



TOWN OF MEDWAY
Community and Economic Development Department
155 Village Street
Medway, Massachusetts 02053

February 6, 2018

Request for Proposals
Zoning Regulations for Medway's
Oak Grove Urban Renewal Area

Overview - The Medway Redevelopment Authority and the Medway Planning and Economic Development Board seek proposals and price quotes from qualified planning/zoning/urban design consultants or consultant teams to develop a new section of the *Medway Zoning Bylaw* to implement the vision for the redevelopment of Medway's Oak Grove area as articulated in the recently completed *Oak Grove Area Urban Renewal Plan*. The plan has been approved by the Massachusetts Department of Housing and Community Development pursuant to the requirements set forth under Massachusetts General Laws, Chapter 121B. The plan is posted at the Town of Medway's web site and is available for review at: <https://www.townofmedway.org/community-and-economic-development/pages/medway-oak-grove-urban-renewal-plan>.

Medway Information – The Town of Medway is located in Norfolk County in southeastern Massachusetts along the I-495 corridor, approximately thirty miles southwest of Boston. It is located within the Charles River watershed, with the Charles River forming the boundary between Medway and Franklin to the south. Two state highways traverse the town. Route 109 is a major east-west commuter route, linking Medway with Milford and I-495 to the west, and Millis, Medfield, Boston, and I-95 to the east. Route 126 is a major north-south route, providing access to Bellingham and Woonsocket, RI to the south, and Holliston, Ashland, and Framingham to the north. Medway is served by the Franklin commuter rail line with three stations located in the abutting towns of Franklin and Norfolk.

Background - The 82 acre Oak Grove urban renewal area is comprised mainly of small lots known as the "Bottle Cap lots". It also includes several properties located within the adjacent Medway 495 Business Park. The area is bordered by Milford Street to the North, the Milford town line to the West, Alder Street to the South, and West Street to the East. The area is approximately ½ mile from Exit 18 of I-495. The "Bottle Cap lots" derive their name from a 1920's marketing promotion by Clicquot Club, a Millis, MA soda manufacturer and bottling company, which awarded small land parcels in Oak Grove to customers with winning soda bottle caps. Originally, there were approximately 1,018 Bottle Cap lots with an average size of roughly 1,600 square feet

and dimensions of approximately 80 feet by 20 feet. The ownership of many of the lots has been consolidated in part over the years, but the remaining configuration of many small, irregularly shaped lots with multiple owners continues to be a significant obstacle to redevelopment of the area. Current zoning divides the Oak Grove area in half with the eastern portion in the Agricultural-Residential II zoning district and the western portion in the West Industrial district (formerly known as Industrial III).

Vision for the Oak Grove Area - *As a gateway to Medway, the Oak Grove Area shall have a strong identity and image while sustaining Medway's high quality of life for residents and businesses. The development shall encourage a diverse mix of uses, including the potential for housing, business, industry and open space, in order to generate sustainable commercial and industrial employment opportunities, provide business opportunities for economic development, and deliver a net increase to Medway's tax base. The Oak Grove Area shall leverage its access to the regional highway network (I-495) and nearby regional development in a manner that supports balanced and sustainable development with consideration to minimizing environmental and social impacts.*

The Town intends to seek developers for the redevelopment of this site in accordance with the Oak Grove Urban Renewal Plan. Before taking that step, the Town wishes to amend its *Zoning Bylaw* to provide suitable zoning for the area. The desired zoning language is for by-right, mixed-use zoning, with a sophisticated set of performance/design standards (form-based code or similar approach) that are reflective of and embrace Medway's existing *Design Review Guidelines*. https://www.townofmedway.org/sites/medwayma/files/uploads/medway_final_design_review_guidelines_-_september_2015_1.pdf

The Community and Economic Development Department will establish a project team to work with the selected Consultant. The group will be comprised of selected members of the Medway Redevelopment Authority, the Planning and Economic Development Board, the Design Review Committee, the Town's planning and zoning staff, and others as may be appropriate. The Consultant is expected to meet at least 5 times with the project team in working sessions and present at a minimum of one public forum.

The desired completion date for this work is July 15th. However, the Town recognizes that this project needs a suitable amount of time to produce a quality product and seeks proposals that propose a thoughtful schedule. Nonetheless, time is of the essence as the Authority wishes to pursue land assembly as soon as possible.

SCOPE OF SERVICES - This contract will result in a proposed new section of the *Zoning Bylaw* and is meant to supersede the present underlying zoning and other local land development regulations that apply to the Oak Grove Urban Renewal Area. One of the goals is to establish zoning regulations that will provide a user-friendly administrative framework for permitting.

- a. ***Design Parameters for the Bylaw.*** The new section will regulate development to ensure high-quality public spaces defined by a variety of building types and uses including multi-family housing, retail, office, hotel, and industrial/R & D uses and open space. The new bylaw will incorporate a regulating plan, building form standards, street standards (plan and section), use regulations as needed, descriptive building or lot types (optional), public amenities, building design, historical context, and other elements needed to implement the principles

of functional and vital urbanism and practical management of growth. Sections of this document would typically include the following:

- Overview, including definitions, principles, and intent; and explanation of the regulations and process in clear user-friendly language.
 - Regulating Plan incorporating the location of streets, blocks, public spaces (such as greens, squares, and parks), and other special features as shown in the urban renewal plan. Regulating plans may also include aspects of Building Form Standards such as “build-to-lines” or “required building lines” and building type or form designations.
 - Building Form/Design Standards governing basic building form, placement, and fundamental elements such as height, massing, setback, parking and use of buildings to ensure that all buildings complement neighboring structures and the street. These standards should be based upon study of building types appropriate for the community and neighborhood.
 - Public Space/Street Standards defining design attributes and geometries that balance the needs of motorists, pedestrians, bicyclists, and transit riders while promoting a vital public realm. These standards should include design specifications for sidewalks, travel lane widths, parking, alleys, curb geometry, trees, landscaping, lighting, and other public and site amenities.
 - Architectural, Site Amenities and Sign Design Standards reflecting Medway’s *Design Review Guidelines*
 - User Friendly bylaw incorporating photos, models, maps, plans, etc...
- b. **Integration** - The new code for the Oak Grove Urban Renewal Area must be integrated into Medway’s existing regulatory framework (zoning and land development regulations) in a manner that insures procedural consistency, meshes with state and local legal requirements, provides clarity as to applicability of existing regulations, and maximizes the effectiveness of the code. The implementation of the new code will be conducted through the Town’s standard site plan review process through the Planning and Economic Development Board.

SUBMITTAL SUMMARY - Submittals should include eight (8) identical copies and include the following items, along with other material to demonstrate the Consultant’s expertise and capability:

1. A written description of the Consultant’s approach to the project
2. The expertise of the team assembled by the Consultant to carry out the work. This may include multiple firms.
3. A list of comparable zoning work undertaken by the Consultant and/or team members.
4. A copy of at least one municipal form-based code or similar code previously created by the Consultant and adopted into law.
5. A price quote in a separate envelope.

The submittal shall also include the proposal in electronic format.

The deadline for submittals is Monday, February 26, 2018 at 10 am. Medway Community and Economic Development Department, 155 Village Street, Medway, MA 02053. Respondents are

responsible for ensuring that their submittals are received by the Town before the deadline. The Town reserves the right to reject any and all proposals.

RECOMMENDED FORMAT FOR SUBMITTALS:

1. **DESCRIPTION OF APPROACH:** Up to three pages describing the Consultant's typical approach to projects similar to this one, including:
 - Detailed description of the methodology being proposed.
 - How the Consultant will work with the local project team.
 - Work program detailing tasks to be performed and a timeline for completion. Please address the feasibility of the Town's desired July 15th completion date.
 - Methods the Consultant proposes to use to manage the project and communicate with Medway and the public as to project progress, reviews, and conduct of public meetings.
 - The nature of the public process and intended extent of public involvement.
 - Any data/information expected to be provided by Medway to the Consultant
2. **TEAM EXPERTISE:** Brief description of general qualifications, the multi-disciplinary nature of the team assembled for this project, specific evidence of relevant experience creating form-based codes or comparable zoning with design standards and a listing of key personnel to be assigned to the project, and their roles, with resumes of all key personnel provided.
3. **COMPARABLE PROJECTS:** Summary of form-based or similar codes in progress or completed, with the following information provided for each:
 - a. Reference name, with current contact information
 - b. Current status of code (drafting in progress; drafting completed; adopted?)
 - c. Nature of public involvement in formulation of code
 - d. Client type (clarifying role of private sector client, if any)
 - e. Was the vision plan created as part of this process, or done separately?
 - f. Size and scale of geographic area
 - g. Type of development (greenfield? infill/redevelopment? city-wide code?)
 - h. Type of code
4. **SAMPLE CODE DOCUMENT:** Please include one or more sample form-based code documents or a comparable hybrid form of mixed-use zoning with design standards selected from your list of comparable projects. If this document is the code as originally proposed by Consultant, please also include the code as formally adopted by the municipality and a brief explanation of differences between the two. Photos of designed or built results of the code are encouraged but must be accompanied by a description of their specific relationship to the form-based coding process.

EVALUATION OF SUBMITTALS - Consultants responding to this RFP must demonstrate the following to be considered suitable candidates for this work:

- Experience in preparing municipal form-based codes or a similar type of zoning for mixed uses and planned developments with strong design standards

- Strong design and graphic skills.
- Strong skills in written and oral communication.
- Experience in identifying, evaluating, codifying, and explaining the essential qualities of community design and character.
- Experience in writing or implementing municipal land development regulations.
- Experience in building community consensus to support innovative regulatory structures.

Medway will evaluate all submittals to determine which Consultants have the experience and qualifications that are most suited for this project. Medway will request personal interviews with the Consultants with the strongest proposals.

CONTRACT DOCUMENTS - The Town and selected consultant will enter into a standard Town of Medway contract. A sample can be provided upon request.

QUESTIONS?? – Please direct any questions to the Medway Community and Economic Development office at 508-321-4915 or 508-533-3291.