



## TOWN OF CLARENCE INDUSTRIAL DEVELOPMENT AGENCY

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### **Request for Proposals** **Town of Clarence - Main Street Corridor Economic Redevelopment Plan**

Proposals will be accepted until: Thursday, May 28<sup>th</sup>, 2015 at 4:00pm.

#### **Please submit to:**

Town of Clarence Industrial Development Agency  
ATTN: Cynthia Rosel  
One Town Place  
Clarence, NY 14031

#### **Questions:**

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Office of Planning and Zoning  
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Email- [jbleuer@clarence.ny.us](mailto:jbleuer@clarence.ny.us)

#### **Brief**

The Town of Clarence is seeking Proposals for a Main Street Corridor Economic Redevelopment Plan. Any resultant contract issued from submitted proposals will be issued by the Town of Clarence, Erie County, Industrial Development Agency (TCIDA). Main Street (Route 5) acts as the primary east-west thoroughfare. In an effort to strengthen its four unique focus areas, the goal is to develop and implement a plan that will define a place that people will be motivated to slow down, take notice and explore.

#### **History**

Settlement in Clarence began several years before the area was formally organized and ultimately incorporated as a Township. Originally, Asa Ransom, a young silversmith from Geneva, New York, took possession of 150 acres with the current town of Clarence in the fall of 1799 and thus established the earliest settlement in Clarence territory at what is now Clarence Hollow. Between that time and 1808, the initial settlement in Clarence territory gradually grew in both size and population. Ultimately, the Town of Clarence, named from the English House of Clarence, was formally established in 1808. As such, it is the oldest township in Erie County, which was formed from Niagara County in 1821.

#### **Introduction**

Located to the northeast to the City of Buffalo in Erie County, the Town of Clarence is a municipality that continually displays its character and uniqueness through historic buildings, local businesses and agricultural operations throughout the town. It is clear that Clarence is and is steadily becoming a more attractive area for people to raise their families and settle down, with a current population number set at 30,464 and ever increasing (US Census). Commercial, industrial and residential developments throughout the town are creating the possibility of continuous economic stability through future expansion and growth, while maintaining the rural character of the community.

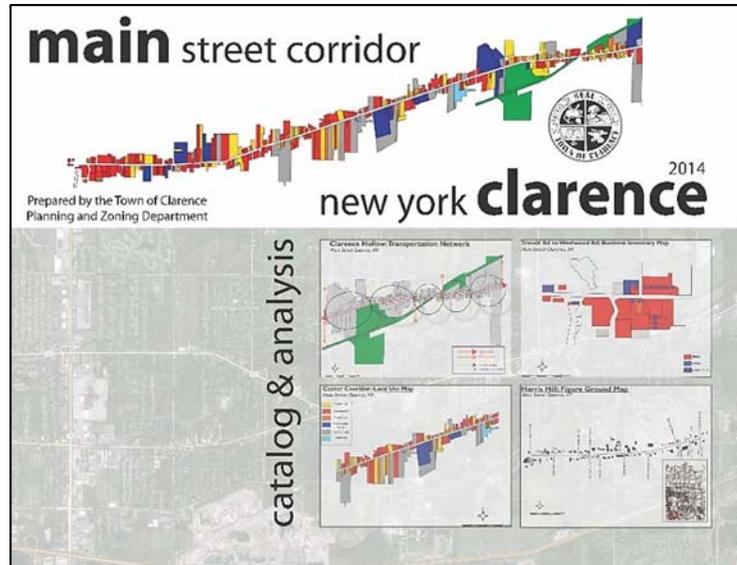
## Focus Areas

Main Street is one of the central arterials in the town, which many residents and people commuting in town utilize to reach their destinations. It is approximately 6.33 miles in length from western end (Transit Rd) to the eastern end (Davidson Rd) of town. Main Street has been divided into four focus areas in order to provide a more concise review of the corridor:

- Transit to Westwood Corridor
- Harris Hill Hamlet
- Central Corridor
- Hollow Hamlet

Please refer to the supplementary document: Clarence Main Street Corridor Catalog & Analysis for detailed information regarding-

- Existing Zoning
- Study Area Zones
- Land Use
- Business Inventory
- Figure Ground
- Key Transportation Zones
- Sewer Capacity
- Historic Properties



## Project Overview

The Town of Clarence requests Proposals from qualified firms for the creation of a Main Street Corridor Economic Redevelopment Plan. While each Focus Area will require a different approach, strategy and design; the implementation of this overall plan will increase the economic viability of the Main Street Corridor and should be focused towards Right-Of-Way improvements. Four unique corridors have been identified, however there are two main types: Hamlet and Commercial. Note: The Town has received a grant to install/repair sidewalks from Thompson to Transit on both sides of Main. This is a collaborative effort between the Town and the NYS DOT through a Transportation Enhancement Program (TEP) project.

### Transit to Westwood

The first focus area, Transit to Westwood Corridor, has developed into an extension of the Major Arterial development of Transit Road. This commercial area features large-scale business operations, shopping plazas, professional office and premium automotive sales. Main Street transitions from two lanes of travel in each direction and a center turn lane with limited shoulder, down to one travel lane in each direction and a center turn lane with substantial paved shoulder. Sidewalks exist within the entirety of this area.

The redevelopment of this area will focus on appropriate infill development and façade revitalization of longstanding buildings. Of the four focus areas, this corridor experiences the most attention due to existing sewer capacity, and will likely need the least amount of revitalization effort within the ROW due to improvements made through private development.

## **Harris Hill**

The second focus area, Harris Hill hamlet, features traditional neighborhood scale development featuring a range of commercial facilities, such as: small scale office, food and drink, neighborhood financial and medical and retail. Any development is limited, due to the lack of a sanitary sewer system. With a large concentration of residential homes surrounding this portion of the Corridor, the Hamlet acts to preserve neighborhood scale development. Over time, this area has suffered from a lack of identity, and its boundaries have become blurred by the commercial corridors on either side.

This section of Main Street features one lane of travel in each direction and a center turn lane with substantial shoulders. Sidewalks sporadically exist, however a grant has been received for sidewalks to be constructed within this entire area.

The redevelopment of this area will focus on Hamlet recognition/place identity, and residential connections to and through this corridor by beatification and pedestrian friendly measures. ROW improvement should be made to promote multi-modal transportation and neighborhood integration.

## **Central**

The third and largest focus area, the Center, features of commercial development sporadically placed throughout this long stretch of Main Street. Called the Center for its location along Main Street in Clarence, this expansive stretch does feature compact development, and is not readily walkable. Large pieces of land remain undeveloped along Main Street, and with the lack of sanitary sewers, little is expected to change in the near future.

This section of Main Street features one lane of travel in each direction and a center turn lane with substantial shoulders. Sidewalks sporadically exist, however a grant has been received for sidewalks to be constructed within this entire area.

The redevelopment of this area will focus on the integration of a dedicated bicycle lane within the ROW to connect the Hamlets of Harris Hill and the Hollow.

## **Hollow**

The fourth and final focus area, Hollow hamlet, features traditional neighborhood scale development featuring a broad range of eclectic businesses, often family owned and operated. The Hollow features a rich history, and is believed to be the first prominent settlement in Erie County. For many years, the Hollow was a regional destination for antique collectors, but when the antique market dropped off, the area began to see a decline in activity.

Today we see an increase of activity throughout the Hamlet, a successful farmers market draws large crowds on the weekends, a park and path system allows residents to recreate and several restaurants see their tables filled on a regular basis. The largest concentration of historically designated local landmarks exist in the Hollow, and the heritage of the area is celebrated through plaques and wall art.

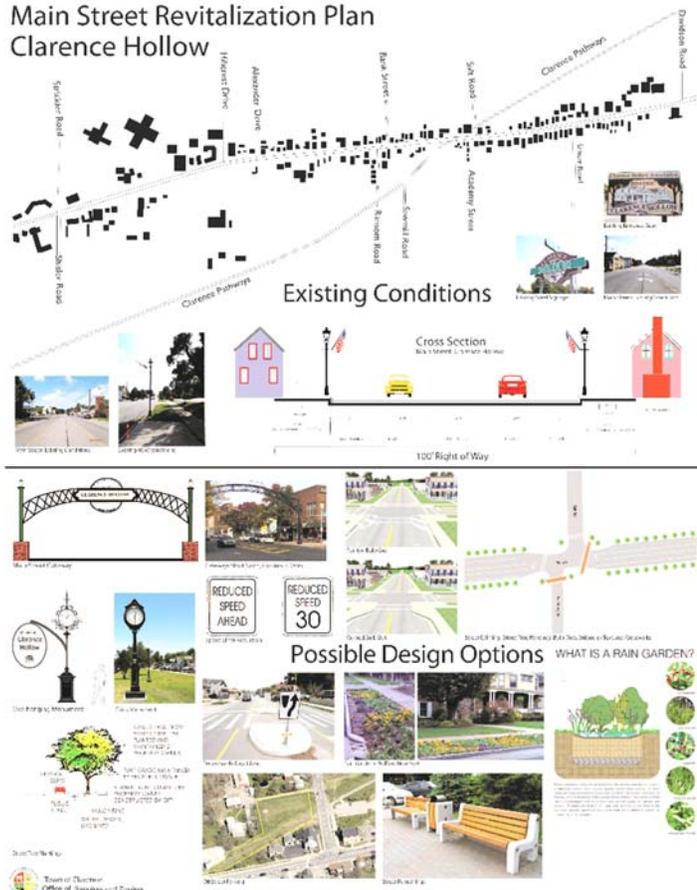
To further expand the Hollow as a destination and area that accommodates pedestrian exploration and enjoyment, the Main Street Corridor should be revitalized. Currently this portion of Main Street features a ROW of roughly 100 feet. This includes one eastbound lane, one westbound lane, one center turn lane and a parking/shoulder lane on each side. Edge of pavement to edge of ROW appears to be roughly 20 feet. 5 to 6 foot sidewalks sit within this space. The goal is to capture the existing through traffic by defining a place that people will be motivated to slow down, take notice and explore.

In an effort to capture existing traffic, and allow for a more multi-modal configuration of the existing Main Street Right-of-Way, desired goals include:

- Entrance Gateway(s)- further define the boundary of the Hollow, and create a sense of place.
- Reduction in Traffic Speed- can be accomplished by a speed limit reduction, reduction of lane width, tightening the scale of the corridor, etc.
- Pedestrian Safety and Comfort- can be accomplished by maintenance of sidewalks, bulb outs, center refuge islands, updated striping and textures, street furnishings, etc.
- On / Off Street Parking- provide convenient access for motorists and bicyclists looking to visit local shops and restaurants
- Integration of Natural Areas and Features- integrate existing parks and trails into a greener corridor through street trees and landscape features and/or rain gardens

The redevelopment of this area will focus on ROW improvements, and will be the most crucial component of this Main Street Redevelopment Plan.

Main Street Revitalization Plan  
Clarence Hollow



Please refer to the supplementary poster for possible design options for the Clarence Hollow.

## Scope of Services

Develop, in conjunction with the Town Planning Department, TCIDA and the State Department of Transportation, an overall Main Street Corridor Economic Redevelopment Plan:

### ROW improvements

- Analysis of existing ROW conditions within each focus area of the Main Street Corridor.
- ROW redesign opportunities and concept plans within each specific focus area, as outlined in the Project Description section.
  - All redesign opportunities should be considered feasible by the NY DOT.
  - All redesign opportunities should be broken down by average cost estimates.
  - Each redesign opportunity should be ranked by overall impact, value vs cost, ease of implementation and economic viability.
- Evaluative Corridor need for green infrastructure opportunities.

### Land Use

- Formulate future land use map that promotes economic revitalization along the Main Street Corridor, focusing on areas with building/parcel vacancy.

### Marketing

- Place Identity / Identify needs for overall marketing plan.
- Public Outreach events for each focus area will be initiated by the Town, for the benefit of the consultant.

## Requirements for Proposal

At minimum, three hard (3) copies and one (1) digital copy of the Proposal should be submitted with the following information:

- Title Sheet: name, address and brief description of proposed firm/team members.
- Letter of Intent: explain interest, specific abilities, understanding of the Main Street corridor and qualifications related to the project type.
- Organizational Structure: key personnel that would be assigned to the project and their role
- Scope of Services: approach/methodology for accomplishing the scope of services
- Examples of Work: relating to ROW redesign, complete streets and corridor revitalization
- Proposed Tasks: detail
- Total Cost (not-to-exceed price): payment schedule should be tied to identified project milestones.

## Instructions and Notes

Late submissions: Any responses received after the date and time stated will not be considered for contract award.

The Town of Clarence and TCIDA reserves the right to reject any and all responses. The Town of Clarence and TCIDA does not obligate itself to accept the lowest or any other proposal and has the right, within its sole and absolute discretion to reject any proposal.

The successful firm shall comply with all laws, rules, regulations and ordinances of the Federal Government, the State of New York and any other political subdivision or regulatory body which may be applied to its performance under this contract.

Changes in work: The Town and TCIDA may, as needed, order changes in the work through additions, deletions, or modifications without invalidating the contract. Compensation, as it may be affected by any change, shall be adjusted by agreement between the contractor and the Town.

Firm should have experience working with NYSDOT on Procedures for Locally Administered Federal Aid Projects (PLAFAP) through the Federal Highway Administration (FHWA), and to have experience in the procedures and documentation required throughout the process.

M/WBE Participation in the Contract: The Town of Clarence and TCIDA recognizes the need to take affirmative action to ensure that Minority and Women business enterprises and minority and women employees are given the opportunity to participate in providing goods and services sought by the Town and TCIDA. This opportunity for full participation in our free enterprise system by traditionally, socially and economically disadvantaged persons is essential to obtain social and economic equality and improve the functioning of the State economy. Accordingly, it is the policy of the Town and TCIDA to foster and promote the full participation of such individuals and business firms in the Department's contracting program. The proposer, by bidding on this contract, acknowledges his or her understanding and support for the social policy herein stated and pledges to fully cooperate with the State of New York's goal of 20% in the implementation of this policy, and further to exert a good faith effort to solicit and obtain the participation of such individuals and firms as subcontractors, suppliers, and employees on this contract.

NYS DOT Transportation Alternatives Projects Guidebook, Chapter 4, page 22 states, "Consultants who prepare all or part of a TAP application may not participate in a competitive solicitation for consultant services for the same TAP project." Be aware that any successful firm who is hired by the Town of Clarence and the TCIDA to create a **TAP application** cannot also work on the same TAP awarded project if it is indeed approved. This does **NOT** mean that a firm cannot work on the Main Street Corridor Redevelopment Plan and an awarded TAP project, or future TAP project for the area.

## **Selection Process**

The Town and TCIDA reserves the right to award a contract based solely on submitted proposals, however interviews may be scheduled if several firms are short-listed.

## **Schedule**

May 14 – May 28 : RFP window

June 1 – June 30\* : Selection Period, interview(s) may be required

July 1 – July 29\*: Contract and Approval

July 30 – TBD\*: Main Street Corridor Redevelopment Plan Creation

**\*The Town and TCIDA reserve the right to amend schedule as necessary**

**Questions**

Please contact:

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Office of Planning and Zoning

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One Town Place  
Clarence, NY 14031

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**Submissions**

Please deliver to:

Town of Clarence Industrial Development Agency  
ATTN: Cynthia Rosel

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One Town Place  
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