

**City of Powell, Ohio**

**Request for Proposals (RFP) for**

**Planning and Zoning Code Rewrite**

**Issue Date**

September 20, 2024

**Issued By**

City of Powell

47 Hall St.

Powell, Ohio 43065

**Inquiries**

Logan Stang

Planning Director

(614) 885-5380 (office)

[Lstang@cityofpowell.us](mailto:Lstang@cityofpowell.us) (email)

**Proposal Submission Deadline**

3:00 PM EST, Friday, October 18, 2024

1. **Purpose**

The City of Powell, Ohio (City) is seeking proposals from qualified firms to complete a holistic code rewrite and update for [Part Eleven – Planning and Zoning Code](https://library.municode.com/oh/powell/codes/code_of_ordinances?nodeId=PTELEVENPLZOCO_TITFIVEZODIRE_CH1143DIRE_1143.16.2WNBUDI) of the City’s Codified Ordinances. This effort will include an overall modernization of the code to provide clarity, eliminate inconsistencies, improve functionality, integrate best practices, and address gaps or missing information. Qualified firms should demonstrate experience with public engagement, meeting facilitation, and technical expertise in developing various codes and design guidelines.

1. **Background**

The City has not conducted a holistic or major rewrite of the zoning code. Amendments have been made to improve regulations or address emerging topics with the last major amendment taking place in 2016. Several minor amendments have been made since 2016 focused on Board of Zoning Appeal procedures, planned district process improvements, and code clarifications. Due to these and other minor updates over time, areas of the code have become outdated or conflict with one another.

Staff is currently working with a consultant on a zoning code assessment which will identify opportunities to improve the code. This will be used to inform the zoning code rewrite and is anticipated to be completed by December 2024. The City is also working on several downtown focused efforts, specifically related to historic site designations and design character. The City will share information with the selected firm to inform code language for the downtown district.

The City expects to include the funding for this project in the 2025 Operating Budget. The City will negotiate with the selected firm on the final scope of services based on the operating budget with the expectation to authorize the contract when the budget is effective. The City reserves the right to cancel the request for proposals based on the budget. The anticipated budget ranges from $100,000 - $120,000 for the project.

1. **Community Profile**

The City of Powell, Ohio, is a vibrant suburban community located in Delaware County, just north of Columbus. Known for its high quality of life, Powell boasts a charming downtown area, excellent schools, and numerous parks and recreational facilities. The city operates under a Council-Manager form of government, where the elected City Council appoints a professional City Manager to oversee daily operations and implement policies. The City Council consists of six members and a Mayor, all elected at-large, who collaborate to ensure the city's strategic growth and development.

Powell is committed to comprehensive planning and economic development initiatives to enhance its community and attract businesses. The city's Comprehensive Plan outlines a vision for sustainable growth, focusing on preserving the character of established neighborhoods while promoting new development in designated areas. Key initiatives include the enhancement of transportation infrastructure, expansion of parks and green spaces, and support for local businesses through economic development programs. Powell's proactive approach to planning and development ensures a balanced and thriving community, making it an attractive destination for residents and businesses alike.

1. **Scope of Services**

This section outlines the minimum components to be included in the proposal. The City will work with the selected firm on reviewing and finalizing the scope prior to contract authorization. The City encourages and welcomes ideas beyond the items listed below if the firm believes they will add value toward producing an effective zoning code.

The scope of work should include the following elements:

1. **Assess and Review Existing Plans**

The firm will conduct a review of existing plans to understand the City’s intent for development. This should focus on understanding code implications to support the goals and objectives of these focused efforts. This includes both previous and ongoing efforts such as:

* 1. Zoning Code Assessment (ongoing)
  2. [Parks and Recreation Master Plan (ongoing)](https://cityofpowell.us/parks-recreation-facilities-master-plan/)
  3. [Downtown Architectural Guidelines (2016)](https://cityofpowell.us/wp-content/uploads/2019/04/City-of-Powell-Architectural-Guidelines-9.7.18-1.pdf)
  4. [Plan Powell Comprehensive Plan (2015)](https://cityofpowell.us/wp-content/uploads/2019/04/15-1006-Powell-Comprehensive-Plan-ADOPTED-LR.pdf)
  5. [Pedestrian Scale Design Manual (2009)](https://cityofpowell.us/wp-content/uploads/2015/11/City-of-Powell-Pedestrian-Scale-Design-Guidelines-11.04.09.pdf)

1. **Facilitate Public Engagement**

The firm will develop a robust public engagement strategy that will gather feedback from various sources. This will include regular meetings with City Staff, at least three (3) focus groups with key stakeholders, and several events / hearings with the public, Planning and Zoning Commission, and City Council. The firm is encouraged to provide additional engagement opportunities to gather insight into the development of the code.

1. **Develop Draft Zoning Code**

The firm will develop the draft code based on the assessment and public engagement. The draft code is anticipated to be prepared in two (2) phases:

*Phase I: Downtown Update*

The first phase is intended to address and incorporate zoning code improvements based on the downtown focused efforts. There are three (3) efforts that will inform the code rewrite; the Village Green Master Plan, Downtown Historic District Evaluation, and the Downtown Architectural Guidelines Update. The firm will prepare a code rewrite that supports the outcomes from these efforts for review and adoption. It is anticipated that this update will occur sometime around summer 2025 and will work within the existing structure of the zoning code until Phase II.

*Phase II: Holistic Update*

The second phase is intended as the holistic rewrite of the zoning code incorporating insight from the assessment and public engagement. The draft code will be prepared in at least two (2) draft versions. The initial version is internal for City Staff to review substance and propose revisions on content. The second draft is intended as the public draft that would be formatted for review and adoption. The second draft should be organized, user-friendly, and incorporate various tables, graphics, or other illustrations to describe the intent of regulations. The firm will coordinate a review of the draft code between Staff and the Law Director prior to adoption.

1. **Support Zoning Code Adoption**

The firm will provide support to City staff through the adoption process. This may include attending public hearings, addressing revisions, or providing guidance on feedback received. The firm is encouraged to provide options for adoption support that can be discussed and included in the final scope of work.

1. **Proposal Submission**

Proposals must be received by the City no later than 3:00 PM on Friday, October 18, 2024 to be considered. Interested firms must submit three (3) paper copies along with one (1) electronic copy in Adobe PDF format via email by the submission deadline. Proposals received after this date and time may not be considered. Proposals should be addressed as listed below.

Paper copies:

Logan Stang, Planning Director

City of Powell, Ohio

RFP / Planning and Zoning Code Rewrite

47 Hall Street

Powell, OH 43065

Each mailed response must be submitted in a sealed envelope and marked with the title of the submittal, as identified above. Unsealed or unmarked envelopes may be rejected from consideration.

Email copy:

[Lstang@cityofpowell.us](mailto:Lstang@cityofpowell.us)

Subject heading: RFP / Planning and Zoning Code Rewrite

1. **Proposal Requirements**

The firm shall provide the following information, at a minimum, to demonstrate their understanding and qualifications to complete the scope of services. Proposals shall be limited to no more than 15 pages.

1. **Letter of Interest**

A brief letter summarizing the firm’s interest and understanding of the scope of work.

1. **Firm Profile**

An overview of the firm with the following information on each team member:

* 1. Summary of the firm that describes the qualifications, experience, and any technical expertise that may relate to the project.
  2. Resumes of the staff members identified including their relevant experience, background, and role within the scope of work.
  3. List of at least three (3) previous projects for comparable services which were completed within the last five (5) years. This should include a description of the project, unique outcomes or approaches, client with contact information, and other items identified by the firm to support the scope of work.

1. **Project Approach**

An overview and list of the task items needed to address the scope of work. This should include any suggested or optional tasks for consideration based on the firm’s previous experience. Milestones including the public engagement strategy and key deliverables should be identified.

1. **Project Schedule**

An estimated timeline for the project from initial launch to adoption with City Council. This shall include how tasks relate to the two draft code phases to support downtown and the holistic rewrite.

1. **Project Budget**

A detailed fee based on the project approach including a breakdown for each phase of work, hourly rates for team members, and a not-to-exceed total for the entire project. Optional tasks should be listed separately for discussion with the selected firm.

1. **Supporting Materials**

Other information the firm feels will assist the City with evaluating their proposal.

1. **Proposal Timeline**

The City has identified the following milestones for the Request for Proposals process and reserves the right to change the schedule at its discretion and when in the best interest of the City.

**Powell issues Request for Proposals (RFP):** 12:00 PM Friday, September 20

**Deadline for RFP Questions or Clarifications:** 3:00 PM Wednesday, October 2

**Staff Response to Questions:** 5:00 PM Wednesday, October 9

**Proposals Due:** 3:00 PM Friday, October 18

**Interviews (if necessary):** Week of October 28-1

**Firm Notified (anticipated):** Week of November 4-8

1. **Evaluation Process**

The selection committee, comprised of City Staff, will review all submittals and evaluate them based on the requirements provided in this Request for Proposals. The process includes the following steps:

1. **Initial Review**

The selection committee will evaluate each proposal based on the following criteria:

* 1. Demonstrated Firm Experience and Expertise: 25 percent
  2. Qualifications and Experience of Personnel: 25 percent
  3. Understanding of Scope and Project Approach: 40 percent
  4. Compliance with Submission Requirements: 10 percent

1. **Interview Selection (if necessary)**

The selection committee will shortlist firms to conduct an in-person interview. If necessary, based on the evaluation criteria. Firms not selected for an interview will be notified of the selection committee’s evaluation.

1. **Firm Selected and Contract Negotiation**

The selection committee will notify the selected firm of their intent to move forward with the proposal. Firms not selected will be notified of the selection committee’s evaluation. The City and selected firm will review the proposal for any modifications prior to contract authorization. The earliest work can begin on the scope is January 2025 when the 2025 Operating Budget is effective.

1. **Conditions of Responses**
2. **Completeness**

All information required by the Request for Proposals must be supplied to constitute a legitimate submittal.

1. **Request for Clarification**

During the period of evaluation, the City will have the right to request clarification from the firms. If any such firm fails to respond to such a request within five (5) business days from the date of the request, the City will have the right to reject the submittal.

1. **Oral Presentations**

After all proposals have been evaluated, the selection committee **may** require representatives of one or more of the firms to appear and present before the selection committee, at the firms’ expense, to make a final evaluation.

1. **Submission of Responses**
2. **Acceptance / Rejection / Modification to Responses**

The City reserves the right to negotiate modifications to proposals that it deems acceptable, reject any and all proposals, cancel the request for proposals, and waive informalities or irregularities in a proposal or the proposal process.

1. **Economy of Preparation**

Proposals should be prepared simply and economically, providing a straightforward, concise description of the firm’s ability to fulfill the requirements of the project.

1. **Cost of Preparation**

The City will not be liable for any costs incurred by a firm in preparing or submitting a proposal.

1. **Ownership**

Submitted materials become the property of the City and will not be returned.

1. **Public Records**

Submitted responses and any agreement or other documents become public records under the public records law and applicable policy and are subject to review and copying by any person making an appropriate request for public records.

1. **Contact Information**

For questions or clarifications regarding this RFP, please contact:

Logan Stang, Planning Director

[Lstang@cityofpowell.us](mailto:Lstang@cityofpowell.us)

(614) 885-5380 (office)