

REQUEST FOR PROPOSAL "RFP"  
COMPREHENSIVE PLAN AND ZONING ORDINANCE

City of Corry is accepting proposals for a contract to perform professional consulting services work to assist the City in the development and update of the City of Corry's Comprehensive Plan and a rewrite of the City's Zoning Ordinance. Information regarding the City of Corry's scope of work, proposed submission instructions, consultant requirements, evaluation criteria are included with this RFP.

Sealed proposals must be received by the City Business Manager no later than 5pm ET on February 18th, 2022. The contact information for the manager is as follows:

City of Corry  
Nick Heil  
100 S Center St.  
Corry, PA 16407

**MAIN OBJECTIVES**

1. The Comprehensive Plan should be an "implementable plan", one that is focused, practical and dynamic.
2. The Comprehensive Plan should be owned by the residents, business owners and tenants of the City and developed with their input.
3. The Comprehensive Plan should identify short-term and long-term opportunities, needs and challenges for the City of Corry and propose clearly defined, practical projects as well as a detailed implementation strategy for how to successfully accomplish these goals detailing a timeline, identifying stakeholders and providing a detailed budget and potential ways of funding recommended projects.
4. The Zoning Ordinance should be written to reflect the insights which have been presented by the residents through the Comprehensive Planning Process.
5. The Zoning Ordinance should be written to reflect modern zoning practices including potentially a hybrid model of formed based code zoning.
6. The Zoning Ordinance should be clearly written, streamlined, and simplify the City of Corry's administrative processes.

**BACKGROUND AND COMMUNITY ATTRIBUTES**

The comprehensive plan was last updated in 1996 in a joint plan with Wayne Township. The City seeks to create a new implementable comprehensive plan which will serve as a guide when considering policy changes, land use planning, budget preparation, economic development initiatives and capital improvement programs.

Additionally, the City Zoning Ordinance and map was last updated in 1991 and has grown outdated creating the need for a new plan based on modern day practices that promote the best use of the City's resources.

## **SCOPE OF WORK**

The City of Corry considers the Pennsylvania Department of Community and Economic Development's ("DCED") "*Creating an Implementable Comprehensive Plan*" a source document for our planning process. We intend to create an "implementable plan" that will be a sourcebook for creating projects that encourage members of our City to participate in successful implementations that benefit all of our stakeholders.

The Comprehensive Plan should identify:

- Issues faced by the City of Corry,
- Projects that may address these issues,
- Stakeholders who may be interested in participating in projects,
- Persons or groups responsible for addressing the issues and approaches for working with adjacent municipalities, authorities, and agencies.

The Plan should include a timetable for implementation that identifies short, medium, and long-range projects. Where possible, sources of financing should be identified. Emphasis should be on engaging stakeholders to determine the priorities of the City. We envision a document that creates a process for the Communities that provides a series of realistic strategies and tactics to engage residents, business owners, Council members and staff, and other stakeholders in a series of projects that will sustain and enhance our City on an ongoing basis.

Our ideal Planning Consultant will provide a full range of services necessary to develop the Comprehensive Plan. The Planning Consultant will be asked to focus its work on surveying the needs and wants of residents of the Community, guiding the City and our community members through a decision-making process, helping to develop creative ideas and workable action plans, and helping the City to recruit partners and work with other governmental and quasi-governmental bodies to implement projects included in the Comprehensive Plan. Areas that may need expert focus from the Planning Consultant (in no particular order) include but are not limited to:

1. Should include action items and recommendations from the phase I STMP program as applicable.
2. Drinking water, waste water, and storm water sustainability and improvement plans
3. Should include results and recommendations of The City's Asset Inventory & Properties Assessment (project running concurrently)
4. Revision of ordinances to aid in development, redevelopment, and adaptation
5. Harmonizing zoning and land use with development and redevelopment opportunities
6. Public safety planning and shared municipal services
7. Preservation of historical assets

8. Establishing multi-modal assets within the community.
9. Evaluation of public transportation needs including streets, traffic and public safety lighting, as well as sidewalks
10. Development of parks and recreation sustainability and improvement plan
11. Evaluation of infrastructure needs and improvement of regional planning and implementation with other State, County, municipal and quasi-governmental bodies

The Planning Consultant's work and the Comprehensive Plan document should be organized based on the priorities and related goals, themes and projects that emerge from the planning process rather than a traditional template of a land use plan, housing plan, or transportation plan. The Comprehensive Plan document should become a well-used sourcebook for our Planning Commissions, Councils, residents, business owners, and other Community stakeholders who will implement the Comprehensive Plan.

The Comprehensive Plan should provide suggested action plans for top recommendations with a series of projects, programs and initiatives that emerge from the planning process. The Plan should suggest priorities and a timetable for action based on expected results. Action plans should include reasonable depth and detail, specific action steps, identification of stakeholders, estimated costs, and proposed means of financing. The Planning Consultant will ideally include some immediate action recommendations to generate short-term, visible results in order to motivate stakeholder implementation of projects included in the Comprehensive Plan.

The Zoning Ordinance should include:

- A simplified easy to read zoning map
- A streamlined and simple land use chart for each zoning district
- A regulating plan with urban standards, public space/ streetscape standards, architectural standards, and overall general standards
- An overview and updated outline of existing and/or updated administrative procedures

### **SCOPE OF SERVICES**

The Planning Consultant should work closely with City staff and the City Planning Commission throughout the project. The consultant shall be required to participate in public hearings or present progress updates to the City Council from time to time in service of the overall project goals. Throughout the project the Planning Consultant will:

- Adhere to all requirements of the Municipal Planning Code
- Provide guidance on best practices and trends
- Meet/conference regularly with City staff for project review and status updates
- Create and facilitate a community engagement strategy
- Attend City Planning Commission Meetings as needed
- Prepare all necessary advertisements and correspondence pursuant to the MPC, Third Class City Code and Pennsylvania Sunshine Act.
- Determine the level of community resources and administrative capacity of the City regarding zoning and land use enforcement and develop regulations respective to the same

- Be familiar with creative solutions to zoning and land use challenges, such as overlay districts and form-based code, and recommend them to The City as appropriate.
- Evaluate the use of sustainable infrastructure options.
- Design performance standards to encourage the desired forms of use and development in each district; avoid requirements that are prohibitive in realistic use of the area.
- Assist City staff in distributing information to the community about the project and/or final product as the need arises (i.e., graphic representations of timelines, permitted use changes, new building size/setback requirements).
- Eliminate contradictions and redundancy; identify areas in the existing ordinance that lack clarity and create new zoning codes that are straightforward and avoid confusion.
- Identify existing uses that may be phased out in the new zoning ordinance and develop appropriate processes for how the City handles the transfer and permitting of these uses for future occupants.
- Design a project completion schedule that balances a detail-oriented process with the City's need to position itself for mixed-use development in the immediate future.
- Update terminology and definitions that are antiquated.
- Aid City staff throughout the ordinance adoption process.

#### **QUALIFICATIONS AND ATTRIBUTES OF A PLANNING CONSULTANT**

Although the following is not a complete list, the Planning Consultant should have the following qualifications and attributes.

1. The Planning Consultant should have demonstrated experience working with Pennsylvania municipalities in the development of writing Comprehensive Plans and Zoning Ordinances.
2. The Planning Consultant should have an effective understanding of key political, geographic, and legal impediments and opportunities faced by our Community. The Planning Consultant should have demonstrated success working in these arenas.
3. The Planning Consultant should demonstrate an ability to successfully work with residents and concerned members of our Community and had success in presenting complex planning ideas to a broad set of stakeholders.
4. The Planning Consultant should have a current understanding of funding sources available to our City for the implementation of the Comprehensive Plan, with demonstrated success in coaching communities to successfully access these funding sources.
5. The Planning Consultant's team should be led by an appropriately credentialed planning professional(s).

## **REQUIRED SUBMITTALS**

### **1 Cover Sheet**

- Name of the firm and/or consultant
- Project lead
- Total project cost
- Estimated length of project and completion date
- Available start date

### **2 Letter of Transmittal**

This letter should include the following:

- A statement demonstrating the Planning Consultant's understanding of the work to be performed.
- Contact information.

### **3 Profile of Planning Consultant**

The profile should include the following:

- A statement of the Planning Consultant's experience in conducting work of the nature sought by this RFP.
- The location of the office(s) that will perform the work.
- Professional credentials for Planning Consultant's project lead.
- Resumes of individuals proposed to conduct the work and the specific duties of each in relation to the work.
- A reference list of other municipal clients of the Planning Consultant with contact information.
- Any other information relating to the capabilities and expertise of the Planning Consultant in doing comparable work.

### **4 Methods and Procedures**

The proposal should include a detailed description of the methods and procedures that the Planning Consultant will use to perform the work. Inclusion of collaboration with subject matter experts outside of the Planning Consultant, if outside collaboration is required, should be described.

### **5 Work Schedule**

The schedule should include time frames for each major work element, target dates for public meetings, and dates for completion of draft and final documents.

### **6 Deliverables**

Identify deliverable work products. Delivery of work products is to be incorporated into the Work Schedule.

## 7 Cost

For each major work element, the costs must be itemized and indicate:

- For each person assigned to the work, the title/rank (organizational level) of the person in the organization, the hourly rate, and the number of hours to be worked.
- The reimbursable expenses expected to be claimed.

The itemized costs should be totaled to produce a proposed contract price. If awarded a contract, the Planning Consultant is bound by this price in performing the work. The contract price may not be exceeded unless the contract is amended to allow for additional costs and approved by the Council at a public meeting.

If awarded a contract, the Planning Consultant may not change the staffing assigned to the project without prior approval by the City. However, approval will not be denied if the staff replacement is determined by the City to be of equal ability or experience to the predecessor. The method of billing must be stated. The preferred practice of the City is to pay upon completion of the work and receipt of the required report. However, the City will consider paying on a periodic basis as substantial portions of the work are completed.

## **EVALUATION CRITERIA**

### 1. Technical Expertise and Experience

The following factors will be considered:

- The Planning Consultant's experience in performing similar work
- The level of expertise of the individuals assigned to conduct the work
- The clarity and completeness of the proposal and the Planning Consultant's demonstrated understanding of the work to be performed

### 2. Procedures and Methods

The following factors will be considered:

- The techniques for collecting and analyzing data
- The sequence and relationships of major steps
- The methods for managing the work to ensure timely and orderly completion

### 3. Cost

The following factors will be considered:

- The number of hours of work to be performed
- The level of expertise of the individuals assigned to conduct the work

### 4. Oral Presentation

Any or all firms submitting proposals may be invited to give an oral presentation of their proposal.

## **ANTICIPATED TIMELINE**

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| 1. Issue RFP                             | Date: February 3 <sup>rd</sup> , 2022  |
| 2. Proposals Due                         | Date: February 18 <sup>th</sup> , 2022 |
| 3. Presentations by top qualifying firms | Date: As Scheduled March 2022          |
| 4. City Council authorizes contract      | Date: Anticipated By April 18th, 2022  |

## **GENERAL TERMS**

1. The City of Corry reserves the right to reject any or all proposals and to select the proposal that it determines to be in the best interest of The City of Corry.
2. The contract with the Planning Consultant is subject to the approval of City Council.
3. Proposers are bound by the deadline and location requirements for submissions in response to this RFP as stated above.
4. Proposals will remain effective for the review and approval of the City for 60 days from the deadline for submitting proposals.
5. If only one proposal is received by the City, they may negotiate with the proposer or seek additional proposals on a formal or informal basis during the 60-day period that proposals are effective.
6. The project and all activities of the Planning Consultant must be in compliance with legal and regulatory requirements including requirements of DCED.
7. The proposer is encouraged to clarify, modify, or add to any scope of work item that it deems appropriate to develop a high-quality plan at the lowest possible cost. All changes should be clearly identified and explained. The proposed scope of work must accomplish the goals and work as stated in this document.

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