

TREDYFFRIN TOWNSHIP
CHESTER COUNTY, PENNSYLVANIA

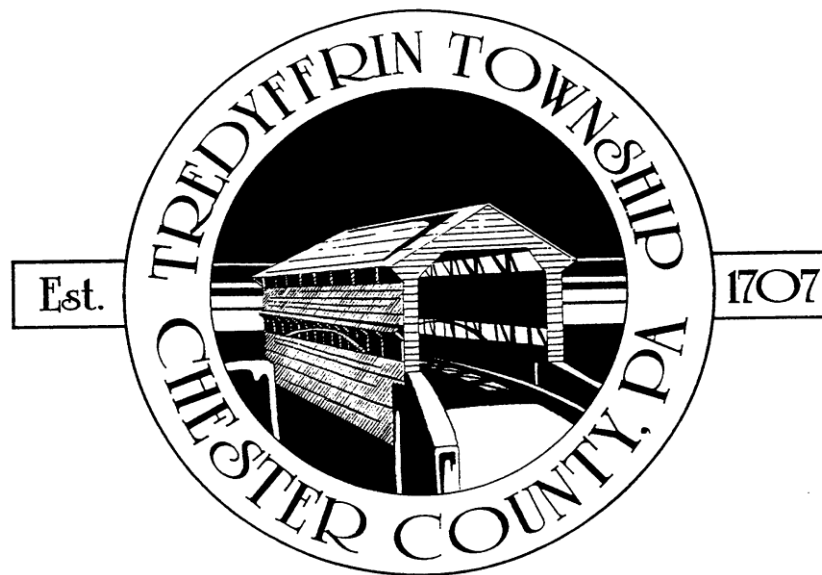
REQUEST FOR PROPOSAL

Analysis and Revisions of Zoning Ordinance Commercial Districts

PROPOSAL DUE: 2/16/2012

PRE-PROPOSAL MEETING: 2/2/2012

January 2012



Tredyffrin Township
1100 DuPortail Road
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Table of Contents

SECTION A: INTRODUCTION.....	3
1. Project Background.....	3
2. Project Description.....	3
SECTION B: SCOPE OF WORK	5
1. Completion of Study Area Information.....	5
2. Education Leadership Effort & Required Meetings	5
3. Deliverables	6
SECTION C: PROPOSAL SUBMISSION & SELECTION	7
1. Selection Schedule	7
2. Selection Process	7
3. Evaluation	9
4. Proposal Submission	10
5. Information and Services to be Provided by the Township.....	10

SECTION A: INTRODUCTION

1. Project Background

Tredyffrin Township, a local government in suburban Philadelphia, is accepting proposals for a one-time contract to perform professional services involving the evaluation of its existing commercial zoning regulations.

The project is being funded, in part, from the Delaware Valley Regional Planning Commission's (DVRPC) Transportation and Community Development Initiative (TCDI) grant program. This program supports local development and redevelopment efforts in qualifying municipalities of the Delaware Valley. Tredyffrin Township filed an application for the study described in this RFP and was selected by DVRPC in December 2011 as one of twenty-four (24) awards. The amount of the award is \$50,000; Tredyffrin Township will add a local share of \$10,000 *minimum*, with a twenty percent required match, either directly or through a grant from Chester County, Pennsylvania's Vision Partnership Program (VPP). Additional funding, however, could be used depending on the attractiveness of proposals.

Excluding the Town Center and Transit districts, the Township's Zoning ordinance has ten (10) commercial districts, which may be described as dated. Most were adopted in the early to mid-1980s, with the latest being adopted in 1993. The purpose of this project is to recommend ways to simplify these districts, modernize the Township's approach to commercial zoning, and align related regulation to augment the role that effective land use policies can have on economic development and sustainability. Using its 2009 Comprehensive Plan as a guide, Tredyffrin Township believes there is improvement to be made in the area of commercial land use and zoning practices and regulations.

2. Project Description

An evaluation of these districts involves consideration of maximizing multi-modal transportation options as well as encouraging sustainable development and redevelopment along the Township's two (2) major commercial corridors: US Routes 30 and 202.

Over the past 30 years Tredyffrin Township has developed rapidly, culminating in an array of commercial zoning districts that have the potential to complicate land development processes, discourage economic development, create congested roadways, and lead to disjointed land use patterns. The Township intends to consolidate these districts into a collection of zoning ordinance requirements which represent a sustainable and comprehensive vision for the Township's future, and to create the tools to implement this vision.

Tredyffrin Township seeks a consulting team to analyze ways to consolidate and modernize its commercial zoning regulations, and to lead an effort to inform and educate Township officials and stakeholders on optimal approaches that have led to successful implementation in other

communities. As a regional employment center and as a shopping destination, the Township attracts thousands of people each day. Tredyffrin Township recognizes that modernizing its approach to commercial land use regulation is a necessary means for producing environmentally and socially responsible development, as well as promoting economic growth and enhancing alternative transportation modes as it continues to evolve.

With the exceptions of the Transit and Town Center districts, the Township's commercial zoning districts are largely dated. Great strides in zoning processes have been made since these ordinances were adopted, and the Township recognizes the need to implement these approaches to land use regulation. The *Analysis and Revisions of Zoning Ordinance Commercial Districts Project* will aid Tredyffrin Township in fostering sustainable land use patterns and 'smart' transportation methods that:

- Promote economic development through offering developers clear and succinct regulatory processes and incentivized zoning code, fostering environments where businesses would like to locate, and retaining the Township's existing base through the solicitation and implementation of recommendations of current business owners and corporations within the municipality.
- Lessen environmental impacts by promoting denser, infill development, by changing standards that lead to increased impervious coverage, by incentivizing green building techniques, and by preserving open space.
- Discourage vehicle use by encouraging transit- and pedestrian- oriented transportation linkages and mixed-use infill development and by reexamining code standards, such as the required number of parking spaces for new developments.

Beyond Euclidean and incentive-based regulatory approaches, Tredyffrin Township would also like to examine the feasibility of adopting an optional or parallel form-based code targeted to development along the US Route 30 Corridor. Form-based code would aid in both revitalization and redevelopment efforts along this mature corridor to foster transit- and pedestrian-oriented infill redevelopment, as well as preserve the aesthetic quality of the mature neighborhoods comprising this area.

SECTION B: SCOPE OF WORK

1. Completion of Study Area Information

The study area for this project will encompass the entire Township of Tredyffrin, with an emphasis on its two (2) main corridors: US Routes 30 and 202. While the focus is on commercial districts, preservation of surrounding land uses should be considered as part of the study.

The Consultant team will need to be able to show leadership in helping to educate the Board of Supervisors, the Planning Commission, the Township staff, and all relevant stakeholders on an innovative full range of options for effective land use planning as it relates to economic and community sustainability; to make recommendations on ordinance revisions; and to actively participate in the ordinance amendment process.

2. Education Leadership Effort & Required Meetings

The Consultant team will educate relevant public bodies and stakeholders regarding a comprehensive range of innovative strategies for successful land use planning, from around the United States, in economic and community sustainability; they will be required to conduct meetings and make presentations to this end with a variety of entities. The meetings below should be considered a foundation upon which the potential Consultant team constructs a plan in its proposal to obtain valuable feedback from key stakeholders and the community at large.

- A. *Planning Commission:* The Consultant team shall be available to attend a minimum of five (5) regular meetings of the Planning Commission (PC). At these meetings the Consultant will make presentations on the progress of project and cultivate feedback and guidance from the PC. The Consultant team shall be prepared to give structured presentations (including applicable presentation size visual aids), receive questions from the PC and from the public, and to provide active guidance during the ordinance amendment adoption process.
- B. *Board of Supervisors:* The Consultant team shall be available to attend a minimum of three (3) regular meetings of the Board of Supervisors. At these meetings the Consultant will make presentations on the progress of project and cultivate feedback and guidance from the Board. The Consultant team shall be prepared to give structured presentations (including applicable presentation size visual aids), receive questions from the Board and from the public, and to provide active guidance during the ordinance amendment adoption process.

- C. *Public Outreach:* The Consultant team shall consider all avenues to solicit, obtain, and involve key project stakeholders including, but not limited to: Township residents, staff, supervisors, and volunteer members; stakeholders in the business community; and relevant liaisons to various transportation organizations and associations (AMTRAK, SEPTA, TMAAC, GVFTMA, DVRPC and Chester County Planning Commission).

3. Deliverables

Eighteen (18) total bound copies and four (4) total electronic copies of the final report shall be submitted to the Township and include all the following information:

Narrative Report: All aspects of the planning process and the Final Plan, as set forth herein, must be presented in a narrative planning report that includes the following items and is organized as follows:

- A. A brief executive summary setting forth the key aspects of the planning process and the final plan.
- B. Background information including a description and summary of the public participation process.
- C. An analysis of the economic conditions within the Township, including regional trends and forecasts.
- D. Study Area information and analysis.
- E. Examples from around the United States on successfully implemented land use planning policies that promote economic vitality, lessen environmental impact and recognize the value of a multi-modal transportation network.
- F. Recommendations on zoning ordinance amendments, subdivision and land development ordinance amendments, policy initiatives and public education programs that will lead to successful economic development; including draft ordinance amendments and revisions thereto as the process progresses.

SECTION C: PROPOSAL SUBMISSION & SELECTION

1. Selection Schedule

The Township will contract for this Project in a series of steps. The schedule that follows has been developed to provide adequate time for firms to prepare both a definite proposal and to permit the Township time to consider the proposals submitted with DVRPC. The following is a *tentative* schedule:

- Issue RFP to Consulting Firms: January 9, 2012
- Mandatory Pre-proposal Meeting: February 2, 2012
- Completed Proposals due to Township: February 16, 2012
- Interviews (if needed): March 2012
- Township/DVRPC Approval: March / April 2012
- Assist in Chester County VPP grant process: March – April 2012
- Conduct Study and Complete Project: May 2012 – December 2013

The project shall be completed by December 31st, 2013, per DVRPC TCDI grant program guidelines.

All proposers should be ready to attend a pre-proposal conference meeting on February 2 of 2012 at the Tredyffrin Township Municipal Building. Any contact for additional information should be made to Tredyffrin Township Community Development Coordinator, Kate Jones, at kjones@tredyffrin.org.

2. Selection Process

The submittal must contain all of the following information as requested in response to this request for proposals. Firms with national experience and exposure to innovative planning efforts with economic sustainability are encouraged to submit proposals.

A comprehensive action plan shall be developed identifying:

- A. *Profile of the firm* (five pages maximum) – This should be a brief statement indicating the firm's experience in conducting work of the nature sought by the RFP, and shall include: the location of the firm's office that will provide the proposed services; resumes of the individual consultants or employees proposed to conduct the work and the specific duties of each consultant or employee relative to the proposed work, including figures reflecting hourly breakdown of salary and other compensation elements; a brief reference list of the other municipalities served by the firm should be provided with contact information of the appropriate officials; and any other information describing the office may be included if it relates to the capabilities and expertise of the firm in doing comparable work. Advertising brochures on the firm may be submitted as a part

of this profile as long as they specifically address the experience of the firm as it relates to the work to be performed.

Additionally, this profile should include:

- i. Primary tasks to be performed as per the Scope of Work as set forth in this RFP (three pages maximum).
 - ii. Procedures /Methods – the proposal must include a detailed description of the procedures and methods you propose to use to complete the work requested by Tredyffrin Township. This is important because the methods and procedures proposed will receive primary consideration in evaluating your proposal (three pages maximum).
 - iii. Persons responsible for each task (one page maximum).
 - iv. Timetable – A project work schedule should be provided which includes time frames for each major work element, target dates for public meetings, and dates for completion of draft and final documents. The project shall be completed by December 31, 2013. Only work done within this timeframe will be eligible for payment (one page maximum).
 - v. Resources to be utilized (one page maximum).
- B. *Cost Proposal* - Full cost information should be provided that shows the minimum number of hours to be provided by each person assigned to the proposed work by the firm's organizational levels. The proposed hourly rate for billing shall be included for each person. The hours of work and cost shall be itemized for each major work element of the proposal. Cost for attendance of evening meetings shall be specified. An itemized estimate of reimbursable expenses must be included. The total amount of maximum payment must be stated. The cost shall be based on hours of work provided and "out-of-pocket expenses" and shall not exceed the maximum cost proposed unless an amendment to the contract is negotiated and approved by the proper authority of Tredyffrin Township and DVRPC.

Proposals will be reviewed by Township Staff and a representative from the Delaware Valley Regional Planning Commission. The final contract must be approved by the Tredyffrin Township Board of Supervisors as well as DVRPC. All proposals shall remain effective subject to Tredyffrin Township review and approval for a period of 60 days from the date the proposals are submitted. The Township retains the right to reject any or all proposals, in whole or in part. Although cost clearly will be an important factor, the selection will not be based on cost alone. Experience working with developed communities and exposure to successful innovative land use planning from around the United States is preferred.

3. Evaluation

All proposals will be evaluated based on the technical and professional expertise and the experience of the firm relating to similar land use planning projects, the proposed method and the procedures for completion of the work and the cost of the proposal. The apparent ability of the firm to be independent and objective in performing the requested work will also be considered.

- A. *Technical Expertise and Experience* - the technical expertise and experience of the firm will be determined by the following factors:
 - i. The overall experience of the firm in conducting similar work that is to be provided to Tredyffrin Township.
 - ii. The expertise and professional level of the individuals proposed to conduct the work for Tredyffrin Township.
 - iii. National or multi-regional experience.
 - iv. The clarity and completeness of the proposal and the apparent general understanding of the work to be performed.
- B. *Procedures and Methods* - The methods and procedures proposed to be utilized to conduct the work requested as they relate to thoroughness and objectiveness will be of importance in evaluating proposals. This includes evaluation of the soundness of the approach relative to the techniques for collecting and analyzing data, sequence and relationships of major steps, and methods for managing the work to ensure timely and orderly completion on projects analogous to this one.
- C. *Cost* - The cost will be weighed in relation to the other proposals received and shall be evaluated relative to the number of hours of professional consulting services to be received by Tredyffrin Township and the overall level of expertise of the specific firm's personnel proposed to do the work for Tredyffrin Township. All, or selected, firms submitting proposals may be invited to give an oral presentation explaining their proposals.
- D. *Qualifications* - Provide information about the company or organization's experience with the type of work proposed (please include references) that was successfully implemented by the clients and the experience and qualifications of each person who will work on the project. Include the consultant's capacity to handle the workload specified in the overview, and specific examples of similar work, particularly in developed areas. Proof of insurance is required.

Tredyffrin Township will likely be seeking grant assistance from Chester County; the County requires that project consultants working with Vision Partnership Programs have certain qualifications per the Chester County Vision Partnership Program Municipal Planning Grant Manual. Please be prepared to confirm that your consulting team meets these qualifications.

4. Proposal Submission

The consultant shall prepare a proposal for the *Tredyffrin Township Analysis and Revisions of Zoning Ordinance Commercial Districts Project* that will include, at a minimum, the products and tasks defined by the RFP in a required format. The cover letter must be submitted in a sealed and clearly labeled envelope to:

**Kate Jones
Community Development Coordinator
Tredyffrin Township
1100 DuPortail Road
Berwyn, PA 19312**

Submission Date: Proposals must be submitted by 4:00 p.m. on February 16, 2012. Proposals submitted after this time and date will not be considered. Questions during the proposal period can be directed in writing to Kate Jones at kjones@tredyffrin.org or at the address provided above (email is the preferred method of contact)

- Number of Hard Copies: 6
- Length of Proposals: Proposals should not only be thorough enough to give the Selection Committee the opportunity to know that the Consultant team fully understands the scope of work, but also clear and concise.

5. Information and Services to be Provided by the Township

- Arranging for meeting space, advertising for public meetings.
- Providing web site for posting study related data.
- Updating the Board of Supervisors and other relevant groups at appropriate intervals.
- Preparing a VPP grant application and grant administration: The municipality may have to choose the consultant prior to being awarded grant assistance by the County.
- Providing access to its most recent relevant planning documents, including the 2009 Comprehensive Plan and Zoning and Subdivision & Land Development Ordinance.
- Digital base mapping will be provided by the municipality from available sources.