

The City of Sedona, Arizona
Request for Proposals (RFP) Land Development Code (LDC) Update

Announcement

The City of Sedona, Arizona is announcing a Request for Proposals (RFP) from qualified Land Use and Zoning Consultants to provide professional services to update the City of Sedona zoning ordinance also known as the Sedona Land Development Code (LDC). Proposals, in their entirety, must be received by **5:00 PM on Monday, August 1, 2016.**

SECTION I: BACKGROUND

A. Community Information

The essence of the Sedona experience for residents and visitors alike arises from the extraordinary nature of the landscape. Nestled at the base of dramatic red sandstone cliffs, and with an ideal semi-arid climate, Sedona is a special and unique place that is considered by some to be equal or superior to many National Parks. The City is completely surrounded by the Coconino National Forest (National Forest), and approximately half the land within the City limits is National Forest. This fact, coupled with the United States Forest Service planning policies, which provide additional protection for these lands, creates a unique limit to the physical growth of the community.

Between 2000 and 2010, the City's year-round population remained essentially the same according to the 2010 U.S. Census, although the population of part-time residents nearly doubled during that time, reflecting continuing growth. In addition, between 2 and 4 million people are estimated to visit Sedona each year. The combination of the large number of annual visitors and limited traffic circulation options often makes the community seem considerably larger than the approximately 10,000 full-time residents. Other unique aspects of Sedona are the high median age of 56, and that 48 percent of the population is younger than 55, which includes families, children, and youth. These factors are important to understand in evaluating the needs, policies, and actions in the Plan.

City Facts

Incorporated:	1988
Total Land Area:	11,745 acres
	3,911 acres in Coconino County
	7,834 acres in Yavapai County
National Forest:	5,700 acres, 49% of City land area
Available lands developed:	78%
2014 Population*:	Total 11,862
	Year-round 10,166
	Part-time 1,696

**City of Sedona estimate based on the 2010 U.S. Census*

B. History

The LDC was adopted in 1994 and became effective in January 1995. As it is over 20 years old, it is dated and often does not provide adequate provisions or direction for development in the community. While portions of the LDC have been amended from time to time over the years, such piecemeal revisions have left the City with a fractured and conflicting set of zoning regulations that do not always align well with the needs and desires of the community.

This project is anticipated to be a complete rewrite and modernization of the following Articles:

- Article 2 (Definitions)
- Article 4 (Review Procedures)
- Article 6 (District Regulations)
- Article 7 (Subdivision Regulations and Land Divisions)
- Article 8 (Grading and Drainage)
- Article 9 (Development Standards)
- Article 10 (Design Review Manual)
- Article 12 (Nonconforming Situations)

SECTION II: REQUIREMENTS

A. General

1. The City of Sedona reserves the right to reject any or all proposals and to select the proposal which it judges to be in the best interest of the City.
2. All proposers are bound by the deadline and location requirements of this RFP as stated in the announcement.
3. All proposals shall remain effective subject to the City of Sedona review and approval for a period of sixty (60) days from the deadline for submitting proposals.

B. Project Goals

It is the intention of the City of Sedona to procure the professional services of a qualified Zoning and Land Use Planning Consultant to facilitate the proposed update of the City's Land Development Code in accordance with current planning practices and the Sedona Community Plan. This will involve working through a collaborative process, including residents, business owners, City Staff, Planning & Zoning Commission, and the City Council. The process will culminate in a fully updated LDC by no later than **May 31, 2018** complete with graphics and adopted by the City Council. The Consultant shall facilitate the updated LDC in a format agreed upon by the City. In updating the LDC, the City wishes to address a number of items, including but not necessarily limited to:

1. Update definitions, terminology, and land uses, as well as graphics and tables to illustrate regulations and make the LDC easy to use.
2. Address inconsistencies and duplications.
3. Implement the recommendations of the Sedona Community Plan.

4. Address antiquated, redundant, confusing, and conflicting development standards, including but not limited to:
 - a. Parking
 - b. Screening
 - c. Height
 - d. Setback requirements
 - e. Walls and fences
5. Address sustainability/green building concepts
6. Evaluate requiring sidewalks on both sides of a street
7. Evaluate conditional use permit requirements including time limits and administrative approvals for renewals.
8. Evaluate and update zoning district regulations, including, but not limited to:
 - a. Reviewing existing zoning districts, accessory, permitted, and conditional uses, including consolidation of individual uses into broader categories, and elimination of zoning districts no longer used.
 - b. Creating new districts to implement the Community Plan and Community Focus Area vision, goals, and specific plans, Gateway development standards, and Uptown area development standards.
 - c. Removing antiquated land uses.
 - d. Incorporating emerging and missing land uses such as winery, distillery, and brewery uses including tasting and pub facilities.
 - e. Considering allowing chickens and other potentially appropriate animals (e.g. bee colonies) in residential zoning districts.
 - f. Considering the keeping of horses on commercial properties for commercial purposes.
 - g. Clarifying Planned Development zoning district language.
 - h. Evaluating residential uses in commercial zoning districts to further the goal of providing diverse housing options.
 - i. Evaluating lodging zoning district language. Consider additional lodging districts to address bed and breakfast uses outside of the multifamily zoning designation. Evaluate regulations pertaining to expansion of existing lodging establishments.
 - j. Evaluating Community Facility zoning district language; accessory, permitted, and conditional uses.
 - k. Evaluating the need for the creation of an urban farming zone district or land use.
 - l. Considering the creation of a new district with form-based components.
 - m. Considering the use of overlay zoning districts.
5. Update and streamline the subdivision review process.
6. Update lighting regulations to further dark sky objectives and provide for the inclusion of new technologies.
7. Use of tiny buildings as occupied permanent/semi-permanent residential structures.
8. Update landscaping requirements for multi-family and commercial development, and update screening requirements, especially transitions between land use types. Examination of native plant species provisions and requirements.
9. Consider landscaping requirements for single family residential uses.
10. Include regulations that promote walkability, connectivity, a sustainably built and natural environment.

C. Scope of Work

The Consultant or team of Consultants (collectively “Consultant”) shall provide full professional services to assist the City of Sedona Community Development Staff with a comprehensive update of the LDC.

1. Public Participation Process

The Consultant shall propose a broad-based public participation process that specifies how and when the public will be engaged throughout the LDC update process. The Consultant shall specify the methods it will use to achieve meaningful public participation in the project.

The Consultant shall provide a public participation timeline that identifies key points at which the public will be involved, how that involvement will occur, and how and when materials will be available and presented to the public. The City is looking for both online and physical participation methods.

The Consultant shall be responsible for producing meeting materials (the City will produce copies of items 11”x17” or smaller such as handouts, flyers, etc. designed by the Consultant), visual presentations, or any other resources or materials necessary to engage the public. The Consultant shall provide technical capabilities for graphically communicating needed information.

The Consultant shall also consider multiple means of obtaining input both during and outside of identified meetings.

Deliverables:

- a. The Consultant shall provide the City with a public participation plan for City review and approval that includes a detailed strategy and timeline for engaging the public and all stakeholders in the LDC update process.
- b. The Consultant shall implement the City-approved public participation plan. The Consultant, in consultation with the City, shall be responsible for facilitating all public meetings and presentations. The Consultant shall be responsible for producing meeting materials (the City will produce copies of items 11x17 or smaller such as handouts, flyers, etc. designed by the Consultant), visual presentations, or any other resources or materials necessary to engage the public.

2. Project Orientation

At the outset of the project, the Consultant shall meet with City Staff for a project orientation meeting in order to provide an understanding of project goals and the project schedule, specific issues, City policies, and opportunities and/or problems relating to growth and development within the City. The Consultant shall be responsible for reviewing and understanding the City’s current LDC, Community Plan, other City plans and policies as identified by the City, and all relevant and applicable local, state and federal laws, including Prop 207.

The Consultant shall propose its strategy for introducing the project to the general public and others. The strategy shall be designed to foster and develop a common understanding of the project scope.

Deliverables:

- a. The Consultant shall be responsible for arranging and facilitating a project orientation meeting with City Staff.
- b. The Consultant shall complete its project orientation strategy. The Consultant, in consultation with the City, shall be responsible for arranging and facilitating all public meetings and presentations.

3. Issue Identification

The Consultant shall describe its approach for gathering broad-based input about the existing LDC. City Staff, the Planning & Zoning Commission, City Council, and the general public, stakeholders, and others shall be asked for their input concerning current LDC requirements, administrative procedures, LDC deficiencies, suggested changes and implementation procedures. The Consultant shall prepare a draft and final memorandum that summarizes the input gathered during the issue identification process.

Deliverables:

- a. The Consultant shall implement its approach for gathering broad-based input about the current LDC. The Consultant, in consultation with the City, shall be responsible for facilitating all public meetings, presentations, workshops, etc.
- b. One original copy of a draft and final memorandum that summarizes input the Consultant received about the existing LDC during the issue identification process.
- c. Electronic (PDF and Microsoft Word) file of the draft and final Issue Identification memorandum.

4. LDC Analysis

The Consultant shall complete a technical analysis and evaluation of the City's current LDC regulations. This analysis and evaluation shall be made against the backdrop of issues identified in the issue identification process, applicable federal, state, and local laws, the Consultant's experience with or knowledge of best practices in other communities, and the Consultant's knowledge of innovative zoning and land use practices as may be relevant to the City's process. City Staff has developed a list of Code sections and/or issues that need to be addressed as part of the LDC update.

The technical analysis and evaluation shall assess the strengths and weaknesses of the existing LDC in terms of its structure, organization, clarity, ease of use, existing zoning districts and district standards, regulations of general applicability, definitions, and LDC procedures. Further, the analysis and evaluation shall include the Consultant's findings regarding how to integrate and implement the recommendations of the Sedona Community Plan. The Consultant shall provide a summary of consistencies or inconsistencies between the current LDC and the Sedona Community Plan. The Consultant shall also gauge the public's perceptions about the strengths and weaknesses of the current LDC. The Consultant shall analyze the recommendations of the Sedona Community Plan to determine whether or not regulatory frameworks are in place that would help implement those plans.

Deliverables:

- a. One original copy of the technical analysis and evaluation report concerning the current LDC and discussion of new zoning concepts and approaches.
- b. Electronic (PDF and Microsoft Word) file of the technical analysis and evaluation report.

- c. Present technical analysis and evaluation report to City staff and the Planning & Zoning Commission and public hearings(s).

5. Annotated Outline

The Consultant shall identify and discuss new zoning concepts and approaches for potential inclusion in the draft LDC, with special attention given to addressing the project goals as described in Section II. B. and the results of the issue identification and LDC analysis tasks as described in Section II. C. 3. and 4. Based on this discussion, the Consultant shall prepare an annotated outline that includes a chapter-by-chapter detailed description of the proposed new LDC, an overview of the proposed structure and substance of the new LDC, a discussion of zoning options, and a commentary explaining the rationale for the recommended approach to drafting the LDC.

The annotated outline shall include examples of how the new LDC would be used to implement the recommendations of the Sedona Community Plan. The Consultant shall present the annotated outline to City Staff, the Planning & Zoning Commission, and others for review and comment. After obtaining general agreement on the contents of the initial draft of the annotated outline, the Consultant shall provide the City with a final annotated outline based on the comments received.

Deliverables:

- a. Meeting(s) with the Planning & Zoning Commission, City staff, and others. The Consultant, in consultation with the City, shall be responsible for facilitating all meetings.
- b. One original copy of the draft annotated outline.
- c. One original copy of the revised, final annotated outline.
- d. Electronic (PDF and Microsoft Word) files of all documents.

6. Discussion Draft LDC

The Consultant shall prepare a discussion draft LDC that is based on the final annotated outline. The discussion draft shall reflect the project objectives listed in Section II.B, and the results of the issue identification and LDC analysis tasks as described in Section II.C.3 and 4 above. The Consultant shall describe its approach to incorporating the project objectives into the discussion draft. After initial review and comments by City Staff and the Planning & Zoning Commission, the discussion draft shall be widely distributed for review and comment.

The Consultant shall propose an approach for soliciting broad-based input about the discussion draft from the Planning & Zoning Commission, the general public, and others. The Consultant, in consultation with the City, shall be responsible for facilitating all public meetings.

The discussion draft shall be presented in distinct modules that will permit easy review. At the Consultant's option, these may be grouped into the following divisions: (a) definitions; (b) general provisions; (c) zoning district regulations; (d) development standards; and (e) administration. The Consultant may recommend an alternative approach to presenting the discussion draft for review and comment, for consideration by staff. The discussion draft shall include extensive use of graphics, tables, flow charts, matrices or other methods for facilitating easy use and understanding of the proposed LDC, including in some form agreed upon by the City and the Consultant, to compare the original language to proposed language.

The proposal shall include the projected number of meetings, presentations, workshops, etc. the Consultant will conduct in order to gather input and complete reviews and revisions of the discussion draft. These meetings/presentations, etc. are anticipated to be part of the development of a consensus discussion draft LDC document and not part of the public hearing review and adoption process. The Consultant shall describe its approach to conducting the discussion draft LDC evaluation, testing and revision process. It is expected that the discussion draft may have more than one round of drafting, circulation, revisions, testing, evaluation and recirculation. The Consultant is expected to test the discussion draft to identify effectiveness, appropriateness, practical problems, and other inadvertent impacts.

Deliverables:

- a. One original copy of the discussion draft LDC.
- b. Electronic (PDF and Microsoft Word) file of the discussion draft LDC.
- c. The Consultant shall work with the City to evaluate, test and revise the discussion draft LDC.
- d. Meetings/presentations, etc. with the Planning & Zoning Commission, City Staff, the general public and others to review the discussion draft LDC. The Consultant, in consultation with the City, shall be responsible for facilitating all meetings/presentations.
- e. The Consultant shall implement its approach to soliciting input from the general public and other SLDC users about the discussion draft LDC.
- f. The Consultant shall modify the discussion draft LDC as needed.
- g. One original copy of the revised discussion draft LDC.
- h. Electronic (PDF and Microsoft Word) file of the revised discussion draft LDC.

SECTION III: ORGANIZATION AND REQUIRED ITEM FOR PROPOSAL SUBMITTALS

A. Letter of Transmittal

The letter shall include the following elements:

1. Statement of understanding of the work to be performed.
2. Statement of affirmation of the firm's qualifications for professionally and expertly conducting the work as understood.
3. The firm's contact person concerning the proposal and a telephone number and e-mail address where that person can be reached.
4. Signed by firm's authorized representative.

B. General Profile of Firm

The general profile shall include the following information:

1. A brief statement indicating the firm's experience in conducting work of the nature sought by this RFP. Prepared brochures may be submitted as a part of this profile as long as they specifically address the experience of the firm related to the work to be performed.
2. How long firm has been in business.

3. The location of the firm's office serving this project.
4. Resumes of individual consultants or employees proposed to conduct the work for the City and the specific duties of each consultant or employee relative to the City's proposed work.
5. A brief reference list of other municipalities served by the firm shall be provided along with telephone numbers and names of contact persons.
6. Any other information describing the office may be included if it relates to the capabilities and expertise of the firm in doing comparable work.

C. Explanation of Work to be performed

The proposal must include a detailed description of the procedures and methods (e.g. software) proposed to address the requirements of the scope of work and project goals described in the RFP. This is important because the methods and procedures proposed will receive primary consideration in evaluating the submitted proposal. Examples of similar work will be helpful.

D. Cost

A total, not to exceed, cost estimate for the project must be submitted. The cost shall be based on the number of hours of work provided and "out of pocket expenses" (e.g. travel and lodging) and shall not exceed the maximum cost proposed unless an amendment to the contract is negotiated and approved by the proper authority of the City. Such estimate shall provide the following information:

1. The number of hours to be provided by each person assigned to the proposed work by the firm's organizational levels.
2. The proposed hourly rate for billing shall be included for each person.
3. The number of hours of work, cost and percent of total cost shall be itemized for each major work element of the proposal.
4. An itemized estimate of "out-of-pocket expenses" must be included.
5. Method of billing must be disclosed. (The preferred practice of the City is to pay for this type of consulting service upon completion of the work and receipt of the required report, however, the City will consider paying on a periodic basis as substantial portions of the work are performed, but not more than one time per month. If this option is proposed the work product completed in each phase shall be associated with an identified portion of the not-to-exceed fee.)
6. A proposal for how the City will be kept informed as to the work believed to be completed and the budget dollars utilized throughout the process. The proposal shall include a method for communicating to the City that any task/work request considered to be outside of the agreed upon scope and contracted duties that will incur fees, is communicated prior to the performance of that task/work request.

SECTION IV: EVALUATION CRITERIA

All proposals will be evaluated based on the technical and professional expertise and the experience of the firm, the proposed method, the procedures of the work, and the cost of the proposal. The apparent ability of the firm to be independent and objective in performing the requested work will also be considered.

A. Technical Expertise

The technical expertise and experience of the firm will be determined by the following factors:

1. The overall experience of the firm in conducting similar work that is to be provided to the City of Sedona.
2. The expertise and professional level of the individuals proposed to conduct the work for the City of Sedona.
3. The clarity and completeness of the proposal and the apparent general understanding of the work to be performed.

B. Procedure and Methods

The methods and procedures proposed to be utilized to conduct the work requested as they relate to thoroughness and objectiveness will be of primary importance in evaluating proposals. This includes evaluation of the soundness of the approach relative to the techniques for collecting and analyzing data, sequence and relationships of major steps, and methods for managing the work to ensure timely and orderly completion.

C. Cost

The cost will be weighed in relation to the other proposals received and shall be evaluated relative to the number of hours of professional consulting services to be received by the City and the overall level of expertise of the specific firm's personnel proposed to do the work for the City.

NOTE: Selected firms submitting proposals will be invited to give an oral presentation explaining their proposal.

SECTION V: SUBMITTAL LOCATION AND DEADLINE

All submittals must be received no later than **5:00 PM Arizona time on Monday, August 1, 2016**, as follows:

Proposals may be hand delivered and will be received until 5:00 p.m. Arizona time on Monday, August 1, 2016, by the City of Sedona, Community Development Department, Attention: Mike Raber, Sedona City Hall, 102 Roadrunner Drive, Building 104, Sedona, Arizona 86336.

Proposals may be mailed to Community Development Department, Attention: Mike Raber, City of Sedona, 102 Roadrunner Drive, Sedona, Arizona 86336 and must be received by 5:00 p.m. Arizona time on Monday, August 1, 2016.

Proposals sent through Federal Express, UPS, or other express mail agencies must be sent to the Community Development Department, Attention: Mike Raber, City of Sedona, 102 Roadrunner Drive, Sedona, Arizona 86336, and must be received by 5:00 p.m. Arizona time on Monday, August 1, 2016.

Should you have any questions regarding this project or the Request for Proposals, please contact Mike Raber at mraber@sedonaaz.gov or 928-204-7106 (Written/email questions are preferred.)
A link to the City of Sedona LDC can be found on the City's web site at: www.sedonaaz.gov/ldc.