

January 23, 2013



MANSFIELD DOWNTOWN PARTNERSHIP, INC.

REQUEST FOR QUALIFICATIONS (RFQ)

Design Consultant Services for Mansfield Town Square

SUBMISSION DEADLINE: Tuesday, February 19, 2013 at 5 pm

SUBMISSION CONTACT AND ADDRESS:

Ms. Cynthia van Zelm
Executive Director
Mansfield Downtown Partnership, Inc.
4 South Eagleville Road
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Mansfield, Connecticut 06268
860.429.2740
vanzelmca@mansfieldct.org
www.mansfieldct.org/mdp

Proposals will be accepted in electronic or print form.

Purpose

The Mansfield Downtown Partnership, Inc. ("Partnership"), in coordination with the Town of Mansfield and Storrs Center master developer LeylandAlliance, is seeking to obtain the services of a qualified Consultant who will design the Mansfield Town Square as part of the new Storrs Center downtown.

Background

The Mansfield Downtown Partnership, Inc., (a 501 (c) (3) organization) consists of representatives from the Town of Mansfield government, the University of Connecticut, the Mansfield business community, and local residents and was formed in 2001 to promote economic development in three areas of Mansfield, CT (Storrs Center, Four Corners, and King Hill Road). The main focus for the last eleven years has been the

development of a downtown – Storrs Center – in the heart of Mansfield. The Partnership's vision for Storrs Center is to create a vibrant, economically viable downtown with retail, restaurant, office, residential, and public space. The goal is for the downtown to attract residents, visitors, and University of Connecticut faculty, staff, and students.

Storrs Center is a mixed-use town center and main street corridor at the crossroads of the Town of Mansfield, Connecticut and the University of Connecticut. Located along Route 195/Storrs Road adjacent to the University, the Town Hall, the regional high school, and the community center, Storrs Center will include a new town square across from the University's fine arts center and will combine retail, restaurant, and office uses with a variety of residence types. Storrs Center also includes several public infrastructure elements including a parking garage, intermodal transportation center, and local and state road construction and renovation.

Storrs Center broke ground in May 2011, and the first phase opened in August 2012 with 127 fully leased market rate apartments and 27,000 square feet of commercial space. The second phase will open in August 2013 with 195 apartments and 42,000 square feet of commercial development including a second location of the UConn bookstore and UConn medical offices. A Price Chopper grocery store is planned in the market area and a hotel and additional businesses and apartments are planned for the Phase 1C area (TS-3 and VS-2). Both are tentatively scheduled to open in 2014. *A list of the businesses that have opened and are planned to open within the next year is attached. A concept plan of the entire project is also attached with the town square area included.*

Situation Analysis

The town square has always been seen as a main focal point for the downtown. It will be a place of community gatherings, as well as a place of respite. Small concerts, festivals, art shows, and the farmers market are possible programs for the town square. The town square should, however, be flexible enough to allow for someone to sit, read, eat lunch, when events are not underway.

As noted in the Storrs Center Special Design District Design Guidelines (2007), the Town Square Area is envisioned as the following:

“Modeled after such prominent public spaces as Princeton's Palmer Square and Philadelphia's Rittenhouse Square, the Town Square Area will include a public square at the north end of Storrs Center that will serve as an active center of civic and retail activity. Distinguished by its scale, functions, and architectural character, the town square will open onto Storrs Road to create a visual dialogue with the University. Shops and restaurants will line the ground floor of the surrounding buildings and enliven the open space. The square will be framed by buildings ranging from three to five and one half stories. Ground floors will be dedicated primarily to retail and restaurant spaces that occasionally occupy second level or mezzanine spaces. Upper floors will be dedicated primarily to residential spaces.

An important role of the Town Square Area will be to help reactivate Storrs Road as the main street for Mansfield and the University of Connecticut. The plan calls for new buildings to front a broad sidewalk and terrace area along the main street frontage across from the campus. The main street vision, at the crossroads of town and university life, draws inspiration from such traditional college towns as Cambridge, Massachusetts, New Haven, Connecticut, Princeton, New Jersey, Northampton, Massachusetts, Hanover, New Hampshire, State College, Pennsylvania, Charlottesville, Virginia, and Chapel Hill, North Carolina, amongst others. Sidewalks and outdoor terraces along the main street will typically be 18 to 24 feet wide in front of the buildings around the square and will create a pedestrian oriented environment characterized by landscaping, outdoor seating, and outdoor displays. While providing a wonderful place to play, sit, convene, and meet neighbors, the Town Square will also provide an important venue for civic activities ranging from festivals and markets to performances and exhibitions. Kiosks and small pavilions can accommodate special uses, open air services and activities and performances in conjunction with the changing seasons. Special celebrations and events will enliven the street front experience of the entire neighborhood and contribute positively to the creation of a vital and sustainable commercial environment.”

In June 2012, the *Downtown District Public Spaces and Green Infrastructure Master Plan* was completed by the University of Connecticut Program of Landscape Architecture for the Partnership. Meetings were held with various stakeholders to discuss a downtown public spaces plan and one of the foci was the programming of the town square. Suggestions included the following:

- Broad sidewalks on all sides of the square, with one dominant ‘plaza’ edge
- Planning and accommodation for how the Storrs Farmers Market could be conducted in the street/square
- Ample open/flex space for use by festivals and gatherings – may be lawn or paving
- Elevated area or pavilion for use by performers and speakers
- Variety of seating options
- Elements that convey a sense of the unique character and identity of Mansfield
- Element (s) that can be sensitively integrated with a community sponsorship and commemoration program
- Element (s) that provide opportunity for interaction or play
- Vegetation that provides filtered shade in desired locations and color/texture/seasonal interest
- Downtown/Urban Trail map or information kiosk

The perimeter roadways and sidewalks that surround the town square (Dog Lane, Storrs Road, Royce Circle and the Bolton Road Extension) have or will be developed prior to the town square being constructed. A mature 80 foot white oak tree has been preserved to be part of the northwestern corner of the site.

As an interim step, the town square area (the town “triangle”) has been graded into an open area with a berm and with twelve trees along its southeastern edge until the town square can be constructed in late summer/fall 2013. The trees could be used in the final

town square if complimentary to the final design. Mulch and stone have been added to the triangle to allow it to be used for small events until the fall of 2013. Work cannot begin on the square until the Bolton Road Extension has been built, effectively creating the square shape.

Project Description

The Consultant will design the town square as part of the Storrs Center downtown. The construction of the town square will be completed in phases to allow for maximum flexibility as the project evolves and additional potential funding sources become available. The Consultant will engage a small group of stakeholders to assist with design and programming ideas. While meetings have been held about the public spaces in the downtown, a town square specific meeting is timely and important as the surrounding area has now been built.

Design should include an evaluation of hardscape areas; trees and green areas; grading; points of access; circulation; lighting; outdoor seating; trash/recycling receptacles; benches; recognition of contributors; power and water sources for special outdoor events, etc.

Programming should include an evaluation of the use of the town square for concerts, festivals, art shows, farmers market, vendor kiosks, in-season skating rink, etc. This evaluation should also include a review of possible portable staging.

Design of the town square should be completed in spring 2013.

The town square will be .53 acres. *A map of the dimensions of the town square is attached.*

Products and services will include:

- ✓ Development of a planning process to engage stakeholders including the Partnership, the Town of Mansfield, the University of Connecticut, master developer LeylandAlliance, others
- ✓ Review of the project budget with the Town and the Partnership
- ✓ Coordination and facilitation of one stakeholder meeting
- ✓ Development of schematic design of the town square
- ✓ Development of suggested programming of the town square
- ✓ Development of Town Square Plan in both hard and digital copy

Consultants are encouraged to visit the site and review the design guidelines in the Storrs Center Special Design District regulations (Town Square Area sections) and the *Downtown District Public Spaces and Green Infrastructure Master Plan*. Both are available on the Partnership's website at <http://www.mansfieldct.gov/content/1914/6514/6528/6570/default.aspx>

Summary

The Consultant should submit by e-mail or hard copy a letter of interest containing general information on the firm, the firm's brochure, résumés for key personnel, and the Consultant's experience in developing public spaces to Cynthia van Zelm, Executive Director, not later than 5 pm on Tuesday, February 19, 2013. Please submit five copies if utilizing traditional mail.

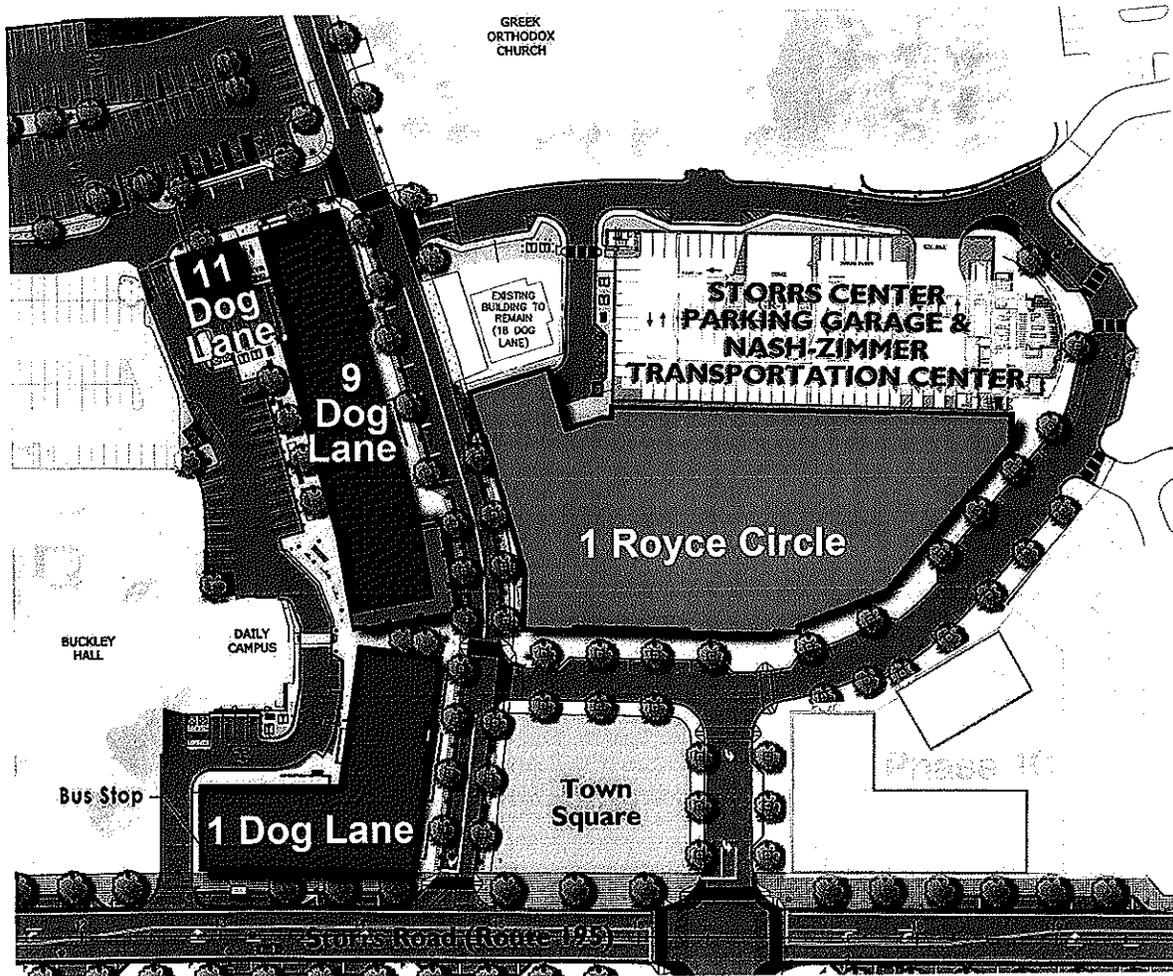
The Partnership intends to "short-list" Consultants responding to this RFQ and to interview two or more Consultants to accurately assess their qualifications. The Partnership will negotiate a scope of services and a fee proposal with the selected Consultant. The Partnership will evaluate and select the Consultant based on qualifications, experience, and performance with similar projects, references, ability to provide timely services, awareness of project issues, opportunities and constraints, and estimated fees and expenses. The Partnership's anticipated budget for the first phase of Town Square is \$175,000 to \$200,000 including design fees. The selected firm must be able to meet all Partnership, state and federal affirmative action and equal employment opportunity practices and guidelines.

The Partnership does not expressly state or imply any obligation to reimburse firms for any expenses incurred in preparing submissions in response to this request. The Partnership reserves the right to reject any or all submissions, to select a firm in a manner that is advantageous to the Partnership, and to waive all formalities in the bidding.

The Partnership is an equal employment opportunity employer.

Please address any questions related to this RFQ to Cynthia van Zelm, Executive Director, at 860.429.2740 or via e-mail at vanzelmca@mansfieldct.org.

STORRS CENTER DIRECTORY



I DOG LANE

Dog Lane Café – *Now Open!*
 Froyoworld – *Now Open!*
 Insomnia Cookies – *Now Open!*
 Moe's Southwest Grill – *Now Open!*
 Mooyah Burgers & Fries – *Now Open!*
 7-Eleven – *Now Open!*
 Subway – *Now Open!*

I ROYCE CIRCLE – *Coming in 2013*
 UConn Co-op Bookstore (*additional location*)
 UConn Health Center

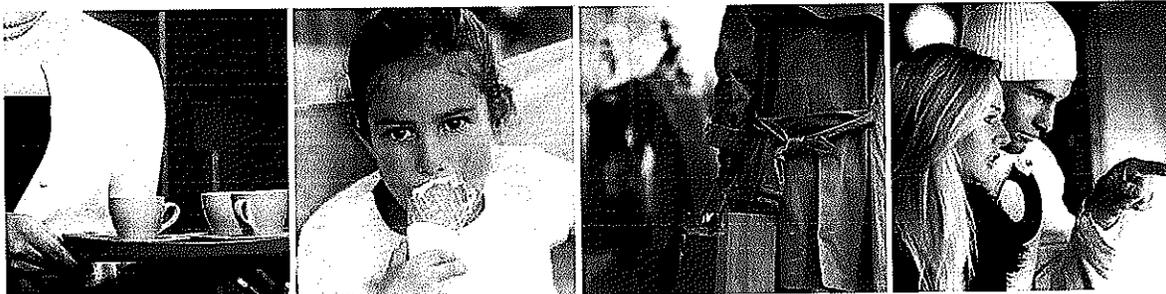
PHASE 1C – *Coming in 2014*

9 DOG LANE

Bank of America – *Now Open!*
 Body Language – *Now Open!*
 The Flower Pot – *Now Open!*
 Geno's Grille – *Opening Winter 2013*
 Skora's Barber Styling Shop – *Now Open!*
 Husky Pizza – *Now Open!*
 Select Physical Therapy – *Now Open!*
 Sweet Emotions – *Now Open!*
 Travel Planners – *Now Open!*

II DOG LANE

Storrs Automotive – *Now Open!*



WELCOME TO STORRS CENTER

Located just steps from the University of Connecticut, Storrs Center is Mansfield's new downtown – a town center where an eclectic mix of restaurants, shops, offices, homes, walkways, and green spaces create a connected, thriving community for everyone. **First phase now open!**

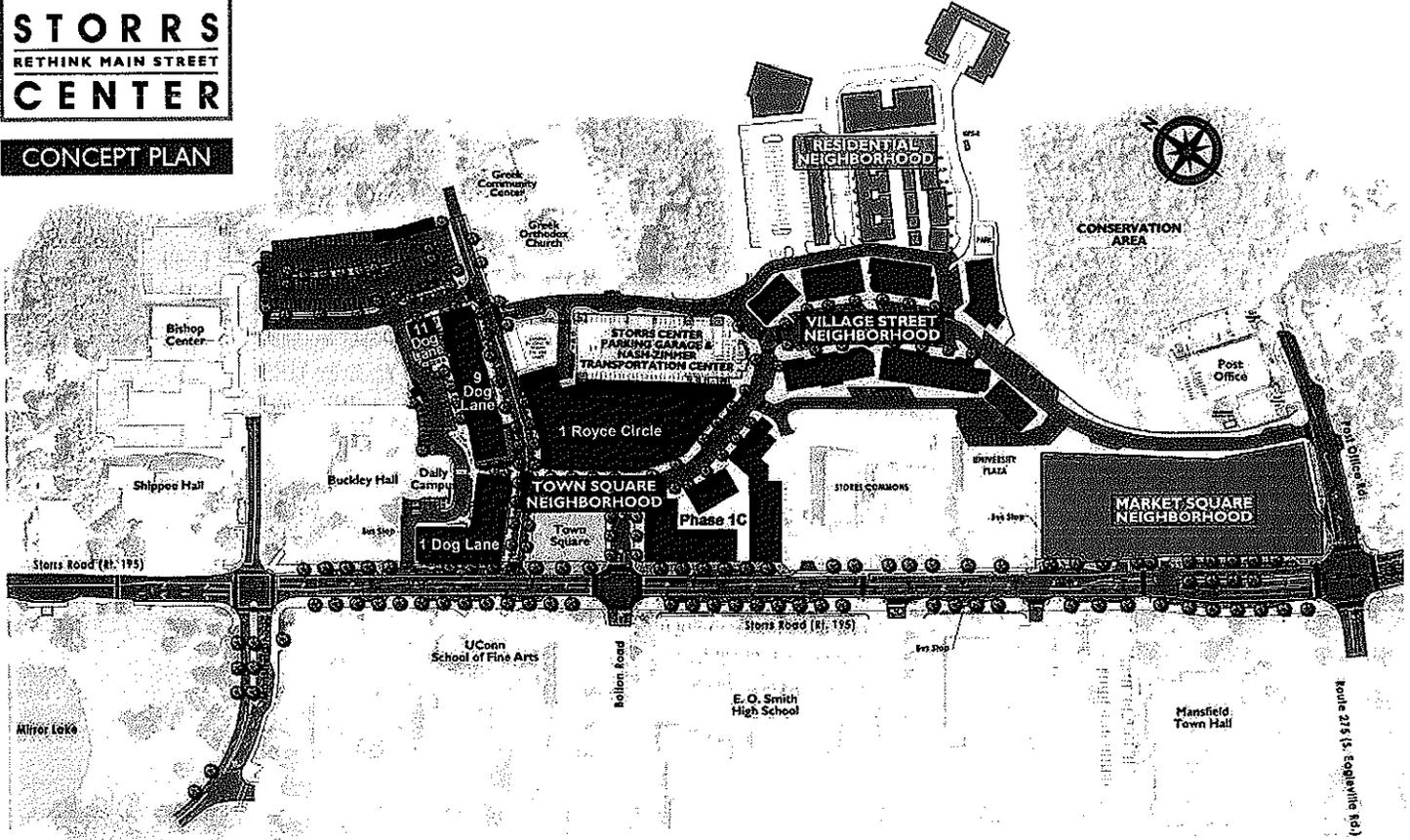


www.storrscenter.com

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CONCEPT PLAN



Directory of restaurants, shops, and services (on reverse)



