



# ADA TOWNSHIP

Request for Proposals

2025

Zoning Ordinance Update

## **SECTION 1: Introduction**

### Purpose

This Scope of Work Request seeks a qualified firm to prepare a rewrite/reformat/update of the Zoning Ordinance (the "Ordinance") for Ada Township. The 2023 Master Plan, combined with the Township's desire to implement a more transparent, easily understood document, the services of a professional consultant are being sought to complete the Zoning Ordinance update with full utilization of their perspectives, skills, background, and expertise.

Three important points need to be understood as part of this project, as follows:

- (1) The consultant will be expected to incorporate the draft zoning regulations and format already begun by Township Staff into the new Ordinance. Staff has already prepared draft regulations for most of the Township's zoning districts in the preferred format. As such, the Township expects that the consultant will manage costs for the Ordinance update project, and that the consultant will then be able focus on the more technical aspects and graphics (illustrative) components of the Ordinance.
- (2) The Zoning Ordinance has not undergone a comprehensive reformatting of this kind in many years; with new or revised regulations having been completed in a piecemeal fashion for a long period.
- (3) This project will not consist of a major overhaul of Township zoning regulations, but rather a reformatting of existing requirements combined with some adjustments to reflect major recommendations of the 2023 Township Master Plan.

The Zoning Ordinance provides the foundation for the Township to continue carrying out its land use policies as reflected in the Master Plan, and to reinforce existing land use and development patterns already in place in the community.

### Existing Zoning Ordinance

Ada Township's Zoning Ordinance (the "Ordinance") contains requirements similar to most conventional zoning ordinances for suburban communities, with the exception of the Planned Village Mixed-Use (PVM) Overlay District. The PVM, which encompasses most of the Township's Central Business District, is a hybrid set of requirements that incorporates some elements of a form-based code with specific performance requirements (such as architectural design), and reduced parking requirements. All of the requirements, including allowances for parking reductions, are intentional with the goal of promoting the pedestrian focus of Ada's Central Business District (colloquially referred to as "Ada village"). The PVM has been instrumental in supporting the high-quality development that now characterizes the village area.

The Township's current Zoning Ordinance can be found at:

[https://library.municode.com/mi/ada\\_township\\_\(kent\\_co.\)/codes/code\\_of\\_ordinances?nodeId=COOR\\_CH78ZQ](https://library.municode.com/mi/ada_township_(kent_co.)/codes/code_of_ordinances?nodeId=COOR_CH78ZQ).

### Community Characteristics

In the last 5 – 10 years, Ada has emerged as a premier destination in the West Michigan region. The mix of retail, restaurant, employment, and residential uses in the village area provides an ideal,

walkable, and unique environment for the community. Also, local features throughout the community, such as our parks, trails, desirable residential areas (rural, suburban, and mixed-density), and even employment centers along Fulton Street (primarily industrial) and Cascade Road (primarily office) all contribute to the healthy, thriving Ada community.

Further, community enhancements such as new and improved parks, trail connections, and planned pedestrian bridges will continue to ensure the long-term success of Ada Township.

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

### Expectations

The consultant will be expected to:

- Work closely with Township Staff, and Staff will be available to assist with information gathered to support the consultant's efforts, which of course will include the draft district requirements prepared by Staff.
- Prepare the Zoning Ordinance in the new format, including assembling the already-prepared sections, updating and reformatting remaining sections, such as the PVM Overlay District, parking, and sign regulations, and preparation of graphics for the Ordinance.
- Prepare and submit all components of the Ordinance, including text, graphics, illustrations, maps, etc. in a format that is legible and acceptable to the Township.
- Solicit and receive input from Staff and Township Officials, incorporate recommendations into the Ordinance, coordinate public input during the public hearing process, and present the updated Ordinance at one or more public meetings with the Planning Commission and Township Board.

### Project Responsibilities

This project will need to include and/or address the following:

1. Ordinance structure consisting of the following order (or similar):
  - Part I - Introduction
  - Part II - Zoning Districts
  - Part III - Development Provisions
  - Part IV - Review Processes and Standards
  - Part V - Administration
2. Ordinance format utilizing charts, tables, and graphics that translates to a transparent, user-friendly document.
3. Consideration and potential codification of primary policy recommendations of the 2023 Master Plan, including:
  - Opportunities for increased housing diversity, utilizing specific standards, in those residential zoning districts served by municipal water and sewer.

- Potential requirements for retention of tree/landscape buffers, especially in front yards, in the large-lot residential districts of the Township.
4. Updated language as needed to address current legal requirements, including but not limited to:
- Sign requirements (content-neutral).
  - Legal requirements (such as Compatible Renewable Energy Ordinance) to ensure consistency with State and Federal requirements.
  - Retention of PVM requirements, with updated text and graphics to reflect contemporary standards.
5. Community Reporting/Engagement
- Prepare and submit draft Ordinance for Township Staff review, complete refinements, and submit final draft.
  - Meet with Township officials to present information.
  - Conduct no more than two community presentations, presumably as part of the required public hearing process, to present Ordinance.

#### Project Time Frame

The consultant shall be expected to begin the project within thirty (30) days of contract approval, and shall complete this project by March 30, 2026.

#### Deliverables

A user-friendly Zoning Ordinance, in written and electronic form, with graphics, diagrams, pictures, tables, maps, and narrative content, as necessary. The source artwork files for the document's graphics, diagrams, pictures, tables, maps, etc. shall be provided to the Township, and shall become the property of the Township for future use.

All documents and files shall be provided in a format acceptable to the Township.

#### Budget

Consultants are requested to provide a total cost for this Ordinance document, as well as the breakdown as specified in the Proposal Format section noted below.

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

#### Proposal Submission Requirements

- Two (2) unbound hard copy proposals AND
- One (1) electronic proposal, submitted in one of the following ways:

Via email to: [jsaid@adatownshipmi.com](mailto:jsaid@adatownshipmi.com) (PDF files); or

Flash/thumb drive delivered with the hard copy proposal.

All submittals must be provided by: **Friday, June 13, 2025, by 3:00 p.m. Eastern Time**, to:

John D. Said AICP  
Director, Dept. of Planning  
Ada Township  
7330 Thornapple River Drive, P.O. Box 370  
Ada, Michigan 49301

Any questions may be referred via email (address noted above) or phone (616.920.7313).

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 Ada Township on this Zoning Ordinance update.
- 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, including professional biographical information, for each individual.
- Timeline. Based on previous experience and the specifications in this RFP document, provide information on an envisioned timeline.
- Work Samples. Provide web page link(s) of at least three (3) examples of pertinent work including graphics, diagrams, photographs, tables, and team member writing samples.
- Proposed Approach. Provide a description of the method and approach your firm intends to utilize to complete the Ordinance.
- Itemized Budget. Submit an itemized budget for the Ordinance preparation process, including total travel and material expenses and the work identified in the Proposed Approach and Timeline Sections. Budget needs to include projected hours by team member, as well as fees for additional services that may arise (such as extra meetings beyond the anticipated two public presentation 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.

- Identification and summary of any legal action taken with previous clients in the past five years.

#### 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 Ada Township's development patterns and characteristics, existing zoning requirements, along with the community's strengths, weaknesses, and opportunities as well as its development trends and desired development.
- Ability to complete the project within the required timeframe.
- Skills in presenting, educating, and answering difficult questions.
- Proposed fees and costs.

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 utilizing the applicable criteria, 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.

### **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.

#### Insurance

The selected consultant shall provide a certificate of insurance naming Ada Township, including the Township Board of Trustees, employees, appointed officials (including the Planning Commission), 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 Scope of Work 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, identity, 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.