

June 25, 2014

WELLESLEY NORTH 40 STEERING COMMITTEE

REQUEST FOR PROPOSALS

WELLESLEY COLLEGE NORTH 40

1.0 INTRODUCTION

The Town of Wellesley North 40 Steering Committee (“the Committee”) is seeking to engage a planning consultant ("the Consultant"), for the purposes of conducting a vision study and land use alternative analysis for the Wellesley College parcel commonly referred to as the North 40, located at 156 Weston Road, Wellesley, MA 02482, (“the North 40”).

The property is owned by Wellesley College, but it separate and distinct from the main campus. The property has long been protected by a use restriction known as the Durant Indenture. Wellesley College informed the Town in April of 2014 that the College had filed a petition with the Massachusetts Supreme Judicial Court (SJC) seeking to remove the restrictions set forth in the deed in order to allow for outside development on the property either through a long term lease, ground lease, or sale of the property. The SJC granted the request in early May of 2014. The College has not placed the subject parcel on the open market to date.

Given the size and unique nature of the North 40 property, the Board of Selectmen organized an initiative involving all relevant Town boards, committees, and neighborhoods within close proximity to the North 40 to expeditiously assess the Town’s potential municipal interest in the property. In determining whether it is in the Town’s best interest to pursue acquisition of the property, the Selectmen find it is necessary to conduct a comprehensive study or visioning analysis to consider the opportunities and impacts on the Town’s services, resources, and assets.

1.1 BACKGROUND

Community Location

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.

North 40 Parcel

The North 40 is a 46 acre parcel of land owned by Wellesley College located between Weston Road to the east, Turner Road to the north, Central Street (Route 135) to the south, and Town land (Morses Pond) to the west. The property is bisected by the Cochituate Aqueduct, and the MBTA rail line is located along the southern property line. The site is largely wooded with varying topography. The site has approximately 7 acres of community gardens along the

western border of the property. A vernal pool is located on the site on the northwest corner of Weston Road and Turner Road. (See Map Attachment).

Distinguishing Characteristics

From 1955-1960 seventeen (17) acres of the site was leased and used by the Town as a sanitary land fill. After 1960, the Town planted a significant number of trees on the leased portion of the site and returned the property to the College. The College has historically allowed public access and use of the site. As such, the site today is largely an upland woodland area with public access trails. Approximately seven (7) acres of the site has been used for community gardening since prior to the 1940s. The southern six (6) acres of the site are largely isolated due to the location of the Cochituate Aqueduct (Town owned) bisecting the lot to the north, and MBTA tracks to the south. The site is located within walking distance to Wellesley Square and is located on the MWRTA Route 8 bus route which runs along Weston Road.

Zoning

Zoning Districts include the Single Residence District (15,000 sq.ft. minimum Area District) and the Water Supply Protection District.

Land Uses

The land is currently vacant except for one single family dwelling along Weston Road. The open land is currently used for trails and community gardens. Portions of the site appear to be located within a Zone II Wellhead Protection Zone.

2.0 ACCESS TO REPORTS

The Committee will make available all relevant public information on file at the Planning Board Office and Office of the Board of Selectmen. This information is available for inspection from Meghan C. Jop, Deputy Director of General Government Services or Michael Zehner, Planning Director, Wellesley Town Hall, 525 Washington Street, Wellesley, MA 02181. Please call 781-431-1019 extensions 2201 or 2232 for an appointment to access applicable material.

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 at Town Hall or online:

- a. Wellesley Comprehensive Plan, 2007-2017; the entire document is available online at *wellesley.ma.gov*;
- b. Wellesley Zoning Bylaw available on-line or copies are available for examination at the Planning Board Office or may be purchased at the Office of the Town Clerk;

- c. Wellesley Design Guidelines available on-line or copies are available for examination at the Planning Board Office or may be purchased at the Planning Board Office;
- d. Morses Pond Restoration Plan; the document is available online on the Natural Resource Commission's webpage;
- e. Weston Road Traffic Analysis, the documents are available in the Selectmen's Office.
- f. North 40 Study Committee research, the documents are available online at *wellesleyma.gov/North40*

3.0 SELECTION CRITERIA

The Committee 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. Strength in land use planning, open space and landscape design, architectural design and graphics capabilities;
- d. A background and track record in promoting and sustaining a high degree of participation by the property owners and merchants, 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;
- e. Success with projects in similar communities including experience in promoting the interests of open space, recreational resources, and housing;
- 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 Committee 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 Committee; and
- h. Preference to Massachusetts firms.

The Committee 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 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.

4.0 SCOPE OF SERVICE

The Consultant will work closely with the North 40 Steering Committee and assigned staff to:

- Conceive a structure and schedule of Vision public participation activities including social media, interviews, survey, public hearings and/or charrettes to develop a vision statement and mission.
- The consultant shall develop and inventory existing conditions land use conditions and concerns, including narrative, maps and relevant data including environmental assessment and preliminary traffic analysis. This inventory will be used to assist in the identification of issues and opportunities for the North 40.
- The Consultant and the North40 Steering Committee will determine the extent of the inventory which may include:
 - Historic resources
 - Natural resources, landscape, and garden features
 - Public access and circulation
 - Scenic resources
 - Stormwater and utilities
 - Water quality (point and nonpoint sources)
- Focus public participation and activities to help participants reveal ways in which they currently use and value the North 40 and surrounding area, and the varied relationships between the North 40 and the adjacent neighborhood and Morses Pond.
- Participants shall be encouraged to identify additional issues and opportunities for alternative land uses, and to develop goals for any development located on the site. The following points of consideration shall be vetted in public sessions:
 - Consolidation of elementary schools
 - If a consolidation were to occur, alternative land use proposals for the existing school sites
 - Desirable recreational uses of the property including passive and active including playgrounds, playing fields (all sports both turf and grass), swimming, ice skating, skateboard park, etc.

- Desirable open space amenities, opportunities and connections
 - Whether Integration or separation from existing residential neighbors is appropriate and/or feasible
 - Desirable site buffers
 - Visual impacts of proposed uses
 - Sustainable design elements and criteria
 - Mixed use potential
 - Access, use, and/or impact on the existing rail line
 - Access, use, and/or impact on the Cochituate Aqueduct/Cross Town Trail
 - Pedestrian and bicycle amenities with attention to safety and links to and between existing uses in the area, through the area, and adjacent to the area.
 - Traffic circulation, destination-traffic, through-traffic and traffic calming of desired uses.
 - Transportation Demand Management (if applicable)
 - Off street parking availability and management for top uses selected.
 - Potential impact on retention and protection of water resources
 - Financial impact on Town services from private development
 - Access and egress alternatives for the site
- In determining a vision for the North 40, the Consultant, in consultation with the North 40 Steering Committee, shall develop a preferred land use vision based on existing conditions and public input. The final products shall include a vision statement, graphic illustrations of the vision, and a preliminary work-up of specific actions, strategies and recommendations for implementation of the vision.
 - Following the establishment of a vision for the site, alternative development scenarios for the study area shall be generated reflecting the prioritized uses or mix of uses based on public participation.
 - A detailed description of the implementation steps necessary for each of the land use development scenarios chosen by the North 40 Steering Committee shall be produced and shall identify implementation strategies, and how development or change in this area might assist, mitigate, lessen impacts of other projects or developments and otherwise “fit” into the Town as a whole.
 - The Consultant will be encouraged to provide an overview of financial issues and opportunities based on the development scenarios.

The following outline is offered to describe the general extent of services to be provided by the Consultant. This outline is not necessarily all-inclusive and the Consultant will include in the proposal any tasks or alternatives and services deemed necessary to satisfactorily complete the project. Consultants are encouraged to bring both industry expertise and creative ideas tested elsewhere and tailored to Wellesley to help the community design the approach that best suits the Town.

5.0 PUBLIC MEETINGS

The Consultant shall anticipate a minimum of 8 meetings with the North 40 Steering

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Committee and a minimum of three meetings with Town Staff, in addition to the multiple Public Forums and potential Special Town Meeting in the fall of 2014 during the course of the contract.

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. Each Final Report as shall include a copy of the plans referred to above at a reduced scale in legible format.

The Consultant shall deliver:

20 hard copies and 2 digital copy of the completed Project by October 17, 2014;

7.0 PRE-AWARD CONFERENCE

The selected Consultant shall attend a pre-award conference with the Committee approximately one week after selection as the successful 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.

8.0 CONTENTS, REQUIREMENTS AND ORDER OF PRESENTATION OF PROPOSAL SUBMISSION

Consultants 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 believed to be 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 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 comparable work for government entities. This section should cover, as 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 of their experience to permit the Town 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.

Competing Commitments

Consultants shall discuss the means by which adequate and timely attention to this engagement 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 2004 with names and telephone numbers of contact persons in those communities.

9.0 COSTS

The Consultant shall submit an estimated cost summary, **not to exceed \$25,000** to provide the services required to fully complete the Project.

10.0 PROPOSAL SUBMISSION

Two submissions shall be made. One shall be marked:

"Non-Pricing Information North 40 "

The other shall be in a sealed envelope marked:

"Pricing Information North 40"

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 **July 17, 2014**. The Pricing Information will be opened by the North 40 Committee after the interview process has been completed.

11.0 TOWN'S REPRESENTATIVE

The Town's coordinator for this contract will be Meghan C. Jop, Deputy Director, Wellesley Board of Selectmen, Town Hall, 525 Washington Street, Wellesley, MA 02181; telephone: (781) 431-1019 x. 2205. Ms. Jop will be responsible for coordinating actions and for responding to all questions.

12.0 DUE DATE

Thirteen copies of the proposal are required. Each proposal shall be limited to ten (10) pages, exclusive of information relative to a Consultants qualifications and past experience, delivered on or before, **Thursday, July 17, 2014, 3:00 p.m.** to:

Meghan C. Jop, Deputy Director
Town Hall, 525 Washington Street
Wellesley, MA 02482

Consultants submitting proposals should be prepared to meet with the North 40 Steering Committee for interviews on Tuesday July 22, 2014.

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 permission of the Committee.