

**TOWN OF HADDAM  
REQUEST FOR QUALIFICATIONS**

**Market Study of Tylerville (in Haddam, CT) and Recommendations for  
Tylerville Business District Zoning Regulations**

**1. PURPOSE**

The Town of Haddam, CT is accepting statements of qualifications and generalized scope of services from qualified professional planning and economic development consultants/firms for the preparation of an economic study for the Tylerville Area of Haddam CT. This report will assess traffic counts, business climate and economic viability of the area and will make recommendations for a new zoning district that will encourage business growth and development. The economic study will be a guiding document to assist the Town in recruiting potential businesses.

**2. OVERVIEW**

The Town of Haddam seeks a market study, economic analysis and recommendations for a Zoning Regulation amendment for a portion of Town known as Tylerville. The goal of this project is to identify the types of uses that can succeed in this area and recommend zoning regulations to allow such uses. The Town will also use this information to create public outreach and economic development strategies.

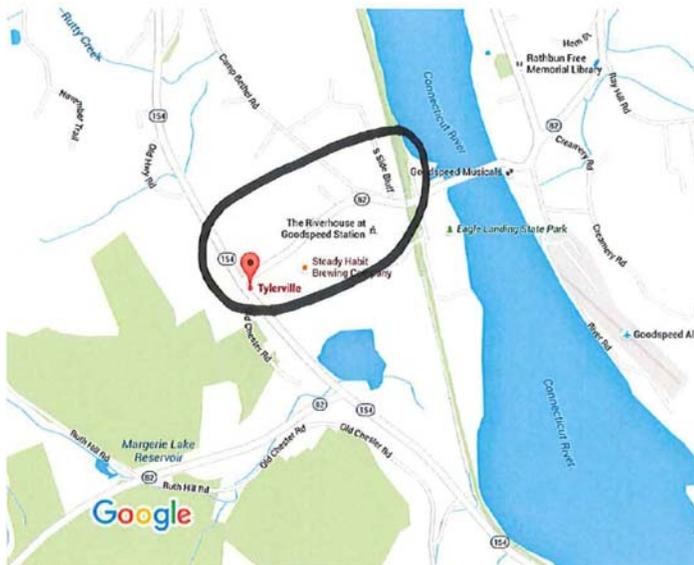
Most of Tylerville is plagued by ground water contamination which has impacted the success and types of development that were suitable for the area. A major infrastructure project will bring public water to this area by 2020.

The 2007 Plan of Conservation and Development identified the need for a Village District or Commercial Node in this area. Recent efforts to partner with the Town of East Haddam on a joint tourism venture has also confirmed the need for a special zoning district.

This project is partially funded by a grant from CT Main Street Center and the Preservation of Place program in cooperation with the State Historic Preservation Office and the Department of Economic and Community Development with funds from the Community Investment Act of the State of Connecticut.

### 3. AREA

The historic area of Tyerville lies on the western bank of the CT River. It is an area of about one square mile that extends from the historic East Haddam Swing Bridge to Saybrook Road (CT Route 154). It also includes the one mile stretch that runs from the Route 82 connector to Route 9 northwards up 154 to the Assisted Living facility known as the Saybrook at Haddam. It is less than 5 miles from the Goodspeed Opera House, Gillette's Castle and numerous historic structures in the CT River Area. The natural areas around the river have created numerous communities of summer cottages as well as a lively eco-tourism industry. A key opportunity in Tyerville is the close proximity of the Essex Steam Train, the Historic Swing Bridge, several cruise lines and small airport in East Haddam.



### 4. SCOPE OF SERVICES

The work program and final scope of the project, including deliverables, is anticipated to be clarified once a consultant/firm is selected, however, the project will include at least the following components and all other tasks necessary to meet the statutory requirements:

- a) Market Study for Tyerville.
- b) Identification of key uses and opportunities for economic growth

- c) Identification of economic growth challenges
- d) Recommendations for Zoning Regulations for Village District, Business District or Form Based Code for this area.
- e) Implementation Plan
- f) Project Schedule and Management: It is anticipated that the project will commence immediately after consultant/firm selection and contract execution. The budget for the project will likely span two fiscal budget years (2015-16 and 2016-17). It is expected that a final market study will be completed by September 2016.

**4. BUDGET**

The budget for this project is \$12,000. The proposal and scope of work shall reflect a public presentation and a list of all deliverables. The applicant must contract with the Town and commence this project prior to June 30, 2016. The final deliverable is due by September 2016.

**5. GENERAL**

The selected consultant/firm must meet all State and Federal affirmative action and equal employment opportunity practices.

The consultant/firm shall obtain and maintain, at its expense, Professional Liability Insurance in a minimum amount of \$1,000,000. The consultant/firm shall obtain and maintain, at the consultant's/firm's expense, such insurance as will protect the consultant/firm from claims under Workers' Compensation and Comprehensive General Liability Insurance that will protect the Town of Haddam from all claims of bodily injury, death or property damage which may arise from the performance by the consultant/firm or the consultant's/firm's employees in their functions and services to the Town of Haddam. Limits of insurance shall be \$1,000,000 per occurrence, \$2,000,000 aggregate. Workers' Compensation shall be in accordance with Connecticut Statutes. The selected consultant/firm shall, within five (5) days of award, provide proof of this insurance. The Town of Haddam shall be listed as an additional insured.

After review of the proposals, the Town will conduct interviews of the consultants/firms it judges to be the most qualified to perform the required services based upon the criteria in this RFP. The following factors will be evaluated and weighted appropriately in the selection process:

- The qualifications of at least one person on the consultant team with expertise in planning and zoning, and market analysis who will provide specific recommendations for a zoning regulation revision.
- The consultant's/firm's experience on similar projects
- The consultant's/firm's qualifications and experience of key personnel
- The expected quality and description of the deliverables the consultant can provide for the established budget.

The Town of Haddam reserves the right to reject any and all proposals and to waive any informality in the process. It shall be understood that the award made by the Town of Haddam shall be final and conclusive and without recourse or appeal by the remaining consultants/firms.

The successful consultant/firm will be expected to execute a standard contract for professional services as approved by the Town of Haddam.

## 6. SUBMITTAL DOCUMENTATION

### **Submittal Letter**

Interested consultants/firms shall submit a cover letter addressed to Liz Glidden, Town Planner, signed by an authorized principal or agent of the firm. The letter shall provide an overview of the proposal, as well as the name, title, phone and fax numbers, and email address of the person to whom questions concerning the request for proposals may be directed.

### **History and Resumes**

The consultant/firm must include a brief history of the company including:

- Consultant/firm size and organization
- Length of time the consultant/firm has been in business
- Products and services offered
- Method and process of conducting a market analysis
- Resumes of key individuals that will be assigned to this project.

### **Scope of Services**

The consultant/firm shall provide a detailed Scope of Work which outlines various services it will provide for the project. All services not specifically mentioned in the RFQ, which are necessary to ensure that the intent and scope of services are met, shall be included in the proposal.

### **Key Issues, Experience, and Ability to Perform**

Provide examples of previous work on similar projects to demonstrate the consultant's/firm's understanding and familiarity with projects of this type, including a list of market studies and or zoning regulation amendments for Connecticut communities which have been completed in the last five years. Resume's for all professionals to be assigned to this project including information regarding the qualifications of any proposed subcontractors. The lead project manager must be identified. It is expected that the person who will make the public presentation will also participate in the interview process.

### **Project Approach**

Outline the approach to the project, including information on data gathering techniques as it relates to the market analysis.

### **References**

At minimum, a list of at least 3 previous and/or current contracts which are similar to the Town's scope of services, including:

- a) Dates of contract duration
- b) Services performed and fees for services
- c) Name, address, telephone numbers of clients which may be contacted for verification of information submitted

## **7. SUBMISSION**

The information required for this Request for Qualifications must be identified as "RFQ for Marketing Analysis of Tylerville" and must be submitted with two (2) copies and one (1) electronic copy, to Liz Glidden, Town Planner, Town of Haddam, 30 Field Park Drive, Haddam, CT 06438, no later than **May 31, 2016 at noon**. Digital copies can be emailed using the Town Planners email [townplanner@haddam.org](mailto:townplanner@haddam.org), or may be provided on a cd or thumb drive. Late proposals will not be considered. All costs incurred in the preparation and presentation of the RFP shall be wholly absorbed by the respondent. Any material submitted shall become the property of the Town of Haddam and is available for review under the Freedom of Information Act.

## **8. POINT OF CONTACT**

Questions may be directed to Liz Glidden, Town Planner at 860-345-8531 x 219. Electronic submittals shall be sent to the Town Planner at [townplanner@haddam.org](mailto:townplanner@haddam.org).