



REQUEST FOR QUALIFICATIONS

LAND DEVELOPMENT REGULATIONS UPDATE

INTRODUCTION

The City of Rogers, Minnesota seeks professional planning services to assist with updating Land Development Regulations Section of the City Code. The City desires a hybrid approach to its zoning ordinances, incorporating more traditional zoning standards with form-based standards for Downtown Rogers and adjacent neighborhoods, and other identified focused areas within the City's existing employment centers and along major transportation zones. The selected consultant will collaborate with City staff to facilitate development of new zoning and land use regulations for the City. The final product must be an innovative, intuitive, highly-illustrative, and user-friendly code that will implement the vision of the 2040 Comprehensive Plan. The design shall emphasize ease of use for the everyday user – property owners and contractors.

IMAGINE ROGERS 2040

The following represents the community vision and guiding principles, as stated in the Rogers 2040 Comprehensive Plan, to which new land development regulations shall promote.

Community Vision

- Rogers is a **community of choice** for living and learning with attainable housing for all persons, vibrant neighborhoods, and academically inclusive schools.
- Rogers is a **community of equal economic opportunity** with a creative workforce and diverse employment options, and linked transport systems that enable job mobility for workers close to home.
- Rogers is a **community of quality environments** with treasured places and distinct open spaces that enrich our heritage and life experiences and contribute to our physical health and shape our social connection.

Guiding Principles

- Build Neighborhoods & Livability
- Foster Economic Opportunity & Prosperity
- Broaden Community Connections
- Create Lasting Value

BACKGROUND

Rogers is a vibrant, growing suburban community in Hennepin County and the seven-county Twin Cities metropolitan area. In its early days, Rogers benefitted from the expansion of the railroad to spur growth and attract industry. Today, access to excellent transportation systems remains a major draw for Rogers.

The community benefits from its unique location at the intersection of two regional roadway systems – Interstate 94 (I-94) and Trunk Highway 101 (TH 101) – that connect the community to employment centers and amenities of the Twin Cities, and the recreational destinations of northern Minnesota. Situated as a key gateway between the Twin Cities and Greater Minnesota, Rogers delivers the best combination of urban services and amenities with rich rural landscapes and wide-open natural areas, and an abundance of parks and recreational destinations. This has made Rogers a hub for business and distribution, and an attractive community for raising families.

In 2012, Rogers merged with Hassan Township, growing from roughly nine square miles to more than 26 square miles. The addition of the Township and its mostly undeveloped, agricultural landscapes significantly increased the City's long-term growth potential – the vast majority of which is planned as residential. Yet, as the community expanded, Rogers retained its historic foundation, due in part to its original Main Street.

Rapid business development in the early 2000s left Rogers with smaller pockets of remnant, vacant land available for new business growth or business expansion. With limited land available within the City's employment centers, sustainable population and economic growth, and job creation, will require a concerted focus to rethink how these areas will on compact development strategies through redevelopment, infill and reuse, and rethinking the importance of these areas to the community in terms of jobs, residential living, and transportation.

In this context, new land development regulations should seek to:

- establish modern development standards and review processes
- balance the hometown feel with the need to adapt to changing market conditions
- encourage creative and efficient redevelopment of underutilized properties
- integrate the existing Mixed Use, Downtown Overlay and West Mainstreet Overlay districts into new zoning regulations
- create and develop zoning standards for mixed use neighborhoods, centers and districts envisioned by the comprehensive plan
- overhaul and simplify existing sign regulations to create a City identity that balances practical needs and aesthetics
- create highly-illustrative zoning regulations that promote high-quality urban design to reinforce Rogers' identity and sense of community.

Current Zoning Ordinance

The current zoning ordinance is essentially a combination of Rogers and Hassan Township zoning policies, completed in 2013, with several smaller amendments and policy updates having occurred since then, resulting in inconsistent and conflicting language, and often lacks appropriate code cross-reference citations. The current zoning code is not user-friendly and lacks clarity, resulting in users and staff often interpreting code differently. Major challenges include an inconsistent approach to uses (i.e. permitted, accessory and conditional) in the City's employment districts, and the vast differences in residential zoning standards between typical urban residential lots and the rural areas with larger residential lot. Although there is still a need to enact zoning that addresses the remaining rural areas, the rapid urbanization of the community requires a more diligent approach to clearly defined and flexible zoning standards.

Comprehensive Plan

The City has completed its draft 2040 Comprehensive Plan and has submitted it to the Metropolitan Council for review. The 2040 Comprehensive Plan – Imagine Rogers 2040 - will serve as the guiding document to update the City's land development regulations. As described above, the 2040 Plan focuses on the ability to capture the identity of Rogers in relation to its rural context and open spaces and its urban environment and amenities, and the importance of those places to the livability and economic prosperity of the community. Therefore, the 2040 Plan emphasizes retaining what is valued, while proactively addressing and welcoming new opportunities and change.

Staff

Community Development & Planning Department staff consists of two (2) professional staff and (currently) a planning intern. The professional positions include the City Planner / Community Development Coordinator and Associate Planner. The Associate Planner and planning intern will serve as the project coordinators for the

zoning update with guidance from the City Planner / Community Development Coordinator. Touch points with staff from other departments are anticipated with this project.

SCOPE OF WORK

The finished product will be a new hybrid code, resulting in the complete repeal and replace – entirely or in part – of the land development code. The work shall focus on the City’s main land development code including: Signs (Chapter 113), Subdivisions (Chapter 121) and Zoning (Chapter 125). Although the following sections are not part of the project, the consultant planner will be asked to provide general feedback and identify issues on land use codes related to and affecting zoning policy: Shoreland & Wetland Protection (Chapter 109), Wireless Communication Facilities (Chapter 105), Vegetation, such as tree protection (Chapter 50), Right of Way Management (Chapter 38), and any applicable items related to Licenses, Permits and Business Regulations (Chapter 22) that might affect zoning policy.

The Scope of Work should include the items listed below. City staff will work with the selected consultant to establish specific timelines, budget and deliverables for the project. Generally, the consultant planner shall be responsible for writing the new zoning code, as well as providing guidance on best practices and trends, and checking assumptions.

1. Diagnose Current Zoning Ordinance. The consultant will work closely with City staff to produce a diagnosis of the existing code.
2. Review the 2040 Comprehensive Plan. The consultant will identify goals, recommendations, and implementation strategies, to ensure the new code is consistent with the 2040 Plan.
3. Help with Public Outreach. The consultant will assist City staff with public outreach initiatives.
4. Evaluate Existing Zoning Districts. Rogers contains many unique areas that will warrant context-sensitive regulations. Staff will work with the consultant to identify these areas.
5. Draft the Document. The consultant will prepare drafts of the zoning ordinance, including graphics for review by staff, culminating in a final version to be presented to and acted upon by the Planning Commission and City Council.
6. Integrate the New Code into User-Friendly Formats. The consultant will work with City staff to make the new code interactive and accessible to the public.

Timeline and Payment

City staff will work with the selected consulting planning firm to determine the project timeline, milestones and budget. The project budget shall be a “Not to Exceed” amount. Funding for this project is included in the City’s budget for both 2019 and 2020. Based on current fund allocation, staff anticipates a significant portion of the project will occur in 2019.

SUBMITTAL REQUIREMENTS

Responses to the RFQ must include three (3) hard copies and one (1) electronic copy emailed to the assigned City staff contact. Complete submittals must be received by the City no later than 12:00 p.m. on September 13, 2019. The City will have one (1) in-person meeting to answer questions from consulting firms interested in responding to the RFQ on Friday, September 6, 2019 at 10:00 a.m. at Rogers City Hall.

Submittals must include following items, along with other relevant materials, to demonstrate consultant’s expertise and capability.

1. Description of Approach: A brief written narrative of the consultant’s approach to the project; maximum of two (2) pages. The narrative should describe the consultant’s approach to similar projects completed.

2. Team Expertise: The brief description of the general qualifications and expertise of the team assembled by consultant to complete the project, including evidence of specific experience creating hybrid codes.
3. Comparable Projects: A list of comparable projects undertaken by consultant and/or team members. Sample of hybrid code project(s) in progress or completed. Although not required, the City requests consultants with experience writing hybrid codes provide photos from communities where hybrid codes were adopted, showing implementation results with projects.

Submittals should be directed to:

Amy Patnode, Associate Planner
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(763) 428-2253

Questions may be directed to:

Jason Ziemer, City Planner / Community Development Coordinator
jziemer@rogersmn.gov
(763) 428-0915

EVALUATION OF SUBMITTAL

Community Development & Planning Department staff will review and evaluate proposals according to the selection criteria detailed below. The City will evaluate all submittals to determine which consultants have the experience and qualifications best suited for this project. The City may request one or more consulting firms to submit a more detailed proposal and/or present their proposal(s) to City staff. Award of a contract, if any, will be to the firm deemed best qualified, in accordance with the selection criteria, to perform the services outlined in this RFQ and other services as deemed necessary by the City. Consultants responding to this RFQ must demonstrate the following:

1. Experience in preparing municipal hybrid codes that regulate development and redevelopment in other communities.
2. Experience in building group consensus across diverse interest groups to support innovative regulatory standards.
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.

Other Considerations

The City of Rogers reserves the right to amend, withdraw, and/or cancel this RFQ. The City reserves the right, without qualification, to reject any or all responses to this RFQ at any time prior to entering into an agreement for professional services with the selected team. The City reserves the right to request or obtain additional information about any and all submittals.