

MAY 5, 2023



REQUEST FOR PROPOSALS

HOUSING OPPORTUNITY PLANNING PROJECT

DEPARTMENT OF PLANNING AND COMMUNITY DEVELOPMENT

TOWN OF NEWMARKET

186 Main Street, Newmarket, New Hampshire 03857

Phone: 603.659.8501 Ext. 1315



TABLE OF CONTENTS

I.	PROJECT SUMMARY	2
II.	BACKGROUND.....	2
III.	PURPOSE AND PROJECT OBJECTIVES	2
IV.	PROJECT SCOPE	3
V.	PROJECT DELIVERABLES.....	5
VI.	PROJECT BUDGET	6
VII.	STAFF INVOLVEMENT.....	6
VIII.	PROPOSAL REQUIREMENTS	6
IX.	SIGNATURE & CERTIFICATION.....	7
X.	RIGHT TO REJECT PROPOSAL AND WAIVE INFORMALITIES	7
XI.	LIMITATIONS OF LIABILITY	7
XII.	PROPOSAL SUBMISSION.....	7
XIII.	PROPOSAL EVALUATION & SELECTION	7
	APPENDIX A.....	9
	APPENDIX B.....	10
	APPENDIX C.....	11



I. PROJECT SUMMARY

The Town of Newmarket is seeking an accomplished, professional planning firm or team of firms to complete the following tasks:

- Assist the Town in its effort to amend relevant sections of its zoning ordinance to integrate a form-based code for locations within the North Gateway geographic area in a manner that is accessible, highly graphical, and aligns with the Town's vision of extending and creating a prosperous mixed-use corridor together with regulatory changes to support appropriately scaled residential density within existing neighborhoods that emphasizes the creation of space for missing-middle housing opportunities.
- Organize and facilitate differently scaled public events to accurately capture community responses and feedback in order to build consensus on the proposed zoning amendments via the implementation of various public participation tools.

II. BACKGROUND

The Town of Newmarket, New Hampshire is soliciting proposals for professional services to assist the Newmarket Department of Planning and Community Development and Planning Board with the implementation of the InvestNH Housing Opportunity Planning (HOP) Grant Project which seeks to develop regulatory changes to its zoning ordinance in and around the designated North Gateway District (Appendix A). The project's intent is to assist the Town of Newmarket to achieve its economic development and housing goals by designing and codifying a form-based code via a robust and iterative community engagement process that will yield the regulatory framework to increase mixed-use and missing middle housing development opportunities.

The project's aim is to finalize the proposed regulatory changes and present them no later than July 2024. The planning process will incorporate significant public input and involvement, including innovative infographics and a broad range of tools designed to increase and facilitate public engagement. The consultant team should have demonstrated experience in municipal planning, regulatory development, expertise in the areas of public engagement, form-based code development and a creative and innovative professional approach to planning projects, as outlined in this Request for Proposals (RFP). The deadline for proposals is Monday, June 12, 2023 at 4:15 p.m. Finalists will be invited to review proposals at a virtual meeting with a selection committee.

III. PURPOSE AND PROJECT OBJECTIVES

Ignited by the redevelopment of its historic mill buildings in the early 2000s, the Town of Newmarket has since undergone a renaissance with the introduction of additional investments into the community by state, local and private entities, resulting in the town becoming a more attractive place to visit and reside, yet the element that has made Newmarket such a desirable community to be a part of has always been diversity of people. The town from its founding has been inhabited by a closely-knitted, diverse socio-economic population due to its proximity to industry and educational institutions, making Newmarket unique amongst its surrounding communities. Nevertheless, the town, like other communities within the New



Hampshire’s seacoast region, has been enduring the adverse effects of an imbalanced housing market whereby renters, homeowners, and market entrants are unable to obtain housing accommodations due to high asking prices and low inventory. These prolonged conditions are yielding an adverse impact on the community’s economic and social fabric with the displacement of current residents and the increasing financial barriers for prospective homeowners from making Newmarket their hometown.

Before this current initiative, beginning in 2019, the Town of Newmarket sought out to understand the existing impediments hindering both opportunities to improve economic development and increase the housing supply by focusing on three areas of town labeled as ‘gateways’. The analysis yielded recommendations for each gateway, tailored to the respective gateway’s characteristics. In the wake of publishing the study’s recommendations, the effects of the pandemic paused further regulatory advances recommended by the analysis. Meanwhile, the local housing market, induced by pandemic related variables, devolved into a more inequitable state, adversely impacting middle- and lower-income earners disproportionately. With the assistance from the InvestNH HOP grant, the Town saw an opportunity to further its goals by initially focusing on regulatory reform in and around the North Gateway with the intention of continuing such reforms within the remaining gateways and other regions of the municipality in the coming years.

Accordingly, this project’s goal is to increase the town’s available housing options and expand economic activity by implementing zoning reforms that are supported by, and add value to the community. Ultimately, these changes, if adopted, will be the foundational piece for increasing the town’s housing inventory by type and count while advancing and bolstering economic activity.

IV. PROJECT SCOPE

The project will result in a proposed form-based code that will amend certain sections of the zoning ordinance for properties identified in Appendix A. The code will include all the provisions and organizational content necessary to scale up the form-based code, with the intent to replace the current zoning ordinance with form-based code provisions town-wide over time where appropriate.

A. Initial Review and Analysis

The consultant will familiarize themselves with the identity and historic patterns of urbanism and architecture of the downtown urban core and the neighborhoods to be affected by the proposed zoning amendment. The product of this phase should include a diagrammatic study of existing buildings and street typologies.

B. Public Design and Community Engagement Processes

1. The Town of Newmarket will provide all necessary GIS base map information as needed by the consultant to be used during the preparation of the form-based code.
2. The consultant will organize and lead design workshops or full planning charrettes to engage the community, gather ideas and goals, and formulate implementation strategies for the geographies to be rezoned. The charrette format will take into consideration the findings of the initial site analysis, input from staff, and information



obtained at previous meetings (Gateway Analysis), workshops, and interviews. While the end result will be new land use regulations, the public process will include discussions of alternatives for street designs that create vibrant walkable neighborhood nodes, corridors, and residential districts. At the conclusion of the workshop(s), the consultant will present the work generated to-date. Plans, renderings and initial zoning ideas that reflect ideas articulated in the workshops will be publicly presented for further feedback from the community. The success of the adoption of the new zoning amendments will be founded upon the creation of a space where a diverse set of stakeholders are exchanging ideas and engaging in thoughtful discussion.

C. Drafting the Form-Based Code

1. **Parameters for the Form-Based Code:** The amendments proposed to the zoning ordinance will be designed to regulate the physical development and uses. The amendments will incorporate building form standards, use categories, street standards, descriptive and diagrammatic building and lot types and other elements needed to implement the principles of functional and vital urbanism. Sections of the document would typically include but are not limited to the following:
 - (a) Overview, including definitions, principles, intent and explanation of the regulations and processes in a clear user-friendly language.
 - (b) Simplified use categories that encourage the mixing of uses, housing types (mixed-used commercial and missing middle housing) and employment opportunities that create high-quality public spaces and live, work and play neighborhoods.
 - (c) Building standards governing basic building form, placement, and fundamental urban elements to ensure that all buildings complement neighboring structures and the street. These standards should be based upon building types appropriate for neighborhood vitality.
 - (d) Parking standards that reflect the changing nature of mobility which may include minimums, maximums, reduction incentives or neighborhood tailored provisions.
 - (e) Public space and street standards with defining design attributes and geometries that balance the needs of pedestrians, bicyclists, transit riders, and motorists while promoting a vital public realm. These standards should include design specifications for sidewalks, travel lane widths, parking, curb geometry, street trees, and lighting. For certain neighborhoods, architectural standards, exterior materials, landscape standards, parking location and parking management standards may be required.

D. Refining the Form-Based Code

1. **Presentation of First Draft:** The consultant will present the first draft of the form-based code zoning amendments for the purpose of gathering comments. Copies of the first draft will need to be in hardcopy and digital format and will be posted on the Town's website. A presentation shall be made to the Planning Board for comments and additional presentations may be made to a special audience of neighborhood residents or stakeholders.



2. **Presentation of Second Draft:** After making revisions in response to comments on the first draft, the consultant will present the second draft of the zoning amendments at a subsequent meeting convened by the Department of Planning and Community Development.
3. **Meetings with Stakeholders:** The consultant will attend and participate in additional meetings with key stakeholders to explain the details of the proposed zoning amendments and obtain further input and comments. These interviews will be conducted in individual and group format, which may be conducted in-person or online format.
4. **Final Formatting:** The Town hosts its zoning code and Planning Board regulations on Municode's website. It is necessary for the consultant to be familiar with the constraints of Municode to ensure the proposed amendments are compatible and user-friendly on the site.

E. Approval Process

1. **Public Hearing Presentations:** The consultant will make a formal presentation to the Planning Board and Town Council during their respective public hearings.
2. **Additional Revisions:** The consultant will be responsible for two additional rounds of revisions that may become necessary between public hearings. The Department of Planning and Community Development will be responsible for collecting comments, questions and suggestions for these refinements from various sources and consolidating them into a series of action items for revision or responses.

V. PROJECT DELIVERABLES

The consultant team will be responsible, unless otherwise stated herein, for providing all necessary materials including drafts of the proposed zoning amendments and other materials for review at both workshops and Planning Board and Town Council meetings. All materials should be provided to Planning Staff in electronic form at least two weeks prior to a scheduled meeting.

At the completion of the project the consultant shall provide the following:

- At least one reproducible hardcopy of the zoning amendments and one electronic copy in Adobe PDF, MS Word format including all narrative and graphics
- Any maps and supporting map data prepared by the consultant for the zoning amendments, provided in a format compatible with the latest version of ArcGIS; and
- Spreadsheets and charts in MS Excel format including supporting data for all tables and graphs used.

With the exception of ordinances, regulations, and rules proposed by the Town, any publications produced with funds from this award must display the following language: "This project ([is being] / [was]) supported, in whole or in part by, federal award number SLFRP045 awarded to the State of New Hampshire by the U.S. Department of the Treasury."

The consultant team shall acknowledge and agree that any and all reports, plans, drawings or other documents produced or generated in whole or in part under this agreement will not be the subject to copyright or other intellectual property right by the consultant or sub-consultant. All such documents will be in the public domain.



VI. PROJECT BUDGET

The Town of Newmarket has been awarded an Invest NH HOP Grant to fund the project and anticipates a project budget for consultant services not to exceed \$92,500.00.

VII. STAFF INVOLVEMENT

While the Department of Planning and Community Development plans to be closely involved with the development and preparations of the proposed zoning amendments, existing work commitments preclude staff from spending substantial time conducting research, writing documents, or scheduling and/or managing meetings. It is imperative that the consultant team be able to dedicate the resources necessary to conduct these tasks and to manage the project independently.

VIII. PROPOSAL REQUIREMENTS

Please submit seven (7) copies of the proposal and one (1) copy of the sealed bid price with your submission along with an electronic copy in Adobe PDF format. All proposal must include the following information.

1. **Letter of Transmittal**
2. **Project Team:** Provide an organizational profile of the project team, including the background and experience of all firms represented. Clearly identify the project manager and team members and staff who would be assigned to each section of the project. If different consultants are teaming together, please identify the lead consultant.
3. **Summary of Project Understanding and Approach:** Provide a statement summarizing the proposed technical and professional approach to the project and a detailed outline of the proposed services for executing the requirements of this RFP.
4. **Summary of Options for Public Outreach:** Provide a detailed description of how the proposal will address the need for innovative public outreach and engagement.
5. **Project Schedule:** Submit a schedule detailing how the project approach would be implemented including estimated dates for project milestones. The project must be completed by July 2024.
6. **Comparable Projects:** Submit summaries of at least three projects with a similar scope described in this RFP. The summaries should reflect a demonstrated record of completing projects on time, within budget, and to the satisfaction of the stakeholders involved. The summaries should include public engagement tools utilized; key recommendations generated; illustrations derived from the public engagement process; and photos of designed or built developments resulting from the form-based code. The contact information for the municipal contracts should be included and the Town reserves the right to contact any references provided or otherwise obtained.
7. **Cost Proposal and Budget:** Please submit a cost estimate and typical billing rates (in a separate sealed envelope).

If it becomes necessary to revise any part of the RFP, an addendum will be sent to all those who inquired about the original document.



IX. SIGNATURE & CERTIFICATION

The proposal shall be signed by an official authorized to bind the offer and shall contain a statement to the effect that the proposal is a firm offer for a ninety day period from opening. The proposal shall also provide the following information: name, title, address, and contact information for the individual(s) with authority to contractually bind the company and also who may be contacted during the period of proposal evaluation for the purpose of clarifying submitted information. The proposal must contain a completed certification statement as attached in Appendix B.

X. RIGHT TO REJECT PROPOSAL AND WAIVE INFORMALITIES

The Town reserves the right to reject any or all proposals, to waive any nonmaterial irregularities, informalities, or information in any RFP, and to accept or reject any item or combination of items. Consultant selection is subject to review and approval by the InvestNH HOP Grant steering committee qualification process and/or qualification on the eligible consultant listing (Appendix C).

XI. LIMITATIONS OF LIABILITY

The Town of Newmarket assumes no responsibility or liability for costs incurred by consultant teams in responding to this RFP or responding to any further requests for interviews, additional data or information, or clarification of any items included in the proposal.

XII. PROPOSAL SUBMISSION

In order to facilitate evaluation of the proposals, interested consultant teams are instructed to be concise and follow the outline above in responding. Proposals that do not follow the outline, or do not contain the required information, may be determined as incomplete and not considered.

The deadline for submission is Monday, June 12, 2023 at 4:15 p.m. Proposals received after the deadline will not be accepted. Please submit seven (7) copies of the proposal and one (1) copy of the sealed bid price with your submission proposal along with an electronic copy in Adobe PDF format. Proposals shall be submitted to:

Town of Newmarket

Attn: Bart McDonough, Director of Planning and Community Development

186 Main Street

Newmarket, NH 03857

XIII. PROPOSAL EVALUATION & SELECTION

Proposals will be reviewed utilizing a quality-based evaluation process and bids will not be opened until all of the proposals have been reviewed for their quality. The Department of Planning and Community Development, along with a selection committee will evaluate each proposal based on the documentation requested herein, utilizing criteria including, but not limited to the following:



- A. The proposal's responsiveness to the RFP, including the format of the proposal, capabilities, work program, professional and technical approaches, clarity, and proven ability to meet the project schedule and budget.
- B. Apparent specialized experience and technical competence of the firm(s) and its personnel in the required disciplines, including a thorough understanding of the federal, state, and local land use statutes that the Town operates under.
- C. The ability of the consultant team to address the project scope and core competencies outlined in this RFP.
- D. Innovation and creativity in the proposal's approach to the project.

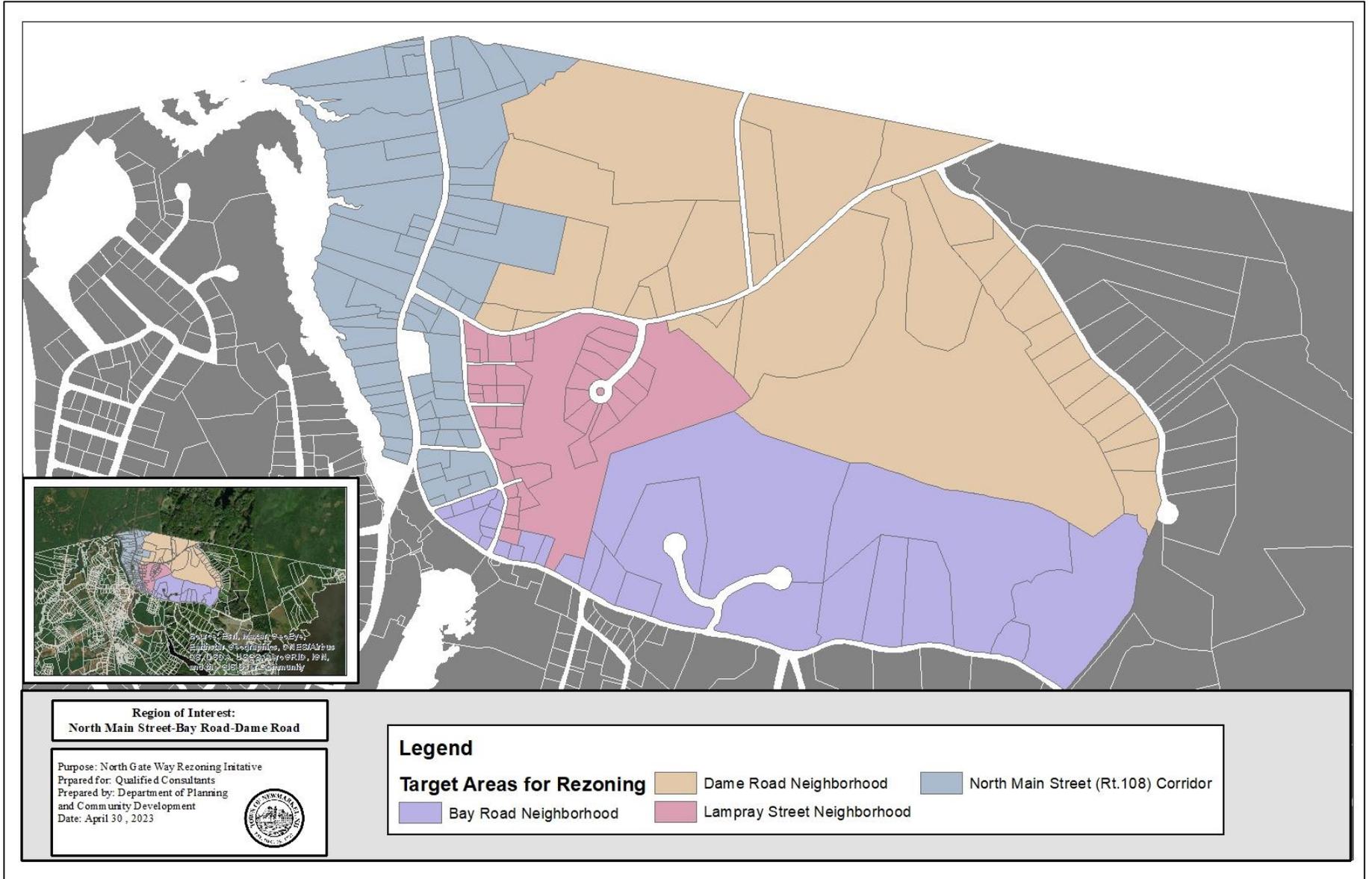
Once the highest quality proposals have been identified, Planning Staff will contact and schedule virtual interviews with the selected firms. It is anticipated that the chosen team will be determined by June 30, 2023.

Questions and inquiries relating to this request for proposals should be directed to:

Bart McDonough
Director of Planning and Community Development
bmcdonough@newmarketnh.gov
(603) 659.8501 Ext. 1315



APPENDIX A.





APPENDIX B.

CERTIFICATIONS

The undersigned certifies that the proposer has not given, offered or agreed to give any gift, contribution or offer of employment as an inducement for, or in connection with, the award of the contract for services;

The undersigned declares that no person in the employ of the Town is pecuniary interested in this proposal or in the contract for the work which is proposed to be done;

The undersigned certifies that no consultant to, or subcontractor for, the proposer has given, offered, or agreed to give any gift, contribution or offer of employment to the proposer, or any other person, corporation, or entity as an inducement for, or in connection with, the award to the consultant or subcontractor of a contract by the proposer; and

The undersigned certifies under penalties of perjury that this proposal has been made and submitted in good faith and without collusion or fraud with any other person. As used in this certification, the word "person" shall mean any natural person, business, partnership, corporation, union, committee, club, other organization, entity, or group of individuals.

SIGNATURE

Date: _____

Signature of Proposer: _____

(Owner/Proprietor/Authorized Representative)

Print Name: _____

Business Name: _____

Business Email: _____

Business Address: _____



APPENDIX C.

List of Qualified NH HOP Consultants

LIST OF QUALIFIED NH HOP CONSULTANTS** (as of 03.17.23)							Area of Interest			Added/ Updated	
Consultant	Primary Contact	Company Website	City/Town	State	Email	Phone Number	Phase 1: Needs Analysis and Planning	Phase 2: Regulatory Audits	Phase 3: Regulatory Development		
1	ADG	Stuart Arnett	www.adg.solutions	Concord	NH	info@amettdevelopmentgroup.com	(603) 219-0043	✓			08/26/22
2	Amarach Planning Services	David Boston	www.amarachps.com	Ocala	FL	dboston@amarachps.com	(313) 403-6024	✓			09/01/22
3	Barrett Planning Group	Alexis Lanzillotta	www.barrettplanningllc.com	Hingham	MA	alexis@barrettplanningllc.com	(781) 934-0073	✓	✓	✓	08/26/22
4	Brovitz Community Planning & Design	Ted Brovitz	Brovitz Facebook Page www.camoinassociates.com	Marshfield	MA	ted.brovitz@gmail.com	(508) 737-4402	✓	✓	✓	10/07/22
5	Camoin Associates	Dan Stevens	www.camoinassociates.com	Saratoga Springs	NY	dstevens@camoinassociates.com	(518) 899-2608	✓			08/26/22
6	Carol Ogilvie	Carol Ogilvie		Gilsum	NH	ogilvie.klein@gmail.com	(603) 831-1702	✓	✓	✓	02/06/23
7	Central NH Regional Planning Commission	Michael Tardiff	www.cnhrpc.org	Concord	NH	mtardiff@cnhrpc.org	(603) 226-6020	✓	✓	✓	08/26/22
8	EF Design & Planning	Elizabeth Durfee	www.efdesignplanning.com	Durham	NH	efd.planning@gmail.com	(603) 969-4594	✓	✓	✓	08/26/22
9	Fougere Planning & Development	Mark Fougere		Milford	NH	fougereplanning@comcast.net	(603) 315-1288	✓	✓	✓	08/26/22
10	Fougere Planning & Development and Keach-Nordstrom	Mark Fougere & Steve Keach	www.keachnordstrom.com	Milford	NH	fougereplanning@comcast.net	(603) 315-1288		✓	✓	08/26/22
11	Horsley Witten Group, Inc.	Nate Kelly	www.horsleywitten.com	Exeter	NH	nkelly@horsleywitten.com	(401) 272-1717	✓	✓	✓	03/17/23
12	Innes Associates Ltd.	Emily Keys Innes	innes-design.com	Byfield	MA	emily@innes-design.com	(781) 956-8556		✓	✓	09/07/22
13	Ivy Vann Town Planning and Urban Design	Ivy Vann	ivyvantownplanning.com	Peterborough	NH	ivy@vann.org	(603) 533-0357	✓	✓	✓	08/26/22
14	JVL Planning	Julie LaBranche		Exeter	NH	jvl.planning.consultant@gmail.com	(603) 770-4651	✓	✓	✓	08/26/22
15	Lakes Region Planning Commission	Jeff Hayes	www.lakesrpc.org	Meredith	NH	jhayes@lakesrpc.org	(603) 279-8171	✓	✓	✓	08/26/22
16	LDS Consulting Group	Lynne Sweet	www.ldsconsultinggroup.com	Wellesley	MA	ldsweet@ldsconsultinggroup.com	(781) 943-3963	✓			09/01/22
17	Levine Planning Strategies	Jeff Levine	www.levineplans.com	Portland	ME	jlevine@levineplans.com	(617) 817-0424	✓	✓	✓	08/26/22
18	Libra	Kim Salerno	www.libraplanners.com	Providence	RI	info@libraplanners.com	(401) 239-8785	✓	✓	✓	11/23/22
19	Nashua Regional Planning Commission	Jay Minkarah	www.nashuarpc.org	Nashua	NH	javm@nashuarpc.org	(603) 417-6570	✓	✓	✓	08/26/22
20	North Country Council	Michelle Moren-Grey	www.nccouncil.org	Littletton	NH	mmoren@nccouncil.org	(603) 444-6303	✓	✓	✓	08/26/22
21	Opticos	Jennifer Settle	www.opticosdesign.com	Berkeley	CA	info@opticosdesign.com	(510) 558-6957	✓	✓	✓	10/20/22
22	Pattern Zones, Co	Matthew Petty		Fayetteville	AZ	mpetty@patternzones.com	(479) 871-9212	✓	✓	✓	01/09/23
23	PlaceSense	Brandy Saxton	www.placesense.com	Windsor	VT	brandy@placesense.com	(802) 280-8360	✓	✓	✓	08/26/22
24	Resilience Planning & Design	Steve Whitman	www.resilienceplanning.net	Plymouth	NH	steve@resilienceplanning.net	(603) 381-1798	✓	✓	✓	08/26/22
25	Rick Taintor	Rick Taintor		Newburyport	MA	rtaintor@gmail.com	(978) 872-8230			✓	08/26/22



List of Qualified NH HOP Consultants

26	RKG Associates	Eric Halvorsen	www.rkgassociates.com	Boston	MA	ehalvorsen@rkgassociates.com	(617) 847-8912	✓				08/26/22
27	Rockingham Planning Commission	Tim Roache	www.therpc.org	Exeter	NH	troache@therpc.org	(603) 778-0885	✓	✓	✓		08/26/22
28	SE Group	Mark Kane	www.segroup.com	Burlington	VT	mkane@segroup.com	(802) 881-1989	✓	✓	✓		08/26/22
29	Southern NH Planning Commission	Sylvia von Aulock	www.snhpc.org	Manchester	NH	svonaulock@snhpc.org	(603) 669-4664	✓	✓	✓		08/26/22
30	Southwest Regional Planning Commission	Tim Murphy	www.swrpc.org	Keene	NH	tmurphy@swrpc.org	(603) 357-0557	✓	✓	✓		08/26/22
31	Strafford Regional Planning Commission	Jen Czysz	www.strafford.org	Rochester East	NH	jczysz@strafford.org	(603) 994-3500	✓	✓	✓		08/26/22
32	Tara Bamford	Tara Bamford		Thetford	VT	tebamford@gmail.com	(802) 295-1862	✓	✓	✓		08/26/22
33	TZM Planning	Tom Morgan		Portsmouth	NH	tzm7@mac.com	(603) 205-2329	✓	✓	✓		08/26/22
34	Upper Valley Regional Planning Commission	Meghan Butts	www.uvlsrc.org	Lebanon	NH	mbutts@uvlsrc.org	(603) 448-1680	✓	✓	✓		08/26/22

*Needs Analysis Only

**The Steering Committee of the InvestNH Municipal Planning & Zoning Grant Program maintains this list of consultants for the recipients of the Housing Opportunity Planning (HOP) Grants. This list includes all of New Hampshire's Regional Planning Commissions as well as those consultants who responded to, and meet the requirements of, the Request for Qualifications. Consultants who are not already on this list can continue to respond to the Request for Qualifications. Submissions will be reviewed on a rolling basis.