



City of Verona

Request for Proposals

Issue Date—December 13, 2018

Summary:

The City of Verona, WI is seeking proposals from qualified planning firms and consultant teams to prepare a comprehensive rewrite of the City's Zoning and Sign Ordinance. Proposals received via the Request for Proposals (RFP) process will be reviewed by an evaluation committee comprised of City Staff and selected representatives with interests in zoning matters in the City.

Background:

Located in south central Wisconsin, just minutes from Madison, Verona is a flourishing community with room to grow. The City currently has a population of 12,384 and is considered one of the fastest growing communities in the State. The City operates under the Mayor-Council form of government. Under this form of local government, the Mayor and an eight-member City Council determine policy and legislative direction while the City Administrator is in charge of day-to-day operations of the City. The City provides a full range of services including police and fire protection; the construction and maintenance of streets, highways, and other infrastructure; recreational activities and cultural events.

The City has been through a number of transitions over the past few years with several new City Council members and Department Heads coming on board, including a new City Administrator. With new leadership and accelerated growth and development in the City, the Mayor and City Council find it an opportune time to review and update the City's Zoning and Sign Ordinance.

Staff:

The City of Verona Planning and Development Department includes a Director and a Community Development Specialist. Staff works closely with Staff from Parks and Recreation, Public Works, Engineering, and Building Inspection. The Director of Planning and Development will serve as Project Manager for the City.

The City anticipates that members of the City's Plan Commission and Common Council will play roles in the process by guiding and supporting the project through public updates, discussions, and public engagement opportunities.

Current Zoning Ordinance:

The state of the current Zoning and Sign Ordinance is not unusual:

- It has not been completely updated since 1996.
- It is Euclidian in nature and contains standards that are outdated, difficult to administer, and often hidden in many different sections.
- Missing sustainable features.
- It lacks options for mixed-use districts.
- Almost all redevelopment is a Planned Unit Development (PUD).

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- Many specific ordinances lack specificity or common sense, making zoning enforcement often difficult.
- It is not user-friendly, contradictory, and lacks graphics to improve use.
- Sign Ordinance is not compliant with Reed v. Town of Gilbert.
- Telecommunication tower requirements are not compliant with State Statutes.
- The existing Code can be found in Title 13 of the City Code of Ordinances https://library.municode.com/wi/verona/codes/code_of_ordinances

Scope of Work:

With assistance and guidance from City Staff, the selected consultant will conduct a public process to develop a new Zoning and Sign Ordinance. The Ordinance will guide decisions affecting the physical development and redevelopment within the City. The process for creating the Zoning and Sign Ordinance will be critical to its success and must ensure that the final document reflects the desired expectations of the community as determined by appointed/elected officials, citizens, landowners, business leaders, developers, and other stakeholders. The City anticipates that the consultant will work with the community to develop a “hybrid” zoning ordinance that incorporates form-based and traditional zoning standards. Of great importance to the community is the creation of a user friendly Code that results in clear standards for both developers and citizens.

The consultant will develop a final work program in conjunction with City Staff, but the scope of work should include the following:

- **Review of Comprehensive and Neighborhood Plans**
 - City of Verona Comprehensive Plan
 - Comprehensive Outdoor Recreation Plan
 - Downtown Mobility and Development Plan
 - North Neighborhood Plan
 - Northwest Neighborhood Plan
 - Southeast Neighborhood Plan
 - Southwest Neighborhood Plan
- **Review of current Zoning and Sign Ordinance**
- **Evaluation of existing neighborhoods/districts**
- **Nationwide review of best practices relating to planning, development, and zoning**
- **Public Outreach**
- **Drafting document**
- **Integration of new code into user friendly formats and compatible with Municode**
- **Project schedule:** The consultant shall provide the City with an anticipated schedule for the Zoning Ordinance rewrite with a goal completion in 2020.

Community Involvement in Decision Making

The City of Verona values participation of citizens in every stage of decision making. Participation of

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citizens, land owners, business owners, appointed and elected officials, and other stakeholders throughout the community is paramount to success of the Plan update; therefore, the City will place a strong emphasis in the selection process on choosing a consultant that has strong facilitation skills with respect to the public participation and meeting process. The selected consultant team will be responsible for providing framework with their ideas for the most impactful ways to obtain public participation. Consultant will be responsible for organizing and either leading or co-leading public events with City Staff.

Expected Tasks and Services:

The successful respondent is expected to perform many tasks for the development of the Zoning and Sign Ordinance rewrite including, but not limited to the following:

1. Public Outreach: Conduct individual or small group interview and public open houses with community stakeholders. Consider a public meeting for the general public and/or online methods of engagement to gain public input throughout the process. The consultant shall provide a written summary of the comments made by individuals and groups.
2. Code Outline: Develop an outline of solutions to the problems identified in the public outreach. Determine what elements from the existing Zoning and Sign Ordinance can be incorporated into the rewrite text. Develop a working outline of the newly updated Ordinance.
3. Draft Code: Complete an initial draft of the new Zoning and Sign Ordinance. Facilitate a process of presentation of the draft to stakeholders, and citizens. Identify changes needed on the zoning map. Assist City Staff with public outreach and explanation of the proposed changes.
4. Maps & Graphics: Provide maps and graphics identifying parcels with uses and structures that become inconsistent with the proposed standards and zoning regulations. Provide a comparison zoning map that shows zones before Zoning Code rewrite and after.
5. Legal Consultation: Provide legal opinions regarding specific questions that arise during the process as well as a full legal review of the final draft.
6. Adoption: Assistance with presentations to the Plan Commission, Common Council, and any additional revisions requested from these meetings until final adoption of the rewritten Zoning and Sign Ordinance is approved by the City Common Council.

Throughout the entire process, extensive interaction is expected with City Staff. The detailed schedule for the project shall be included in the consultant’s proposal, and should be limited to eighteen (18) to twenty-four (24) months.

Deliverables

The result of this process is an innovative Zoning Ordinance, with a corresponding zoning map, and a new Sign Ordinance. The final product may contain past Euclidean provisions, but where possible allows for the creation of form-based code, hybrid, or other innovative approaches.

The City will also require that drafts of the Ordinance be provided for review at the completion of various key phases of the project. The timing and number of copies, if any, to be submitted will be mutually agreed upon between the consultant and City staff as the project moves forward. It should be noted that most City staff and the elected officials are used to accessing electronic documents in Verona, but some paper copies may need to be available.

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All items delivered as part of this project shall be the sole property of the City of Verona. The consultant shall be responsible for the submittal and execution of the following:

- **Progress Reports & Research:** The consultant shall be responsible for submitting monthly progress reports and research information relative to the project. The consultant shall clearly communicate how the regulatory effects of the proposed Ordinance may differ from the effects of the current Ordinance. Background information regarding subjects addressed in the new Ordinance, which are not addressed in the current Ordinance, shall be provided.
- **Draft Ordinance/Maps:** Copies of the draft documents are required, at quarterly intervals, during the development stages of the project for review, presentation, and use by the Plan Commission and Staff.
- **Meetings:** The consultant is expected to meet with the Plan Commission for project updates at a quarterly basis. The consultant will also meet/discuss with Staff as the project develops on a regular basis. The number and frequency of the meetings will be determined in consultation with all parties before the project begins. The purpose of the meetings will be to establish objectives, discuss alternatives, provide direction and review progress. In addition, the consultant may be required to attend periodic meetings of the Common Council.
- **Final Work Product:** The new Zoning and Sign Ordinance shall be provided in print and electronic format compatible with Municode. Easy to use charts, checklists, graphics, and images/photos within the document are expected when necessary. The consultant shall provide the following specific Ordinance products:
 1. A searchable electronic Ordinance in both Microsoft Word version and a PDF version.
 2. The final zoning map in a digital format that can be edited and maintained by the City of Verona Staff (e.g. shape files at the individual parcel level, which uses an ESRI platform).

Proposal Content

Step One

Proposals should include the following information, presented in a clear, comprehensive, and concise manner, to illustrate the consultant teams' capabilities and technical approach to the work.

Information Required of Respondents:

1. **Firm name, business address, telephone, contact name and e-mail address.**
2. **Description of firm:** Include history, size, and statement of ability to perform the work.
3. **Summary of the Proposal:** Provide a brief summary of the proposal.
4. **Descriptions of the Planning Activities Recommended:** Provide a description of your proposed planning efforts.
5. **Work Plan & Timeline:** Provide information about proposed activities including a timeline for completion and deliverables.
6. **Staffing Plan, Including Resumes:** Please identify each person who will work on the project and identify his or her role. Please provide a resume for each member.
7. **References:** Please provide the names of three references that you have worked with on similar planning projects.
8. **Examples:** Please provide an example (hard-copy or digital) or a website link of an adopted

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Zoning Ordinance and Sign Ordinance from other communities that you have drafted.

Step Two (Pricing)

Included in a separate document:

- A project budget that includes a “not to exceed” cost for professional services to complete the Zoning and Sign Ordinance rewrite and final deliverables. The “not to exceed” costs should be an all-inclusive cost to include all elements of this assignment, including travel, meeting facilitation, document preparation and printing costs. The budget shall also include any limitations to the scope of work.
- The pricing document should also include any potential work not defined within the proposed scope of services, or which has not been mentioned in this RFP.

Submission of Proposals

A two-step selection process will be used. The first step will consist of evaluation of qualifications and technical information submitted by the consultant and will result in a short list of firms who are considered best qualified based upon the evaluation process described below. The second step will consist of opening of the priced proposals from the short listed firms. Interviews may be scheduled.

Three (3) complete bound copies and one electronic copy (emailed) of the technical proposal for Step One along with a separate sealed envelope labeled “Cost to Complete Zoning Rewrite Proposal” must be received by **noon on Friday, January 25, 2019** at the address below:

City of Verona
Adam Sayre – Director of Planning and Development
111 Lincoln Street
Verona, WI 53593

A PDF document (no larger than 15MB) to be e-mailed to: adam.sayre@ci.verona.wi.us

Envelopes containing the proposal shall be marked "Zoning Ordinance Rewrite Proposal". Costs shall be submitted in a separate envelope labeled "Cost to Complete Zoning Ordinance Rewrite Proposal" and marked with the name of the submitting firm.

Evaluation of Proposals

Evaluation Procedure:

The responses to the RFP will be internally reviewed by City Staff. The City reserves the right to narrow the applicants to a “short list” and interview potential firms to establish a final award determination and to negotiate with the successful respondent in the addition or deletion of any or all tasks included within the RFP. The City of Verona also reserves the right to accept or reject any or all RFP’s and to accept the RFP most advantageous to the City.

Evaluation Factors and Points:

- Step One
 1. Relevant knowledge, experience and qualifications of firm and team members (35).
 2. Proposed methodology and work plan to be used in the process (25).

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3. Understanding of the project and overall completeness of submission (15).
 4. Experience on similar projects/References (15).
- Step Two
 1. Proposed project costs and fee schedules (10).

Disqualification:

Non-responsive proposals will also receive no consideration. A “responsive” proposal conforms in all material respects to the RFP.

Questions Regarding the RFP

Questions regarding this RFP must be received by 4:00 pm CST January 16, 2019
Responses to questions will be provided by 4:00 pm CST January 18, 2019

Contact for questions: Adam Sayre adam.sayre@ci.verona.wi.us

General Provisions:

1. Proposal Cost: The City shall not be liable for any costs you incur to prepare or submit a proposal for this project.
2. Withdrawal of Proposals: The proposer upon submission of a written request may withdraw proposals.
3. Rejection of Proposals: The City reserves the right to reject any or all proposals, to divide responsibilities among one or more applicants or firms, to waive formalities, and to select the individual or firm which, in the City’s sole judgment, can best perform the scope of services required.

Tax Exemption

The City of Verona is exempt from payment of all federal, state and local taxes in connection with this proposed contract.