

**City of Chamblee, Georgia**

**Request for Qualifications**

**RFQ2023-PDEV2 Professional Services for**

**Unified Development Ordinance Update**



**Issue Date:**

**October 23, 2023**

**Proposal Due Date:**

**December 1, 2023**

# Professional Services for Unified Development Ordinance Update

## BACKGROUND

The Unified Development Ordinance (UDO) is the comprehensive regulation for planning and development for the City of Chamblee (City). The city is seeking qualified proposals for the delivery of Professional Services for comprehensive updates to the City's Unified Development Ordinance (UDO). The primary goal is provide the City Council and Mayor as well as key staff with an opportunity for an in-depth review of the UDO and recommendation of updates to achieve the vision for Chamblee.

### Subject Matter

The Unified Development Ordinance consists of three Titles: Title 1: Administration; Title 2: Land Use and Zoning; and Title 3: Development and Permitting. The current UDO can be found on Municode at [https://library.municode.com/ga/chamblee/codes/code\\_of\\_ordinances?nodeId=PTIICOOR\\_APXA\\_UNDEOR](https://library.municode.com/ga/chamblee/codes/code_of_ordinances?nodeId=PTIICOOR_APXA_UNDEOR)

The City expects the consultant to engage the City Council and Mayor and other internal stakeholders (departments, boards, and committees) and external stakeholders (residents, businesses, institutions, government agencies) to identify appropriate changes to the UDO to achieve the vision for the community.

### About Chamblee

Chamblee is a diverse city, located in the Atlanta metropolitan area. Chamblee's borders stretch from I-285 to the north and I-85 to the south. Chamblee is home to a heavy rail MARTA station, a historic downtown, the vibrant Buford Highway corridor, DeKalb-Peachtree Airport (PDK), the Centers for Disease Control, and a thriving business community with a unique sense of entrepreneurship and optimism. Chamblee has long been on the leading edge of urban planning in the Atlanta area and was one of the first cities to be awarded a Livable Centers Initiative (LCI) grant from the Atlanta Regional Commission (ARC). Chamblee today is a modern city with a diverse population, boasting 30,000 residents after two recent annexations.

The City operates as a Council-Manager form of government and provides police, public works, sanitation, planning & development, parks & recreation, and economic & community development services to its citizens, businesses, and visitors.

## SCOPE OF SERVICES

The scope of services includes five categories of service:

### 1) Engagement and Issue Identification

- a. Engage the City Council and Mayor and other internal stakeholders (departments, boards, and committees) and external stakeholders (residents, businesses, institutions, government agencies) on priority changes to confirm and expand upon topics referenced for Analysis. Engagement with Council will take the form of both one-on-one meetings with each Council member as well as at least one collective discussion as a special called meeting to review each section of the UDO.
- b. Complete review of variance requests and Council decisions for the period of two (2) years to identify areas of the code to review and align with Council goals and decision making.
- c. Complete review and identification of additional key issues identified by staff and recommended for resolution through the code update

### 2) Analysis and Content Creation

Consultant team will analyze current code and develop recommendations for UDO changes for the following topics:

- a. Analyze the full ordinance completely to identify and recommend changes to enable maximum clarity for all users.
- b. Identify and produce new illustrations for the UDO to make it easier to understand.
- c. Explore and implement a preferred new format for the UDO. Specifically, the consultant will explore opportunities to streamline presentation of information to include relevant details within each section outlining requirements for zoning districts and reduce the need for cross-referencing code sections
- d. Prepare specific additions and revisions to code for ground-level retail and other activating uses in mixed use settings,
- e. Analyze the ordinance specifically for the Buford Highway Corridor including consideration of height requirements,

- f. Compare the current UDO with current best practices for high performance sustainable site development and building ordinances,
- g. Compare the current UDO with current best practices for landscaping requirements,
- h. Compare the current UDO with current best practices for tree canopy expansion and specimen tree preservation,
- i. Compare the current UDO with current best practices to eliminate unnecessary and/or obscure requirements for parking decks,
- j. Analyze the current UDO to eliminate inconsistencies with buffer requirements,
- k. Identify and prepare proposed changes to the UDO to incorporate key themes from resident and stakeholder engagement,
- l. Identify potential parcels and street intersections for application of form-based codes and present recommended form based codes,
- m. Prepare recommended changes to the UDO to reflect code challenges and opportunities identified by key staff.
- n. Incorporate existing plans and polices including:
  - 2023 Affordable Housing Strategy Priorities
  - Sustainability Plan
  - 2023 Downtown Parking Study
  - Comprehensive Plan (to be updated concurrently in early 2024)
    - To the extent feasible given timing, the consultant will shape proposed changes to the UDO based on public comment from the 2024 Comprehensive Plan update process.

### **3) Engagement and Public Comment**

- a. Consultant team will present interim findings for UDO changes to key stakeholders:
  - Meetings with City Council Members and Mayor
  - Meeting with Chamblee Design Review Board
  - Meeting with internal stakeholders (City Manager, Assistant City Manager, Planning and Development Director and other Department heads as needed)
  - Meeting with external stakeholders via two public, in-person open house events

- Meeting with developers, builders, realtors, and other users at in-person open house event
- b. Consultant team will also facilitate digital engagement around specific topics identified by City leadership.

#### **4) Final Analysis and Revision**

- a. Finalize proposed code changes in response to comment from Mayor and Council as well as internal and external invited stakeholders

#### **5) Presentation and Final Public Comment**

- a. Present full recommendations to Mayor and City Council (Per the UDO, Section 100-7, the UDO may be changed by the Chamblee City Council).
  - i. Presentation should be sufficiently complete to satisfy requirements for changes to the text of Titles 1 and 2, as well as Official Zoning Map amendments and other zoning actions addressed therein and shall comply with the public notice and hearing procedures. City staff will also participate in ensuring appropriate advertisement and process for inclusion on City Council agenda.

#### **SUBMISSION, FORMAT, AND MAXIMUM LENGTH**

Submission materials must be delivered digitally to [procurement@chambleega.gov](mailto:procurement@chambleega.gov) with the subject line listed as follows:

Submission of Sections I-IV use subject line: **“RFQ2023-PDEV2 Professional Services Proposal for Unified Development Ordinance Update – NAME OF FIRM”**

Submission of Section V use subject line: **“RFQ2023-PDEV2 Professional Services Cost Proposal for Unified Development Ordinance Update – NAME OF FIRM”**

Submissions must be submitted digitally no later than 5:00 PM EST, Friday, December 1, 2023. All proposals are legal and binding when submitted and may be subject to public inspection under Georgia law.

The City may choose to not evaluate, may deem non-responsive, and/or may disqualify from further consideration any qualifications that do not follow this RFP format, are difficult to understand, are difficult to read, or are missing any requested information.

A submission may not be modified, withdrawn, or canceled by the offeror for a 120-day period following the deadline for proposal submission and offeror so agrees in submitting the proposal. The City of Chamblee may, in the event the selected proposer fails to perform and/or the contract is terminated within 120 days of its initiation, request the proposer submitting the next acceptable proposal to honor its proposal.

The Contractor agrees to indemnify and hold harmless the City and State and City and State officers, employees, agents, and volunteers (collectively, "Indemnified Parties") from any and all costs, expenses, losses, claims, damages, liabilities, settlements, and judgments, including reasonable value of the time spent by the Attorney General's Office, related to or arising from: a) Any negligent or wrongful act or omission of the Contractor or any employee, agent or subcontractor utilized or employed by the Contractor; b) The negligence or fault of the Contractor in design, testing, development, manufacture, or otherwise with respect to the Services provided under the Agreement; c) The Contractor's negligent performance or attempted performance of the Contract, including any employee, agent or subcontractor utilized or employed by the Contractor; d) Any failure by the Contractor to make all reports, payments and withholdings required by federal and state law with respect to social security, employee income and other taxes, fees or costs required by the Contractor to conduct business in the State of Georgia or the United States; e) Any infringement of any copyright, trademark, patent, trade dress, or other intellectual property right, or f) Any failure by the Contractor to adhere to the confidentiality provisions of this Contract.

### **Proposal Format and Content Organization**

Submission of proposals should be presented as a searchable PDF and must not exceed 30 pages, excluding addenda.

All proposals must include the following information presented in order of the Sections outlined below:

#### Section I - Letter of Transmittal

A letter of transmittal that provides:

- Identification of the submitting organization.
- The name, title, telephone and e-mail address of the contact person of the organization.
- A statement acknowledging that final negotiations with the contractor will require the submittal of a W-9 and a detailed staffing plan prior to award.

#### Section II - Corporate Background and Qualifications

This section shall include information on the submitter's:

- Corporate structure and organization (history, size, etc.)
- Detailed listing of all staff that will be conducting the scope of work if selected, including:
  - Name of staff member
  - List of similar projects

- Amount of hours dedicated per staff member to the project
- Experience, record of accomplishments, reputation, and past performance in providing similar services to municipalities of similar size and location.
- Attributes, special capabilities, techniques, or resources that make the firm uniquely qualified to provide requested services.
- Any pending litigation.
- Litigation in the last five (5) years and the outcome of such litigation.

Section III - Response to Scope of Work

- Proposed approach for completion of scope of work.
- Ability to deliver specific specialized services including:
  - Analysis and recommendation of current best practice zoning policies, specifically in the topics identified in the scope of work
  - Clear and effective presentation of code that is easy for users to navigate
  - Graphic design services for relevant illustrations in the UDO
  - Expertise with effective use of form-based code
- Approach and methodology to contract management that ensures quality delivery of services

Section IV – References

- List of previous clients for which services comparable in scope and size to those requested in this RFQ were provided including the dates of service and the telephone number and web address of that agency. The list of clients shall be organized with cities in Georgia listed first and other cities listed after.

Section V – Cost Proposal

- Proposed fee for service provision as presented in proposal.

**QUESTIONS REGARDING PROPOSAL REQUEST AND SUBMISSION**

Submitters shall submit all questions regarding the application process via email to [procurement@chambleega.gov](mailto:procurement@chambleega.gov) no later October 30, 2023 at 5:00 PM. The City will publish written responses to all questions on its website (at [www.chambleega.com/finance/procurement.php](http://www.chambleega.com/finance/procurement.php)) by 5 pm on November 1, 2023.

**PROPOSAL REVIEW, INTERVIEW, AND SELECTION**

Following the review and scoring of technical proposals, the City will contact short-listed applicants to schedule an interview and presentation to the evaluation committee. Interviews and presentations may be in person (preferred) or digitally via a video call. All interviews and presentations will be conducted the week spanning December 18<sup>th</sup> to 23<sup>rd</sup>, 2023. Applicants should reserve time during this week, should the firm be selected for interview and presentation.

The City reserves the right to waive any informalities or irregularities of proposals, to request clarification or information submitted in any proposal, to request additional information from any applicant, or to reject any or all proposals and to re-advertise for proposals. The City also reserves the right to extend the date or time scheduled for review of proposals. Award, if made, will be to the applicant deemed by the City, in the sole discretion, to be the most advantageous to the City with qualifications, price, and other factors considered.

### **PROJECT SCHEDULE**

Firms shall provide service to the City for the agreed upon period of the contract, with work expected to begin in February, 2023 and expected to conclude August, 2024. The City will consider service providers whose proposals meet the criteria established in this Request for Proposals and may directly negotiate final terms with the selected service provider(s).

RFQ Release Date	October 23, 2023
Last Day for Questions	October 30, 2023
Question Responses Posted	November 1, 2023
Proposal Due Date	December 1, 2023
Presentations (by invited applicants)	December 18-23, 2023
Contract Award	January, 2024
Work Start Date (estimated)	February, 2024
Work to be Completed	August, 2024

(Note: Dates are subject to change. Any changes to the proposal consideration process will be posted on the City website at <https://www.chambleega.com/519/Procurement>)



## EVALUATION CRITERIA

The following evaluation criteria are standards the City will consider in determining which proposal is best aligned with City goals for completion of the updated Unified Development Ordinance:

**A. Corporate and Firm Qualifications** *30 points*

The Proposal must give a detailed report of related experiences, both of the firm and individual members of the assigned team, that demonstrate the ability of the applicant to provide the services outlined in this RFQ. There is a preference for firms with experience in community engagement with multilingual communities, particularly communities with a large proportion of Spanish-speaking residents. Additionally, there is a preference for firms with demonstrated experience related to affordable housing as well as sustainability.

**B. Scope of Work and Management Approach** *30 points*

The Proposal shall outline the plan that the applicant will use to provide the most effective delivery of the requested services put forth by the City.

**C. Previous Work and References** *20 points*

City staff will conduct a reference check with communities the firm has completed projects with and review relevant, publicly available information such as news coverage or online materials relating to past projects.

**D. Clarity and Quality of Proposal** *10 points*

The Proposal must be specific and should contain detail sufficient to demonstrate the firm's unique ability to fulfill needs outlined in the Scope of Services.

**E. Interview and Presentation (if scheduled)** *Not scored*

If selected to present to and interview with the selection committee, firm representatives should show a clear understanding of the intent for the UDO update process and be responsive to challenges and opportunities within the project.

**F. Cost Proposal** *Not scored*

The City will evaluate the Cost Proposal relative to services provided and firm qualifications.