



## Request for Proposals (RFP)

For the Preparation of  
Regulatory Code Revisions or Form Based Code  
in Accordance with  
the Uptown Canandaigua Mixed-Use and  
Transportation Corridor Feasibility Study

### Timeline:

RFP Release	June 21, 2019
Q & A Session	July 10, 2019
Questions Due	July 12, 2019
RFP Due	July 26, 2019

## BACKGROUND:

The Town of Canandaigua Town Board in March 2019 adopted the [Uptown Canandaigua Mixed Use and Transportation Corridor Feasibility Study](#) (Uptown Study). The Uptown Study focused on the geographic area within the Town of Canandaigua area along State Route 332 from Campus Drive south to North Street and from the Airport east to the Canandaigua Academy. With joint funding provided by the Genesee Transportation Council (GTC) and the Town of Canandaigua, the Town has developed a multi-modal transportation plan coupled with an action-oriented economic development plan to transform the Uptown Canandaigua Corridor. The Uptown Study was due to a desire by the Town and community to provide guidance for the growth in this corridor. Uptown Canandaigua is one of the fastest growing areas in the Town, County and region. Recent trends suggest this area has the potential to support residential and commercial growth, promote a sustained workforce, enhance recreational assets, and provide streetscapes for multiple types of users.

The Town believes that enacting regulatory code revisions or form-based code for Uptown based on the recommendations in the Uptown Study is the best way to ensure the vision born from the study comes to fruition. The Town hopes it will cultivate and sustain improved conditions within the corridor and facilitate the enhancement of Uptown Canandaigua into a vibrant, mixed-use corridor that is inclusive for all residents and visitors of all ages and abilities.

## SCOPE OF SERVICES:

**PRIMARY WORK PRODUCT:** This contract will result in proposed code revisions and/or form-based code, meant to supersede (either entirely or in part) the present zoning ordinance and other local land development regulations that apply to the geographical area within the Town of Canandaigua known as “Uptown Canandaigua.” This code is to build on, and be consistent with, the recommendations established in the Uptown Study.

### 1. INITIAL REVIEW AND ANALYSIS

- a. **Information Gathering.** The Consultant will utilize the Uptown Study to define the subject area and to gain an understanding of the needs of the specific sub-regions within it. The Uptown Study process included outreach, interviews, and public meetings to gain input from the citizenry. Stakeholders included property and business owners, neighborhood representatives, elected officials, developers, business organizations, transportation organizations, the Canandaigua City School District, NY State DOT, Ontario County Planning, and Town of Canandaigua staff.

- b. **Site Analysis.** The Consultant will become familiar with the physical details of Uptown Canandaigua and the historic patterns of urbanism and architecture in the surrounding region.
- c. **Generate necessary background maps.** The Consultant will gather necessary base map information with assistance by the Town where practicable. These documents will be used to produce the maps that will be used during the preparation of the form-based code.
- d. **Website.** The Consultant will provide information for the Town of Canandaigua's website and social media platforms. The Consultant will provide materials including text, photographs, maps, renderings, and other images for the website and social media platforms. This material will describe the Consultant's credentials and help explain the project's process.

## 2. PUBLIC DESIGN PROCESS

- a. **Public Workshop and/or Design Charrettes. To some extent, this step has already been completed as part of the Uptown Study.** The Consultant may propose the following activities if deemed necessary: Organize and lead design workshops or a full planning charrette to engage the community, gather further ideas and goals, and formulate implementation strategies. The Consultant will tailor the workshops or charrettes to obtain maximum community input to produce the best possible master plan on which to base the new code. The charrette format will also take into consideration the findings of the Uptown Study and initial site analysis, input from staff, and information obtained at previous meetings, workshops, and interviews. While the end result will be new land development regulations, the public process will include discussions of alternatives for street design, street connectivity, and town planning strategies that create vital town centers, corridors, and livable neighborhoods. At the conclusion of the workshop(s), the Consultant will present the work generated to-date. Plans, renderings, and initial coding ideas that reflect ideas articulated in the workshops will be publicly presented and further feedback solicited from the community. It is essential that local government officials attend this presentation along with citizens, stakeholders and technicians.

## 3. DRAFTING THE CODE REVISIONS / FORM-BASED CODE

- a. **Design Parameters.** Based on the recommendations set forth in the Uptown Study, the new code will regulate development to ensure high-quality public spaces defined by a variety of building types and uses including housing, retail, and office space. The new code will incorporate

a regulating plan, building form standards, street standards (plan and section), use regulations as needed, descriptive building or lot types (optional), and other elements needed to implement the principles of functional and vital urbanism and practical management of growth. Sections of this document would typically include the following:

- Overview, including definitions, principles, and intent; and explanation of the regulations and process in clear user-friendly language.
- Regulating Plan (a schematic representation of the master plan) illustrating the location of streets, blocks, public spaces (such as greens, squares, and parks), and other special features. Regulating plans may also include aspects of Building Form Standards such as “build-to-lines” or “required building lines” and building type or form designations.
- Building Form Standards governing basic building form, placement, and fundamental urban elements to ensure that all buildings complement neighboring structures and the street. These standards should be based upon study of building types appropriate for the region, climate, and neighborhood vitality.
- Public Space/Street Standards defining design attributes and geometries that balance the needs of motorists, pedestrians, bicyclists, and transit riders while promoting a vital public realm. These standards should include design specifications for sidewalks, travel lane widths, parking, curb geometry, trees, and lighting.
- Building/Lot Types
- Architectural Standards (Exterior Only)
- Landscaping Standards
- Parking Location / Management Standards

- b. ***Integration of the Form-Based Code.*** The form-based code must be integrated into the Town of Canandaigua’s existing regulatory framework (zoning and land development regulations) in a manner that ensures procedural consistency, meshes with state and local legal requirements, provides clarity as to applicability of existing regulations, and maximizes the effectiveness of the code.

#### 4. REFINING THE FORM-BASED CODE.

- a. ***Presentation of First Draft.*** The Consultant will present the first draft of the form-based code for the purpose of gathering comments. Copies of the first draft will need to be in hardcopy and digital form and posted on the website. The presentation may be made to a special audience of neighborhood residents or stakeholders or may be presented before a

joint gathering of municipal boards and committees, as determined by the Town of Canandaigua.

- b. **Presentation of the Second Draft.** After making revisions in response to comments on the first draft, the Consultant will present the second draft of the form-based code at another meeting convened by the Town of Canandaigua.
- c. **Meetings with Stakeholders.** The Consultant will attend and participate in meetings with the Economic Development Committee, the Ordinance Committee, the Citizens' Implementation Committee, and/or key stakeholders to explain the details of the new code and obtain further input and comments.

## 5. APPROVAL PROCESS

- a. **Public Hearing Presentations.** The consultant will make formal presentations to the Town Board.
- b. **Additional Revisions.** The Consultant will be responsible for up to two rounds of revisions that may become necessary between presentations. The Town of Canandaigua staff will be responsible for collecting comments, questions, and suggestions for these refinements from various sources and consolidating them into a series of action items for revision or responses.

## FURTHER CONSIDERATIONS:

**UPTOWN ROAD CONSTRUCTION:** The Town of Canandaigua will be extending Cowan Road in the Uptown area from its current terminus out to State Route 332. This is planned for some time in 2020-2021.

**BUDGET:** There is currently \$15,000 in the 2019 Town of Canandaigua Operating Budget for this project. The amount to be budgeted for 2020 for this project has not yet been set. The Town will consider proposals that are above and beyond the \$15,000 but details of costs should be included and proposals that offer more than one level of service at various price points are welcomed. The Town is also open to considering phased projects.

**IMPLEMENTATION:** The Town has a strong history of plan implementation. Proposals for projects that take this into consideration and include detailed implementation plans are encouraged.

## SUBMITTAL SUMMARY:

### Timeline:

RFP Release	June 21, 2019
Q & A Session	July 10, 2019, 10am
Questions Due	July 12, 2019
RFP Due	July 26, 2019, Noon

There will be an optional Q & A session on Wednesday, July 10, 2019 at 10 AM at the Canandaigua Town Hall, 5440 Routes 5 & 20 West, Canandaigua, NY 14424, and will be held in the Onnlinda Conference Room.

All questions regarding this request should be directed to Sarah Reynolds at [sreynolds@townofcanandaigua.org](mailto:sreynolds@townofcanandaigua.org) no later than July 12, 2019. Answers will be posted to the bid page on the Town's website no later than July 16, 2019.

15 identical hard copies AND one digital PDF file of the proposals should be delivered no later than **July 26, 2019 at NOON** and addressed to the following (the PDF may be emailed to [sreynolds@townofcanandaigua.org](mailto:sreynolds@townofcanandaigua.org) and/or provided on a flash drive):

Town of Canandaigua  
ATTN: Sarah Reynolds  
5440 Route 5 & 20 West  
Canandaigua, NY 14424

## RECOMMENDED FORMAT FOR SUBMITTALS:

Proposals may include the following:

1. **DESCRIPTION OF APPROACH:** Describe approach to project, including the nature of the public process and intended extent of public involvement.
  - a. Detailed description of the methodology being proposed.
  - b. Work program detailing:
    - i. Tasks to be performed.
    - ii. When each will be completed (timeline).
    - iii. Tentative allocation of person days by task.
    - iv. Schedule of work products.
  - c. Methods the Consultant proposes to use to manage the project and communicate with the Town of Canandaigua and the public as to project progress, reviews, and conduct of public meetings.

- d. Data expected to be provided by the Town of Canandaigua.
- 2. **TEAM EXPERTISE:** Brief description of general qualifications of the firm, the multi-disciplinary nature of the team assembled for this project, specific evidence of relevant experience creating form-based codes, and a listing of key personnel (and their roles, with resumes) that would be available to work on this project.
- 2. **COMPARABLE PROJECTS:** Summary of form-based code projects in progress or completed, with the following information for each code:
  - a. Reference name, with current contact information
  - b. Current status of code (drafting in progress; drafting completed; adopted?)
  - c. Nature of public involvement in formulation of code
  - d. Client type (clarifying role of private sector client, if any)
  - e. Was the vision plan created as part of this process, or done separately?
  - f. Size and scale of geographic area
  - g. Type of development (greenfield? infill/redevelopment? city-wide code?)
  - h. Type of code
    - i. Mandatory (integrated into existing code, or freestanding?)
    - ii. Optional "parallel" code?
    - iii. Floating-zone code?
- 3. **SAMPLE CODE DOCUMENT:** Please include one or more sample code documents selected from the list of comparable projects. If this document is the code as originally proposed by Consultant, please also include the code as formally adopted by the municipality and a brief explanation of differences between the two. Photos of designed or built results of the code are encouraged but must be accompanied by a description of their specific relationship to the form-based coding process.

## EVALUATION OF SUBMITTALS:

Consultants responding to this RFQ must demonstrate the following:

- 1. Experience in preparing municipal form-based codes that regulate development and redevelopment in other communities.
- 2. Experience in building community consensus to support innovative regulatory structures.
- 3. Strong graphic skills.
- 4. Strong skills in written and oral communication.
- 5. Experience in identifying, evaluating, codifying, and explaining the essential qualities of community design and character.
- 6. Experience in writing or implementing municipal land development regulations.

## SPECIAL CONDITIONS:

Responding firms are responsible for submitting their submittal as described herein. Failure to submit a complete proposal by the submission deadline will disqualify a firm from consideration.

This RFP/RFQ does not commit the Town of Canandaigua to award a contract, to pay for any costs incurred in the preparation of a submittal, or to pay for any costs incurred in the preparation of a contract for services.

The Town of Canandaigua reserves the right to 1) accept or reject any or all Consultants received, for any reason, 2) cancel, in part or in whole, any RFP/RFQ, 3) re-solicit Proposals in the event no response is deemed acceptable.

The Town of Canandaigua will evaluate all submittals to determine which Consultants have the experience and qualifications that are most suited for this project. The Town of Canandaigua may request personal interviews with the highest-ranked Consultants. Such invitation does not commit the Town of Canandaigua to pay any costs incurred in participating in said interview.

## PAYMENT:

Final payment is dependent on acceptance and approval of the finished product by the Town Board of the Town of Canandaigua. All payment questions shall be submitted to the following person no later than July 12, 2019:

Doug Finch, Town Manager  
[dfinch@townofcanandaigua.org](mailto:dfinch@townofcanandaigua.org)  
5440 Route 5 & 20 West  
Canandaigua, NY 14424

## TERMINATION:

The Agreement may be terminated by the Town of Canandaigua at any time if the Consultant is not completing the deliverables in accordance with the terms of the Agreement and subsequent contract at the discretion of the Town Board.