

Request for Proposals

The Fair Lawn Economic Development Corporation, a 501(c)3
Creation of Planning Design Guidelines for the Radburn/Fair Lawn Avenue
Redevelopment Area



Re-release Date: Thursday, August 9, 2018
RFP Proposal Due Date: Friday, September 7, 2018

Notice and Instruction for Proposal Submittals

1. Proposals must be received at the below address no later than 4:00PM on Friday, September 7, 2018.
2. Submit one (1) digital and five (5) hard copies to:

Ms. Amy Hummerstone
Verdigris Architects
14 Brearly Crescent
Fair Lawn, New Jersey 07410

3. Digital submission must be on either CD-ROM or thumb drive, in PDF format. CD-ROM or thumb drive will not be returned/
4. E-Mail submittals will not be accepted.

A. General Request Information

The Fair Lawn EDC, through this Request for Proposals (RFP), is seeking a qualified planning, architectural and zoning consultant to undertake the creation of a Planning Design Guideline (PDG) for the Fair Lawn Avenue Corridor described as the Study Area: The Study Area is in the Radburn section and encompasses the corridor along Fair Lawn Avenue between Route 208 and Abbott Road, including the Radburn Station Area. See Map Below (taken from Fair Lawn Avenue Corridor Vision Plan, dated May 2016)

Photo: Aerial View of the Study Area



The Fair Lawn Avenue Corridor Vision Plan Study Area encompasses the corridor along Fair Lawn Avenue between Route 208 & Abbott Road, including the Radburn Station Area in the Borough of Fair Lawn.

B. Borough of Fair Lawn Background

Fair Lawn Borough is located in Bergen County, New Jersey in the northeast corner of the State. As of the 2010 census, Fair Lawn had a population of 32,457 residents. Its history can be traced back to the Lenni-Lenapi tribes, and was incorporated as a Borough in 1924.

Fair Lawn was incorporated as a Borough by an Act of the New Jersey Legislature on March 6, 1924, as "Fairlawn", from portions of Saddle River Township. The name was taken from *Fairlawn*, David Acker's estate home that was built in 1865 and later became the Fair Lawn Municipal Building. In 1933, the official spelling of the borough's name was split into its present two-word form as "Fair Lawn" Borough.

Radburn is an unincorporated community located within Fair Lawn in Bergen County, New Jersey, United States.

Radburn was founded in 1929 as "a town for the motor age". Its planners, Clarence Stein and Henry Wright, and its landscape architect Marjorie Sewell Cautley aimed to incorporate modern planning principles, which were then being introduced into England's Garden Cities, following ideas advocated by urban planners Ebenezer Howard, Sir Patrick Geddes^[7] and Clarence Perry. Perry's neighborhood unit concept was well-formulated by the time Radburn was planned, being informed by Forest Hills Gardens, Queens, New York (1909–1914), a garden-city development of the Russell Sage Foundation. Radburn was explicitly designed to separate traffic by mode, with a pedestrian path system that does not cross any major roads at grade. Radburn introduced the largely residential "superblock" and is credited with incorporating some of the earliest culs-de-sac in the United States.

C. Project Overview and Objectives

The general purpose of this project is to create a comprehensive Planning Design Guideline for the Fair Lawn Avenue Corridor Study area in order to make future development in the area that achieves the goals and objectives that were developed and approved as part of the original Fair Lawn Avenue Corridor Vision Plan and its subsequent Appendices. The Planning Design Guideline (PDG) should be easy to read and follow, understandable by the public, and enforceable by the Borough of Fair Lawn. The PDG should consider good planning and design concepts that reflect the unique and special historic character of the area. Once implemented, this PDG will become the template for the development of other unique areas within Fair Lawn.

The Fair Lawn EDC has a desire to develop this PDG that defines good design objectives using a combination of text, graphics and imagery or photographs. The document must ensure predictable, high-quality outcomes that are sensitive to the unique character of the historic Radburn district, while encouraging economic growth in areas that will benefit the identity of the community.

The new PDG should be designed to accommodate and incorporate the following features:

1. The document needs to be easy to navigate and be understood by the public and simple to enforce by the Borough of Fair Lawn's agencies responsible for enforcement and implementation.
2. Document text supported and enhanced with graphics, images, and photos is required. A graphically rich document is of utmost importance.
3. The document should have clear, concise and well defined descriptions of objectives.
4. The document must be flexible.
5. The document must have descriptions of permitted materials with flexibility to allow newer and more modern technologies as required.
6. The document must include Design standards that address:
 - a. Desired appearance of buildings and signage

- b. Recommended use of vacant/intended for redevelopment land
- c. Landscaping of the entire corridor
- d. Pedestrian safe circulation and movement (road crossings, train station access) and enjoyment of open spaces
- e. Corridor's vehicular circulation
- f. Bicycle circulation improvements
- g. Parking management and solutions
- h. Economic revitalization

D. Expected Tasks and Services

The successful respondent is expected to perform many tasks for the development of the Planning Design Guideline document but not limited to the following:

1. **Diagnostic Review:** A comprehensive review of the published documents previously created (see references and links below) and include the following:
 - a. The Fair Lawn Avenue Corridor Vision Plan and Appendices
 - b. Concurrency with the Borough's current Master Plan
 - c. Compliance with State and Federal laws and regulations, particularly the current Fair Lawn Zoning Ordinance
2. **Meetings: Attend meetings and discussions with Borough Staff and members of the Fair Lawn Economic Development Corporation (EDC)**
3. **Solutions:** Develop guidelines of specific solutions to the problems identified. Determine how to identify and implement positive design solutions to the problems identified. Implement design elements from the original study into the new PDG.
4. **Draft Planning Design Guideline:** Complete an initial draft for the new PDG. Facilitate a process of presentation of the draft to the Vision Committee of the Fair Lawn EDC for ongoing refinement of the draft, tracking all changes.
5. **Diagrams, Graphics and other visual materials:** Provide all relevant graphic materials for review. These do not need to be in any particular form or format but sufficient for the Vision Committee design professionals to understand and review for comment.
6. **Adoption:** Assist with presentations to the full Fair Lawn EDC and the Mayor and Council and incorporate any additional revisions requested until final adoption of the PDG is made by the Mayor and Council.

Throughout the entire process, extensive interaction is expected with the Vision Committee of the Fair Lawn EDC. A detailed schedule for the project shall be included in the consultant's proposal and should be limited to 3-6 months.

E. Reference Documents and Links

1. Fair Lawn Borough Master Plan:
(http://www.fairlawn.org/filestorage/355/518/3445/FL_MP_Final_June_23%2C_2014_for_web.pdf)
2. Fair Lawn Avenue Corridor Vision Plan:
(http://www.fledc.com/files/15008_Final%20Report_160511.pdf)
3. Fair Lawn Avenue Corridor Vision Plan Appendices:
(http://www.fledc.com/files/15008_Final%20Report_Appendix_160511.pdf)
4. Fair Lawn Zoning Ordinance: (<https://ecode360.com/10052217>)

F. Deliverables:

All items delivered as a part of this project shall be the sole property of the EDC. The consultant shall be responsible for the submittal and execution of the following:

1. Progress Reports and Research: The consultant is responsible for submitting monthly progress reports.
2. Draft Planning Design Guideline: The consultant shall submit copies of the draft documents during the development stages of the project for review at least monthly.
3. Meetings: The consultant is responsible for meeting with the Vision Committee members a minimum of once a month. The consultant will also meet with other stakeholders as the project develops. This would include, by way of example, business owners within the design zone, members of the Radburn Committee of the Fair Lawn EDC, the full EDC and the Mayor and Council.
4. Final Work Product: The Planning Design Guideline must be provided in both print and digital format. Easy to use charts, graphics, photographs, diagrams and checklists within the document are required. The consultant shall provide the following specific PDG products:
 - a. One (1) electronic Microsoft Word compatible version.
 - b. One PDF version of the PDG.

G. RFP Requirements:

Consultants are asked to respond to this RFP by developing a proposal to fully meet the work associated with this project. Consultants are asked to submit a concise proposal describing their capacity to manage the project and their experience with similar projects. Samples of similar design guidelines are expected. The consultant should include a clear outline of how the consultant will meet the objectives of the project.

The Fair Lawn EDC does not have a specific proposal format; however the EDC expects the following information to be included in the proposal:

1. **Contact Information:** Consultant's name, address, phone number, email address and signature of the authorized agent and contact person.
2. **Firm History:** A brief history of the firm, including short case studies or examples of similar documents produced by the firm.
3. **Project Statement:** A brief statement demonstrating understanding of the goals and objectives of the project and a description of any modifications or expansion of the information provided.

4. **Time Schedule:** A detailed time schedule for accomplishing the expected tasks and services including start dates, project milestones and anticipated completion dates. The schedule should identify when meetings with the EDC, local business owners and the Mayor and Council should occur. The anticipated schedule is anticipated to be approximately 3-6 months.
5. **Examples:** Submit similar work products produced for other communities.
6. **References:** A list of prior clients for whom the consultant has provided similar services, including name, address, phone number and email address of a contact person for each reference. Indicate the type, scope and duration of the work done for each reference.
7. **Project Manager Qualifications:** A statement indicating the qualifications of the key person who will be assigned as the Project Manager and their specific responsibilities within the scope of services.
8. **Fee Schedule:** A fee schedule for the project by phase, task or full service. Fee should include an additional cost for reimbursables as a part of the consultant fee.

H. General Selection Process:

A selection committee comprised of members of Vision Committee of the Fair Lawn EDC will review the proposals based on the following criteria:

1. **Qualifications:** Qualifications and previous related work experience particularly related to similar sized communities.
2. **Understanding:** Demonstrated understanding of the project objectives, tasks and services.
3. **Price:** The proposed price/cost will be considered.
4. **Related projects:** Examples of related completed and/or in progress projects.
5. **Proposal quality:** The quality of the requested submission requirements, including sample materials and proposal package.

I. Terms:

The Fair Lawn EDC reserves the right to accept or reject all proposals or portions thereof and reissue the RFP without stated cause. Upon selection of a consultant, the EDC reserves the right to reject the selected consultant and negotiate with others.

The Fair Lawn EDC is not bound to accept the proposal from the consultant with the lowest cost, but may accept the proposal that best meets the needs of the purpose and intent of the proposal.

J. RFP Schedule:

1. RFP re-issued: Thursday, August 9, 2018
2. Questions due: Friday, August 17, 2018
3. Responses issued: Friday, August 24, 2018
4. Proposals due: Friday, September 7, 2018
5. Interviews: Week of September 17-21, 2018

6. Vision Committee report to full EDC: Week of September 21-October 3, 2018
7. EDC Selection at Board Meeting: Wednesday, October 3, 2018

K. Project Budget:

The consultant for this project will be retained by the Fair Lawn EDC. Interested parties should provide a total cost, including anticipated reimbursable expenses, to prepare the PDG.

L. Contact and Questions:

All questions and inquiries concerning this RFP should be directed to:

Ms. Amy Hummerstone
Verdigris Architects
14 Brearly Crescent
Fair Lawn, NJ 07410
Phone: 201-925-0612
E-mail: amy@verdigrisarchitects.com

END OF RFP