

Request for Qualifications (RFQ)
for
Historic Design Guidelines Review/Revisions



City of Zanesville, Ohio
Department of Community Development
Issued: November 20, 2018

I. **General Information**

A. **Project Overview**

Request for Qualifications (RFQ) Release Date: November 20, 2018

Statements of Qualifications (SOQ) Due Date: December 18, 2018

The City of Zanesville’s Community Development Department (the “City”) is issuing a Request for Qualifications for recommended changes to the City’s existing Historic District Design Guidelines (Residential-style) for our three designated Historic Districts through the development of customized architectural design guidelines that also address commercial-style resources. The final product will be an architectural design guidelines manual that draws upon the City’s community-wide historic resources structural survey, and which will be used by the City’s Historic Preservation Board and Community Development Department in review of applications for Certificates of Appropriateness.

As such, the City is seeking selection of an individual, a firm or a team, that yields a Scope of Service with cost proposal for historic preservation planning services for the review and recommendation as an update to its design guidelines for the three residential-style historic districts and the Zanesville Downtown.

The City is home to three Historic Overlay Districts which have been placed on the National Register of Historic Places: Putnam, McIntire Terrace, and Brighton/Dryden Historic Districts. The designated Putnam and Brighton Historic Districts are located south of Downtown, while the McIntire District is to the north. All three Districts have residential-style structures; however, the Putnam and McIntire Districts function differently having a business corridor, while Brighton is a mainly a residential area. The City has invested in preserving the architecture and character of its historic neighborhoods by establishing a Historic Preservation Board (HPB), which reviews proposed improvements and developments within the historic districts to maintain the area’s historical integrity and character.

While not designated as a Historic District, the Zanesville Downtown is home to 24 properties that are listed on the National Registry of Historic Places. Downtown Zanesville is home to numerous government, institutional, industrial, commercial and residential properties. Construction and renovation and demolition of properties in the Downtown are considered formally by the City’s Downtown Design Review Board and are regulated by City Code Title Seven – Downtown Design and Exterior Maintenance Code.

The design guidelines will serve as the primary resource for property owners conducting any reconstruction, rehabilitation, or restoration in the historic districts. In addition, they will provide a guide for the Historic Preservation Board (HPB) and the Downtown Design Review Board (DDRB) to use in decision making and for the staff of the Community Development Department to use when reviewing alterations to any historic structures or properties.

B. General Community

The City of Zanesville is the county seat of Muskingum County, and is located in the rolling hills of the Appalachian region of Southeastern Ohio at the confluence of the Muskingum and Licking Rivers. With a population of roughly 25,400 residents, Zanesville is the 59th largest city in Ohio, and is home to numerous historic neighborhoods, nationally known engineering feats such as the Y-Bridge, an active arts community, and two universities. Zanesville is conveniently located between Columbus, Ohio and Pittsburgh, Pennsylvania, and therefore serves as a gateway for major east and west travel. Additionally, Zanesville is adjacent to major broadband fiber routes connecting research universities of the region.

The City of Zanesville is steeped in history, previously serving as the Ohio state capital and as an important stop on the Underground Railroad. Zanesville's population quickly grew from only 1,154 residents in 1810 to over 23,500 in 1900 due to the industrial revolution. Throughout the early part of the 20th century, downtown Zanesville was a thriving economic center due to its strategic location along the national highway, with access to rail and major waterways, abundant natural resources that promoted industries such as pottery, coal, and logistics. The City's population peaked in 1950 with over 40,500 residents. Soon after, the City began to experience population decline with the twin threats of suburbanization and deindustrialization. Disinvestment in the downtown was spurred on by the addition of Colony Square Mall in the early 1980's.

Today, Zanesville's median income is \$26,039, well below the national average of \$55,322. Nearly 31 percent of its citizens live below the poverty line. The area's industrial composition has changed significantly in recent years, with two-thirds of manufacturing jobs disappearing within Muskingum County between 2005 and 2015. Disinvestment in many of Zanesville's industrial sites has led to the spread of brownfields across the City, with some brownfield sites being located in and immediately adjacent to historic neighborhoods.

II. Scope of Work

A. Public Engagement

1. The selected Consultant (“consultant”) will be expected to meet with representatives from the three Historic Districts and downtown, combined with members of the Historic Preservation Board (HPB) and the Downtown Design Review Board (DDR) which shall be formed into one “Committee”. This group, consisting of owners and stakeholders within each of the three districts, will be loosely formed to provide information and broad review over an organized, comprehensive evaluation of existing design standards and to review and recommend changes to the same.
2. The consultant, with assistance from the Community Development Department staff, will facilitate, at minimum, three (3) public meetings during the project: one (1) meeting to be held in the City at the start of the project (with Committee); one (1) meeting to be held as a progress/Q&A session (can be electronically), and one (1) meeting to be held upon project completion to make a formal presentation of the final Guidelines manual to the Zanesville City Council, HPC Board, Downtown Design Review Board and the public.

B. Revise the City of Zanesville’s Historic Design Guidelines

The selected consultant shall draft revise the City of Zanesville’s Design Guidelines for Residential-Style Local Historic Districts to include customized architectural design guidelines for the City’s three neighborhood residential districts and its Downtown Commercial (residential) Local District. Updated design guidelines manual shall include the following:

1. Introductory information including: table of contents, district identification information (including district location, district boundaries, listing on historic registries), an executive summary (including acknowledgements, explanation of the importance of protecting the historic district, why the guidelines manual was developed, and how to use the manual).
2. Explanation and text of the historic preservation ordinance.
3. Explanation of the historic preservation commission and the review process, including Certificate of Appropriateness application and review process, application forms, appeals process, and other related regulations, as applicable.
4. Brief history of the historic district, including its historical development, significant properties, and designated period of significance.
5. Identification of district historic character-defining features, including but not limited to: road patterns, lot configurations, building-to-building/building-to-site relationships, building types and styles, building materials, features and details, building uses, landscape features, and streetscape features. Identification should include photographs of representative examples taken from the district.

6. Guidelines for treatment of historic properties including but not limited to: maintenance, alterations, additions, and appropriate treatment of historic features. Recommendations should follow the Secretary of the Interior's Standards for the Treatment of Historic Properties and should be based on the identified historic, character-defining features of the district. (General recommendations that have no application to the historic district should not be included; unique features and situations in the district should be addressed with customized recommendations.)
7. Guidelines for new construction including but not limited to: acceptable locations, site setting and orientation, setbacks, size, height, styles, materials and design of various features such as windows, doors, roofs, etc.; guidelines for new construction should be compatible with and complement existing historic properties, it does not need, nor should it, replicate existing character-defining features.
8. Photos from the historic districts shall be used throughout the Manual to illustrate building types and styles, character-defining features, landscape features, appropriate new construction, and other guidelines subjects.
9. The design guidelines shall include specifications for gateway, directional, and interpretive signage for structures and sites deemed to be particularly important or strategically located. The consultant will also be asked to recommend specific structures and sites worthy of interpretation.
10. The project shall be conducted according to the Secretary of the Interior's Standards and Guidelines for Identification, Evaluation, Historical Documentation, Architectural and Engineering Documentation and such others as applicable.

III. Responsibilities of the City

The City of Zanesville will provide the following services as part of the total project:

1. The City of Zanesville will provide access to present and historic district records (i.e. Board decisions, historic data sheets, building files and assessor records) and maps.
2. Existing City plans and research will be made available upon request:
 - i. City of Zanesville's Codified Ordinances
 - ii. City of Zanesville's Comprehensive Plan
 - iii. Downtown Master Plans
3. Staff will assist in project management and administration. Staff will attend all meetings with the Consultant and assist the Consultant as a liaison between the Public and the consultant, upon consultant's request.

IV. Submission of Qualifications

A. Qualifications Content

The City of Zanesville requests a Statement of Qualifications which lays out a plan for the provision of the services identified above. The brief Qualifications shall include the following elements:

1. A Cover Letter with the following information:
Brief examples of prior experience in Historic Design Standards for municipalities and the results of recommendations made. Names and telephone numbers of at least three (3) client references to whom the applicant has provided services like the project described in this RFQ. Please include any other projects with which the team is current engaged. (no more than 2 pages)
2. A clear description of how your firm would complete this project, including scope and methodology. (no more than 3 pages)
3. Specify a Work Plan (with staff hours) required to complete the Guidelines manual, including a total timeline for the entire project with each task clearly identified in the timeline. The work plan schedule should include completion times for each step and an overall timeframe for completion of project. (no more than 2 pages)
4. A brief summary, with resumes attached, of key staff on the project team who will be directly involved in the project, including designation of a single point of contact for coordination of the project. Staff resumes should focus on individuals who will have primary responsibility for performance of the work. (no more than 2 pages)
5. Proposed services to be sub-contracted if any, anticipated subcontractors, and anticipated costs for these services. Any additional terms or conditions, which are deemed necessary for entering into a contract with the City, should be attached or incorporated as part of the Qualifications. (no more than 1 page)

All Qualifications become the property of the City of Zanesville's and will not be returned. The City reserves the right to reject any or all Qualifications, to waive technicalities, or to negotiate further with a responder who appears to most nearly meet the City's desires.

B. Evaluation

Selection will be based upon the Qualifications submitted and will be ranked primarily based upon the following criteria:

1. Consultant's understanding and technical approach to the project.
2. Pertinent experience and qualifications of the project team.
3. Reference Reviews.

C. Final Work Product

The final report should be presented to City Council at a regularly scheduled meeting, and also delivered to the City of Zanesville’s Department of Community Development both as a PDF file and in hard copy consisting of three (3) bound copies. An electronic copy of the final report presentation materials should be provided as well.

D. Qualifications Format & Time Schedule

The timeline for completion of this Request for Qualifications is outlined below.

RFQ Issued	November 20, 2018
SOQ Due Date	4:00 PM December 18, 2018
Contract Inception Date (Anticipated)	Late January 2019
Draft Guidelines	June 2019
Final Report to City Council	July 2019

Each respondent shall submit one (1) original, and one (1) electronic copy (USB) of their proposal, in a clear, concise format, on 8 1/2" x 11" paper, in English. Each tabbed set shall contain all the information required herein to be considered for award. Omission of required data may be cause for disqualification. Any other information thought to be relevant, but not applicable to the enumerated sections, should be provided as an appendix to the proposal. If publications are supplied by a Proposer to respond to a requirement, the response should include reference to the document number and page number. Proposals not providing this reference will be considered to have no reference materials included in the additional documents.

Qualifications shall be submitted in writing or via email to the below contact person, clarification will be provided within 3 business days, phone calls or in person visits will not be accepted.

Mr. Bill Arnett, Planning/Zoning Administrator
City of Zanesville
401 Market Street
Zanesville, Ohio 43701
(740) 617-4879
william.arnett@coz.org

Submissions must be properly signed in ink by the owner/principal having the authority to bind the firm to this agreement. Signatures are required where indicated; failure to do so shall be cause for rejection of proposal.

Statements of Qualifications which do not contain or address key points or sufficiently document the requested information may be deemed non-responsive.

V. RFQ Terms and Additional Information

A. Terms and Conditions

The process of selecting organizations to provide consultation services for the City's benefit.

Qualifications received after the deadline will not be considered. The City reserves the right to accept or reject any and all statements, or portions thereof, without stated cause. The City reserves the right to re-issue any RFQ or cancel the RFQ if none of the statements are deemed satisfactory to the City.

Upon selection of a finalist, the City by its proper officials shall attempt to negotiate and reach a final agreement with the finalist. If the City, for any reason, is unable to reach a final agreement with this finalist; the City then reserves the right to reject such finalist and negotiate a final agreement with another finalist who has the next most viable statement. The City may also elect to reject all statements and re-issue a new RFQ.

Clarification of Statement of Qualification: The City reserves the right to obtain clarification of any point in a submitter's SOQ or obtain additional information. Any request for clarification or other correspondence related to the RFQ shall be in writing or email, and a response shall be provided within 2 business days.

The City reserves the right to waive any formalities, defects, or irregularities, in any Qualifications, response, and/or submittal where the acceptance, rejection, or waiving of such is in the best interests of the City. The City reserves the right to disqualify any statement, before or after opening, upon evidence of collusion, intent to defraud, or any other illegal practice on the part of the firm.

B. Public Information

Information supplied by the firm to the City of Zanesville in subject to the Ohio Public Records Law. Such information shall become public unless it falls within one of the exceptions in the statute, such as security information, trade secret information, or labor relations information. If the submitter believes any information which is not public will be supplied in response to this RFQ, the vendor shall take reasonable steps to identify for the City what data, if any, it believes falls within the exceptions. If the submitted data is not marked in such a way as to identify non-public data, the City will treat the information as public and release it upon

request. In addition, the City reserves the right to make the final determination of whether data identified by the submitter as not public falls within the exceptions within the statute.

C. Notification of Award

The City of Zanesville plans to select a consultant by approximately May 25, 2018. Should either party fail to execute a contract within 30 days of notification of award, the City reserves the right to rescind the award and select services from another interested firm.

D. Contracting With Disadvantaged Business Enterprises

It is Federal policy to award a fair share of contracts to disadvantaged business firms. Accordingly, affirmative steps must be taken to ensure that disadvantaged businesses are utilized when possible as sources of supplies, equipment, and services. The City will ensure, to the fullest extent possible, that at least the federal objectives for prime contracts and subcontracts are made available to organizations owned or controlled by socially and economically disadvantaged individuals, women, and historically black colleges and universities. The Consultant shall agree to support the Federal disadvantaged business enterprise contract procurement program ensuring those businesses' participation in subcontracts. Affirmative steps include the following as a minimum:

- a) Including qualified disadvantaged businesses on solicitation lists;
- b) Ensuring that disadvantaged businesses are solicited whenever they are potential sources;
- c) When economically feasible, dividing total requirements into smaller tasks or quantities so as to permit disadvantaged business participation;
- d) Where the requirement permits, establishing delivery schedules which will encourage participation by disadvantaged businesses;
- e) Using the services and assistance of the Small Business Administration, the Office of Minority Business Enterprise of the Department of Commerce, and the Community Services Administration as required; and
- f) Consultants are encouraged to procure goods and services from disadvantaged businesses.

Equal Employment Opportunity

The Proposer agrees to comply with all federal, state, and local laws, resolutions, ordinances, rules, regulations, and executive orders pertaining to unlawful discrimination on account of race, color, creed, religion, national origin, sex, marital status, status with regard to public assistance, sexual preference, disability, or age. When required by law or requested by the City, the Proposer shall furnish a written affirmative action plan.