



**TOWN OF FISHERS
TOWN CENTER DESIGN AND DEVELOPMENT—FORM BASED CODE
REQUEST FOR PROPOSAL (RFP)**

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1. INVITATION

The Town of Fishers, Hamilton County, Indiana is seeking transformational single and mixed-use developments and redevelopments in its town center to help achieve the community's vision of a "*vibrant, cultural, hometown destination.*" The Town Council has approved key concepts and conceptual design guidelines for the downtown and now wants to proceed with crafting the standards by which the area will ultimately develop.

2. PROJECT DESCRIPTION

The Town is interested in a firm to produce a master plan and specific development standards to serve as a guide for future physical and economic growth. The selected consultant(s) will work collaboratively with the Town Council, Advisory Plan Commission, and Staff to produce the plan and development standards. These documents will eventually be adopted by the Council and used by Staff and private developers to create a foundation for public and private investments within the Town's core.

Fishers' town center focuses on the area anchored by the municipal complex. The entire town center comprises about 650 acres, and is conceptually separated into Districts; each intended to have a distinct look and feel while still integrated with the whole. A copy of the approved Key Concepts and Design Guidelines is available on the Town's website at: http://www.fishers.in.us/egov/docs/1253206193_723602.pdf

The focus of this Request is for the Nickel Plate District. This District is intended to be the major economic driver for the entire town center. It is located on both the north and south sides of 116th Street—a primary arterial bisecting the District and town center. The Nickel Plate District also encompasses much of the Nickel Plate rail line that passes through Fishers. Interstate 69 is the eastern boundary of this District.

Fishers desires to create a distinct destination that serves as the heart of the overall community. It is the intent to cultivate mixed-use developments, including employment centers and urban housing, to become the core of our successful downtown.

To help facilitate the ultimate goal of creating a vibrant downtown, the Town is seeking consultant services to craft a form based set of criteria by which future proposals will be evaluated for development and construction.



3. SCOPE OF PROPOSAL

It is expected that the end result of this process is a comprehensive, form-based code and document which establishes a strategic plan allowing for a more coordinated effort among all parties in the future development of new projects within the target area. This new code is meant to supersede—entirely or in part—the current Unified Development Ordinance and other local land use design and development regulations that apply to the downtown area.

The following issues should be addressed in the final document:

- Specific strategies and steps for market-based job creation and retention and increased tax base and investment in Fishers
- Specific architectural design standards
- Development of new “signature” buildings in the downtown
- Development and redevelopment of storefront retail business
- Strategies to leverage and expand current successful social venues
- Identification of future opportunities and obstacles to future downtown development
- Strategies to expand this phase into the remaining town center Districts

Additional responsibilities of the consultant will include:

- Background research
- Site visits
- Meetings and interviews with stakeholders to help further the goals of the project
- Creating a document with text and graphics in hard copy and electronic formats
- Development of specific recommendations, best practices, and case studies to be include in the final report
- Present findings and conclusions to Town decision makers

The new code is expected to regulate development and create high-quality public spaces defined by a variety of building types and uses. The document should address a regulating plan, building form standards, street standards, use regulations (as needed), architectural types and materials, public open space design and function, along with other elements needed to fully implement the code and create a vibrant town core. The form-based code should be easily incorporated into current regulatory documents used by town staff, and be consistent with state and local processes and procedures.



4. PROPOSAL SUBMITTAL INSTRUCTIONS

The Proposal shall include the following:

- A. Outline and history of your company/organization
- B. Name, address, phone number, and e-mail of all primary personnel assigned to this project
- C. Experience with similar projects
- D. Proposed working relationship with Town Staff
- E. Knowledge and understanding of the local environment and the proposed project
- F. Familiarity with urban design, sustainable, and form-based design practices and procedures
- G. A minimum of three (3) references
- H. An outline of your basic approach to the project
- I. Fee proposal of goods/services including a payment schedule and a breakdown of all costs including overhead and profit
- J. Estimated time for project completion

Proposals for the services described in the Invitation must be sent to the following contact no later than the indicated time and date:

CONTACT NAME: Scott Fadness, Town Manager

ADDRESS: One Municipal Drive, Fishers, IN 46038

TIME: 3:00 pm, Local Time

DATE: Monday, February 13th, 2012

Include ten (10) copies of your proposal

The Town reserves the right to reject any and all proposals at its absolute discretion. All Offers are subject to the laws of the State of Indiana.

5. SELECTION CRITERIA

All proposals will be evaluated based on the following RFP components:

- General experience and knowledge
- Specific understanding of the project scope



- Ability of firm to complete work in timely manner
- Team/management method
- Approach to services
- Experience/References

Note: preference will be given to firms providing evidence of being well versed in form based code development and downtown project development.

This RFP does not commit the Town of Fishers to award a contract, to pay any costs incurred in preparation of a proposal, or to procure or contract for any services. All proposals and materials submitted will become the property of the Town of Fishers and will not be deemed confidential.

6. **AWARD NOTIFICATION**

The successful consultant will be notified no later than March 19th, 2012 pending Town Council approval, when necessary.

7. **CONTACT INFORMATON**

Please forward questions to:

CONTACT NAME: Scott Fadness, Town Manager

ADDRESS: One Municipal Drive, Fishers, IN 46038

PHONE: (317) 595-3100

EMAIL: fadnesss@fishers.in.us