



**REQUEST FOR PROPOSAL (RFP)
Town of Danvers**

**Professional Services:
Maple Street I-1 District Design Guidelines and
Zoning Code Development**

Proposals Due: July 15, 2016 12:00pm

Deliver Complete Proposals To:

Karen Nelson, Director
Planning and Human Services
Town of Danvers
1 Sylvan Street
Danvers, MA 01923

For Further Information Please Contact:

Karen Nelson at (978) 777-0001 x 3095 knelson@mail.danvers-ma.org or
Kate Day at (978) 777-0001 x 3029 kday@mail.danvers-ma.org

The Town of Danvers reserves the right to reject any or all proposals.

REQUEST FOR PROPOSAL

Maple Street I-1 District Design Guidelines and Zoning Code Development

A. Introduction

This request for proposals (RFP) sets forth the procedures and requirements to be utilized by the Town of Danvers in the selection of an urban design consultant to provide professional services to develop Design Guidelines and Zoning Code for the proposed Maple Street Overlay District

Activities will commence upon selection of a consultant and issuance of a notice to proceed. Consultants must provide fee amounts for each phase of the project.

B. Project Area

Please see attachment C.

C. Funding Source

Funding to be provided by a \$25,000 PATH grant from the Mass Department of Housing and Community Development.

D. Project Objectives

See Attachment A for complete Scope of work. A summary of the Project is below:

The Danvers Planning Board is currently working to develop a mixed-use overlay district for a 10+ acre area within the downtown core that is currently zoned “Industrial 1.” As part of the planning process, the Town applied for, and received, \$15,000 in PDF funding which was awarded in July of 2014. Working with MAPC as its consultant, the “Maple Street I-1 District Action Plan” was completed in November of 2015. The study makes a range of recommendations that help create a basic platform for crafting a mixed use overlay district.

The Board’s intention is to create a new overlay district that would be principally focused on housing development in this district, with an allowance for mixed use as desirable where appropriate but not a requirement. The community, property owners, the Town Manager and Selectmen are supportive of advancing a set of warrant articles for a Special Town Meeting most likely for the early winter of 2016-2017.

As this is a central, and highly visible, location in the downtown the Planning Board is deeply committed to “getting it right” – crafting code that will encourage the desired vision and elicit market response in an attractive, functional way.

Building on the vision generated during the work with MAPC during the past year, the Planning Board now wishes to address three specific steps in order to prepare for taking this to Town Meeting. The proposed scope envisions the following tasks:

- 1.) Establish appropriate densities: What density/building form/code requirements will help us achieve the vision and yet not overburden the downtown?
- 2.) Develop Design Guidelines: Prepare visual reference materials to guide development; and
- 3.) Craft zoning code: Develop specific bylaw amendment referencing design guidelines, regulating density, form, setbacks, relationship to the public realm, etc. The Board has contemplated a 40R approach to this overlay, but at present needs more guidance and would seek recommendations from the consultant on whether this is a suitable tool in this context.

The Design Guidelines will be distributed to building owners and potential developers for use when constructing and/or improving their building. The manual also is expected to be used by the Town to provide façade and signage design guidance concerning other buildings that may be located in the Danvers Square and in other commercial districts.

E. Qualifications of the Consultant

Consultants should meet the following minimum criteria: (a or b) AND (c, d and e)

- a) Bachelor's Degree in Architecture, Landscape Architecture, Planning or a closely related field and at least two years full-time experience in an area relevant to the project; **or**
- b) Master's Degree in Architecture, Landscape Architecture, Planning or a closely related field; **or**

AND

- c) Experience in graphic design and layout, **and**
- d) Demonstrated experience with development of Design Guidelines and compatible zoning coding to achieve desired outcome of community vision for walkable, attractive downtown residential/mixed use district.
- e) Experience with Chapter 40R districts as well as other variations of residential/mixed use zoning in the context of downtowns similar to the scale and nature of Danvers.

The proposal response materials should include the following elements:

- 1) The identity of the individual, partnership or corporation applying for the contract award. If the applicant is a partnership or joint venture, the proposal should specify who will act as the lead consultant for purposes of assuming contractual responsibility. If the consultant intends to subcontract the graphic design, photography or any other work required in the scope of work, the subcontractor should be identified.
- 2) A detailed description of the consultant's approach to this project: methodology, demonstrated understanding of the community's needs, and the consultant's expectations of assistance and services from the Town.

- 3) An applicant qualifications statement, including academic and professional work experience attesting to capacity to perform the required work program. Resumes are required for all project personnel.
- 4) A client reference list, with names, addresses, and telephone numbers, especially for clients for whom the consultant has performed similar services in the past.
- 5) Any other information deemed relevant to the project, and which the consultant believes will further the competitiveness of the proposal, including work samples from similar completed projects.

F. Submissions: Proposals should be addressed to:

Karen Nelson, Director
Department of Planning and Human Services
Town of Danvers
1 Sylvan Street
Danvers, MA 01923

The final date for submission of proposals is 12:00 pm on July 15th.

I. Additional Information

The following information is available in the Planning and Human Services office or on the Town website:

- A. Town of Danvers Zoning Bylaw (website)
- B. Zoning Map (website)
- C. 2004 Community Development Plan (website)
- D. Stantec's "Review and Recommendations, Danvers Zoning Bylaw 2006"
- E. MAPC, "Danvers Maple Street I-1 District Action Plan." (website)
- F. Nelson Nygaard : "Downtown Danvers Parking Study Final Report", October 2015

Time Schedules

Professional services shall be completed by December 31, 2016 at the latest according to the scope of work set forth in Attachment A. The Proposer agrees to promptly notify the Town should problems, delays or adverse conditions become known which will materially affect the ability to attain project objectives, prevent the meeting of time schedules or preclude the completion of approved work.

Final Approval and Payment

- A. Final products outlined in the Work Program of this Request for Proposals and the written Agreement must be approved by the Town of Danvers. If, for any reason, the final products do not conform to the terms and conditions of the Agreement, the Town of Danvers reserves the right to withhold payment until all conditions are met. Neither the Town review, approval, acceptance of, nor payment for, any of the services furnished shall be construed to operate as a waiver of any rights under the contract or any cause of action arising out of the performance of the contract.

- B. Total compensation for services under the terms of the PATH grant is \$25,000. Payment shall be made upon proper invoicing. Invoicing may be submitted at the completion of each phase based on a not to exceed amount to be established by mutual agreement of the parties. Such invoicing shall include a description of services provided and proper reference to the Scope of work. Invoices shall be submitted to the Office of Planning and Human Services, Town of Danvers, 1 Sylvan Street, Danvers MA 01923.

Revision of Agreement

There shall be no change in project work, budget or timetable without the prior written approval of the Director of Planning and Human Services. Changes in the Work Program to be performed by the Proposer under the Agreement, including any increases or decreases in the compensation to the Proposer or the time limitation for completion, which are mutually agreed upon by and between the Town and the Proposer, shall be incorporated into the Agreement in the form of written amendments. Any and all amendments, alterations and changes in the Agreement will only be binding on the parties if executed in writing as set forth herein. No part of the contract shall be altered in any way without prior written consent of the Town Manager.

Fair Practices

The Proposer shall not discriminate against any employee or applicant for employment because of race, color, religion, sex, age, handicap, veteran status or national origin. The Proposer shall take affirmative action to ensure that applicants are employed, and employees are treated during employment, without regard to race, color, religion, sex, age, handicap, veteran status, familial status, sexual orientation or national origin. Such action shall include, but not be limited to, the following: employment, upgrading, demotion, or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other form of compensation; and selection for training, including apprenticeship. The Proposer agrees to post in conspicuous places, available to employees and applicants for employment, notice setting for the provisions of this non-discrimination clause. The Proposer will, in all solicitations or advertisements for employees placed by or on behalf of the Proposer, state that all qualified applications will receive consideration for employment without regard to race, color, religion, sex, age, handicap, veteran status or national origin. The Proposer agrees to comply with the "Governor's Code of Fair Practices" of January 12, 1966, Chapter 151B of

the Massachusetts General Laws, as amended and Executive Orders which prohibit discrimination because of race, color, religion, national origin, age, sex, veteran status or handicap.

Copyright

Except as otherwise provided in the Agreement, the Town of Danvers may copyright any book, publication or the material developed in the course of this project.

Failure to comply with the above conditions and requirements or any attached specifications or any other minimum qualifications will be justification to reject any proposal as incomplete.

Submissions

Proposals shall be submitted, in a sealed envelope as one unbound original, three bound copies and **one *electronic PDF format via email***, to:

Karen Nelson, Director
Planning and Human Services
Town of Danvers
1 Sylvan Street
Danvers, MA 01923

The final date for submission of proposals is on or before **12:00 pm on July 15, 2016**

**SCOPE OF WORK
follows on next page**

Attachment A

SCOPE OF WORK

Introduction

The Danvers Planning Board is currently working to develop a mixed-use overlay district for a 10+ acre area within the downtown core that is currently zoned “Industrial 1.” As part of the planning process, the Town applied for, and received, \$15,000 in PDF funding which was awarded in July of 2014. Working with MAPC as its consultant, the “Maple Street I-1 District Action Plan” was completed in November of 2015. The study makes a range of recommendations that help create a basic platform for crafting a mixed use overlay district.

Despite its valuable proximity to an attractive downtown district, current zoning does not allow for residential uses and needs to be updated to reflect contemporary demand for smaller housing units in a dense, walkable downtown. The district is currently characterized by a 3.3 acre wooden mill complex, a handsome brick firehouse now serving as headquarters for an ambulance company, several smaller industrial uses and the former “Ideal Baby Shoe” manufacturing building. The Danvers Rail Trail passes through the edge of this district, providing a 10+ mile connection running from Peabody to Boxford; it has been termed “the jewel of Danvers” for the connectivity and recreational opportunities it provides. There is a great deal of interest in the community, among property owners and on the part of the Selectmen in crafting zoning that will encourage conversion of these I-1 sites to residential uses. The “Ideal” building recently received zoning relief to allow its conversion to 24 units of housing (three of which will be affordable) with some ground floor commercial use, demonstrating the confidence on the part of the investors that residential/mixed development is a more desirable and profitable use in this district.

The Board’s intention is to craft a new overlay district that would be principally focused on housing development in this district, with an allowance for mixed use as desirable where appropriate but not a requirement and the community, property owners, the Town Manager and Selectmen are supportive of advancing a set of warrant articles for a Special Town Meeting for the fall/winter of 2016-2017.

As this is a central, and highly visible, location in the downtown the Planning Board is deeply committed to “getting it right” – crafting code that will encourage the desired vision and elicit market response in an attractive, functional way.

Building on the vision generated during the work with MAPC during the past year, the Planning Board now wishes to address three specific steps in order to prepare for taking this to Town Meeting. The proposed scope envisions the following tasks:

1. **Establish appropriate densities:** What density/building form/code requirements will help us achieve the vision and yet not overburden the downtown?
2. **Develop Design Guidelines:** Prepare visual reference materials to guide development; and
3. **Craft zoning code:** Develop specific bylaw amendment referencing design guidelines, regulating density, form, setbacks, relationship to the public realm, etc. The Board has contemplated a 40R approach to this overlay, but at present needs more guidance and would seek recommendations from the consultant on whether this is a suitable tool in this context.

Provision is also made below for an initial orientation/information gathering phase to acquaint the consultant with progress to date.

Contract Phases

The scope of the project is split into the following four phases with expected dates of completion as set forth herein, such dates as may be adjusted based upon contract execution, by mutual agreement of the parties herein.

August-Sept 2016: Phase 1 “Understanding the Vision”
Sept-Oct 2016: Phase 2 “Getting to the Vision”
Oct-Nov 2016 Phase 3 “Develop Design Guidelines”
Nov-Dec 2016: Phase 4 “Prepare Zoning Code”

Phase 1 (approximately 2 weeks) “Understanding the Vision”

Tasks:

- Meet with Danvers Planning staff, and potentially DHCD staff, to discuss the scope of the project and to assess suitability of the district for 40R or a conventional mixed use overlay. Combine this with site walk of the district, invite Planning Board and other stakeholders
- Review existing reports and studies of district/downtown (2015 Nelson Nygaard Parking Study, MAPC “Maple Street I-1 District Action Plan 2015,” other studies and Tapleyville Mixed Use Overlay District zoning)
- Document the I-1 district to record existing conditions, current scale, use and appearance

Deliverables:

- Preliminary district mapping/documentation

Phase 2 (approximately 8 weeks) “Getting to the Vision”

Tasks:

- Meet with representatives from the following stakeholder/ community groups: Danvers Planning Board, the Downtown Improvement Committee, property owners and other stakeholders to introduce the project and receive input
- Prepare draft sketch map and rendering of alternative development scenarios for district
- Submit preliminary recommendations on form/density/framework/parking requirements for re-zoning for Planning Board review and comment
- Meet with Planning Board and staff to incorporate comments in Vision Statement

- Prepare diagrams, photographs, and renderings to illustrate the proposed district design and density
- Provide guide Vision Statement to the Planning Board and other stakeholders

Deliverables:

- Vision statement including graphics depicting buildout densities for district

Phase 3 (approximately 6 weeks)

Tasks:

- Prepare preliminary design guidelines (site planning, building design, lighting, landscaping, streetscape, signage, restoration/ preservation of historic resources) for the overlay district
- Revise to incorporate Planning Board and staff comments
- Prepare final draft of the Design Guidelines that incorporates all comments

Deliverables:

- Final Design Guidelines (PDF and word document)

Phase 4 (approximately 6 weeks) “Prepare Zoning Code”

Tasks:

- Prepare draft zoning code, with recommended overlay district approach (40R vs. conventional mixed-use overlay)
- Prepare associated zoning map depicting recommended densities (these may vary within district) based on Planning Board comments
- Public forum with Planning Board and stakeholders to present Design Guidelines and recommended zoning code
- Refine and complete final report

Deliverables:

- Recommended zoning code for warrant articles
- Illustrated report depicting potential district buildout, design guidelines, and densities

END OF SCOPE OF WORK (ATTACHMENT A)

Attachment B
APPLICANT CERTIFICATION FORM AND PRICE PROPOSAL FORM

Professional Services:
Maple Street I-1 District Design Guidelines and Zoning Code Development

To be considered for award, each respondent **must** provide a signature to the required certification statements below, and information about contact person and address of the respondent. This form **MUST** be submitted with the complete application materials by the respondent.

As required under Chapters 233 and 701 of the Mass. Acts and Resolves of 1983, and Chapter 30B of Mass. General Laws, all parties shall certify to the following, by returning this form signed in the space below.

- (1) "The undersigned certifies under the 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." and
- (2) "Pursuant to M.G.L. Ch. 62C, § 49A, I certify under the penalties of perjury that I, to my best knowledge and belief, have filed all state tax returns and paid all state taxes required under law."

PRICE PROPOSAL FORM

The undersigned hereby pledges to deliver the complete scope of work required, for the rates and charges shown below:

Estimated cost to complete the project:

Phase 1: _____

Phase 2: _____

Phase 3: _____

Phase 4: _____

TOTAL COST: _____

This application is submitted by: _____
(give name of firm or individual above)

Signature: _____ *required*

BUSINESS ADDRESS

Person to Contact: _____ (print)

Tel. : () _____

Employer . I.D. # _____

