

REQUEST FOR QUALIFICATIONS

MASTER PLAN

Jersey Township, Licking County, Ohio

A. Background.

Jersey Township (the “Township”) is requesting proposals from qualified, multi-disciplinary professionals in the fields of urban planning, architecture, traffic and civil engineering, historic preservation, economic and community development and computer visualization to assist in the preparation of a Master Plan for the Township. The Master Plan will be developed in accordance with the Township’s current Comprehensive Plan and a Cooperative Economic Development Agreement (“CEDA”) with the City of New Albany (the “City”).

The Township completed a Comprehensive Plan, which was adopted in 2023. The Township has also adopted a Historic Jersey Preservation and Revitalization Plan (the “Preservation Plan”) and several overlay zoning districts to implement several development strategies in the 2023 Comprehensive Plan. In 2024, Jersey Township and New Albany entered into a CEDA agreement which commits funding for the development of a Master Plan focused on the undeveloped areas within the unincorporated portion of the Township.

The planners at Crossroads Community Planning supported the Township in completing the 2023 comprehensive plan. The purpose of the proposed Master Plan is to establish a coordinated strategy that aligns with the Township’s long-term goals while evaluating evolving regional conditions to determine whether adjustments to current strategies are necessary. **The Master Plan will focus on developing more detailed documents that illustrate the proposed strategies through design concepts, layout plans, and streetscape visualizations.** Crossroads currently provides planning and zoning assistance to the Township, and the Township wishes to continue utilizing Crossroads services. Crossroads is committed through its current contract with the Township to support and cooperate with the selected consultant as outlined below. Crossroads services will be paid for separately from the services in this RFP.

B. Scope of Services.

The following professional planning services and general scope of work is anticipated. However, consultants are encouraged to expand on this description and to suggest alternative approaches they believe will better achieve the Township's and the City's objectives:

- 1. Initial Review and Analysis.** The consultant will conduct a thorough review of the existing Comprehensive Plan, the Preservation Plan, the Development Standards currently in use as part of the CEDA, and the overlay zoning districts to gain a comprehensive understanding of Jersey Township's planning context and character. In addition, the consultant will be responsible for understanding surrounding regional plans and evaluating how evolving conditions in the area may affect the Township. This analysis will inform the identification of opportunities to build upon the Township's existing plans and zoning districts through enhanced design concepts, refined plan layouts, and illustrative streetscape visualizations
- 2. Community Engagement.**
 - A. Stakeholder Interviews.** The consultant will work collaboratively with Crossroads to conduct interviews with key stakeholders to gain a deeper understanding of internal and external plans, goals, and expectations for the area. These sessions will also serve to educate and inform residents, landowners, and businesses, while gathering meaningful input on the challenges, opportunities, and concerns that may influence the Township's future direction.
 - B. Charrette.** The consultant will lead a visioning charrette designed to translate the community's general vision into specific, form-based recommendations. These may include preferred street types, neighborhood patterns, building forms, pedestrian connections, and design strategies that support the aesthetic of the area. Concepts will be developed in alignment with the Township's overall vision. The charrette process will aim to build consensus among participants around practical neighborhood and regional development strategies, as well as the desired street and building forms for the Township.
 - C. Community-Wide Meetings or Open Houses.** The consultant will present the initial draft Master Plan to the City, the Zoning Commission, Trustees and community-wide engagement activities. These sessions will be structured as informal open houses, featuring storyboards or other presentation formats to introduce the draft document, explain how it differs from the current version, and demonstrate how it supports the goals of the existing Comprehensive Plan. The form of the open house will be in the direction of the consultant. Following these meetings, the

consultant will confer with Township Zoning Commission, Trustees, and the Crossroads planning team to resolve any major issues on the draft.

3. Develop Master Plan Document. The Consultant will collaborate with Crossroads to utilize the identified planning principles and bring the proposed concepts to life through a combination of existing and new implementation strategies. The plan should integrate all relevant land use scenarios and development strategies including an overall conceptual layout of the unincorporated area with integrated roadway and pedestrian connections, regional stormwater solutions, bird's-eye and overhead conceptual renderings, streetscape illustrations, and building form imagery. The plan shall also further expand upon and provide additional detail to the current Design Standards and include those final Development Standards into the plan.

4. Deliverables. The consultant will be expected to provide the Master Plan including all text, graphics and illustrations in electronic form.

C. Proposal Submission.

One electronic copy of the qualifications must be received no later than 4:00 p.m. on October 3, 2025. Qualifications received after this deadline will not be considered. All costs incurred for proposal preparation, presentation or contract negotiations are the responsibility of the consultant. Jersey reserves the right to reject any or all proposals submitted in response to this request for proposal and/or to select the proposal that it determines, in its sole judgment, to best meet the needs of the Township.

To be considered, qualifications should include the information set forth below and must be received by the due date at the following address:

Rob Platte, Township Administrator

rplatte@jerseytownship.us

D. Proposal Format.

Proposals shall include the following information:

- 1. Cover Letter.** The cover letter should be signed by a member of the consulting firm empowered to commit the firm to a contractual arrangement with the Township. The cover letter should also identify the firm submitting the proposal and any sub-consultants that may be proposed. It should generally outline your understanding of the assignment.
- 2. Work Approach and Timeframe.** Present a detailed description of

the work you propose to fulfill the requirements of this request for proposal. For each task, describe the activity, the intended results, any work or activity you assume will be conducted by the Township or the planners at Crossroads and an anticipated timeframe for completion.

3. **Professional Staff.** Describe which individual professionals would work with the Township and the City, their respective roles in the project and provide professional resumes of each key member of the project team.
4. **Qualifications and References.** Provide descriptions of recent prior experience with other clients, which are relevant to the challenges of this assignment. For each past project, include the name, title and phone number of a representative that the Township and/or City may contact to discuss your experience.

E. Evaluation of Proposals.

The Township will evaluate all submitted proposals based on the responsiveness of the work approach proposed, the qualifications of the staff that will work with the Township, and the overall qualifications of the firm. Specifically, the Township is seeking consultants with the following capabilities and experience:

1. Experience in preparing Master Plans including the use of bird's eye and overhead renderings, streetscape illustrations, and building form imagery.
2. Experience in building community consensus to support innovative solutions to land use and development strategies.
3. Strong graphics, written and oral communication skills.
4. Demonstrated experience in assessing and articulating a community's unique character, values, and goals, and effectively translating those attributes into conceptual designs, illustrative plans, and other visual tools that convey the desired built environment.

F. Fee.

The Township will evaluate the qualifications of all responding firms and enter into contract negotiations with the firm deemed most qualified for the project.