

REQUEST FOR QUALIFICATIONS and QUOTE
TOWN OF CAMDEN, MAINE

The Town of Camden, Maine (the “Town”) is requesting interested parties to submit their qualifications to provide services for the creation of a master plan for its downtown, and to provide a separately sealed cost estimate. *This is will be a qualifications based selection process.* After reviewing submitted qualifications, the Town will make a selection and open a separately sealed bid packet containing the anticipated cost, from the selected party, of creating the Camden Downtown Master Plan (the “Plan”). The Plan will capitalize on a series of other studies, reports, and plans available on the Town’s website located at www.camdenmaine.gov under Economic Development. The documents relevant to the formation of the Plan are:

*Economic Development Analysis and Action Plan
Strategic Economic Development Action Plan
Camden Downtown Municipal TIF District
An Economic Vision for Camden*

It is important that content from these reports be incorporated from the beginning in order to minimize cost and utilize those worthwhile efforts and contributions which have already been expended. These documents were generated by a series of community meetings aimed at (1) improving communication between town officials and the public, (2) identifying shared values within and among specifically identified Camden communities, (3) building a consensus on Camden’s opportunities and issues, and (4) setting priorities for the Town’s future policies and initiatives. Camden’s Community and Economic Development Advisory Committee (CEDAC) has been a driving force behind many of these reports and activities.

This Request for Qualifications contains a draft scope of work, for which the interested parties will submit a separate and sealed cost estimate. The budget for this project has been allocated at \$20,000. It also establishes the process the Town will follow to issue Invitations to Bid and to determine the successful bidder. *This Request must not be construed as a commitment to award a contract.*

Draft Scope of Services to Establish a Cost Estimate

The Plan will describe effective and practical measures the Town may take to increase economic interest in the Downtown as well as promoting a livable and viable community that includes year round jobs. The Plan will inventory housing and historic preservations, and land and waterfront uses in the Downtown. It will assess the redevelopment potential of the Downtown’s land and buildings, identifying those areas of “Spot blight”, as defined by MRSA Title 30-A, Chapter 205, 5202 and HUD rules for CDBG Program activities. The Plan will identify a viable, realistic mix of public and private funding to benefit Downtown property and business owners and low- to moderate-income Downtown residents. The Town’s long-term goal is to attract new businesses to the Downtown, strengthen those businesses already in the Downtown and to increase Downtown employment opportunities and social and recreational activities. The Plan will inventory public infrastructure, (streets, sidewalks, drainage, and

lighting), create plans and itemize materials for their improvement and prioritize the schedule of improvements. It will identify areas for potential Downtown parking, review related Town ordinances and suggest viable ways of improving and increasing Downtown parking. The Plan will inventory existing walking paths and community parks. It may recommend locations for, and design, new pocket parks, showing connections to historically significant buildings. The Plan will suggest ways to increase public access to and use of Downtown amenities. It will identify locations for new signs and suggest signage designs and content to direct people to the Downtown and other areas of interest in and close-by the Downtown, including the Town Landing and existing and newly envisioned River walks. The Plan will provide detailed verbal and visual descriptions of ways to improve the Downtown's sense of identity and to raise all areas of its visibility, especially from Route 1. The Plan will embody the Community Vision Statement and will draw on Gateway 1 design principles and potential funding sources to suggest practical and realizable ways of making the Downtown more accessible from those areas of town, which Route One separates from the Downtown. In addition, the Plan must contain the Downtown Plan components as found in Appendix A of this announcement.

The Invitation to Bid will call for the full participation of Town Office and Departmental Staff, the Community & Economic Development Advisory Committee (CEDAC), the Camden Downtown Business Group, and the Penobscot Bay Regional Chamber of Commerce. The Town will expect the successful bidder to hold at least two public meetings for community input and participation, to conduct surveys and to disseminate, collect and analyze the results of questionnaires the successful bidder designs to ascertain those issues and concerns Town citizens and business owners have for the Downtown. The completed Plan will present detailed cost estimates for envisioned changes and will identify potential funding sources. It will lay down a schedule, properly and reasonably prioritized, for implementing suggested goals and changes.

The Town will require at least ten (10) hard copies of the Plan, and ten (10) copies of the Plan in digital PDF format on CDs or flash drives. The Town anticipates determining the successful bidder no later than October 28, 2011. Subject to review Committee, Development Director, Town Manager recommendations and Select Board approval, the Town will award a contract no later than December 9, 2011. The completion date for the Camden Downtown Master Plan will be no later than March 30, 2012.

Qualifications and References

Firms responding to this Request for Qualifications shall submit complete descriptions of their experience and areas of expertise. They must include the resumes of all individuals they would expect to assign to the project and indicate the nature and extent of each individual's participation. Resumes must list all professional qualifications and certifications, and describe in detail all completed and/or on-going projects, which are similar in scope and difficulty to this project. Interested parties will include information, which substantiates their ability to perform the work in a timely manner. Submitted qualifications must include a rough estimate of the time the candidate will require to complete the Draft Scope of Work. After reviewing all submitted qualifications, the

review Committee will select a bidder using a qualifications based selection process. The separately sealed cost estimate of the selected bidder will then be opened. The review Committee will then meet with the selected bidder to discuss the scope of work to ensure the cost estimate is within the \$20,000 budget allocation and results in a successful Camden Downtown Master Plan.

Evaluation

The review Committee will review, evaluate, and weigh all submittals as follows:

1. Qualifications and capacity of the firm, demonstration of related experience, qualifications of persons assigned to the project, and Community Development Block Grant (CDBG) experience 40%
2. Understanding of the project and ability to provide the services described in the Draft Scope of Services 40%
3. Committee Members' impressions of the completeness, professionalism, cogency, and organization of each submittal 20%

Submittal

Questions concerning this RFQ must be submitted via email to bhodes@camdemaine.gov by 2:00PM on September 30, 2011. Interested parties not submitting questions must provide their contact information by September 30, 2011 in order to receive responses to questions from other parties. Responses to all questions will be provided to all interested parties on October 4, 2011.

Two separate submittals must be sealed and marked "SUBMISSION OF QUALIFICATIONS FOR DOWNTOWN MASTER PLAN" and "SUBMISSION OF COST ESTIMATE FOR DOWNTOWN MASTER PLAN". Six (6) copies of each must be received by mail or hand delivery no later than 2:00 p.m. on October 14, 2011 at the following address:

Attn: Brian S. Hodges, Development Director
Town of Camden
29 Elm St, PO Box 1207
Camden, ME 04843

No pre-bid conference is anticipated. The Town reserves the right to accept or reject any and all submissions and is not liable for any costs incurred by individuals or firms pursuant to the preparation and submission of their qualifications.

DOWNTOWN PLAN COMPONENTS

Downtown plans may vary somewhat in their format and size. However, effective plans all have some common components. In State law the downtown is defined as “a cohesive core of commercial and mixed-use buildings, often interspersed with civic, religious, and residential buildings and public spaces, often arranged along a main street and intersecting side streets, walkable and served by public infrastructure.”

Maps – The Plan must include a map that conveys the downtown area and defines the geographic boundaries of your downtown. Several maps, and possibly overlay maps, are necessary in order to effectively convey the various plan components.

Zoning and ordinances – The Plan should include information on the community’s zoning regulations and ordinances as it affects the downtown district. These may be included in their entirety in an appendix, and referenced in sections that discuss potential changes to existing ordinances or zones.

Survey of buildings and their conditions – The Plan needs to convey what buildings make up the downtown, and what condition those structures are in. In order to adequately market the downtown it’s important to know the square footage of each commercial structure. It also needs to identify how many floors are in the structure, general condition of the building (e.g. does it meet code?); whether one or more elevators access which floors, and current and/or potential uses (e.g. whether there are housing units on the upper floors, office space, or some combination.) This enables the calculation of square footage of available retail space, office space, etc. It should document the year the structure was built, determine if it is listed in the National Register of Historic Places, if it has determined formally eligible for listing in the National Register of Historic Places, and/or if it is protected though a local historic preservation ordinance. It should also indicate whether Design Guidelines or Design Standards have been adopted and, if so, how they are managed.

Inventory of retail/commercial space – The Plan should contain an inventory of retail/commercial space. This is assembled using the information obtained as part of the building survey. This inventory needs to include ownership of each building.

Parking – The Plan needs to identify the number of parking spaces and their locations. Include public and private lots, and any time sharing arrangements. If there is a parking management plan attach it as an appendix.

Consistency with Comprehensive Plan – The Plan must be consistent with the Comprehensive plan.

Residential – The Plan should identify the number of apartments or housing units available in the downtown. It should also identify adjacent residential zones. The plan will examine pedestrian routes from the adjacent residential to the downtown.

Employment opportunities – In Maine law, a portion of the definition describes the downtown as “the central business district of a community that serves as the center for socioeconomic interaction in the community.” This means jobs. Articulate the types of employment and calculate the approximate number of employment opportunities, or positions, in the downtown.

Recreation – identify areas of recreation, greenways, green space, parks, and their amenities and maintenance, etc. A map is required.

Walkability – Pedestrianism, bike paths and pedestrian trails and walkways. Indicate any trail access, or potential linkage, into downtown. A map is necessary to show location and linkages of existing and proposed trail, path, and walkway improvements.

Transportation, gateways and traffic circulation – Include information regarding public transportation access and routes, if applicable. Identify gateways, one-way streets, and traffic circulation patterns. Assess the condition of the streets, sidewalks, and curbing.

Infrastructure – Describe availability, size, and condition of public infrastructure (sewer lines, pump stations, and treatment plant, water lines and treatment facilities, street lighting, electrical lines, cable, and phone lines). Include an estimate of costs of utility line undergrounding or relocating off Main Street, if possible.

Signage – Is there a sign ordinance? If so, describe how it is applied and enforced. Describe the condition of, or lack of, business signs, way-finding signage, historic and cultural signage.

Capital Improvements Program – How does the capital improvement program relate to existing and planned developments in the downtown? What is planned, when, where and how? Describe existing maintenance programs and schedules and any potential new funding source to accomplish the goals.

Public input – The Plan must describe how the public was involved in the planning process and how the public will continue to be engaged in its implementation.