



AGENDA

Ruckersville Advisory Committee

Tasked with a mission of tracking progress on recommendations of the Plan and following up with responsible parties

July 11, 2019

7:00 pm - 8:00 pm

Four Seasons Clubhouse

1. Reports/updates [20 minutes]:

- Zoning Audit update
- Passing along two sources of information provided by staff: (1) An excellent, but brief, overview of various ways that the look and function of places are guided across the U.S. by either conventional zoning, and/or zoning design guidelines, and/or form-based codes. This overview can be found here: <https://formbasedcodes.org/definition/> -and- (2) The ways that "placemaking" can be brought about through effective streetscapes: <https://www.pps.org/article/8-principles-streets-as-places>.
- Any other news or updates relevant to RAC?

2. Formation of a subcommittee for "low-hanging fruit" recommendations? [10 minutes]

3. Discussion of Community Events [20 minutes] – see page 22 of the Ruckersville Area Plan (discussion facilitator to be determined)

4. Wrapping up and planning for future meetings [10 minutes]: Shall we put the Citizens' Academy on our September agenda (see page 27 of the Area Plan)? Any other business that RAC should consider at our next meeting or at a meeting during the final months of 2019?

REQUEST FOR PROPOSALS

ZONING ORDINANCE AUDIT

County of Greene

A. Background.

The County of Greene is hereby requesting proposals from qualified, multidisciplinary professionals in the fields of urban planning, architecture, traffic and civil engineering, economic and community development and computer visualization to assist in the audit of the current Zoning Ordinance, zoning map, and design guidelines. The audit will provide recommendations for amendments needed to be in compliance with the State Code and be consistent with the goals and objectives found in the Greene County Comprehensive Plan.

The current Zoning Ordinance was adopted in 1975 and has been amended periodically from time to time. In its current form, the Ordinance fails to meet the County needs in several areas. It is a conventional use based, "Euclidean" model ordinance that segregates uses and inhibits the ability to create a discernible village or town center by facilitating a mix of commercial, office, and residential uses. The County desires professional planning and zoning assistance to explore and develop a practical and useable code or a hybrid ordinance that incorporates the principals outlined in the Greene County Comprehensive Plan.

B. Scope of Services.

The following professional planning services and general scope of work are anticipated. However, consultants are encouraged to expand on this description and to suggest alternative approaches and strategies they believe will better achieve the County objectives:

- 1. Initial Review and Analysis.** The consultants will work with the Planning Commission, the County Staff and the Board of Supervisors in a thorough review of the existing Zoning Ordinance, development challenges and on-site analysis of the community.
- 2. Stakeholder Interviews and Public Engagement.** This element will involve key community stakeholders in a series of interviews to communicate community goals and to gain a better understanding of stakeholder objectives and concerns. The consultant will develop the necessary background mapping to aid in the public engagement process. These sessions will also be used to educate and inform business owners, developers, contractors, residents, conservation groups, review agencies and any other identified groups about the

advantages and challenges of a form-based/hybrid approach. It is expected that as the stakeholder interviews proceed, the consultant will maintain frequent and complete communication with County Staff.

The consultant will host community workshops, presentations and online surveys intended to move from general visions to specific recommendations including street type, neighborhood type, building form, liveable neighborhoods, pedestrian connections, and design strategies. These will be developed in concept, based on the overall vision of the County and will form the basis for the actual ordinance. The goal of the public engagement process will be to form a consensus among participants concerning practical neighborhood, street and building form for general areas Ruckersville and the Corner Store nodes.

3. **Form-based/Hybrid Ordinance.** The consultant will work with the County Planning Commission and County staff to develop the initial draft of the form-based code or the hybrid ordinance. This process will involve several steps including resolution of the final form of the ordinance, development of key definitions and general provisions, creation of ordinance graphics and finally regulatory language. The County will expect advice from the consultant in working with the County Attorney and County staff on the most effective form for the regulatory structure incorporated in the form-based/hybrid ordinance. Thus, some elements of the ordinance regulatory structure may be more effectively handled in such guideline documents as pattern books or other advisory texts and the consultant will be expected to provide advice on developing such advisory texts or pattern books and the most effective means to incorporate these into the approach. The County anticipates a user-friendly and realistic ordinance, rich in graphics and illustrations that are practical and responsive to existing conditions and the goals and objectives of the Comprehensive Plan.

A key element of this process must be the on-going involvement of the County staff. In addition, the consultant may revisit with stakeholders or public engagement participants to test concepts and approaches to assure that the emerging document is at once responsive to the overall vision, yet practical in its application.

Finally, the County anticipates an implementation strategy including initial rollout guidance and potential incentive concepts to increase the success of the proposed changes.

4. **Presentation.** The consultant will present the initial draft ordinance to the Planning Commission in a public information session. The session will be structured as an informal, open house including story-board or other presentation formats to introduce the draft document and to explain how it varies from the current and how it supports the goals of the Comprehensive Plan. The form of the open house will be at the

direction of the consultant, but the County desires a brief synopsis of the draft ordinance which may be prepared as a hand-out for open house attendees. Following these meetings, the consultant will confer with the County staff to resolve any major issues on the draft. Final adoption of the ordinance will be the responsibility of the County staff.

5. **Deliverables.** The consultant will be expected to provide all graphics and illustrations to be included in the ordinance, the synopsis and any hand-outs used in public meetings in both “hard copy” and electronic form. In addition, all text produced through this assignment will be provided in “hard copy” and electronic form.

C. Proposal Submission.

The proposal must be received no later than 5:00 p.m. on----- Proposals received after this deadline will not be considered. Submitted proposals shall remain in effect for 120 days from the due date. All costs incurred for proposal preparation, presentation or contract negotiations are the responsibility of the consultant. The County of Greene reserves the right to reject any or all proposals submitted in response to this request for proposal and/or to select the proposal that it determines, in its sole judgment, to best meet the needs of the County.

To be considered, proposals should include the information set forth below and must be received by the due date at the following address:

Mr. James F. Frydl
Greene County Zoning Administrator
P.O. Box 358
Stanardsville, VA 22973

D. Proposal Format.

Proposals shall include the following information:

1. **Cover Letter.** The cover letter should be signed by a member of the consulting firm empowered to commit the firm to a contractual arrangement with the County. The cover letter should also identify the firm submitting the proposal and any sub-consultants that may be proposed. It should generally outline your understanding of the assignment.
2. **Work Approach and Timeframe.** Present a detailed description of the work you propose to fulfill the requirements of this request for proposal. For each task, describe the activity, the intended results, any work or activity you assume will be conducted by the County and an anticipated timeframe for completion.

3. **Professional Staff.** Describe which individual professionals would work with the County, their respective roles in the project and provide professional resumes of each key member of the project team.
4. **Qualifications and References.** Provide descriptions of recent prior experience with other clients, which is relevant to the challenges of this assignment. For each past project, include the name, title and phone number of a representative that the County may contact to discuss your experience.
5. **Fees.** Provide your fees for performing the services required as detailed in your proposal. Describe any modifications you would recommend to the general work scope described in this request for proposal and the impact of those modifications on your fee proposal. Fees shall be stated as a total not-to-exceed fee for the services outlined, based on the hourly billing rates of the staff that would serve the County together with any added reimbursable costs for such expenses as printing, mileage, data or sub-consultants.

E. Evaluation of Proposals.

The County will evaluate all submitted proposals based on the responsiveness of the work approach proposed, the qualifications of the staff that will work with the County, the overall qualifications of the firm and the fees proposed. Specifically, the County is seeking consultants with the following capabilities and experience:

- ◆ Experience in preparing form-based/hybrid ordinances or codes to regulate development and redevelopment in smaller communities.
- ◆ Experience in building community consensus to support innovative regulatory structures
- ◆ Strong graphics and written and oral communication skills
- ◆ Experience in evaluating, codifying and capturing qualities of community design and character
- ◆ Experience in developing successful implementation strategies

The County may schedule oral interviews with some or all of the firms responding and, in that event, the outcome of such interviews may influence the evaluation of proposals.

F. Timing.

It is expected that a contract will be executed with the selected firm within 90 days of the due date for proposals.

Ruckersville Advisory Committee

Meeting Notes

6/13/2019

(ref: RACpacket6.13.19)

Attendees: Bonnie Lofton, Michelle Flynn, Patrick Moctezuma, Jim Frydl, John Silke, Stephanie Golon, Neil Williamson, Robbie Morris, LJ Lopez, Don Brady, Diane Wilson, Gretchen Scheuerrmann

VDOT presentation- Joel DeNunzio (VDOT Resident Administrator/Engineer)

Welcome signs for Ruckersville discussed

- process is simple; apply and VDOT will likely permit (with \$100 fee), considering location, safety, etc.
- will guide installation
- maintenance agreement so that we mow
- access to median strip is a concern to overcome
- guidance of traffic for erection the biggest cost
- available dimensions discussed (no limits, except for visibility issues)
- specific locations discussed
- discussion of what constitutes Ruckersville, in terms of Rt. 29.

Street Lamps

- images shared by Patrick
- clear zone (15-20 ft.), or must have breakaway object
- not much road lighting, safety is not a reason for them
- advertising on lamps tricky for private business, but marketing public events would be the primary purpose
- state money is available for streetscape projects, which could include streetlamps
- SmartScale application is encouraged for us (county planners would be ones to prepare this)
- also need to work with RSA with streetscape projects on 29
- power company will maintain bulbs, etc.
- VDOT does not object to sidewalks, etc., being installed.
- shared-use path on one side makes more financial and practical sense than on both sides

Signs Management

- all we need to do is ask to remove ones considered to be unsightly and unnecessary
- could we do a complete VDOT sign inventory of Ruckersville...?
- can't do anything about brown and blue signs (paid for by private entities)
- "way finding" sign program? Perhaps not appropriate for high-speed roads
- TODS signs: contact VDOT for options

Greene County welcome signs landscaping

- county maintains, after getting VDOT permit (one time)

- could get sponsorship from local companies (in exchange for small sign) to do landscaping
- garden clubs can maintain, for example

29/33 project

- discussion of specific use of west-bound lanes, NE corner lot
- question of adding a turning lane heading north from 33 east side
- take-away: VDOT bases its decisions mainly on traffic data; it's not merely what local citizens might prefer, but what the amount and flow of traffic requires.

Tourist Center Project (Rt. 29) – *Alan Yost not in attendance; John Silke excused himself and sat in another room during this discussion*

- funding issues, Greene and EDA
- public meetings held, 2 more to be held
- excellent presentation by County Administrator during the most recent BOS meeting (June 4); powerpoint online; viewing of it suggested by Michelle
- no final decision yet
- further tourism funds still available
- value of brick-and-mortar tourist centers discussed
- all nearby localities have them
- status: general agreement on merits; next BOS and EDA will hold public meetings and vote on the funding arrangements
- discussion of RAC role in tourism center... consensus: no official role to be played
- importance of green space
- discussion of use of undeveloped land on Stoneridge Rd. South
- Jim F. addressed preferences/limitations
- we will pick up Open Space discussion at another meeting

Planners' Request: All to read **Zoning Audit** proposal and provide feedback.

Items for July RAC meeting to be held Thursday, July 11, at the Four Seasons

1. Possible subcommittee for low-hanging fruit recommendations
2. Community Events

Submitted by Patrick Moctezuma, substituting for Mike Hammer