REQUEST FOR PROPOSALS

Purpose

The City of South Portland, Maine, is seeking proposals from qualified consultants to assist the Comprehensive Plan Implementation Committee, West End Master Plan Advisory Committee, interested parties, and City staff in developing a master plan for the West End Neighborhood area of South Portland. The purpose of the master plan is to engage residents and businesses in the West End Neighborhood in developing land use, public improvements, and other recommendations that will have the effect, among others, of making the neighborhood feel more connected with the rest of the City, creating more housing opportunities, and making available more goods and services within easy walking distance.

Background

The West End Neighborhood of South Portland (see the Primary Study Area map) consists of several apartment complexes—Redbank being the largest—the Long Creek Youth Development Center, Western Avenue Shopping Center, a portion of the Texas Instruments semiconductor manufacturing property, a Maine Air National Guard facility, the mixed-use, with some affordable housing, Brick Hill complex, Pape Chevrolet, and a variety of smaller uses primarily along Westbrook Street. It is bordered by I-295, the Portland Jetport, and, generally, by the corridor consisting of the southerly portion of Westbrook Street and Western Avenue.

Beyond the primary study area the West End Neighborhood is potentially or partially connected—in many cases inadequately—with the Mall area employment and retail centers to the west and the elementary (Skillin) and middle (Memorial) schools to the south. The South Portland’s Bus Service 24B Route runs approximately every two hours between Brick Hill/Redbank, Knightville/Mill Creek, and downtown Portland.

The total number of people living in the neighborhood in 2010 was 2,841—making it one of the most populous in the city. The total number of households was 1,139 with an average household size of 2.38. (Block Group 4, Census Tract 30, Cumberland County, Maine.)

The 2012 Census estimate of median household income for Tract 30 was $47,365. However, Tract 30 contains two other neighborhoods south of I-295 that are more well off than the West End Neighborhood. Redbank traditionally was a lower-cost apartment complex whose rents...
are now at market rate. (There is concern that further changes may be coming due to a recent sale of the facility to an investment group.) Brick Hill has several affordable apartment developments owned and/or managed by AVesta Housing. The Maine Opportunity Alliance staffs a resource hub trailer on Westbrook street, between Redbank and Brick Hill, that provides food and resource assistance to area residents.

As seen above, the primary study area consists of a variety of zoning districts, including zones that are residential, commercial, and industrial. (The Rural Residential zone is not agricultural but is a holdover waiting to be assigned a current zoning designation when appropriate.) A number of these zones are older, Euclidean style districts that do not reflect any particular vision for the area and are both overly restrictive in some ways and lacking in modern standards in others.

**PACTS Transit Supportive Development Study**

The master plan for the West End Neighborhood will build on findings and recommendations made in the December 2015 *PACTS Transit Supportive Development Study*. In this study, PACTS and six municipalities (Gorham, Portland, Scarborough, South Portland, Standish and Westbrook) explored best practices and options for community-centered planning that over time would provide transportation choices beyond automobile travel in the study area.

The study focused on how to concentrate development-supportive policies into specific growth centers in order to evolve these centers into places that are highly attractive to people of all ages for living, working and recreation. We call these places ‘Centers of Opportunity’ (centers). Other benefits of intentionally growing certain places in this way are that more undeveloped land remains available for agriculture, recreation and habitat, and the cost of providing municipal services to these compact areas is reduced. These centers typically also offer increased availability of services to residents. Several of the centers studied were located on arterial roads; how to manage development in these kinds of locations, so common to Maine, was another focus of the study. [PACTS Transit Supportive Development Study, p. ix]

The recommendations of the study are as follows:

**Land Use Recommendations:**

- The City should undertake a master planning and market feasibility effort for the area to determine whether it can support a new mixed use zone to replace some of the existing zoning districts or portions of them; this effort should also explore increasing the mix of use, as well as density/intensity of development and refine standards to create desired character.
  - Some ideas for increasing mix of use include: local retail oriented businesses such as bakeries, ice cream shops, deli’s and ethnic grocery and food service, etc.
  - Consider increasing height limits to six stories if allowed by Federal Aviation Administration.
Expand social service offerings by utilizing land near the gymnasium at the former Redbank Village Elementary School site; combine with a new Resource Hub there.

New developments on vacant or redeveloped parcels should include retail ground floor with residential upper floors.

Look for opportunities to improve or increase outdoor recreation offerings for youth in the area.

Create a comprehensive transportation and wayfinding plan to guide future transportation investments.

Introduce a gateway plaza in the vicinity of the bus shelter at Westbrook Street and MacArthur Circle (East/West).

Expand the Transit TIF District to fund desired transit improvements in this area as new value is created.

Integrate community and economic development efforts and initiatives with planning to recruit businesses to serve local retail, service and gathering places.

Work with PACTS and other communities and partners to identify and prioritize capital improvement projects that have a regional impact.

Ensure that regulatory procedures in the centers are streamlined for development that meets the vision for the centers.

Transportation Recommendations – primarily Westbrook Street and portions of Western Avenue:

- Adopt Complete Street principles along Westbrook Street:
  - Add minimum 5’ shoulders on both sides and stripe for bike lanes.
  - Add more crosswalks.
  - Introduce traffic calming and reduce posted speed to 25 mph.
  - Introduce wayfinding signage.
  - Add street lighting.
  - Add signage alerting travelers of vision-impaired resident(s).
  - Improve drainage with curb and gutter system.
  - Increase frequency of buses especially evenings and weekends.
  - Add park ‘n ride and bicycle facilities at bus stop.
  - Expand the Long Creek Trail network to Portland using one of the alternatives outlined in the Preliminary Route Feasibility & Cost Analysis for Long Creek Bicycle/Pedestrian Trail prepared by Sebago Technics in August 2009 for South Portland.
  - Utilize access management whenever possible with new or changes to existing development.
  - Introduce shade trees and street plantings for aesthetics, shade and traffic calming.

- Adopt Complete Street principles along Western Avenue leading toward Maine Mall and from Westbrook Street leading toward Broadway and Memorial School:¹
  - Improve sidewalks on both sides of Western Avenue from its intersection with Westbrook Street to Clarks Pond Parkway.
  - Relocate or add a sidewalk on Westbrook Street across Broadway so that it falls on the golf course side and avoids the need for school children to cross both Westbrook Street and Broadway on their way to school; this improvement would reduce required crossings to Broadway only.

¹ See Chapter 2 description of a Site Walk & Bicycling Audit of the Westbrook Street Corridor - Redbank to Skillin/Memorial Schools conducted by the South Portland Bicycle & Pedestrian Committee with assistance of the Safe Routes to School Program
Add and improve sidewalks within the Redbank neighborhood.

Example from South Portland’s Mill Creek District

A previous master plan to consider as a possible model is the Mill Creek Master Plan (see http://www.southportland.org/our-city/board-and-committees/comprehensive-plan-committee/draft-mill-creek-master-plan/). In some respects this is a good example as it has the desired structure of vision, objectives, and recommendations. It also shows the level of zoning outline detail we are looking for. However, the budget was larger for Mill Creek than is available for this project, and the organization of the West End Master Plan may end up being different than that of the Mill Creek plan based on the difference in objectives for the two areas.

Nature of Services Requested

The overall responsibility and scope of work for the Consultant is to prepare a West End Neighborhood Master Plan containing a neighborhood vision, objectives, and implementation measures. The Consultant will also provide meeting facilitation services for relevant committees.
and for the public outreach process. The Consultant shall provide professional services to support the following tasks:

1. Review and analyze existing demographic, housing, economic, transportation, and land use data.

2. Review the recommendations of the PACTS Transit Supportive Development Study.

3. Estimated number of meetings: 4 times, during the day, with the West End Master Plan Advisory Committee; 3 times with the Comprehensive Plan Implementation Committee. Facilitate a neighborhood forum. Attend 2 Planning Board meetings and 2 City Council meetings.

4. Based on input from the forum and Advisory Committee stakeholders, create a vision statement to guide the Master Plan.

5. Based on the forum, stakeholders input, and the PACTS Transit Supportive Development Study, develop objectives and implementation measures, including zoning recommendations and recommendations for public improvements. The zoning recommendations need to include details regarding permitted and special exception uses, space & bulk standards, other relevant standards, and a proposed zoning map.

6. Creation of color graphics for a minimum of 3 sites depicting possible new buildings should the land owners choose to (re-)develop based on the new zoning. The type of graphic used is not prescribed but should provide the viewer with an accurate sense of the location and have enough detail to make the image attractive. At the discretion of the Advisory Committee, a recommended public improvement can be substituted for one of the building sites.

7. With assistance from the South Portland Planning Department, research, map, and propose improvements for existing pedestrian easements, trails, walkways, bike routes, bus routes, and other facilities that could provide better connections between the West End Neighborhood and the rest of the City.

**Deliverables**

1. Preparation of a West End Neighborhood Master Plan document with background information and analysis, neighborhood vision, objectives, graphics, and implementation recommendations.

2. Detailed zoning recommendations and map.
3. Public improvements recommendations with a budget estimate for each, including recommendations for improved multi-modal transportation connections with the rest of the City.

Project Schedule

- RFP issued: On or about September 1, 2016
- Deadline for questions about the RFP: September 23, 2016
- Proposals due: September 30, 2016
- Interviews (if held): Third or fourth week of October
- Consultant selection: End of October
- Initial meeting with the Advisory Committee: First or second week of November

Proposal Requirements

All proposals must include the following elements:

1. Qualifications of personnel to be assigned to the project. Attach résumés of all key personnel proposed for the project and estimated percentage of time to be spent on each phase of the project.

2. Consultant’s understanding of, and approach to, the project.

3. At least 3 references.

4. Discussion of relevant experience and examples of similar projects.

5. A proposed project budget with an amount not to exceed $30,000 for all tasks and deliverables proposed, and any additional anticipated reimbursable expenses.

Selection Process

The selection process may include an interview and will be based on the following criteria:

1. Project understanding and project approach 30%
2. Experience and demonstrated effectiveness with similar projects 30%
3. Work plan and timetable for completion 15%
4. Qualifications of personnel assigned to the project 15%
5. Response to questions 10%
6. Price 0%
Processing the Request for Proposals

Questions should be directed in writing to: Colleen Selberg
Purchasing Agent
City of South Portland
25 Cottage Road
South Portland, ME 04106
(207) 767-7608
cselberg@southportland.org

Questions received after September 23, 2016 will not be addressed.

Responses that substantially alter the Request for Proposal will be issued in the form of a written addendum to those who received the RFP.

Three (3) paper copies of the proposal, and an electronic file in PDF format, must be received by Colleen Selberg, Purchasing Agent, by 4:00 PM on Friday, September 30, 2016, after which all proposals will be opened and made available for public inspection. Any interviews will be scheduled with top-identified candidates.

The City of South Portland reserves the right to accept or reject any and all proposals or parts thereof and to make further modifications as it deems in the best interest of the City. It also reserves the right to retain all proposals submitted and to use any ideas from a proposal regardless of whether that proposal is selected. Submission of a proposal indicates acceptance of the conditions contained within this Request for Proposals.