

**OCTOBER 16, 2013**  
**TOWN OF FOXBOROUGH**  
**REQUEST FOR QUALIFICATIONS**  
**SIGN BY-LAW**

The Foxborough Town Manager (referred to as "the Manager") on behalf of the Billboard Advisory Committee seeks to engage a consultant (referred to as "the Consultant") for the purpose of drafting an updated non-zoning sign bylaw.

The work includes:

- Review existing section 15B of the Foxborough General By-Laws (on-line at [http://www.foxboroughma.gov/Pages/FoxboroughMA\\_Clerk/generalbylaws/Article%205%20sec%2015\(B\)-17.pdf](http://www.foxboroughma.gov/Pages/FoxboroughMA_Clerk/generalbylaws/Article%205%20sec%2015(B)-17.pdf))
- Conduct a public process that assesses public opinion and preferences; groups consulted may include Foxborough Center businesses and institutions, Rte. 1 businesses, the Tri-Town Chamber of Commerce (or similar organization), the general public, Town Boards and officials (which may include the Zoning Board of Appeals, Building Commissioner, Planning Board, Design Review Board, and others)
- Meeting with Advisory Committee to support Billboard Advisory Committee presentation and at public hearing for article
- Additional meetings as specified in the work program submitted by the Consultant (as described below)
- Design and specify administrative, permit, and waiver process for sign applications
- Draft an updated sign bylaw which:
  - Creates a clear system of discernible “districts,” “land uses,” or other disaggregation to allow different types and sizes of signs across the Town
  - Incentivizes creativity and high quality signs
  - Incorporates case law and statutory updates
  - Provides flexibility
  - Is equitable and fair to all applicants
  - Incorporates new technological signs and media, especially digital billboards (which shall be drafted as a separate element)
  - Establish rules and processes for abandoned, obsolete, and nonconforming signs
  - Is readable, understandable, and clear to everyone

The schedule is as follows:

Date	Work product
Within 1 week of a signed contract	A detailed work program shall be submitted to the Billboard Advisory Committee for their comments
By January 31, 2014	First draft of proposed sign ordinance submitted to Town Manager and Billboard Advisory Committee
By February 14, 2014	Revised draft submitted to Billboard Advisory Committee (based on review of the initial draft)
By February 28, 2014	Final draft submitted to Town Manager and Billboard Advisory Committee
Subsequent to 2/28/14	Support at Advisory Committee and Town hearing

Project Team:

At a minimum, the Manager does not expect that a single professional can complete all the tasks detailed above. The Consultant is likely a team that includes legal, regulatory writing, urban design/architecture/landscape architecture, public participation, and other expertise as required to competently and creatively deliver a completed bylaw for Town Meeting action in May 2014.

Response to this Request:

1. Identification of the Team, including all members of the team, specifying the principal contact, with subconsultants so notated. Identification should include name, address, telephone, and email and resumes of all team members;
2. Details of licenses, registrations, and other professional qualifications for each person;
3. A statement of experience in drafting regulations for municipalities (not to exceed three pages) and a list of municipalities for which the Consultant has provided similar services (and for similar projects completed since 2008, a list of communities and regulations with names and telephone numbers of contact persons in those communities);
4. A list of the Consultant's comparable work for government entities, with sufficient information to permit the Board to understand and verify the exact nature of contribution to other projects and entities. The Consultant is requested to disclose previous work experience within the Town of Foxborough including private clients;
5. The names, titles and telephone numbers of three persons who can substantiate the Consultant's summary of qualifications and experience relevant to this project. Indicate the linkage between the persons listed and the professional work of the Consultant.

Bidders' conference

The Billboard Advisory Committee will hold an optional bidders' conference on Tuesday October 29, 2013 from 5:30 p.m. to 6:30 p.m. at Media Room, Foxborough High School, 120 South Street, Foxborough, MA. Notes of the conference will be available to those requesting a copy in writing.

Format of submission:

Email the proposal in (preferably) .pdf or .doc format by on or before, **Friday November 8, 2013 noon** to [bcutler@town.foxborough.ma.us](mailto:bcutler@town.foxborough.ma.us), cc. to [swason@town.foxborough.ma.us](mailto:swason@town.foxborough.ma.us). The subject line of the email shall read "Response to RFQ Sign By-Law." Unless you have requested a "read" receipt or otherwise confirmed receipt, we are not responsible for digital submissions not being received.

Alternatively the proposal (not bound or otherwise difficult to photocopy) is to be mailed or delivered on or before, **Friday November 8, 2013 12 noon** to:

Robert E. Cutler, Jr., Town Manager  
Town of Foxborough  
40 South Street  
Foxborough, MA 02035  
(508)543-1250

The Response shall be marked on the exterior envelope with the words "Response to RFQ Sign By-Law."

Faxed submissions will not be accepted.

The Manager reserves the right to interview some or all of the responding Consultants.

The Manager or his designee shall review all responses and rank them according to the Selection Criteria detailed below. Subsequent to the responding Consultants being evaluated and ranked, the Manager or designee shall enter into negotiations with the top-ranked Consultant. In the event negotiations with the highest ranked firm will not result in a contract acceptable to the Manager, negotiations will be terminated and negotiations will commence with the next highest ranked firm, and the process will continue until the Manager can reach an acceptable contract with one of the responding Consultants.

The Manager reserves the right to reject any and all responses.

Selection criteria:

The Manager reserves the exclusive right to select or reject the Consultant(s) that it deems to be in its best interest to accomplish the Project. The selection of the Consultant(s) will be based on the following criteria:

1. A clear understanding of the Town's needs, process, the work involved, and the content of the proposal;
2. The quality, depth of the experience, expertise of the individuals who will do the work;
3. Strength in local planning and administration, as members of local boards, as consultants to Boards, or as municipal employees;
4. Quality of the Consultant's technical approach with emphasis on techniques for incorporating the Town's needs and concerns of the public into the Project;
5. The Consultant's demonstrated ability to complete the project in time by the February 28, 2014 completion date;
6. Preference to Massachusetts firms; and
7. Other relevant criteria (to be applied uniformly to all respondents).

Insurance Requirements:

The successful proposer shall procure and maintain, at the Consultant's expense, the following insurance coverage for the period of the contract. Certificates evidencing the effective dates and amounts of such insurance must be provided to the Town of Foxborough before a contract is signed and any work commenced.

1. Workers Compensation Insurance as required by the State of Massachusetts.
2. Professional liability in the amount of \$1,000,000 per occurrence and \$1,000,000 in aggregate.
3. Commercial General Liability and Personal Injury Insurance up to \$500,000 with the Town named as an additional insured.

Questions:

Questions concerning this Request for Estimates shall be directed to:

Sharon Wason, AICP, Town Planner  
Foxborough Town Hall  
40 South Street  
Foxborough, MA 02035  
(508)543-1250  
[swason@town.foxborough.ma.us](mailto:swason@town.foxborough.ma.us)