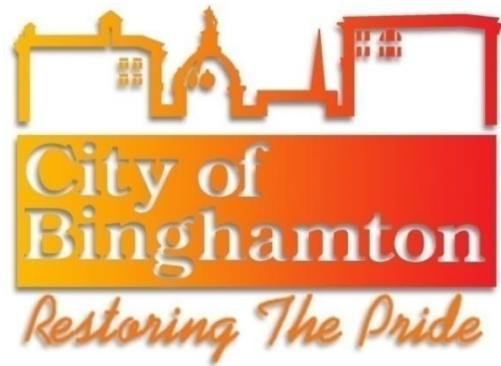

CITY OF BINGHAMTON
REQUEST FOR PROPOSALS



COMPREHENSIVE PLAN UPDATE AND FORM BASED CODE

Matthew T. Ryan, Mayor
City Hall
38 Hawley Street
Binghamton, NY 13901

Submission Due Date: June 13, 2012

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TITLE OF PROJECT:

COMPREHENSIVE PLAN UPDATE AND FORM BASED CODE

SUBMISSION DEADLINE:

JUNE 13, 2012 AT 10:30AM.

PROPOSAL OPENING:

ALL COMPLETE PROPOSAL PACKAGES WILL BE OPENED AT THE REGULAR MEETING OF THE BOARD OF CONTRACT AND SUPPLY AT 11:00AM, JUNE 13, 2012 AT CITY HALL.

CLARIFICATIONS:

QUESTIONS CONCERNING THIS SOLICITATION MAY BE EMAILED TO CAROLINE QUIDORT AT **CPQUIDORT@CITYOFBINGHAMTON.COM**. PLEASE REFERENCE THE RFP TITLE ON ALL CORRESPONDENCE.

- INTRODUCTION

The City of Binghamton is seeking a qualified consultant to provide professional services related to the preparation of an update to the City's Comprehensive Plan and the development of a Form-Based Code for the Main Street – Court Street Corridor. Consultant teams should have experience with land use regulations, form-based code, public involvement processes and the ability to apply and effectively present innovative concepts to policy makers and the general public. Public input shall be a significant part of this planning process. The selected consultant will be responsible for completing the actions listed in Section III of this proposal. Additional action items may be identified during the scoping process which may require adjustment of the proposed Scope of Services. The selected consultant should be prepared to take the lead in the planning process and the development of the form-based code.

The City has established a MBE goal of 10% and encourages participation from WBEs.

- BACKGROUND

The City of Binghamton, with a population of 47,376 (2010 census), is the principal city of the greater Binghamton metropolitan area, and the urban core of Broome County (population 200,600, 2010 census). The City is located in the south-central region of New York State, commonly referred to as the Leatherstocking Region, near the Pennsylvania border. Binghamton is conveniently located in proximity to three major highways including NYS Route 17 (future I-86), I-88, and I-81 providing easy access to the major metropolitan areas of New York City, Philadelphia, Boston, Cleveland, and Buffalo. The city is located at the confluence of the Chenango and Susquehanna rivers which provide recreational opportunities and scenic viewsheds, but also pose a threat as evidenced by the 100- and 500- year floods that occurred in 2006 and September 2011.

Similar to other rust belt cities, Binghamton has faced decades of decline, fiscal pressures, and a challenging investment and business climate due to manufacturing decline and job losses, unfunded state mandates, comparatively high utility prices, and a dwindling tax base. Despite these challenges, there had been recent evidence of positive trends: an uptick in private investment due to strong local progressive leadership; greater community pride and volunteerism due to bold and inclusive civic engagement initiatives; and a growing consensus around sustainability principles and practices that aim to advance equity, justice, opportunity, and prosperity for all residents.

The City of Binghamton has a long history of Comprehensive Planning. The most recent plan was adopted in 2003. A comprehensive revision of the Zoning Code was adopted in 2006. In 2011 the city was awarded a Community Challenge Planning Grant from the U.S. Department of Housing and Urban Development to develop an update to the comprehensive plan and a form-based code for the 4.86 mile Main Street – Court Street Corridor.

The City of Binghamton is not requiring adherence to a product identical to the current comprehensive plan which can be accessed [here](#).

Related plans, available on the City of Binghamton, Planning Department webpage:

- Local Waterfront Revitalization Plan
- Northside CARES Vision Plan
- Commission on Sustainable Development and Smart Growth
- Commission on Homeownership
- Energy and Climate Action Plan
- Susquehanna Heritage Area Plan

- SCOPE OF SERVICES

A. PUBLIC PARTICIPATION PROCESS

The City considers public participation essential to the planning process. Public participation should occur early and consistently for the duration of the project. To ensure that all members of the community have an equitable opportunity to participate in the development of the Comprehensive Plan Update and Main Street - Court Street Corridor Plan, the consultant will develop a **Community Participation Plan**. A Community Participation Plan (CPP) outlines the public outreach methods and techniques that will be used to ensure meaningful public participation throughout the course the project. This plan will outline the various methods (including, but not limited to, a four-day charrette, visioning sessions, informational meetings, stakeholder meetings, and surveys) that may be utilized to achieve maximum community engagement. The CPP will be prepared with guidance from the Steering Committee and will include a description of the partners or potential partners in terms of municipalities, community-based organizations, regional entities, private interests and other stakeholders that are expected to be involved in the project. Special attention will be given to efforts that will engage the youth, senior, and minority populations to ensure that their vision and concerns are voiced in the final plan. The CPP will also include details for a project website and social media campaign to be managed by the consultant.

DELIVERABLES

- The Citizen Participation Plan format will be of text (Microsoft Word) in an 8 ½ by 11 document.
- Prepare draft and final CPP for steering committee review.
- Conduct and issue a Public Involvement Progress Report to the steering committee and City Council in Month 12.

B. COMPREHENSIVE PLAN UPDATE (CPU)

The consultant shall initiate the overall study, analyze existing conditions, identify needs and opportunities, and prepare implementation strategies for the City of Binghamton. It is not anticipated that the city will experience large amounts of growth in the near future. Therefore, the comprehensive plan update should include information on resiliency or right-sizing.

A written vision, including specific goal and objectives, for the growth and development of the city will be generated by the city's diverse citizenry through the public participation process.

The vision will be used to guide the recommended development patterns, policies, and programs of the final plan.

The consultant will utilize the public involvement process to develop, articulate, and visualize future scenarios for the city and the Main Street Corridor. The general public process will be composed of at least four workshops/charrettes focused on Land Use, Community Health, Open Space, Transportation, and Environment.

Plan Elements - The Plan structure may follow the existing Comprehensive Plan, or create a new approach. The following elements should be incorporated into the update.

- *Land Use and Zoning.* A description and analysis of the existing land use pattern and zoning districts within the City. This element shall designate the types, location, connectivity and intensity of land uses, as well as appropriate zoning controls to achieve CPU vision.
- *Housing Analysis.* An inventory of existing housing will be conducted. Information will be collected that identifies the type and condition of housing as well as any gaps or over-saturated markets. The impacts and concerns of student housing will also be addressed.
- *Environment and Open Space.* A description of all public (municipal, county, state, and federal) and privately owned lands that have been dedicated for or committed to parks or open space use. This section will also include a description and analysis of the area's natural resource base and environmental features and will contain policies to address the management of open land, natural resources and parks in the City.
- *Existing Infrastructure Analysis.* A description and analysis of the area's infrastructure (water, sewer, storm water, etc.) and utilities including location, extent, condition and capacity and will also include parking lots and garages. Of particular interest will be opportunities for green infrastructure. The Joint-Sewage Treatment Plant Flow Management Study (2011) will be utilized to identify development opportunities and constraints.
- *Transportation Systems.* A description and analysis of the types of transportation systems (vehicular, rail, bicycle, public transportation, pedestrian) in the City and the types of users (truck, car, bus, train, subway, pedestrian, bicyclists, etc.). This Element shall include policies and implementation measures to create safe pedestrian and bicycling opportunities throughout the City and measures to enhance public transportation options.

- *Community Health and Safety.* This task will focus on community health issues including air quality, water quality, food environment, physical activity, environment and housing, accessibility, and mental health. This section will include a policy framework to guide the public decision making process with regard to safety hazards including public safety, flooding and other natural disasters.
- *Floodplain Management.* The City has experienced two major flood events in the past six years. FEMA has issued new preliminary flood maps that significantly increase the size of the Special Flood Hazard Areas. This section will identify the floodplain inventory and challenges and will include policy and implementation measures to mitigate flood loss.
- *Economic Analysis.* Components included in this subtask include a real estate market analysis to understand the needs and opportunities for housing, commercial, and industrial space in the city and a retail feasibility study to understand existing gaps, limitations and opportunities.
- *Historic Preservation.* This is a description and analysis of historic or archeological areas, sites, districts, or structures that are of local, state or federal significance. This Element will provide the goals, policies and actions to encourage the preservation of older buildings, districts and other physical features with historic value.
- *Climate Change and Energy Considerations.* This section will incorporate recommendations and findings from the City's Climate and Energy Action Plan.
- *Arts and Cultural Facilities Needs Assessment.* This sub-task include an inventory of existing arts and cultural facilities and will identify gaps and opportunities for expanding and enhancing this important and established component of our economy.
- *Organizational/Operations Analysis.* This is an analysis of the city's organizational structure and systems with regard to infrastructure and operations and will help identify deficiencies and/or improvement opportunities in city management.

The consultant will be responsible for developing an Implementation Plan to guide the city's actualization of the policy and programmatic recommendations as developed by the community.

Several drafts of the plan will be developed for review by the PHCD staff and the steering committee and will result in a final plan that is easy to understand, readable, and accurately reflects the goals and objectives of the community.

Final Plan - Based on comments received during the review period, a Final Plan shall be prepared and provided in both digital and hard form. The final plan should have a well-designed format that utilizes an appropriate mix of text, graphics, photographs, charts and maps to convey its findings and recommendations concisely and effectively. The format and content should be designed to be straightforward so that it is easily understandable to the average resident and reader.

The consultant will be responsible for performing the mandatory State environmental review (SEQR) for the update to the comprehensive plan and form based code. The environmental review will ensure that the plan's final recommendations will not have an adverse environmental effect.

The planning process will be continually evaluated during the CPU and may be adjusted if participation goals are not being achieved. A Public Involvement Progress Report will be conducted and issued to the steering committee and City Council during Month 12, the half-way point of the public participation process. The Implementation Plan identified previously will be used as a resource to guide and analyze the success of implementation of the CPU and Main Street – Court Street Corridor Plan.

DELIVERABLES

- The Comprehensive Plan format shall consist of text (Microsoft Word) in an 8 ½ by 11 format. Maps shall be produced in ArcGIS format with the capability of being legibly reduced to 11 by 17. The consultant shall deliver the draft and final documents in both hard copy and electronic formats to allow for reproduction, revision and direct web posting.
- Prepare Key Plan Element drafts for citizens and Planning Commission review.
- Digitize new maps, input data and create new GIS layers, and incorporate selected maps from existing work products to produce GIS maps.
- Prepare Comprehensive Plan
 - Produce all materials for public presentations.
 - Prepare written reports and presentations for all public hearings and meeting before the Planning Commission and City Council.
 - Provide digital, web ready drafts of the Plan for posting on the City's website.
 - Produce final copies for approval and adoption by the City Council.
- Prepare all documents necessary for compliance with the mandatory State Environmental Quality Review Act.

- Provide the City with a reproducible hard and electronic copy of the adopted Plan. Digital documents and maps shall be easily editable and provided in the following file formats:
 - Comprehensive Plan text and maps shall be provided in Adobe PDF.
 - Comprehensive Plan text shall be provided in Microsoft Word format.
 - All final maps and overlays must be able to be maintained and manipulated using ArcGIS. All final maps and source data files will be provided to the City.

C. MAIN STREET – COURT STREET CORRIDOR PLAN – FORM BASED CODE

The City of Binghamton is looking to utilize form-based codes as a tool for recreating rich and vibrant commercial nodes and corridors—linking neighborhoods, rebuilding the public realm, and creating a more predictable process and certain outcome for both the City and future developers. Data and information gathered during the public participation process will be used to inform the development of a form based code for the Main Street – Court Street Corridor.

The final work product for this project will be a proposed form-based code, meant to supersede (either entirely or in part) the present zoning ordinance that applies to Main Street – Court Street corridor. This code is to be consistent with the definition and evaluation criteria established by the Form-Based Codes Institute (FBCI), New York State general laws, and the vision of the community as expressed through public design charrettes or workshops and Binghamton’s Comprehensive Plan. The scope of work shall entail all of the necessary steps through final delivery, of a proposed form-based code that could be logically and legally implemented.

TASK 1: INITIAL REVIEW AND ANALYSIS

- A. Documentation: The Consultant will conduct a thorough review of all pertinent documentation including the zoning ordinance and Binghamton’s Comprehensive Plan.
- B. Outreach: The Consultant will reach out to appropriate stakeholders involved with the project and target areas. These will include groups and individuals such as businesses and property owners, local design professionals, developers, business organizations, and town staff.
- C. Site Analysis: The Consultant will analyze and document the physical details of the project areas including topography, viewsheds, view corridors, existing built

environment and the historic patterns of urbanism and architecture in the surrounding region. This analysis will form the basis for creating the individual transects.

- D. Media Coverage: The Consultant will participate in developing press releases to provide information about the planning efforts being undertaken.
- E. Website: The Consultant will provide information for Binghamton's website related to the project such as narrative text, photographs, maps, renderings, and other images either created for the project, highlighting similar projects, or collected through analysis of the local conditions.

TASK 2: PUBLIC DESIGN PROCESS

- A. Generate necessary background maps: Binghamton will provide all necessary base map information as needed by the Consultant including all necessary geodatabase and shape files from Binghamton's Geographic Information System (GIS) for use during the analysis, workshops, and preparation of the form-based code.
- B. Visual Preference Survey. The Consultant, with the assistance of the Planning Department, will conduct a visual preference survey for the target areas of any proposed transects. These surveys shall consist of return mailers, as well as interactive internet surveys, and may be supplemented with interactive surveys in a live workshop setting.
- C. Public Workshop and/or Design Charrette. The Consultant will organize and lead a series of design workshops or charrettes (this charrette can be combined with the Comprehensive Plan update charrette) to engage the community, gather ideas and goals, and formulate implementation strategies. The Consultant will tailor the workshops or charrettes to obtain maximum community input so as to produce the best possible master plan on which to base the new code. The format will also take into consideration the findings of the initial site analysis, input from staff, and information obtained at previous meetings, workshops, and interviews.
- D. At the conclusion of the workshop(s), the Consultant will present the work generated to date. Plans, renderings, and initial coding ideas that reflect ideas articulated in the workshops will be publicly presented and further feedback solicited from the community. In order to ensure participation from local officials, it is recommended that this be done in the form of a joint City Council / Planning Commission workshop.

TASK 3: DRAFTING THE FORM-BASED CODE

The new code will be crafted to ensure high-quality public spaces defined by a variety of building types design for a variety and mixture of uses including housing, retail commercial, and office space which are consistent with the community's visions. The new proposed form based code will include a regulating plan, building form standards, public space standards, and other standards and regulations as needed—either by incorporation into the document or by reference to other sections of the zoning code. Sections of this document would typically include the following:

- A. Overview, including definitions, principles, and intent; and explanation of the regulating and process in clear user friendly language.
- B. Regulating Plan (A schematic representation of the master plan) illustrating the location of streets, blocks, public spaces (such as greens squares, and parks), and other special features. Regulating plans may also include aspects of Building Form Standards such as “build-to lines” or “required building lines” and building type or form designations.
- C. Building Form Standard governing basic building form, placement, and fundamental urban elements to ensure that all buildings compliment the neighboring structures and the street. These standards should be based upon study of building types appropriate for the region, climate, and neighborhood vitality.
- D. Public Space Standards defining design attributes and geometries that balance the needs of motorists, pedestrians, bicyclists, and transit riders while promoting a vital public realm. These standards should include design specifications for sidewalks, travel lane widths, parking, curb geometry, trees, and lighting.
- E. Other Standards that may be incorporated into the document of include by reference include:
 - i. Landscape Standards
 - ii. Parking Standards
 - iii. Architectural Standards

TASK 4: INTEGRATION OF THE FORM-BASED CODE

The form-based code must be integrated into Binghamton's existing regulatory framework (zoning and land development regulations) in a manner that insures procedural consistency, meshes with state and other local legal requirements, provides clarity as to applicability of existing regulations, and maximizes the effectiveness of the code. The final product may be a standalone form-based code, or a hybrid code incorporating elements from form-based codes, conventional codes as well as utilizing design standards and guidelines.

TASK 5: FORMAT

The consultant will provide the City copies of maps, drafts, studies, and the final proposed form based code in both hard copy and electronic files. The electronic files shall be in a Portable Document Format (PDF) as well as Adobe In-Design to allow the City to make modifications to the code as it moves towards implementation.

DELIVERABLES

- Copies of development sketches and drawings developed during public design workshop.
- Images and results from visual preference survey.
- Proposed transects for the project area, if necessary.
- Maps showing the boundaries of all proposed transect, if necessary.
- On street parking recommendations for all roadways within project area.
- Proposed form-based code for the project areas, which shall include the following sections as described under Task 3 of this solicitation:
 - A. Overview;
 - B. Regulation Plan;
 - C. Building Form Standard;
 - D. Public Space Standard; and
 - E. Other Standards as required.
- Prepare Form Based Code
 - Produce all materials for public presentations.
 - Prepare written reports and presentations for all public hearings and meeting before the Planning Commission and City Council.
 - Provide digital, web ready drafts of the Plan for posting on the City's website.
 - Produce final copies for approval and adoption by the City Council.
- Provide the City with a reproducible hard and digital copy of the adopted Code. Digital documents and maps shall be easily editable and provided in the following file formats:
 - Text, illustrations and maps shall be provided in Adobe PDF.
 - Text shall be provided in Microsoft Word format.
 - All final maps must be able to be maintained and manipulated using ArcGIS. All final maps and source data files will be provided to the City.
- Prepare all documents necessary for compliance with the mandatory State Environmental Quality Review Act.

- **PROJECT SCHEDULE**

The following is the anticipated schedule for this project:

Issue RFP.....	May 18, 2012
Deadline for RFP Submittal.....	June 13, 2012
Short List Firms	June 25, 2012
Complete Interviews	July 11, 2012
Selection of Consultant	July 16, 2012
Contract Negotiation	July 2012
Project Begins	September 2012
Project Completed	June 2014

Note: The above schedule is subject to revision as the project progresses.

- **BUDGET AMOUNT**

The maximum award for this project is \$370,000. Periodic and final payments will be tied to review and acceptance of work projects and reports. Per the requirements of the Community Challenge Planning Grant, federal funds may not be used to pay or to provide reimbursement for payment of the salary of a consultant at a rate more than the equivalent of General Schedule 15, Step 10 base pay rate on an annual basis. Consultants responding to this RFP should handle fees on a “not-to-exceed” lump sum account basis enumerated on a detailed cost per component area, as follows:

Special Topic Area	Amount \$\$
Public Participation Process	
Comprehensive Plan Update	
Form Based Code for Main St. – Court St. Corridor	

- **PROPOSAL REQUIREMENTS**

The Proposal should include, at minimum, the following information:

1. Name, address, contact information and brief description of firm(s)
2. List of past project experience, including at least three (3) references.
3. Resumes of key personnel to be assigned to this project
4. List of current projects and workload.
5. Organization Chart showing the essential personnel who will work on the project and the functions and relationships of each person for the major portion of the project.
6. The firm's approach to the project, including an innovative approach and related experience with these approaches.
7. The firm's approach to project management and resource allocation, and cost control measures utilized.
8. A preliminary schedule, with the firm's philosophy on the project schedule and project management.
9. A completed project budget utilizing the table provided in Section VI, along with a maximum three-page detailed budget narrative.
10. Firm's effort to comply with City's MBE and WBE goals.

If the consultant is proposing to use subcontractors, then Items 3-5 should be submitted for each subcontractor.

- **CRITERIA FOR EVALUATION**

Incomplete submissions that do not address all of the requested components and meet the minimum qualifications standards will not be accepted for review and consideration. The qualification submission shall be evaluated as follows:

- A. The Acting Director of Planning, Housing, and Community Development shall assemble a Review Committee of up to seven individuals.

- B. Each Committee person shall review the qualification statement of each firm and rate them using the following criteria:
- i. Cost
 - ii. Quality and completeness of the response
 - iii. Creativity including innovation and added value
 - iv. Experience of firm in assignment of similar size, scope, and complexity
 - v. Magnitude, scope, and complexity of service to be rendered
 - vi. Special knowledge relevant to project, including geographic area
 - vii. Qualifications of the project team
 - viii. Logistical capabilities
 - ix. Ability for timely conclusion considering potential time constraints and current workload
 - x. Extent of participation by MBE/WBE firms
- C. The Committee will then invite up to four of the most qualified firms for an interview before the Committee. The interview shall consist of a brief presentation by the consultant and a question and answer session.
- D. Following the interview, the Committee shall meet and rank the four firms from the most qualified to the least qualified. Issues and concerns raised during the ranking process will be discussed and firms will be contacted to clarify any questions or issues.
- E. Following satisfactory responses to any outstanding concerns, the most qualified firm will be notified of their selection.
- F. After approval, the City shall enter into negotiations with the number one ranked firm to finalize the project scope of work, project approach, and project fee. Once the scope of work has been negotiated, then the consultant shall present a detailed fee schedule. If the fee is not acceptable, the scope of work shall be renegotiated.
- G. If the City and the Consultant cannot reach an agreement on the scope of work and fees, then the City reserves the right to terminate negotiations and initiate negotiations with the second ranked firm.

- DIRECTIONS FOR SUBMISSION

Each submission shall be accompanied by a cover letter signed by an officer empowered by the firm to sign such material and thereby commit the firm to the obligations contained in the submission. The submission should be in a sealed envelope clearly marked "City of Binghamton Comprehensive Plan Update and Form Based Code". Facsimile or e-mail submissions will not be accepted. All copies will be retained by the City and will not be returned. Proposals should not include any non-recyclable materials, such as plastic covers or plastic binding.

Expenses incurred in the preparation of the submission shall be borne by the proposing firm with the express understanding that the firm may not apply to the City of Binghamton for reimbursement.

One original, along with seven copies of the complete submission, should be received no later than 10:30 a.m., Wednesday, June 13, 2012 at the following address:

City of Binghamton
38 Hawley Street
City Hall, 2nd Floor
Binghamton, NY 13901
Attn: Mike Dervay

Timely received submissions will be opened at the Board of Contract and Supply meeting at 11:00 a.m. on Wednesday, June 13, 2012.

- TECHNICAL ASSISTANCE

Please contact Caroline Quidort, Acting Director, at 607-772-7028, or cpquidort@cityofbinghamton.com with questions.

- ATTACHMENTS

A. Project Area Map

ATTACHMENT A. PROJECT AREA MAP

