BARRETT
PLANNING GROUP LLC

November 29, 2020

George Meservey
Orleans Planning Director
19 School Road
Orleans, MA 02653

Reference: Future Use Study of Governor Prence Motel

Dear Mr. Meservey:

Barrett Planning Group LLC is pleased to submit this proposal to assist the Town of Orleans with an assessment of opportunities for the Governor Prence Motel site. We bring many years of experience and expertise in housing and community needs assessments, market feasibility studies, regulatory review, and community planning. Our core service areas include:

- Housing Needs Assessments and Housing Plans
- Market Research
- Financial Feasibility Analysis
- Community Needs Assessments
- Fair Housing and Social Equity Planning and Technical Assistance
- Inclusionary Zoning
- Comprehensive Zoning Revision & Regulatory Reform
- Neighborhood Revitalization Strategies
- City and Town Comprehensive Plans
- Municipal Service Studies
- Fiscal and Economic Impact Analysis
- Organizational Assessments & Strategic Planning
- Downtown Revitalization
- Economic Development Studies
- Target Industry Analysis

I am a planner and housing policy analyst with 33 years of experience in planning and community development, principally in New England, and I will lead our work with your community. In addition to me, my firm employs three planners, a community planning associate, and a GIS/visualization coordinator. For contract administration, I will be the Town's principal contact.

OUR TEAM

Two people from my firm will work on the Orleans engagement with me. I will be joined by Fiona Coughlan, AICP, and Alexis Lanzillotta. Fiona has worked on several housing studies with me, most recently the Barnstable County Five-Year Consolidated Plan. Alexis is an experienced, astute policy analyst and her research skills are peerless. All of us have worked on affordable and fair housing projects for numerous communities, and all of us have prior or current work engagements on Cape Cod. Alexis and I worked together for the Town of Brewster on the

visioning process for affordable housing at Millstone Road, and we are currently working with Chatham on site evaluations for potential affordable housing development.

For selected tasks required for this engagement, we will work with the Town to arrange for the services of an individual qualified to conduct a basic code review of the existing buildings (Task 5) and civil engineer (Task 7). Given the short deadline the Town has set for completing this project, we think it is crucial to engage other professionals who are familiar with Orleans and with whom the Town has current or recent prior experience. For that reason, we have not identified professionals from other allied disciplines at this time.

WORK PLAN

We propose the following approach to the tasks outlined in your Request for Quotation (RFQ). The task items in the RFQ are italicized, followed by our response.

1. *Meet with Town officials to clarify goals of the study, tasks, and available resources.* Our three-member project team will participate in a kickoff meeting with Town officials and staff. We are not sure from reading the RFQ whether Orleans intends to assemble a project steering committee or direct this project through the Board of Selectmen or Planning Department. A project steering committee has numerous advantages, though it may not make sense given the short timeframe the Town anticipates for this engagement. Understanding and confirming the timeline for interim and final deliverables will be critically important components of the kickoff meeting.

2. *Identify housing needs based on available data and the 2017 Orleans Community Housing Study.* Having reviewed the study that Karen Sunnaborg prepared for the Town, we understand the findings and key themes she identified from her research. Our proposal includes updating selected statistics in her report, focusing on those that can best inform the analysis required for Task 3 below.

3. *Identify local and regional housing planning and projects underway. (a) Determine number and types of housing in projects likely to be developed within the next three years. (b) Consider market demand and ability of residents to pay for housing. (c) Evaluate the potential to include community, workforce, and market rate housing options to best serve the needs of the community.* The work required to complete this task includes an assessment and projection of market feasibility, a survey of competing projects, known and "pipeline," in the Lower Cape area, and an affordability gap analysis, considering what residents with priority housing needs can afford vs. unrestricted market prices, so-called "workforce" pricing, and even the restricted prices that would qualify as "affordable" under Chapter 40B. This process will shed light on the kinds of subsidies that may be needed to create a range of affordability on the site.

4. *Evaluate the land needed for recommended housing and provide approximate locations for that housing on the subject site.* We will estimate the amount of land required for different housing development scenarios, assuming sewer and no sewer service, working in consultation with the engineer engaged for this project. Approximate locations will be identified in a sketch plan.

5. *Evaluate the condition of buildings to determine their condition and approximate cost it would take to meet the MA Building Code.* We will work with a qualified structural engineer, architect, or construction contractor to examine the buildings and offer an opinion and order-of-magnitude estimate to bring them into current code compliance.

6. *Consider whether other compatible municipal uses could be sited on remaining land.* As part of the sketch plan prepared for Task 4, we will consider the possibility of co-locating one or more municipal uses and housing on the site.

7. *Estimate impacts of a development on sewer flow, noise, lighting, and other project impacts.* We will work in consultation with the engineer hired to support Task 4 to estimate the impact of development on the site. Since this is a preliminary planning study and no firm development plan exists today, potential impacts will need to be expressed in ranges, with variables and "unknowns" explained or acknowledged.

8. *Receive public input and evaluate options for compatible uses.* We will prepare an online community survey to solicit ideas from the public about the desirability of various reuse options for the site and incorporate the survey results in our report. The survey will be developed in consultation with the Town. While municipal buildings in Orleans may be operating on reduced public hours or with some constraints on public use, it may be useful to place some project information display boards where they can be seen by visitors to the library and Town Hall, or possibly in a local store if one is willing to provide space for a display. In addition, we would be pleased to participate in a project information session with Lower Cape TV (presumably through an existing news program) or make PSAs about the survey and how to access it in order to maximize participation.

9. *Present draft findings at a public meeting and finalize report to the Town.* We will prepare a slide deck about the project and present it remotely at a public meeting sponsored by the Town. Input from the community may be used to modify the draft prior to submitting the final version.

Our proposal includes the three meetings identified in the RFQ.

FEE

For the above-described work plan, we will charge a lump sum fee of $29,800. Per our normal billing policy, we will invoice the Town on a percentage completion basis once a month for work performed in the previous 30 days. Invoices are generally due and payable within two weeks of receipt.

Barrett Planning Group is very interested in and enthusiastic about this project, and we hope you will accept our proposal. We are available to begin this project within one week of receiving a notice of contract award and we will provide the necessary attention to complete it within the Town's deadline. If you have questions or need additional information, please contact me at (781) 934-0073 x7 or by email at judi@barrettplanningllc.com. As the sole owner of my firm, I have the legal authority to enter into a contract with the City. Please note that both Barrett Planning Group

LLC is a certified women business enterprise (WBE) by the Massachusetts Office of Supplier Diversity.

REFERENCES
Should you desire references, I offer the following:

Town of Brewster: Affordable Housing at Millstone Road Community Engagement Process
Donna Kalinick, Assistant Town Administrator
Jill Scalise, Housing Coordinator
508-896-3701, ext. 1130
dkalinick@brewster-ma.gov
jscalise@brewster-ma.gov

Barnstable County, Department of Human Services, Five-Year Consolidated Plan, 2020-2024
Renie Hamman, HOME Program Manager
508-375-6622
renie.hammon@barnstablecounty.org

Town of Dennis Affordable Housing Trust Strategic Plan
Dan Fortier, AICP, Town Planner
508-760-6119
dfortier@town.dennis.ma.us

I have attached our resumes and W-9.

Sincerely,

BARRETT PLANNING GROUP LLC

Judith A. Barrett

Judith A. (Judi) Barrett
Owner and Managing Director
EIN 82-1066293

BARRETT
PLANNING GROUP LLC

PROFESSIONAL SERVICES

Community Planning

Neighborhood Development

Zoning & Regulatory Reform

Housing Policy & Planning

Fiscal & Economic Impact

Technical Assistance

FIRM PROFILE

Barrett Planning Group LLC provides high-quality, customized planning and community development services for cities and towns and non-profit organizations. Founded by Judi Barrett, a veteran planner with over 33 years of experience in the fi eld, Barrett Planning Group is known for our creative approach to planning and problem-solving, our expertise as trainers and technical assistance providers, our attentiveness to clients, and our expertise incapacity building. We help municipal leaders strategize and become persuasive advocates for the people who live and work in their communities and the small businesses that fuel the local economy. We offer fresh ideas worth listening to and advocate for public policies inspired by a commitment to basic social fairness.

WHAT WE DO

- Community-wide and neighborhood-level planning
- Training, technical assistance, and capacity building
- Public education
- Community engagement
- Zoning bylaws and ordinances
- Housing policy analysis and planning
- Market analysis
- Socioeconomic impact analysis
- GIS mapping and spatial analysis

OUR MISSION

Barrett Planning Group meets the planning and capacity building needs of local governments and their private-sector partners. We deliver customized, place-based products and services of lasting value, and we collaborate with other firms that share our commitment to quality and innovation. In all our work, Barrett Planning Group advocates for healthy, sustainable, and culturally and educationally rich communities.

Barrett Planning Group LLC is a certified women business enterprise (WBE) by the Massachusetts State Office of Supplier Diversity.

Barrett Planning Group LLC • PO Box 6338 • Plymouth, MA 02362 • 781.934.0073

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JUDI BARRETT

Owner and Managing Director

Barrett Planning Group LLC
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781.934.0073 Ext. 7375

BACKGROUND

Judi Barrett is the founding principal and managing director of Barrett Planning Group LLC. She brings 33 years of planning and community development experience as a consultant and community and economic development professional with state and local government. Judi has devoted her career to building the capacity of cities and towns to solve difficult public policy questions and to develop effective leadership and advocacy skills. She has prepared and managed a variety of projects for public and private clients, including comprehensive and strategic plans, zoning revisions, housing studies, and more. She is well known for her work in affordable and fair housing policy and inclusionary zoning. A frequent panelist at regional and national conferences and a guest lecturer for planning programs, Judi is also a technical assistance resource and trainer for city and town officials and non-profit boards.

Professional Affiliations & Service

- American Planning Association
- APA-Massachusetts Chapter, Chair, Housing and Community Development Committee
- Urban Land Institute, Boston/New England Chapter, Member, Housing and Economic Development Product Council
- Trainer, APA-MA AICP Exam Preparation Course: Economic Development and Public Participation Modules
- Trainer, Citizen Planner Training Collaborative (CPTC)
- Trainer, Neighborhood Revitalization Strategy Areas (NRSA) and Neighborhood Planning Strategies for HUD CDBG Grantees
- Guest Lecturer, Graduate Planning Courses, University of Massachusetts, Massachusetts Institute of Technology, Harvard Graduate School of Design

PROFESSIONAL EXPERIENCE

Owner and Managing Director, Barrett Planning Group LLC, April 2017-Present. Founder of small private consulting firm providing strategic planning, training, and technical assistance services to municipalities from Maine to Florida. Judi Barrett has prepared numerous comprehensive plans, affordable housing and fair housing studies and plans, neighborhood revitalization and commercial center vision plans, and zoning ordinances and bylaws over her 33-year career. She is highly respected for her work in socioeconomic and fiscal impact analysis.

Director of Municipal Services, RKG Associates, Inc., May 2013-April 2017. Played an instrumental role in expanding RKG's practice in Massachusetts as part of a longer-term company plan to consolidate and reorganize its New England economic development operation. Responsible for marketing, business development, project management, client relations, and supervising teams of RKG staff and subcontractors. Projects ranged from comprehensive plans to major zoning revisions, housing market studies, economic development plans and policy studies, conflict resolution, and training and technical assistance contracts.

Judi Barrett
Owner & Managing Director
Barrett Planning Group

PROFESSIONAL EXPERIENCE

Director of Planning, Community Opportunities Group, Inc., March 1996-April 2013. Established and built a well-respected municipal planning practice for a small Boston-based firm that specializes in community development and housing. Planning group offered services in city and town planning, open space and recreation plans, housing and economic development plans, zoning, fiscal impact analysis, technical assistance, and capacity building. Also provided expert witness services for Chapter 40B comprehensive permit appeals. Won three planning awards from the Mass. Chapter of the American Planning Association.

Director, Community Development Fund, Executive Office of Community Development, June 1993-March 1996. Managed the Community Development Fund (CDF), the Commonwealth's largest set-aside of Community Development Block Grant (CDBG) funds for non-entitlement cities and towns. Directed annual application round, prepared application package and technical assistance materials, oversaw the review and awards process, and supervised grant compliance and grantee monitoring. Reported to Deputy Secretary of Community Development.

Community Development Administrator, Town of Plymouth. September 1988-June 1993. Responsible for developing a comprehensive community development department offering housing, economic development, park ad open space, and other programs and services with CDBG and other funds. Oversaw the formation of Plymouth's "Main Street" program (Downtown/Waterfront), wrote the special legislation that created the Tourism Fund and Visitor Services Board, and provided staff support and technical assistance to numerous boards and commissions. Assisted with preparing master plans for the Downtown/Waterfront Area, North Plymouth, and Manomet.

EDUCATION

Harvard University, Bachelor of Liberal Arts (cum laude). Concentrations: American Civilization and Government.

Graduate coursework in **American Studies, University of Massachusetts Boston**; and **Economics and Community Development, Harvard University** and **Tufts University**.

Recent Conference Presentations

- APA National Planning Conference, 2015, 2016, 2017, 2018
- Central Florida Regional Affordable Housing Coalition, 2018 Housing Summit, "Regulatory Strategies to Create Affordable Housing"
- ULI Housing Conference: Housing Opportunity, 2016, Boston, Massachusetts. "Affordability in the Suburbs: From Fair Housing to Community Opposition"
- APA Northeast Region Conference, 2015, Saratoga Springs, NY. "Getting Ahead of Demographic Trends"
- Southern New England APA Conference, 2011-2017, 2019
- Massachusetts Housing Institute, 2014, 2015, 2018
- Cape Cod Housing Institute, 2017, 2018, 2019, 2020

Judi Barrett
Owner & Managing Director
Barrett Planning Group

REPRESENTATIVE LIST OF CURRENT AND PAST ENGAGEMENTS

Zoning & Regulatory Barriers Assessment

Southbridge Comprehensive Zoning Revision

Bedford Great Road Zoning Revision

Tewksbury Comprehensive Zoning Revision

Beverly Inclusionary Zoning Bylaw

Salisbury Inclusionary Zoning Bylaw

Lenox Comprehensive Zoning Revision

Comprehensive Zoning Update for Downtown Needham

Comprehensive Planning

Hingham Master Plan

Littleton Master Plan

Tewksbury Master Plan

Westford Comprehensive Plan

Dedham Master Plan

Lincoln Comprehensive Plan

Medfield Master Plan

Fair Housing & Equity Assessments

WestMetro HOME Consortium (Newton)

City of New Bedford

City of Worcester

Citizen Planner Training Collaborative

Socioeconmic Impact Analysis

National Development, Waterstone & Bridges at Lexington

Westwood Planning Board, University Station

Westford Multifamily Impact Analysis

Dedham Planning Board, Legacy Place

Jeffrey Donohoe Associates, Impact of Relocating Military Personnel from Island of Guam

North Andover Community Development Department, Osgood Landing Chapter 40R District

Technical Assistance & Strategic Planning

Citizen Planner Training Collaborative (CPTC) Comprehensive Curriculum Revision & Update

GrowSmart RI/Land Use Training Collaborative Strategic Plan

City of Chelsea Strategic Plan for Affordable Housing

Departmental Reorganization Study, Town of Medway

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FIONA COUGHLAN

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BACKGROUND

Community Planner **Fiona Coughlan** plays an active role in various projects at Barrett Planning Group, including community development technical assistance, comprehensive planning, development impact analysis, and citizen engagement and outreach. Fiona cultivates strong relationships with her clients, leading them to ask her to return for follow-up projects and continued support. She has completed projects for Barrett Planning Group in Framingham, Gloucester, Barnstable County, Derry, NH, Bridgewater, and beyond.

PROFESSIONAL EXPERIENCE

Community Planner, Barrett Planning Group LLC, February 2019-Present. Provides project support and management, data analysis, report drafting and editing, workshop design and facilitation, and community outreach for a variety of planning projects.

Administrative Coordinator, The Rajen Kilachand Center for Integrated Life Sciences and Engineering, July 2017-February 2019. Managed daily administrative and operations duties for students, faculty, and staff of the building. Served as second-in-command and main point of contact for construction and renovation projects at the Center. Also served on the Building and Design team for the redesign of the upper research floors and wet lab, vivarium, and testing spaces.

Intern, Boston Planning and Development Agency, September 2016-July 2017. Assisted the Director of Development Review and Project Management staff with permitting and development review logistics, management of city-wide data tracking programming process, and conducting research studies and independent data analysis.

Intern, Town of Framingham Economic Development and Industrial Corporation, January-May 2014. Assisted with database maintenance, website development, news distribution, and social media. Created marketing videos and developed a web app for dining, shopping, and living in Framingham.

EDUCATION

Master of City Planning, Boston University Metropolitan College, 2018. Graduate Certificates in Applied Sustainability, and Urban Affairs and Public Policy. Recipient of the Award for Excellence in Graduate Study in City Planning, MET College Class of 2018.

B.A. in Urban and Regional Planning, Framingham State University, 2015.

Professional Affiliations

- American Planning Association Member, Sustainable Communities Division Executive Committee; Student and Emerging Professional Co-Chair
- Massachusetts Association of Planning Directors Member

Special Interests

- Fiscal impact analysis
- Applied sustainability
- Citizen engagement
- Market analysis

Current & Recent Projects

- Five-Year Consolidated Plan Updates for the Barnstable County HOME Consortium and the Cities of Framingham, Gloucester, and New Bedford
- Fiscal impact studies for Billerica, Rochester, Woburn, and Hudson, NH.

BARRETT
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ALEXIS LANZILLOTTA

Project Analyst

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BACKGROUND

Alexis Lanzillotta joined Barrett Planning Group in 2018 after enjoying a twelve-year career as a public school teacher. She brings many of the skills cultivated in the classroom to her role as a project analyst for Barrett Planning Group, particularly in creating educational materials for clients and designing community engagement opportunities that foster participation, collaboration, and enthusiasm among attendees. Alexis has designed sophisticated workbook tools for the firm that can efficiently organize and analyze data from public sources and select proprietary services. She is also the firm's team leader for graphic communications, using tools like Adobe Illustrator to provide polished graphics for community engagement events, public meetings and hearings, and final reports.

PROFESSIONAL EXPERIENCE

Project Analyst, Barrett Planning Group: 2018-Present. Responsible for demographic, economic, and fiscal impact research and analysis for our municipal and private non-profit clients. Coordinates the work of subcontractors on major project teams. Responsible for report writing and editing assignments, developing materials for public meetings and co-facilitating public workshops. Expertise in Adobe graphics applications and infographics design.

Latin Teacher, Duxbury Public Schools: 2006-2018. Taught introduction to the Latin language and an overview of Roman culture to grades 7-8. Collaborated with colleagues to restructure the Duxbury Latin curriculum based on ACTFL standards.

Latin Tutor, Academic Resource Center, Tufts University: 2004-2005. Independent Tutor: 2006-2012.

EDUCATION

M.Ed. in Curriculum and Teaching, Fitchburg State University, 2010.

B.A. in Latin (cum laude), Tufts University, 2006.

Also successfully completed graduate-level coursework at the **University of Massachusetts Boston,** 2013-2019, in the history of Latin literature and methodologies for teaching Latin.

Professional Affiliations

- American Planning Association Member
- Massachusetts Association of Planning Directors Member

Special Interests

- Graphic design
- Geographical analysis
- Visioning and consensus building processes

Current & Recent Projects

- East Milton Square Visioning Process
- Bridgewater Comprehensive Master Plan
- Brewster Millstone Road Visioning Process
- Hingham Master Plan
- Citizen Planning Trainer Collaborative (CPTC) Curriculum Update

BARRETT
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TYLER MAREN
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BACKGROUND

Community Planner **Tyler Maren** comes to Barrett Planning Group as a recent graduate of Clark University's renowned graduate program in Community Development & Planning. Tyler specialized in studying housing issues, which fostered a strong interest in urban planning, human geography, social justice, and public service. Tyler believes that planning is important to ensuring that our communities evolve and grow in an equitable, healthy, and sustainable way. His areas of experience include working with municipalities on planning and zoning issues, affordable housing, community engagement and research, and GIS mapping.

PROFESSIONAL EXPERIENCE

Community Planner, Barrett Planning Group LLC, September 2020-Present. Provides general project support, zoning review, and advanced statistical analysis. Responsible for writing and editing reports for our municipal clients.

Planning & Zoning Assistant, Town of Westford, MA, September 2017-September 2020 (Intermittent). Assisted the Planning and Zoning departments with document preparation, GIS tasks, site visits, and meeting minutes. Gained wide-ranging experience in government administration, local housing and economic development issues, and community engagement.

Research Assistant, A Case Study in Rural Southwestern Uganda, Colgate University, May 2012. Conducted academic research with a team of 14 students and professors on location in Southwestern Uganda. Led field studies in villages near the Bwindi Impenetrable National Park. Gained practical experience in GIS as well as qualitative and quantitative data collection.

EDUCATION

Clark University, Master of Arts in Community Development & Planning, 2020. Concentration in Urban Resilience. Published research paper on housing issues for refugee populations in Worcester, MA. Treasurer, IDCE Graduate Student Association, 2019.

B.A. in Geography (magna cum laude), University of Massachusetts Amherst , 2016. Charter member, UMass Amherst Chapter: Gamma Theta Upsilon (international geography honor society). President, UMass Amherst Geography Club, 2016.

Professional Affiliations

- American Planning Association Member
- Massachusetts Association of Planning Directors Member

Special Interests

- Equitable housing issues
- Human geography
- GIS and geographical analysis

Current & Recent Projects

- Boxborough Planning Board Zoning Audit
- Lancaster Planning Board Inclusionary Zoning Feasibility Study
- Bridgewater Comprehensive Master Plan
- Dennis Housing Production Plan

Request for Price Quotation – Future Use Study of Governor Prence Motel, Orleans

The Town of Orleans is seeking a qualified, experienced consultant to complete a future use study of 5.5 areas of land which the Town is considering purchasing for affordable housing and other compatible uses. The consultant will be expected to meet with Town officials, research potential uses, receive community input and develop an overall strategy for future redevelopment of the property.

Background

The Governor Prence Motel is located in the Village Center District in Orleans. It has operated as a motel for more than 50 years, but it did not open in 2020. The property consists of a 5.18-acre motel site (66 Route 6A) and a .31-acre commercial property (76 Route 6A). In total the parcels have 450+ feet of frontage on Route 6A, and the motel abuts the Cape Cod Rail Trail in the rear. The parcels are recorded in the Land Court (LCP 16048 A &B).

The property owners approached the Town about its interest in purchasing the property for Town purposes. In response, the Town conducted a Phase 1 Site Environmental Site Assessment, evaluation of lead & asbestos, and completed a professional appraisal of the properties. In October 2020, the property owner and the Town entered into a Letter of Intent that allows the Town to negotiate a purchase & sales agreement, with funding to be requested at the Annual Town Meeting in May 2021. Also, as part of a design study by the Cape Cod Commission, Union Studios architects developed a design concept for a housing project on the subject site. All of the reports are public and are available for review by the consultant.

Town water is available at the site. Public sewers are under construction and expected to be available for the site in 2022 or 2023. Local zoning allows up to 14 units per acre in the zoning district.

Since 2006, Orleans has been working to develop and implement a Village Center Master Plan. Attached to this Request is a list of past studies to assist the consultant in understanding Town goals for the Village Center. It is expected that the redevelopment plan for the subject property will help to address Town goals.

Study Goals

The goals of the study are:

- Assess the property for future uses that are consistent with local needs and the Orleans Comprehensive Plan;
- Develop a consensus agreement, with public input, on future uses of the property; and
- Provide information that will assist the Town in making are decision on acquisition.

Issues, Concerns and Insights

- The property owner wishes to sell in early 2021. Under the terms of the Letter of Intent, the Town will negotiate a price while this study is under way.
- The existing buildings will likely require demolition at an estimated cost of $250,000-400,000. It would be more cost-effective to convey the property to a private owner for demolition as part of a planned redevelopment project.

- The Affordable Housing Trust is anticipating supporting a 64-unit LIHTC project in the coming year, and owns a 1.3 acre site at 107 Main Street on which it hopes to construct 10-14 rental units. Adjacent towns are in the planning stages of affordable housing development, with some local projects recently online (Brackett Road in Eastham).
- It is expected that the consultant will need to utilize the services of other professionals to complete the project tasks. Necessary outside consultants may include a structural engineer, landscape architect, and other professionals
- The Town of Orleans is currently involved in a library renovation study through its Snow Library Board of Trustees. The study must include evaluation of at least one alternative location in order to qualify for state funding for expansion/renovation.
- There is continued public interest in creating a multi-use community center in Orleans. An article at the Fall Town Meeting gained a majority vote but was not funded due to a supermajority requirement.
- The site contains several mature trees which may be considered valuable to conserve in a redevelopment plan. The Orleans Tree Warden is available to inspect the trees and advise the consultant.

Scope of Services

1. Meet with Town officials to clarify goals of the study, tasks, and available resources.
2. Identify housing needs based on available data and the 2017 Orleans Community Housing Study.
3. Identify local and regional housing planning and projects underway.
    a. Determine number and types of housing in projects likely to be developed within the next three years.
    b. Consider market demand and ability of residents to pay for housing.
    c. Evaluate the potential to include community, workforce, and market rate housing options to best serve the needs of the community.
4. Evaluate the land needed for recommended housing and provide approximate locations for that housing on the subject site.
5. Evaluate the condition of buildings to determine their condition and approximate cost it would take to meet the MA Building Code.
6. Consider whether other compatible municipal uses could be sited on remaining land.
7. Estimate impacts of a development on sewer flow, traffic, noise, lighting, and other project impacts.
8. Receive public input and evaluate options for compatible uses
9. Present draft findings at a public meeting and finalize report to the Town

The consultant shall be expected to meet with the Affordable Housing Trust Board and Select Board (expected to be joint meetings) three times. The first meeting will take place after initial background research has been completed. The second meeting will be to present draft findings. The final meeting will be to present the final report that incorporates all comments received. A final report shall be delivered to the Town no later than January 29, 2020.

Respondents to this RFQ will be required to demonstrate qualifications in identifying, assessing and

planning housing and other village center style compatible uses. A statement of the intended workplan and deliverables shall be included with the cost quotation. Responses should be submitted to George Meservey, Orleans Planning Director, via email (gmeservey@town.orleans.ma.us). Final determination will be based on the most qualified workplan for the least cost.

Cost of the Study is not to exceed $29,900.

The deadline to respond to this RFQ is Wednesday, November 25, 2020 at 3:00PM.

Town of Orleans

19 School Road Orleans Massachusetts 02653-3699

Telephone (508) 240-3700 – Fax (508) 240-3388

George Meservey

Director of Planning & Community Development

To: Prospective Bidders – Governor Prence Motel study
From: George Meservey, Planning Director
Subject: Village Center Revitalization Progress and Studies to date
Date: November 5, 2020

Orleans has focused its future planning efforts on the downtown area with special emphasis on the Village Center District. Below is background information and key milestones to assist a consultant in understanding Town needs and goals for the Village Center District in which the Governor Prence Motel is located.

TOWN GOAL

2006 Orleans Comprehensive Plan, Goal ED-6

"Develop a cohesive Village Center Plan to address such issues as traffic, parking, signs, streetscape, pedestrian linkages, and building facades. "

Village Center Vision Statement, 2006, reaffirmed 2009

"The Orleans Village Center is, and will continue to be, a vibrant commercial and community center for the town, and will develop into a focal point for community and cultural activities and services for residents and visitors. The small-town character of the village will be maintained and enhanced. Mixed-use and other appropriate development will be encouraged through changes to the zoning bylaws. Street trees and decorative landscaping will be encouraged. Improved sidewalks, lighting, street furniture and the placement of utility lines underground will be pursued.

Consistent with a traditional village development pattern that will be safe and attractive for pedestrians, it will be desirable to have small shops lining the streets with parking provided to the rear of the buildings where possible. Sidewalk cafés will be encouraged. The scale and materials used for new construction in the village will be in keeping with the village character, and property owners will be encouraged to improve the appearance of existing buildings. Residential units above storefronts will be encouraged. Provisions will be made to accommodate the flow of vehicular traffic, but not at the expense of providing a safe and attractive pedestrian environment. Appropriate parking to serve businesses and village residents will be provided for."

CONTINUING DISCUSSIONS AND STUDIES (including studies and By-Law Amendments)

Orleans Village Center Transportation Study, May 2004

http://www.town.orleans.ma.us/Pages/OrleansMA_Planning/orleans-traffic-study.pdf

Downtown Visioning Charette, 2005

http://www.town.orleans.ma.us/Pages/OrleansMA_Planning/082305OrleansCommunityCharrette.ppt

Village Center Market Study, 2010

http://www.town.orleans.ma.us/Pages/OrleansMA_Planning/villagecenter/center

Village Center Streetscape Plan, 2011

http://www.town.orleans.ma.us/Pages/OrleansMA_Planning/street

Route 6A, "RESET" Study, Cape Cod Commission, 2015

https://www.town.orleans.ma.us/planning-department/pages/zoning-bylaws-regulations

Village Center Market Study Update, 2016

https://www.town.orleans.ma.us/sites/g/files/vyhlif3631/f/file/file/orleans_town_center_econ_analysis_primer_dec-15.pdf

Resiliency by Design Study, Union Studios, 2019 (Governor Prence concept, p. 84-86)

https://www.town.orleans.ma.us/planning-department/pages/cape-cod-commission-resiliency-by-design-study-2019

Zoning By-Law Amendments

1. In 2002, 7 *parcels were added to the VC District, including Snow's Home & Garden, Mid-Cape Home Center, and Friends Market.*
2. *Also in 2002, the Village Center was broken out in the Zoning Permitted Uses Table, allowing uses similar to the General Business District but specifically prohibiting new Filling Stations and New or Used Car Lots.*

3. *In 2007, Section 164-32, Dwellings in Commercial Structures was amended to allow additional dwelling units in commercial buildings, with an allowance for greater building height to permit up to 4 dwellings, subject to reasonable conditions.*
4. *In 2012, formula-based restaurants were prohibited in the Village Center to protect community character and the local economy.*
5. *2014, Town Meeting voters amended the Sign Regulations to guide the use of so-called sandwich board signs, which are found primarily in the pedestrian-oriented Village Center.*
6. *2017, Orleans adopted a comprehensive amendment to downtown density. In the Village Center District, the Town allows up to 14 dwelling units per acre.*
7. *2020, Town Meeting amended its regulations for Dwellings in Commercial Structures to reduce the required amount of commercial space required in a mixed-use building to 30% of total floor area.*

PROJECTS

1. *A roundabout at the intersection of Routes 28 and 6A was completed in 2014.*

2. *Intersections of Main Street/ Route 6A and Main Orleans/ Route 28 was completed in 2019, including brick sidewalks and ornamental lighting.*

3. *Reconstruction of Main Street was completed in 2020, also including streetscape amenities to improve the attractiveness of the district.*

4. *A "Wayfinding Plan" is under development to improve mobility and visitor experience.*