



## **Request for Proposals (RFP): Zoning Ordinance Rewrite**

Issuing Agency: City of Avondale Estates  
21 North Avondale Plaza  
Avondale Estates, GA 30002  
Phone: (404) 294-5400  
Fax: (404) 299-8137

Issuing Date: Thursday, February 28, 2019  
Pre-Application Meeting: March 12, 2019  
Proposal Closing Date: Friday, March 22, 2019  
Proposal Closing Time: 3:00 p.m.

The City reserves the right to reject all proposals and accept any proposal that it may deem to be in the interest to the City.

All questions or concerns regarding this RFP should be submitted, in writing, to Keri Stevens, City Planner and Community Development Officer at [kstevens@avondaleestates.org](mailto:kstevens@avondaleestates.org), faxed to 404-299-8137 or mailed to 21 N. Avondale Plaza, Avondale Estates, GA 30002. A non-mandatory pre-application meeting will be held on March 12 at 11:30 a.m. at Avondale Estates City Hall, 21 North Avondale Plaza, Avondale Estates GA 30002. No verbal questions outside the pre-application meeting will be accepted. All written questions are due by March 11 at 3 p.m. Written answers will be provided to all written questions received before the deadlines established above and all questions from the pre-application meeting.

**Award:** The lowest price proposal will not guarantee an award recommendation. Proposals shall be ranked and evaluated based upon the selection criteria.

The City reserves the right to negotiate with one or more consultants for the best price after RFP submittal.

### **I. Background**

In 2017, The City of Avondale Estates hired a consultant to conduct a Zoning Code Audit. The purpose of the Zoning Code Audit was to review the current Zoning Ordinance with other adopted planning documents and best practices. The current Zoning Ordinance (Appendix A of the Official Avondale Estates Code of Ordinances) was adopted in 2009 and has been amended periodically. The Board of Mayor and Commissioners and City Staff have found sections of the Zoning Ordinance which fail to meet the City's needs based on recently approved planning documents. The report produced by the consultant outlines the many barriers to the implementation of the approved planning documents and an antiquated document which fails to promote quality development. The traditional Euclidean zoning

approach currently employed in the Zoning Ordinance by its nature cannot provide the granularity necessary to promote the unique character and development pattern outlined in the Downtown Master Plan, Comprehensive Plan and other planning documents. The new Zoning Ordinance should be focused on the following principles:

- Zoning Should Respect Existing and Reflect Desired Development Patterns.
- Zoning Should Regulate Only What Needs to Be Regulated and Focus on Desired Outcomes.
- Zoning Should Be part of the City's Implementation of a Plan, not a Barrier to Achieving the Vision.

## **II. Scope of Work**

The following professional planning services and general scope of work is anticipated. However, consultants are encouraged to expand on this description and to suggest alternative approaches they believe will better achieve the City's objectives. The scope outlined below is broken into tasks in an effort to separate pricing for budgeting purposes.

### **Task A.**

#### **1. Identification of Zoning Ordinance Models/Typologies:**

The City of Avondale Estates, through the Zoning Code Audit process, has determined that a full Euclidian zoning approach no longer meets the needs of the City. While the City is leaning toward a hybrid zoning approach, the consultant should provide options and the strengths/weaknesses of each option. A zoning approach will be chosen which provides improved content organization, figures and tables, graphics and easy to follow regulations which reflect adopted planning documents.

#### **2. Initial Review and Analysis:** The consultant(s) will review the City's adopted planning documents, 2014 Downtown Master Plan, 2016 Comprehensive Plan, and Zoning Code Audit completed in 2017. The consultant should identify any issues that need further review and provide an outline for needed meetings which will establish the content and regulations/amendments needed.

#### **3. Procedures:** Review all procedures and make recommendations on best practices to be incorporated for all boards and commissions. This should include the most efficient timeline while ensuring each board and commission as well as the public has adequate time to review and make decisions on proposals.

#### **4. Outline (Table of Contents):** Task A includes only replacing Section 1113 and 1114 but an outline to logically add other ordinance sections for improved content organization shall be provided.

#### **5. Replace Zoning Ordinance Section 1113 – Central Business District:**

A new downtown zoning district with six sub-districts, each with custom-tailored regulations to reflect desired character and development patterns.

#### **6. Replace/Amend Zoning Ordinance Section 1114 – Mill District:**

Recommendations for this district with custom-tailored regulations to reflect desired character and development patterns.

#### **7. Replace/Amend Zoning Ordinance Section 1115 – Central Business District Planned Development Zone:**

Review and make recommendations on site-specific zoning districts.

**8. Collateral Revisions:**

Identify and make any collateral revisions to the remaining sections of the Zoning Ordinance.

**9. Drafts:**

Four total drafts of the ordinance.

**10. Presentations:** Minimum Four. At least one of the four presentations shall include an informal, interactive session.

**11. Stakeholder Interviews:** Minimum Six stakeholder interviews. These may be conducted by conference calls or meetings with key groups.

**12. Graphics:** 25.

**13. Zoning Map:** Updated to match new districts.

**14. Report:** Executive summary describing recommendations and a supporting document describing the process, meeting attendance, and stakeholder interviews.

**15. Legal Review:** Provide a legal opinion on the enforceability of the zoning ordinance. Address any concerns by the City's legal council prior to finalizing the draft.

**16. Deliverables:**

- a. Digital copy of all documents.
- b. 15 copies of the report and zoning ordinance which includes the map.

**Task B. Rewrite of Entire Zoning Ordinance**

If funding is available, the City would like to pursue a full ordinance rewrite. If pursued, the effort will follow the methodology established in Task A. The following items will be added:

- Review of staff and board and commission issue list.
- Review consistency between established zoning regulations and existing conditions.
- Two (2) additional meetings.
- Ten (10) additional graphics.

**Task C. Analysis and Rewrite of Chapter 5 Article IX Signs and Advertising Structures (Sign Ordinance)**

If funding is available, the City would like to pursue a rewrite of the Sign Ordinance to address the new districts and best practices. If pursued, the effort will follow the methodology established in Task A.

The following items will be added:

- Review of staff and board and commission issue list.
- Two (2) additional meetings.
- Ten (10) additional graphics.

**Task D. Analysis and Rewrite of Chapter 20 Stormwater Management Code:**

If funding is available, the City would like to pursue a review of Chapter 20 for best practices.

**The following are links to the adopted planning documents and Zoning Code Audit:**

Zoning Ordinance, Zoning Ordinance Amendments and Zoning Map:

<https://www.avondaleestates.org/2151/City-Ordinances-Zoning-Ordinance-Maps>

2016 Comprehensive Plan: <http://avondaleestates.org/DocumentCenter/Home/View/1468>

2014 Downtown Master Plan: <http://avondaleestates.org/DocumentCenter/Home/View/159>

Design Guidelines:

- Historic Preservation: <http://avondaleestates.org/DocumentCenter/Home/View/191>
- Architectural Review Board: <http://avondaleestates.org/DocumentCenter/Home/View/36>

Code of Ordinances: [http://www.municode.com/library/ga/avondale\\_estates/code\\_of\\_ordinances](http://www.municode.com/library/ga/avondale_estates/code_of_ordinances)

Zoning Code Audit- <https://www.avondaleestates.org/DocumentCenter/View/2358/Avondale-Estates-Final-Report>

**III. Proposal Format and Submittal Requirements**

- Proposals must be clearly marked “Zoning Code-Attention Keri Stevens.”
- Vendor shall submit two (2) copies of the proposal and all documentation as well as a digital copy. All forms must be typewritten or printed in ink. Any changes or corrections must be initialed by the person signing the proposal documents.
- Consultant Response Form must be completed and submitted as the first page of the bid fee proposal. This form contains: Firm Information - Firm name, contact, address, telephone and fax numbers, email address and the names, addresses, and telephone/fax numbers of any sub-consultants. If the firm has branch offices, state the office that will have management responsibility for the work to be carried out.
- Summary of your understanding of the services and your approach to it.
- Summary of the qualifications of all key personnel assigned to this service and percentage of the project they will responsible for.
- Annotated lists of references (with addresses and telephone numbers).
- List of government clients for which the firm performs or performed similar work as well as a contact name and phone number for a contact person.
- Examples of similar work.
- List of team members and hourly rates.
- Execute the Contractor Affidavit and Agreement
- Execute the Private Employer Exemption Affidavit.
- Insurance is required during the term of the Agreement. Provide documentation.

<b>Coverage</b>	<b>Limits of Liability</b>
Workers’ Compensation	Statutory
Employers’ Liability	\$1,000,000.00
Bodily Injury Liability	\$1,000,000.00 each occurrence
except Automobile	\$1,000,000.00 aggregate
Property Damage Liability	\$1,000,000.00 each occurrence
except Automobile	\$1,000,000.00 aggregate
Automobile Bodily Injury	\$1,000,000.00 each person
Liability	\$1,000,000.00 each occurrence
Automobile Property Damage	\$1,000,000.00 each occurrence

Liability

Excess Umbrella Liability                      \$1,000,000.00 each occurrence

All insurance shall be provided by an insurer(s) acceptable to the City and shall provide thirty (30) days prior notice of cancellation to the City. Upon contract award, Contractor shall deliver to the City a certificate or policy of insurance evidencing Contractor's compliance with this paragraph. Contractor shall abide by all terms and conditions of the insurance and shall do nothing to impair or invalidate the coverage.

**IV. Timeline**

Outline the proposed timeline to complete the services.

**V. Selection Criteria**

- Relevant Experience of Firm (10pts.)
- Relevant Experience of Project Team (25pts.)
- Public Process (15pts.)
- Understanding of the Issues (20pts.)
- Proposed approach (20pts)
- Timeline (10pts.)

**CONSULTANT RESPONSE FORM**

Firm Name: \_\_\_\_\_

Contact  
Person: \_\_\_\_\_

Firm Address: \_\_\_\_\_  
\_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Additional Sub-contractors.: \_\_\_\_\_

Task A: \_\_\_\_\_

Task B: \_\_\_\_\_

Task C: \_\_\_\_\_

Task D: \_\_\_\_\_

Add Service Stakeholder Interview/Session: \_\_\_\_\_

Add Service Public Meeting: \_\_\_\_\_

\_\_\_\_\_  
Signature – Firm Representative

\_\_\_\_\_  
Date

**CONTRACTOR AFFIDAVIT AND AGREEMENT**

By executing this affidavit, the undersigned contractor verifies its compliance with O.C.G.A. § 13-10-91, stating affirmatively that the individual, firm, or corporation which is contracting with the City of Avondale Estates, Georgia (the "City") has registered with and is participating in a federal work authorization program commonly known as E-Verify, or any subsequent replacement program, in accordance with the applicable provisions and deadlines established in O.C.G.A. § 13-10-91. Furthermore, the undersigned contractor will continue to use the federal work authorization program throughout the contract period and the undersigned contractor will contract for the physical performance of services in satisfaction of such contract only with subcontract who present an affidavit to the contractor with the information required by O.C.G.A. § 13-10-91(b). Contractor hereby attests that its federal work authorization user identification number and date of authorization are as follows:

\_\_\_\_\_  
Federal Work Authorization User Identification Number

\_\_\_\_\_  
Date of Authorization

\_\_\_\_\_  
Name of Contractor

\_\_\_\_\_  
Name of Project

\_\_\_\_\_  
Name of Public Employer

I hereby declare under penalty of perjury that the foregoing is true and correct.  
Executed on \_\_\_\_\_, 2019 in \_\_\_\_\_ (city), \_\_\_\_\_ (state).

\_\_\_\_\_  
Signature of Authorized Officer or Agent

\_\_\_\_\_  
Printed Name and Title of Authorized Officer or Agent

Subscribed and Sworn before me this the \_\_\_\_\_ day of \_\_\_\_\_, 2019.

\_\_\_\_\_  
Notary Public

\_\_\_\_\_  
My Commission Expires

**PRIVATE EMPLOYER EXEMPTION AFFIDAVIT (If Applicable)**

By executing this affidavit, the undersigned private employer verifies that it is exempt from compliance with O.C.G.A. § 13-10-91, stating affirmatively that the individual, firm or corporation employs 499 or fewer employees and therefore, is not required to register with and/or utilize the federal work authorization program commonly known as E-Verify, or any subsequent replacement program, in accordance with the applicable provisions and deadlines established in O.C.G.A. § 13-10-91.

Contractor agrees that the employee-number category designated below is applicable to the contractor.

\_\_\_\_ 500 or more employees.

\_\_\_\_ 100 to 499 employees.

\_\_\_\_ 10 to 99 employees.

\_\_\_\_ Fewer than 10 employees.

I hereby declare under penalty of perjury that the foregoing is true and correct.

Executed on \_\_\_\_\_, 2019 in \_\_\_\_\_ (city), \_\_\_\_\_ (state).

\_\_\_\_\_  
Firm/Company/Private Employer Name

\_\_\_\_\_  
Signature of Authorized Officer or Agent

\_\_\_\_\_  
Printed Name and Title of Authorized Officer or Agent

Subscribed and Sworn before me this the \_\_\_\_\_ day of \_\_\_\_\_, 2019

\_\_\_\_\_  
Notary Public

\_\_\_\_\_  
My Commission Expires