



Nice Matters!

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REQUEST FOR QUALIFICATIONS / STATEMENT OF APPROACH

Town of Emerald Isle

2016 Comprehensive Plan / Land Use Plan Update

October 23, 2015

The Town of Emerald Isle (the "Town") is seeking the services of an innovative, yet practical-minded consultant to assist in the development of an updated Comprehensive Plan / Land Use Plan (the "Plan"). The selected consultant will begin work in early 2016, and it is expected that the entire planning process will occur during 2016, culminating in Board of Commissioners adoption of a new Plan in late 2016 or early 2017. It is anticipated that the development of the new 2016 Plan will be guided by a Board-appointed steering committee, and the consultant will be assisted by the Town Planner and Town Manager throughout the process.

It is anticipated that the new 2016 Plan will include future land use goals and policy statements, and will utilize a similar framework and style as the Town's existing 2004 CAMA Land Use Plan. The Town was fortunate to enjoy significant community participation in the 2004 Plan, and the Town's Mayor, Board of Commissioners, Planning Board, and staff have diligently relied upon the 2004 Plan for the past 11 years to manage the Town's private sector development and to guide public investment in new facilities and infrastructure. In short, the Emerald Isle community "bought in" to the vision and goals outlined in the 2004 Plan, and the Town has used that plan to become (for the most part) the community envisioned in the 2004 Plan. It is believed that the overall vision and the majority of the key Town goals and policy statements included in the 2004 Plan remain valid in 2016. Thus, the Town seeks to confirm, amend, or adjust this overall vision and these key Town goals and policy statements in any way that better aligns with the community's vision and values in 2016, and also seeks to develop new goals and policy statements to guide new development and public investment over the next decade or more.

In addition to the land use components (including the required CAMA-mandated provisions), the Town intends for the 2016 Plan to serve as a comprehensive plan for future public investment to achieve the community's overall vision. It is anticipated that the 2016 Plan will include the identification of strategic public initiatives supported by the community and aimed at achieving the overall vision.

2004 CAMA Land Use Plan

The Town's 2004 CAMA Land Use Plan can be accessed at <http://www.emeraldisle-nc.org/cama-land-use-plan>. The Town is very pleased with the framework and style of the 2004 Plan, particularly the ease of reading and ease of understanding of the vision and policy statements. Essentially, the Town appreciates that the current plan is meaningful, concise, and clear to the reader, and the Town seeks to maintain these attributes in the new 2016 Plan. The Town is not seeking a new 2016 Plan that includes over-analysis, is too lengthy, too "boilerplate", or difficult for the average citizen to read and understand.

The Town's expectation is that all relevant data in the 2004 Plan will be updated with the most recent data available, and will be supplemented with any new data that creates a better understanding of the trends impacting Emerald Isle. The updated and new data will be used to inform the vision and policy statements included in the new 2016 Plan. The Town also expects the 2016 Plan to include all relevant maps, presented in both digital and print format.

2006 Design Concepts Report – Village East and Village West Focus Areas

The 2004 CAMA Land Use Plan identified two particular areas with potential for significant redevelopment, and established the Village East and Village West future land use areas. The Town followed up the 2004 CAMA Land Use Plan with a more detailed Design Concepts Report in 2006, and that report can also be accessed at <http://www.emeraldisle-nc.org/cama-land-use-plan>. The Town has since created new zoning districts to promote the vision for these areas, and a few projects have moved forward in recent years. Due to the prolonged downturn in the real estate market, however, the vision for these areas has not yet been realized.

It is anticipated that the new 2016 Plan will include a renewed discussion about the Village East and Village West future land use areas, and also a similar area known as Marina Village. The new 2016 Plan may include an expanded emphasis on these areas, including efforts to create a more defined, welcoming, and active “downtown” area in Emerald Isle (included in the Village East area).

Current Town Zoning

The Town’s current zoning map can be accessed at <http://www.emeraldisle-nc.org/Data/Sites/1/media/pdfs/zoning-map.pdf>. The Town is zoned primarily for single-family and duplex residential development, and nearly all of this land has been previously subdivided, with approximately 900+/- vacant lots remaining for infill residential development in established subdivisions. Several existing condominium developments are included in a residential multi-family zoning district, and other residential zoning specifically allows mobile homes.

The main commercial area is located along NC 58 in the center of Emerald Isle, with a smaller commercial area in eastern Emerald Isle. The Village East zoning district has been established, and is centered in the “downtown” area near Bogue Inlet Pier, while Village West has been partially established, and is centered on Islander Drive.

The Town’s Unified Development Ordinance can be accessed at <http://www.emeraldisle-nc.org/code-of-ordinances-1>.

Public Input and Participation

The Town’s success in recent years is, in large part, the result of a clear, community-supported vision, and the determined efforts of the Mayor, Board of Commissioners, Planning Board, and Town staff to achieve that vision. Public input and participation were essential in determining that vision, and the process for the new 2016 Plan will also strive to maximize public input and participation.

Desired approaches to maximize public input and participation include

- oversight by a Board-appointed steering committee that is likely to include select members of the Planning Board, select members of the Board of Commissioners, local business leaders, absentee property owners, and other residents,
- stakeholder interviews with local business leaders, the owners of multiple and significant large parcels, and others,
- special efforts to secure input from absentee property owners,

- an online survey offered through the Town’s website, and
- other cost-effective strategies recommended by the consultant.

Anticipated Budget

The anticipated budget for the development of the 2016 Comprehensive Plan / Land Use Plan Update is \$25,000 - \$30,000. This budget reflects the belief that the new 2016 Plan is primarily a confirmation, adjustment (as determined during the planning process), and expansion (as new ideas emerge during the planning process) of the 2004 CAMA Land Use Plan, and also reflects the availability of staff assistance from the Town Planner and Town Manager in this process. The exact scope of work, staff assistance, and fee will be negotiated with the selected consultant.

Submission of Qualifications / Statement of Approach

Interested consultants should submit a summary of qualifications, relevant experience, and a “statement of approach” to both:

Frank A. Rush, Jr., Town Manager
Town of Emerald Isle
7500 Emerald Drive
Emerald Isle, NC 28594, and

Josh Edmondson, Town Planner
Town of Emerald Isle
7500 Emerald Drive
Emerald Isle, NC 28594,

and / or frush@emeraldisle-nc.org and jedmondson@emeraldisle-nc.org .

The “statement of approach” should outline the consultant’s planned approach to the 2016 Comprehensive Plan / Land Use Plan Update. Potential information might include the general methods the consultant will use to meet the Town’s expectations for the new 2016 Plan, ideas to maximize public input and participation, the ideal composition and number of members of the steering committee, ideas to complete the new 2016 Plan in the most-effective manner, and other creative approaches.

The total submission should **not exceed 15 pages**.

Submissions should be received **no later than November 25, 2015**.

Selection Process

A subcommittee consisting of 1 or 2 members of the Planning Board, 1 or 2 members of the Board of Commissioners, the Town Planner, and the Town Manager will review submissions in November and December 2015, and conduct interviews in December 2015. It is anticipated that a consulting contract will be formally awarded by the Board of Commissioners in January 2016, and the process will begin soon thereafter.

To learn more about the Town of Emerald Isle, please visit our website at <http://www.emeraldisle-nc.org/> .

Thank you for your interest in Emerald Isle!