

# **Request for Proposals**

## **Lewis and Clark Parkway and Broadway District Master Plan**

February, 2019

Town of Clarksville, Indiana



## Background and Overview

The Town of Clarksville is a community of about 21,000 people located in southern Indiana directly across the Ohio River from Louisville, Kentucky. The Town, which along with its immediate neighbors, New Albany and Floyd County directly west, Jeffersonville to the east, and Sellersburg to the north, is part of the Louisville MSA, with a combined population of about 1.7 million.

Due to its central location within the MSA, Clarksville has developed as a regional shopping center with multiple large commercial corridors that support a retail population four times the size of the Town's overall resident population. While this retail base is vibrant and important, the Town is seeking to diversify its economic activity to better protect it from future market changes.

Therefore, the Town of Clarksville Redevelopment Commission is requesting proposals to create a new Master Plan for the Town's Lewis and Clark Corridor. The site of interest includes areas known locally as Lewis and Clark Parkway and the Broadway District, which are centrally located in Clarksville's commercial core.

The planning area is large, consisting of around 600 acres of primarily commercial land directly off of Interstate 65. It contains two traditional malls and several big box retailers and strip malls. It is also in the middle of two other shopping corridors which have developed at different times in the Town's history.

The proposed area currently contains nine different zoning classifications. The largest of these is B2, which allows for typically larger businesses that serve the needs of the Town and attract customers from nearby communities, and forms the bulk of the area. A much smaller portion of the area is classified as B1, which serves "neighborhood needs," generally providing more personal services and non-durable goods. The B1 zones can be found currently at the east and west ends of the area.

The second largest area is the Veterans Parkway Corridor Zone (VPCZ), which serves a similar purpose as B2, but with form based development standards. This is a newer zone and extends from the north end of the area to Lewis & Clark Parkway, including River Falls Mall. Another business corridor, the Eastern Boulevard Corridor Zone would also partially make up the area, and is focused more on mixed use development. There are two other zones making up small portions of the proposed area.

Finally, the proposed area includes three of the Town's residential zones, R1, R2, and R3. These zones allow for different densities of residential units, with R1 generally on the outskirts of the area, R2 bordering the commercial sections, and R3 within the commercial areas.

Applicants must consider the implications of planning for an area with such a wide variety of zones. Recommendations should be made for effective future use and possible simplification of area zones.

Interested firms and consultants should have significant expertise and abilities in mixed-use redevelopment, adaptive re-use, and urban resiliency planning. Firms should also have a record of successful promotion of mixed-income neighborhoods and developments. It is imperative that the study focus on a strategy to transition this predominantly commercial corridor into one which can effectively support residential development within the area and meet a wide range of citizens' needs.

The area's role as a connection between other retail corridors is important. Traditionally, newer development has siphoned off activity from existing areas, resulting more in a shifting of retail activity as opposed to a growth in retail. Each new area, then, has hurt an older area, and the final plan must take this pattern into account. A successful plan must facilitate growth in such a way that any new development strengthens existing areas rather than simply reshuffling activity from other parts of Town.

The proposed development area is well suited for significant infill development. Several larger retail developments in the area were constructed with an overabundance of parking, as was standard practice at the time they were built. This development pattern, however, is inefficient, inequitable, and unsuitable for a thriving mixed-use community. The proposed plan would be well-served in planning for and promoting substantial infill and reclamation projects which promote residential density and walkability.

The master plan must also take into account existing projects and developments within the Town. The following is a non-exhaustive list of plans and projects surrounding the planning area: Bicycle and Pedestrian Master Plan, Ryan Lane Greenway and Infill Project, The CSX Trail Project, Sam Gwin Extension, the Broadway District Storm Water Project, the Broadway District Traffic Impact Analysis, and the ongoing River Heritage Conservancy Master Plan. Town Staff will provide all relevant documents to the project consultant/s concerning past, ongoing, and upcoming Town projects that influence the planning area.

At the heart of the Broadway District lies the Lincoln Park neighborhood, a four block subdivision made up of approximately forty single-story residential structures, a church, and Cedar Park. Lincoln Park is considered an economic justice residential neighborhood. The neighborhood, originally platted to be much larger in area, has shrunk over the past few decades as surrounding lands on all four of its boundaries have been developed for commercial use. The master plan must consider impacts to Lincoln Park when proposing future land use patterns within the study area. Discussions, interviews, and input from existing residents should be an integral part of the master plan process.

The proposal for the area would need a complete streets safety recommendation for the implementation of street design and traffic policies. This recommendation would include plans for pedestrian, cyclist, personal vehicular, and mass transit usage. The goals of such a recommendation should work to enhance the economic development, health, environmental, and safety aspects of transportation in the corridor. This recommendation must comply with the Town's existing Complete Streets Toolbox.

### Planning Firm Services Needed

Services are needed to provide policy direction and guidance on how this area of Clarksville can be redeveloped into supporting a wider variety of activities, with a focus on mixed-use development that can support existing commercial activities while encouraging a more diverse range of residential and professional activities. The desired plan will require a holistic approach that provide a vision and policy concepts to guide development and provide details on the type, location, and scale of use for the area.

### *Proposed Plan Elements*

The following elements will be required as part of the project:

1. Demographic analysis of potential users, including population projections broken down by age, education, and mobility. The analysis should include a comparison of users generated from the Town and the metropolitan area at five year increments through 2035.
2. Circulation strategy for multimodal transportations and connectivity with consideration given to how future changes in land use and development patterns will impact the transportation network.
3. Recreation resources, including cultural and natural resources.
4. Community facilities, future needs based on future land use, including public infrastructure and capital improvement strategies with cost estimates.
5. Market feasibility and economic impact of the development of the planning area.
6. Land use analysis, existing and future, including form development standards.
7. Sustainability and resiliency methods for area natural and economic resources.
8. Vision, goals, and objectives for the project.
9. Policy recommendations for land use and zoning ordinance revisions.
10. Implementation guide.

#### *Plan Development Procedural Elements*

The following procedural elements will be required as part of the project.

1. Mandatory monthly progress reports and meetings.
2. Community workshops and interviews of up to 25 stakeholders will be conducted.
3. A Steering Committee of engaged stakeholders will be assembled for meetings.
4. All workshops and public meeting materials and notices will be developed, prepared, and provided in a sufficient number by the consultant. Town staff will assist with the selection of meeting places, dates, and times.
5. Attendance at the Plan Commission meeting to update and present a plan for recommendation for adoption into the Comprehensive Plan.
6. Attendance at the Town Council meeting to present requested options of the plan with incorporation into the Clarksville Comprehensive Plan.

#### **Scope of Work**

The work would take place in five distinct phases. These phases will avoid delays and help the Town plan more effectively in preparation for the final draft. The meeting schedule is subject to change according to needs anticipated by Town staff. These changes can be made based off suggestions or recommendations from the consultant.

#### *Phase One*

Phase one of the project could take approximately one month and involve a staff-only kick-off and orientation event.

1. *Internal Kick-Off Meeting.* The consultant will meet with Town staff and present the general idea and scale of the project elements and mission. A project timeline should be given outlining the steps of the process.
2. *Orientation Event.* This meeting would serve as a workshop for members of the Town staff and Redevelopment Commission to solidify goals and understand more specifically what role the Town will play in the process.

### *Phase Two*

Phase two of the project could take approximately two months, and would consist of three parts.

1. *Review of Existing Data and Documents.* This portion of the project will establish a baseline of information on existing conditions of the area.
2. *Public Visioning Workshop.* Meeting to serve as an opportunity to mark the commencement of the project to the public. Initial goals would be laid out to begin giving the Town a sense of what the area could look like and to help people imagine a new future for the corridor.
3. *Establishment of Stakeholders' Board.* Stakeholders are to be determined in part by attendance and participation in the visioning workshop. The board should consist of residents, business owners, property owners, and those working with area organizations.

### *Phase Three*

The third phase could last roughly three months. This phase would attempt to refine the plan's vision and establish goals and objectives further through a series of stakeholder interviews and meetings.

1. *Stakeholder Interviews.* Stakeholders should be interviewed to see what sort of goals or ideas they have for the project area. The setting and format of these interviews may be flexible depending on the schedules and needs of those involved.
2. *Steering Committee Meeting.* Once the interviews have been completed, the Steering Committee will meet to discuss the ideas presented and develop an initial set of goals and objectives for the project. Members of the Steering Committee are to be determined by Town staff.
3. *Public Discussion.* The initial ideas gathered through interviews and meetings of the stakeholders and steering committee will be presented to the public with an opportunity for comment and development of the goals established by the first Steering Committee meeting.
4. *Steering Committee Meeting.* Information and ideas from the public discussion to be reviewed and, if suitable, integrated into the vision and goals of the plan.
5. *Public Discussion.* Final revised vision, goals, and objectives of the project are to be presented to the public.

These alternating meetings should show progress toward the goal of creating a vision for the project, with new ideas and information from previous meetings being taken into consideration and woven into the plan. By the end of this phase, the objectives and goals of the plan should be firmly established, developed, and presented in such a way to be easily disseminated to the public.

### *Phase Four*

Phase four of the project involves the drafting of the plan and could take approximately four months. The phase would include alternating meetings of the Steering Committee and the

public. These meetings should take care of all needed revisions to the plan and should result in a final adoption draft by the concluding meeting of the Steering Committee.

1. *Steering Committee Meeting.* A meeting of the Steering Committee shall develop an initial draft of a plan for the area that is in harmony with the goals and objectives established in Phase Three.
2. *Public Discussion.* The initial plan developed by the Steering Committee will be presented to the public with an opportunity for comment.
3. *Steering Committee Meeting.* Information and ideas from the public discussion regarding the plan are to be reviewed, with suitable changes to be made to the initial plan.
4. *Public Discussion.* A revised plan is to be presented to the public with a final opportunity for input to be given.
5. *Steering Committee Meeting.* An adoption draft, having been developed and revised by the Steering Committee and through public input, will result.

At the end of this phase, the resulting plan should be in such a condition and format that it can be presented to the Town Council and Commissions.

#### *Phase Five*

The fifth and final phase would consist of four meetings and take two months.

1. *Public Unveiling.* A public unveiling of the new project plan would present an adoption draft of the plan to the public providing one last round of input for modification.
2. *Redevelopment Commission.* The adoption draft would then be presented to members of the Town's Redevelopment Commission.
3. *Planning Commission.* A similar meeting would present the adoption draft to the Town's Planning Commission members.
4. *Town Council.* A final meeting would present the adoption draft to the Town Council for formal approval.

With all five phases, the project plan should take approximately 12 months to develop, refine, and present.

#### Selection of Submissions

The RFP will be evaluated on the following criteria:

- Specialized experience of the firm and persons that will perform the services **(25 points)**
- Technical qualifications of firm and persons assigned to perform the work **(20 points)**.
- Capacity of the firm and professionals to perform the work within time limitations, taking into consideration the current and planned workload **(15 points)**.
- Location of the firm, distance from Clarksville **(5 points)**.

- Experience of the firm with the type of project and the type of problems applicable to infill redevelopment, market feasibility studies, and mixed use planning and zoning strategies **(35 points)**.

The Selection Committee will evaluate all submittals to determine which Consultants have the experience and qualifications that are most suited for this project.

### Submittal Summary

Submittals should include the following items, along with other material to demonstrate Consultant's expertise and capability:

1. A cover sheet providing contact information as well as briefly introducing the Consultant.
2. A brief written description of the Consultant's approach to the project.
3. The expertise of the team assembled by Consultant to carry out the work.
4. A list of comparable projects undertaken by Consultant and/or team members.
5. A copy of one or two Master Plans previously created by the Consultant and adopted into law.

### Required Format for Submittals

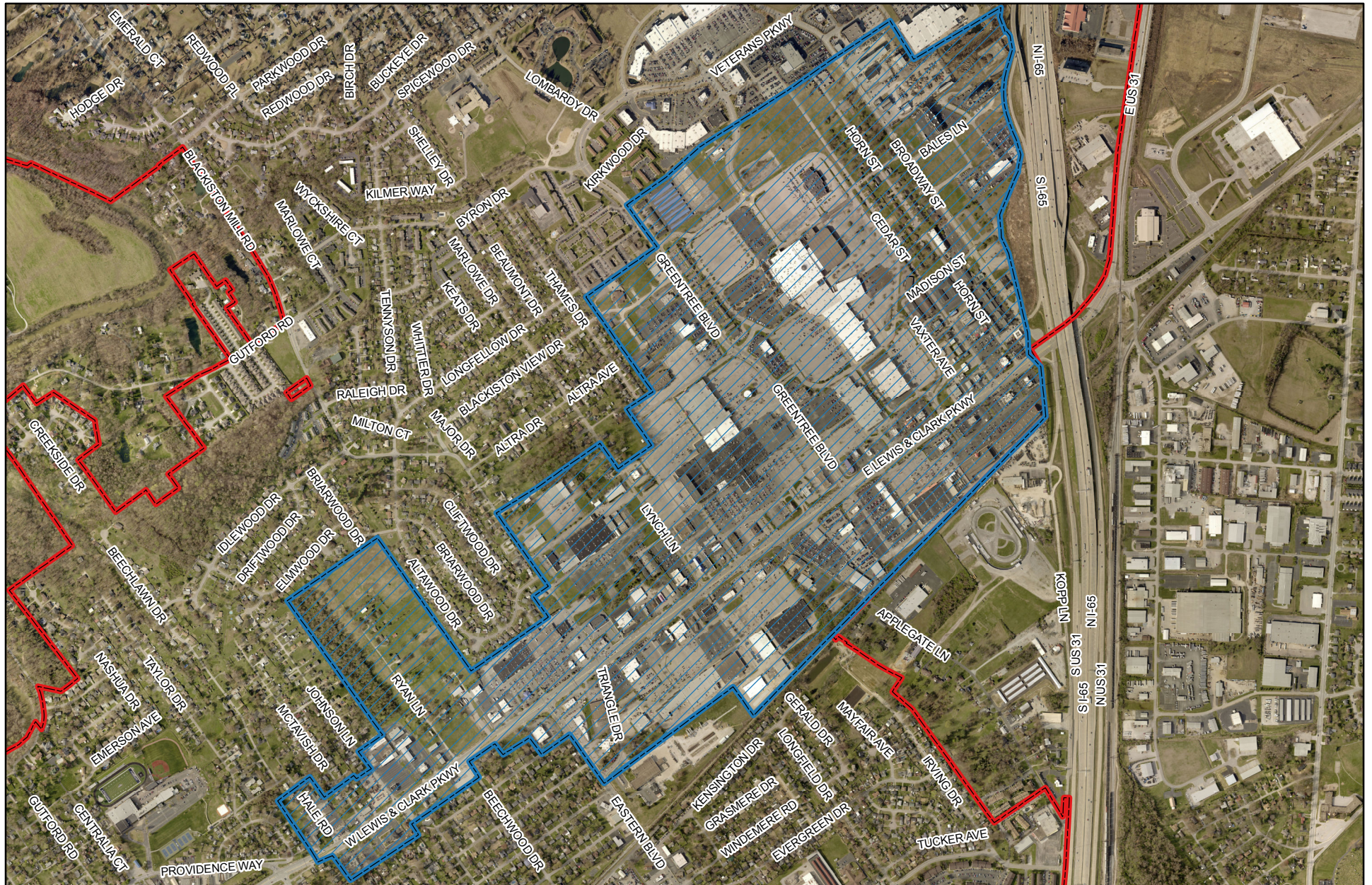
1. *Cover Sheet*: This cover sheet should be no more than one page and should provide all contact information including mailing address, phone number, and email address. Additionally, this cover sheet should provide details that will help the Town understand the identity of the Consultant.
2. *Description of Approach*: Up to three pages describing the Consultant's typical approach to projects similar to this one, including a detailed description of the methodology being proposed for the area's Master Plan.
3. *Team Expertise*: Brief description of general qualifications, the multidisciplinary nature of the team assembled for this project, specific evidence of relevant experience creating Master Plans, and a listing of key personnel that would be available to work on this project. Up to one page per project team member with a maximum of five pages.
4. *Comparable Projects*: Summary of Master Plan, or other similar projects in progress or completed by the Consultant, along with the adoption status of the Plan. One page per project with a maximum of five pages.
5. *Sample Master Plan Document*: Please include one or two sample documents selected from the list of comparable projects. If this document is a plan as originally proposed by Consultant, please also include the plan as formally adopted by the municipality and a brief explanation of differences between the two. Photos of designed or built results of the plan are encouraged but must be accompanied by a description of their specific relationship to the process.

## Additional Instructions and Details

1. Selection Committee:
  - a. Clarksville Town Manager
  - b. Clarksville Redevelopment Director
  - c. Clarksville Planning Director
  - d. Clarksville Associate Planner
  - e. Clarksville Redevelopment Associate
2. Consultant proposals are to be submitted by mail or dropped off to:  
Redevelopment Department  
Attn: Dylan Fisher  
2000 Broadway Street  
Suite 208  
Clarksville, IN 47129
3. Submittals should include six identical, 8.5"x11" copies and one digital copy for reproduction purposes.
4. An email response will be provided by the Town to the sender of each proposal that is submitted upon receipt of their proposal.
5. Proposals must be received at the above address no later than 4:00 p.m. (EST), April 10, 2019
6. Upon completion of the review and evaluation of all proposals by the Selection Committee, the most qualified Consultant will be selected. This Consultant will be notified and will be invited to enter into contract negotiations with the Town.
7. Should the selected Consultant and the Town be unable to negotiate a satisfactory cost arrangement, the second most qualified Consultant will be invited to negotiate.
8. All communications in specific reference to this RFP shall be sent by email to [dfisher@townofclarksville.com](mailto:dfisher@townofclarksville.com), and should reference the Lewis and Clark Pkwy. and Broadway District Master Plan RFP. The Town will not accept telephone calls for clarifications and shall only be bound by posted responses to written or emailed questions concerning this RFP.
9. Any consultant interested in submitting a proposal for this RFP shall email a letter of intent to [dfisher@townofclarksville.com](mailto:dfisher@townofclarksville.com). This letter of intent must include a point-of-contact. Once the letter has been received, the point-of-contact will be added to an anonymous email list. Any notifications involving additional information or addendums will be sent to this anonymous email list.
10. No direct replies will be made. Questions regarding the RFP will be answered as they are received, and all questions and answers will be posted on the Town's website. Notification of answers, information, or addendums will be sent to the email list described in item 9 of this section.
11. The Town reserves the right to accept or reject any or all submittals.



# Map 1 - General Project Area



## Legend



General Project Area - 600 acres +/-

Town Boundary - 6,500 acres +/-

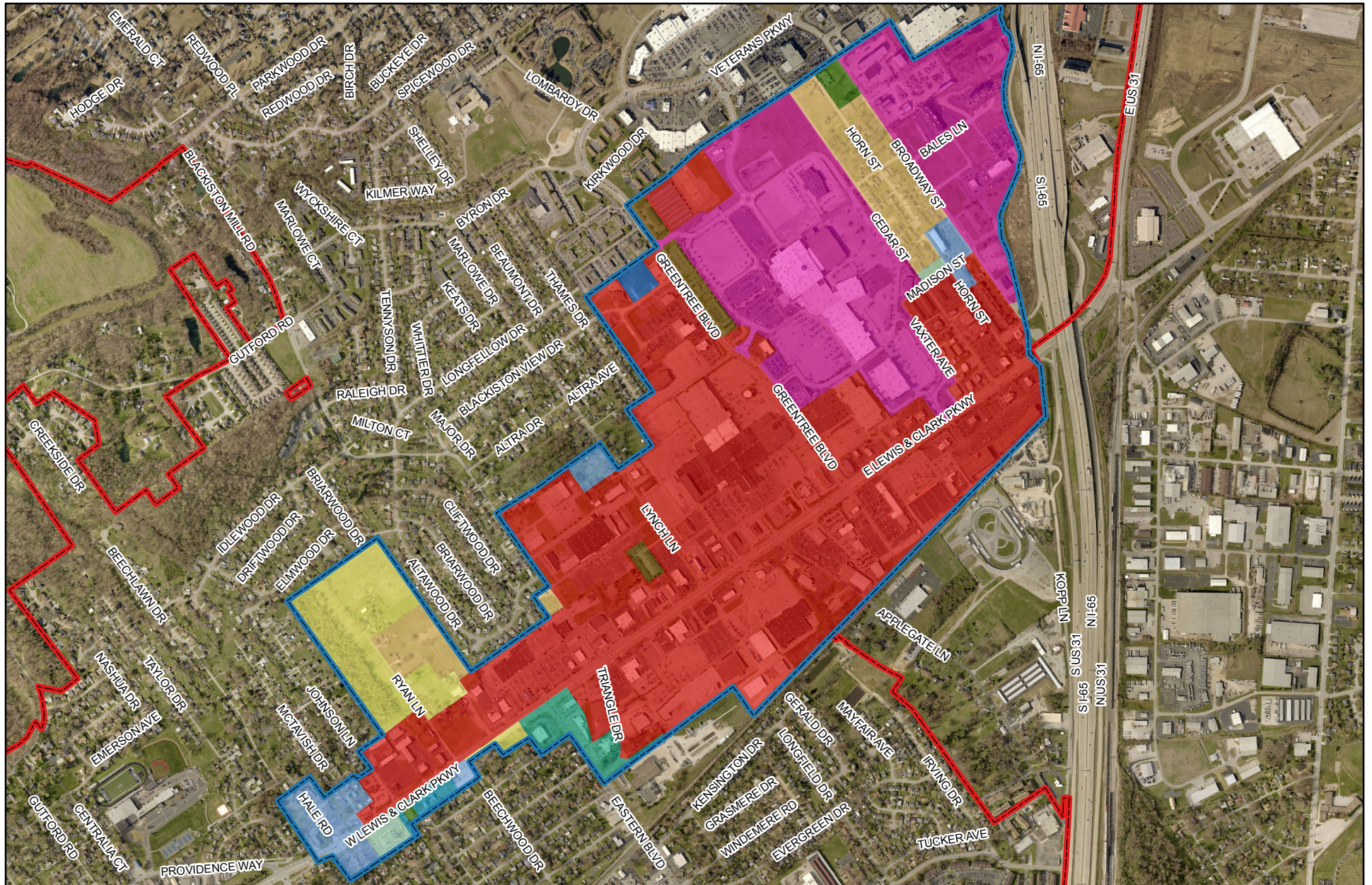


0 1,000 2,000 4,000 Feet

Town of Clarksville GIS  
February 2019



# Map 2 - Project Area Zoning



## Legend

- |   |   |  |   |   |  |
|---|---|--|---|---|--|
|  R-1 |  R-3 |  B-2  |  GO  |  PUD |  VPCZ |
|  R-2 |  B-1 |  EBCZ |  MED |  RPO |  |

