



Town of Mountain View Request for Proposal Updating the Town's Comprehensive Plan

June 6, 2022

Contact Person:

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Submittals accepted until July 11, 2022

Deliver to:

Town Clerk/Treasurer Margy Greer
MGreer@tomv.org

NOTICE

Notice is given that proposals are invited by the Town of Mountain View, Colorado, to guide the Mayor, Council, staff, and community in an update to the Town Comprehensive Plan (the "Plan"). All proposals will be reviewed by Town staff and the Planning and Zoning Commission which is comprised of the Town Council. Top candidates will be invited for in-person interviews.

Although the project may evolve, the Town is seeking assistance with the project of updating the Town's existing 20-year-old Plan which will involve multiple interactions with Council, residents, property owners, businesses, and other stakeholders including meetings and social occasions. A critical aspect of the project is a community questionnaire/survey to gather input. The final product will be a finished public report which can be shared with the community (via the website) and also used as an advisory document by the Council and contracted building officials.

PURPOSE/BACKGROUND

The Town of Mountain View is soliciting proposals to prepare an update to the Town Comprehensive Plan. The existing Plan was prepared in October 2000 by Bryce Matthews AICP, under the leadership of Mayor Betty Van Harte, Mayor Pro Tem Jeffrey Kiddie, and Council Members Kenneth E. Bruse, Louis Fehlberg, Betty Baldwin, Mary Lou Day, and Marian L. Neale. The Town staff who assisted were Building Inspector Byron Nelson, Public Works Director Eugene Barnes, Clerk Judy Swift, and Treasurer Eve Trengove. It

was designed to provide a 20-year vision of the Town, and as reflected by the number of items adhered to from the Plan, it did so remarkably well.

The planning process included a resident survey, Council meetings, and two community meetings which included both residents and property owners who were notified via door flyers and mailings. The Town Council held a public hearing on November 13, 2000 to approve and adopt the final document. Since then, there have been no revisions.

The resulting Plan included demographics and economic conditions from the 1990 United States Census and data regarding the built environment of the Town which came from the Town's own block maps and commercial information from the Mountain View Property List. Existing land use patterns were also described using the Town's own Land Use Map, which was included as an Appendix in the Plan.

As part of the Mile High Compact (an agreement between many regional and local governments in the Denver Metro Area in the year 2000) implementation of the Plan was envisioned as the most important advisory framework for the Town's future development decisions. The purpose was to "provide the Town, citizens, leaders, and developers security in their investment in the Town." The Plan was further described as "a basis for sound development in an attempt to provide a prosperous future."

Evaluation of the Plan's effectiveness was built into the Plan, with the terms "amendment" and "revision" defined.

"Amendments" to the Plan were allowed for a large variety of reasons, "revisions" of the Plan were anticipated when there were major data collection efforts such as the US Census, and a complete review of the Plan was believed necessary approximately every five years.

The Plan listed the following Goals, Policies, and Actions to serve as a guide for decisions regarding the built environment, development, and redevelopment within the Town, as reflective of the "desires of the citizens as well as the leaders of the Town."

Community Goals:

1. Maintain a sense of community within the Town of Mountain View.
2. Promote and improve community resources, services, and programs that are available to Mountain View Town residents both within the Town and from surrounding communities.
3. Enhance and preserve park and recreational amenities available to Town residents.

Land Use Goals:

1. Retain Town of Mountain View's "small town feel."
 - a. **Policy:** Support development and redevelopment that is similar in scale and design to existing and surrounding development.

- b. **Policy:** Support redevelopment that does not include “cookie cutter” architecture.
 - o **Action:** The Town of Mountain View will establish a Site Plan review process for commercial and multifamily development.
 - o **Action:** The Town of Mountain View will create a process that allows for the movement of lot lines which do not allow for an increase in the number of dwelling units permitted on the property.
2. Improve and maintain quality and condition of properties in Town.
- a. **Policy:** Support community clean up programs.

HOUSING

The citizens and leaders of Town feel very strongly that it is in their best interest to retain the “small town feel” of the Town, and the following aspects contribute: tree lawns, alleys, alley access to garages, smaller homes, architectural variety, and established vegetation.

3. Preserve safe, habitable, affordable housing.
- a. **Policy:** Mountain View will support a mix of housing as redevelopment occurs.
 - b. **Policy:** Mountain View will support remodeling and additions to existing structures over razing them.
 - o **Action:** The Town of Mountain View will establish a Site Plan Review Process for commercial and multifamily development.
 - o **Action:** The Town of Mountain View will create a process that allows for the movement of lot lines which do not allow for an increase in the number of dwelling units permitted on the property.
 - c. **Policy:** Mountain View will review rezoning proposals to Residential-3 (R-3) on a site-by-site basis looking at:
 - i. Compatibility with surrounding land uses
 - ii. Compatibility with surrounding architecture
 - iii. Ability for proposed use to fit on site
 - iv. Site design (future Site Plan approval)
 - v. Traffic compatibility
 - i. Provision of adequate parking
 - o **Action:** Mountain View will make changes to Zoning and Subdivision regulations which support this goal.
4. Mountain View will strive to be a distinctive, diverse, attractive, and safe community.
- a. **Policy:** Mountain View will pursue opportunities to keep the Town a safe place to live.
 - o **Action:** Mountain View will create design standards which allow for diverse structures yet retains the scale and basic design features which help Mountain View retain its character.

COMMERCIAL

The Denver Metro Area is in an economic boom cycle that has benefited the Town. Mountain View has a large number of businesses compared to its

residential base. These businesses do much of their business with residents and other businesses located in the nearby communities. Sales tax provides a large portion of the Town's budget. The commercial district, although relatively healthy, is difficult to distinguish from the business districts in the surrounding communities. Redevelopment of the local business structures should be encouraged and should follow a design characteristic that will differentiate Mountain View from the surrounding communities.

5. Pursue economic opportunities that are in the best interest of the Town and its citizens.
 - a. **Policy:** Mountain View will be open to partnerships and Intergovernmental Agreements with surrounding communities, Jefferson County, and public/private economic development groups which enhance and protect the commercial interests of the Town.
6. Pursue economic opportunities that are sustainable through time.
 - a. **Policy:** Mountain View will not support demolition of existing commercial structures without the developer documenting feasibility and financing for a replacement structure, use, and proposed timeframe.
7. Pursue redevelopment of existing commercial areas and structures where it is in the best interest of the Town and its residents.
 - a. **Policy:** Mountain View will not support redevelopment of commercial to residential, religious, non-profit, or lesser commercial without the developer demonstrating no significant loss of tax base.
 - b. **Policy:** Mountain View will not support any commercial rezoning which increases the total percentage commercially zoned property within the Town above 20% of the total land area.
8. Create a healthy, vibrant, pedestrian friendly commercial area.
 - i. **Action:** Mountain View will create design standards that will allow for diverse commercial structures yet create a similar theme among buildings helping to define the Town.

SCHOOL SITE

The school site, located on Eaton Street, is currently being used as a private school. The structure and site have the potential to be redeveloped and/or change uses. In the Citizen Survey, one of the questions was regarding the school site and its potential uses.

9. Preserve existing structure.
10. Redevelop as a low-density residential or semi-public use that will benefit the community.
 - a. **Policy:** Redevelopment of the schoolhouse shall not create a traffic or parking hazard on Eaton or Fenton Streets.
 - b. **Policy:** The Town shall support rezoning of this property to Residential-3 (R-3) subject to the proposed use meeting the following conditions:
 - i. Compatibility with surrounding land uses

- ii. Compatibility with surrounding architecture
- iii. Ability for proposed use to fit on site
- iv. Site design (future Site Plan approval)
- v. Traffic compatibility
- vi. Provision of adequate parking

Transportation Goals:

There is very little opportunity for change in the existing grid system of local streets and alleys. It's possible that Sheridan Blvd. and W 44th Ave. may be widened at some point in the future to accommodate increasing traffic and mass transit improvements. The Town is within the Regional Transportation District (RTD) and served by both the 44 and 51 Bus Lines. Alternative transportation is important to the Town. The environment health and air quality of Denver directly effects the Town, and Mountain View desires to contribute to lessening automobile emission impacts on local and global environment.

Many residents are elderly or need help caring for themselves. These residents often do not own their own vehicles and are dependent on public transportation to get around.

1. Minimize impacts of potential expansion of 44th Avenue and Sheridan Boulevard.
 - a. **Policy:** Mountain View shall evaluate pedestrian and landscape improvements to 44th Avenue and Sheridan Boulevard along with any expansion plans.
2. Keep traffic levels on residential streets low.
3. Support transportation alternatives to the automobile.
 - a. **Policy:** Mountain View shall support bus and mass transit service improvements in and adjacent to the Town where the improvements are not determined to be detrimental to the Town or community.
 - b. **Policy:** Mountain View shall pursue development which has design elements which encourage mass transit use.

SCOPE OF SERVICES

The Town is interested in actional plans that incorporate the following in conjunction with the Town Clerk and the Mayor:

- ❖ Updated US Census information.
- ❖ Resident and property owners' questionnaire or survey to allow collection of related data.
- ❖ At least three total Council Meetings:
 - to launch the work,
 - to gather Council input prior to the survey

- to gather Council input after the survey and other community interactions
- ❖ At least two public hearings (one of which could possibly be the final hearing where it would be anticipated that the Council will approve the updated Plan).
- ❖ At least three instances of partnering with the community in person to gather input, such as the resident group (Mountain View United) meetings, coffee and donut-type meetings set up for this specific purpose, Mayor’s Community Office Hours, and informational tables at events already being planned by the Town.
- ❖ Ability to allow community stakeholders to participate in any way that works best for them—via written letter, email, voicemail, phone call, or text—and to capture this input in its entirety so that it can be considered as a part of the whole.
- ❖ ADA compliant throughout the process and project.
- ❖ Participation with regards to an article for the community newspaper, the *Neighborhood Gazette*. (This participation could range from simply responding to questions from the TBD author of the article to drafting the actual article itself to share news of the survey with the community or something of this nature.)
- ❖ Complete revision of the existing Comprehensive Plan Goals, Policies, and Actions in light of the existing circumstances of the Town, gathered via the above routes.
- ❖ Addition of categories to the updated Plan to include the following:
 - Community Values paragraph (What do community members value and how does this impact the next twenty years of the Town governance?)
 - Implementation Plan
 - ◆ Based on the collected information, what are the top areas of focus and steps to implement citizen wishes?
 - ◆ Recommendations to Council for how to incorporate the final document into their considerations.
 - ◆ A reasonable schedule for revisiting the Plan regularly.

QUALIFICATIONS

This project will require that the applicant(s) or consultant(s) have the following capabilities:

- ❖ Experience working with municipal entities;
- ❖ Extensive ability in public outreach, ideally including effective communication with diverse stakeholders;
- ❖ Experience in writing successful questionnaires or surveys;
- ❖ Ability to present concepts and solicit conversation at Council Meetings;
- ❖ Ability to synthesis diverse views, look for common understandings, and find agreements in values if not in particulars.

RFP PROPOSED SCHEDULE

RFP Release	June 6, 2022
Vendor Questions due	June 20, 2022 (2 weeks after RFP released)
Response to Vendor Questions	June 27, 2022 (1 week later)
Proposal with fee structure due	July 11, 2022 (2 weeks later)
Distribute to Council and Staff	July 13, 2022 (2 days later)
Council Meeting to discuss	July 18, 2022 (July regular Council Meeting)
Interview/Presentation(s)	August 1, 2022 (Workshop Council Meeting)
Council Meeting to decide	August 15, 2022 (August regular Council Meeting)
New Contract in Place	August 16, 2022

SUBMITTAL REQUIREMENTS

Responses to this RFP must include the following information:

- ❖ A cover letter indicating the applicant's interest in the project and highlighting why they are a good fit to perform this project, including a summary of the five qualifications listed in the RFP explicitly.
- ❖ A list of any similar type of project work that the applicant has been instrumental in completing.
- ❖ Up to three samples of similar projects.
- ❖ List of municipalities the Town may call to confirm qualifications.
- ❖ Three professional references (may be duplicated by the municipal list above).
- ❖ Proposed project schedule with critical milestones and deliverable dates.
- ❖ Please provide four copies of your submittal.

EVALUATION CRITERIA

Evaluations will be based on the criteria listed below:

- ❖ Budgetary considerations.
- ❖ Experience of the applicant with similar projects.
- ❖ Overall quality of the proposal in response to the RFP's requested items.
- ❖ Rapport with the key team members at the Town—the Mayor and Town Clerk.
- ❖ Demonstrated commitment to consensus building and community and stakeholder involvement.

QUESTIONS

Questions about the scope of the project and any clarifying details may be sent to Mayor Emilie Mitcham, at EMitcham@tomv.org. For transparency, please no phone calls or in-person queries.

All emailed questions and answers regarding this project will be published as addendum information, so that any interested consultants will have access to the same information.

PROCEDURE

This RFP will be posted to the Town website, shared on the Town Facebook page, and possibly emailed to potential applicants.

Proposals should be emailed to Town Clerk Margy Greer at the following address: MGreer@tomv.org.