

2009 BUSINESS PARK PLANNING AND DESIGN CHARRETTE FOR THE CITY OF MCCALL

The Community Development Department of the City of McCall, Idaho is seeking the services of a Firm or Individual to complete a Business Park Planning and Design Charrette. Qualified consultants will be experienced in land use planning and public involvement. Their work will exhibit rigorous attention to detail as well the ability to recommend practical solutions to for business park development design. The anticipated start date is August 2009.

Project Background:

The City of McCall recently updated the McCall Area Comprehensive Plan (December, 2007), using an intensive community involvement process over an 18 month period. As part of the planning process, property owners, developers, business owners, residents, economic development specialists and planning professionals analyzed past economic trends and current conditions. The purpose of this was to assess McCall's strengths and weaknesses, and determine strategies to improve McCall's economy.

The analysis provided the following findings:

- McCall is part of the larger Valley County region and has a strong economic link to the Treasure Valley area market.
- The area's economy has transitioned from a resource-based economy to a visitor-based economy, which creates a substantial "peak and valley" pattern in economic activity.
- A key factor in influencing future growth in McCall is the evolution of a diversified economy (regional services, manufacturing, etc.)

These findings, among others, helped the planning participants to determine strategies to address future economic growth in McCall. Discussion of economic diversification strategies yielded a number of objectives that have been included in the Plan. Specifically, one such objective is to ***"encourage diversification of the economy by providing zoned and serviced land for business parks and light industry"***.

The "business park" zoning designation has not yet been written for inclusion in the McCall City Zoning Code, but staff and property owners see a pressing need to create such a zoning designation in order to foster economic growth. In addition, during the comprehensive planning process, several areas in the area were identified as potential business park use on the Future Land Use Plan map (see attachment). The two areas of identification are 1) land adjacent to the McCall Airport, and 2) 37 acres of land near Krahn Lane/Samson Trail.

Through the economic analysis, it was determined there is not sufficient land zoned for commercial or industrial uses within the City limits and the Impact Area. Within McCall, 11% of the land is currently zoned either Community Commercial or Industrial. In the Area of Impact, only 3.5% of the land has either designation.

Study Area:

The Krahn Lane section lies within the Area of Impact, and currently has two zoning designations: 29.2 acres is Community Commercial, and 7.5 acres is Industrial. Current uses in the area are: RV campground; landscaping companies, a construction company, an auto collision repair business, residential, and vacant land. This area does not have the water or sewer infrastructure for the type of

job creating businesses the City would like to encourage. Without the infrastructure, the land owners do not have many options for commercial development other than storage units.

In April, 2008, the McCall City Council held a work session with City engineers, planning staff, and property owners in the Krahn Lane area, to discuss the potential of annexation and future business park development in the Krahn Lane/Samson Trail parcel. The process for annexation was reviewed, as well as an analysis of the necessary water, sewer, stormwater and road improvements that would be associated with annexation and development. The Council felt it was necessary for this area to have an area plan before annexation, created in concert with landowners and adjacent residential neighbors, to create a concept for road systems, other infrastructure needs, development standards and appropriate land uses.

The Project:

In order to achieve the economic diversification objective of creating business parks in the McCall area, additional planning work is required. It is the intent of the project to hold a "design charrette", which is an intensive planning exercise that involves residents, property owners, business owners, economic development specialists, environmental groups, service providers, utility companies, other community stakeholders, as well as planning staff, public works staff, engineers, and consultants. Over two day-long sessions, these stakeholder groups will gather in targeted sessions to discuss and design a land use plan for a business park area.

The 37 acre Krahn Lane area will be the focus of the design charette. If that land is not annexed and supplied with proper infrastructure for commercial development, the land will likely be lost to other uses that do not promote job creation. Numerous property owners from the Krahn Lane/Samson Trail area have expressed interest in participating in annexation and a Local Improvement District assessment to pay for the infrastructure. The design charette process will ensure that the land owners are vested in the concept plan and the plan is compatible with the community's goals.

As another part of the project, the consultants and City staff will use the information for the land owners, neighbors and their expertise to develop the zoning code for the designation of Business Park into the McCall City Zoning Code (Title 3). This amendment will allow property owners who wish to change the designated use of their land the opportunity to apply for a zoning change, thereby increasing the amount of land available for future business development in the McCall area. The City will pay for the costs of the code amendment, including staff time, legal costs, and publication costs.

Deliverables:

1. Two day design charrette with property owners, neighbors and the general public.
2. Area Plan- a plan showing connected street pattern and land use patterns.
3. Report with findings and recommendation from the design charette including landscaping standards, zoning development standards, street section standards, pathways plan and other related information.

Project Budget:

The budget for the planning portion of the project will be \$15,000. City matching contribution for the design charrette includes staff time, City engineering time, legal, advertising and publication costs, and will be funded from the FY 2009 City budget.

Information Furnished by City

The City shall furnish the Consultant with all information available on the subject of:

- A. Stakeholders.
- B. Available space and staffing resources.
- C. Budgetary issues.
- D. GIS data, including zoning, aerial photo, and other available mapping needs.
- E. Other information as requested.

Preparations for Service Provided by the City

- A. The City shall furnish, at no cost to the Consultant, necessary maps (as available).
- B. The City shall provide a contact person to work and coordinate with the Consultant as needed.
- C. The City's contact person shall assist in organizing meeting space.

Summary:

It is expected that the proposed project will foster economic growth in the McCall area by creating zoning standards that will allow business park development as well as specifically designating land in which diverse businesses and industries can be established. Much of the land in question is vacant, as properties are zoned Commercial or Industrial and do not have the infrastructure in place to support these types of businesses. By creating an area plan and new code for Business Park, it is expected that new jobs would be created, as this would not be simply business relocation, but establishment of new businesses and jobs in McCall.

As indicated above, the proposed project has community support, as demonstrated through the Comprehensive Planning process, and more recent discussions with the McCall City Council and property owners. The design charrette process would allow all persons potentially impacted by the business park development to have the opportunity to have input and make decisions regarding the future use of their land, as well as helping to decide how the project would impact the community as a whole.

If more information about the proposed project is needed, please do not hesitate to contact:

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Proposal Format

The proposal should include the following:

1. Introductory letter including Information on how the respondent meets the qualifications and the scope of work as listed.
2. Examples of similar projects.
2. Name and resumes of principals and associated to be assigned to this project.
3. A cost proposal section.
4. A timetable for completion of the work.

Please submit the proposal to the Community Development Director (address and email listed above) by July 26, 2009.

Review

A committee will evaluate and rank the proposals within two weeks of the submittal date. The City has the right to require any clarification or change needed to understand the consultant's approach to the project. The City of McCall will award a contract to the contractor whose qualifications and project approach would be most advantageous to the project.

Administrative Requirements

- Any contract resulting from this RFQ will be between the City of McCall, Idaho, and the successful proposer.
- Contractors must complete all required reports and billing documentation in a timely manner. Reimbursement will be contingent upon receipt and approval of required reports. Additional data may be required for audit or evaluation purposes.
- The successful proposer will maintain professional liability, general liability and workers compensation insurance policies, which will name the City of McCall as insured.