

HOLLAND CHARTER TOWNSHIP  
REQUEST FOR PROPOSALS (RFP)  
COMPREHENSIVE MASTER PLAN  
2019 UPDATE



Holland Charter Township, Michigan  
[www.hct.holland.mi.us/](http://www.hct.holland.mi.us/)

**Comprehensive Master Plan Update - Request for Proposals**

**TABLE OF CONTENTS**

**SECTION 1: Introduction**

Purpose 4

2014 Comprehensive Master Plan and 2018 Zoning Ordinance 4

**SECTION 2: Scope of Work**

Expectations 5

Goals 5

Topic Areas 6

Responsibilities 7

Deliverables 8

Budget 8

**SECTION 3: Proposal Requirements**

Proposal Submission Requirements 8

Proposal Format 9

Consultant Selection Evaluation Criteria 10

Withdrawal of Proposal 10

Tentative Schedule 10

**SECTION 4: Contract Information**

Consulting Agreement 10

Insurance 10

<u>Acceptance of Terms</u>	<u>11</u>
<u>Addenda, Rejection, Cancellation, Negotiation, Preparation Cost</u>	<u>11</u>
<u>Award of Contract/Acceptance of Proposal (Terms and Conditions)</u>	<u>11</u>
<u>Non-discrimination</u>	<u>11</u>
<u>Terms of Payment</u>	<u>11</u>

## **SECTION 1: Introduction**

### Purpose

This Request for Proposals (RFP) seeks a qualified Urban Planning firm to prepare a new Master Plan (the "Plan") and Future Land Use Plan Map (the "Map") for Holland Charter Township (the "Township"). Due to the emergence of major land use trends, growth pressures, and potential future opportunities in the Township, the services of a professional consultant are needed to complete the new Plan with full utilization of their perspectives, skills, background, and expertise.

The Township's existing (most recent) Master Plan was prepared and completed by Staff and the Planning Commission in 2014, and approved by the Township Board in 2015. The existing Plan can be found at: <http://www.hct.holland.mi.us/comprehensiveland-use-master-plan>.

The 2014 Plan remains the foundation for all land use decisions that have occurred since that time. The Plan has been especially noteworthy in this regard, as it has provided effective guidance on planning and zoning evaluations. As such, the 2019 Plan will be expected to carry this effort even further, as a working document that casts the vision and sets priorities for Township development, and provides practical guidance for everyday use.

### 2014 Master Plan and 2018 Zoning Ordinance

As noted above, the 2014 Plan has provided effective guidance for the Township's zoning, planning, and land use decisions. However, the Plan is somewhat limited in scope and as such is a somewhat generalized vision document, and some of the Plan Map's recommendations lacked appropriate detail and/or accuracy in a few cases.

The Township's 2018 Zoning Ordinance (the "Ordinance") update effort was initiated a few years after completion of the Master Plan, and was adopted in May 2018. The new Ordinance includes a number of innovative updates, which assist the Township in an evolution of its approach to land use regulations. The new Plan should explore and expand upon this paradigm shift.

A few specific examples of what is now included in the Zoning Ordinance:

- A new special use category for dwellings over commercial or office uses in the Neighborhood Commercial (C-1) and Community Commercial (C-2) zoning districts along with an increase in the allowable building height in the C-2 district.
- Revised criteria, i.e. standards, that must be achieved for approval of Planned Unit Development (PUD) projects, Special Uses, and Variances.
- Specific landscape buffer requirements that apply for new site development, regardless of uses or zoning of adjacent lands.
- Requiring new commercial signs in most locations to be monument ("ground") signs, with a corresponding prohibition of freestanding ("pole") signs.

The Zoning Ordinance can be found at:

[https://library.municode.com/mi/holland\\_charter\\_township\\_\(ottawa\\_co.\)/codes/code\\_of\\_ordinances?nodeId=ZONING%20ORDINANCE](https://library.municode.com/mi/holland_charter_township_(ottawa_co.)/codes/code_of_ordinances?nodeId=ZONING%20ORDINANCE)

## **SECTION 2: Scope of Work**

### Expectations

The consultant will be expected to work closely with Township Staff and the Planning Commission on developing a public process that will support the Plan.

As noted in the Goals (below), the consultant will be expected to extend outreach in creative ways to engage all sectors of the community, including otherwise underrepresented sectors of the Township's population. Further, the consultant will be expected to facilitate working meetings with a Plan Committee and Township Staff, key stakeholders, and provide updates to the Planning Commission, Zoning Board, and Township Board.

An educational approach will be a component as well, so as to introduce and support new ideas as reflected in the Plan Goals. This will include how the Plan will benefit the Township, and how to best implement its recommendations.

### Goals

Overall Master Plan goals:

- The Plan process will include utilization of creative community outreach techniques, during the public input phase, to facilitate a diverse and full engagement of Township residents and interested parties.
- Strategies for more geographically focused, concentrated (i.e. "infill") growth to minimize sprawl, including a financial summary identifying the Township's current infrastructure liabilities in relation to current tax base revenue.
- Review of various alternatives for agricultural/farmland areas, including possible preservation opportunities as well as future development options.
- Opportunities for transitioning conventional suburban-style development to more integrated mixes of various land uses, including consideration of increased density and walkability.
- Proper mixes of various land uses for long-term financial sustainability.
- Options to reduce use of PUD's (planned unit developments) as a zoning strategy by the development community.

- Strategies to enhance and increase connectivity of street networks, pedestrian corridors, greenways, and parks.
- Creation of a practical, usable policy document that will provide appropriate guidance for the Township's foreseeable future. The Plan will be well-organized and user friendly, with plain language, illustrative information, diagrams, photos, etc., rather than being too heavy on narrative.
- The Plan will be unique to the Township, and will offer creative, forward-thinking, and realistic recommendations for various topic areas (such as housing, transportation, subareas, corridors, etc.).
- The Plan will provide an honest and appropriate assessment of existing local regulations, processes, and conditions, and provide recommendations for further revisions and refinements to Township processes and regulations.

The selected consultant will use these Goals as the fundamental guide for this Plan project.

#### Plan Topic Areas

The Plan will need to address the following important topic areas:

- Agriculture; evaluate opportunities and options for agricultural areas, including maintaining, expanding, or reducing such areas.
- Residential Development; identify a proper ratio of housing types, to ensure vibrant school districts and tax revenue for essential services.
- Retail/Commercial; how to support existing areas, "right-size" future development and re-development/re-use, and limit expansion/encroachment into other areas (such as agricultural, industrial, office).
- Industrial Development: ideas for connecting this vital use to the local level in terms of housing and to the nation considering plans for a US-31 bypass and discussions about a commuter rail system between Grand Rapids and Holland.
- Infill Development; strategies to invest/reinvest in areas underutilized when compared to the adjacent uses and the associated economic benefits resulting from doing so (e.g. utilizing existing utilities).
- Infrastructure; recommendations to best utilize and sustain existing infrastructure while minimizing expanding network in an unsustainable way.
- Identifying models for development that are different than the Township's conventional suburban development pattern to-date, with specific recommendations to retrofit areas that are already developed.

- Recommendations to accommodate long-term land use changes due to trends such as online retail and new transportation models (driverless vehicles, ride share services, and public transportation).
- Recommendations for continued refinement of the Zoning Ordinance and other Township Code regulations and requirements.
- Review of the Township's shared SmartZone area (with the City of Holland) for potential development/redevelopment opportunities.
- Evaluate specific areas of challenge and propose redevelopment concepts and achievable strategies. This includes, but is not limited to: the 'Federal District', the Lakeview area (SE corner Douglas and Aniline), former Pfizer site area (Howard Ave./Douglas Ave., W of River Ave.), the 90+ acre site at Quincy and 136<sup>th</sup>, and others.
- Review and analyse data and trends, including current conditions and future projections of potential population growth, local economy, land use, utilities, recreational resources, transportation, and other public infrastructure. Utilize different growth scenarios to present different options.
- Emphasize support of Township tools such as the GIS system.

#### Project Responsibilities

Examples of responsibilities include, but are not limited to, the following:

- A thorough evaluation of the Township's existing Master Plan, Zoning Ordinance, and other Township ordinances and documents applicable to the Plan effort.
- Effective coordination and regular meetings with Township Community Development Staff and a potential Plan Committee working group (including Staff and Township officials), with an estimated total of six such working group meetings.
- A thorough rewrite of the Plan, including realistic and feasible goals and objectives, and timelines to achieve them.
- Thorough review and consultation with Township Staff in other Departments as it pertains to Plan topics. This will include: the Township Manager, Utilities Director, Parks Director, and potentially additional staff.
- Approximately four meetings with the public and two or three interview sessions with community stakeholders, such as property owners, business representatives, adjacent municipalities, other governmental agencies (such as the Road Commission), and other local officials

- Outreach efforts to otherwise underrepresented demographic sectors of the Township, including the Hispanic and Asian communities.
- Consultation, as necessary, with the Township Attorney concerning pertinent legal matters.
- Comprehensive interpretation of data such as: land use statistics, census and demographic information, permit information, and other information from Township records. The Township will provide data requested by consultant.
- Reviewing current Future Land Use designations of all areas of the Township and proposing updates as appropriate.

#### Deliverables

- 1) A user-friendly Master Plan, in written and electronic form, with graphics, diagrams, pictures, tables, appropriate narrative content, and realistic implementation strategies that are appropriate and achievable.
- 2) An updated Future Land Use Map.

#### Budget

Consultants are requested to provide a total cost for this Master Plan and an estimated breakdown of each of the anticipated responsibilities and deliverables, as detailed below in the "Proposal Format" section. **All cost/fee/budget information shall be submitted in a separate, sealed envelope only.** The Township has budgeted a maximum of \$50,000 for this project.

### **Section 3: Proposal Requirements**

#### Proposal Submission Requirements

1. One (1) unbound hard copy proposal
2. One (1) electronic proposal, submitted in one of the following ways:

Via email to: [johns@hct.holland.mi.us](mailto:johns@hct.holland.mi.us);

Flash drive delivered with the hard copy proposal (**all fee/cost/budget info. to be submitted in separate sealed envelope only**).

All submittals must be provided by: **Wednesday, May 22, 2019, by 5:00 p.m. Eastern Time**, to:

John D. Said AICP  
 Director, Dept. of Community Development  
 Holland Charter Township  
 353 N. 120<sup>th</sup> Ave.  
 Holland, Michigan 49424



Any questions may be referred via email (address noted above) or phone (616.796.9118).

### Proposal Format

Proposals should contain the following information:

- Title Page. Provide the name of your firm, address, telephone, email, and primary contact person.
- Letter of Interest. Provide a complete statement regarding the understanding of the project and your interest in working with Holland Charter Township for this comprehensive rewrite of the Master Plan.
- Qualifications. Provide information on your and your firm's experiences related to the goals and deliverables of this project.
- Project Team. Identify the project team including sub-consultants and associates and provide a statement of qualifications for each individual.
- Timeline. Based on previous experience and the specifications in this RFP document, provide information on an envisioned timeline.
- Work Samples. Provide a webpage link of at least three (3) examples of pertinent work including graphics, diagrams, photographs, tables, and writing samples by the team members.
- Proposed Approach. Provide a description of the method and approach your firm intends to utilize to complete the Plan and Future Land Use Map.
- Itemized Budget **in a separate, sealed envelope only**. Submit an itemized budget for the Plan process, including total travel and material expenses and the work identified in the Proposed Approach and Timeline Sections. Budget should also include projected hours by team member, as well as fees for additional services that may arise (such as extra meetings).
- References. Submit names, emails and telephone numbers of other municipal officials we may contact to verify performance on recent projects completed by the firm.
- Claims, Licensure and Non-Discrimination Violations Against Your Organization. List any current licensure or non-discrimination claims against you or your organization that have occurred in the past five years, especially any resulting in claims or legal judgments.

### Consultant Selection Evaluation Criteria

The Township reserves the right to review and select the project consultant based on the following criteria, without specification of weighting for each criterion.

- Project Team Qualifications and Experience.
- Proposed Approach and Methodology.
- Understanding of Holland Charter Township and its strengths, weaknesses, and opportunities as well as its development trends and desired development.
- Timeframe and ability to complete the project within a 12 to 18-month timeframe.
- Proposed fees and costs.
- Skills in presenting, educating, and answering difficult questions.

A panel interview of project consultant finalists may take place prior to selection. The Township may select a list of project consultant finalists for interviews, depending on the number of qualified submittals.

All costs related to the interview process are the responsibility of the project consultant finalists.

#### Withdrawal of Proposal

Any bidder may withdraw its proposal in person, by email, or by written letter, any time prior to the scheduled closing time for receipt of proposals. Each proposal shall be considered binding and in effect for a period of sixty (60) days after the closing date.

#### Tentative Schedule

The tentative schedule for this Request for Proposals and project beginning is as follows:

- Release of RFP: April 15, 2019
- Proposal Submission Deadline: May 22, 2019
- Consultant Interviews: June 3 – 7, 2019
- Selection of Preferred Consultant (Township Board): June 20, 2019
- Notice to Selected Consultant and other consultants: June 24, 2019
- Meet with Staff: Meet with or have a conference call with Staff to prepare for initial information and idea gathering session with Planning Commission: July 29, 2019
- Initial Task Force Committee meeting and attendance at Planning Commission meeting for initial information and idea gathering: August 6, 2019

### **Section 4: Contract Information**

#### Consulting Agreement

A consulting agreement shall be approved by the Township Board, and executed by the Township Clerk and a duly authorized agent of the chosen consultant. Project work shall begin after approval and execution of the consulting agreement. Minor changes that do not affect the substance to the agreement provided may be considered prior to finalizing the agreement. Changes proposed after approval and execution of the consulting agreement that affect consultant costs shall be reviewed and approved by the Township Board. Non-cost changes may be approved by the Director of Community Development.

### Insurance

The selected consultant shall provide a certificate of insurance naming Holland Charter Township, including the Township Board of Trustees, employees, appointed officials, and agents, as additional insured with an insurance company, types of coverage, and amounts of coverage that are acceptable to the Township.

### Acceptance of Terms

Submission of a proposal indicates acceptance by the consultant of the conditions contained in this Request for Proposals. Note that all proposal submissions are subject to State and Federal open records laws.

### Addenda, Rejection, Cancellation, Negotiation, Preparation Cost

The Township reserves the right to revise any part of this RFP by issuing an addendum at any time prior to the submittal deadline. The Township reserves the right to accept or reject, in whole or part, all proposals submitted and/or to cancel this announcement if any such action is determined to be in the Township's best interest. All materials submitted in response to this RFP become property of the Township. The Township will not be responsible for costs associated with proposal preparation. By submitting a proposal, each consultant agrees to be bound in this respect and waives all claims regarding such costs and fees.

### Award of Contract/Acceptance of Proposal (Terms and Conditions)

The contents of this RFP and the bidder's proposal, as submitted and/or modified, shall become contractual obligations to be executed by the authorized contracting agents of both parties.

### Non-discrimination

During the course of this project, the successful bidder shall not discriminate against an employee or applicant for employment with respect to hire, tenure, terms, conditions, or privileges of employment, or a matter directly or indirectly related to employment, because of race, color, religion, national origin, age, sex, height, weight, marital status, orientation, or because of a disability that is unrelated to the individual's ability to perform the duties of a particular job or position. Breach of this covenant may be regarded as a material breach of this Agreement.

### Terms of Payment

The Township shall make payments to the successful bidder for actual services rendered no more than monthly. Such payments shall be made within thirty (30) days following receipt of an acceptable invoice, or as otherwise mutually agreed.