



COMMUNITY DEVELOPMENT DEPARTMENT
80 Columbia Avenue ♦ Marysville, WA 98270
(360) 363-8100 ♦ (360) 651-5099 FAX

June 16, 2014

RE: Request for Proposal – Lakewood Neighborhood Master Plan

To Whom It May Concern:

The City of Marysville is requesting proposals from a multi-disciplinary firm (or firm's) capable of providing urban design, land use planning, landscape architecture, transportation (motorized and non-motorized), stormwater and general infrastructure planning services associated with the development and implementation of a Master Plan for the Lakewood Neighborhood.

PROJECT DESCRIPTION AND GOALS

The goal of developing a Master Plan for the Lakewood Neighborhood is to provide guidelines that focus on land uses, urban design elements related to site layout and building orientation, architectural elements and relationships to parking, open space, landscaping, signage/way finding, pedestrian circulation and corridors, landscaping and utilities. An additional goal of the Master Plan shall be focusing on short term and long term motorized and non-motorized transportation planning and traffic management strategies to enable additional development within an already congested neighborhood.

SCOPE OF CONSULTANT ACTIVITIES

In general terms, the consultant team will be responsible for preparation and advancement of the various aspects associated with the Lakewood Neighborhood Master Plan. The following items are deliverable that would need to be addressed in the Lakewood Neighborhood Master Plan. Other deliverables may be added, or needed, at the discretion of the City or by recommendation of the consulting firm:

1. Master Plan document that addresses:
 - a. Review of existing comprehensive plan land uses, including adjustments, as necessary, to ensure compliance with regional growth targets and established concurrency;
 - b. Development and design guidelines;
 - c. Motorized and non-motorized transportation/connectivity including needed improvements;
 - d. Street sections and standards;
 - e. Stormwater recommendations;
 - f. Sewer and water analysis and recommended improvements to enable development at recommended densities and uses;

- g. Inventory of other utilities (electricity, gas, telecommunications) and assessment of capability to support development at recommended densities and uses based on existing infrastructure and planned improvements reflected in district capital facility plans; and
 - h. Parks, trails and open space;
2. Develop Conceptual Drawings:
- a. Design guideline figures and illustrations;
 - b. Open space framework;
 - c. Transportation network, connectivity and conceptual improvements; and
 - d. Street sections.
3. Following an interactive process analyzing items 1 & 2 above, with the City, the Final Lakewood Neighborhood Master Plan should include:
- a. Creation of design guidelines;
 - b. Development of plans for transportation improvements, including a circulation plan that provides a comprehensive motorized and non-motorized plan for the Lakewood Neighborhood. Transportation recommendations should also include specific streetscape recommendations including recommended planting, lighting and walkway features. An overall plan for the system of street and pedestrian pathways along with corresponding street design standards;
 - c. Implementation of an effective public participation process, that effectively inputs the perspective of the various stakeholders in the process including landowners, developers, public and agency officials and other interested citizens;
 - d. Development of new regulations, when appropriate, to implement recommended plan;
 - e. Presentation of all DRAFT documents to Planning Commission, and City Council; and
 - f. Preparation of FINAL document after adoption.

PROPOSAL FORMAT

Provide four (4) paper copies, and one (1) electronic copy, of your firm's proposal for the City's review and consideration. Each should address the following (at minimum):

1. Detailed description of the firm's past experience with projects of similar size, scope and complexity and appropriate qualifications. The statement should include a description and contact person for projects that were similar in nature and scope to this project;
2. Brief resumes of individual staff members that will be assigned to aid in the development of the Lakewood Neighborhood Master Plan and their respective roles. The project manager and other key team members should be clearly identified;
3. Attributes of your firm, which may set it apart, or make it particularly well-suited in preparing the Lakewood Neighborhood Master Plan;

4. Description of the key elements of the Lakewood Neighborhood Master Plan. This section should demonstrate the proposing firm's knowledge and approach to the project; and
5. Description of the proposed timeline for completing the Lakewood Neighborhood Master Plan assuming a July 2014 authorization to proceed.

SELECTION PROCESS

The City's selection process will focus on the firm's qualifications, experience, and capabilities of proposed project team members (including, to the extent necessary, sub-consultants). The City expects consultant teams to demonstrate a clear and thorough understanding of the work to be undertaken, and the means for carrying it forward through the adoption process. After review of proposals by the City's selection committee, top firms will be invited to present their proposal to the selection committee and respond to questions. Generally, proposals and presentations will be ranked relative to the following selection criteria, in no weighted order:

1. Project team members' and firm's pertinent qualifications;
2. Respondent experience on similar projects;
3. Demonstrated project understanding and insight;
4. Proposed approach and methodology for project advancement and delivery, including recognition of unique project aspects or constraints which may be noteworthy; and
5. Overall quality, content and knowledge of proposal.

RFP DUE DATE:

Proposal packages are due to the City of Marysville Community Development Department, no later than 4PM Friday, July 7, 2014. Please send proposals to:

Chris Holland, Planning Manager
City of Marysville – Community Development Department
80 Columbia Avenue
Marysville, WA 98270

Questions or comments should be addressed to Chris Holland, Planning Manager, at 360.363.8207 or cholland@marysvillewa.gov. Thank you, in advance, for your interest in developing the Lakewood Neighborhood Master Plan.

Sincerely,



Chris Holland
Planning Manager