

SEPTEMBER 27, 2010

WELLESLEY PLANNING BOARD

REQUEST FOR PROPOSALS

OSRD 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 Open Space Residential Design (cluster development) Zoning Bylaw for the Town (herein after referred to as "the Project").

The Wellesley Zoning Bylaw has had a provision for alternative area regulations or "cluster" development since 1970, but the provision has never been used and the Town has not been able to realize the potential benefits of cluster development.

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

Analyze best practices in Open Space Residential Design (OSRD) options and assess which elements of these land use approaches could be successful in Wellesley with the current developable land constraints and the multitude of environmentally sensitive areas in Town;

Identify feasible incentives that might reasonably encourage the utilization of OSRD;and

Produce draft zoning language and implementation strategies for OSRD.

1.2 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 2000 Federal Census figures show 26,613 persons in 8,594 housing units of which 83% are owner occupied.

The Town's residential character is dominated by single family uses, with multi-family uses located near the commercial cores. The commercial areas and colleges are surrounded by residential neighborhoods.

1.3 BACKGROUND

The 2007-2017 Comprehensive Plan recommended the establishment of mandatory Cluster Development for large tracts of land. In addition to this specific recommendation, the Comprehensive Plan outlines preserving natural areas, minimizing non-point source pollution caused by storm water runoff, providing for a variety in housing types and more affordable housing as goals for the future.

Three colleges (Wellesley College, Babson College, and Mass Bay Community College) own large tracts of developable land (open space) which if developed could have a significant impact on the Town in terms of population, scale of housing, and environmental impacts.

The Town's Inclusionary Zoning provisions of the Zoning Bylaw require any subdivision creating 5 or more lots to create 1 unit of affordable housing. With the potential for a density bonus, the preservation of open space, and the creation of a mix of housing styles, OSRD lends itself directly to Wellesley's efforts for sustainable design and affordable housing.

2.0 ACCESS TO REPORTS

The Board will make available all relevant public information on file with Meghan C. Jop, Planning Director, Planning Board Office, Wellesley Town Hall, 525 Washington Street, Wellesley, MA 02181. Please call 781-431-1019 extensions 2232 for an appointment to see the 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 in the Planning Board Office:

- a. Wellesley Comprehensive Plan, 2007-2017; the entire document is available on-line at *wellesleyma.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. Planning Board's Rules and Regulations Governing Subdivision of Land in Wellesley, Massachusetts available on-line or copies are available for examination at the Planning Board Office or may be purchased at the Planning Board Office;
- e. Resident Attitude Study March, 2004 available for examination at the Planning Board Office or may be purchased at the Planning Board Office;
- f. Wellesley Open Space for Conservation and Recreation Plan available on-line or copies are available for examination at the Planning Board Office or may be purchased at the Natural Resource Commission Office; and
- g. Wellesley Wetlands Protection Bylaw and Wetlands Map available on-online or copies are available for examination at the Planning Board Office or may be purchased at the Natural Resource Commission Office.

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. 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 cluster development and affordable housing;
- f. 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;
- 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 Project organization and team members including 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;
- i. The Consultant's demonstrated ability to prepare and support the Project;
- k. Preference to Massachusetts firms; and
- l. 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 consultants 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 Project shall include:

- Two meetings with the Board to educate and inform the Board on various Cluster/OSRD Development techniques and strategies and the potential impact on open space, affordable housing, and wetlands.
- A Public Forum (typically an evening session) typically involving presentation of alternative development concepts in a large group session and public discussion in focus groups of 6-8. The Forum discussion may be guided by the following subject areas:
 - Cluster/OSRD Subdivision techniques and strategies.

- Is Cluster/OSRD appropriate for Wellesley? Why?
 - Potential for density bonus and impact on affordable housing.
 - Impact on Town infrastructure.
 - Conceptual land development goals for the colleges.
 - Should certain Cluster/OSRD concepts be encouraged or discouraged?
 - Discuss Cluster/OSRD elements such as pedestrian and bicycle circulation, sidewalks and amenities with attention to safety and links to and between existing uses in the area and through the area.
 - Preservation of wetlands, streams, and ponds.
 - Residential parking availability and management.
 - Open Space Preservation criteria.
- A draft zoning bylaw reflecting discussion from the Forum and the Interactive Public Process.
 - Graphic representation of the application of the proposed zoning language.
 - An Implementation Plan recommending any additional studies, provisions, or rules and regulations necessary for successfully enacting the new zoning provision.
 - A final presentation to the Board at a second Public Forum to discuss zoning language and preparation for Town Meeting.

5.0 PUBLIC MEETINGS

The Consultant shall anticipate a minimum of three meetings with the Planning Board and a minimum of two public forums 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 in hard copy:

- a. 10 copies of the preliminary draft and recommendations by January 14th; and
- b. 10 copies of the completed Project by February 18th;

The Consultant shall deliver a draft and final copy of the Project on a CD both in Word format and in a PDF format.

7.0 PRE-AWARD CONFERENCE

The selected Consultant shall attend a pre-award conference with the Board 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

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 above. The Consultant shall provide graphic representation of previous work and approved OSRD subdivisions (if applicable).

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 2005 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 \$10,000** 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
Cluster Development Bylaw Study"

The other shall be in a sealed envelope marked:

"Pricing Information
Cluster Development Bylaw 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 **September 24th**. The Pricing Information will be opened by the Planning Board after the interview process has been completed.

11.0 TOWN'S REPRESENTATIVE

The Town's coordinator for this contract will Meghan C. Jop, Planning Director, Wellesley Planning Board, Town Hall, 525 Washington Street, Wellesley, MA 02181; telephone: (781) 431-1019. 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 Consultants qualifications and past experience, delivered on or before, **Wednesday, October 27, 2010, 3:00 p.m.** to:

Meghan C. Jop, Planning Director
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 permission of the Town.