

REQUEST FOR PROPOSAL
COMMUNITY ENGAGEMENT PROCESS/MARKET FEASIBILITY STUDY

TOWN OF BRUNSWICK,
Brunswick, ME

COOK'S CORNER COMMERCIAL CORRIDORS REVITALIZATION PLAN

REQUEST FOR PROPOSALS

Town of Brunswick
Economic and Community Development Department
85 Union Street
Brunswick, ME 04011

Submittal Due Date: 3:00 PM Eastern Time on Wednesday, May 26, 2021

RFP Resources Link: [Cooks Corner DOCS](#)

INTRODUCTION

The Town of Brunswick requests proposals from qualified consultants to provide professional services to conduct a community engagement process and market feasibility analysis for the Cook's Corner Commercial Corridors Revitalization Plan. The study area is located in the Cook's Corner Design Standards Planning Area (See RFP Resources Link) in Brunswick, Maine.

The boundary of the study area extends along an approximately 2.5 mile stretch of the commercial corridor of Bath Road (State Rt. 24) from Jordan Avenue to the west and Mallett Park Road to the east, and the commercial corridor of Gurnet Road from the Route 1 exit to Landing Drive. The Cook's Corner Planning Area is primarily located within the Town's Growth Area and includes parcels within the GC4, GM7, GR1, RP1, GI, GM8, GR4, and RR zones.

BACKGROUND AND PURPOSE

The study area is Brunswick's primary commercial service center and comprises a portion of the Brunswick Landing Business Park. The Cook's Corner Master Plan and associated Design Standards are existing guiding documents for the area adopted in 1998 and 2002 respectively, they are outdated and do not always reflect the current built landscape. The primary commercial corridors of Bath Road (State Rt. 24) and Gurnet Road are experiencing traffic and access management issues as well as a lack of investment by both the public and private sectors.

A community engagement "visioning" process with public and private stakeholders will assist the Cook's Corner Advisory Committee in the development of a strategic implementation plan for short, medium, and long-term investments aligning with the goals and objectives informed by the public process. The market feasibility analysis will provide both quantitative and qualitative data helping to define and target businesses, new development, and placemaking elements that are compatible and practical for the study area.

The objectives of the community engagement process/market feasibility analysis include:

- Determine a collective vision, goals and objectives for creating a more resilient commercial service center;
- Encourage the development of underutilized or vacant spaces;
- Identify and/or diversify specific land uses that position the market area for long term success;
- Develop strategies for transitioning to more multi-modal spaces that prioritize connectivity;
- Identify infrastructure improvements that will support the current and future land-use;
- Identify improvements to access management and traffic flow ;
- Use community input/market data to inform a strategic implementation plan; and
- Prioritize investments to position the study area for long-term viability

The community engagement process/market feasibility analysis will serve as a component to guide revitalization efforts by helping to inform improvements within the study area and the corresponding public and private investments.

SCOPE OF SERVICES:

The scope of services includes providing the Town with planning/consultant services for conducting a community engagement process and conducting a market feasibility analysis that includes a traffic impact analysis. **A final report of the scope of services is required.**

The scope of services should focus on the consumer/commercial demand, land use policies, zoning and financial feasibility to revitalize the commercial corridors study area and support its long-term viability. The market feasibility analysis shall show how these market components will work together to identify the best opportunities within the planning area. The analysis should include text, plans, charts, graphs, maps and other applicable information to illustrate the study's findings.

The scope of work is further described below:

COMMUNITY ENGAGEMENT PROCESS

1. **Community Engagement Effort:** Plan, coordinate and execute a community engagement process that seeks to be inclusive and equitable for residents, businesses, institutions, and other stakeholders;
2. **Summary Report:** The report should provide an analysis of the community feedback and market data to develop a vision, and actionable goals and objectives for the revitalization effort; copies of all presentations and meeting materials including any design, perspectives, notes, etc. should be provided to the Town.

MARKET FEASIBILITY ANALYSIS

1. **Market Potential:** The report should include data and analysis of current and future demand for commercial, retail, residential, and other land uses including sales prices and rent levels, identify suitable land uses, and future short- and long-term market implications.

2. **Traffic impact:** Analysis shall be conducted to identify current and expected peak hour traffic levels, and include recommendations for managing traffic flow, parking demand, site access, and bike/pedestrian connectivity improvements;
3. **Physical Capacity:** Analysis of the study area's capacity to support development factoring in density, parking and mix of uses;
4. **Policy Support:** The report should include a review of the current zoning and development regulations, and identify/propose potential policy initiatives to facilitate revitalization efforts to be incorporated into the strategic implementation efforts;
5. **Financial Feasibility:** Bring together elements from the above data to frame the relationship between underlying land values and supportable demand/pricing for real estate projects. The report should reflect developer perspectives and outline the needs for economic development incentives.

SUBMITTAL REQUIREMENTS

Responses to this RFP must include the following:

1. Cover Letter;
2. Project Understanding Statement: A statement describing the applicant's understanding of the project and the special skills the project team brings to the project;
3. Project Approach: Describe the applicant's approach to the community engagement process/market feasibility analysis;
4. List of Proposed Team Members: Identify each team member and the respective roles of each firm or individual providing the professional service;
5. Relevant Experience – provide (3) three examples of relative project experience;
6. Identify specific team member relevant experience;
7. List of References: Provide a minimum of (3) three client references with which the applicant has provided similar professional services. Recent experience is encouraged;
8. Project Schedule: The Town is interested in moving forward in an expeditious manner and expects to meet to discuss the project within a month of the award of contract;
9. Estimated Cost: Provide an estimated cost of the work to include a breakdown of rates per hour and total fee. The total fee should be stated as a not-to-exceed amount for completing the scope of work;
10. Traffic Consultant: The consultant team shall include a transportation engineer/firm prequalified by the Maine DOT for Service #103.60 Planning-Feasibility Studies; and
11. Additional information: Provide additional information that the applicant feels is pertinent to their ability to successfully complete the project. Identify expectations of the Town relative to the completion of the scope of work.

Nine (9) hard copies of the proposal and one (1) electronic copy in PDF format by email or flash drive, in accordance with this RFP, will be accepted no later than 3:00 PM ET on May 26, 2021 and shall be submitted to:

ECONOMIC DEVELOPMENT DEPARTMENT
The Town of Brunswick
85 Union Street
Brunswick, ME 04011

All proposals should be sealed and identified on the outside as:

“COOK’S CORNER COMMERCIAL CORRIDORS REVITALIZATION PLAN RFP RESPONSE”

Proposals received after the above date and time will not be accepted.

All proposals become the property of the Town upon receipt and will not be returned. Any information deemed to be confidential by Respondent should be clearly noted on the page(s) where confidential information is contained; however, the Town cannot guarantee that it will not be compelled to disclose all or part of any public record under the Maine Freedom of Access Act (FOAA).

Any cost or expense incurred by the Respondent that is associated with the preparation of the Proposal during any phase of the selection process shall be borne solely by Respondent.

The Town, at its discretion, may select a firm outright or select a finalist(s) for in-person and/or telephone interviews.

The Town of Brunswick reserves the right to reject any or all proposals, to waive technical or legal deficiencies, and to accept any proposal that it may deem to be in the best interest of the Town.

The Town reserves the right to negotiate directly with the firm(s) selected for additional project work at the hourly rates shown in the proposal submitted in response to this RFP.

EVALUATION CRITERIA

Town Staff from the Economic Development, Planning & Development, Engineering, Public Works, Finance, Park & Recreation Departments and Town Manager’s office will evaluate the RFP submittals and rank according to the following criteria:

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| 1. Response to Understanding Statement & Project Approach | 20 |
| 2. Relevant Project Experience | 20 |
| 3. Past Performance/Strength of Team Members | 20 |
| 4. Detailed schedule and availability | 15 |
| 5. Cost | 25 |

Upon receipt of the proposals, the Town will select the firm and begin contract negotiations.

QUESTIONS

Communications regarding this RFP should be directed to:

Sally Costello
Economic Development Director
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Brunswick, ME 04011
(207) 721-4051
scostello@brunswickme.org