

Request for Qualifications Town of Clarksville, Indiana Downtown Revitalization Plan

The Town of Clarksville is currently accepting Statements of Qualifications for a Downtown Revitalization Plan for our Eastern Blvd Corridor. The Eastern Blvd Corridor is a mile-long stretch of roadway that connects the older south end of Town with the newer north end. Recently the Town of Clarksville spent over five million dollars to improve and expand the roadway along what was once the Town's original commercial center. However the improvements to the roadway are only the beginning of the overall revitalization of the area. The second part of the project is to improve and revitalize the businesses and neighborhoods that surround the roadway. In the past, Eastern Blvd was the center of activity for the Town of Clarksville. However recently the area has fallen out of favor as new shopping and business areas have developed in other parts of the community. The goal of the development of the Downtown Revitalization Plan is to examine what the Town can do to bring new businesses and residents to the area and to begin the revitalization of an important part of our community.

The Downtown Revitalization Plan is being funding jointly by the Town of Clarksville's Redevelopment Commission and an Indiana Office of Community and Rural Affairs (IOCRA) Planning Grant. In order to ensure compliance with IOCRA regulations the Town of Clarksville is seeking Statements of Qualifications for the development of the Downtown Revitalization Plan. All proposals must meet or exceed the requirements set forth by IOCRA. The IOCRA requirements are noted below.

1. The minimum technical requirements of the plan, as required by IOCRA are:

- Title page
- Table of contents
- Numbered pages
- A 2-4 page executive summary
- Maps, photographs, and/or drawings sufficient to illustrate the critical elements of the planning document
- Clear easily readable illustrations, tables, and maps
- Clear concise readable text with a minimum of professional jargon
- Sources clearly indicated in tables and/or by footnote in text
- Provide one (1) digital copy (preferably on a flash drive) and ten (10) hard copies of the plan (of which two copies will be submitted to the IOCRA)

2. Basic outline and elements of the Downtown Revitalization Plan (*Town elements are in italics*, all others are required by IOCRA):

A. INTRODUCTION

- Purpose of the plan
- Scope of the plan
- Events that led to the planning process
- Who commissioned the plan

- Process used in developing the plan
- How to use the plan
- Social, cultural and historical background of Downtown Business District area

B. EVALUATION OF EXISTING CONDITIONS

1. Demographics and Market Conditions

- Basic demographic information and trends on the populations of the Downtown Business District area
- Basic information on the area from the census of Retail Trade
- Provide an analysis of the commercial development opportunities in the Eastern Blvd Corridor. Make recommendations of the types of commercial uses that could be supported by its own residents as well as by others from neighboring and/or regional communities. Identify the problems and opportunities in the retail areas.

2. Physical

- Summary analysis (including when last updated) of existing plans:
 - Comprehensive Plan and/or capital improvement plan, park and recreation plan, subdivision, etc.
 - Existing land use controls: zoning, site plan review, design review, signage, etc.
 - Strategic or economic development plans by City, Chamber of Commerce, Economic Development, downtown social services, Indiana Department of Transportation Plan for Downtown Business District area.
- Evaluation of Existing Conditions
 - Land use, including district and sub-areas
 - All entrances and gateways to the downtown
 - Open spaces - vacant land and status of property for potential commercial/neighborhood development.
 - Circulation - vehicle and pedestrians. Identify traffic routes. Research ways for improving the safety of pedestrian traffic in the project area.
 - Parking - public and private, future parking, city parking lot
 - Infrastructure - sidewalks, streets, alleys, utilities
 - Drainage
 - Public sign systems
 - Street furniture – (i.e. need for benches, trash receptacles with an historic “look”)
 - Street lighting – (i.e. need for decorative historic post, lamps and banners)
 - Plant materials – (i.e. need for colorful planters and plant material)
 - Public Transit
 - Private property conditions, considerations and issues (Patterns of ownership are helpful to have). Identify buildings needing façade improvements.
 - Vacant buildings (Identify number and potential uses)

- Existing local economic development tools - Redevelopment Commission, loan pool, etc.
 - Summary of liabilities and issues
 - Summary of strengths and opportunities
3. Cultural/ Social
 - Analysis of the Corridor’s cultural and social resources, including:
 - Events such as festivals, art fairs, concerts and retail promotions
 - Cultural institutions such as schools, etc.
 - Analysis of the Corridor’s current image within the community and trade area.
 - Provide an analysis of the impact that the surrounding neighborhoods and the close proximity of the Clarksville Community Schools play in the redevelopment of Eastern Blvd.

C. PROPOSED PLAN

1. Introduction
2. Goals and objectives with description of specific elements or recommendations as outlined in Section B:
 - Demographics and Market Conditions
 - Physical
 - Cultural/Social
3. Highlight special issues or areas in need of attention
4. *Concept plan for streetscape and façade improvements*
5. *Preliminary drawings of façade improvement for no more than ten buildings*

D. IMPLEMENTATION AND MAINTENANCE

1. Prioritized outline of specific, quantifiable actions in logical order or phases, including proposed:
 - Timetable
 - General estimates of costs
 - Financial tools - local assessments, grants, tax credits
 - Legal tools - ordinances, enforcement policy
 - Manpower tools - groups and organizations that can help with implementation
2. Proposed revisions and re-connections to existing plans and land use regulations

E. SUMMARY

1. Overview of the plan, process and who was involved
2. Timeframes and mechanisms for evaluation, monitoring and updating the plan

F. APPENDICES

1. Specifications on materials or products
2. Drafts of proposed ordinances
3. Details of any elements of the plan

3. Besides the above requirements the Town requests that the following also be included in the Eastern Blvd Corridor Plan and any proposed scope of work:

3.1 Streetscape/Façade improvement recommendations and design

- a. The Town is very interested in pursuing the use of streetscape and façade improvements to enhance the overall look and feel of Eastern Blvd. Thus the Town is requesting that all proposals include the development of at least five different preliminary concepts for streetscape and façade improvements for the corridor.
- b. The preliminary concepts will then be narrowed down to no more than three. These concepts will then be used to develop examples of façade improvements for selected buildings.
- c. The consultant will be asked to work with the Town to develop a listing of no more than ten buildings to have preliminary drawings developed for façade improvements. The chosen buildings will be required to meet a strict criteria based on the needs of the corridor as determined by the consultant and Town staff.
- d. The preliminary drawings will required to be drawn to a standard scale and in a form that can easily be converted to final plans for each of the selected buildings. A cost estimate must also accompany each drawing.
- e. Please note that the number of preliminary concepts, final concepts and preliminary drawings is up for discussion

3.2 Public Involvement

- a. The involvement of the residents and business owners along the Eastern Blvd Corridor in the development of the plan is very important. Thus the Town requests that all proposals include at least three public meetings and/or workshops to be held as part of the planning process. The public meetings should be open to all, but special attention should be made to ensure participation by residents and business owners located in close proximity to the Eastern Blvd Corridor.
- b. At least one public meeting should include extensive involvement by the Town's Main Street Organization.

4. Contract Type:

The Town will negotiate a cost reimbursement (not-to-exceed) or a fixed fee type of contract for these services.

5. Federal Requirements:

Prospective offerors should be advised that the selected firm must comply with the following federal requirements: 24CFR Part 85.36; Title VI of the Civil Rights Act of 1964; Conflict of Interest (35CFR Part 570); Access to records; Executive Order 121138 - Women Business Enterprise Policy; Architectural Barrier Act of 1968; Age Discrimination Act of 1975; Section 3 Clause - Housing and Urban Development Act of 1968; Section 504 - Rehabilitation Act of

1973; Retention and Custodial Requirements (24CFR Part 85.42); Executive Order 11063; Affirmative Action Program/Plan; Davis Bacon and Related Acts.

The Indiana Office of Community and Rural Affairs has a 10% MBE/WBE/DBE goal for all CDGB-funded projects.

6. Rate of Proposals/Qualifications:

6.1 Statement of Qualification (SOQ)

The SOQ must include sufficient information regarding qualifications and experience in planning projects. DO NOT include a proposed fee with the proposal, as this is a qualification based selection process. The proposal should include the following:

1. Name, address and brief description of the firm.
2. A description of expertise, experience and resources directly relevant and available for the proposed project.
3. A list of similar projects previously completed.
4. A list of references.
5. Resumes and qualifications of all persons assigned to work on this project.
6. Name of person to be in charge of project.
7. Description of scope of services as per sections 2 and 3.
8. Project Timeline
9. Description of firm's approach to the study and how it intends to provide the full range of engineering/consulting services necessary to assure the correct, complete and timely execution of the project to the satisfaction of the City and in full compliance with federal and state laws, rules and regulations.

The proposal shall also provide the following information: name, title, address, and telephone number of individuals with the authority to negotiate and bind the proposer contractually, and who may be contacted during the period of proposal evaluation.

6.2 Evaluation Criteria

Proposal evaluation criteria shall include the following:

1. Specialized experience or technical expertise of the organization and its personnel in connection with the scope of services to be provided and complexity of the project. (Rank 1-10, Weight = 4)
2. Past record of performance on contracts, including quality of work, timeliness and cost control. (Rank 1-10, Weight = 3)
3. Familiarity of the organization with the area, this type of project and problems applicable to the project. (Rank 1-10, Weight = 3)

6.3 Proposal Format

The format of the proposal is important to the ability to equitably evaluate proposals. Proposals are to be assembled in the following order and pages numbered consecutively.

1. Name of firm and contact person with email and street, address, telephone and fax numbers
2. Name of person that can bind the firm if other than the contact person
3. Name of person to be project manager and in charge of the project
4. Description of experience, expertise and resources of both the firm and individuals to be assigned to the project, including personnel of any sub-contractors that will work on the project.
5. List and briefly describe at least three [3] similar projects and provide the clients contact person with telephone number and email address for each
6. List of at least three [3] references that are not among those listed in #5 above
7. Description of services per sections 2 and 3
8. Time line for completion of project and critical bench marks

6.4 Submittal Instructions

If you are interested in providing the required services, please note that five (5) bound paper copies and five electronic copies (one must be on a flash drive) of the Statement of Qualifications must be received no later than 4:00pm on March 19th, 2010 at the Clarksville Planning and Zoning Office, Municipal Building, 2000 Broadway, Suite 234, Clarksville, IN 47129 c/o Brittany Montgomery. Each Statement of Qualifications will be reviewed for completeness and clarity according to the above criteria.

The Town may or may not negotiate the fee schedule with one or more offers. The Town reserves the right to reject any and/all proposals. The Town is an Equal Opportunity Employer. The contract is tentatively scheduled to be awarded by the Town in late spring/early summer of 2010.

6.5 Questions

Any questions on this Request for Qualifications can be directed to Brittany Montgomery via e-mail at bamontgomery@townofclarksville.com by March 8th, 2010. A copy of all questions and subsequent answers will be posted on the Town's website www.town.clarksville.in.us no later than March 12th, 2010.

Donald Tetley, Redevelopment Commission President
Town of Clarksville, Indiana