



**Request for Qualifications
October 30, 2019**

**Rolesville Unified Development
Ordinance (UDO) Update**

**Proposals Due
November 19, 2019 by 5 p.m.**

**Rolesville Planning Department
Rolesville Town Hall
502 Southtown Circle
P.O. Box 250
Rolesville, NC 27571**

1. Introduction, Background, and Purpose

The Town of Rolesville is seeking a qualified professional consultant to update its Unified Development Ordinance (UDO). This update is to include reformatting and creating a new UDO in compliance with Town's recently adopted 2017 Comprehensive Plan and all necessary revisions that will be required by Senate Bill 355 and the new N.C.G.S. 160D.

The Town Board of Commissioners adopted the current UDO in 2004. As the guiding document for land use regulation in the Town's corporate limits and its extra-territorial jurisdiction (ETJ), it has a profound impact on development in the town. Several factors have contributed to the need for a comprehensive update. These factors include significant changes in the population, demography, economy, and development landscape. Legislative mandates at the state-level have rendered portions of the text impracticable. The adoption of numerous amendments throughout the years has resulted in inconsistencies within the text.

Rolesville spans approximately 5.3 square miles and is located in the Raleigh-Durham metro area. It is one of the fastest-growing municipalities in North Carolina. Since the year 2000, the population has increased from 907 to 8,111. This growth has led to rapid development and has presented opportunities and challenges for the Town.

The Town Board adopted a Comprehensive Plan in 2017, and in doing so, identified the UDO update as a top-priority for Rolesville. The Town of Rolesville is seeking an experienced firm to accomplish this objective. The product the selected consultant is expected to provide to the Town of Rolesville will be an updated ordinance which will apply to areas included in the Town of Rolesville corporate limits and Extra-Territorial Jurisdiction (ETJ).

2. Guiding Principles

The UDO update is the primary regulatory document guiding all development and land use within the Town of Rolesville and its ETJ. The following principles shall guide the preparation of the UDO update:

- Ensure consistency between UDO and ***Rolesville Comprehensive Plan*** stated outcomes and policies;
- Regulations shall incorporate and be consistent with the State General Statutes (NCGS), as well as applicable federal statutes pertaining to zoning, land use, signage, subdivision, environmental protection, permitting, administration, appeals/variances, conditional uses, and enforcement;
- Create a user-friendly format with "plain language" text in place of jargon;
- Where possible, ensure continuity between existing and new UDO text;
- Minimize text redundancies and need to reference multiple sections of UDO. Provide cross-references where multiple sections of the ordinance must be accessed;
- Ensure text, terms and procedural consistency within UDO;
- Update and add definitions to reflect current planning practice and usage;
- Update use table to reflect both existing and future uses and possibly reducing or creating new replacement zoning districts to the current UDO;

- Increase the use of diagrams and graphics to promote intuitive understating and use of UDO;
- Produce “static” as well as “interactive” (internet-ready) ordinance formats – with the latter utilizing hyperlinks and searchable functions;
- Ensure a “stand-alone” format of the document built upon commonly acceptable document processing software to allow for simplified, in-house editing over time, not dependent upon specialized software or third-party platforms;
- Should have solid, form-based approaches in areas identified in the plan. It should also include incentive- or performance-based approaches to ensure a higher quality built standard than currently exists;
- Should be clearly understood and easily administered by staff.

3. Scope of Work

The following Scope of Work is intended to guide the preparation of the update to the Town of Rolesville UDO. This Scope of Work is intended to provide a general framework for the UDO update. The Town expects that the Final Scope of Work will reflect modifications made based upon staff discussions with the consultant selected to prepare the UDO update.

I. Analysis of Existing UDO

Conduct a detailed review and diagnostic examination of current UDO to assess the following:

- **Function and flow** – Ease of use and efficiency of the layout
- **Internal consistency** – Identify conflicts within UDO
- **Accuracy** – Identify typographical, technical or graphical errors or omissions
- Compliance with Federal and State Statute requirements for zoning, subdivision, and land development
 - This includes, but not limited to, updates relative to sign regulations (Gilbert), small cell requirements, etc.
 - Analysis should be thorough and identify areas of deficiency, especially those related to changes in legislation and planning practices since the adoption of the UDO in November 2008.
 - Analysis should benchmark analysis of the Town of Rolesville UDO with ordinances of similarly sized communities both within and outside North Carolina to identify “state-of-the-practice” regulations.
- Create a modern-day, 2020 document incorporating the best practices;
- Document design standards deficiencies and identify where the need is to incorporate 21th-century design standards;
- Simplify the development review process.
- Development accompanying development manual;

The current Town of Rolesville Zoning Ordinance may be found on the Town’s website at the URL address below:

<https://www.rolesvillenc.gov/code-ordinances/unified-development-ordinance>

Work Product: Detailed report assessing current UDO, including matrix with an itemized list of areas of deficiency and preliminary recommendations for improvements or remedy for identified deficiencies.

II. Review Rolesville Comprehensive Plan

The Town Board adopted the Rolesville Comprehensive Plan on October 3, 2017, as amended. This plan serves as the policy document for zoning, subdivision, and land development in the Town of Rolesville through the year 2040. Vision, outcomes, policies and action items detailed in the Rolesville Comprehensive Plan shall serve as foundation for the update of UDO. A copy of the materials for the plan can be found on the Town's website at the URL address below:

<https://www.rolesvillenc.gov/sites/default/files/uploads/planning/comprehensive-plan-2017-adopted-10.03.17.pdf>

Any other adopted plans for Rolesville can also found on the Town's website at the URL address below;

<https://www.rolesvillenc.gov/planning/adopted-plans>

Work Product: Synthesize recommendations of Rolesville Comprehensive Plan or any other related adopted plans into functional categories for use in the preparation of UDO text.

III. Develop Framework for UDO Update

Based on policies and action items contained in the Rolesville Comprehensive Plan, develop a framework for UDO which synthesizes existing UDO with new elements. The framework shall be based upon Town staff input and include (at a minimum) elements currently present in the Town's Zoning Ordinance with the goal of minimizing resulting non-conformities. This is a critical component of the process. UDO framework shall be "user-friendly" and make use of graphics and charts wherever possible to communicate regulatory elements of ordinance.

Work Product: Develop a framework for UDO update, incorporating existing with new ordinance text.

IV. Draft UDO Update

The consultant shall prepare a UDO text update with all necessary charts, graphics, and appropriate references. UDO shall be in a searchable format with appropriate cross-references to ensure ease of use.

Work Product: UDO document in digital and print format.

V. Administrative Forms and Work

The consultant will work with staff to update all administrative forms, applications, and daily work products to ensure the UDO can be implemented and used right at the time of adoption.

Work Product: Updated administrative forms and applications to be used by staff.

4. Coordination with Town Staff

Oversight and guidance for the preparation of the UDO update will be provided by Planning Department staff, in close cooperation and coordination with the Town Attorney with input from an Advisory Committee.

5. Time Frame

The Town anticipates the following timetable for completion of the Comprehensive Plan, with key dates noted below. A final schedule will be adopted as part of the contract between the Town and the consultant chosen to prepare the plan.

Preliminary UDO Update Plan Schedule:

Action	Date
RFQ Issued	October 30, 2019
RFQ Responses Due	November 19, 2019
Firms Short-listed	By December 9, 2019
Firm Interviews	Week of December 9 (anticipated)
Selection of Firm	Week of December 9 (anticipated)
Contract Approval by Town Board	January, 2020
Project Start	February, 2020
Completion Date (Adoption of UDO)	TBD

6. Funding

Funding for the UDO update has not been determined by the Town at the time of the RFQ. This process is intended to determine the funding needs for the UDO Update that a budget amendment will be considered to fund the study before the final selection of the qualified consulting firm.

7. Request for Clarification & Additional Information

Any request for clarification or additional information regarding this RFQ should be directed to both:

Kelly Arnold, Town Manager
Email: kelly.arnold@rolesville.nc.gov

AND

Mical McFarland, Community & Economic Development Manager
Email: mical.mcfarland@rolesville.nc.gov

Questions and requests for information will be accepted via email ONLY.

8. Submittal Format and Content

The Statement of Qualifications should include (at a minimum) the following elements:

- 1) Transmittal Letter: Designated contact person with address and telephone number.
- 2) Project Manager: Identify project manager and describe their experience related to this project. This should be the individual that will lead the project and be the day-to-day contact, not the firm's principal or senior management. Provide client references for a project similar in scope. Discuss the experience of this project manager with other members of the project team.
- 3) Project Team and Sub-Consultants: Identify other team members and sub-consultants and their relative experience. Discuss the role of key team members. Specify the percentage and type of work that will be performed by each team member and any sub-consultants. This information will become part of the contract with the selected firm.
- 4) Firm Qualifications: Discuss the firm's work on projects similar in size and complexity. Quality assurance should be addressed. Indicate the firm's history of meeting established schedules. In addition:
 - The lead consultant should have working experience in North Carolina. The consultant's office must have appropriate support staff for a project of this size and complexity; please identify the office size and number of staff and percentage of time to be devoted to the project. The consultant should identify a team matrix of all personnel working on the project, including office location and specialty.
 - The consultant should demonstrate experience on at least (3) similar projects, preferably within the past five (5) years.
 - The consultant shall discuss their experience and strategy for stakeholder engagement and outreach to the community during the project.
 - A concise narrative that presents the services the firm would provide detailing the approach, methodology, deliverables, and client meetings.
 - A summary of any suggested innovative approaches the Town should consider for this effort.
 - Determine priorities of work during the project and a possible "phased" approach for the adoption of the UDO update.
 - A timeline for the preparation and implementation of the tasks/activities being proposed per the **Scope of Work** detailed in this RFQ.

9. Evaluation of Statements of Qualifications

Responses submitted by consultant firms and/or teams will be evaluated based on the following criteria:

1. Experience of the firm(s) with projects of similar scope and scale;
2. Qualification and experience of the proposed team and location of team members;
3. Current workload and firm capacity;
4. Responsiveness to RFQ and quality of the submittal;
5. A proposed approach to project and schedule for completion;
6. Performance assessments and/or references on past work efforts;

7. Knowledge of Town of Rolesville and Wake County;
8. Experience with similar projects in NC and working with NC General Statutes, as interpreted by judicial decisions that enable the Town to enact Planning and Development Ordinance.
9. Any other experience or criteria deemed applicable to the projects.

10. Short-List, Interviews, and Selection

The Town will review Qualification Statements and prepare a short-list of firms to be interviewed by no later than the week of December 9.

The selection of a firm to prepare the UDO update is anticipated by January 1, 2020.

Once a selection has been made by the Town, a final contract will be negotiated with the selected firm. It is anticipated that a final contract will be signed by no later than mid-January, 2020 with work to commence immediately.

11. Negotiating Offers

If a contract cannot be negotiated with the best-qualified firm, negotiations with that firm shall be terminated and initiated with the next best-qualified firm.

12. Submission Requirements

Firm(s) interested in being considered for this project should submit nine (9) bound copies, and one (1) electronic version via email or flash drive of their **Statement of Qualifications no later than 5:00 p.m. on November 19, 2019**.

13. Delivery of Proposals

Proposals should be delivered to the attention of:

Mical McFarland, Community & Economic Development Manager
Town of Rolesville
502 Southtown Circle
Rolesville, NC 27571
Email: mical.mcfarland@rolesville.nc.gov

QUALIFICATION STATEMENTS ARE DUE NO LATER THAN 5:00 P.M. EST ON NOVEMBER 19, 2019.