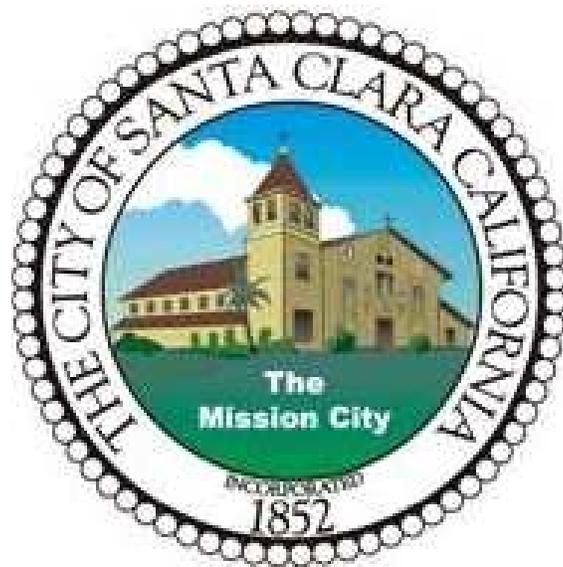


**CITY OF SANTA CLARA**  
CALIFORNIA

**REQUEST FOR PROPOSALS**

**Zoning Ordinance Update**



**Date Issued: December 20, 2013**

**Deadline for Submission: January 31, 2014**

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CALIFORNIA**

**REQUEST FOR PROPOSALS - ZONING ORDINANCE UPDATE**

**INTRODUCTION**

The City of Santa Clara is requesting proposals from qualified consultants to prepare a Zoning Ordinance Update for the City of Santa Clara, including environmental analysis and clearance documentation under the California Environmental Quality Act (CEQA). Emphasis will be placed on developing an updated document that will implement the related goals and policies of the City's 2010-2035 General Plan.

**BACKGROUND**

The City of Santa Clara's current Zoning Ordinance has been in effect since 1969, and does not reflect the current goals and policies of the City's 2010-2035 General Plan. A comprehensive update of the Zoning Ordinance will be prepared to incorporate and encourage these General Plan policies, while providing continuity with much of the current code where possible and appropriate. The Zoning Ordinance Update, once adopted, will replace the City's current zoning ordinance, which is Title 18 of the City Code.

Staff has drafted portions of the updated code. Approximately 30 to 40 percent of various sections of the draft have been completed. Portions that are not yet substantially completed, and which are expected to require significant work by the consultant, include the following: *Mixed Use Zoning District Regulations; Signs; Santa Clara Station Area Zoning Districts; and Vehicle and Bicycle Parking.*

**Overall Approach**

The proposed updated code will ensure the City's land use regulations and processes conform to the minimum requirements of California State law and are legally defensible. The code update will also be developed in a manner that avoids unnecessary bureaucracy, consistent with the City's approach to development. The update will address California statutory requirements with regard to a variety of issues, including solar energy systems, certified massage businesses, amateur radio antennas, family day care homes, emergency shelters, transitional housing, supportive housing, affordable housing, group homes, alterations to legal non-conforming buildings, and historic resources. The updated code will contain specific criteria for as many commonly identified land uses as possible to eliminate or minimize the need for discretionary review, thereby reducing the time associated with processing development applications. Where discretionary approval is needed, land use regulations will be structured to afford applicants and other affected parties' due process and provide the public with appropriate opportunity for participation.

## **Zoning District Conversion**

The Zoning Code Update will convert the City's existing zoning districts to the proposed new zoning districts upon adoption of the new Code, thereby avoiding the costly and time-consuming process of rezoning individual properties throughout the City. The proposed conversion seeks to match each existing district and 2010 General Plan land uses, with the most similar new district. For new zoning districts for which there is no comparable existing district conversion, new district titles would be created, such as those for potential station area districts.

## **Availability of Background Information**

The current Zoning Ordinance can be reviewed on the City's website at: [www.codepublishing.com/ca/santaclara/mobile/?pg=SantaClara18/SantaClara18.html](http://www.codepublishing.com/ca/santaclara/mobile/?pg=SantaClara18/SantaClara18.html). The Santa Clara 2010-2035 General Plan can be viewed at: [www.santaclaraca.gov/generalplan](http://www.santaclaraca.gov/generalplan).

The City is committed to completing the Zoning Ordinance in a reasonable amount of time. Therefore, time will be of the essence in completing the services and deliverables described in this RFP. Information for submitting proposals are described in the subsequent sections of this RFP.

## **SCOPE OF WORK**

Under the direction of the Director of Planning & Inspection and City Planner, the selected consultant shall work closely with staff to provide the following services as part of the Zoning Ordinance Update:

1. Develop a detailed timeline schedule with milestones leading toward the adoption of the Zoning Ordinance Update;
2. Develop an appropriate community outreach program which may include the preparation of handouts and media for posting on the City's website;
3. Update the Zoning Ordinance sections in compliance with State law, including tables, illustrations, maps, correlating changes with the 2010-2035 General Plan Land Use designations and policies;
4. Update the City's Zoning Map and related data in an electronic format compatible with the City's Geographic Information System (GIS);
5. Following completion of a public draft of the Zoning Code and Zoning Map, attend, present and participate in approximately six community outreach meetings with staff, as required by the City, to review changes introduced by the updated Zoning Code, highlighting the proposed format, summarizing proposed regulations and development incentives, presenting proposed land use processes, clarifying how new zoning regulations would change existing zoning districts, explaining what factors shaped the changes and identifying alternative strategies considered in their development.
6. Following the community outreach meetings, attend, present and participate in additional outreach study sessions with the Planning Commission, Historical and Landmarks Commission, Parks and Recreation Commission Chamber of Commerce. These meetings would focus on the specific interests of each group regarding the proposed regulations.

7. Prepare, post, and file the appropriate environmental documents for compliance with the California Environmental Quality Act (CEQA).
8. Revise the Draft Zoning Code and Zoning Map with staff, integrating comments from the public outreach for presentation.
9. Upon adoption of the Final Zoning Code Update and updated Zoning Map by the City Council, the consultant will prepare a final adopted version with the date of adoption prominently displayed on the front cover and throughout the document to distinguish it as the official document from other versions. The consultant shall provide thirty (30) bound copies, one (1) electronic copy in Microsoft Word format, and one (1) electronic copy in Adobe Portable Document Format (PDF) of the adopted Zoning Code Update and Zoning Map for distribution to City departments, and other stakeholders.

## **DELIVERABLES**

All written documents shall be prepared and completed in Microsoft Word format and/or Excel format. A complete set of all documents shall be submitted in a digitized format, on a universally accessible storage medium (CD or USB flash drive) and shall be compatible with the City's computer hardware and software. Electronic copies of all exhibits, including maps, charts, and tables, shall be provided to the City. Deliverables include:

1. **Updated Zoning Code Document:** An updated document prepared in traditional code structure, containing master use tables, graphic illustrations, and land use classification threads that will create a code consistent with the General Plan.
2. **Updated Zoning Map:** A clear, legible and accurate map for all land within the City's jurisdiction, updated to reflect changes to the current zoning district titles.

## **INFORMATION TO BE SUBMITTED**

These guidelines govern the format and content of the proposal, and the approach to be used in its development and presentation. The intent of the RFP is to encourage responses that clearly communicate the Consultant's understanding of the City's requirements and its approach to successfully provide the products and/or services on time and within budget. Only that information which is essential to an understanding and evaluation of the proposal should be submitted. Items not related to the RFP and proposal, e.g., generalized brochures, marketing material, etc., will not be considered in the evaluation.

The proposal shall demonstrate a proven track record in completing preparing zoning ordinances, or similar documents, in a diverse, urban environment while working closely with City staff throughout the process. The consultant must demonstrate strong project management and writing skills, as well as an ability to meet project deadlines. All proposals submitted to the City shall include the following items:

1. **Cover Letter:** Proposals shall be introduced by a cover letter signed by an individual authorized to bind the proposing entity. An unsigned proposal is grounds for rejection. This letter should convey the Consultant's understanding of the project scope and deliverables, and demonstrate the Consultant's ability to complete the project in a timely and thorough manner.

2. **Overview and Approach:** The proposal shall include the Consultant's approach including a description of the techniques and methodology that will be used. Examples of similar work may be submitted. The proposal shall clearly define anticipated City staff involvement, such as public noticing, data gathering, document production, reproduction, and the like.
3. **Work Program:** A detailed work program shall be included that consists of a detailed project schedule and budget, including all reimbursable expenses, represented as a not-to-exceed amount. The project schedule shall outline major milestones, meetings and deliverables. Note that the consultant contract will be based on satisfactory completion of the project, with payment of a minimum of 15% of the total cost withheld pending receipt of the final document from the consultant.
4. **Resumes and Qualifications of Personnel:** The proposal shall include a personnel staffing plan with sufficient information for judging the quality and competence of the personnel dedicated to preparation of the Zoning Ordinance Update and CEQA documents. This section should clearly identify the day-to-day project manager for the different pieces of the project, as well as the key personnel that will perform the actual research and writing. Similar information is also required for any and all sub-consultants for the project.
5. **References:** The proposal shall include a list of former clients (including contact information) who have contracted for services similar to those described in this RFP within the last three years.
6. **Certificate of Insurance:** The proposal shall include a statement of the company's willingness and ability to submit proof insurance coverage as typically required by the City.
7. **Procedures for Submittal:** One (1) original (marked "original") and three (3) copies (marked "copy") of the proposal shall be submitted to the Planning Division no later than 5:00 p.m. on Friday, January 31, 2014. Respondents are solely responsible for ensuring their proposal is received by the City in accordance with the solicitation requirements, before the submittal deadline, and at the place specified. Postmarks will not be accepted in lieu of actual delivery. All proposals shall become the property of the City. Late proposals will not be accepted or considered and will not be returned. The selected consultant, or team of consultants, shall obtain a valid City business license.

## **PROPOSAL SUBMITTALS**

Proposals are due by **5:00 p.m. on Friday, January 31, 2014**. Late submittals or electronically transmitted copies are not accepted. Respondents are asked to submit five (5) copies of their proposal to:

City of Santa Clara  
Planning Division  
**Attn: Jeff Schwilk, AICP**  
1500 Warburton Avenue  
Santa Clara, CA 95050

Questions regarding this RFP should be e-mailed to: [jschwilk@santaclaraca.gov](mailto:jschwilk@santaclaraca.gov). Questions and responses may be made available to all potential bidders.