

September 18, 2015

Pender County



Statement of Proposal

Comprehensive Land Use Plan



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800.650.3925

September 18, 2015

Pender County Planning and Community Development
ATTN: Megan O'Hare
805 South Walker Street
Burgaw, NC 28425

Dear Selection Committee,

On behalf of Benchmark, I would like to thank you for the opportunity to submit our proposal for your consideration as the County begins the process of selecting a consultant to assist in the preparation of its Comprehensive Land Use Plan.

Our team consists of a unique group of land use planners who have extensive experience in both the preparation and successful implementation of similar plans throughout the country. Together we represent nearly 100 years of combined experience helping communities develop recommendations that are practical and realistic in nature, as evidenced by their ongoing and effective implementation.

Our team is passionate about preparing plans that fulfill the unique needs of each client that we serve. We look forward to bringing both our passion and expertise to the project.

If you have any questions or need additional information that is not covered in the proposal, please contact me by telephone at 800.650.3925 ext. 106 or by email at jepley@benchmarkplanning.com.

Respectfully,



Jason M. Epley, AICP
President
Benchmark CMR, Inc.

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BENCHMARK PLANNING

Benchmark CMR, Incorporated is a full-service planning firm with over 30 years of experience serving a diverse client base, with a particular emphasis on the public sector. With offices in Charlotte, NC and St. Louis, MO, the Benchmark team has a national planning practice that is focused on comprehensive planning, urban design, land use regulations, downtown development and military planning. Our team of veteran planners has a breadth of experience that provides our clients with the innovative ideas and solutions that are necessary to solve complex problems and develop plans that are grounded in reality and focused on implementation.

Other components of Benchmark's practice include extensive experience in providing professional staffing services for the management and operation of municipal planning and zoning departments, code enforcement and the administration of federal grants. In recent years, Benchmark has expanded its practice into providing assistance to private development interests, including conceptual site planning and entitlement assistance, economic development consulting, site selection and analysis, and expert witness services among others.

Business Name:	Benchmark CMR, Inc. (Benchmark Planning)
Established:	1982
Incorporated:	1989
Number of Staff:	12
AICP Planners:	6
Office Performing Work:	Benchmark Charlotte University Research Park 10735 David Taylor Dr, Ste 180 Charlotte, NC 28262

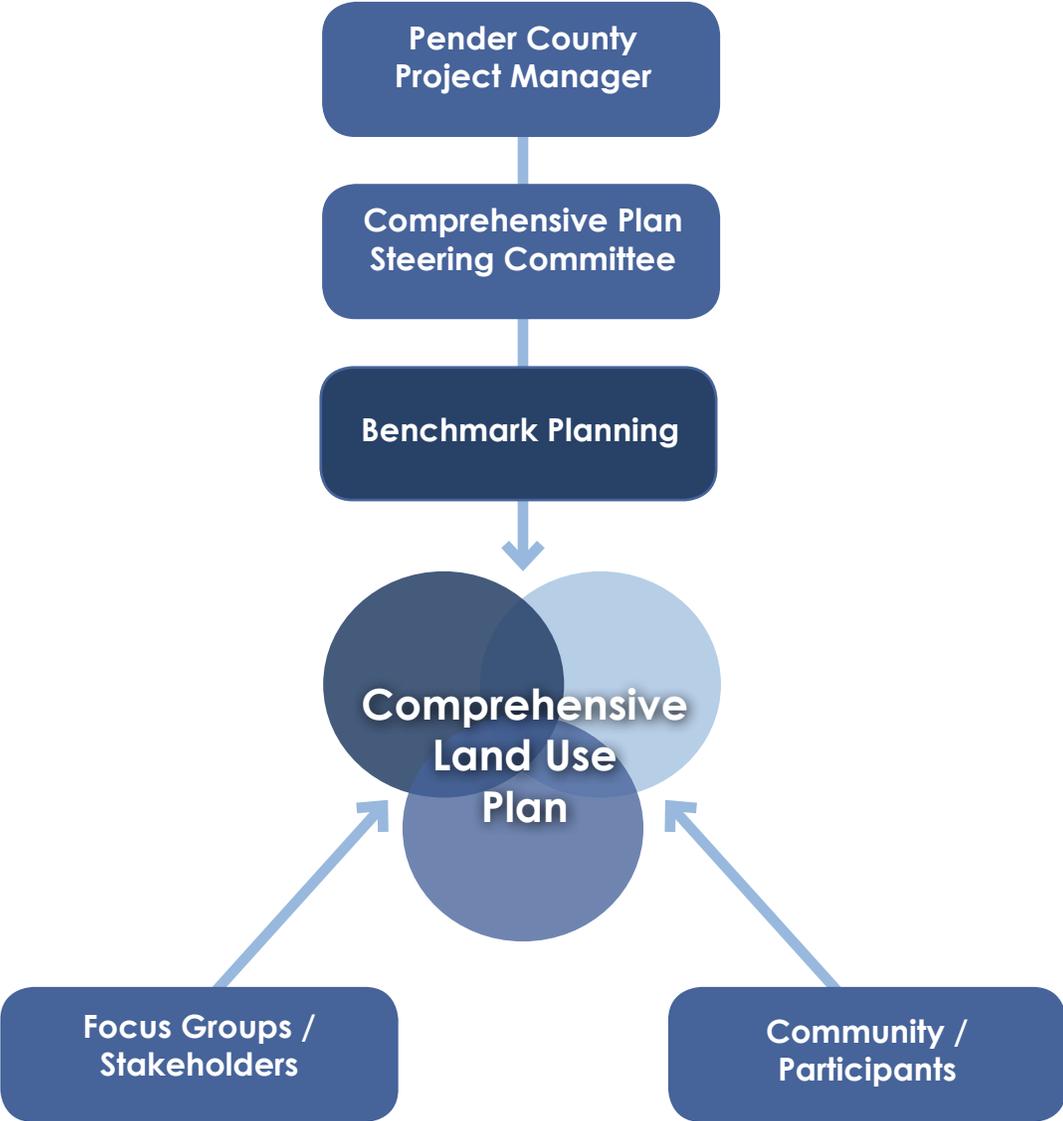
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OVERVIEW

This project will be managed by Benchmark's **Jason Epley, AICP**, with the direct assistance of **Vagn Hansen, AICP** and **Erin Burris, AICP**. Additional team members from Benchmark include **Kevin Adams, AICP**, **Kris Krider, AICP**, and **Amy Jo Denton, PMP**, who will all provide technical assistance, research assistance and meeting facilitation in support of the planning process. The core team member resumes are listed on the following pages.





Jason M. Epley, AICP, CPM
PROJECT MANAGER | BENCHMARK

Mr. Epley brings 20 years of national experience in the planning profession to Benchmark's consulting team. Currently the President of Benchmark CMR, Inc., Jason's past positions have included working with municipal, county, regional and state government planning programs throughout North Carolina. He specializes in comprehensive planning, military planning, urban design, public involvement, and meeting facilitation. Jason brings additional expertise and experience with downtown development and design, and currently serves in the role of Executive Director of the North Carolina Downtown Development Association. He has a wealth of experience helping communities develop meaningful plans and sound implementation strategies through ordinance preparation and adoption, with project experience in well over 100 communities across the country.

Education:

1996 - Master of City and Regional Planning, Clemson University
1994 - BA Geography, University of North Carolina at Greensboro

Certifications/Memberships:

Member, American Institute of Certified Planners
Member, American Planning Association
Executive Director, NC Downtown Development Association
Member, National Society of Certified Public Managers
Member, National Trust for Historic Preservation

RELEVANT PROJECTS

- Comprehensive Plan
Shepherdstown, WV
- Comprehensive Plan
Blowing Rock, NC
- Comprehensive Plan
Bermuda Run, NC
- Comprehensive Plan
Lumberton, NC
- Comprehensive Plan
Colleton County, SC
- Comprehensive Plan
Wilson County, NC
- Regional Trail Plan
Dubuque, IA
- Small Area/Urban Design Plan
Greensboro, NC
- Bike & Pedestrian Master Plans
Clinton, NC
- Small Area/Urban Design Plan
Winston-Salem, NC
- Regional Land Use Study
Petersburg, VA
- Regional Land Use Study
Portales, NM



Vagn Hansen, AICP
PLANNER | BENCHMARK

Mr. Hansen brings over 12 years of experience in the planning profession to the consulting team. He has worked with large and small municipalities, as a consultant for the NC Department of Commerce and has been in private practice for the last 7 years. Mr. Hansen specializes in comprehensive planning, geographic information systems, development ordinances and military planning. A primary focus of his practice is performing complex spatial analyses to help local governments make informed decisions on land use, infrastructure, and annexation policies. In addition to his consulting practice, Mr. Hansen supervises contract planning and zoning administration services for several of Benchmark's client communities in North Carolina.

Education:

2005 - MA Applied Geography, UNC Greensboro
2002 - BA Geography, UNC Wilmington

Certifications/Memberships:

Member, American Institute of Certified Planners
Member, American Planning Association

RELEVANT PROJECTS

Comprehensive Plan
Blowing Rock, NC

Comprehensive Plan
Shepherdstown, WV

Comprehensive Plan
Bermuda Run, NC

Regional Land Use Study
Beaufort, SC

Comprehensive Plan
Weaverville, NC

Comprehensive Plan
Lumberton, NC

Small Area/Urban Design Plan
High Point, NC

Regional Land Use Study
St. Robert, MO

Bike & Pedestrian Plans
Clinton, NC

Small Area/Urban Design Plan
Winston-Salem, NC

Regional Land Use Study
Petersburg, VA

Growth Analysis
Sanford, NC



Erin Burris, AICP
PLANNER | BENCHMARK

Ms. Burris brings 14 years of experience in the planning field to the consulting team. Her professional experience has been focused primarily in North Carolina where she has served as a planner for municipal governments and now in the private sector. Ms. Burris specializes in comprehensive planning, development ordinances, and zoning and subdivision administration. Ms. Burris is currently developing the new zoning ordinance for the City of Morganton, NC. Ms. Burris has experience developing county-wide development regulations in several coastal communities.

Education:

2004 - MA Geography, UNC Charlotte
2001 - BA Architecture, UNC Charlotte

Certifications/Memberships:

Member, American Institute of Certified Planners
Member, American Planning Association

RELEVANT PROJECTS

Comprehensive Plan
Colleton County, SC

Comprehensive Plan
Mount Airy, NC

Comprehensive Plan
Bermuda Run, NC

Comprehensive Plan
Forest City, NC

Comprehensive Plan
Pleasant Garden, NC

Comprehensive Plan
Weaverville, NC

Comprehensive Plan
Marshall, NC

Historic District Guidelines
Southern Pines, NC

Zoning Ordinance
Morganton, NC

Unified Development Ordinance
Walterboro, SC

Historic District Guidelines
Waxhaw, NC



Kevin Adams, AICP
PLANNER | BENCHMARK

Mr. Adams has recently joined Benchmark Planning, bringing over 15 years of urban design, planning and economic development experience to the team. Mr. Adams experience spans a broad range of planning research and practical experience from his extensive coastal eco-system research to recent publications and presentations regarding “The Art of Subdivision Design.” Mr. Adams is an engaging speaker and skilled facilitator, who helps his client communities understand complex urban design and planning issues. Currently, Mr. Adams’ primary assignment is the Nags Head Comprehensive Plan.

Education:

- 2015 - Ph.D., Urban Design & Planning, University of Maryland
- 2015 - MS Urban Design, Georgia Institute of Technology
- 2000 - MS Real Estate Development, Columbia University
- 1991 - BA International Studies, Southwestern University

Certifications/Memberships:

- Member, American Institute of Certified Planners
- Member, American Planning Association

RELEVANT PROJECTS

- Comprehensive Plan
Nags Head, NC
- Urban Design Study
Nashville, TN
- Coastal Resiliency Study
East Savannah, GA
- Community Design Charrette
Philadelphia, PA
- Regional Manufacturing Study
Delaware Valley RPC
Philadelphia, PA
- Economic Analysis
Delaware Valley RPC
Philadelphia, PA
- Cathedral Square Design
Tulsa, OK
- People in the Park Toolkit
Adirondack Park Region, NY
- Urban Design & Sea Level Rise
Georgia Conservancy



Kris Krider, AICP
PLANNER | BENCHMARK

Mr. Krider brings more than 25 years of national public and private planning and design experience to the Benchmark team. He currently directs the Planning Department's Urban Design and Research in Arlington County, Virginia. Mr. Krider has previous experience as the Planning Director in the Town of Davidson where he helped develop and implement progressive comprehensive plans in a demanding public environment with high standards. In other private sector positions, Mr. Krider served as Senior Urban Designer for two nationally recognized design firms in San Francisco. Mr. Krider assists Benchmark with urban design projects across the country.

Education:

1994 - MA Architecture, University of California at Berkley
1985 - BA Architecture, University of North Carolina at Charlotte

Certifications/Memberships:

Member, American Institute of Certified Planners
Member, American Planning Association
LEED Green Associate

RELEVANT PROJECTS

- Walnut Hills Redevelopment Plan
Cincinnati, OH
- Oak to 9th Development Plan
Oakland, CA
- NC 73 Land Use & Economic Plan
Davidson, NC
- Comprehensive Plan
Shepherdstown, WV
- Comprehensive Plan
Blowing Rock, NC
- Huntington Main Street Plan
Huntington, WV
- Comprehensive Plan
Weaverville, NC
- Bicentennial Master Plan
Lawrenceburg, IN
- Small Area/Urban Design Plan
Greensboro, NC
- Downtown Workshop
Mayodan, NC
- Small Area/Urban Design Plan
Winston-Salem, NC
- Courthouse Square Sector Plan
Arlington County, VA



Amy Jo Denton, PMP
PLANNER | BENCHMARK

Having spent 12 years in the financial industry before applying her design and planning skills within the public realm, Ms. Denton brings 18 years of consulting experience to the team. Her past positions have included working with municipal planning and economic development programs. She specializes in comprehensive planning, urban design, strategic planning, and economic development. Ms. Denton is an active APA member in North and South Carolina and serves as a committee member on ULI's Charlotte Technical Assistance Program.

Education:

- 2011 - Master of Architecture, UNC Charlotte
- 2002 - Master of Business Administration, Wake Forest University
- 1995 - BA Management Information Technology, Virginia Tech

Certifications/Memberships:

- Member, American Planning Association
- Member, Urban Land Institute

RELEVANT PROJECTS

- Comprehensive Plan
Shepherdstown, WV
- Comprehensive Plan
Blowing Rock, NC
- Comprehensive Plan
Lumberton, NC
- Comprehensive Plan
Waxhaw, NC
- Comprehensive Plan
Mount Airy, NC
- Comprehensive Plan
Nags Head, NC
- Small Area/Urban Design Plan
Greensboro, NC
- Small Area/Urban Design Plan
Winston-Salem, NC
- Small Area/Urban Design Plan
High Point, NC

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LIST OF PROJECT REFERENCES

Comprehensive Land Use Plan, Lumberton, NC

Adopted 2015 - Cost \$64,750
 Brandon Love, AIA, Planning Director
 910.671.3838 | blove@ci.lumberton.nc.us

Regional Land Use Study, Beaufort, SC

Adopted 2015 - Cost \$225,000
 Ginne Kozak, Lowcountry Council of Governments
 843.726.5536 | gkozak@lowcountrycog.org

Comprehensive Plan, Shepherdstown, WV

Adopted 2014 - Cost \$40,000
 David Rosen, Town Council Member
 304.876.2312 (Town Hall) | rosend@gmail.com

Comprehensive Plan, Blowing Rock, NC

Adopted 2014 - Cost \$73,250
 Kevin Rothrock, AICP, Planning Director
 PO Box 47, Blowing Rock, NC 28605
 828.295.5340 | krothrock@townofblowingrock.com

Regional Land Use Study, Petersburg, VA

Adopted 2014 - Cost \$184,000
 Dennis Morris, Executive Director
 Crater Planning District Commission
 804.861.1666 | dmorris@craterpdc.org

Regional Land Use Study, St. Robert, MO

Adopted 2013 - Cost \$164,000
 Lyle Thomas, Community Planner
 Meramec Regional Planning Commission
 573.265.2993 | lthomas@meramecregion.org

Comprehensive Plan, Bermuda Run, NC

Adopted 2012 - Cost \$66,500
 Lee Rollins, Town Manager
 120 Kinderton Boulevard, Suite 100
 Bermuda Run, NC 27006
 336.998.0906 | lrollins@townofbr.com

Comprehensive Plan, Colleton County, SC

Adopted 2009 - Cost \$75,000
 Philip Slayter, AICP, Planning Director
 31 Klein Street, Walterboro, SC 29488
 843.549.1709 | pslayter@colletoncounty.org

View Project Examples at:

www.benchmarkplanning.com/pender

GENERAL PROJECT LIST

Comprehensive Plan
 Shepherdstown, West Virginia

Comprehensive Plan
 Blowing Rock, North Carolina

Regional Land Use Study / TDR Study
 Beaufort, South Carolina

Heritage Trail - Connecting Our Heritage
 Dubuque County, Iowa

Statewide Rail-Served Industrial Site Evaluation
 NC Railroad Company, Inc.

Regional Land Use Study
 Petersburg, Virginia

Comprehensive Plan & Design Guidelines
 Waxhaw, North Carolina

Polo Road / N. Cherry St. Urban Design Plan
 Winston-Salem, NC

Regional Land Use Study
 St. Robert, Missouri

Lawndale Drive Corridor Planning
 Greensboro, North Carolina

South Main Street Redevelopment Study
 High Point, North Carolina

Annexation Plan
 Pinehurst, North Carolina

Land Use Plan
 Lumberton, North Carolina

Bicycle and Pedestrian Master Plan
 Clinton, North Carolina

Historic District Design Guidelines
 Southern Pines, NC

Annexation Plan
 Cary, North Carolina

Comprehensive Plan
 Colleton County, South Carolina

Regional Land Use Study
 Portales, New Mexico

Wastewater Master Plan
 Sanford, North Carolina

Comprehensive Plan
 Nags Head, North Carolina

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SECTION 4. PROJECT UNDERSTANDING AND APPROACH

PROJECT UNDERSTANDING

In just over two decades, Pender County's population has nearly doubled – growing from 28,855 people in 1990 to over 56,250 residents today. This momentous growth can primarily be attributed to the increasing development of the North Carolina coastal region and population growth throughout the Wilmington area in general. Pender County is clearly experiencing growth from this wave of population, which is applying pressure to the county's transportation corridors, farmland and natural resources. The challenge for Pender County is mitigating the impacts of growth that is occurring within the county as it seeks to maintain a rural landscape and heritage that makes-up the distinct Pender County lifestyle.

Pender County is undertaking a land use planning update to determine how it can balance growth and the preservation of its rural character, while maintaining a high quality of life. The County is seeking a consultant that can lead the community through a compelling public engagement process that is built upon a solid base of background research and information, which will lead to meaningful citizen input and a final plan of action that is realistic and forward thinking.

PROJECT APPROACH

Our practice is guided by an approach that is best described as the **Art + Science of Planning** – a philosophy which blends our creative talent with the practical application of our technical expertise. The Benchmark philosophy is simple – we don't assume that we know everything that is best for your community the day we begin the project, but rather we endeavor to utilize our knowledge, skills and experience to help your community develop a realistic, action-oriented and forward thinking plan that achieves the vision that it sets for the future. This, in turn, informs our approach to every project we undertake, leading us to seek meaningful engagement with the communities we assist in order to learn their needs and desires and help them develop the plan that is right for them. We have outlined a general scope of work as requested in Section 6.

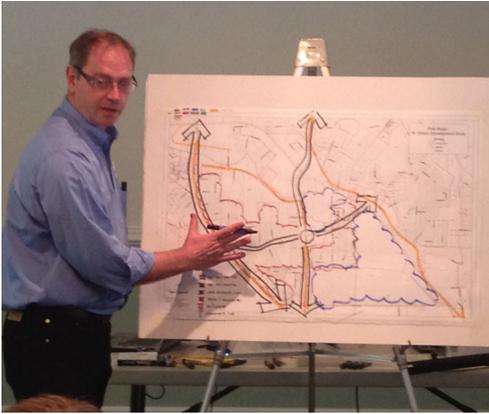


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SECTION 5. STATEMENT OF QUALIFICATIONS



PUBLIC ENGAGEMENT

Our team members facilitate successful public involvement and consensus building through interviews, charrettes, meetings, and workshops. Our team will also leverage the power of technology to support our public engagement activities and facilitate ongoing engagement throughout the planning process.



LAND USE PLANNING

Our team has extensive experience developing comprehensive land use plans and working in areas concerned about the coastal eco-system, agricultural lands and growth. Our land use planning process leads to plans that have practical application with achievable goals, resulting in meaningful plan implementation.



VISUALIZATION

The team members assigned to this project bring a variety of visualization skills to the Pender County, offering photo enhanced renderings, 3D and 2D computer aided design, hand-rendered illustrations, and multi-media renderings to communicate the land use plan's objectives.



DEVELOPMENT REGULATIONS

The team has significant experience writing and administering development regulations and codes for a variety of municipal and county governments in North Carolina and across the country. Our team will bring national best practices to Pender County to ensure the recommendations can be implemented.

GIS MAPPING & ANALYSIS

Our talented cartographers and GIS analysts leverage the full capabilities of digital mapping to produce meaningful results in land use planning and implementation. Our GIS mapping and analysis process helps communities develop growth strategies for the issues that matter most.

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GENERAL SCOPE OF WORK

Our team has conducted numerous land use planning initiatives across the country for a wide-range of clients and communities. Based upon our experience, we have outlined a general scope of work that we typically follow with modifications based upon our clients' desires and objectives. If selected to lead the comprehensive land use planning process in Pender County, we will first seek to fully understand your needs and goals, and then, develop a scope of work with you that will help you achieve your expected outcomes for the process.

In general, we anticipate working with County Staff and Comprehensive Plan Steering Committee (CPSC) to provide direction and guidance for the overall plan development process. Additionally, public input will be actively sought throughout the project with focused input at key points during the development of the plan, including a survey and a project website. We also anticipate holding a series of stakeholder meetings and topic workshops throughout the county to discuss particular comprehensive plan components that matter most to each distinctive area of the County. The general tasks detailed below and as illustrated on the left can typically be completed within a **12 month** timeframe.

- Project Initiation Meeting with County Staff
- CPSC Meeting #1
- Community Assessment
- CPSC Meeting #2
- Series of Stakeholder/Focus Group Meetings
- Series of topic workshops across the County
- CPSC Meeting #3
- Development of the Draft Comprehensive Plan
- CPSC Meeting #4
- Public input on the Draft Comprehensive Plan
- Develop Final Comprehensive Plan
- CPSC Meeting #5
- Public Input on the Final Comprehensive Plan
- Adoption Process



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SECTION 7. AVAILABILITY

STATEMENT OF AVAILABILITY

Benchmark is currently under contract to prepare a variety of plans and projects, with several that will culminate prior to the anticipated start date of the Pender County Comprehensive Land Use Plan. Benchmark's current projects include four comprehensive plans, a sign ordinance rewrite, a cost/benefit study of municipal growth areas and a statewide rail-served industrial site evaluation study. The Pender County Comprehensive Land Use Plan anticipated start date is timed well with our staff's workload capacity.

SECTION 8. CONTRACT PERSONNEL HOURS

CONTRACT PERSONNEL HOURS

Our team believes that the proposed project approach can be completed within 12 months. The table below identifies the estimated contract personnel hours by general work task. We estimate approximately 925 to 1,045 personnel hours to complete the project.

Tasks	Estimated Hours
Project Initiation Meeting with County Staff	30
CPSC Meeting #1	24
Community Assessment	110
CPSC Meeting #2	24
Series of Stakeholder/Focus Group Meetings (2 to 4 days)	80
Series of topic workshops across the County (4 to 8 meetings)	80 to 160
CPSC Meeting #3	24
Development of the Draft Comprehensive Plan	195
CPSC Meeting #4	24
Public input on the Draft Comprehensive Plan (2 to 4 meetings)	40 to 80
Develop Final Comprehensive Plan	145
CPSC Meeting #5	24
Public Input on the Final Comprehensive Plan (2 meetings)	40
Adoption Process & Final Deliverables	85
Total	925 to 1,045

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