



**Request for Qualifications and Proposals for  
Downtown Streetscape Design Project**

City of Bellbrook, Ohio  
Greene County

Issued: February 19, 2021  
Submittal Deadline: March 19, 2021 @ 3:00 P.M.

Inquiries and Proposals/Qualifications should be addressed to:

City of Bellbrook  
c/o Melissa Dodd, City Manager  
15 East Franklin Street  
Bellbrook, Ohio 45305  
(937) 848-4666  
Email: [M.Dodd@cityofbellbrook.org](mailto:M.Dodd@cityofbellbrook.org)

**I. Introduction**

The City of Bellbrook (hereinafter referred to as “City”) requests qualifications and proposals from qualified individuals or firms interested in providing urban design and landscape architect services to the City. The Downtown Streetscape Design Project (hereinafter referred to as “Project”) aims to create a planning document that will guide both short- and long-term infrastructure and streetscape investments in the City’s Downtown District. The City hopes that a unified planning document will ensure that future capital, streetscape investments are consistent with the established vision for the Project location.

The final Project deliverable is anticipated to be in the form of a single streetscape plan report assessing the effectiveness and physical condition of the existing streetscape, identifying new ideas and opportunities for enhancements, and prioritizing future investments based on input from project stakeholders and the respondent’s professional knowledge and expertise. Included with the report will be recommendations for types and styles of streetscape amenities, materials, plantings, lighting and supporting infrastructure. The final report shall also include a three-year phasing plan with costs for each phase, which will be utilized for budgeting and in securing grant funding for Project implementation.

**II. Location Description**

The Project location follows, yet expands upon, the City’s Active Downtown District.

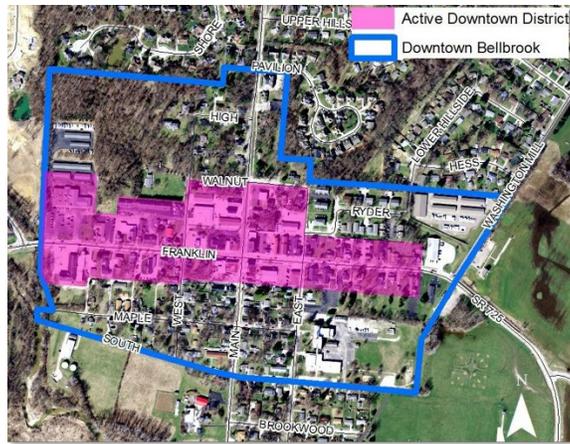


Figure 1: Plan Boundaries

### III. Background

Bellbrook is a City of approximately 7,000 residents just southeast of Dayton. Founded in 1816 the downtown area has been referred to the Old Village in reference to its history as a Village prior to the annexation of land which expanded the population of Bellbrook and caused it to become classified as a City in 1970. A Significant amount of development has occurred in the adjacent township with the construction of the I-675 bypass in the late 1980's. That development redirected retail customers to other shopping center which, in turn, caused small businesses in the downtown area to close. In recent years, additional focus has turned to the downtown area in an effort to revitalize it. As one of the few cities in Ohio without an income tax, revenue streams are more limited and create challenges unique to Bellbrook. The community is home to many who have settled here for the excellent school system, small town feel, natural beauty of the area and the proximity to the Little Miami River which provides ample recreational opportunities.



Figure 2: Aerial view of downtown Bellbrook Ohio

The City is seeking to bring new life to the downtown area and is focusing its efforts and investment in furtherance of this goal. The City's Comprehensive Plan ("CCP") was updated and adopted in 2019, and this CCP will serve as a guide in the City's revitalization efforts. When the CCP was being developed, community input was specifically focused on improving the downtown area.

The CCP detailed several initiatives, which included downtown revitalization, historic preservation, and community identity. Revitalization coupled with preservation of the historic building stock downtown is key.

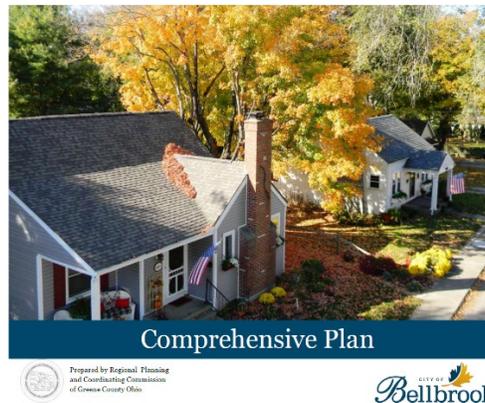


Figure 3: Comprehensive Plan

#### IV. Review of the City's Comprehensive Plan

A review of the CCP would be beneficial prior to the submission of a proposal. The document can be viewed here:

<http://www.cityofbellbrook.org/upload/page/0125/Landscape%20Bellbrook%20Comp%20Plan%20Revised%208-4-20.pdf>

#### V. RFP/RFQ Purpose and Specific Areas of Emphasis

The landscape of the community and surrounding areas has changed significantly over the years due, in part, to the development that occurred following the construction of the I-675 bypass in the late 1980's. Changes need to be made to the City's infrastructure to comport with the recently updated CCP.

The City's goals in seeking a plan for public infrastructure improvements in the downtown area include but are not limited to:

- Preserving the character and history of the City
- Providing vibrant, welcoming public spaces that encourage community building and accommodate persons of all ages and demographics throughout the year
- Enhancing walkability and connectivity from residential neighborhoods while increasing visibility and effectiveness of public crossings into the Downtown District
- Improving sidewalks and walkways with enhancements where possible to be more inviting to pedestrian traffic while ensuring ADA accessibility and compliance
- Community branding and improved informational signage including gateways
- Incorporating landscaping that includes trees and native vegetation that multi-functional, including addressing stormwater management, biodiversity concerns (e.g., pollinator habitat), and other ecosystem services.
- Integrating Bellbrook Park to interface with proposed streetscape

- Adding, upgrading and/or enhancing amenities such as streetlights, benches, garbage and recycling receptacles.
- Increasing viability and usage of existing on street parking
- Developing a cost-effective plan that can be implemented in phases

The specific areas of emphasis are along the two main thoroughfares of the City which include Main Street from Pavilion Lane to the North down to Maple Street to the South and Franklin Street from Little Sugarcreek to the West to Washington Mill Road to the East. These are the core of the downtown and should be the focus of the plan. Note that this is an expanded area from the Active Downtown District previously noted.

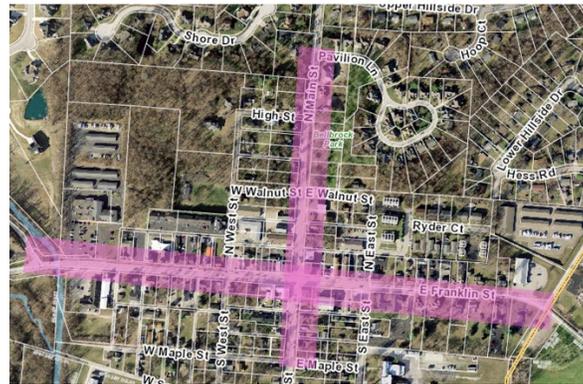


Figure 4: Plan Focus Area

The Project includes, but is not limited in scope to, the following:

- Developing a cost-effective, multi-phase plan to implement the goals identified above while focusing on the specific areas of emphasis in the downtown area while taking into consideration the CCP
- Identifying improvements and enhancements to strengthen growth, revitalization and usage of the Downtown District
- Providing updated goals and objectives as needed for the Project

## VI. Project Stakeholders

The City will function as the lead agency on the Project. The City is generally responsible for installation, downtown maintenance, and general upkeep of the streetscape within the Project location. However, the City benefits from interest and participation in the Project location from the entire community.

## VII. Existing Environment

There is a need to upgrade crosswalks, sidewalks, signage, streetlights and landscaping. The existing environment is as follows:

### Sidewalks:

Sidewalks need repair and expansion in some areas. Sidewalk regulations were passed by City Council in 2019 to provide guidelines for repair and maintenance. A full assessment of the existing sidewalks will be conducted in the spring/summer of 2021. The City needs to identify areas where sidewalk enhancement and expansion is possible, and this should be an area of focus in the plan that

is submitted.

#### Streetlight Fixtures:

The City has an agreement through 2025 with Miami Valley Lighting for providing wood poles with cobra style lights. The City would like to replace these poles with pedestrian level fixtures which are equipped with electric outlets for holiday décor, banners and planters.



Figure 5: Current light fixtures to be replaced

#### Street Benches:

As part of a downtown beautification campaign in 2019, benches were sponsored and placed in the downtown area. The City wants to maintain these benches, but it is open to suggestions regarding placement modifications and additions.



Figure 6: Current benches

#### Bike Racks:

Also, as part of the 2019 downtown beautification campaign, custom bike racks were designed, sponsored and installed. The City wants to retain these bike racks but are also open to suggestions regarding placement modifications and additions.



Figure 7: Current bike racks

### Trash Receptacles:

The City has some trash receptacles in the downtown area that can be repurposed, reutilized or reevaluated. The Project plan should include locations for the placement of additional trash receptacles as well as any design recommendations or improvements that should be made. Recycling receptacles are also encouraged.



Figure 8: Current trash receptacles

### Planters:

The City currently has 7 planters that are planted by the Garden Club, but the City maintains them throughout the year. The Project plan should include suggestions on planter design and location. However, a collaboration with the Garden Club on this project is encouraged. For more information about the Bellbrook Garden Club, including contact information, please visit [www.bellbrookgardenclub.org](http://www.bellbrookgardenclub.org)



Figure 3: Current planters

## **VIII. Scope of Services**

### Summary of Requirements:

- The successful vendor will conduct an analysis of current streetscape environment to include:
  - Physical condition of public spaces and amenities

- Strengths and weaknesses of current designs, styles, materials, and downtown maintenance requirement
- The effectiveness of the current streetscape in meeting the social, cultural, and commercial needs of the Project location, as well as the above stated project goals
- The successful vendor will provide downtown streetscape enhancement design and implementation guidelines which includes updated goals, objectives, design standards, phasing strategy, and cost projections while utilizing the Project goals stated herein and the CCP as a guide.
- The successful vendor will engage Project stakeholders to better understand the Project goals and vision for the area and to help prioritize future investments in the project.
- The successful vendor will provide the plan and recommendations in both print and digital format. The documented plan provided by the vendor will be owned by the City and shall be presented to the City in an editable format in the event future modifications or updates are necessary.
- The successful vendor will present the plan to City Council at a public meeting upon completion of the plan.
- The successful vendor will provide guidance on grant opportunities available for the Project, if any such grant opportunities can be ascertained by the vendor.
- The successful vendor will provide recommendations in the form of a single, cohesive plan report to guide future streetscape improvements that may include, but is not necessarily limited to, some or all of the following elements:
  - Public space design and expansion and related landscape architectural services
  - Streetscape amenity expansion
  - Landscaping enhancements
  - Signage including gateway and others to create cohesiveness
  - A prioritized list of improvements that contemplates the phasing in of such investments and improvements in the future

The final Project deliverable is anticipated to be in the form of a single streetscape plan report assessing the effectiveness and physical condition of the existing streetscape, and prioritizing future investments and enhancements based on input from stakeholders and the firm's professional knowledge and expertise.

The final Project deliverable will guide both short and long-term investments in the Project location. This includes immediate streetscape amenity improvements and longer-term capital and streetscape investments. Such recommendations will be grouped in three (3) one-year phases and will include specifications where appropriate.

### **IX. Anticipated Project Schedule**

The final Project deliverable is expected to be completed and submitted for consideration by the City within six (6) months from the date of the City's Notice to Proceed. In the event any vendor expects additional time to be required, the anticipated time for completion must be noted in the RFP/RFQ.

### **X. Content of the Proposal and Required RFQ/RFP Submittals**

At a minimum, the following information must be submitted with and included in the proposal, with the proposal being organized and presented in the same sequence and as numbered below:

1. Letter of Introduction. Provide the complete legal name and address of your firm on your firm's letterhead. Briefly describe your firm, your primary contact, a summary of your understanding of the services to be provided, and your overall approach to the scope of the services. Please also describe what distinguishes your firm from others and why your firm believes it to be the best qualified to provide the services requested. Include any other pertinent information in the Letter of Introduction you believe the City should consider.
2. Summary of Qualifications. Summarize contracts that your firm is currently involved in, or projects that your firm has been involved with during the last five years, that are similar in nature to the work requested in this RFP. Also describe the services provided under each contract.
3. Organizational chart and Personnel.
  - a. A organizational chart of key personnel should be provided
  - b. Provide the names, job title, qualifications, and experience of all management personnel who would be assigned to or providing any oversight on this Project. Provide copies of the curriculum vitae for all members of the management team.
  - c. Provide the names, job title, qualifications, and experience of all other personnel who will or may be assigned to work on this Project.
  - d. The name of a single point of contact, who will serve as the single point of authority and the person authorized to contract on behalf of your firm, should be provided. Any subcontractors to be utilized by your firm should be disclosed in the response to the RFP/RFQ and are subject to approval by the City.
4. Litigation History. Provide specific information on your firm's history, during the last five (5) years, with respect to: (a) termination for default; (b) litigation against or by your firm; and (3) judgements entry against or by your firm.
5. Conflicts of Interest. Indicate if there are any conflicts of interest that exist or could arise if your firm is selected to work on this Project.
6. Proposed Fee. Provide the specific fee and payment schedule your firm proposes for the services to be provided, which proposed fee should include all meetings, presentations, communications, sub-consultant fees, etc.
7. References. Provide a minimum of four (4) references that may be contacted to verify your firm's experience and qualifications for this Project. At least three (3) of these references should include public sector agencies/entities where similar services have been performed. Please provide the names, addresses, telephone numbers, and email addresses of personnel who can be contacted to discuss the services your firm has provided.
8. Illustrations of Experience. Provide documentation and/or other materials demonstrating experience and past examples of similar work done by your firm for political subdivisions.

## **XI. Oversight and Administration**

The City will oversee and cooperate with the development of the plan report described in this RFP, but the successful vendor shall be responsible for the development of the actual plan report. City staff will be available upon request by the successful vendor for meetings, planning sessions, etc.

## **XII. RFP/RFQ Instructions and Response**

Respondents are required to prepare proposals in compliance with the instructions and requirements outlined in the RFP/RFQ. Partial or incomplete proposals may be rejected by the City. Someone with legal authority to bind the vendor must sign the proposal submitted in ink.

Proposals should also incorporate specific responses to the detailed “Evaluation Criteria” specified herein.

Respondents are required to submit four (4) bound and one (1) electronic copy (flash drive) of the entire submission. All submissions must be received no later than 3:00 p.m. on March 19, 2021.

Proposals shall be submitted in a single, sealed envelope with clear markings in bold letters on the outside of the envelope that read “Downtown Streetscape Design Project”. Faxed and emailed copies of the proposals will not be accepted.

Proposals must be submitted to:

City of Bellbrook  
c/o Melissa Dodd, City Manager  
15 East Franklin Street  
Bellbrook, Ohio 45430

At the current time due to the pandemic, the City administrative offices are open by appointment only. To coordinate delivery of proposal, email Melissa Dodd, City Manager at [M.Dodd@cityofbellbrook.org](mailto:M.Dodd@cityofbellbrook.org)

Questions regarding the Request for Proposals/Request for Qualifications must be submitted in writing to Melissa Dodd at [M.Dodd@cityofbellbrook.org](mailto:M.Dodd@cityofbellbrook.org). The deadline for submission of questions regarding this RFP/RFQ is March 8, 2021. All timely questions presented shall be answered and sent to all respondents by addendum no later than March 12, 2021.

Provide complete contract information for the principal individual(s) to be contacted regarding the information in this RFP/RFQ.

### RFP/RFQ Evaluation

If a contract is awarded as a result of this RFP/RFQ, it will be awarded to the vendor who presents a proposal that is the most advantageous to the City of Bellbrook when considering price, experience and other facts. All vendors submitting proposals in response to this RFP/RFQ are hereby on notice that any proposals submitted will be subject to Ohio public records laws.

## Evaluation Criteria

1. Qualifications of the Vendor/Firm (15%)  
The strength, stability, technical competency, and experience of the firm and sub-consultants will be considered, as well as the logic of the proposal presented, Project organization, and adequacy of the personnel intended to complete the Project.
2. Qualifications of Personnel (15%)  
The education, experience and qualifications of the personnel assigned to the Project and key personnel's level of involvement in completing the Project will be considered.
3. Related Experience (20%)  
The vendor/firm's experience in providing services similar to the services requested in this RFP/RFQ will be considered. The vendor/firm's experience in working with public sector clients and the vendor/firm's client references provided will also be considered.
4. Reasonableness of the Cost and Price (25%)  
The reasonableness of the proposed cost and payment schedule, which payment schedule should be tied to the completion of associated milestones during each phase of the Project, will be considered. The adequacy of the data supporting the quoted costs and the basis upon which the prices are quoted will also be considered.
5. Completeness of the Response Presented (25%)  
The completeness of the response based on the instructions and guidance set forth in his RFP /RFQ will be considered. The recommended Project approach and the prioritization of Project goals will also be considered.

## Adequacy and Accurateness of Proposal

All vendors/firms responding to this RFP /RFQ should exercise great care to ensure that sufficient, accurate information and detail has been provided to allow the City's Review Committee to evaluate the options proposed and solutions presented, the pricing and cost of all offerings made, and all supporting information.

In the event any proposal submitted contains false or misleading information or is without sufficient detail for the Review Committee to fully evaluate the proposal, the City reserves the right, in its sole discretion, to reject the proposal.

The City may consider alternative approaches if the proposed alternative approach is more beneficial to the City.

## Acceptance of Proposal

When a potentially successful vendor has been identified by the Review Committee, the City of Bellbrook will enter into final negotiations with this vendor in an effort to finalize a contract. The contents of the vendor's RFP /RFQ including but not limited to all terms and conditions, pricing, and statements contained therein shall be binding upon the vendor. Upon acceptance of a vendor's proposal by the City, the successful proposal may be incorporated into the final awarded contract. In

the event a selected vendor fails to finalize a contract, the City may select another offer made or may reject the submitted proposal.

#### Responses to this RFP /RFQ

The material contained in the proposals submitted in response to this RFP /RFQ may be appended to the final negotiated contract to further define the successful vendor's contractual obligations.

#### Business Compliance

The vendor is obligated to comply with all federal, state, county, and municipal laws, licensing, bond and insurance requirements. Proof of compliance will be required during final contract negotiations with the potentially successful vendor.

#### Withdrawal of Proposals

Any vendor may withdraw a submitted proposal at any time up to the date and time of the proposal closing date. In order to withdraw a submitted proposal, a vendor must submit a written request to withdraw the proposal, which request shall be signed by primary contact person identified by the vendor in the response provided to the RFP /RFQ.

#### Cost of Preparing Proposals

Any and all costs associated with the preparation and presentation of the proposals provided in response to this RFP /RFQ shall be borne exclusively by the vendor.

#### Vendor Responsibility

Unless otherwise agreed by the City and the selected vendor, the vendor shall pay for and provide all materials, labor, equipment, tools, transportation, supplies, staff, and other items necessary for the performance and completion of the Project.

#### No Obligation to Buy

The City of Bellbrook reserves the right to forego contracting with any vendor providing a response to this RFQ/RFP. Further, the release of this RFP /RFQ by the City in no way obligates the City to purchase the services requested herein.

### **XIII. Price Schedule**

The proposals should include the anticipated budget for the Project for all aspects of the work to be completed and for all phases of the Project.

If, after final negotiations with the potentially successful vendor/firm, the pricing and schedule offered as part of the firm's RFP cannot be contractually agreed upon by the vendor/firm, the City of Bellbrook can enter into negotiations with other vendors that responded to this RFP to award a final contract for the Project.

#### **XIV. Selection Process**

A review committee comprised of the City Manager and the City Council Community Affairs Committee will evaluate each proposal individually and in the context of all other proposals.

Applications will be reviewed utilizing a scoresheet as set forth below with the evaluation criteria being scored on a scale of 1 through 10, with 1 being the lowest possible score and 10 being the highest:

- |                                                          |                        |
|----------------------------------------------------------|------------------------|
| 1. Qualifications of the vendor/firm (weighted 15%)      | Score received: _____% |
| 2. Qualifications of personnel (weighted 15%)            | Score received: _____% |
| 3. Related experience (weighted 20%)                     | Score received: _____% |
| 4. Reasonableness of Cost/Price (weighted 25%)           | Score received: _____% |
| 5. Completeness of the Response Presented (weighted 25%) | Score received: _____% |

After the Review Committee has completed its review and scored the proposals according to the processes and criteria set forth herein, the prospective vendor selected for the Project will be presented at the next regularly scheduled meeting of City Council.

In the event the Review Committee determines that more than one RFP /RFQ could meet the needs of the City in this Downtown Streetscape Design Project, additional information, including interviews with those selected vendors, may be required.

When the selected, prospective vendor has been identified, the City will enter into final contract negotiations with the selected vendor.

The City intends to have a successful proposal identified and to enter into final contract negotiations with the selected vendor on or before April 5, 2021.