

**CITY OF SOUTH GATE
REQUEST FOR PROPOSALS
COMPREHENSIVE ZONING UPDATE**

ISSUE DATE: Thursday, March 4, 2010

CLOSING DATE: Thursday, May 6, 2010

CONTACT PERSON: Steve Lefever, Community Development Director
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Proposals to be received by 5:00pm on Thursday 6th at the address listed above.

I. INTRODUCTION

The City of South Gate is seeking proposals from qualified consulting firms to prepare a comprehensive update of the City's existing Zoning Ordinance. Under the direction of the Community Development Director, the consulting firm is expected to perform responsible, professional work in the research, compilation of data, analysis and studies as described in this Request for Proposals (RFP). The RFP represents the initial step in the selection of a firm to prepare the documents for the comprehensive update. After review and evaluation of the submitted proposals, the City staff will recommend the finalist to the City Council for award of contract. Each prospective proposer is hereby notified that the City Council is the only body which can legally obligate the City to accept a proposal, obligate the City to pay funds, or otherwise enter into contracts or commitments on behalf of the City. No other person or entity has any such authority, and no proposer should rely on any such purported authority.

It is the intent of the City to develop a Zoning Ordinance that will serve as an understandable, streamlined, and effective General Plan implementation tool. The updated Zoning Ordinance shall:

- Effectively correlate Zoning Ordinance provisions with General Plan policies and standards, including applicable Housing Element programs, to ensure procedural consistency;
- Include clear development standards and specifications;
- Incorporate an easy to read and understandable format with supporting design graphics;
- Incorporate the recently approved text amendments;
- Attain compliance with applicable State Policies & Regulations, such as Density Bonus Law, Sustainability, and Renewable Energy (wind, solar).

II. BACKGROUND

The City of South Gate is 7.5 square miles in size and is located in the heart of Los Angeles County. It is easily accessible to most of the greater Los Angeles region's major population centers, key employment areas, and entertainment districts. Its official population is approximately 103,000. However, the City staff believe that its unofficial population is closer to 110,000 – 120,000 or more. The population of this working class city is predominately Latino (upwards to 95%) and overwhelmingly young, with nearly one-third of the population younger than 18 years of age.

The City of South Gate is almost entirely urbanized and is bounded by eight (8) cities and an urbanized unincorporated community. The list of adjacent cities include: Los Angeles, Lynwood, Huntington Park, Cudahy, Bell Gardens, Downey, and Paramount. The unincorporated community of Walnut Park is located adjacent to the City's northwest corner. The City's current land use pattern and transportation grid network reflects two key historical trends - the city as a working class, small lot single family residential community and the city as a heavy industry/jobs center.

III. THE GENERAL PLAN

The City Council of the City of South Gate approved a Comprehensive General Plan Update on December 8, 2009. The City's Housing Element is pending State certification. The City's General Plan team is preparing an Interim Zoning Ordinance (Form-Base Code) that is intended to cover a minimum of 800 acres. This State mandated effort is a necessary precedent to the certification of the Housing Element. The New General Plan departs from the traditional general plan categories and organizational format and instead divides the City into Neighborhoods, Corridors, and Districts. For all intents and purposes this new plan is setting the foundation for a dramatic departure from past visions and is presenting a dramatic and comprehensive new vision for the future. The new vision takes seriously the City's long held guiding principle of "Opportunity" and sets the keystone for the City's re-emergence and transformation into the community's interpretation of what Joel Kotkin refers to as "Opportunity Urbanism."

The City is initiating this effort at this time so as to provide an opportunity for the selected consultant and subsequent team, to meet and confer with the General Plan team.

IV. RELEVANT PLANNING PROGRAMS

Other City Programs/Projects that are Underway or Recently Concluded:

- The South Gate-Lynwood Enterprise Zone – The City recently received State approval to renew, expand and extend the City's Enterprise Zone program. It now includes most of the industrial and commercial properties in the City.
- Redevelopment Project Area Amendment No. 13 – The Amendment will expand the Redevelopment Agency's Project Area by approximately 850 acres. This project is scheduled for City approval later this fiscal year.

- Tweedy Mile Main Street Program – The Main Street program has recently been adopted and implemented by the City and Tweedy Mile Association. This program, which is primarily an operational and organizational plan, is considered the precursor to the preparation of a new development plan and the eventual redevelopment of Tweedy Boulevard.
- City Parks Master Plan – The City has prepared a Parks Master Plan, which is expected to be adopted this Fall 2010.
- Street Tree Master Plan – Like the other planning exercises, the City has recently adopted a street tree masterplan.
- City Branding and Marketing Plan – The City is seeking consultant assistance in the preparation of a City Re-Branding and Marketing program.
- College District Specific Plan –The specific plan will feature a new community college for 12,000-30,000 students, an Institute of Sustainability/Green Tech R&D facility and business development Incubator. The new specific plan is intended to feature a sustainable community plan/urban-college oriented village that will surround the new campus. The designers for the new campus intend to adaptively reuse/preserve a former 35 acre, 1.5 million square foot former Firestone Tire facility, built in 1928.

V. THE ZONING ORDINANCE UPDATE

To achieve the highest level of internal consistency and realize the vision of the General Plan, the City is requesting that a comprehensive Zoning Ordinance update be completed in conjunction with the General Plan Update. The Zoning Ordinance Update should support and help to carry out the policies and goals of the General Plan. The Zoning Ordinance update should:

- Be consistent with the General Plan avoiding any legal inconsistencies
- Replace any antiquated language no longer pertinent to the City due to changing trends
- Provide adequate language specific to the needs of the City
- Be clear and precise, and user friendly
- Provide development standards that are not in direct conflict with other standards and Regulation
- Avoid repetitiveness
- Specify the relevant reviewing bodies and processes needed to accurately process applications, including appeals procedures
- Provide an updated colored zoning map, in PDF and GIS format
- Include specific graphic presentation of design guidelines for all City zones
- Include a section for drought resistant plant material and xeriscape (plant palette)
- Apply where applicable smart growth, green building standards and form based code principles
- Update the code for consistency with state code, including density bonus and second unit legislation

- Specify design and development standards for “place types” listed in the General Plan

VI. SCOPE OF SERVICES

The Scope of Services listed below shall serve as a minimum guide:

1. Coordination

- a. Participate in bi-weekly staff meetings or as needed.
- b. Coordinate with all pertinent State, county and local agencies.

2. Analysis

- a. The scope of work for the City of South Gate’s Zoning Ordinance update must be fully consistent with the newly adopted South Gate General Plan.
- b. Review State, county and local documents and access current conditions.

3. Outreach

- a. Prepare, present and distribute all notices, memos, staff reports, articles, advertisement in newspapers, announcements/updates for website in English and Spanish. Presentation shall be conducted in PowerPoint with handouts approved by City staff.
- b. Develop a Community Outreach program in compliance with State law and specify the number of workshops/meetings proposed.
- c. Ensure that every person who wishes to express an opinion has the ability to do so. Provide Spanish interpreter services during workshop meetings.
- d. Flexibility of having workshops during workday evenings and/or on Saturdays.
- e. In 2007 the Los Angeles American Planning Association awarded the Outstanding Public Outreach Award, for outstanding public outreach and community engagement on the General Plan Update. The City anticipates a similar degree of civic engagement that will likewise exemplify a capable approach to public discourse and participation.

4. Revisions

- a. All comments by City staff, Planning Commission, City Council, public and other stakeholders shall be addressed.
- b. Prepare and track revisions to drafts as required by City Staff.

5. Preparation

- a. Identify deliverables for each major task. (Include all material as described in Section IV of this RFP.)
- b. Review, evaluate and provide updates to all aspects and contents of the Zoning ordinance for a comprehensive update and consistency with state law.
- c. Organize in a clear and concise manner, easily readable and include use of graphs and maps.
- d. Draft and final documents shall be in Microsoft Word, PDF and Excel format and GIS where applicable.
- e. Prepare drafts as required by staff for review.

- f. Provide all necessary drafts of resolutions, ordinance and other pertinent documentation required by state law for the adoption and approval of the Zoning Ordinance update with environmental analysis.
- g. Provide twenty (20) final bound and colored copies.

6. Public Hearings

Attend all needed Planning Commission and City Council meetings and workshops. Specify the number of meetings proposed.

VII. PROPOSAL FORMAT

A qualifying proposal will address all of the points in the Scope of Services along with the requested items and information listed below.

- 1. Introduction.** Include a brief description of firm, contact person, address, telephone number, fax number, and email address.
- 2. Table of Contents.**
- 3. Approach and Scope of Services.** Describe your firm's approach to completing the zoning ordinance, provide summary of major tasks and key sub - tasks, identify at least two (2) public workshops, and two (2) public hearings, and deliverables.
- 4. Qualifications and Experience.** Information on the firms' qualifications and experience. Projects performed by key staff members that are no longer with the bidder's firm shall not be listed among the references. The information should be brief and include the following:
 - a. General firm information including the firm size, years in business, organizational chart, number and position of each proposed team member, and the number and size of current projects being worked on by the firm and any sub-consultants.
 - b. Identification, qualifications, and experience of all persons to be assigned to the project team organization including sub-consultants, the assignment of responsibilities, and the percentage of time that each team member is envisioned to devote to this project.
 - c. Three most recent project references that the proposed project team has completed, detailing specific tasks worked on, implementation, outcome (met timeline, etc.) and any innovative and unique concepts incorporated into the projects.
- 5. Work Schedule.** Include a proposed schedule of work or timeline and phased milestones for completion of the scope of work, based on a tentative start date of May 1, 2010. The scope of work schedule should demonstrate how and at what point the Consultant will complete the draft Zoning Ordinance, incorporate any public meetings, and complete necessary revisions of the Draft Zoning Ordinance pursuant to direction of the City Council/Planning Commission and in response to staff review.

- 6. Fee Schedule and Cost Estimate.** Provide a fee schedule for the types of services and personnel expected to be included in this scope of work. List travel costs and any other direct or indirect costs associated with performing the required services. Provide a cost estimate formatted such that labor hours for each individual and other direct cost are readily apparent for each major task.

The project cost shall reflect a not to exceed amount. If a contract is awarded, the City will pay on a percentage completed for each phase of the Scope of Services.

- 7. References.** Provide at least three individual references who have personal knowledge of your firm's recent work on municipal zoning ordinances completed or in progress within the past three (3) years. For each of these, please identify the individuals in the firm who worked on or are working on the project and their role or responsibility.

VIII. SUBMITTAL REQUIREMENT

Please submit one (1) unbound copy, three (3) bound copies and one (1) electronic version of the proposal no later than **5:00 p.m. on Thursday May 6, 2010**.

1. All proposals shall be submitted in a sealed envelope which is clearly marked with the RFP description (i.e., City of South Gate Zoning Ordinance Update), and closing date and time.
2. Late proposals and faxed proposals will not be accepted.
3. All proposals, whether selected or rejected, shall become the property of the City of South Gate.
4. Cost of preparation of proposal shall be borne by the submitting party.

IX. INSURANCE REQUIREMENTS

If a contract is awarded, the Consultant shall, at its own expense, procure and maintain during the term of the contract each of the following:

1. Workers' Compensation Insurance as required by law. The Consultant shall require all subcontractors similarly to provide such compensation insurance for their respective employees.
2. Commercial general and automotive liability insurance protecting the Consultant in amounts not less than \$1,000,000 for personal injury to any one person, \$1,000,000 for injuries arising out of one occurrence, and \$500,000 for property damages or a combined single limit of \$1,000,000. Each such policy of insurance shall:
 - a. Be issued by a financially responsible insurance company or companies admitted and authorized to do business in the State of California or which is approved in writing by the City.
 - b. Name and list as additional insured the City, its officers and employees.

- c. Specify that such insurance acts as primary insurance.
- d. Contain a clause substantially in the following words: “It is hereby understood and agreed that this policy shall not be canceled nor materially changed except upon thirty (30) days prior written notice to the City of such cancellation or material change.”
- e. Cover the operations of the Consultant pursuant to the terms of any contract, including the Consultant's indemnity obligations thereunder.

X. INDEMNIFICATION.

Consultant agrees to hold harmless, indemnify and defend the City, its employees, agents and affiliates (with counsel selected by the City), for any and all loss or liability of any nature whatsoever arising out of or in any way related to Consultant's performance of any contract, if awarded, including loss or liability caused by the City's negligence, except loss or liability caused by the City's sole willful conduct or active negligence.

XI. EVALUATION AND SELECTION PROCESS

The City will review all proposals received by the deadline using the following criteria as guidelines for selection. After the evaluation committee has reviewed and ranked proposals, at least two consultants considered the most qualified will be invited to participate in an interview with staff to review Consultant qualifications.

- **Qualifications of Project Team.** The qualifications of consultant firm and each team member, and sub-consultant.
- **Experience.** The relevant and current experience of each member of the team detailing the team members' involvement with the projects described and the outcomes (i.e. met timeline, adoption, etc.).
- **Quality of Work Plan.** Technical merits of Proposal in addressing the RFP's Scope of Work and proposed approach to completing the City's Zoning Ordinance update
- **Comprehensiveness.** Ability to provide comprehensive, clear and concise answers to the information requested by the RFP.
- **Schedule.** Proposal of an effective timeline allotting reasonable time ranges per task and demonstration of ability to meet project schedule.
- **Knowledge.** Demonstrated knowledge of federal, State, and local laws, rules and regulations.
- **Cost.** Provide a detailed Not To Exceed cost quotation in relation to the services and products to be provided including a contingency amount.

XII. INQUIRIES AND ADDRESS FOR PROPOSAL SUBMITTAL

Answers to questions will be made in writing and distributed to all interested firms. Proposals should be submitted and all inquiries regarding this RFP directed to Steve Lefever, Community Development Director, as the Contact Person noted on the first page hereof.