



## Shier Rings Road Corridor Character Study Scope of Services

### GENERAL INFORMATION

#### City of Dublin, Ohio

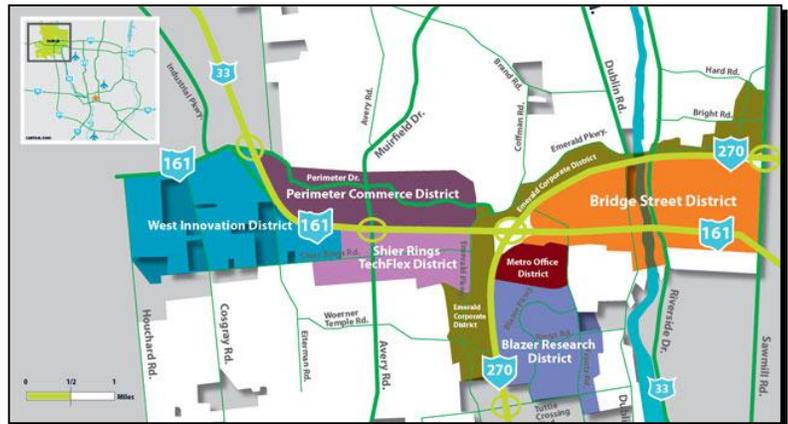
Dublin is a community of over 43,000 residents located in portions of Franklin, Delaware and Union Counties in the Columbus Metropolitan Area. Dublin borders the City of Columbus to the east and south, Concord Township to the north, and Washington and Jerome Townships to the west. The Scioto River runs through Dublin, along the eastern edge of the downtown Historic District. Portions of the city are now entering an infill phase of development, with greenfield development continuing to occur along the City's western edge.

#### Study Background and Purpose

In 2011 and 2012 the City of Dublin identified various business neighborhoods, principally located in the middle core of the city (see graphic). The City is currently working on various planning efforts in several of these neighborhoods, most notably the Bridge Street District.

At the same time, Land Use and Long Planning began an examination of important roadway corridors to examine land use, roadway design, and roadside character issues. The first effort was the Hyland Croy Roadway Character Study.

<http://dublinohiousa.gov/planning/special-projects/>.



The next area for examination is Shier Rings Road. This roadway has an interesting mix of industrial, office, residential, and City facilities, along with vacant land and infill sites. Nearly all of the area is covered by new planning efforts and zoning regulations under the Shier Rings Tech Flex District and the West Innovation District (<http://dublinohiousa.gov/planning/special-projects/>). While considerable planning has taken place for the far west end of the corridor (especially west of Avery Road), less effort has been directed toward the remainder.

The purpose of this study is provide detailed policy and general design guidance for future roadway and surrounding land use character in this important corridor.

### PROJECT DESCRIPTION

#### Project Goals

- A. Develop a (digital) pattern book that illustrates the intended visual character of the roadway in terms of landscape treatments, building engagement with the roadway, etc.
- B. Determine roadway/right-of-way sections.
- C. Identify preferred locations and control types of vehicular access points.

## Shier Rings Road Corridor Character Study

- D. Identify general locations and types of pedestrian/bicycle facilities, connection points and crossings.
- E. Prepare narrative text, descriptions of potential zoning requirements/provisions, and/or overlay templates as appropriate, to serve as a guide to the regulatory framework required to implement the plan.

### Project Limits

City of Dublin, Ohio; Shier Rings Road from Emerald Parkway to Eiterman Road. Width of corridor may vary and will be determined by the City working with the selected consultant(s).



### Desired Project Duration

Up to 6 months, or as determined by the City and selected consultant.

### Dublin Project Resources

Dublin Land Use and Long Range Planning, Engineering, Parks and Open Space, GIS and others as may be identified.

### Project Budget

\$20,000, plus expenses. The budget should not be regarded as firm. Additional funds can be made available for innovative or unique approaches and tasks. The City would prefer to see different approaches, methods, illustrative techniques and other elements. If not part of the base proposal, these items should be separately described and itemized range for cost.

### Project Tasks and Deliverables

An "example" work task list is provided at the end of this document. This is provided only to indicate the general items and issues the City wishes to see addressed. The consultant is encouraged to suggest alternate or additional tasks that best fit their desired approach, or another set of tasks entirely. The detail provided may also inform the Consultant regarding the availability of City staff for assistance in the project. Accordingly, tasks for which the City will assume responsibility or joint responsibility are noted and may be assumed for any suggested scope, as appropriate. The City will be responsible for setting up and advertising all meetings, and can provide other related staffing support as desired. Additional tasks for which the Consultant wishes the City to be responsible should be clearly noted in the proposal.

Example deliverables are noted with work tasks. *The consultant should be aware that the City of Dublin is transferring its Community Plan (which will be amended to include this study) to an all digital format and on-line presence.* Project deliverables should be responsive to this direction. The City is interested in exploring the potentials of methods to display and educate the public that are offered by an all digital/internet based format.

### Proposal Submission

Proposals shall be emailed to the head of Special Projects, Dan Phillabaum at [dphillabaum@dublin.oh.us](mailto:dphillabaum@dublin.oh.us). Proposals shall be in digital form. No hard copy submissions will be accepted. Proposals may also be made available through proposer's FTP site with instructions for access.

### Proposal Deadline

All proposals shall be received/made available by March 25, 2013; 4:00 p.m.

### Optional Proposal Addendum: Branding and Wayfinding

As indicated in the background, the City has identified this area as one of its "Business Neighborhoods." As part of this initiative, the City is interested in finding appropriate methods of branding each neighborhood, and subsequently establishing a method of wayfinding into and through each Neighborhood using its brand.

If desired by the Consultant, a separate addendum may be submitted to propose a method of incorporating a "neighborhood brand" into a wayfinding system. This could include a method or combination of methods involving signs, landscaping, lighting, etc. It is not expected that the Consultant would develop the brand itself, but only the method of determining how the brand could be incorporated into an identification and wayfinding system. No cost proposal is necessary for the addendum.

*The submission of this Addendum (or lack of submission) will not be included in the evaluation for the Corridor Character Study.*

## SUBMISSION, REVIEW AND SELECTION

### CONSULTANT SELECTION PROCESS

At a minimum, the initial review of the RFP submissions will be performed by the Director of Land Use & Long Range Planning, the Director of Engineering and the Office of the City Manager. The City may request in person or telephone interviews with one or more of the firms whose qualifications and approach are most responsive to the City's stated needs. Following selection, negotiations will begin with the selected firm to develop a scope of services and fee.

### RFP SCHEDULE

The anticipated schedule is as follows:

City Releases RFP	February 28, 2013
Responses Due	March 25, 2013; 4:00 p.m.
Begin Consultant Interviews (if held)	Week of April 8, 2013
Selection of Consultant	April 14, 2013 (approximate)
Contract Negotiation	Immediately upon selection
Contract Award	Following agreement on scope of services

### RFP REQUIREMENTS

All responses to this RFP shall include the information listed below. The information requested must be presented in the order indicated.

- A. Consultant (lead, if a consultant team) name: Business name, DBA (if applicable) and principal contact person, including office location, address, telephone number, fax number and e-mail address.
- B. Consultant history and services offered related to this project: Briefly describe the history of the firm(s) including but not limited to the number of years in business and range of services offered related to this project.

- C. Consultant team organization.
1. Describe Consultant's proposed team organization and staffing plan indicating the office location and general role and responsibility of each team member and subconsultant (if applicable). Clearly indicate the individual who will have overall responsibility for Consultant's services and how Consultant proposes that person will interact with subconsultants and with the City's team. It is not necessary or desired to include a Consultant Principal unless that individual has a significant role in the project apart from contract oversight and other administrative tasks.
  2. If subcontractors are proposed, indicate whether the subcontractor(s) have worked with the primary Consultant on comparable projects in the past.
  3. Enclose brief resumes of key team members the Consultant proposes to assign to this project.
- D. Consultant's experience: Describe Consultant's and subconsultant's experience with ***not more than a total of three*** comparable/most similar projects completed within the past 3 years. Provide names and contact information for references regarding the projects listed.
- E. Proposal.
1. Project understanding narrative: The consultant should demonstrate an understanding of the project objectives, the nature of the corridor, and the opportunities and challenges presented.
  2. Project approach: Brief, narrative description of approach to the planning process to be used, such as:
    - i. General methodology and process to be used for corridor analysis;
    - ii. Project phasing, including key tasks and milestones and proposed timeline;
    - iii. Proposed format(s) and general design intent of project deliverables; and
    - iv. Public input methods.
  3. Preliminary cost proposal. Based on the City's objectives, the approach outlined by the consultant, and the consultants experience with similar projects, develop a preliminary cost proposal, separately including any additional suggested tasks/approaches.
- F. Certificate of Insurance: City of Dublin requires that all firms contracting for services file a certificate of insurance prior to the execution of the contract agreement. Insurance coverage includes full workers' compensation insurance, employers' liability coverage, comprehensive auto and general liability insurance for no less than \$1,000,000 with a provision for no more than \$100,000 deductible. Include a statement that this Certification can be provided (actual Certification will only be required of the selected Consultant).
- G. Any other items deemed necessary by the Consultant to respond to the Review and Selection Criteria.

### **PROCEDURES FOR SUBMISSION**

Interested individuals and/or firms are invited to submit their RFP not later than **4:00 p.m., Monday, March 25, 2013.**

**Submissions will not be accepted after this deadline.**

All material submitted in accordance with this RFP become property of the City and will not be returned. If you have any questions regarding this RFP, please contact Dan Phillabaum, Senior Planner, AICP, RLA, 614. 410.4662; dphillabaum@dublin.oh.us. Any other contact with City personnel related to this RFP, prior to the formal selection of the Consultant, is expressly prohibited without the consent of the City.

### REVIEW AND SELECTION CRITERIA

The City's project team will evaluate the materials provided in response to the Request for Proposals based on the following criteria:

- A. Understanding of the project.
- B. Past experience and performance of Consultant on similar projects related to quality of work, meeting project schedules, ability to manage, and budget control including results of reference checks.
- C. Consultant's expertise and ability to successfully communicate with clients.
- D. The present workload of Consultant personnel (and any sub-consultants) assigned to the project, their availability of staff and ability to meet the project task schedule.
- E. Familiarity with applicable practices, procedures and industry standards for the type of work involved.
- F. Conformance to the specified RFP requirements.
- G. Clarity and conciseness of content of the RFP (elaborate or costly submissions are not desired).
- H. Specialized experience and technical competence of the firm and subconsultants (including individuals in the firm assigned to the project), considering the types of services required and the complexity of the project
- I. Commitment to completing the work in a timely and professional manner.

The City reserves the right to conduct independent reviews and to interview Consultant submitting responses prior to making any selection. If the City elects, the Consultant may be requested to participate in an interview. If required, at a minimum the proposed Project Manager along with key team members shall appear at the interview. The City will make every effort to accommodate the Project Manager's schedule to ensure attendance. If selected to participate in an oral interview, the Consultant will be notified approximately one week prior to the scheduled interview.

Upon conclusion of the RFP process, the City's team will enter into contract negotiations with the City.

### ACCEPTANCE OR REJECTION OF RFP

The City reserves the right to accept or reject any or all RFPs received as a result of this request. The City also reserves the right to waive any informality, technical defect or clerical error or irregularity in any RFP. Additionally, the City may, for any reason, decide not to award an agreement as a result of this RFP. The City reserves the right to cancel this RFP. The City shall not be obligated to respond to any responses submitted, nor be legally bound in any manner by the submission of the RFP.

### OTHER

#### ADDENDA AND INTERPRETATION

No Consultant will be allowed to modify the content of the proposal at any time after the submission deadline, except in direct response to a request from the City for clarification or for an oral interview, provided that the modification will not result in a substantive amendment to the proposal.

The City shall not be responsible for nor be bound by any oral instructions or interpretations or explanations issued by the City or its representatives. Should discrepancies or omissions be found in this RFP or should there be a need to clarify the RFP, you may request clarification via e-mail to [dphillabaum@dublin.oh.us](mailto:dphillabaum@dublin.oh.us) or in writing to:

Dan Phillabaum, AICP, RLA  
Senior Planner  
Land Use & Long Range Planning  
City of Dublin  
5800 Shier Rings Road  
Dublin, OH 43016

Requests for clarification shall be received by the City at least five business days prior to the due date for responses. Any response by the City of Dublin to a request for clarification will be made in the form of an addendum to this RFP and will be publicized on the City of Dublin website at <http://www.dublin.oh.us/business/bids/index.php>. All addenda shall become part of this RFP and shall be attached as an exhibit to your proposal.

### **NON-RESPONSIVE RFP**

The RFP shall be prepared and submitted in accordance with the provisions of these instructions. Any omission or limitation to the RFP may be sufficient grounds for non-acceptance of the response, at the sole discretion of City.

The submission of a response to this RFP shall be deemed a representation and certification by the Consultant that Consultant has investigated all aspects of the RFP, is aware of the applicable facts pertaining to the RFP process, its procedures and requirements, and has read and understood the RFP. No request for modification of a RFP shall be considered after its submission on grounds that the Consultant was not fully informed as to any facts or condition.

### **PUBLIC NATURE OF PROPOSAL MATERIAL**

Responses to this RFP become the exclusive property of the City. All responses to the RFP when received become a matter of public record and shall be regarded as public records. Any proposal which contains language purporting to render all or significant portions of the proposal "Confidential," "Trade Secret," or "Proprietary" shall be regarded as non-responsive.

### **DISQUALIFICATION**

Factors such as, but not limited to, any of the following may be considered just cause to disqualify a response to the RFP without further consideration:

- A. Evidence of collusion, directly or indirectly, among Consultants in regard to the amount, terms, or conditions of this proposal;
- B. Any attempt to improperly contact any member of the selection staff;
- C. Existence of any lawsuit, unresolved contractual claim or dispute between Consultant and the City;
- D. Evidence of incorrect information deliberately submitted as part of the RFP;
- E. Evidence of Consultant's inability to successfully complete the responsibilities and obligations of the proposed scope of work; and
- F. Consultant's default under any agreement, which resulted in termination of the Agreement.

### **NON-DISCRIMINATION/ NON-PREFERENTIAL TREATMENT**

The successful Consultant shall not discriminate, in any way, against any person on the basis of race sex, color, age, religion, sexual orientation, actual or perceived gender identity, disability, ethnicity, or national origin, in connection with or related to the performance of City of Dublin contracts.

### **ADDITIONAL TERMS AND CONDITIONS**

- A. It is anticipated that the award of the Agreement resulting from the RFP shall include terms and conditions agreed upon by both the Consultant and the City. The City prefers to use its services agreement form. In addition, any individual who provides services as an independent contractor, or another classification other than a public employee must complete OPERS form PEDACKN (Independent Contractor Acknowledgment Form) within 30 days of the date on which the individual commences the services.
- B. The City will not be liable for any costs associated with your firm preparing its response to this RFP. This RFP does not commit the City to pay any costs incurred in the submission of an RFP or in making any necessary studies or analysis in preparation of submission of the RFP.
- C. The City reserves the right without limitation to:
  - 1. Enter into contract negotiations with the selected Consultant based solely on the RFP and any approved additions;
  - 2. Enter into an agreement with another Consultant in the event that the originally selected Consultant defaults or fails to execute an agreement with the City;
  - 3. Modify and re-issue the RFP; and
  - 4. Take action regarding the RFP as deemed to be in the best interest of the City.
- D. The City reserves the right to verify any information provided during the RFP process. The City may contact references listed or any other person known to have contracted with Consultant.
- E. An agreement shall not be binding or valid with the City unless and until it is executed by authorized representatives of the City and of the Consultant.

## EXAMPLE MAJOR WORK PLAN ELEMENTS

### Phase 1 Corridor Inventory/Analysis

#### Task 1.1 Data Collection and Base Mapping

1. Review pertinent regulatory and Community Plan information, including Tech Flex and Innovation Districts, Future Land Use and Area Plans, Thoroughfare Plan sections, transportation and utility infrastructure plans, approved and proposed development plans for the corridor.
2. Provide existing zoning regulations/development texts, street cross-sections, traffic and crash data, development standards, and proposed private development information. (City)
3. Collect existing base data as may be necessary in electronic form and prepare base mapping/existing conditions for the corridor. (City)
4. Prepare adjacent property ownership information, land use mapping, and physical features inventory. (City)

Deliverable: Base maps and inventory documentation

#### Task 1.2 Project Team Workshop (#1)

1. Review of base map and existing conditions inventory.
2. Team site visit to the corridor, photo documentation of selected areas.
3. Identification of planning and design constraints (and parameters), and development of scenario evaluation criteria reflecting project goals and identified issues.

Deliverable: Constraints/Parameters and Evaluation Criteria

#### Task 1.3 Prepare Site Analysis Document and Base Model

Prepare draft site analysis document and digital model of the corridor identifying existing uses, established character, roadway characteristics, pedestrian amenities, setbacks, circulation patterns, architectural context/configurations and key elements of building stock such as entries, architectural features, service functions, massing, utility corridors, open space, and adjacent neighborhood considerations and scale of development.

Deliverable: Draft Site Analysis Document and Base Model

### Phase 2 Corridor Concept Planning and Design Scenarios

#### Task 2.1 Conduct Project Team Workshop (#2) to discuss conceptual alternatives

1. Study options analyzing corridor configuration/character in consideration of potential and likely parcel redevelopment, including their likelihood of continued current use and the projection of logical development scenarios. Elements depicted to include parcel access points, building arrangements/configurations, roadway connections, parking arrangements, corridor features, depicted in plan and sectional drawings, and in digital (3-D model) form.
2. Prepare "Complete Streets" and roadway character concepts including vehicular lane designs and widths, bike lane and/or multi-use path designs and widths, crosswalk locations and designs, etc.
3. Develop strategies, questions, and process for stakeholder interviews (Task 3.1).

Deliverable: Draft plans and development concepts

### **Task 2.2 Prepare graphic materials and/or digital models for use in stakeholder interviews**

Deliverable: Graphic materials

## **Phase 3 Community Involvement Process**

### **Task 3.1 Stakeholder Interviews**

1. Identify and contact relevant stakeholders (property owners, other jurisdictions, involved agencies and utilities). (City)
2. Conduct meetings with individual stakeholders and/or groups of stakeholders to review issues, scenarios/alternatives, and obtain feedback. (Focus – major development and site design issues, road location, density, use, setbacks, etc.).
3. Prepare stakeholder input summary.

Deliverable: Stakeholder Input Summary

### **Task 3.2 Project Team Workshop (#3)**

1. Review stakeholder input
2. Revise Scenarios based on stakeholder input.

Deliverable: Draft materials for public meetings

### **Task 3.3 Prepare graphic materials and/or digital models for public input meetings**

Deliverable: Final materials for public meetings

### **Task 3.4 Public Open House and/or Design Sessions**

1. Conduct public input meetings, either for the entire corridor or for identified sections of the corridor. (Focus – revised scenarios resulting from stakeholder interviews, roadway design, setback/public space treatments, transitions from existing neighborhoods/uses.)
2. Summarize public feedback.

Deliverable: Public Input Summary

### **Task 3.5 Project Team Workshop (#4)**

1. Review public input summary.
2. Revise scenarios based on public input.
3. Draft graphic materials and assignments for Phase 4.

Deliverable: Graphic materials

## **Phase 4 Planning Synthesis/Final Planning Efforts**

**Task 4.1 Develop Preferred Land Use Plan** with logical options acknowledging the need for flexibility in future land development scenarios.

**Task 4.2 Prepare an access management plan** for the corridor.

**Task 4.3 Prepare streetscape amenities** including but not limited to furniture, light locations, bus shelters, planting schemes, major sign locations, “gateway” elements in response to roadway design.

**Task 4.4**      **Prepare narrative text**, descriptions of potential zoning requirements/provisions, and overlay templates to serve as a guide to the regulatory framework required to implement the plan.

**Task 4.5**      **Prepare graphic and narrative content** for draft study document suitable for presentation to include corridor character plans, development guidelines, roadway design guidelines, civic, open space, and environmental preservation recommendations.

**Task 4.6**      **Project Team Workshop (#5) to review all materials.**

**Task 4.7**      **Produce draft study document/digital files.**

Deliverable:    Draft Study Document/Digital Product

### **Phase 5      Community Review & Project Completion**

#### **Task 5.1      Final Public Review**

1. Publish draft on website for public review and online feedback. (City)
2. Summarize additional public feedback.
3. Planning and Zoning Commission Review and Recommendation.
4. Summarize PZC feedback and recommendations.

#### **Task 5.2      City Council Review and Approval**

1. Present study to Council at August 3 meeting.
2. Summarize Council changes (if any).

Deliverable:    Summary of Community Review

#### **Task 5.2      Final Document Production**

1. Incorporate Council changes and final community input.
2. Prepare narrative text and graphics for final report formatting and packaging.
3. Publish document in digital and hard copy forms.

Deliverable:    Final Product