

CITY OF PERRY

REQUEST FOR PROPOSAL
#2015-04

Form Based Code
Due June 30, 2015
5:00 PM

May 20, 2015

CITY OF PERRY
REQUEST FOR PROPOSAL
FORM BASED CODE
RFP #2015-04

The City of Perry, Georgia is requesting services from a Consultant to develop a form based code to permit diverse, mixed uses and promote revitalization of Downtown Perry and the corridors of General Courtney Hodges Boulevard and Martin Luther King, Jr. Drive. The form based code will supersede (either entirely or in part) the present land development ordinance that applies (see attached map). This code is to be integrated into the City of Perry Land Development Ordinance.

Background:

Perry has a historic downtown core between Washington Street and Jernigan Street dating from the late 19th and early 20th centuries. The City is interested in preserving this historic core, while expanding the traditional development pattern to the remaining Downtown District.

The City of Perry is supportive of fostering sustainable infill development, strengthening the relationship between public and private spaces, promoting high quality urban design, and implementing the community's adopted Strategic Plan and Master Plan vision of vibrant, mixed use districts in Perry's Downtown.

To strengthen the historic downtown area, the City has great interest in revitalizing the General Courtney Hodges Boulevard commercial corridor. This corridor was largely developed in the post-World War II era and consists of an auto-oriented development pattern. This corridor serves as the primary connection between Downtown Perry and the Georgia National Fairgrounds and Agricenter, developed in the early 1990s, which has approximately 1,000,000 visitors annually. The City wishes to transform this corridor to promote quality infill development, urban design, and mixed uses.

Martin Luther King, Jr. Drive is, primarily, a historical residential area which serves as another connection to the Fairgrounds. The corridor is in need of revitalization, but there are some questions about transforming the corridor to a more urban development pattern with mixed uses or preserve the traditional residential development pattern.

Project Description:

The project should result in an integrated land use master plan, as well as form-based code, to leverage transportation and other public funding and stimulate private investment that realizes the vision of the community. The plan should provide functional and safe pedestrian, bicycle, and motorist access both along and across the corridors and downtown. Most importantly, the plan should consider adjacent land areas and how best to integrate the commercial activities into the adjacent neighborhoods.

The Consultant will work with the City to lead a public education and outreach effort and generate participation in the planning process.

The project involves an analysis of the existing regulatory framework and the creation of a form-based code(s) for the project areas. The Consultant should identify gaps and barriers to quality development within the existing municipal codes and address those through the form-based code.

Prior to submission of the final code, the Consultant should conduct at least two trainings for City staff, and a workshop for landowners and the public to understand the implications of the code and ensure the code as written meets the goals of the community.

The project will also produce a clear and easy to understand set of visualizations that illustrate the vision for the study area at build-out. The Consultant should also generate a concise and manageable set of implementation strategies and work with the City to engage these key stakeholders during the charrette.

Project Scope:

1. Background Review and Analysis

- A. *Review of Pertinent Background Documents.*** The Consultant will review and become familiar with the City of Perry Master Plan, Strategic Plan, Comprehensive Plan, Urban Redevelopment Plan and other pertinent plans, policies, and regulatory documents and discuss their content with City staff. The intent of the review of existing plans will be to take into consideration the recommendations and information developed from the planning efforts already completed that includes previous meetings, workshops, interviews and community surveys.
- B. *Stakeholder Interviews.*** The selected Consultant will interview stakeholders (from a list provided by City staff) who are involved with the project including neighborhood representatives, property owners, elected officials, nonprofit organization leaders, and business organizations. Summaries of the interviews will be provided to City staff. All editable text documents must be compatible with either Microsoft or Adobe products.

2. Initial Actions

- A. *Background Maps.*** The Consultant will work with City staff to determine what base map information will be required for the project. The City of Perry will provide base map information determined to be necessary (maps, map layers, and shape files) in ESRI format.
- B. *Site Analysis.*** The Consultant will assess the physical details of the designated project areas and the historic and/or desired patterns of urbanism and architecture in the surrounding area. The Consultant will provide a written analysis of their key findings, and a coded map showing those key findings.
- C. *Media Announcement.*** The Consultant will draft a news release to inform the local citizenry about the planning efforts to be undertaken and the Consultant's credentials. The City of Perry will edit and issue the release.

- D. Website.** The Consultant will provide text, photographs, maps, renderings, and other images as required for explaining the progress of the project for use on the City of Perry's website throughout the project timeframe. A separate project website kept by the Consultant may also be proposed.

3. Initial Public Process

- A. Public Workshop and/or Design Charrette.** The Consultant will propose a process to engage the community regarding specific elements of the Regulating Plan, gather additional ideas and goals, and formulate implementation strategies. The process should include at least one workshop or partial planning charrette. The intent of the workshop or charrette will be to ensure the Consultant is sufficiently familiar with the community vision to guide the creation of the area plan on which to base the new code.

While the primary end result will be new land development regulations, the public process should include discussions of alternatives for street design, street connectivity, and town planning strategies that create vital and livable neighborhood corridors and commercial nodes. Please see note regarding the RADTIP below in 4a.

- B. Presentation.** After the initial public process is completed the Consultant will present the work generated at a public meeting organized by City staff. Invitees will include local government elected officials, stakeholders (area residents and property owners), and appropriate City staff. The Consultant will present initial concepts for plans, renderings, and coding ideas that reflect the ideas articulated at the public meetings. If there is any additional feedback from the presentation the Consultant will be responsible for keeping a record for incorporation into the resulting plan and code.

4. Drafting the Form-Based Code

- A. Design Parameters for the Form-Based Code.** The new code will be designed to regulate development to ensure high-quality public spaces defined by a variety of building types and uses including (but not limited to) retail, entertainment, institutional uses, office space, and housing. The proposed code will incorporate a regulating plan, building form standards, street standards (plan and section), use regulations as needed, descriptive building or lot types, and other elements needed to implement the principles of functional and vital urbanism and practical management of growth. The Consultant will develop standards that reflect the character of the existing district and building forms that will support Perry's unique sense of place and promote economic development.

a. Sections of this document should include the following at a minimum:

- Overview, including definitions, principles, and intent; and explanation of the regulations and process in clear user-friendly language.
- Regulating Plan (a schematic representation of the area plan) illustrating the location of streets, blocks, public spaces (such as wider sidewalk areas, green spaces, and parks), and other special features. The regulating plan should also

include aspects of Building Form Standards such as “build-to-lines” or “required building lines” and building type or form designations.

- Building Form Standards governing basic building form, placement, height, and other fundamental urban elements to ensure that all buildings complement neighboring structures and the street. These standards should be based upon study of building types appropriate for the region and climate, emphasizing neighborhood vitality and community character.
- Public Space/Street Standards defining design attributes and geometries which balance the needs of motorists, pedestrians, and bicyclists while promoting a vital public realm. These standards should include design specifications for sidewalks, parking, curb geometry, trees, street furniture, and lighting. The plan must reflect standards allowed by the Georgia Department of Transportation for elements such as travel lane widths. The standards must also reflect and be tailored to the differing rights-of-way found along the length of the study areas.

B. *Design Review Guidelines.* Currently, there are separate design guidelines for the Downtown District and the corridors. It is expected that the design team will update the design guidelines, as needed, for each project area.

C. *Integration of the Form-Based Code.* The final form-based code document must be integrated into Perry’s existing regulatory framework (zoning and land development regulations within the Land Development Ordinance) to insure procedural consistency, mesh with state and local legal requirements, provide clarity as to applicability of existing regulations, and maximize the effectiveness of the code. The Consultant will work with the Community Development Department – in consultation with the City Attorney to ensure the legal sufficiency of the proposed code changes.

D. *Presentation of First Draft.* The Consultant will present the first draft of the form-based code to the Planning Commission for the purpose of gathering comments. City staff will then present the draft to other City Departments for comments, which will be forwarded to the Consultant. Copies of the first draft must be in hardcopy and digital form for posting on the City’s website.

E. *Presentation of the Second Draft.*

- a. Public Meeting - After making revisions in response to comments on the first draft the Consultant will present the second draft of the form-based code at a public meeting. Invitees will include neighborhood residents and other stakeholders, as well as the general public.
- b. Stakeholder Meetings - City staff will also present this draft to a joint gathering of municipal boards and committees and convey any comments to the Consultant. City staff will attend additional meetings as required with key stakeholders to explain details of the new code and obtain further input and comments which will be conveyed to the Consultant.

Approval Process

- 1. Public Hearing Presentations.** After the draft documents have been presented and refined by the Consultant based on comments received, the Consultant will present the most current draft to the Planning Commission and City Council for the formal review and approval process. The Consultant should plan on attending two meetings of these bodies during this process; these will be the final public meetings required of the Consultant.
- 2. Additional Revisions.** The Consultant will be responsible for up to two rounds of minor revisions that may become necessary between presentations. City staff will be responsible for collecting comments, questions, and suggestions for these refinements from various sources and consolidating them into a series of action items for revision or responses. Any further revisions will be completed by the City staff.

Deliverables

Following completion of revisions the Consultant will deliver to the City a final digital version of the Code and Regulating Plan; original files of photos or other images used in the plan, and final digital versions of any maps and graphic images required for the Code and Plan. All maps, map layers and shape files must be compatible with ESRI based products, and all editable text documents must be compatible with either Microsoft or Adobe products.

Submittal Requirements

Consultant must submit six identical paper copies of the proposal, along with one digital copy (CD or USB thumb drive). The following items must be included, along with other material to demonstrate Consultant's expertise and capability:

- 1. Description of Approach:** Up to **three** pages describing the intended approach and methods for the project, including the nature of the public process and type of public involvement. The description should also include the proposed schedule for the work and list of products to be produced including:
 - a. Tasks to be performed and timeline for each task to be completed
 - b. Tentative allocation of person days by task
 - c. Methods the Consultant proposes to use to manage the project and communicate with City staff and the public as to project progress and conduct of public meetings
 - d. Data the Consultant expects the City of Perry to provide
- 2. Team Expertise:** Description of the proposed team members from the staff of the Consultant and any subcontractors who will be responsible for specific work tasks. Provide specific information on the project manager who would be responsible for the project. Provide general information on others on the team including their qualifications, the multi-disciplinary nature of the team assembled for this project, and specific evidence of relevant experience creating form-based codes. Include names with contact information (phone and email) of three past client references.

3. **Description of Comparable Projects:** Summary of form-based code projects in progress or completed are to be submitted with the following information for each code:
 - a. Reference name, with current contact information
 - b. Current status of code (drafting in progress; drafting completed; adopted?)
 - c. Nature of public involvement in formulation of code
 - d. Client type (clarifying role of private sector client, if any)
 - e. How was the Regulating Plan created?
 - f. Size and scale of geographic area
 - g. Type of development (greenfield? infill/redevelopment? corridor code?)
 - h. Familiarity with creating mandatory code (integrated into existing code or freestanding) or an overlay “floating” zone code.

4. **Sample Code Document:** Please include one or more sample code documents selected from the list of comparable projects. If this document is the code as originally proposed by Consultant, please also include the code as formally adopted by the municipality and a brief explanation of differences between the two. Photos of designed or built results of the code are encouraged but must be accompanied by a description of their specific relationship to the form-based coding process.

5. **Schedule:** Provide a schedule of activities to include project milestones and an overall timeframe for completion of the project.

6. **Project Cost:** Submission should include a detailed description of the proposed cost for the services requested. It should identify the total cost for completing each defined work task separately including direct and indirect costs. The proposal should be signed by the person responsible for the decisions as to costs and services being offered.

7. **Additional Requirements:**
 - a. Proposer must have and provide current, valid workers compensation insurance coverage certificate of insurance
 - b. Proposer must have and provide copy of current, valid business license from Georgia local government.
 - c. Proposer must have and provide current, valid general liability and vehicle insurance coverage certificate of insurance.
 - d. Proposer must be in compliance with current Georgia immigration laws/regulations.

The following documents are attached to and made a condition of this proposal:

- Competitive Bid Affidavit
- Contractor’s Affidavit

Selection Criteria:

Qualified candidates will be judged on the following criteria:

- Quality of proposed work plan – 35%
- Experience with form based codes – 35%
- Cost – 30%

The City reserves the right to reject any and all proposals regardless of cost and waive any irregularities.

Review Process:

The Planning Commission will review the proposals and may conduct interviews in order to recommend a consultant. The Planning Commission will make a recommendation with the City Council making the final decision.

Proposal Due Date:

All Proposals are due June 30, 2015 at 5:00 PM at Perry City Hall. Proposal must be submitted in written package form. No fax transmissions or emails will be accepted. Package must state on outside: **Form Based Code Proposal RFP #2015-04**. Proposals received after the required time or in any other location other than the Department of Administration - Purchasing will not be accepted.

Please submit proposal to:

**City of Perry
Department of Administration - Purchasing
1211 Washington Street
P.O. Box 2030
Perry, Georgia 31069**

Questions:

Questions regarding the proposal should be directed to Mike Beecham, Director of Community Development at (478) 988-2714 or mike.beecham@perry-ga.gov.

COMPETITIVE BID AFFIDAVIT

STATE OF GEORGIA

_____, being first duly sworn, deposes and says that:

1. He/She is the _____ of
(Owner, Partner, Officer, Representative or Agent)
_____ the Bidder that has submitted the attached Bid;
2. He/She is fully informed respecting the preparation and contents of the attached Bid and of all pertinent circumstances respecting such bid;
3. Neither the said Bidder nor any of its officers, partners, owners, agents, representatives, employees or parties in interest, including this affiant, have in any way, directly or indirectly, prevented or attempted to prevent competition in such bidding or proposals by any means whatever; nor prevented or endeavored to prevent anyone from making a bid or proposal therefor by any means whatever; nor cause or induce another to withdraw a bid or proposal for the work.

By: _____

Its: _____
(Title)

Subscribed and sworn to before me this _____ day of _____, 20____.

Notary Public

My Commission expires: _____

Contractor Affidavit under O.C.G.A. § 13-10-91(b)(1)

By executing this affidavit, the undersigned contractor verifies its compliance with O.C.G.A. § 13-10-91, stating affirmatively that the individual, firm or corporation which is engaged in the physical performance of services on behalf of City of Perry has registered with, is authorized to use and uses the federal work authorization program commonly known as E-Verify, or any subsequent replacement program, in accordance with the applicable provisions and deadlines established in O.C.G.A. § 13-10-91. Furthermore, the undersigned contractor will continue to use the federal work authorization program throughout the contract period and the undersigned contractor will contract for the physical performance of services in satisfaction of such contract only with subcontractors who present an affidavit to the contractor with the information required by O.C.G.A. § 13-10-91(b). Contractor hereby attests that its federal work authorization user identification number and date of authorization are as follows:

Federal Work Authorization User Identification Number

Date of Authorization

Name of Contractor

Name of Project

Name of Public Employer

I hereby declare under penalty of perjury that the foregoing is true and correct.

Executed on _____, _____, 20____ in _____ (city), _____ (state)

Signature of Authorized Officer or Agent

Printed Name and Title of Authorized Officer or Agent

SUBSCRIBED AND SWORN BEFORE ME

ON THIS THE _____ DAY _____ OF, 20____

NOTARY PUBLIC

My Commission Expires: _____