

CITY OF HIGH POINT

AGENDA ITEM



TITLE: Contract with Inspire Placemaking Collaborative Inc.	
FROM: Planning & Development Department	MEETING DATE: December 16, 2024
PUBLIC HEARING: N/A	ADVERTISED DATE/BY: August 13, 2024 / Purchasing Division
ATTACHMENTS: Development Ordinance Update - Project Approach Synopsis Bid Recommendation Form	

PURPOSE: To update the City of High Point Development Ordinance to ensure it is consistent with the High Point 2045 Comprehensive Plan.

BACKGROUND: City Council authorized creation of a comprehensive plan in 2022. A 23-member Steering Committee comprised of a cross-section of the community guided the process for creation of the plan. Numerous community outreach sessions were held with various stakeholders and the general public over the course of the project to gather input on the desired community vision, core values, priorities, preferred growth scenario and strategic initiatives. On May 6, 2024, the City Council adopted the High Point 2045 Comprehensive Plan as recommended by staff, the Steering Committee and the Planning & Zoning Commission.

The High Point 2045 Comprehensive Plan established implementation timelines for the strategic initiatives to be undertaken to achieve the community's vision for growth and development. Updating the Development Ordinance is one of the most critical steps toward implementing the growth framework and the associated activity centers and other place types.

The City solicited proposals to update the Development Ordinance through a Request for Proposals (RFP) and received four proposals on September 26, 2024. Upon evaluation by City staff, Inspire Placemaking Collaborative Inc. was selected as the lowest responsible, responsive bidder.

BUDGET IMPACT: Funds are available in the FY 2024-25 budget.

RECOMMENDATION/ACTION REQUESTED: City Council is requested to consider a contract with Inspire Placemaking Collaborative Inc. in the amount of \$253,650 to update the City's Development Ordinance to ensure consistency with the High Point 2045 Comprehensive Plan and to authorize the appropriate City Official(s) to execute all necessary documents.



As proposed by Inspire Placemaking Collaborative Inc., the overall project cost for the Development Ordinance (Ordinance) Update is \$253,650. A synopsis of the project scope is included below:

- **PHASE 1 – INITIATION AND KICK-OFF:** Includes a staff kick-off and organizational meeting, project branding, and a series of initial community events to generate awareness of the project.
- **PHASE 2 – REVIEW & ASSESSMENT:** Includes a review of existing documents and an assessment report with matrix identifying how the ordinance will need to be updated to ensure consistency with policy documents.
- **PHASE 3 – COMMUNITY ENGAGEMENT:** Includes Social Pinpoint website development, Steering Committee meetings, meetings with a Users Group, public information sessions, joint City Council and Planning and Zoning Commission workshops, and public open houses.
- **PHASE 4 – DRAFT ORDINANCE AND MAP:** Includes creating a draft Ordinance document and zoning map, virtual work sessions between staff and the consultants to review and revise draft language, project testing to ensure the Ordinance produces the intended outcomes, a final Steering Committee meeting, and a public unveiling workshop.
- **PHASE 5 – ADOPTION:** Includes public hearings before the Planning and Zoning Commission and City Council to present the final draft and delivery of the adopted Ordinance for publication.
- **PHASE 6 – IMPLEMENTATION TOOLS:** Includes updating application forms, staff report templates and the Development Guidebook to create a consistent user experience.

UPDATED APPROACH (11/26)

NOT TO EXCEED COST:

The scope as described below is not to exceed \$253,650 in cost. Task 5.2 is an optional \$18,000 task the City may opt into, which is included in the overall not-to-exceed cost. A price schedule of additional visits at the end of the document are for visits not included in the not-to-exceed cost, and require authorization through separate action.

PHASE 1: INITIATION [Month 1]

Task 1.1: Kick-Off Meeting

To provide the highest quality product to the City of High Point, we will facilitate a kick-off meeting to clarify the project management, schedule, and deliverables prior to initiating work for the Development Ordinance update. This meeting may include Planning & Development and administrative staff, as well as any other key staff relevant to the ordinance update. This meeting will be an opportunity to discuss the scope, schedule, and overall goals for the project; establish preferred communication channels and organizational responsibilities; and identify a community engagement strategy and schedule.

Task 1.2: Recurring Meetings

Inspire values transparency and constructive conversations with our clients. Therefore, in addition to the initial kick-off meeting, we propose to facilitate virtual bi-weekly meetings with planning staff. At these meetings, Inspire will update High Point staff on the progress of the project and staff will have the opportunity to provide feedback and ask questions. We may also invite other City staff to these meetings as necessary to discuss technical aspects of the code. We will establish the schedule for these recurring meetings at the initial kickoff meeting.

Task 1.3: Branding

Our team includes inhouse graphic designers who will develop a unique project brand and identity to use throughout the planning process. Our team will work with High Point staff to develop a brand that accurately reflects the City and the goals of the project. We will use this branding on communication and marketing materials, community engagement websites and materials, and on final deliverables. We understand that High Point just recently completed the High Point 2045 Comprehensive Plan. Our team can implement a design for the development ordinance update that complements the branding of the Comprehensive Plan but has its own unique identity to differentiate the projects.

Task 1.4: Pop-Up Events or Community Visits

A successful planning project is one that keeps the public informed and doesn't have surprises. Introducing citizens to the project in a relaxed way is a great opportunity to keep them in the loop and engaged throughout the process. In an effort to meet High Point residents where they are,

Inspire proposes to participate in three or four local events or festivals or similar local touchpoints. Community visits scheduled specifically for us to interface with members of the community (meeting with a particular interest group, speaking to high school students in a government class, presenting at a chamber of commerce or rotary, or faith based community group, etc) may be substituted for pop-up events as desired. These "popup events" and "community visits" would be informal to inform community members of the project, drive them to visit the project website (further described in Task 3) and garner feedback in a relaxed and fun environment. Inspire will provide digital versions of material used for these pop-up events and community visits that can then be printed by staff or volunteers to provide a presence at additional local events.

Phase 1 Deliverables:

- Kick-Off Meeting
- Written summary of kick-off meeting
- Schedule of community engagement events
- Schedule of recurring meetings
- Project brand and related marketing materials
- Pop-up or community visit digital materials

PHASE 2: REVIEW & ASSESSMENT [Months 2 through 4]

Task 2.1: Literature Review of Existing Documents

Inspire will perform a comprehensive literature review of all relevant planning documents to ensure that the updated High Point Development Ordinance aligns with the City's current goals and ordinances, and all applicable State and Federal regulations. Such documents may include the High Point 2045 Comprehensive Plan, 2017 Pedestrian Plan, 2019 Complete Streets Manual, the City's small area plans, identified nonprofit or city plans such as the Southwest Mill District Area Plan, if available, and/or any other relevant planning documents provided by staff.

Task 2.2: Assessment Report of Relevant Documents

The principal purpose of this project is to align the development ordinance with the High Point 2045 Comprehensive Plan. Therefore, while reviewing relevant planning documents, the Inspire team will create a matrix to identify, section-by-section, how we will update the regulatory documents to ensure consistency with other City documents. The matrix will also identify proposed new or modified districts and [required documents.

Phase 2 Deliverables:

- Written literature review report
- Assessment matrix

PHASE 3: COMMUNITY ENGAGEMENT [Months 1 through 11]

Inspire understands that a meaningful community engagement process is essential to building trust within the community, keeping the community informed of project details, and gathering feedback that will inform the content of the updated development ordinance. We also understand that High Point recently completed a thorough community engagement process for the Comprehensive Plan, which included over 20 open houses and drop-in information sessions for citizens. In turn, Inspire will ensure that we do not duplicate engagement efforts or contribute to “engagement fatigue” by creating a fun, unique, and specific community engagement strategy for the development ordinance update.

Task 3.1: Project Website

Inspire has substantial experience in providing branded project websites that both inform and engage residents, allowing residents to interact with the planning process at a time that is convenient for them. We will utilize Social Pinpoint, an online engagement platform, throughout the development ordinance update process. This platform is customizable to High Point’s needs and has a variety of interactive tools to implement, including surveys, discussion forums, interactive maps, and more. Our team can also upload project documents and summaries to Social Pinpoint to keep residents informed throughout the planning process. If requested, we can provide regular reports of Social Pinpoint data and feedback received.

Task 3.2: Steering Committee and User Group (Five Meetings Proposed in Phase 3)

Prior to the Kick-off Meeting, Inspire asks that the City identify candidates for two advisory entities, a Steering Committee and a User Group. In an effort to capture the voices of all residents, a Steering Committee should include members from a diverse cross section of High Point’s community. Members might include property owners, business owners, developers, community leaders, and anyone else the City feels will foster a productive planning process. They should be willing to be highly engaged in the development ordinance update process and be able to provide thoughtful feedback. They may also act as ambassadors for the process and we will work with them to identify ways to engage disenfranchised residents.

A User Group should include representatives of City departments and divisions that have a connection to administration of the development ordinance but that are not necessarily involved in the core project group primarily pulled from Planning & Development (such as community development & housing, parks & recreation, the TRC, and the Fire Marshall’s office), and could include representatives of neighboring jurisdictions as a courtesy.

Our Planning team has extensive experience working with steering committees in fast-growing communities and has a proven track record of successful facilitations. This Committee serves an incredibly important role in the process as a citizen advisory group that will help guide our team on the goals for the project.

At the Kick-off Meeting, Inspire and City staff will finalize the Committee and identify a date and time for an initial Committee meeting. User Group meetings will be the same day as Steering Committee meetings and cover the same general items or sections of ordinance. The initial meeting for each body will be in-person and a member of the Inspire team will facilitate it. This meeting will introduce the Committee (and Group) to the update process and we will discuss the roles in the process. Inspire will lead an initial discussion on the opportunities and challenges that the update should address.

At later meetings, we have the opportunity to discuss specific issues, such as expanded housing types, urban design, parking, incentive programs, and more as identified in the review and assessment phase. A sixth steering committee meeting will be to review the draft prior to review by the public at the final workshop, both of which will be part of Phase 4.

Three-day Embedded Community Visits (2)

Aligned with two of the Steering Committee and User Group meetings, Inspire will share information more broadly across the High Point community. Over the course of the visit, in addition to leading the Steering Committee and User Group meetings, Inspire will hold public information sessions (Task 3.3), provide joint or separate briefings for the City Council and Planning Commission (Task 3.4), and/or meet with different stakeholder groups or forums. The same stage of work will be the subject of all meetings during these visits, with the general expectation the presentations contribute toward updating the community about project progress and any available drafts, Tasks 3.3 & 3.4 anticipate each visit include a public information session and joint Council/Planning Commission workshop, however it will be the responsibility of staff to schedule these events or alternative activities using the three days. Inspire will work with staff to identify potentially valuable avenues for feedback.

Task 3.3: Public Information Sessions (2)

This task accounts for one of the expected elements of the Three-day Embedded Community Visits described above.

Task 3.4: Joint Council / Planning Commission Workshops (2)

This task accounts for one of the expected elements of the Three-day Embedded Community Visits described above.

Task 3.5: Public Open Houses (2)

The Inspire team will facilitate two public visioning open houses. We will prepare several activities and boards to engage community members and solicit feedback on specific topics, such as preferences on housing types, urban design, and open space. The information collected at this public open house will inform the content of the updated development ordinance. We will hold these open houses at a central location and for a period of at least three hours in order to capture the most attendance possible. Our in-house graphic design team will create materials to advertise these open houses and our team will then work with the City and Steering Committee to distribute these materials to the community.

Examples of activity stations may include:

Station 1: Greeters

We will create a sign-in sheet for attendees to provide their contact information. One of our team members will greet community members and explain the organization of the room, though all present Inspire staff will be available to clarify activity instructions or answer questions. We will also provide children's activities because we encourage all members of the community to attend and participate in this open house.

Station 2: Tell us where you live, work, shop, and play!

This station will include a blank map of High Point for attendees to indicate where they live, where they work, where they shop, and where they participate in recreational activities using colored stickers. This station will help our team understand where High Point residents spend their time and will identify where development standards and uses may need updating.

Station 3: Development and Design Standards

This activity allows people to rank their preferences regarding development standards including landscaping, setbacks, design, open spaces, and parking. This exercise can help identify the overall look of the community as identified by the public.

Station 4: Use Preferences

In this activity, the team will ask participants what kind of land uses they would like to see in High Point by placing colored stickers on a board under topics. We can also ask about specific uses, such as expanded housing types. Feedback from this activity will help Inspire update the use table in the ordinance.

Station 5: Idea Wall

Inspire will post a prompt for participants to contribute to what they see as their vision for the next 20 years for the City of High Point. This activity will help guide the overall vision for the ordinance update.

Phase 3 Deliverables:

- Social Pinpoint (SP) Website
- SP data analysis reports as requested
- Four Steering Committee meetings
- Two Public Open Houses
- Written summaries of Steering Committee meetings and open houses

PHASE 4: DRAFT ORDINANCE & MAP [Months 5 through 16]

Task 4.1: Draft Development Ordinance Document and Zoning Map

Inspire will begin drafting sections of the development ordinance based on the assessment and review from Phase Two and community feedback from Phase Three. We have found that the most efficient way to facilitate the rewrite of each section of the development ordinance is through logical “blocks” or “modules” which are then given to staff for review. This ordinance is by its nature a lengthy document and splitting into modules adds efficiency to staff review, limiting the volume that must be reviewed at once, and it allows drafting to move forward on the second module during review of the first. The split is temporary. We will combine the modules back into the complete UDO for adoption and use. As the code changes become more definitive, we will develop a draft map to identify areas that may need rezoning along with a comparative analysis of the resulting changes and the impact on properties. We will work with Staff to prepare a GIS zoning map that is consistent with the Future Land Use Map.

Task 4.2: Project Testing

We test our codes and regulations on real world applications to ensure that we are providing our clients with a highly functioning, user-friendly code. This approach builds trust with the development community, as well as civic leaders, as they recognize our goal is to provide robust, creative regulations that are easily interpreted and applied. An example we have used previously is to review projects that are both desirable and undesirable to understand how the regulations affect the ultimate development in both scenarios. This process allows us to modify regulations as needed to result in the preferred built condition. We will test up to three projects.

Task 4.3: Final Steering Committee Meeting

After staff reviews the final document, we will hold a fifth Steering Committee meeting to review the draft with the committee.

Task 4.4: Public Unveiling Workshop

Inspire will unveil the draft to the public at a workshop. This workshop will include a PowerPoint of the major changes with an opportunity to discuss and comment.

Task 4.5: Virtual Work Sessions (4)

Inspire will work with the core staff project team and any other invited staff to walk through key aspects of ordinance drafts. Four two-hour sessions will be held at mutually agreed times in the drafting process.

Phase 4 Deliverables:

- Final draft Development Ordinance
- Updated draft zoning map
- Testing of up to three projects
- Steering Committee report
- Public workshop presentation

PHASE 5: ADOPTION [Months 17 -19]

Task 5.1: Recommendation & Adoption Meetings

Inspire will present the final draft to High Point's Planning & Zoning Commission for a recommendation and to the City Council for adoption. This presentation will include a PowerPoint slideshow describing major changes, any zoning map amendments, and a summary of public engagement.

Task 5.2 Adopted Ordinance Enhanced Formatting (Optional)

Inspire will deliver a high quality PDF document of the development ordinance with cross reference links, enhanced visibility of in-text definitions and pop up details as well as all Word, InDesign, GIS, image, and model documents used in production. This optional task is \$18,000 if the City elects to use it, which is included in the not-to-exceed amount.

Phase 5 Deliverables:

- Updated Zoning Map
- Public presentation
- Final adopted Development Ordinance in PDF and web-based formats
- Enhanced PDF with pop up detail functionality

PHASE 6: IMPLEMENTATION TOOLS [Months 18-20]

Task 6.1 Develop Application Forms

Inspire will work with staff to identify applications that are a part of the development guide (or available on buildhighpoint.com) that need to be updated to match the standards of the new development ordinance. Inspire will produce needed revised checklists and applications as pdfs.

The pdfs will be functional “fillable forms” that can be typed into on a computer, but Inspire will not connect the fields to any online database or automated online submission system. The applications and checklists will reflect a uniform brand that matches the development ordinance.

Task 6.2 Staff Report Template

Inspire will generate a staff report template for development orders that addresses the needs of the review and decision making bodies of the development process, appears visually consistent with the new zoning ordinance application forms, and clearly connects to the development ordinance.

Task 6.3 Format Development Guidebook

Inspire will revise the full Development Guidebook building on recent efforts. The Development Guidebook will be visually and substantially consistent with the updated development regulations.

Phase 6 Deliverables:

- Updated Application Forms
- Updated Staff Report Template
- Reformatted Development Guidebook materials

Additional Visits – Schedule of fees for additional visits to the City and related work not a part of the initial not-to-exceed contract

Throughout the process the City may determine a need or desire for additional meetings to dive deeper into a subject or topic, or to address an emerging issue. Through the term of the project upon mutual agreement Inspire will provide additional meetings of the following types per specific-type rates. These additional meetings are not included in the not-to-exceed total and require separate authorization.

AV1 Embedded Community Visit

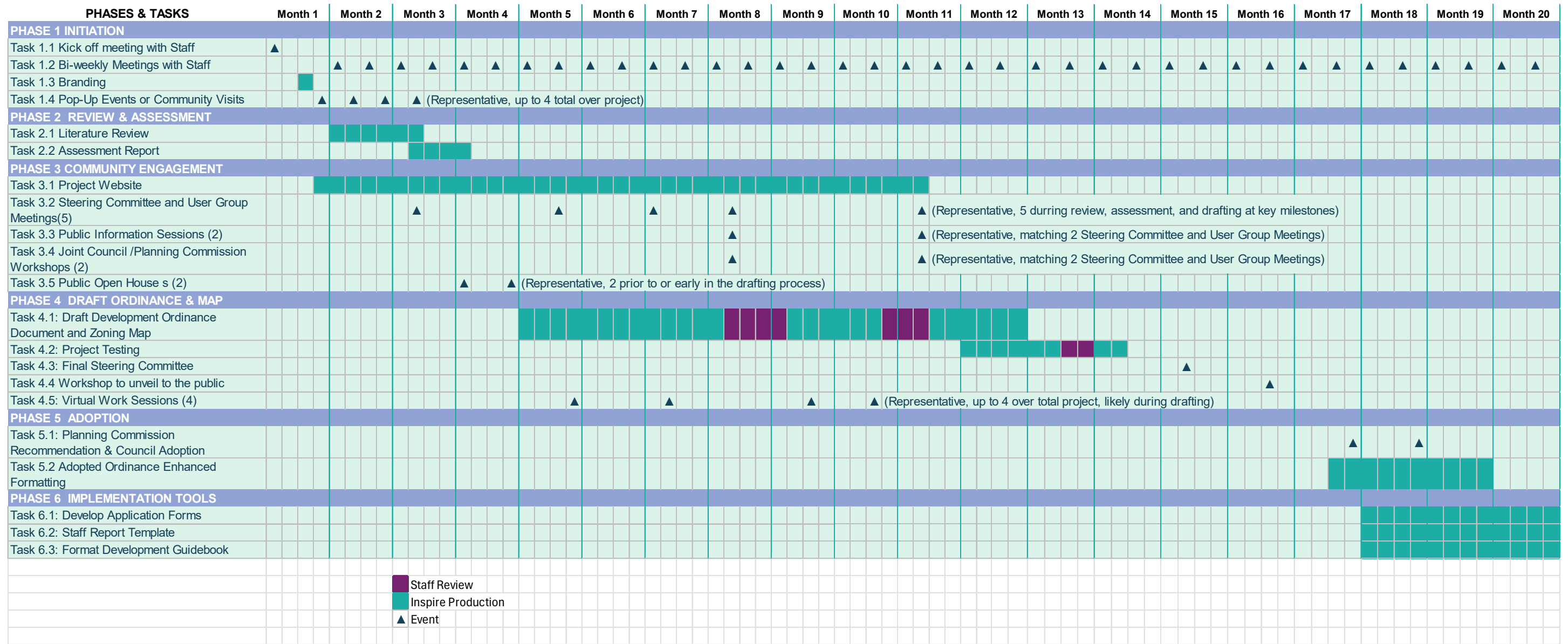
This additional visit type accounts for a level of interaction in the other Embedded Community Visits – Steering Committee/User Group, Public Information Session, and Joint Council/Planning Board Workshop, or similar activities attended by multiple Inspire professionals scheduled over 3 days. An additional AV1 Visit is \$15,000.

AV2 Steering Committee/User Group and Public Planning Board or City Council Meeting

This additional visit type accounts for attendance at a Steering Committee/User Group meeting pair and Public Meeting of the City Council, Planning Board or a joint meeting. The AV2 Visit occurs over 2 consecutive days. An additional AV2 Visit is \$7,000.

AV3 In-Person Attendance at a Single Public Planning Board or City Council Meeting

This additional visit type accounts for travel and labor for attendance at a single additional board or council meeting without additional activities. An additional AV3 Visit is \$2,500.



■ Staff Review
■ Inspire Production
▲ Event

BID RECOMMENDATION

DEPARTMENT: **Planning & Development Department**

COUNCIL AGENDA DATE: **December 16, 2024**

BID NO.: **RFP-07-092624** CONTRACT NO.: DATE OPENED: **9-26-24**

DESCRIPTION:
This RFP was solicited for an 18-month contract with a possibility of a two month extension for updating the City of High Point Development Ordinance (Ordinance). The Ordinance is the primary tool to help implement the 2045 Comprehensive Plan and the community's vision for growth and development.

PURPOSE:
Update the City of High Point Development Ordinance to ensure that it is consistent with the 2045 Comprehensive Plan.

COMMENTS:

RECOMMEND AWARD TO: **Inspire Placemaking Collaborative Inc.** AMOUNT: **\$253,650**

JUSTIFICATION:
The City received four responsive proposals on September 26, 2024. Upon evaluation by city staff, Inspire Placemaking Collaborative Inc was selected as the lowest responsible, responsive bidder.

ACCOUNTING UNIT	ACCOUNT	ACTIVITY	CATEGORY	BUDGETED AMOUNT
101521	527101			\$253,650
TOTAL BUDGETED AMOUNT				\$253,650

DEPARTMENT HEAD: **Sushil Nepal** Digitally signed by Sushil Nepal Date: 2024.11.22 16:56:42 -05'00' DATE: **11/22/2024**

The Purchasing Division concurs with recommendation submitted by the **Planning & Development Dept** and recommends award to the lowest responsible, responsive bidder **Inspire Placemaking Collaborative Inc** in the amount of \$ **253,650**.

PURCHASING MANAGER: **Candy E. Harmon** Digitally signed by Candy E. Harmon Date: 2024.12.03 08:31:36 -05'00' DATE: **12/3/2024**

Approved for Submission to Council

FINANCIAL SERVICES DIRECTOR: **Bobby Fitzjohn** Digitally signed by Bobby Fitzjohn Date: 2024.12.03 08:37:51 -05'00' DATE: **12/3/2024**

CITY MANAGER: DATE:
(For City Council Approval Only)