

**REQUEST FOR PROPOSALS
LAND USE PLAN UPDATE
FOR THE TOWN OF WAYNESVILLE**



DATE ISSUED
October 16, 2017

DUE DATE
November 30, 2017
4:00 P.M.

**SUBMISSION OF 1 HARD COPY AND 1 DIGITAL FILE SHOULD BE
MAILED OR DELIVERED TO:**

**The Town of Waynesville Development Services Department
9 South Main Street
Waynesville, NC 28786
(828) 456-8647**

Questions on RFP should be sent in writing by email to:
Elizabeth Teague, AICP, CTP
eteague@waynesvillenc.gov

I. Background

The Town of Waynesville is the County seat for Haywood County and has a population of just over 10,000 people. The Town was the recipient of an 2016 NCAPA Great Places Award for its Main Street, and is a popular destination for visitors to Western North Carolina. Known as “the gateway to the Smokies,” the Town has a reputation of hospitality, a vibrant arts community, great restaurants and a successful business community. It is also pro-active in historic preservation, transportation planning and community health and recreation.

In 2002, the Town adopted the “*Waynesville: Our Heritage, Our Future, the 2020 Comprehensive Land Use Plan*” (“LUP”) after two years of extensive community involvement. In so doing, the Town committed to policies and procedures to direct growth and to undertake actions that would meet five defined directions:

1. Implement “Principles of Smart Growth”
2. Promote multi-modal transportation and the improvement of key corridors
3. Control infrastructure expansion
4. Encourage mixing of uses where appropriate
5. Protect natural and historic resources.

The adopted Vision Statement for the Town reads:

Waynesville’s vision is preserving its heritage and inviting the future through quality planning for living today and tomorrow.

Our mission is to preserve and promote our neighborhoods, open spaces, vistas, natural and cultural resources and historic places. We will achieve this through planning mixed-use developments, aesthetic infrastructure design for economic prosperity, healthy community and family life, education, and the arts for public enjoyment. Waynesville will be regarded as the model town for the twenty-first century.

The current LUP has served the Town well. Since its adoption, it has provided guidance for the Town’s Land Development Standards, which were most recently updated in 2011. The Town’s Planning Board and Board of Aldermen have used the LUP’s goal and objectives in consistency statements for zoning map and text amendments as well as in annexation decisions, the development of policies and other land use decisions since that time.

Subsequent planning initiatives based on the goals of the Comprehensive Plan have resulted in:

- The 2010 Comprehensive Pedestrian Master Plan
- The 2011 Haywood County Bicycle Plan
- The 2017 Waynesville Greenway Feasibility Study
- Corridor Plans for Russ Avenue, North Main, South Main, and Brown Avenue.
- The 2017 Parks and Recreation Master Plan.

The Town would like to build on the success of the LUP with an update that keeps it relevant - enhancing what is working well, addressing current and future needs, incorporating additional planning goals, and revising it to a modern planning horizon of 2045.

II. Scope of Services

An adhoc “Comprehensive Plan Committee” of approximately 8-10 people will be appointed to provide guidance on the update process. Additionally, the Town is working with the Public Policy Institute (PPI) of Western Carolina University to conduct a Community Survey to go out this winter. The specific **scope of services for the consultant** will be:

1. Pull together and **organize data** to identify trends and critical issues. Data sources include:
 - a. The Town Haywood Housing Study, 2016-17 that compiled population, housing and economic data;
 - b. Economic Development Data available through the NC Department of Commerce, our local Chamber, Region A Council of Governments and other sources;
 - c. The results of the Public Policy Institute community survey; and
 - d. Inputs and feedback from the Town Committee.
2. Develop working and readable **maps** for use in public meetings and in LUP drafts. GIS data of Town boundaries and ETJ areas, infrastructure, existing and proposed sidewalks, greenways and bicycle routes will be provided but will need to be reformatted for public use and for inclusion into the LUP document. Particularly:
 - a. “Future Land Use Map” will need to be prepared and adopted as part of the LUP document.
 - b. Corresponding infrastructure maps for transportation, utilities (water, sewer, and Town electrical) and “green infrastructure (riparian corridors, parks and conservation areas),”
 - c. A map of historic resources (available through the NC State Historic Preservation Office)
 - d. An Urban Services and Growth Boundary Map that includes Town municipal and ETJ boundaries.
3. Presenting and attending Adhoc Committee **meetings**, facilitating community meetings, and a presentation to our Board of Aldermen or Planning Board. The number and timing of meetings will be determined upon mutual agreement with the selected consultant.
4. Assisting staff with **LUP text**, particularly revisions to the vision statement, goals and objectives, LUP narrative and the development of recommendations for Town actions.

Please note that the scope of work *does not* include updates to the Town’s Land Development Standards (Zoning Ordinances) although we expect that recommendations for improvements to zoning ordinances and classifications may be identified. Any subsequent work to assist with Land Development Ordinance updates will be determined at a later date and will be handled separately from this scope of work.

Town staff and the Committee will provide available data and GIS information, guidance, logistical support, public notices, minutes, and social media and website management. We will rely on the consultant to provide technical assistance in data evaluation, document development, exhibits and mapping. We would like to approach the LUP update as a collaborative process in which Town staff and the Committee take on responsibilities for making decisions and recommendations as well as engaging and informing the public. Our goal in this approach is not just to keep costs down, but to create local ownership in the LUP update process and the final document.

III. Project Funding and Timeline

The Town of Waynesville Board of Aldermen are planning this process over two fiscal years, starting with FY17-18 with an allocation of \$25,000. The expectation is that by the spring of 2018, the Development Services Department in consultation with the selected consultant and the Comprehensive Plan Committee will be able to make a budget recommendation for what is needed in FY18-19.

Preliminary Comprehensive Land Use Plan Update Schedule		
ACTION	ESTIMATED DATE	COMMENT
RFP and Scope of Work Developed and Approved	August – October, 2017	Planning Board, Town Manager and Aldermen Input Identification of Committee Members
RFP Issued	October-November, 2017	APA and NCLM websites, NCAPA list serve
RFP Responses Due	November, 2017	
Firm Selection	December, 2017	Interviews may be scheduled with short-listed firms if necessary prior to this date
Contract approval by Aldermen	December-January, 2017	
*Project Start	January 2018	Community Survey launched FB/Instagram Feed Data Collection Preliminary Land Use Map Development
Survey Analysis Completed	March - April, 2018	Report to Planning Board/ Public Meeting Feedback Discussion, March 19
Report to Community and Feedback Sessions/local meetings	April-May, 2018	Key Themes and Recommendations Identified Interim report to BOA / community meeting(s)
Data Collection and Preliminary Outline or Draft Completed	May - Jun, 2018	Goals and objectives drafted Preliminary Land Use Plan Mapping Preliminary Infrastructure and other mapping Next Steps/Scope of Work for Year 2/Budgeting Materials available for Public Review
*Year 2 Scope of Work begins	July 1 - October, 2018	<i>LUP Draft text development continues</i>
<i>Finalization of document</i>	<i>October – December, 2018</i>	<i>LUP draft finalized out for public review period Second round of community meeting(s)</i>

*The proposed schedule of work is subject to change based on the success of the process. Timeframes and estimated dates can be extended or shortened as needed in order to assure a quality product and community involvement. We would like to have the LUP document completed by January of 2019, but recognize the need for flexibility in order to have an adopted plan that has the support of the community.

IV. Format and Content of Proposal Package

Interested consultants should submit proposals in the form of one hard copy and a digital version (jump drive or cd) by 4:00 p.m. November 30, 2017. Hard copies of proposals shall not be bound, and should be easily photocopied. All proposals should be mailed or delivered to:

The Town of Waynesville
Elizabeth Teague
Development Services Department
9 South Main Street
Waynesville, NC 28786
(828) 456-8647

Proposals should include:

1. **A cover letter** that identifies the applicant(s) and their contact information, and a statement of interest in assisting the Town of Waynesville in the LUP update.
2. **Information regarding the consultant, team or firm.**
 - a. Names of principals, key persons, or associates who would be involved in the project and their individual roles.
 - b. Name and contact information for the project manager/lead contact.
 - c. A statement of qualifications and experience of applicant or for each individual in similar Comprehensive Land Use Plan development projects.
 - d. Internet links to adopted planning documents that applicant(s) have developed or been involved in. Please do not attach large documents to the submission.
3. **Proposed approach for accomplishing the Scope of Work** above.
4. **Three references** with phone and email contact information of past clients for whom the applicant or team has provided similar work.
5. **Availability** of consultant/team for conducting the work within the proposed schedule.
6. The person/firm must be able to provide a **Certificate of Insurance** demonstrating: (1) professional general liability of no less than \$1 million per occurrence naming Town of Waynesville as insured; (2) auto liability; and (3) workers compensation.

Questions about proposal content or project should be sent in writing by email to: Elizabeth Teague, AICP, CTP, eteague@waynesvillenc.gov, no later than November 17, 2017. Responses will be by email and will be made available to others.

V. Evaluation Criteria

Consultants, consultant teams or partnerships will be will be evaluated in part on the basis of the following criteria:

1. The person/firm(s) must demonstrate experience in:
 - a. Comprehensive Planning and Land Use Planning and familiarity of NCGS 160A and the role of a Comprehensive Plan in local decision-making;
 - b. Working with community groups or committees to collect and respond to public input;
 - c. Experience with public meetings and presentations to Board of Elected or Appointed Officials;
 - d. GIS data and mapping;
 - e. The development of reader-friendly, maps, graphs, charts and other exhibits that can be used across various media and in decision-making; and
 - f. Coordination with local staff, boards, commissions or committees.
2. The person/firm(s) must have adequate experience and staff to perform tasks required in the project scope of work (part II of this document);
3. The person/firm(s) submitting the proposal must have demonstrated experience in coordinating the work of associated persons/firms, if the proposal includes such persons/firm(s) as part of a team to conduct different portions of the work;
4. The availability of the person/firm(s) to conduct the work within the time schedule indicated, with a preference to the person/firm(s) with earliest availability, all other considerations being equal; and
5. The person/firm ability to provide a Certificate of Insurance demonstrating: (1) professional general liability of no less than \$1 million per occurrence naming Town of Waynesville as insured; (2) auto liability; and (3) workers compensation.

VI. Submittal Review Schedule

The Adhoc Committee will assist Town staff in selecting a consultant or team based on the criteria above. The Committee will determine if interviews are needed in order to finalize selection among top candidates. Respondents will be contacted within the first two weeks of December, 2017. Upon selection, the Consultant will be contacted to finalize the contract, fee structure and project timeframe.

VII. Disclaimers

Late Submissions: Any proposals received after the deadline will not be accepted or considered.

Withdrawal of Proposal: Respondents may withdraw all or any portion of a proposal at any time during and after the review and award process, up to the ratification of an agreement between the Town and the designated firm.

Withdrawal of Request for Proposal: The Town retains at all times the right to cancel or withdraw this RFP, to refuse to accept a proposal from any respondent and to modify or amend any portion of this RFP. Notification will be provided to all consultants involved in RFP process.

Applicable laws shall apply: The contract awarded shall be governed in all respects by the laws of North Carolina, and the consultant awarded the contract shall comply with applicable Federal, State, and local laws and regulations.

Confidentiality: RFP responses will become public record and therefore are subject to public disclosure.

Resources and Source Material:

- A. **Waynesville: Our Heritage, Our Future 2020 Land Development Plan**, and other planning documents may be accessed at the Town website >Departments and Services > Development Services > Planning Documents, Reports and Maps:
<http://www.waynesvillenc.gov/Data/Sites/1/media/departments-services/development-services-/documents-reports/2020-land-development-plan.pdf>
- B. The Waynesville **Land Development Standards**, which provides zoning, environmental, and other development guidelines as Appendix A to the Town's Code of Ordinances may be accessed at the Town website > Government > Code of Ordinances:
https://library.municode.com/nc/waynesville/codes/code_of_ordinances
- C. Town **Zoning Map** Information may be accessed through the Haywood County GIS system at:
<http://maps.haywoodnc.net/gisweb/default.htm>
- D. American Planning Association Policy Guide on **Smart Growth**:
<https://www.planning.org/policy/guides/adopted/smartgrowth.htm>
- E. The **Public Policy Institute of Western Carolina University**, which provides data collection and survey management assistance:
<http://www.wcu.edu/engage/regional-development/public-policy-institute/>
- F. The **French Broad River Metropolitan Planning Organization**: <http://www.fbrmpo.org/>
- G. The **Southwestern Commission Council of Governments** ("Region A"): <http://regiona.org/>