

Date August 11, 2014

**ACCEPTING PROPOSAL OF ROBERT E. BLANCHARD TO PROVIDE  
PROJECT MANAGEMENT AND PLANNING RELATED SERVICES FOR  
COMPLETION OF COMPREHENSIVE PLAN AND ZONING CODE UPDATE AND  
AUTHORIZING CITY MANAGER TO NEGOTIATE AND EXECUTE CONTRACT  
FOR THE PROVISION OF SAME**

WHEREAS, the Community Development Department desires to update the Comprehensive Plan and Zoning Ordinance; and

WHEREAS, the Procurement Division issued Request For Proposals V14-081 on June 4, 2014 for Independent Contractor to Provide Project Management and Planning Related Services for Completion of a Comprehensive Plan and Zoning Code Update Project (RFP) to 11 potential proposers with 2 proposals received; and

WHEREAS, an evaluation and selection committee reviewed the proposals and recommends the selection of Robert E. Blanchard, 4603 Chokecherry Trail #3, Fort Collins, CO 80526 as the highest scorer based on the weighting criteria described in the RFP.

NOW THEREFORE BE IT RESOLVED by the City Council of the City of Des Moines, Iowa, that the proposal submitted by Robert E. Blanchard for an annual amount not to exceed \$120,000 is approved.

BE IT FURTHER RESOLVED, that the City Manager or his designee is authorized and directed to negotiate an agreement with Robert E. Blanchard for the above described services for an initial period of one year, with up to two one renewal, in compliance with the RFP and the proposal, subject to approval as to form by the Legal Department, and the City Manager is authorized and directed to execute said agreement for and on behalf of the City of Des Moines, and the City Clerk is authorized to attest to his signature, and the City Manager is authorized to execute the renewal options.

(Council Communication No. 14- 386 ) Moved by \_\_\_\_\_ to approve.

APPROVED AS TO FORM:

Ann DiDonato

Ann DiDonato, Assistant City Attorney

COUNCIL ACTION	YEAS	NAYS	PASS	ABSENT
COWNIE				
COLEMAN				
GATTO				
GRAY				
HENSLEY				
MAHAFFEY				
MOORE				
TOTAL				
MOTION CARRIED				APPROVED

**CERTIFICATE**

I, DIANE RAUH, City Clerk of said City hereby certify that at a meeting of the City Council of said City of Des Moines, held on the above date, among other proceedings the above was adopted.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my seal the day and year first above written.

\_\_\_\_\_  
Mayor

\_\_\_\_\_  
City Clerk

Team Member, Hattiesburg, MS Land Development Code rewrite – this update was prepared by the Orion Planning Group where I was a partner. The Update is in the final stages of preparation and approval.



## Proposed Scope of Work

Given the extensive scope of this project, it is likely consulting firms will be engaged in some form. Regardless of their involvement, a proposed work plan for completing a new Comprehensive Plan for the City and a rewrite of the Zoning Code, the work plan would likely include the elements listed below. A scope of work would be broken into two overlapping parts with many of the introductory and familiarization tasks benefitting both projects. It should be expected that initial work on the Zoning Code would overlap with the last stages of the Comprehensive Plan.



### Comprehensive Plan

At a minimum, the requirements addressed below should be addressed as part of the planning process. As project manager, a portion of the initial phase will be becoming familiar with the City both physically and structurally as well past planning studies and documents. The work plan could be divided into six phases described below.

#### Phase 1 – Foundation

##### Task 1.1 – Initial Introduction and Information Gathering

- Meetings between the Project Manager and staff to be involved
- Tours of the City
- Establishment of a project schedule and communication protocols
- Review of informational materials and pertinent planning studies including the Downtown Plan, Des Moines' 2020 Community Character Plan and other past planning studies. Review any strategic planning exercises conducted by the City Council and management teams
- Monitor the completion of the regional Tomorrow Plan.

##### Task 1.2 – Community Outreach and Public Involvement Plan

- Identify alternative methods of reaching the public
- Identify different stakeholders interest groups, neighborhoods and organizations
- Identify how other entities such as Polk and Warren Counties and the Des Moines Area Metropolitan Planning Association will be involved

##### Task 1.3 – Create Project Web Page

- Coordinate with City Information Technology Department to create a project webpage

development firms developing over 1,000 acre multiuse development on a freeway exchange to small developers proposing residential neighborhoods.

As a public sector planner I have interviewed and hired consultant teams and managed contracts for community-wide comprehensive plans, property specific development plans and proposals to rewrite land development regulations. As a consultant I have prepared RFP responses, interviewed for projects and managed and participated in projects as diverse as preparing comprehensive plans updates, rewriting development regulations and even proposing a municipal style development review process for private firms to follow as they complete the decommissioning of the Hanford Nuclear Reservation for the Department of Energy. Key elements in all of this experience is a steep learning curve to understand existing conditions and absorb current regulations and programs; the ability to conduct research and analysis into community values and dreams; the knowledge of best practices from other communities; and, the preparation of final documents that are practical, represent a community's unique vision and are easy to implement.

I have organized and ran public involvement programs using tried and true methods of face-to-face contact through interviews, public workshops and open houses. With the assistance of technical staff, I have also developed project web pages, online surveys and comment forums to receive public input.

I am comfortable presenting before the public, special interest groups, and civic organizations and appointed and elected officials. I have been specifically hired to facilitate public meetings. I have presented project summaries and staff reports before local officials; represented a local government perspective at federal government department training sessions; organized and presented workshops on planning processes; and, participated as both panel member and moderator at state and national conferences. I have also been elected to both the state and national leadership positions within the American Planning Association.

Specific examples of recent projects include:

Project Manager, Timnath, CO Comprehensive Plan – served as project manager while a partner at Orion Planning Group. The Plan can be accessed at the Town's website: <http://www.timnathco.govoffice2.com/>. (Included as a project example)

Project Manager, Timnath CO, Update land development regulations - served as project manager while a Partner at Orion Planning Group. This project is in the final stages of completion and adoption.

Project Manager, Turner Tract Area Plan, Laramie, WY – Project manager as a while a partner at Orion Planning Group. The Plan can be accessed at the City's website: <http://www.cityoflaramie.org/DocumentCenter/View/4855>.

- Webpage to be designed for public access, comment submittal and for hosting on-line surveys
- Include other social media such as Facebook and Twitter

#### Task 1.4 – Establish Steering Committees

- Establish a committee of Department Directors or their representatives to monitor progress and gauge the need for staff and other Boards involvement.
- Establish a citizen steering committee either through recruitment or staff recommendations

#### Task 1.5 – Conduct focus group meetings and stakeholder interviews

- Hold focus group meetings based on topical areas such as transportation, housing, natural resources, recreation, etc
- Conduct stakeholder interviews. These could include elected and appointed officials, City staff, citizens, businesses, interest groups outside of the focus group format, etc

### Phase 2 – Visioning

#### Task 2.1 – Conduct visioning workshops including a possible visual preference survey

- Identify what community envisions for Des Moines into the future
- What are community's values and goals
- Preferences for where growth occurs, values for diversity of housing types and community values

#### Task 2.2 – Develop a web-based survey to collect additional information on residents' values and priorities.

- Develop a questionnaire to determine values and priorities
- Distribute at workshops as well as website and any distribution lists from the City

#### Task 2.3 – Vision Document

- Summarize community values and priorities from survey and workshops
- Prepare separate Vision Document
- Present to Plan and Zoning Commission and City Council

### Phase 3 – Plan, Policy and Existing Conditions Assessment

#### Task 3.1 – Review and evaluate existing data

- Land use and housing inventories
- Physical and socioeconomic conditions
- Parks, open space and trails inventories
- Transportation network
- Community services inventory
- Economic analysis

- Natural resources and sustainability
- Determine business and neighborhood characteristics
- Consider specific downtown and neighborhood districts

Task 3.2 – Conduct assessments and evaluate collected data for elements listed in Task 3.1 that are lacking

Task 3.3 – Prepare Existing Conditions report

- Summarize inventories and findings from Tasks 3.1 and 3.2
- Publish as a separate document

#### Phase 4 – Opportunities and Choices

Task 4.1 – Identify preliminary opportunities

- Include future land uses
- Incorporate redevelopment and housing diversity opportunities
- Along with opportunities identify conflicts and barriers
- Identify opportunities and conflicts / barriers graphically

Task 4.2 – Preliminary implementation considerations

- For key opportunities, identify a range of preliminary implementation strategies
- Consider models from other communities, cost-effectiveness and best practices

Task 4.3 – Community choices workshops, meetings

- With staff and advisory committees, conduct brainstorming meetings to identify and refine preliminary opportunities
- Conduct a series of workshops and meetings throughout the community to solicit resident input on opportunities and strategies
- Consider targeting key populations including seniors, students, working parent, county and state representatives, economic development organizations, developers, etc

Task 4.4 – Community choices survey

- Develop an on-line survey to collect additional feedback
- Distribute survey at workshops and meetings in Task 4.3

Task 4.5 – Opportunity Framework

- Display opportunities based on identified districts and neighborhoods
- Develop overall framework maps and graphics for land use (future land use map), transportation, parks and recreation, etc.

#### Phase 5 – Draft Plan

Task 5.1 – Prepare Draft Plan

- Draft comprehensive plan goals, objectives and policies and implementation strategies



- Address the following policy topics
  - Land use
  - Parks and open space
  - Transportation
  - Housing
  - Economic development
  - Natural resources and sustainability

#### Task 5.2 – Graphics and maps

- Identify graphics and maps to illustrate existing and future conditions including a future land use map
- Update master street plan with assistance of transportation planning staff

#### Task 5.3 – Plan and Zone Commission and City Council joint work session

- Present and review the Draft Plan with the Plan and Zoning Commission and City Council in a joint session
- Identify any areas of confusion and concern through a facilitated process

#### Task 5.4 – Public review of Draft Plan

- Provide for public review of the draft plan through public notices and advertisements
- Conduct open houses to discuss the Plan
- Highlight key elements of the Plan and recommended changes to current policy in one-on-one discussions

### Phase 6 – Final Plan and Adoption

#### Task 6.1 – Revisions to Draft Plan

- Revise the Draft Plan based on feedback and input received during public review and input from the City Council, Plan and Zoning Commission, steering committees and City staff
- Prepare an Executive Summary describing Plan highlights

#### Task 6.2 – Revisions to graphics and maps

- Revise graphics based on feedback as in Task 6.1

#### Task 6.3 – Plan and Zoning Commission Public Hearing

- Presentation of Final Plan to Plan and Zoning Commission
- Consider minor revisions based on public hearing comment

#### Task 6.4 – City Council Public Hearing and Adoption

- Presentation of Final Plan to City Council and adoption
- Include minor revisions, if any, as directed by City Council following the public hearing



## Zoning Code

Zoning codes and land development regulations are the principal methods of implementing a comprehensive plan. Often the first implementation task after a plan has been adopted, an adopted vision and critical policies cannot begin to be realized without regulations that are consistent with that vision. The project timeline for this project will overlap with the completion of the Comprehensive Plan. Beginning with Phase 4 of the Plan's work program, alternative regulatory methods can begin to be analyzed. The work plan below is a possible scenario for completing these regulations, of course subject to revision working with the Community Development Director and Planning Administrator.

### Phase 1 – Project Initiation

Task 1.1 – Conduct Initial Review of Existing Regulations include beginning drafts of the previous Zoning Code update

- Overlap timeframe with final stages of Comprehensive Plan

Task 1.2 – Research alternative Code methodologies

- Performance zoning
- Form based codes
- Euclidian zoning
- Hybrid Code
- Unique districts such as those that address transit oriented development

Task 1.3 – Prepare an assessment memorandum

- Summarize alternatives
- Review alternatives with City staff
- Assess ease of implementation
- Review alternatives against Comprehensive Plan policies to determine which, if any, best implement policies
- Draft memorandum for presentation to Department management
- Present findings of the assessment memorandum

### Phase 2 – Begin Public Involvement Program

Task 2.1 – Interview stakeholders and interest groups

- Identify new set of stakeholders specific to Zoning Code project including those from Comprehensive Plan as appropriate
- Conduct interviews and focus groups
- Identify issues with existing Code considering ease of use, inconsistencies, perceived barriers to development or protection of City interests
- Consider comments regarding the development review process

Task 2.2 – Appoint a steering committee

- Continue committee of Department Heads or their representatives
- Determine if the citizen committee be the same as the one for the Comprehensive Plan or will there be new/replacement members.

Phase 3 – Plan Implementation

Task 3.1 – Identify new regulatory directions from Draft Plan

- Summarize policy directions that will be implemented by an updated zoning code
- Identify policies that give direct statements toward specific zoning code direction
- Assess policies to see if there are specific recommendations that translate to specific elements of a zoning code

Task 3.2 – Prepare assessment of alternatives

- Compare policy directions to alternative Code assessment

Task 3.3 – Review alternatives with City staff and steering committees

Task 3.4 – Begin updating the current Zoning Map with all amendments that have occurred since the most previous update

Task 3.4 – With comments from Task 3.3, review alternatives with Plan and Zoning Commission, City Council and publically with focus groups and public open houses

Phase 4 – Draft Zoning Code

Task 4.1 – Prepare an initial draft of a revised Zoning Code

Task 4.2 – Review draft with City staff and steering committees

Task 4.3 – With revisions from Task 4.2, review draft with Plan and Zoning Commission and City Council

Task 4.4 – Finalize a zoning map that is current with all district amendments that have occurred since the current map was updated

Task 4.5 – Identify properties where existing zone districts may be in conflict with proposed zone districts

- Determine if the City initiated rezones will follow adoption of the new Zoning Code to bring the zoning of all properties into compliance with the new Code
- Identify how to address existing zone districts that are inconsistent with recommendations if these districts are to remain

Task 4.6 – With revisions from Tasks 4.2, 4.3 and 4.5, distribute draft Zoning Code for public review, hold focus group meetings and public open houses.



## Phase 5 – Final Zoning Code

### Task 5.1 – Draft final Zoning Code

- Summarize public review comments on Draft Code
- Summarize changes to the Draft Code

### Task 5.2 – Review final draft with City staff and Steering Committee

- Get acceptance from Steering Committee

### Task 5.3 – Distribute final draft for public review

- Include focus groups and public open houses

### Task 5.4 – Present final Zoning Code to Plan and Zoning Commission and City Council in joint work session

- Summarize comments from public review
- Highlight changes from Draft
- Facilitate discussion to receive direction for adoption draft of the Code

### Task 5.5 – Prepare adoption draft of Zoning Code

### Task 5.6 – Prepare final Zoning Map

### Task 5.7 - Presentation of final Zoning Code to Plan and Zoning Commission

- Conduct public hearing
- Consider minor amendments based on public comments

### Task 5.8 – Presentation of final Zoning Code to City Council

- Conduct public hearing
- Include minor revisions, if any, as directed by City Council following the public hearing

## → Timeline

While the generalized timelines on the next page represent an overlapping three-year schedule, initial discussions with City management and staff there may be cause to consider if this length of time is necessary. Considering options including dedicated staff and/or the use of quality consultant teams experienced in this level of planning expertise, it may be appropriate to consider a shorter time frame. Hiring an internal project manager to oversee the entire effort, assigning dedicated staff to either the project as a whole or using their unique expertise at specific points in the process and considering consulting teams experienced in preparing plans and implementing regulations at this level of quality may point toward a shorter time frame. At least, this could be a point of consideration after the Project Manager is hired.

## Comprehensive Plan