



Nice Matters!

**Emerald Isle
Planning and Inspections**
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Town Planner
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PURPOSE

The Town of Emerald Isle is seeking proposals from qualified, professional consultants who will assist in updating and modernizing the Town's Unified Development Ordinance. The current Unified Development Ordinance since adoption, has been amended numerous times to meet community needs, further the goals of the Town's Landuse Plan and provide consistency with changes in North Carolina General Statutes. The consultant will be tabbed to address significant challenges and limitations including, but not limited to the following:

- Awkward and confusing format and structure
- Redundant review procedures and requirements
- Lack of user-friendliness, including sufficient and updated graphics, illustrations and tables
- Dated development standards
- Lack of innovative development standards

The selected consultant will be responsible for managing this project, while working in direct coordination with the Town Manager and Planning Office, Town Planning Board, Town Board of Commissioners and project stakeholders as appropriate.

COMMUNITY BACKGROUND

Located in western Carteret County, Emerald Isle is the western most 12-miles of Bogue Banks. The Town of Emerald Isle has evolved as one of the most appealing vacation and second home communities on the coast of North Carolina and eastern seaboard. With a permanent population of approximately 3,800, the number soars to over 40,000 during the summer months as that popular vacation destination.

The Town's corporate limits cover approximately 5 square miles. Establishment of this quaint naturally rich destination was initiated in the early 1950's by a group of investors with a vision of Emerald Isle's future maintaining the Island's natural beauty. A vision alive and still practiced today. Development is predominantly comprised of single-family home development, with a few multifamily developments predominantly scattered along the 12 mile ocean front. Additionally, the Town has managed to maintain a healthy and functioning commercial center providing a range of goods and services to residents and visitors.

EXISTING ORDINANCES

Unified Development Ordinance

https://library.municode.com/nc/emerald_isle/codes/code_of_ordinances?nodeId=APXAUNDEOR

Town of Emerald Isle Code of Ordinances

https://library.municode.com/nc/emerald_isle/codes/code_of_ordinances

Town of Emerald Isle CAMA Landuse Plan

https://www.emeraldisle-nc.org/Data/Sites/1/media/pdfs/draft-emerald-isle-comp-plan_7-11-2017-1-small.pdf

Pamlico Sound Regional Hazard Mitigation Plan

https://www.emeraldisle-nc.org/Data/Sites/1/media/pdfs/planning-inspection-pdfs/pamlico-sound-regional-hmp_approved-6-3-2015-small.pdf

Carteret County Comprehensive Transportation Plan

https://connect.ncdot.gov/projects/planning/Pages/CTP-Details.aspx?study_id=Carteret%20County

PROJECT SCOPE

This scope is offered to provide a non-exhaustive outline of elements that should be considered and/or included in the Unified Development Ordinance update. Additions or modifications to this scoped will be considered on a case by case basis.

The consultant's role in this update is to work with staff to conduct a detailed analysis of the current ordinance, develop recommendations on areas of deficiencies in a clear and concise manner. The analysis will be generated through discussions and documented issues with the current UDO, additional conversations with the UDO committee, Board of Commissioners and other relevant stakeholders as necessary. The Town expects the updated UDO will express the vision as outlined in the Comprehensive Landuse Plan. Through this effort, a series of draft Articles will be presented to Staff and the UDO Committee to reach a final draft document.

The updates to the Unified Development Ordinance should consider but not be limited to the following:

Updates to Format and Structure

The current document can be a bit confusing to review and navigate. The selected consultant shall evaluate best practices to produce a user-friendly ordinance format and structure for not only staff but any user.

Modernization of text to include graphics and references

The current document is largely text-based, with limited graphics and figures in only a few locations. The Town desires to incorporate graphics where practical to illustrate development regulations that are easy to read and understand. The inclusion of graphics shall be based on feedback from Town Staff, UDO Committee and Town Commissioners.

Updates in General Statutes

The selected consultant shall evaluate current UDO compliance with all applicable locale, state and federal regulations (including relevant Supreme Court decisions). Staff recently completed updates to the UDO for compliance with the 160D requirements.

Review and recommended updates to development process/application review

The selected consultant shall work with Town staff to analyze current development review processes and identify opportunities to improve efficiency and effectiveness in the development review process for all development types.

Review and recommended updates to Town regulatory policies

Current regulatory policies need improving incorporating innovative technique and application. The following policies are those identified by Town staff the Consultant shall analyze and make recommendation on:

- Use Regulations
 - Farmers Market
 - Home Occupation
 - Storage Containers
- Stormwater Management
 - Emerald Isle participates in the USMP program, review and approval will be needed with proper State agency
- Dunes and Vegetation Protection
- Signs
- Off-Street Parking and Loading Requirements
- Definitions
 - Removal of policy provisions from definitions and place in appropriate UDO section

Staff Participation

It is the desire of the Town to work closely with the selected consultant throughout the project. The Town Planner will be assigned to the project to work alongside the selected consultant to complete specific tasks and other staff members will participate where appropriate i.e. Public Information Officer. Interested consultants should submit a proposed draft scope of work to include Town staff driven tasks for completion throughout the project.

Community Participation/Outreach

The selected consultant will work with the Town to determine the appropriate community engagement outreach. This may include but not be limited to discussions and documented issues within the current UDO, with the general public and those individuals and groups that frequently utilize the ordinance, such as developers and builders.

PROJECT DELIVERABLES

Project deliverables should include:

Analysis of existing development regulations contained within the current Unified Development Ordinance;
Final draft Unified Development Ordinance update;
Public input documents, surveys, questionnaires, internet/social media outreach and overall community outreach; and
Coordination and facilitation of any steering committee meetings, public workshops and public hearings

Project Schedule

It is a desire of the Town to have this project completed and adopted by the Town of Emerald Isle Board of Commissioners within a 12-month period from contract issuance. A project schedule will be negotiated with the consultant to assure project deliverables and expected outcomes are being met. It is the expectation of the Town that the selected consultant shall be available through the formal adoption of the UDO update.

Project Oversight

Project oversight will be provided by Town Planning staff, with the Town Planner being the point of contact and with close participation from the UDO committee. Proposals should demonstrate quality assurance and control measures for submitted materials and revisions.

PROJECT BUDGET

The Town has budgeted funds for this project with final contract approval from the Town Board of Commissioners. In an effort to utilize as much staff input as possible, interested consultants shall submit a proposal with specific tasks delegated to Town staff for completion and the final scope of services will be negotiated with the preferred consultant.

SUBMISSION REQUIREMENTS

Eight (8) hard copies of your proposal package and one (1) electronic version in PDF format must be submitted and in hand to the Town of Emerald Isle Planning Department, ATTN: Josh Edmondson, 7500 Emerald Drive (mailing address via USPS), 7509 Emerald Drive (physical address for mailings via Fedex, UPS, etc.), Emerald Isle, NC 28594 no later than 12:00 p.m., Friday, June 4, 2021 in order to be considered.

A summary sheet with links to relevant documents or projects that can be viewed via the internet may be submitted with the package. Any interested consultants planning to submit a proposal are invited to submit written questions via email to Josh Edmondson, Town Planner, jedmondson@emeraldilse-nc.org by Friday, May 28, 2021 at 12:00 p.m. Answers to all received questions will be distributed to all respondents.

The following items must be included in all proposals to be considered:

1. **Firm Information:** Provide firm contact information and business type
2. **Firm Staffing:** Provide resumes of key personal to be assigned to this project, including a project manager and outside consultants
3. **Project List:** Provide a list of similar projects, whether completed by or currently being undertaken by your firm, and include the client, negotiated fee and final fee paid. Please include at least three (3) references.
4. **Project Understanding and Approach:** Provide a description of your understanding of project needs and how your firm will approach these needs, including how you or your firm foresee the role of Town staff in your approach.
5. **Statement of Qualifications:** Provide a clear and concise response stating why your firm is qualified to perform this work and any other information which may be helpful to the Committee evaluating the proposal.
6. **Scope of Work:** Provide details of the proposed scope of work, including the specific methodologies, approaches, tasks and schedule being proposed and indicate any work or resources that are to be subcontracted or assumed to be provided by local government staff or agencies. This shall include a basic schedule outlining preliminary deadlines and current understanding of time needed for the major phases of this update.
7. **Availability:** Provide a statement of the availability of key personnel of the firm to undertake this project. Preference will be given to firms that are able to accommodate face to face meetings as needed.
8. **Contract Personnel Hours:** Provide estimated personal hours by task.

EVALUATION CRITERIA AND SELECTION PROCEDURE

The UDO Committee will review proposals and select the preferred consultant(s) for an interview. It is expected that these interviews will take place via video conference with the firm's project manager participating. After the committee determines the preferred consultant, the Town will enter into negotiations with the said consultant to better define the scope of work, project schedule and fee. If for any reason the Town and selected consultant cannot agree on a scope and fee, the Town will enter into negotiations with the next most desired consultant. Completion date shall follow outline project schedule.

Selection Criteria shall include, but are not limited to the following:

Quality of Submission: - Consultant provides all requested information in a concise and straightforward manner. The emphasis of the proposal shall be on its completeness and the clarity of its content.

Scope of Work and Project Schedule – Proposed scope of work and project schedule demonstrates an understanding of the Unified Development Ordinance sought by the Town and a commitment to providing that ordinance within the 12-month timeframe desired by the Town.

Previous Experience – The extent to which the consultant has experience analyzing existing development ordinances and drafting and preparing development ordinances. Additional consideration will be given to consultants with experience in development ordinances in the Crystal Coast Region and/or coastal communities.

Qualifications and Availability of Staff – Staff assigned to the project are qualified and regularly available to communicate with Town Staff in-person and video conferencing. This also includes a demonstration of the intended role of Town Staff incorporation in the scope of work.

Selection Procedure

June 4, 2021 – Deadline for proposal submissions

June 11, 2021 – Staff will notify preferred consultants and schedule interviews

June 24-25, 2021 – Staff will conduct interviews with preferred consultants

End June 2021 – Staff will select desired consultant and enter into contract negotiations

July 2021 – Contract between the Town of Emerald Isle and recommended consultant will be finalized and considered for award by the Board of Commissioners with an anticipated Notice to Proceed by the end of July 2021

DISCLOSURES

Confidentiality

Responses to the RFP will become public records and, therefore, will be subject to public disclosure. However, North Carolina General Statutes Section 132-1.2 provides a method for protecting some documents from public disclosure. If the Consulting firm follows the procedures prescribed by those statutes and designates a document confidential or trade secret, the Town will withhold the document from public disclosure to the extent that is entitled or required to do so by applicable law, and will return the document after selection.

Equal Employment Opportunity

The Town of Emerald Isle does not discriminate in administering any of its programs and activities. The consultant awarded the contract for work will be required to insure that no person shall be denied employment, fair treatment or be discriminated against on the basis of race, sex, religion, age, national origin, or handicap.

Contracting

Any contract developed for work shall be construed and enforced in accordance with the laws of the State of North Carolina. Any controversy or claim arising as a result of contracting shall be settled by an action initiated in the appropriate division of the General Court of Justice in Carteret County, North Carolina.

Conditions and Limitations

The Town expects to select a consulting firm from the proposals submitted, but reserves the right to reject any or all responses to the RFP, to advertise for new responses, or to accept any response deemed to be in the best interest of the Town. A response to this RFP should not be construed as a contract nor an indication of a commitment of any kind on the part of the Town nor does it commit either to pay for costs incurred in the submission of a response to this request or for any cost incurred prior to the execution of a final contract. The Town will reserve the right to

dismiss any part or all of the contracted team when, in the Town's opinion, the project is not moving as scheduled or is hindered in any way by the actions or personalities of team members.