

CITY OF MEBANE REQUEST FOR PROPOSALS

Comprehensive Land Development Plan Update

Requested By:

City of Mebane, Planning & Zoning Department
106 East Washington Street, Mebane, NC 27302

Date of Issue: March 1, 2024

Proposals Due: April 8, 2024



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PROJECT PURPOSE

The City of Mebane is pursuing a qualified consultant to provide the necessary planning services to update the Comprehensive Land Development Plan. The Mebane City Council adopted *Mebane By Design*, the current Comprehensive Land Development Plan, in May 2017 with goals crafted around growth management, public facilities and infrastructure, community appearance, and open space and natural resource protection. The plan update should include specific focus on the following topics:

Expanded Study Area

Since *Mebane By Design* was adopted in 2017, the City of Mebane has approved more than 3,400 residential units, five million square feet of industrial space, and 210,000 square feet of new commercial space for development. Development approvals in the last five years have demonstrated a trend of growth in the southern and eastern areas of greater Mebane. Approximately 40% of recently approved residential development is planned south of Interstate 40/85 and half of the new Mebane neighborhoods are in Orange County. More than 80% of new industrial development is occurring in eastern Mebane, along Buckhorn Road and West Ten Road. Most of the commercial development that has been constructed or approved for development is south of Interstate 40/85 around the major corridors of Mebane Oaks Road and NC Highway 119. In addition to these growth trends, an updated long-range utility plan will inform an expanded study area for the updates to the City's Comprehensive Land Development Plan.

Secondary Growth Strategy Area

Rather than producing a future land use map, *Mebane By Design* includes growth strategy areas that provide broad recommendations as to the types of land uses and development the City wishes to encourage in designated areas. Most of the growth areas are identified as mixed-

use, industrial, and residential. However, the largest portion of the City is in the Secondary Growth Area. The Secondary Growth Area is identified as “areas where the City is interested in supporting growth, but will be less focused on actively serving them with new infrastructure necessary for concentrated developments”. There are no recommendations for specific land uses or types of development associated with this growth area. An increasing number of residential and commercial developments have been in Secondary Growth Areas, suggesting that more specific guidance and recommendations for these locations may need to be developed with this update. Other growth strategy areas require assessment as well, particularly a primarily industrial growth area where there is interest in residential development. Based on these trends, the City is interested in analyzing and reevaluating the growth areas to ensure that they are reflecting the City’s best interests and providing useful guidance to planning staff, City Council, and developers.

Housing Analysis

Mebane is experiencing a significant period of population growth and residential development. According to American Community Survey data, the total population within the City grew by 24% between 2017 and 2022, while the total number of housing units increased by 28%. Based on the current rate of development, Mebane is expecting over 4,000 new housing units by 2035. With this plan update, the City seeks to consider how future housing will meet the needs of current and future community members. A housing analysis will help determine if the City is on track to meet its needs for total housing supply, with consideration of diversity of housing types and affordability. As of the 2022 five-year estimates released by the American Community Survey, the most prevalent housing type is single-family detached (57.8%), followed by multi-family with 20 or more units (15.4%) and multi-family with 5-9 units (10.1%). Issues of affordability appear to be

currently affecting renters more than homeowners, with 45% of renter households appearing cost-burdened in 2022. The number of cost-burdened homeowners with a mortgage has decreased from 17.5% in 2017 to 11.3% in 2022. The City is looking for an analysis of housing trends, as well as recommendations for possible revisions to the Unified Development Ordinance and other policies to help guide future residential development.

Retail Analysis

Outside of Mebane's historic downtown core, most commercial development occurs along three major corridors – Mebane Oaks Road, US Highway 70, and NC Highway 119 – where the prevailing zoning is the general business district and allows a large variety of commercial uses. In the last five years, smaller commercial projects have emerged in Mebane alongside more significant developments, such as the recent approval for the state's first Buc-ee's. Major residential developments appearing in commercial areas have been approved with an integration of uses. For instance, the District on Washington in Downtown Mebane will include ground-floor retail and a community event space in addition to apartments. Another project on the corner of Mebane Oaks and Old Hillsborough Road will have commercial lots along Mebane Oaks Road and then transition to a townhome community. This integration of uses points to many of the goals outlined in *Mebane By Design* and signals a desire to promote walkable development and neighborhoods with activity centers. An analysis of the retail market for the Mebane community will better inform land use decisions by examining the ideal locations for standalone commercial, mixed-use development, and appropriate transitions between commercial and residential areas. Recommendations for development ordinances might also emerge from this analysis, particularly related to the underutilized neighborhood business zoning district.

Commuting Analysis

Mebane's location along Interstate 40/85 between the Triangle and Triad is a primary contributor to its growth and development. According to Longitudinal Employer-Household Dynamics data from the U.S. Census, more than 8,000 individuals commuted to Mebane for employment in 2021 while more than 6,000 Mebane residents worked outside of the city. These numbers are likely to increase as recently approved developments are completed and growth continues at a regional scale. Analysis of commuting patterns will aid the City in planning for future land use and transportation patterns, particularly in relation to transit and rail improvements. The regional nature of this analysis will more fully capture how development in surrounding communities influences Mebane's growth patterns.

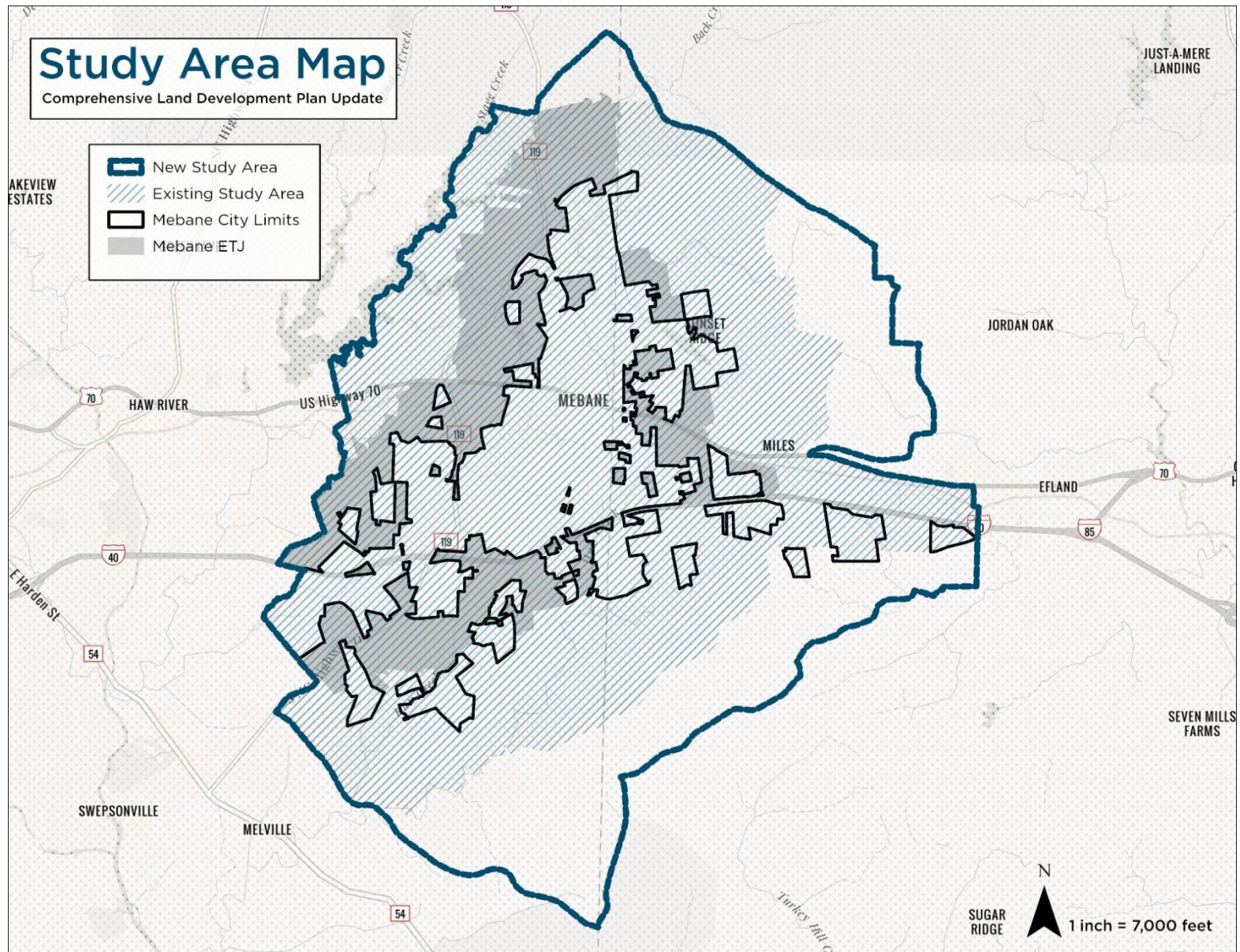
BACKGROUND INFORMATION

Mebane has historically been a “positively charming” city located between the Triangle and Triad and split by Interstate 40/85. Mebane is the easternmost city in Alamance County and westernmost in Orange County. In the last twenty years, the City of Mebane has experienced significant population growth. According to data from the U.S. Census, the City’s population has increased from approximately 7,200 residents in 2000 to more than 11,000 in 2010 to nearly 18,000 residents in 2020. Based on projections by the State Demographer’s Office and housing permit data, we estimate more than 20,000 individuals called Mebane home at the start of 2024.

Mebane’s economy is similarly growing. Mebane benefits from a historic downtown core; commercial development along the Interstate, most notably the Tanger Outlets; and an increasing number of industrial partners in two commerce parks and two economic development districts. In 2023, Mebane was designated as a Main Street community.

Given this growth, updates are needed to the City’s planning documents. In particular, it has been more than six years since the City of Mebane completed a significant update to *Mebane By Design*, the City’s current Comprehensive Land Development Plan. Since this plan’s adoption in May 2017, the City of Mebane has adopted a Downtown Vision Plan (2018) and Comprehensive Transportation Plan (2018) and is expecting to adopt a new Recreation and Parks Comprehensive Master Plan, updated Bicycle and Pedestrian Transportation Plan, and updated Long-Range Utility Plan in the spring of 2024.

Learn more about Mebane and current long-range plans by visiting cityofmebanenc.gov and positivelymebane.com.



PROJECT OVERVIEW

The City of Mebane is seeking proposals from qualified consulting firms to provide the necessary planning services to update the Comprehensive Land Development Plan. The Mebane City Council adopted *Mebane By Design*, the current Comprehensive Land Development Plan, in May 2017 with goals crafted around growth management, public facilities and infrastructure, community appearance, and open space and natural resource protection. The selected firm will have demonstrated experience in comprehensive planning, community design, project management, and effective public engagement.

The Comprehensive Land Development Plan is intended to serve as both a physical plan and a policy guide for growth and development concerning land use, economic development, transportation, housing, and preservation of the natural environment. The new plan will provide a vision, derived from community and stakeholder input, that will guide future development policies, regulations, and decisions. It is the City's desire to have meaningful community participation in the preparation of the plan and for the consulting team to include substantial opportunities for community participation in the planning process. The consultant will collect and analyze data to develop a clear set of goals, recommendations, implementation strategies, and performance metrics. The completed document should consist of an illustrative and usable plan to guide the City of Mebane's decisions and objectives over the next twenty years.

SCOPE OF SERVICES

The selected consultant will have overall responsibility for an updated Comprehensive Land Development Plan, lead the efforts, and be responsible for the timely completion of the update. All work shall be completed in accordance with applicable City standards and within the agreed upon timeline. This includes, but is not limited to, preparing and maintaining a detailed project timeline, conducting outreach, leading public meetings and

other presentations, conducting technical analysis with subsequent recommendations, and document creation. Details of these expected services are outlined below.

Community Outreach & Engagement

- Develop an equitable and innovative strategy for engaging the Mebane community, considering language, age, race, ability, geography, and other factors.
 - Special consideration will be given to respondents with demonstrated experience utilizing interactive and collaborative modes of engagement such as storytelling, model-building, and other visioning exercises.
- Assist with the development of a steering committee and facilitation of steering committee meetings.
- Draft surveys and utilize online tools to distribute, collect, analyze, and report results.
- Create and maintain a project website, including interactive opportunities for engagement, maps, and project timelines that is compatible with mobile devices.
- Update the community vision and goals based on community engagement and the community needs assessment.

Community Needs Assessment

- Conduct an analysis of demographic and economic trends in order to forecast the City's interests and needs for long-range development.
 - This should include a housing analysis, retail market analysis, and commuting analysis as detailed under Project Purpose.
- Research and identify unique qualities, geography, demographics, adopted planning studies/plans, and trends specific to the City that will affect its long-term development.

Plan Review and Coordination

- Review, and incorporate as needed, goals, strategies, and accomplishments from recently adopted plans, including:
 - Long-Range Utility Plan (Expected 2024)
 - Bicycle and Pedestrian Transportation Plan (Expected 2024)
 - Recreation and Parks Comprehensive Master Plan (Expected 2024)
 - 2040 Comprehensive Transportation Plan (2018)
 - Mebane Downtown Vision Plan (2018)
 - Adopted Corridor and Thoroughfare Plans
 - Capital Improvement Plan (2024-2028)
 - Regional Plans:
 - US 70 Multimodal Corridor Study (Expected 2024)
 - BGMPO Regional Transit Feasibility Study (Expected 2024)

Growth Strategy Areas

- Evaluate current primary growth area designations and analyze developmental trends since the adoption of the current plan.
- Evaluate the current designation of secondary growth areas and consider alternative growth management strategies.
- Consider the use of place types or other future land use designations to provide more detailed recommendations and expectations for areas of particular interest and/or concern.
- Consider incorporation of relevant 15- or 20-minute neighborhood principles into the City's growth strategies.

Plan Development

- The plan should include the following elements. Additional elements and needs may be identified as a result of public engagement and the community needs assessment.
 - Vision & Goals
 - Existing Conditions
 - Housing

- Economic Development
- Transportation
- Historic and Cultural Resources
- Open Space and Natural Resources
- Growth Strategy and Future Land Use Plan
- Implementation Plan

Metrics and Implementation

- Develop an implementation plan with short- and long-term goals and strategies.
 - The implementation plan should include recommendations for updates to the Mebane Unified Development Ordinance and other policy recommendations, as needed.
- Create metrics to monitor progress and outcomes.

Deliverables

- Full reports of all existing conditions analyses, including demographics, housing data, economic data, etc.
- All data gathered and reports generated through public and stakeholder engagement.
- All public participation materials including any survey results or other information.
- ArcGIS file geodatabase and GIS package for all maps.
- Delivery of final Comprehensive Land Development Plan in digital format for online publication, archives, and press (in both Microsoft Word and PDF formats).
- An executive summary version of the plan that is visually engaging and easy to comprehend.

PROGRESS REPORTING

The City of Mebane will provide overall support for project tasks and assign the Development Director to serve as the liaison for plan development. City staff will provide existing documentation as requested by the consultant and compile contact information for staff and local organizations. City staff will assist in scheduling and making necessary arrangements for meetings, locations, and interviews conducted by the consultant with City staff.

The selected consultant and City staff will hold progress meetings by phone, via videoconference, or in-person meetings as often as necessary, but no less than once per month until a final plan is adopted by the Mebane City Council.

PROPOSAL REQUIREMENTS

To evaluate responses efficiently and equitably, proposals must be submitted as identified below. Failure to submit this information may render your submission non-responsive. Each respondent shall provide the following company information:

Section 1: Introduction & Project Overview

- General overview of firm, including company name, physical address, website, contact information, the type of company (individual, partnership, corporation, etc.), names of all partners, principals, etc., year established, including former company name(s) and year(s) established, if applicable.
- Identify the name, title, address, and telephone number of the firm's authorized negotiator. The person identified must be empowered to make binding commitments on behalf of the firm.
- A summary of understanding of the project as described in this RFP.

Section 2: Experience

- Describe the firm's experience in preparing municipal comprehensive land development plans and developing and effectively implementing strategies for community participation in plan development.
- Include examples of at least three local governments for which you have conducted comprehensive planning, visioning, community engagement and/or land use analysis. Experience in working with municipalities in North Carolina is preferred.

Section 3: Description of Consulting Team

- Include a list of key personnel who would be assigned to this project, their biographies, project roles, relevant qualifications and experience, hourly rates, and anticipated time commitment to the project.
- Include any information for subcontractors.

Section 4: Project Approach

- Include a description of how your firm plans to implement the plan update, including a project timeline.
- Include customized or innovative ideas for the proposed course and sequence of actions or tasks, including methodologies, the time needed to complete the sequences, and a schedule of project milestones to plan adoption.
- Describe various approaches to engage the community to meaningfully participate in the planning process, including level and style of involvement. Identify how your firm will capture input from a representative group of community members and stakeholders.
- Identify cost estimates for completing each of the elements in the Scope of Services sections of this RFP. Itemized cost estimates may include more than one area in these sections provided the combination of the elements is logical or overlapping. Identify any other anticipated budgetary needs, including incidentals, and the total not-to-exceed project cost.

Section 5: Current Workload

- Provide a listing of ongoing projects (workload of the firm) and your commitment to provide adequate personnel resources to our project.

Section 6: References

- Provide a least three references for similar studies; include a summary of the study, the date completed, if completed on time, the original proposed cost, final cost, and entity name, point of contact, address, and verified telephone number of each to contact.

Section 7: Exceptions

- The successful firm will be required to enter into the [City of Mebane Contractor Agreement](#). Any exceptions to the terms and conditions of the Agreement must be documented and submitted in this section. In

addition, any additional language, terms, or conditions must be submitted in this section.

- All exceptions/deviations to the required Scope of Services shall be documented on a separate page and submitted in this section. In addition, please note any parts of the scope of services that are beyond the expertise of the consultant or would be better handled by City of Mebane staff.
- Litigation: Provide pending, ongoing, or prior litigation within the last 10 years.

SUBMISSION & EVALUATION

If a submittal does not meet all requirements, it will be disqualified. Five (5) hard copies and one digital copy on a USB flash drive of the proposal should be received on or before April 8, 2024, and should be submitted to:

City of Mebane
Attn: Planning & Zoning
106 E. Washington Street
Mebane, NC 27302

Questions should be submitted to Ashley Ownbey, Development Director, by e-mail to aownbey@cityofmebane.com.

SELECTION PROCESS

Proposals will be reviewed by a City of Mebane team primarily comprised from the Planning & Zoning Department and City Administration. All proposals will be afforded fair and equal treatment with respect to any opportunity for discussion and revision. Any such modification may be permitted after submission and before award to obtain the best and final offer at the discretion of the City. When conducting negotiations, the City will not disclose information from proposals submitted by competing firms.

The City of Mebane will select a firm based on its ability to respond to the RFP requirements, the qualifications and expertise of the team working on this project, past performance on similar projects, the time required to complete project, methodology, firm's resources, and willingness to negotiate and execute an acceptable written agreement with an affordable overall price for the scope of the work and deliverables.

EVALUATION CRITERIA

Experience with developing approved and successful Comprehensive Land Development Plans for other North Carolina municipalities.	15 points
Demonstrates understanding of project scope, completeness of RFP, adherence to requirements, and effective proposed work plan.	15 points
Qualifications of key personnel and strengths of the project team and ability to complete the project within a specified timeframe.	20 points
The total cost of the project (and hourly rates for extra work).	25 points
Innovative engagement strategies and deliverables.	25 points

ANTICIPATED SCHEDULE

RFP issued by the City	March 1, 2024
Clarification inquiries	March 25, 2024
Proposals due	April 8, 2024
RFP reviews and interviews (optional)	April 15 – April 26, 2024
Contract negotiations	April 29 – May 10, 2024
Award contract	May 15, 2024
Signed contracts and Certificate of Insurance	May 16 – 24, 2024
Project kickoff meeting	June 2024
Plan development	July 2024 – April 2025
Plan submission to the City of Mebane	May 2025
Draft plan review and public feedback	June – August 2025
Plan presentation to Planning Board	September – October 2025
Final plan presentation and adoption by the City Council	November – December 2025
Delivery of all final plan documents, GIS files, and other relevant materials	

CONTRACT TERMS & CONDITIONS

The City of Mebane reserves the right to award this contract in whole or in part, in the best interest of the City and further reserves the right to accept or reject any or all proposals.

The City of Mebane reserves the right to request clarification or supplemental material it feels necessary to make a qualified judgment to the firm's ability to perform the work.

The City of Mebane reserves the right to amend the RFP schedule or issue amendments to the RFP at any time; to modify or incorporate additional steps in the evaluation process in the interest of having a thorough and comprehensive body of information to make a selection.

The City of Mebane also reserves the right to cancel or reissue the RFP, to reject any or all proposals, to waive any irregularities or informalities in the selection process, and to accept or reject any item or combination of items.

The awarded firm shall not commence work under this contract until all insurance documents have been received and such insurance has been approved by the City. The firm must maintain insurance coverage for the duration of the contract period.

This RFP does not obligate the City of Mebane to accept or contract for any expressed or implied services.

The City of Mebane will not reimburse the firm for any of the costs involved in the preparation and submission of responses to this RFP or in preparation for and attendance at subsequent interviews.

INCURRING COSTS

This RFP does not commit the City of Mebane to contract with any company, pay any costs incurred by any company in the preparation of its RFP response, or contract for any of its services referenced herein. Additionally, the City of Mebane reserves the right to accept or reject any or all qualification

statements received as a result of this RFP process if it is in the best interest of the City of Mebane.

INSURANCE REQUIREMENTS

Upon selection of a contractor, the City of Mebane will require a Certificate of Insurance fulfilling the City's liability coverage criteria.