



GUILFORD COUNTY
PLANNING AND DEVELOPMENT

REQUEST FOR PROPOSALS

**UPDATE OF
UNIFIED DEVELOPMENT ORDINANCE**

Event 583

**Guilford County Purchasing Department
on Behalf of the Planning & Development Department
301 West Market Street
Suite #32
Greensboro, North Carolina 27401**

Issued September 8, 2017

Submission Deadline: 4:00 EST, Tuesday, October 3, 2017

**COUNTY OF GUILFORD, NORTH CAROLINA
REQUEST FOR PROPOSALS
PLANNING SERVICES
UNIFIED DEVELOPMENT ORDINANCE UPDATE**

The Guilford County ("County") Purchasing Department on behalf of the Planning and Development Department invites qualified Consultants to submit Proposals in accordance with North Carolina General Statutes to provide planning consulting services ("Services") associated with a comprehensive review and update of its general Development Ordinance ("GDO").

I. BACKGROUND

The current Guilford County, NC Development Ordinance was adopted in 1992 and is applicable to land development in the unincorporated area only of Guilford County, NC. With the passage of time, the GDO has been amended numerous times with no comprehensive review and update having been completed since initial adoption. A preliminary analysis of the current GDO has identified inconsistencies, language ambiguity and conflicts, areas of the Ordinance which need clarification which are difficult to enforce or interpret as currently written, procedural and review processes that increase transaction time and costs, design standards that lack flexibility, lacks continuity, contains minimal graphics and illustrations, and some topics currently are not addressed.

The current GDO does contain provisions and sections that address zoning, subdivision, storm water management/watershed protection, and soil erosion. The current Permitted Uses Table, which is based on the Standard Industrial Classification (SIC) Code, often requires cross-referencing with the North American Industry Classification System (NAICS). While the County anticipates that some provisions would be retained, the County is interested in an updated and aptly renamed "Unified Development Ordinance" that integrates more flexibility and performance-based design standards and provisions, where appropriate. Moreover, the updated and revised Unified Development Ordinance (UDO) should be user-friendly, provide predictability, be concise and illustrative, conform to and meet generally accepted land use law and principles, and convey the County's business-friendly attitude.

Guilford County, NC is a 792.7 sq. mile urban county located in the Piedmont Triad area of North Carolina. With a population of approximately 521,330 (US Census July 1, 2016), the County is classified by the NC Rural Center as one of six urban counties in the State with an average population density that exceeds 750 people per sq. mile. While the Cities of Greensboro and High Point are the major utility providers (Guilford County does not provide public water or sewer services), HB637 (SL 2016-94 and SL 2017-17) provided \$14.5 million (of which 75% is designated for Rockingham County and 25% for Guilford County) which Guilford County has used to initiate a joint feasibility study for a potential public water system in northwest Guilford County (including the Towns of Summerfield, Oak Ridge, Stokesdale and the unincorporated area of Guilford County). Both the Cities of Greensboro and High Point have completed relatively more-recent Development Ordinance updates/rewrites (effective July 1, 2010 and January 1, 2017, respectively) since the County's current Development Ordinance was adopted. With the local

development community frequently working in all three (3) jurisdictions, efforts for multi-jurisdictional consistency in Ordinance sections (e.g., definitions, use categories), where feasible, may be considered. Additionally, consideration should be taken toward the visible and distinctive rural development pattern and land uses that exist as one moves further away from the urban fringes.

In 2015 and 2016, the Guilford County Planning and Development Department completed an eight to nine year (8-9) update of seven (7) of its nine (9) Area Land Use Plans that encompass the majority of the land area within the unincorporated areas of Guilford County. Area Land Use Plan updates and associated Executive Summaries detailing Area Land Use Plan boundary changes, land use classification changes and infrastructure (planned and underway) improvements since 2007 can be found at <http://www.myguilford.com/planning-and-development/>

As part of this process, the County Planning & Development Staff held meetings within each of the seven (7) planning areas which included commercial, residential and agricultural property interests, municipal staff representing member jurisdictions within Guilford County, and County organizational/institutional stakeholders (i.e., Emergency Management Services, Fire Marshal). In summary, common themes that emerged from these public meetings included rural preservation (approx. 15,970 acres are enrolled in the Voluntary and Enhanced Voluntary Agricultural Districts combined), open space, traffic capacity, and balanced growth.

While a complete comprehensive re-write is not envisioned, the specific goals of the update include:

- Eliminating inconsistencies in the Ordinance;
- Simplifying and reorganizing the organization of information;
- Updating formatting;
- Identifying best practices, reviewing and updating (as necessary) specific sections including design standards such as landscaping, parking, and special use permits;
- Addressing/Streamlining review and procedural processes;
- Eliminating/Updating outdated Ordinance provisions;
- Identifying, where applicable, new development standards;
- Updating the index;
- Providing diagrams and graphics to communicate concepts more clearly;
- Developing an updated, modernized Unified Development Ordinance that meets state (NCGS) and federal statutes;
- Enhancing/Modernizing overall presentation of a Development Ordinance into an updated Unified Development Ordinance (UDO); and
- Creating a user-friendly, accessible internet-ready version of the UDO, creative in digital content and management, with “clickable” links (preferably not just an ordinary PDF document).

II. SCOPE OF SERVICES

The update of the County's Development Ordinance to create a modernized UDO is intended to be a collaborative effort with the expectation that staff's participation in the Ordinance Update process of certain sections/components will be determined by project cost, budget, and tasks in consultation with the selected Consultant. Again, while the current GDO does contain provisions and sections that address zoning, subdivision, storm water management/watershed protection, and soil erosion, no comprehensive review and update has occurred since its adoption in 1992. Additionally, staff currently is participating in a City of Greensboro-led effort to update its sign ordinance to be in compliance with recent Supreme Court rulings and to ensure that, to the extent possible, cross-jurisdictional consistency is achieved. Given the complexity of the UDO project, the proposed Scope of Services for preparation of a modernized UDO should include, but not necessarily be limited to, the following:

- Assess the strengths and weaknesses of the existing Development Ordinance in terms of structure, organization, clarity, ease of use for both staff and customers, existing zoning districts and standards, and regulations of general applicability;
- Update definitions;
- Recommend formatting and layout of an updated UDO to enhance usability, design, organization and formatting that will facilitate future updates;
- Address regulatory revisions such as storm water, watershed, soil erosion, and enforcement provisions;
- Identify best practices and topic specific research (e.g., specific fire code provisions incorporated into development design);
- Assist with process management incorporating decision-making and procedural flow charts;
- Update Permitted Uses Table and supplemental regulations which result in a modern comprehensive list of permitted uses tailored to the County's zoning districts and development climate;
- Develop applications for both residential and non-residential development;
- Reorganize and simplify the organization of information;
- Conduct technical review and provide recommendations on access and connectivity requirements, including but not limited to, fire apparatus access roads. This may include updated supplemental regulations for the utilization of these requirements and shall include internal and external connectivity standards;
- Review current block standards, cul-de-sac allowances/street termini, lot sizes and frontage requirements;
- Facilitate public outreach and meetings including institutional, public and private stakeholders;
- Include a comprehensive telecommunications ordinance that will address current telecommunications structures within the County and prepare for the future of the telecommunications industry;
- Assess the feasibility of including transitional buffering and landscaping requirements where municipal annexation by the City of Greensboro may be likely;
- Develop graphics, commentaries, supplemental tools, and web enhancements to communicate requirements more clearly;

- Revise vague, unclear or confusing language and insure that language, terms, and intent are consistent from one section to another;
- Identify and recommend for inclusion, items and procedures that have not been identified by County staff in the professional opinion of the selected Consultant that should be considered to insure a complete and effective ordinance that meets local needs;
- Develop a user-friendly, updated, clear and easily understood Unified Development Ordinance.

The intent of the Scope of Services described herein is to serve as a framework which Consultants can use to develop a more detailed scope of work based on their professional expertise and current best practices. Although the Scope of Services is intended to list major tasks as currently envisioned by the County, it is permissible for the Consultant to select methods and an approach that best ensures a high quality, broadly supported updated Unified Development Ordinance.

The Consultant will be required to attend and facilitate public meetings and hearings with the County Planning Board, staff, residents, Board of Commissioners, and other stakeholders and prepare drafts of the proposed Ordinance sections for review and comment. County staff will assist with meeting arrangements, advertising public meetings, workshops and public hearings.

III. METHOD OF EVALUATION

A Consultant Selection Committee will review qualifications based on the following evaluation criteria:

- **35% Consultant's Ability and Experience to Carry Out the Project:** Experience of the Consultant in similar work and record of successful results of that work will be reviewed. Considerable weight will be given to the individual qualifications of the project team members who will actually do most of the work on the project. The Firm's ability to be available, as needed, and to perform the work locally will be considered. Therefore, firms should specifically address the level of commitment by the proposed project manager.
- **35% Approach to and Understanding of the Statement of Work:** The ability of the Consultant to outline a realistic approach demonstrating an understanding of the County's goals and purposes of the project will be considered. A comprehensive understanding of both the scope of work and local conditions related to same and/or similar projects and documents will be assessed. Creativity demonstrated in the consultant's response to achieve this scope and/or items the Consultant may think are important but not specifically addressed also will be considered. Additionally, the County is interested in how well the Consultant's organizational structure shows sufficient depth and ability to offer the breadth and quality of services required for this project.
- **30% Costs and Fees:** Costs, including time, materials and fee structures should be complete and clear. Submissions will be evaluated based on comparisons to other Bidders and to current market costs for comparable services as determined by Guilford County.

IV. SUBMITTAL OUTLINE AND DELIVERABLES

All responses to the Request for Proposals ("RFP") shall include the following information:

- Introductory Letter: Include a letter from a Consultant principal stating the Consultant's name, contact information (i.e., phone, fax, email, etc.), primary contact person for the Services and his/her contact information, brief history of the Consultant, a general statement of interest in providing the Services to the County, and any other information which may be considered important about the Consultant and its qualifications.
- Project Team(s): Provide an organizational chart specifying the dedicated project manager, key personnel, subcontractors (if applicable), and statements of responsibilities and roles. If more than one project manager or team is anticipated, please include this information. Please provide team member certifications, if any, including North Carolina HUB certification.
- Understanding of Scope of Work Statement: A general description of the recommended strategies and processes for updating the Development Ordinance to create a modernized UDO based on the premises above will be considered. A demonstrated understanding of the scope of work and comprehensive understanding of local conditions will be considered.
- Qualifications: Indicate general qualifications and areas of expertise of personnel. Submittals should include the following:
 - Brief resumes of key personnel who will provide the Services;
 - Brief examples of like or similar projects or work related to the scope of services listed herein, with particular emphasis on projects located in North Carolina; and
 - A minimum of three (3) references including name of project, brief description of project, and primary contact information
- Project Schedule: Provide an explanation on how your Consultant establishes a project schedule and what method(s) you use to ensure that a recommended project schedule/timeline for the completion of deliverables and to ensure that the project schedule is met. Please note that if a contract is awarded, the selected Consultant must be in a position to begin work immediately and move promptly toward completing the services.
- Standard Fee Schedule: A list of hourly billing rates, by position, including sub consultants should be included. Additionally, a schedule of reimbursable expenses such as, but not limited to, mileage, printing costs, and mail/courier costs, also should be included with a statement detailing how long these fees/rates will remain in effect, and the timeframe for such rates to increase. The fee schedule, herein referred to as Attachment A, shall include a timeline and fixed cost for each deliverable or work product, the sum of which the total contract value shall not exceed. This fee schedule may be negotiated with the submitting finalist.
- Minimum Insurance Statement and Requirements: A statement that the Consultant will provide, at minimum, the insurance requirements outlined below:

- Worker's Compensation Limits for Coverage A – Statutory State of North Carolina
- Coverage B – Employers Liability (\$500,000 Each Accident and Policy Limit and Disease Each Employee)
- Professional Liability \$1,000,000 Each Occurrence
\$1,000,000 Aggregate

- Why Your Firm? Please provide any additional information to explain why your Firm is best suited to provide these services to Guilford County.
- Electronic Submittal Required (Please see hyperlink): All Proposals must be submitted electronically. All suppliers, who plan to submit proposals, must register as a supplier in the Guilford County eProcurement System: www.myguilford.com/purchasing
- Supplier Registration Instructions are attached in the event under the Attachments Tab as Attachment G. Suppliers are strongly encouraged to submit their proposals and all required documentation at least 24 hours in advance. Submittals must be completed by the event date and close time. Late submittals cannot be accepted. **Guilford County will not be responsible for any technical difficulties that may occur and result in the inability to submit.** For technical assistance to register or submit, please contact the buyer listed on the event. If immediate assistance is needed, please contact the Purchasing Department at 336-641-3314 and ask to speak to an available Buyer.
- Upon completion of Supplier Registration see the [Browse Open Events Link](#) to find event 583. Open the event, click respond now, and follow the instructions.

There is one line to complete with submittal.

- Open the lines tab to enter pricing for the complete project.
- To complete the lines portion of a submittal in the eProcurement system for line 1:
 - Enter Update Unified Development
 - Enter 1 for quantity
 - Enter the fixed cost for the project
 - Enter EA for the unit of measure (representing project fixed cost)

Once you have completed the line response, you must then upload your complete proposal document under the attachment section. Proposals submitted must be binding for no less than ninety (90) days from date of fully executed contract.

- To complete an electronic submittal, be sure to click the "Submit" button. Clicking the "Done" button puts the response into a draft state that can be completed at a later time, but will not be part of the submitted responses until submitted via the "Submit" button.

VI. SELECTION PROCESS

· Selection Process

The County will select a Consultant to provide the Services based upon an evaluation panel's review and scoring of criteria explained herein. After Submittals are received, the County may select an unspecified number of Consultants to interview before making a selection. A negotiated final Scope of Work and Fee Schedule including deliverables, costs and timeline will be developed in consultation with the selected Firm following final selection. An agreement is expected to be finalized with the selected Consultant tentatively no later than 16-Nov-17. If agreement cannot be reached with the selected Consultant, then the County will negotiate with another qualified Consultant in its place.

· M/WBE Participation

Participation of minority-owned and woman-owned business (M/WBE) is encouraged through prime contractors, sub-contractors or partnerships. For more information on the Guilford County M/WBE Program, please contact Sheila Reaves-Willett, Buyer/Diversity Coordinator at swillett@myguilford.com or 336.641.4823. For information on how to register as a State HUB certified M/WBE company, please contact the State HUB Office at <https://ncadmin.nc.gov/businesses/hub>

· Anticipated Event Schedule

EVENT TIMELINE	PLANNED DATES
Event Opens / RFP Released	08-Sep-17
Question and Answer Period Opens	08-Sep-17
Question and Answer Period Closes	22-Sep-17
Event Closes / Proposals Submitted	03-Oct-17 4PM EST

VII. RESOURCES

The current Guilford County Development Ordinance:

https://www.municode.com/library/nc/guilford_county/codes/development_ordinances?nodeId=DEORCOGUNOCA

2016 Guilford County Area Plan Updates (7):

<http://www.myguilford.com/planning-and-development/>

Generalized City of Greensboro Land Use Map (GFLUM):

<https://greensboro.maps.arcgis.com/apps/webappviewer/index.html?id=2ab2fcafa70644199d470157aad9386a>

Select the “Layer List”

Scroll down and select “Growth Strategy Tiers” (Note: You may want to de-select other Layers to more clearly view the Growth Strategy Tiers 1, 2 & 3)

Attachments: Map of Guilford County, North Carolina

Sample Fee Schedule

Sample Contract

Supplier Registration Guide

Guilford County, NC



8/25/2017

