

# REQUEST FOR BOARD ACTION / CONTRACT CONTROL FORM

**Tracking Number:** 18d.

**Date of Request:** October 23, 2007

**Date Request Received:** October 24, 2007

**Board Meeting Date Requested:** November 5, 2007

**Board Meeting Date Assigned:** November 5, 2007

**Short Title:** Request To Approve Dissemination Of A Request For Proposal (RFP) to Update the County Growth Management Plan and Create a Unified Development Ordinance.

**Request Status:**  
 Request is proceeding to Board of Commissioners  
 More information is needed – see attached  
 Request on hold – no further information needed  
 Other:

**Background:** Since initial employment on April 2, 2007, the Planning Director has now had sufficient time to evaluate the state of all development related policies and ordinances. Planning staff will present a brief discussion about the state of all development related policies and ordinances.

*(Administrative Use Only)*

Staff will then discuss what appears to be the only logical resolution, which is to move forward with a comprehensive update to the county growth management policy guidelines, as well as beginning the update of existing development regulations by creating a Unified Development Ordinance.

## CONTRACT TYPE

Renewal  
 For Service(s)  
 Intergovernmental – County as Grantee  
 County as Grantor

Revision  
 For Equipment  
 Federal Grantor  
 State Grantor  
 Grant or  
 County Funds  
 Other Funds:

Planning staff will review with the Board of Commissioners, a detailed Request for Proposal (RFP) that outlines the scope of this project, which will include obtaining assistance from a qualified consulting firm.

**PURCHASING** Budgeted Item:  Yes  No  
Date Rec'd:  Reviewed and Approved  
 Comments on Reverse

If dissemination of the RFP is approved, staff anticipates being able to proceed with a recommendation on a qualified consulting firm at the second Commissioners meeting in January 2008.

Date Sent: \_\_\_\_\_  
Signed: \_\_\_\_\_

Should the Board of Commissioners decide to proceed forward with a start date for this project prior to July 1, 2008, additional revenues will need to be appropriated at the second Commissioners meeting in January 2008.

**ATTORNEY**  Reviewed and Approved  
Date Rec'd:  Legal Problem(s)  
 Comments on Reverse

Date Sent: \_\_\_\_\_  
Signed: \_\_\_\_\_

**Specific Action Requested:** Consider approval of disseminating the Request for Proposal to update the county growth management plans, and for the creation of a Unified Development Ordinance.

**FINANCE** Sufficient Funds  Available  
Date Rec'd  Not Available  
 Budget Amendment Necessary  
 Budgeted Amendment is Attached  
 Comments on Reverse

Requested by: Joey Raczkowski  
Department: Planning Department  
Title: Planning Director  
Contact Phone: 910-259-1529  
Contact Fax: 910-259-3735

Date Sent: \_\_\_\_\_  
Signed: \_\_\_\_\_

**CLERK** Signature(s) Required:  
 Board Chairman/County Manager  
 Other:

Date Rec'd Approved by Board:  Yes  No  
At meeting on

**MANAGER'S RECOMMENDATION**

*LAB*

\_\_\_\_\_  
Initials

**RESOLUTION: NOW THEREFORE BE IT RESOLVED** by the Pender County Board of Commissioners that

Planning staff is directed to distribute Request for Proposals (RFP) to update the County Comprehensive Growth Management Plan and for the Creation of a Unified Development Ordinance.

The County Manager is authorized to execute any documents necessary to implement this resolution.

**AMENDMENTS:**

MOVED \_\_\_\_\_ SECONDED \_\_\_\_\_

APPROVED \_\_\_\_\_ DENIED \_\_\_\_\_ UNANIMOUS

YEA VOTES: Rivenbark \_\_\_ Blanchard \_\_\_ Brown \_\_\_ Tate \_\_\_ Williams \_\_\_

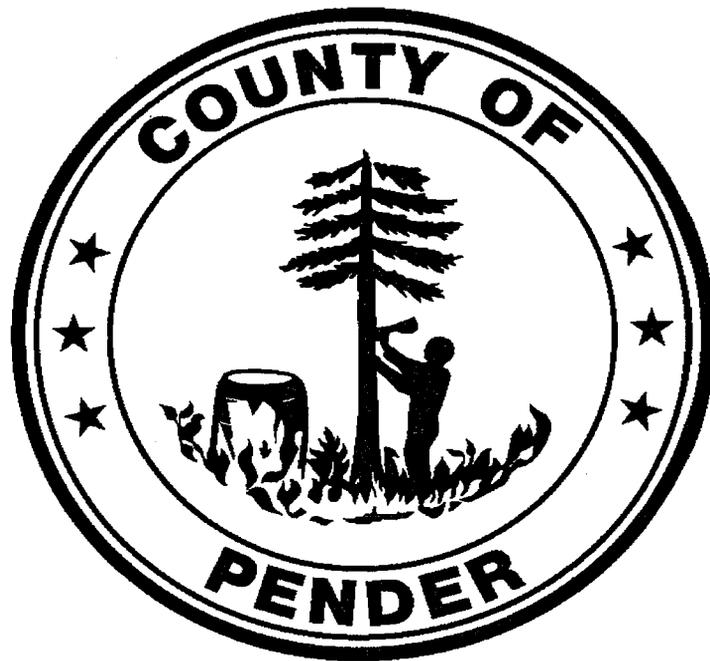
\_\_\_\_\_  
F. D. Rivenbark, Chairman

11/5/2007  
DATE

\_\_\_\_\_  
Attest

11/5/2007  
DATE

**Request for Proposals**  
**Comprehensive Growth Management Plan**  
**&**  
**Unified Development Ordinance**



**Pender County**  
**North Carolina**

**November 2007**

## **REQUEST FOR PROPOSAL**

Pender County, North Carolina, is seeking a qualified firm to update and expand upon the current county growth management plans by producing a more detailed policy document to help guide growth of the county over the next 12 years (2020). The County also wishes to concurrently produce a Unified Development Ordinance (UDO) that will consolidate all development related regulations into one document.

### **BRIEF PROJECT SUMMARY**

#### ***Comprehensive Growth Management Plan - Objective I***

The first objective of this project is to produce a master Comprehensive Growth Management Plan. The county currently has numerous policies affecting growth scattered among various plans. In early 2001, the county also completed the "Pender 2020" Growth Management Plan, but it appears that the plan has never been fully implemented. Pender County is also one of the 20 Coastal Area Management Act (CAMA) counties. That CAMA plan was recently updated in 2005, but has identified conflicts with existing policies contained within other plans. Given this, the county wants to complete a comprehensive review of all existing plans and policies affecting growth, resulting in the production of a "master" Comprehensive Growth Management Plan document.

In addition to the overall master plan, the county also wishes to produce two "small area plans" for the two urbanizing areas of Pender County, Hampstead and Rocky Point. These area plans will produce a defined direction to guide land use development and regulatory decision making in these urbanizing areas of the county.

#### ***Unified Development Ordinance - Objective II***

The second objective of this project is to compile current development related ordinances into a Unified Development Ordinance. This process will also incorporate relevant new guidelines.

### **BACKGROUND INFORMATION**

#### ***Growth Patterns***

Pender County is located in southeastern North Carolina, adjoining the New Hanover County-Wilmington area to the south, and the Onslow County-Jacksonville area to the north. Since 2000, the county's population has grown

from 41,200 to nearly 49,000 in 2007. By 2009, the county's population is projected to be approaching 54,000. The county contains six incorporated municipalities that have an aggregate population of approximately 6,600. One additional municipality is partially located in Pender County. Approximately 42,000 of the County's population are located in unincorporated areas.

One of the fastest growing unincorporated areas within the county is the Hampstead community. Hampstead is located in the southeast portion of Pender County along the Highway 17 corridor. The estimated population of the Hampstead area is approximately 6,800. Currently, there are numerous commercial and large scale residential communities approved for development within this area.

Another area anticipated for rapid future growth is known as the Rocky Point area, located in the south central portion of Pender County. This area is centrally located near the intersection of Highways 117 / 210 and Interstate 40. This general area also extends to include the Highway 421 and 133 corridors, all of which geographically connect Pender County with the southern border counties of Brunswick and New Hanover. Recently a large scale mixed use development containing 1800 single family and 1200 multifamily units was approved, and is proposed to be built in phases by the year 2019.

### ***Water and Sewer Infrastructure***

At this time Pender County provides limited sanitary service, that of which is limited for commercial development only in the Rocky Point area. Sewer is mostly disposed of through individual septic tank systems or privately owned and operated package plants servicing targeted areas of development. The county recently partnered with New Hanover County to construct a 1-million gallon per day wastewater treatment plant along the 421 corridor near the county border. This plant is expected to be online within the next 4 years. The county is also researching other alternatives in order to expand the provision of sewer.

The county water system covers nearly 1/3 of the land area of Pender County, and services roughly 18% of the total population. Projected expansions of this system are planned once projects providing additional capacity are completed within the next three to five years. All other supplies of potable water are provided by individual or community wells.

### ***Transportation Network***

Pender County is geographically split by Interstate 40. Other major roads connecting Pender County to surrounding areas include Highways 17, 50, 53,

117, 133, 210 and 421. Pender County is located approximately 2 hours from the Raleigh area; 1.5 hours from I-95 in the Lumberton/Fayetteville areas; 1 hour from Myrtle Beach; 30 minutes to Wilmington and area beaches.

4

Pender County is somewhat unique in that there are few major and secondary highways that provide access to the coastal areas of the county. Highway 17 is the only major north south roadway in the coastal area. This Highway corridor is quickly becoming very congested with continuous residential and commercial development in the Scotts Hill, Hampstead, and Surf City areas. Highway 17 connects to the only major east-west roadway within the eastern portion of the county, Highway 210.

Future transportation options to further connect eastern and western Pender County are greatly challenged due to the presence of the Holly Shelter Game Lands, which is a 50,120 acre preserve located in the east central portion of the county.

Area airports within a two hour or less drive include Wilmington, Myrtle Beach, Greenville, and Raleigh. There are also several smaller airports providing access to the region.

The county operates a rural van system, generally serving clients in the unincorporated areas. This county system is also considering the possibility of partnering with other local van and bus systems to provide citizens greater access to public transportation.

### ***Environmental Overview***

Rich with natural resources, Pender County is very attractive to outdoor recreational enthusiasts. As mentioned above, the Holly Shelter Game Land, along with the Angola Bay Preserve, presents opportunities for hunting and wildlife observations. The Black River, Northeast Cape Fear River, and eastern beaches also provide ample opportunity for outdoor water and sports related activities.

### ***Current Plans and Ordinances***

The county has the following plans and ordinances:

- ❖ Pender 2020 Growth Management Plan (April 2001)
- ❖ CAMA Land Use Plan (May 2006)
- ❖ Zoning Ordinance (July 1988)
- ❖ Subdivision (March 2004)
- ❖ Thoroughfare Plan Study (February 1998)

- ❖ Street Collector Plan for W-MPO area (May 2007)
- ❖ Natural Area Inventory (August 2000)
- ❖ Flood Damage Prevention Ordinance (February 2007)
- ❖ Manufactured Home/Travel Trailer Ordinance (October 1984)

### ***Prior Planning Efforts***

The county has experienced significant personnel turn over in the county manager and planning director positions over the past few years. This has led to an incredible amount of disjointed planning efforts that either appear not have been finished, or for those that were finished, not properly implemented. Staffing turnover also produced varying philosophies with how planning regulations should be administered and applied on a daily basis. Therefore, the ordinances that are in place have been amended numerous times to reflect the change in philosophies of the administrators and boards during those times.

The current policies and ordinances have duly served their purpose. However, county staff, management, elected and appointed officials, and the development community have begun to experience difficulties with administering these ordinances, of which have not been comprehensively reviewed as a whole and updated to adequately address current development conditions and philosophies. Staff has identified numerous conflicts between ordinances and policies, as well as significant voids in the regulations all together.

To the knowledge of the current staff, the county has never embarked on a complete “overhaul” of development related policies and ordinances. Given the rate of growth and the significant struggles encountered by the administrators and decision makers, the county has committed to move forward with the “overhaul.”

### ***Existing Projects***

The county has limited staffing resources within the planning department to support large projects. There are currently four (4) planners who handle the daily planning activities involving customer service and processing cases to the various boards for review and approval. Given the current volume of activity, there is little time to devote to facilitating larger projects.

However, the staff is currently working on the following projects, with some assistance from outside consultants:

- ❖ Highway 17 Corridor Overlay Project
- ❖ Update to an existing Stormwater Plan

- ❖ Agrarian District Implementation
- ❖ Creation of a Flood Hazard District Overlay
- ❖ Possible Rail Trails project in western portion of the county
- ❖ Several administrative projects to create tracking systems for general reference and statistical information
- ❖ Enhancement to existing code enforcement practices
- ❖ Creation of a Technical Review Committee

### **PROJECT REQUIREMENTS & SERVICES TO BE PROVIDED**

The consulting firm or team shall provide the full range of planning services necessary for the completion of the entire project. Interested consultants shall involve a multi-disciplinary team within their own firm, or by cooperating with other firms, to form a consulting team. The consulting team shall have the demonstrated expertise to incorporate and accomplish the following:

- ❖ **Background Information Review:** The selected firm will be expected to conduct a review of existing plans, ordinances, maps, and to jointly work alongside staff to form an understanding of the current situation and needs of Pender County.
- ❖ **Planning Workshop:** Within 45 days of contract execution, the consultant will be required to organize and facilitate a 2-day workshop that will serve the following objectives: project overview and what is expected to be accomplished; roles and responsibilities of everyone involved in the project; generally accepted principles, practices, and methods associated with modern planning efforts; preserving rural character while also allowing for urbanizing growth; connection of planning with other efforts such as Capital Improvement Plans, recreation/open space, economic development, water and sewer infrastructure, etc.

Other participants in this workshop include, but not limited to: county school system, NC Department of Transportation, Cape Fear Council of Governments, Wilmington Metropolitan Planning Organization, Rural Planning Organization, environmental health, area utility providers, developers, engineers, staff, elected and appointed officials, adjoining counties, interest groups, and general citizenry.

- ❖ **Public Participation:** The selected firm will be expected to participate with the public on a regular basis in an effort to be an advocate for the public's vision of Pender County. The consultant shall possess the experience and skills in meaningful public participation to ensure that the community's vision is included with the Comprehensive Plan for rural as and urbanizing areas.

An advisory committee will be formed. This committee will be comprised of citizens and county officials that will be appointed by the Board of Commissioners. It is also highly likely that the county will appoint two subcommittees of the main advisory committee, that will be comprised predominantly of individuals interested in the small area plans to be developed for the Hampstead and Rocky Point areas. The county will work closely with the chosen consultant to create the exact design of the main advisory committee and any subcommittees.

All collaboration with the public, on both objectives, should take place jointly and approached as one issue as opposed to two separate projects. The county will work closely with the chosen consultant to further refine this approach to gathering public input throughout this project.

- ❖ **Presentation to Boards and Citizen Advisory Committee(s):** The selected firm will be expected to present their work to the Planning Board, Board of Commissioners, and Project Advisory Task Force at regular intervals to ensure a continuous flow of information and feedback, within the timeframe allotted to complete each phase of the project.
- ❖ **Graphics:** The project should heavily utilize and incorporate graphics into final documents to supplement plain text wherever possible. Specific to the master growth management plan, maps depicting the main elements (goals, objectives, implementation strategies) of the master and small area plan shall be produced to supplement the text version of the document. Consultant will also provide all mapping services.
- ❖ **Comprehensive Planning and Small Area Planning:** Experience and skills in preparation of basic elements of comprehensive plans as found in acceptable professional practice. Potential elements to be included in the Comprehensive Growth Management Plan area: Executive Summary, Vision/Objectives/Goals, Existing Land Use, Future Land Use, Transportation, Housing, Environmental/Natural Hazards, Infrastructure/Utilities, Capital Improvements, Parks/Recreation/Open Space, Cultural Resources/Historic Preservation, Growth Management, Economic Development, Intergovernmental Coordination, Citizen Involvement, Small Area Plans/Corridor Plans, Programs and Financing Resources and Strategies.
- ❖ **Unified Development Ordinance:** The UDO will be developed based upon the various growth and development objectives identified in the master comprehensive growth management plan as well as the small area plans for the Hampstead and Rocky Point areas.

❖ **Final Products:** The selected firm will provide the following items upon completion of the projects:

- 50 copies of each final product – Comprehensive Growth Management Plan, Small Area Plans, and Unified Development Ordinance.
- Electronic copy of all final products and data. Text/Graphics/Maps shall be provided to the county in a format compatible with the following:
  - Microsoft Office (Word, Excel, Access, Powerpoint)
  - GIS Mapping System: ArcView 9.2, Arc Editor (shape files for each layer and any associated data sets).
- Electronic copy of all final products and data in Adobe Acrobat PDF format (divided into logical chapters/divisions).
- Camera-ready copy of all final products and data.

### **COMPLETION SCHEDULE & BUDGET**

The county is committed to completing this large scale project within an eighteen (18) month timeframe from project initiation. The county will consider award of the contract at the January 2008 Board of Commissioners meeting. The county expects the project to begin immediately upon award of the contract.

The total project cost will be budgeted as follows: FY 07/08 (25%); FY 08/09 (50%); FY 09/10 (25%). Additional services may be negotiated upon mutual agreement of the consultant and the county, and budgeted accordingly.

### **CONTRACTURAL AGREEMENT**

The proposal submitted by the selected firm will become an attachment to the agreement signed by the County and the selected firm. Price quotations and other time dependent information must be valid for a minimum of ninety (90) days from the closing date of this RFP. Negotiations may be undertaken with firms that demonstrate adequate qualifications, responsibility, and that can perform the project requirements stated herein.

### **SELECTION CRITERIA**

All submitted proposals will be weighed and considered according to the following criteria: Quality of the proposal; Demonstration of understanding of the project and expertise; Work plan / technical approach / methods; Qualifications and expertise of those individuals performing the service; Demonstration of consulting firm resources to complete the project within the

proposed completion schedule; References from previously completed projects of similar scope; Proposed fee with detailed summary of costs; Other factors deemed appropriate by the County.

### **CONTENT OF PROPOSALS**

Pender County has compiled a detailed RFP that contains very specific details as to the scope of the project, how the county desires for the project to be structured and accomplished, and the criteria upon which a consultant will be selected. Proposals that fail to tailor the response to acknowledge and incorporate this information will be rejected.

### **SUBMISSION**

This RFP was distributed on November 6, 2007. Six (6) copies of the proposal must be received (in person or by mail/delivery service) no later than 5:00PM on Wednesday, December 12, 2007. Late proposals will be rejected. Pender County reserves the right to reject one or more of the proposals, and reserves the right to waive any informalities or irregularities in the proposals that it deems are in its best interest.

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# Pender County North Carolina

**Legend**

- Pender County
- State Protected Lands
- Municipalities
- ETJ
- Hydrology
- Interstate
- NC Highway
- US Highway
- Surrounding Counties

