby Lot and the Crest Road/Linden Street intersections, but also on nearby streets and off-street parking areas and at those intersections within a one-quarter (1/4) mile radius of the Tailby Lot likely to experience any significant impact resulting from each housing design and from incentives to encourage employee use of the Tailby Lot.
- 6.2.2 Development of a program to increase use of Tailby Lot by Town employees or employees of merchants in the Wellesley Square Commercial District.

- 6.2.3 Evaluate possible impact of Linden Street redevelopment and any reasonable foreseeable redevelopment in the Wellesley Square Commercial District on parking demand at the Tailby Lot.

6.3 Circulation and Public Safety:

- 6.3.1 Preparation of parking and traffic study that estimates likely changes in traffic volume that would result from each housing design and from incentives to encourage employee use of Tailby Lot. Such parking and traffic study shall collect actual parking demand and traffic volume data, and evaluate the likely impact of such increased traffic volume, during weekday, weekend and commuter, shopper and school peak hours, and shall look not only at the actual usage and projected impacts and examine level of service, average vehicle queue times and accident histories on the Tailby Lot and the Crest Road/Linden Street intersections, but also on nearby streets and off-street parking areas and at those intersections within a one-quarter (1/4) mile radius of the Tailby Lot likely to experience any significant impact resulting from each housing design and from incentives to encourage employee use of the Tailby Lot.
- 6.3.2 Identification of traffic calming design elements and pedestrian crossings with design details to improve traffic flow and pedestrian safety at the Linden Street/Crest Road intersection.
- 6.3.3 Investigation of the feasibility and possible location(s) of a pedestrian bridge over the railroad tracks to link Tailby Lot to the Wellesley Square Commercial District.
- 6.3.4 Take into consideration line-of-sight and visibility impacts that may affect pedestrian or traffic safety at the Tailby Lot or the Crest Road/Linden Street intersection.
- 6.3.5 Provide cost estimates, and identify funding sources for these improvements.

6.4 Financing:

- 6.4.1 Evaluate impact of housing, parking and traffic design alternatives on Town finances.
- 6.4.2 Evaluate what sources of state and federal funding (such as “smart-growth initiatives”) may be available.
- 6.4.3 Identify any constraints that any state or federal funding would impose on ability of Town to give local preference to persons with Wellesley “connections” in selling/renting of any housing developed on the Tailby Lot.

7.0 PUBLIC MEETINGS

During the course of the work, the Consultant should expect to attend meetings (on average

monthly) of the Committee; attend at least two public forums, at which the Consultant will make a presentation and solicit input from the public; meet at least once with each of the following Town boards: the Community Preservation Committee, the Selectmen and the Advisory Committee; and attend at least one session of the Town's Annual (or Special) Town Meeting. Additional meetings may be necessary and will be scheduled by mutual consent.

8.0 SCHEDULE AND FORMAT OF DELIVERABLES

Each page of the final Study 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. Each final Report shall include a copy of the plans referred to above at a reduced scale in legible format.

The Consultant shall deliver:

- a. 10 copies of a preliminary draft of the Study forty-five (45) days from the date of the executed contract; and
- b. 10 copies of the completed Study ninety (90) days from the date of the executed contract;

in hard copy and also in computer format (MS-Word 97, 3 1/4" format double-sided, double-density diskettes or CD-ROM).

9.0 PRE-AWARD CONFERENCE

The selected Consultant shall attend a pre-award conference with the Committee approximately one week after selection as the Consultant. Contract documentation and the selected Consultant's proposal shall be reviewed to assure precise understanding of contract requirements and to review the selected Consultant's proposal to accomplish all tasks.

10.0 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.

- a. Statement of Study Requirements.

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

- b. Response To RFP.

Describe in narrative form the Consultant's approach and technical plan for accomplishing the work described above.

- c. Team.

Provide names and complete curriculum vitae for all professional members of the Consultant's and sub-consultant's (if any) team. The Consultant's team shall include a traffic engineer or

another person with experience in traffic and parking issues. Each member's educational background shall be provided. Special skills should be summarized. 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.

d. Similar Experience.

Provide details of experience and past performance of the Consultant and members of the team on comparable work for government entities. This section should cover, at a minimum, the substantive nature of comparable engagements, 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 about their experience to permit the Committee to understand and verify the exact nature of contribution to other projects and entities. The Consultant is requested to disclose previous work experience within the Town, if any.

e. Competing Commitments.

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

f. References.

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

Provide a list of similar studies completed since 1996 with names and telephone numbers of contact persons on those assignments.

11.0 COSTS

The Consultant shall submit an estimated cost summary, **not to exceed \$35,000**, to provide the services required to fully complete the Study.

12.0 PROPOSAL SUBMISSION

Two submissions shall be made. One shall not include pricing information and be marked:

"Non-Pricing Information
Tailby Lot Feasibility Study"

The other shall include pricing information and be submitted in a sealed envelope marked :

"Pricing Information
Tailby Lot Feasibility Study"

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 Wednesday, October 6, 2004. The Pricing Information will be opened by the Study Committee after the interview process has been completed.

13.0 COMMITTEE'S REPRESENTATIVE

The Committee's coordinator for this contract will be its Chairperson, Doug Weil, tel: 617-210-6821 (office), fax: 617-542-2241, e-mail: sdweil@weilrealty.com and will be responsible for coordinating actions and for responding to all questions.

14.0 DUE DATE

Ten (10) 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 Wednesday, October 6, 2004, at 3:00 p.m. to:

Tailby Lot Committee
c/o Wellesley Planning Board
Town Hall, 525 Washington Street
Wellesley, MA 02482
Attention: Doug Weil

15.0 OWNERSHIP OF INFORMATION PROVIDED

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