



**PROPOSAL DUE DATE:** April 17, 2015, at 4:00 PM Local Time

**LOCATION:** Planning Department  
102 Town Hall Drive  
Leland, NC 28451

**Contact:** Ashli Barefoot, Senior Planner  
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Phone: 910-332-4819

**DESCRIPTION:** The Town is soliciting proposals from qualified, multi-disciplinary professionals in the fields of urban planning, landscape architecture, civil engineering, historic preservation, economic and community development, or related fields, to assist in the preparation of an update to its master plan.

Services shall include but not be limited to: community engagement, research and consultation on best practices, meeting facilitation, document drafting, mapping, creation of supporting graphics, statistical analysis, and presentations to citizens, staff, and elected and appointed officials.

Download this solicitation from our website at: [www.townofleland.com](http://www.townofleland.com)

Proposals must be in the actual possession of the Planning Department at the location indicated, on or prior to the exact time and date indicated above. Late proposals shall not be considered.

**PROPOSERS ARE STRONGLY ENCOURAGED TO CAREFULLY READ THE ENTIRE REQUEST FOR PROPOSALS.**

## 1.0 - GENERAL INFORMATION FOR THE RESPONDING FIRM

1.1 **ISSUING OFFICE:** This RFP is issued for the Town of Leland, North Carolina (hereinafter referred to as the "Town") through the Planning Department.

1.2 **PROPOSALS:** All proposals received by the Town in response to this RFP will be retained.

- A. Proposals must be signed by an individual authorized to bind the contractor to its provisions.
- B. Proposals must arrive in the Planning Department on or before the date and time indicated. Consultants mailing proposals should allow normal mail delivery time to ensure timely receipt of the proposal. Late proposals will not be accepted.
- C. The Town is not liable for any costs incurred by contractors prior to issuance of a contract.
- D. Before submitting a proposal, firms shall carefully examine the scope of work and shall fully inform themselves as to all existing conditions and limitations and shall indicate in the proposal all items requested.

1.3 **TENTATIVE SCHEDULE:** The Town may deviate from this selection schedule. The Town will not discuss the status of any proposal or the selection process. All proposers will be notified in writing of the Town's decision.

Proposal Reviews	week of April 27 <sup>th</sup>
Interviews, if applicable	week of May 4 <sup>th</sup>
Final Decision	week of May 11 <sup>th</sup>
Proposal & Contract negotiations	May & June
Council Approval of Contract	June 18, 2015
Kickoff Meeting	week of July 1 <sup>st</sup>
Completion of update	July 2016

1.4 **PRE-PROPOSAL ASSISTANCE:** Contact information is on the front page of this document.

1.5 **AWARD OF CONTRACT:** This project will be awarded to a single contractor who submits the proposal deemed to be in the best interest of the Town, unless otherwise noted in this document. Notwithstanding any other provision of the Request for Proposal, the Town reserves the right to: (1) waive any immaterial defect or informality; or (2) reject any or all proposals or portions thereof; or (3) reissue the Request for Proposal.

1.6 **SPECIAL INFORMATION:** In the event it becomes necessary to revise any part of the RFP, addenda will be provided to all contractors who are recorded as having received the RFP. It shall be the bidder's responsibility to make inquiry as to changes or addenda issued. All such changes or addenda shall become part of the contract and all bidders shall be bound by such addenda.

1.7 **INTERVIEWS:** The Town anticipates short listing the proposers based upon responses to the submittal requirements. If necessary, the Town shall conduct interviews. However, the Town may determine that shortlisting or interviews are not necessary.

## 2.0 - SUBMITTAL INSTRUCTIONS

(provide the following set of documents in a SEALED envelope/box):

- A. **One (1) original, unbound, reproducible and single-sided** (i.e., ready to insert into a copier with no clips, staples, bindings, cardstock, dividers, brochures, business cards, etc.) copy of the following, in this order:
1. Your proposal
  2. Completed Pricing information
  3. Any alternates you are proposing, clearly identified
- B. **FIVE (5) complete and bound** copies of A, above. These copies will be distributed to the selection committee, and should appear professional and organized. These copies should have a table of contents, page numbers, dividers, and clearly marked sections. Committee members usually have many proposals to evaluate; if information is difficult to find, it could be overlooked.

### 3.0 - EVALUATION CRITERIA:

The following main categories will be considered in selection. The response to this RFP shall focus on these criteria, and shall be submitted in the same order as requested and must contain, at a minimum, all of the items listed below:

#### A. EXPERIENCE

Demonstrate how your firm and team have experience over the last five years in each of the following components specifically as they relate to each other in the development of a long range plan for a community:

- community engagement
- market analysis
- land use planning
- urban design/charrette
- incorporation of the above elements into a single plan

#### B. PERSONNEL QUALIFICATIONS

- Provide personnel qualifications/project history.
- Identify and provide resumes of key personnel who will be assigned to this project, including their experience in providing services to cities similar in size and character to the Town of Leland.
- Describe your involvement in projects of similar scope.
- List any licenses, special training or certifications.

#### C. WORK PLAN

- Describe your understanding of the scope of work and general approach to the project.
- Describe any challenges you foresee.
- Detail your methods that will be used for completing items listed under "Plan Components."
- Description of the total number of anticipated hours (minimum to maximum) to complete the scope of work.
- Descriptions of each major work effort (task).
- Describe the deliverables – if any – that would result from that task.
- Provide a timeline showing anticipated work schedule and timeline for the entire project.

#### D. FIRM QUALIFICATIONS

- Provide references for similar projects in past five years. List agency/company and contact name and phone number.
- List years of experience in business.
- Describe your organization: years in business, location of offices, location where work will be performed.
- Provide a description of your firm's range of services.
- Provide your firm's workload and capacity to perform this project.
- Identify any areas of expertise your firm has or members of the firm that have special qualifications to handle local planning services.
- List other master plans the firm has completed for similarly sized or larger communities and provide some detail on said plans, including reference information for each community.
- List and provide explanation for any litigation your company has experienced in the last five years.
- Identify any conflicts of interest your firm may have.

#### E. PRICE

- Submit detailing pricing information for all services and deliverables.

## **4.0 - SCOPE OF WORK**

### **BACKGROUND:**

The current master plan was adopted in 2011 and has subsequently been reviewed consistent with statutory requirements. The majority of broad-based goals and objectives listed in the 2011 plan remain relevant. The Town is seeking consultants who will analyze all relevant data, existing and future market conditions, and development patterns to refine, if necessary, these goals and objectives, and further develop strategies that will help the Town reflect the community's vision for future growth and development while preserving and enhancing the quality of life in Leland.

The Town of Leland is located in southeastern North Carolina, in the northern portion of Brunswick County. The population has been steadily increasing since the current master plan was adopted and a significant increase from 2000 to 2010 occurred with population jumping from 1,938 in 2000 to 13,527 in 2010. As of 2013, the town's population was 15,449.

At approximately 20 square miles in size, Leland is the largest municipality in Brunswick County. This has resulted in a very diverse community in regards to land use. However, the size and diversity also provides challenges in ensuring land uses and development does not occur at the expense of the neighboring properties and natural resources. Future growth shall consider neighborhood and city character, ensure sustainability, and accommodate smart growth, economic vitality and fiscal stability.

### **SCOPE OF WORK**

The consultant will prepare and analyze comprehensive surveys and studies of present conditions and future growth in regards to transportation, housing, economic development, natural resources, agriculture, commerce, industry, open space, etc. in order to update the current master plan.

The consultant will prepare an initial draft of the proposed update with all required maps, charts, exhibits, and graphics to make the plan document a vital and compelling statement of public policy.

The final draft plan will be presented by the consultant to the Planning Board for initial evaluation and recommendation and to the Town Council for approval. The Consultant will also present to other individuals and groups throughout the process as deemed necessary for community engagement.

The updated master plan will be a useful document for the Town in the exercise of their responsibilities related to development, growth, capital projects, and land use during the next 20 years. It is important that the plan be user friendly, visually attractive, concise, innovative and flexible and the concepts are graphically conveyed to the greatest extent possible.

### **REQUIRED PLAN COMPONENTS**

The master plan must meet or exceed all contents of this RFP. The following are minimum components that must be included in the master plan.

#### **I. Community Profile/Background Research**

This section of the plan will consist of an overview of the existing physical, social, and economic characteristics that may influence future land use patterns and redevelopment opportunities.

- A. At a minimum, the existing conditions element should include socioeconomic analysis, existing land use patterns, infrastructure, community facilities, natural features, transportation, housing, economic development, natural resources, agriculture, commerce, industry, and open space.
- B. The consultant will consult with, be guided by, and incorporate where appropriate, information and findings from the following adopted plans:
  - Town of Leland Master Plan
  - Town of Leland CAMA Land Use Plan
  - Gateway District Infill Plan

- Cape Fear Commutes: 2035 Transportation Plan
- Connecting Northern Brunswick County: Collector Street Plan
- Comprehensive Bicycle Plan
- Leland Parks, Recreation, and Open Space Master Plan
- Equitable Growth Profile for the Cape Fear Region
- Health & Wellness Gap Analysis Report
- Regional Plan for Sustainable Development
- Framework for Our Future
- Catalyst Project and Complete Communities Toolkit

C. A build-out analysis shall be prepared based on existing conditions.

## **II. Community Engagement**

The Town recognizes that meaningful public participation is a critical element of the public process, and has strived to continue ongoing public engagement efforts. While a large amount of data has been collected, additional meaningful public participation elements specific to the master plan will be required throughout the process specific to land use, future growth and development, and quality of life issues.

The proposal should outline a procedural approach to identify and include participation, in an appropriate degree, of various individuals and groups, both public and private, in the master planning process. All attempts shall be made by the consultant to ensure the planning process is inclusionary and incorporate methods to reach local minority populations. The consultant will attend meetings to assist in the public participation process. The consultant may propose additional opportunities for public engagement; however at a minimum the following shall be included in the RFP.

- A. Community-wide conversations
- B. Interviews with local groups and agencies.
- C. Recent efforts surrounding redevelopment of key commercial corridors have brought about a myriad of options for growth; further discussions/workshops/charrettes in these areas should be incorporated into this section.

## **III. Market Analysis of Land Use Needs**

Considering what is appropriate from a local and regional perspective, the master plan shall inventory current land use patterns and analyze current and projected market conditions to determine how they could impact future growth and development specific to residential, commercial, and industrial uses. Results of this analysis shall be taken into consideration when developing goals/objectives/strategies as well as the future land use plan and map.

## **IV. Green Infrastructure/Sustainable Development**

The Town recognizes that the quality of life of its citizens is dependent upon preserving, conserving, and enhancing the natural features within the Town and within the region. Those features may include, but are not limited to, undisturbed natural areas, underutilized land, surface waters, fresh air, parks and parkland, public and private spaces. The Consultant shall assist the Town by developing new sustainable development policies and incorporating them into the implementation strategy and future land use plan.

## **V. Goals, Objectives, Strategies**

The Consultant will assist the Town in revising goals and objectives, if necessary, and outline meaningful strategies to serve as a guide in defining and implementing the plan. The master plan update shall consist of strategies intended to function as benchmarks and to provide basic guidelines for making reasonable and realistic community development decisions. This plan will be used by representatives of the Town, those making private sector investments, and by all citizens interested in the future development of Leland.

In addition to those goals, objectives, and strategies lifted up during community engagement processes, further review, analysis, and recommendations on the following topics should be included in the update:

- Riverfront development/redevelopment/use
- Land uses and development patterns/opportunities in the Gateway District
- Redevelopment opportunities in key commercial areas
- Improved standards for development – Unified Development Ordinance development
- Future industrial needs and locations
- Housing needs and strategies
- Review of Placemaking centers, nodes, corridors, and appropriate strategies
- Review/analysis of blighted areas and recommendations
- Greening strategies including but not limited to urban agriculture, urban forestry
- Strategic plan for demolitions, land acquisitions/assembly, and reuse based on neighborhood and city market conditions
- Mixed use opportunities and strategies; adaptive reuse opportunities
- Opportunities for public investment
- Incorporate the Town’s FlexCode zoning in larger portions of the Town

## **VI. Future Land Use**

The plan shall consider proposed networks between transportation, housing, and employment centers, consider topics listed under section V above, as well as focus on protecting existing community character and the protection natural resources. The future land use section must contain:

- Proposed land use categories based upon the goals, objectives, and strategies of the community as well as the analysis of current and future market conditions. The narrative of these categories will need to reflect the applicable zoning district and district intent.
- A future land use map and summary of the land use categories as they relate to the future land use plan must be prepared.
- A build-out analysis shall be prepared based on projected future conditions.

## **VII. Implementation**

Implementation of strategies is a key component of any master plan. They shall prescribe in a simple concise manner how the plan’s recommendations and programs can become reality. While a master plan is intended to provide the necessary guidelines for making future land use, community facility, and capital improvement decisions, its true value cannot be realized unless it is implemented. The consultant will develop an implementation plan for all strategies developed pursuant to this RFP.

A zoning plan shall be included to discuss recommended changes to the zoning ordinance that will bring it into compliance with the goals and objectives of the update.

## **VIII. Project deliverables:**

- A. Electronic agendas and minutes from all team meetings. Electronic copies of the ongoing drafts of the master plan that shall be generated throughout the process, as well as any relevant memoranda, data and other work product also developed as part of the process.
- B. One (1) un-bound original copy of the final master plan along with twenty-five (25) bound copies, including one (1) copy of the new future land use map in a large format for presentation purposes. In addition, the consultant shall provide electronic files of all text, maps, and graphics incorporated in the final plans. Some or all of the electronic files will be used on the Town’s website and GIS.
- C. Snapshot of master plan goals, objectives and strategies and future land use map, 24”x36” electronic format.
- D. Digital format: Mutually agreed upon format on CD suitable for copying and posting entire document as well as individual graphs, maps, charts. Staff must be able to edit the document should future changes be requested by the Town Council.
- E. Digital spatial data must be submitted on a single CD in the following format:
  - a. ESRI Shapefile – Shapefile projection should be defined and include any necessary or useful metadata.