

REQUEST FOR PROPOSALS

ZONING ORDINANCE

City of Allegan
Allegan County, Michigan

A. Background.

The City of Allegan is hereby 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 new Zoning Ordinance, zoning map and design guidelines. These documents are to be developed in accord with the City and Village Zoning Act (PA 207 of 1921, as amended) and the City's EPA-approved brownfield grant to facilitate the development of the community.

The current Zoning Ordinance was adopted in 1993 and has been amended periodically from time to time. In its current form, the Ordinance fails to meet the City's needs in several areas. It is a conventional use-based, "Euclidean" model ordinance that segregates uses and offers little guidance on how streets and buildings will function, and on the form or human interaction elements of neighborhood development. The City desires professional planning and zoning assistance to explore and develop a practical and useable form-based code or a hybrid ordinance that incorporates the principals outlined in EPA's "Smart Growth in Brownfield Communities" initiative, while preserving and protecting several important values in the City.

The City has completed a new Master Plan which outlines a general growth and development vision for the City and several specific implementation strategies to be incorporated into the new Zoning Ordinance. The planners at Williams & Works have assisted the City in the completion of that plan with an eye toward a more progressive set of land use strategies. Williams & Works currently serves the City providing interim planning assistance and would continue to do so, supporting and cooperating with the selected consultant as indicated below.

The City of Allegan has received \$100,000 from EPA to complete a Smart Growth demonstration project including the development of a form-based ordinance. That grant funding will be matched by \$50,000 from the City of Allegan. It is anticipated that about \$120,000 will be available to support the fees of a consultant selected pursuant to 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 City's objectives:

- 1. Initial Review and Analysis.** The consultants will work with the Planning Commission, the Zoning Administrator, the City Manager, City Attorney and the City Council in a thorough review of the existing zoning ordinance, development challenges and an on-site analysis of the community. The planners at Williams & Works will develop an initial zoning ordinance audit which may serve the consultant as a point of beginning in reviewing the existing land use regulatory structure. That audit will outline ordinance provisions that must be adjusted to fulfill the goals and objectives of the City's Master Plan. In addition, any ordinance provisions that conflict with Plan objectives will be highlighted.
- 2. Stakeholder Interviews and Charrette.** This element will involve key community stakeholders in a series of interviews to communicate community goals and to gain a better understanding of stakeholder objectives and concerns. The consultant and Williams & Works will develop necessary background mapping to aid in the charrette process. These sessions will also be used to educate and inform residents, land owners and business persons about the advantages and challenges of a form-based approach. It is expected that as the stakeholder interviews proceed, the consultant will maintain frequent and complete communication with the City Manager and Williams & Works.

The consultant will host a visioning charrette intended to move from general visions to specific form-based recommendations including street type, neighborhood type, building form, liveable neighborhoods, pedestrian connections and design strategies. These will be developed in concept, based on the overall vision of the City and will form the basis for the actual ordinance. The goal of the charrette process will be to form a consensus among participants concerning practical neighborhood, street and building form for general areas of Allegan.

- 3. Form-based Code.** The consultant will work with the City Planning Commission and Williams & Works to develop the initial draft of the form-based code or the hybrid ordinance. This process will involve several steps including resolution of the final form of the ordinance, development of key definitions and general provisions, creation of ordinance graphics and finally regulatory language. The City will expect advice from the consultant in working with the City Attorney and Zoning Administrator to on the most effective form for the regulatory

structure incorporated in the form-based ordinance. Thus, some elements of the ordinance regulatory structure may be more effectively handled in such guideline documents as a Pattern Books or other advisory texts and the consultant will be expected to provide advice on the most effective means to incorporate this approach and to develop such advisory texts or pattern book. The City anticipates a user-friendly and realistic ordinance, rich in graphics and illustrations that is practical and responsive to existing conditions and the City's planning Master Plan goals and objectives.

It is expected that the consultant will be responsible for the assembly of the initial draft, but some tasks may be delegated to the planners at Williams & Works working under the direction of the consultant. A key element of this process must be the on-going involvement of the City's Zoning Administrator and other building officials. In addition, the consultant may revisit with stakeholders or charrette participants to test concepts and approaches to assure that the emerging document is at once responsive to the overall vision, yet practical in its application.

- 4. Presentation.** The consultant will present the initial draft ordinance to the Planning Commission, City Council and in two public information sessions. These sessions will be structured as informal, open houses including story-board or other presentation formats to introduce the draft document and to explain how it varies from the current and how it supports the goals of the Master Plan. The form of the open house will be at the direction of the consultant, but the City desires a brief synopsis of the draft ordinance which may be prepared as a hand-out for open house attendees. Following these meetings, the consultant will confer with the City Manager and the City's planning team to resolve any major issues on the draft. Remaining implementation tasks will be completed by the City and its planning team. Final adoption of the ordinance will be the responsibility of the City staff.
- 5. Deliverables.** The consultant will be expected to provide all graphics and illustrations to be included in the ordinance, the synopsis and any hand-outs used in public meetings in both "hard copy" and electronic form. In addition all text produced through this assignment will be provided in "hard copy" and electronic form.

C. Proposal Submission.

A total of 10 copies of the proposal must be received no later than 5:00 p.m. on October 22, 2004. Proposals received after this deadline will not be considered. Submitted proposals shall remain in effect for 120 days from the due date. All costs incurred for proposal preparation, presentation or contract negotiations are the responsibility of the consultant. The City of Allegan 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 City.

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

Ms. Lisa Sutterfield, City Manager
City of Allegan
112 Locust Street
Allegan, MI 49010

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 City. 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 City or the planners at Williams & Works and an anticipated timeframe for completion.
3. **Professional Staff.** Describe which individual professionals would work with 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 is relevant to the challenges of this assignment. For each past project, include the name, title and phone number of a representative that the City may contact to discuss your experience.
5. **Fees.** Provide your fees for performing the services required as detailed in your proposal. Describe any modifications you would recommend to the general work scope described in this request for proposal and the impact of those modifications on your fee proposal. Fees shall be stated as a total not-to-exceed fee for the services outlined, based on the hourly billing rates of the staff that would serve the City together with any added reimbursable costs for such expenses as printing, mileage, data or sub-consultants.

E. Evaluation of Proposals.

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

- ◆ Experience in preparing form-based ordinances or codes to regulate development and redevelopment in smaller communities.
- ◆ Experience in building community consensus to support innovative regulatory structures
- ◆ Strong graphics and written and oral communication skills
- ◆ Experience in evaluating, codifying and capturing qualities of community design and character

The City may schedule oral interviews with some or all of the firms responding and, in that event, the outcome of such interviews may influence the evaluation of proposals.

F. Timing.

It is expected that a contract will be executed with the selected firm within 90 days of the due date for proposals.