

# Request for Qualifications For Consultants to Prepare a Form-Based Code City of University Place, Washington

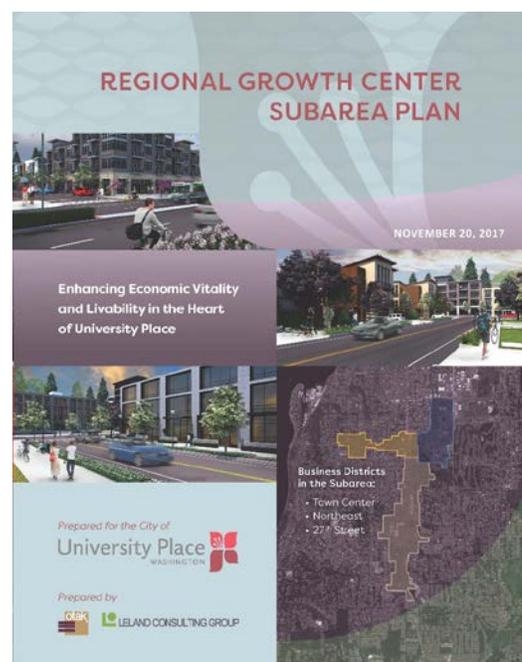
## BACKGROUND AND OVERVIEW

University Place is a community of about 33,000 people located on the eastern shoreline of the south Puget Sound just south of the two spans of the Tacoma Narrows Bridge. The City's stunning hillside setting overlooking Puget Sound provides great views of islands and other coastal shorelines, plus the Olympic Mountains beyond. Views of Mt. Rainier add greatly to the character of the community. The City benefits from its location in the bustling Puget Sound region. Downtown Tacoma is ten minutes away and driving distance to Seattle is 40 miles.

As a city, University Place is young, incorporated in August 1995. The community, however, is long-standing. University Place was first surveyed as a town site in 1870 and has developed through many eras of design over the past century. The basic form of the city, including its arterial streets and predominant land uses, was established prior to incorporation. The community is now focused on transforming these arterials into *complete streets* and developing a vibrant mixed-use town center (Village at Chambers Bay) located on Bridgeport Way. The City is supportive of Pierce County's ongoing efforts to redevelop large portions of a former 900-acre gravel mine site into a regional park with a wide variety of improvements including trails, shoreline access, lodging and the Chambers Bay Golf Course – the site of the 2015 U.S. Open.

Since incorporation, University Place has relied on design standards and guidelines, with varying degrees of success, to guide development and redevelopment of commercial, mixed use and multi-family properties. In 2009 the City began moving in the direction of using form-based coding when it adopted its *Design Standards and Guidelines for Small Lot and Multifamily Development* and *Design Standards and Guidelines for Streetscape Elements*. While these documents use *standards* and *guidelines* terminology, some provisions rely on form-based coding illustrations and supporting text – even though FBC terminology is absent from these documents.

In 2014, the City applied to the Puget Sound Regional Council (PSRC) to officially designate a 481-acre commercial, multi-family, and mixed-use area as a regional growth center (RGC). The area encompasses the Town Center District, 27th Street Business District, and the Northeast Mixed Use District in the heart of the community. The City Council adopted the University Place Regional Growth Center Subarea Plan on November 20, 2017 to gain formal PSRC recognition.



The Subarea Plan will be instrumental in shaping future development in the three identified districts. The plan represents the community's vision and proposes to strengthen the identity, character, and economic development opportunities within each of the three districts through a framework of redevelopment that can be adapted to market conditions. While the Subarea Plan sets the course for the future, its Strategic Action Plan provides a list of actions that will need to be taken to fully implement the plan, including the adoption and effective administration of a form-based code. The City's objective is to use this code to enhance, or in some cases transform, neighborhoods within each subarea district through private infill and redevelopment activities and public investment.

## **SUGGESTED SCOPE OF SERVICES:**

### **PRIMARY WORK PRODUCT**

This contract will result in a proposed form-based code, meant to supersede portions of the present zoning ordinance and other local land development regulations that apply to the University Place Regional Growth Center. Additionally, the Consultant shall create street design standards for streets, sidewalks and associated facilities within the RGC and surrounding community. This street guide may be approved separately and located within a different title of the University Place Municipal Code.

#### **1. INITIAL REVIEW AND ANALYSIS**

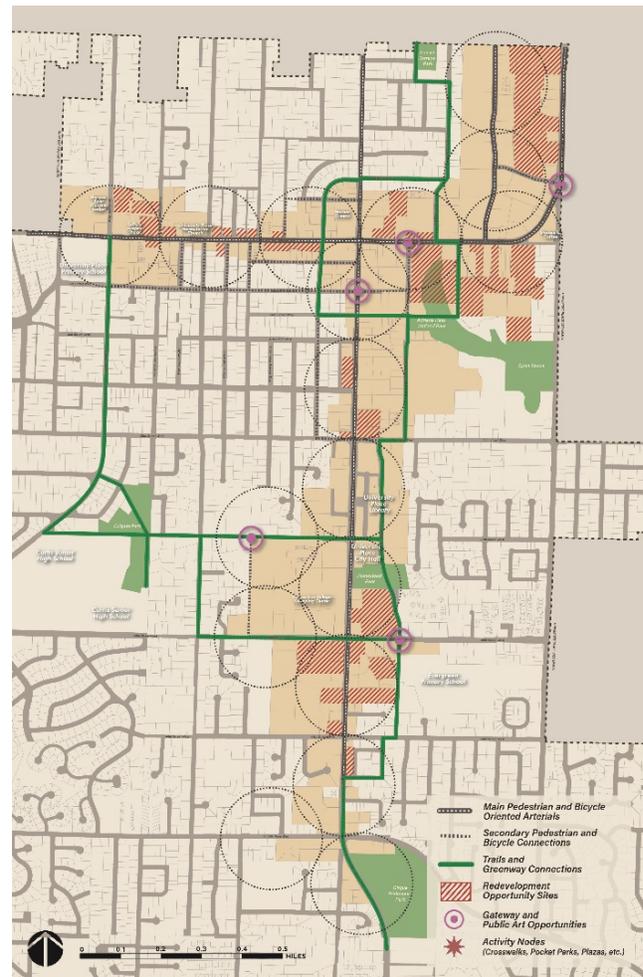
- a. **Internal Kick-Off Meeting.** The Consultant will meet with appropriate City staff members involved with the project to better identify the needs, goals, timeline, and deliverables of the project.
- b. **Site Analysis.** The Consultant will become familiar with the physical details of the University Place RGC and the historic patterns of urbanism and architecture in the surrounding community.
- c. **Existing Document Analysis.** The consultant will become familiar with the RGC Subarea Plan (which includes a real estate market analysis), the University Place Comprehensive Plan, and applicable development regulations.
- d. **Existing Study Analysis.** The consultant will become familiar with studies, plans and work within the RGC already completed by staff or other consultants.
- e. **Stakeholder Kick-Off Meeting.** The Consultant will prepare and lead a meeting with residents, stakeholders, and City staff to introduce the project. During this meeting the Consultant will provide a project timeline, outline the goals and objectives, and explain the fundamentals of a form-based code including what it is attempting to achieve.
- f. **Website.** The Consultant will provide information for City's website. As officials deem appropriate, the Consultant will provide materials including text, photographs, maps, renderings, and other images for the web site. This material will describe the Consultant's credentials and help explain the project's process.

## 2. PUBLIC DESIGN PROCESS

- a. **Generate necessary background maps.** City will provide base map information as needed by the Consultant. These documents will be used to help produce the maps that will be used during the preparation of the form-based code.
- b. **Public Workshop and/or Design Charrette.** Consultant will review the RGC Subarea Plan and supporting documentation and confer with City in assessing whether a design charrette, design workshops, or an alternative approach would be the most beneficial means of achieving community design input. Considerable public outreach and participation occurred during preparation of the RGC Subarea Plan in 2016-2017. This may allow for reduced public outreach during form-based code development.

The Consultant will organize and lead a full planning charrette, design workshops, or a more streamlined effort to engage the community, gather ideas and goals, and formulate implementation strategies. The outreach format will take into consideration the findings of the initial site analysis, input from staff, and information obtained through the RGC Subarea planning process.

The public process will include discussions of alternatives for street design, street connectivity, and city planning strategies that create vital district centers, corridors, and livable neighborhoods.

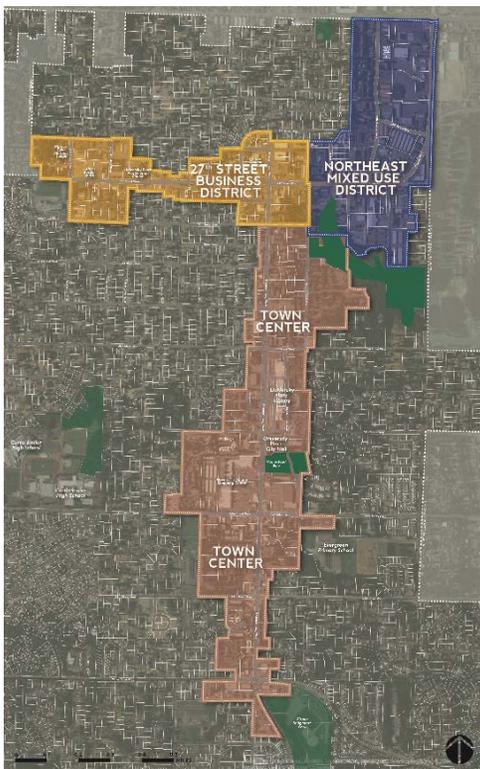


At the end of the outreach event(s), the Consultant will present the work generated to-date. Plans, renderings, and initial coding ideas that reflect ideas articulated in the event(s) will be publicly presented and further feedback solicited from the community. It is essential that local government officials attend this presentation along with citizens, stakeholders and technicians.

### 3. DRAFTING THE FORM-BASED CODE

a. **Design Parameters for the Form-Based Code.** The new code will regulate development to ensure high-quality public spaces defined by a variety of building types and uses including housing, retail, and office space. The new code will incorporate a regulating plan, building form standards, street standards (plan and section), use type regulations as needed, and other elements needed to implement the principles of functional and vital urbanism and practical management of growth including, but not limited to, parking, lighting, landscaping, and signage. Sections of this document would typically include the following:

- Overview, including definitions, principles, and intent; and explanation of the regulations and process in clear user-friendly language.



- Regulating Plan (schematic representations of the Town Center, 27th Street Business, and the Northeast Mixed Use Districts) illustrating proposed location of streets, blocks, public spaces, and other special features. During 2018, a City-retained consultant delineated potential street grids for areas lacking a fine-grain development pattern. This work product and expertise will be available during development of the FBC. Regulating plans may 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, and 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, climate, and neighborhood vitality.

- Public Space/Street Standards defining design attributes and geometries that balance the needs of motorists, pedestrians, bicyclists, and transit riders while promoting a vital public realm.

These standards should include design specifications for sidewalks, travel lane widths, parking, curb geometry, trees, and lighting.



- Other Standards regulating architectural criteria such as material and quality, landscaping, parking, lighting, and signage.
  - Administration clearly defining a streamlined application and project review process.
- b. ***Integration of the Form-Based Code.*** The form-based code must be integrated into the City's existing zoning code in a manner that insures procedural consistency, meshes with state and local legal requirements, provides clarity as to applicability of existing regulations, and maximizes the effectiveness of the code. Public space/street standards *may* be located within the City's existing Public Works Standards code at the discretion of the City. Integration of the form-based code shall be undertaken by the City with the assistance of the Consultant.

#### 4. REFINING THE FORM-BASED CODE

- a. ***Presentation of First Draft.*** The Consultant will present the first draft of the form-based code to gather comments. Copies of the first draft will need to be in hardcopy and digital form and posted on the website. The presentation may be made to the City's Planning Commission upon outreach to RGC property owners, residents, business owners and other stakeholders.
- b. ***Meetings with City Staff.*** The Consultant will attend and participate in up to three additional in-person or web-based meetings with City staff and the Planning Commission to explain the details of the draft code and obtain further input and comments.
- c. ***Meetings with Stakeholders.*** The Consultant will attend and participate in up to two additional meetings with key stakeholders to explain the details of the draft code and obtain further input and comments.
- d. ***Presentation of the Second Draft.*** After making revisions in response to comments on the first draft, the Consultant will present the second draft of the new code at another meeting convened by the Planning Commission.

#### 5. APPROVAL PROCESS

- a. ***Public Hearing and Study Session Presentations.*** The Consultant will make a formal hearing presentation to the Planning Commission, a study session presentation to the City Council, and a formal hearing presentation to the City Council.
- b. ***Additional Revisions.*** The Consultant will be responsible for up to two rounds of revisions that may become necessary between presentations. City staff will be responsible for collecting comments, questions, and suggestions for these refinements from various sources. The Consultant will be responsible for consolidating them into a series of action items for revision or responses.

## PROPOSED PROJECT TIMELINE:

- September 21, 2018 – Request for Qualifications advertised
- October 22, 2018 at 4:00 p.m. Pacific DST – Deadline for RFQ submittals
- October 2018 – Selection Committee review
- November 2018 – Contract negotiations
- December 2018 -- Contract with Consultant approved by City Council
- January 2019 – Consultant Work Commences, including internal kick-off meeting
- December 2019 – Adoption Process Completed

Note: A detailed project schedule for January-December 2019 may be developed through consultation between City and Consultant during the internal kick-off meeting.

## REQUIRED FORMAT FOR SUBMITTALS:

1. **COVER SHEET:** A single page providing contact information including web, email and mailing addresses, and phone number. Additionally, this cover sheet should provide details that will help the City understand the identity of the Consultant.
2. **DESCRIPTION OF APPROACH:** Up to three pages describing the Consultant's typical approach to projects similar to this one, including a description of the methodology being proposed for the City's form-based code.
3. **TEAM EXPERTISE:** Brief description of general qualifications, the multi-disciplinary nature of the team assembled for this project, specific evidence of relevant experience creating form-based codes, and a listing of key personnel that would be available to work on this project.
4. **COMPARABLE PROJECTS:** Summary of form-based code projects in progress or completed by the Consultant, along with the adoption status of the code(s).
5. **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.

## EVALUATION OF SUBMITTALS:

Consultants responding to this RFQ must demonstrate the following:

- Experience in preparing municipal form-based codes that regulate development and redevelopment in other communities

- Experience in building community consensus to support innovative regulatory structures
- Strong graphic, written, and oral communication skills
- Experience in identifying, evaluating, codifying, and explaining the essential qualities of community design and character
- Experience in writing or implementing municipal land development regulations

The City will evaluate all submittals to determine which Consultants have the experience and qualifications that are most suited for this project. The City may request personal interviews with the highest-ranked Consultants or may request one or more prospective Consultants to submit detailed proposals, which may include the following:

- Detailed description of the methodology being proposed
- Work program detailing:
  - Tasks to be performed
  - When each will be completed (timeline)
  - Tentative allocation of person days by task
  - Schedule of work products
- Methods the Consultant proposes to use to manage the project and communicate with the City and the public as to project progress, reviews, and conduct of public meetings
- Identification of key personnel, including subconsultants, to be assigned to the project and their roles, with resumes of all key personnel
- Hourly rates (inclusive of overhead and profit) for personnel or personnel categories
- Data expected to be provided by the City

## **ADDITIONAL INSTRUCTIONS AND DETAILS:**

### **1. SELECTION COMMITTEE**

The City's Selection Committee will consist of the following:

- University Place City Manager
- University Place Assistant City Manager
- University Place Planning and Development Services Director
- University Place Principal Planner
- University Place Administrative Assistant
- University Place Planning Commissioner

### **2. PROPOSAL SUBMITTALS**

Consultant proposals are to be submitted by mail or delivered to:

Jeff Boers, Principal Planner  
 City of University Place  
 Planning and Development Services Department  
 3715 Bridgeport Way West  
 University Place, WA 98466

Submittals shall include five identical, 8.5"x11" hard copies in addition to an electronic copy provided via CD, thumb drive, or upload to a file-sharing site. An email response will be provided by the City to the sender of each proposal that is submitted upon receipt of their proposal. Proposals must be received at the above address no later than 4:00 p.m. (Pacific Daylight Time), October 22, 2018.

**3. SELECTION PROCESS**

Upon completion of the review and evaluation of all proposals and interviews by the Selection Committee, the most qualified Consultant will be selected. This Consultant will be notified and invited to enter into contract negotiations with the City. Should the selected Consultant and the City be unable to negotiate a satisfactory cost arrangement, the second most qualified Consultant will be invited to negotiate.

**4. COMMUNICATION**

All communications in specific reference to this RFQ should be sent by email to [jboers@cityofup.com](mailto:jboers@cityofup.com) and should reference Regional Growth Center FBC RFQ.

**5. PROJECT COST**

The overall project cost must not exceed \$60,000.

**6. ACCEPTANCE**

The City reserves the right to accept or reject any or all submittals.