



TOWN OF NEW MILFORD

REQUEST FOR QUALIFICATIONS (RFQ)

For the preparation of a

Market Analysis
for
New Milford, Connecticut

1. Introduction

The Town of New Milford seeks a qualified professional services firm to submit a statement of qualifications for the preparation of a town-wide Market Analysis Report.

The selected consultant will work under the general direction and or report to the Riverfront Revitalization Committee and the Town Planner.

An essential component of the New Milford's on-going economic development strategy is the Revitalization of its Riverfront to grow and sustain a vibrant downtown and connect its isolated riverfront. Other key planning initiatives involve revising certain land use restrictions, reviewing existing regulations pertaining to Industrial Zones, eliminating Pyramid Zoning and redeveloping a large Town-owned Brownfield site. The RFQ will provide the Riverfront Revitalization Committee and local officials information for its immediate use in commissioning a Market Analysis. The goal of the resultant report will be to offer data, sufficient analysis, trend information, and documentation to provide sound direction to help New Milford determine land uses and restrictions, develop a marketing policy and target potential new businesses and industry.

2. Background Information

New Milford is located in Litchfield County in western Connecticut and is considered the Gateway to Litchfield County. At 64.4 square miles, New Milford is the largest municipality in Connecticut. More than half of the land is either developed or dedicated to a use. As a regional hub, New Milford provides numerous amenities to neighboring communities including New Milford Hospital, retail businesses, jobs, Candlewood Lake and Vaughn's Neck, major roadways such as Routes 7 and 202, major rivers such as the Housatonic, Aspetuck and Still Rivers, state and town parks, scenic mountains such as Bear Hill, Mount Tom and Candlewood Mountain, a food supply via local working farms, and a vibrant downtown. The population of the Town is approximately 28,000 residents. The Town's housing is generally more affordable than that of nearby communities.

Riverfront Revitalization and Downtown Village Center: In May 2017 the Town appointed a seven member Housatonic Riverfront Revitalization Committee tasked with developing a Housatonic Riverfront Revitalization Master Plan. The Committee is charged with, among other things, determining how to invest in and encourage greater use of the riverfront for public and private development and ensuring the plan compliments and enhances the quality of life and the economy of the Village Center/Downtown, including a connection from the Village

Center/Downtown to the riverfront. The committee has established the Riverfront Revitalization Corridor as the area located on both sides of the Housatonic River from the historic Boardman Bridge on the north to the historic Lover's Leap Bridge to the south.

The Riverfront Revitalization is part of a larger vision to focus development within the village center, building on the proximities of intermodal transportation – bus, water, pedestrian and bicycle – and potential future passenger rail.

Industrial vs. Retail Uses: There has been recent interest by developers in changing some of the restricted industrially zoned land to allow additional uses, including retail. The concern that the town is “over-retailed” has also been raised. We would like guidance on what types of industries would be attracted to New Milford and if we should continue to preserve and protect our restricted industrial properties from being rezoned.

Zoning Regulations: The Zoning Commission has requested Town staff review the regulations pertaining to the Industrial Zones (including the Industrial, Restricted Industrial and Industrial Commercial Zones) and make suggestions for changes that allow diversity and flexibility, while protecting the Town's rural character.

Pyramid Zoning: The Town Zoning Regulations currently are formatted in such a way that uses allowed in more restrictive zones are allowed in less restrictive zones. For example, churches are allowed in industrial zones. One of the goals of the 2010 Plan of Conservation and Development is to eliminate the pyramid style zoning.

Brownfields: Remediation of the Town owned Century Enterprise Center, a 69.67 acre brownfield site is currently underway at 12 Scovill Street. Reuse/redevelopment of this site is an important part of the Town's economic development strategy.

3. Scope of Services

It is anticipated that the work program and final scope of services will include at least the following basic components:

- A. Creation of a town-wide Market Analysis Report including special consideration given to the Riverfront Revitalization Corridor and its synergies with the Downtown Village Center and the Century Enterprise Center brownfield site.
- B. Develop a detailed business profile for the Town that will answer questions such as:
 - a. What are the town's key and emerging industries and are they growing or shrinking?
 - b. What are the larger regional trends and how are they affecting New Milford?
 - c. What industries might be the best fit for New Milford?
 - d. What are the strengths and weaknesses of the labor force?
 - e. What anchors can the Town expect to attract?

4. Resources Available

The Town will make available to the consultant the following information as it relates to the work:

- New Milford 2010 Plan of Conservation and Development
http://www.newmilford.org/filestorage/3088/5827/2010_POCD.pdf

- New Milford Zoning Regulations
<http://www.newmilford.org/content/3088/3158/3917/default.aspx>
- 2013 New Milford Transportation Management Plan
http://www.newmilford.org/filestorage/3088/3752/NewMilford-Final_TMP-102813.pdf
- Western Connecticut Economic Development Plan 2017 https://westcog.org/wp-content/uploads/2017/10/CEDS2017_Adopted.pdf
- Riverfront Revitalization Committee Interim Report
http://www.newmilford.org/filestorage/7526/20635/22313/Riverfront_Revitalization_Committee_presentation_10.10.17.pdf
- New Milford River Trail Committee Interim Report http://www.nmbikewalk.org/wp-content/uploads/2014/04/NewMilfordTrail_Interim_Report.pdf
- The Town will provide other additional information in its possession as may be needed by the consultant, if such information is readily available.
- Town GIS and Tax Assessor Maps and field cards
<https://newmilfordct.mapgeo.io/?latlng=41.587864%2C-73.425014&zoom=11>

5. Format for Proposal

The RFQ should contain the following information:

- Provide a Qualifications Statement including personnel who will have a role and lead the project along with information regarding recent experience and representative projects
- Contact person
- Provide the recommended approach with examples of experience with such an approach
- Describe what makes your firm uniquely qualified for this project
- Time line for the project
- Estimated schedule to complete the project with estimated budget

6. Submittal Procedure and Selection Process

- Ten (10) copies of all RFQ responses must be received by the Town no later than 3p.m. on *March 8, 2018*. It would be appreciated if the consultant could also supply access to the RFQ response in electronic format. Send all responses to Riverfront Revitalization Committee, c/o Town of New Milford Purchasing Department, 10 Main Street, New Milford, CT 06776.
- Any questions may be directed to Kathy Castagnetta, Town Planner at 860-355-6080 or kcastagnetta@newmilford.org.
- Responses to the Request for Qualifications will be reviewed by the Riverfront Revitalization Committee. Following the review of responses, the Committee may elect to interview some or all of the respondents. Interviews are expected to begin by March 28, 2018.
- Upon completion of the review, the Committee will make its recommendations within 30 days. The recommendation may include:
 - a. Rejection of all submittals
 - b. Selection of one or more respondents to submit formal proposals
 - c. Selection of one respondent to enter into exclusive negotiations
 - d. Selection of two or more respondents to work collaboratively.