



..... TOWN OF .....

# POWNAL *Maine*

## *Economic Development and Sustainability Committee*

### REQUEST FOR PROPOSALS (RFP) FOR Village District

#### **1. PROPOSAL REQUESTED**

The Town of Pownal, hereinafter the “Town”, is requesting statements of interest and qualifications as well as a cost proposal from consultants with the appropriate experience and qualifications to provide an analysis, review, and recommendations for the development of a Village District in alignment with the town’s 2021 Comprehensive Plan. The recommendations will consider the rural character of the town as defined in the comprehensive plan, as well as future growth expectations and opportunities. The results of this study will be used to communicate and make recommendations to the citizens of Pownal for the successful future development of the Village District.

#### **2. INTRODUCTION**

Pownal is a town in Cumberland County located between the towns of North Yarmouth, Freeport, Durham, Yarmouth, and New Gloucester. Pownal was settled in 1680 and incorporated on March 3, 1808, from a portion of Freeport. According to the United States 2020 Census, Pownal has a population of 1,549, made up of 562 households within a total area of 22.9 *square miles*.

The current Zoning Plan, Section 504.A.1 states that the purpose of establishing the Village District (V) is: “to provide a central village area in which a variety of community and service uses may be located...”. The village’s primary purpose would be to serve the needs of the community and those passing through, but not to be a “destination”, i.e., downtown Freeport, for those from away. The town has taken the first step in planning for a village center by establishing the Village District (V) and its associated regulations. While this will set the physical boundaries in which to prepare the plan, it does not include the details needed to get a sense, with the Village District, of how the village center will look and function. An overall vision and implementation plan of action(s) is needed to complete the plan.

#### **3. SCOPE OF WORK**

- 3.1 Existing Conditions Analysis
- 3.2 Create a Shared Vision
- 3.3 Review of Existing Policies and Regulations
- 3.4 Implementation Recommendations

#### 4. DELIVERABLES

- 4.1 A report providing an inventory of existing conditions including maps and graphics, summarizing the existing conditions of the Village District. The report will consider, at least, the following:
  - 4.1.1 Sites and/or buildings to be preserved.
  - 4.1.2 Environmentally sensitive areas to be set aside for conservation.
  - 4.1.3 Land suitable for development.
  - 4.1.4. Architectural styles and characteristics.
  - 4.1.5 Pedestrian/bicyclist amenities if any.
  - 4.1.6 Infrastructure needs/deficiencies.
  
- 4.2 Create a stakeholder Shared Vision for the district.
  - 4.2.1 The shared vision will be the result of collaboration between elected and appointed officials and residents. Public support and enthusiasm are essential to bringing the Village District plan to life. Workshops will allow the public to identify their needs, wants and values.
  - 4.2.2 A SWOT analysis (Strengths, Weaknesses, Opportunities and Threats) is to be included with the shared vision.
  - 4.2.3 Collect resident’s opinions on a Village District.
  - 4.2.4 Desired business types for the district.
  - 4.2.5 Desired pedestrian/bicyclist amenities and safety measures.
  - 4.2.6 Preferred architectural character and styles.
  - 4.2.7 Written summary of the visioning workshop(s), including scanned images of all materials generated during the workshops. Also, a formulated results of community feedback and a written vision statement with accompanying illustrated concept plans and/or renderings.
  
- 4.3. Written Recommendations for updating policies and regulations
  - 4.3.1 Using the shared vision created above the written recommendations will address the following:
    - 4.3.2 Zoning
      - 4.3.2.1 Are there uses that support the vision that are missing in the current zoning regulations for the Village District? Are there permitted uses that would represent an obstacle to achieving the vision? Are/should mixed use buildings be allowed?
        - 4.3.2.1.1 Dimensional Standards – What would be the typical lot sizes and setbacks for a village center that is meeting the shared vision?
        - 4.3.2.1.2 Access and Road Standards - Are changes required to the current regulations for the Village District?
        - 4.3.2.1.3 Parking – Are changes required to the current regulations for the Village District?
      - 4.3.2.2 Level of Design Control
        - 4.3.2.2.1 The physical appearance of the Village Center contributes to the overall sense of the Town and should be of a scale and design style that reflects the historical context of the area and the values of its residents.

4.3.2.2.2 The written recommendations should ensure that future development respects the town’s vision. Potential topics include building placement, gateway markers, landscaping, sidewalks, signage, and street furniture.

4.4 Implementation Recommendations - A prioritized list of actions or steps to be undertaken by the town, including criteria as to the level of importance, anticipated length to complete, potential funding sources and responsible parties.

4.5 Value of a Village District to the town - A written report identifying the benefits to the town and its citizens of a thriving village center and the critical mass necessary to support the center.

**5. PROJECT SCHEDULE**

| Item   | Due Date                      | Elapsed Time – (Days) | Accumulated Days |
|--|-------------------------------|-----------------------|------------------|
| Release of RFP                                 | Wednesday, March 15, 2023     | 0                     | 0                |
| General Information meeting                    | Wednesday, March 22, 2023     | 7                     | 7                |
| Deadline for question submission               | Wednesday, March 29, 2023     | 7                     | 14               |
| Post Responses to questions                    | Wednesday, April 5, 2023      | 7                     | 21               |
| Bids Due                                       | Thursday, May 4, 2023         | 29                    | 50               |
| Selection Committee Review and Scoring         | Thursday, May 11, 2023        | 7                     | 57               |
| Presentation to Select Board & Attorney Review | Monday, May 22, 2023          | 11                    | 68               |
| Contract Negotiated and signed                 | Thursday, June 15, 2023       | 24                    | 92               |
| Consultant Report presented                    | Wednesday, September 13, 2023 | 90                    | 182              |

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**6. PROPOSAL REQUIREMENTS AND FORMAT**

Review - The review team will conduct a background reference review of each respondent. Please include the following information for three (3) projects that your consultant team worked on together:

- Name of the project/study
- Location of the project
- Name, title, and contact information for the client
- Project budget
- Date of completion of the project

Submission packages are due by 1:00 pm by May 4, 2023. Submissions received after this deadline will not be considered. Interested individuals and firms shall submit six (6) copies of the sealed submission packages and thumb drive containing a PDF copy to:

Town of Pownal  
Attn: Town Administrator  
429 Hallowell Rd, Pownal, ME 04069

Labeled: Town of Pownal - Village District Plan. It is the sole responsibility of the Proposer to ensure timely delivery. Late proposals shall not be considered. Proposals will not be accepted at any other location other than the address specified above. Faxed or emailed proposals will not be accepted.

## **7. ADDITION INFORMATION**

Any and all questions regarding this RFP should be directed by email to [administrator@pownalmaine.org](mailto:administrator@pownalmaine.org) no later than Wednesday, March 29, 2023. Any questions received after this date will not be considered. Responses to all questions submitted will be posted on the Town of Pownal website: [www.pownalmaine.org](http://www.pownalmaine.org). Responses to individual emails will not be provided.

If it becomes necessary to revise any part of this RFP, an addendum will be posted on the website. It will be the individual respondent's responsibility to check the website for updates.

## **8. SELECTION PROCESS**

The Town of Pownal's Economic Development and Sustainability Committee will review and score the submissions. The Town, at its discretion, may interview the top ranked firms. From this process, the Town may select the successful individuals and / or firm. During the evaluation process, the Town reserves the right to contact individuals or firms to clarify information, provide additional information, and / or participate in a meeting or interview, or to allow corrections of errors or omissions.

## **9. PROPOSAL TERMS AND CONDITIONS**

The Town shall not be liable for any direct or indirect costs associated with any firm's preparation and / or presentation costs in response to this RFP. This RFP does not commit the Town to pay any costs incurred in the submission of an RFP or in making any necessary studies or analysis in preparation of the submission of the RFP.

The Town reserves the right to accept or reject any or all submissions. The Town also reserves the right to waive any informality, technical defect, or clerical error or irregularity in any proposal. Additionally, the Town may, for any reason, decide not to award a contract pursuant to this RFP and reserves the right to cancel the RFP. Furthermore, it is to be understood by the responding individuals or firms that the Town is not obligated to accept any submissions or to negotiate with any responding individuals or firms and the Town reserves the right to select the firm, which in its sole opinion, will best serve the public's interest.

The Town shall not be responsible for, nor be bound by, any oral instructions or interpretations or explanations issued by the Town or any of its employees or representatives. Any contact with Town personnel related to this RFP not in conformance with the request for proposal identified above, is expressly prohibited.