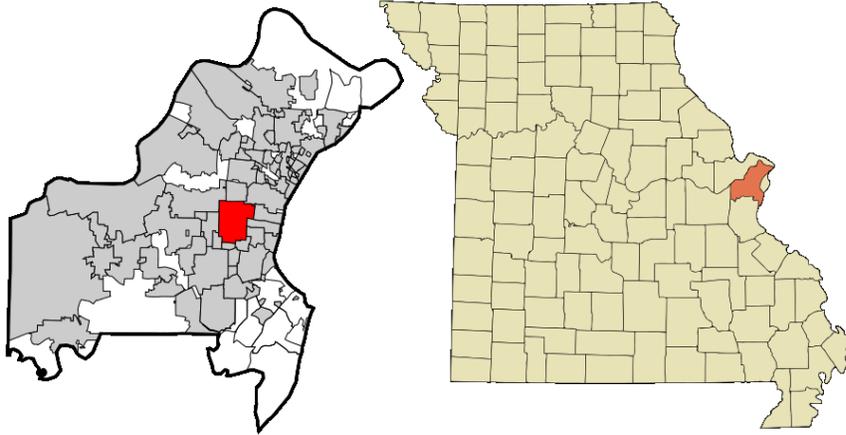


Request for Qualifications for Planning Services



City of Ladue
9345 Clayton Road
Ladue, MO 63124

October 2018



Project Background:

The City of Ladue is seeking a qualified and experienced planning consultant to guide a Community Vision and Strategic Action Plan process for the City of Ladue. This task will also include reviewing the City's Comprehensive Plan, adopted in 2006, and updating as needed. In addition, the City is planning a major rewrite of the zoning and subdivision codes after the completion of the Comprehensive Plan update

Community Overview:

The City of Ladue embraced the concept of planning and zoning at its inception. Just after it was incorporated in 1936, the City commissioned its first City Plan, which was prepared by Harland Bartholomew and Associates and approved by the City in 1939. Additional City plans include a plan update in 1974 and the most recent plan update from 2006.

The City of Ladue encompasses 8.5 square miles and is located in the St. Louis Metropolitan area, about 9 miles from downtown St. Louis. Ladue began as a quiet rural area with large country estates – a refuge from big city living – and has grown through the years to a population of about 8,600 residents. Ladue's first city plan, as well as the City's first zoning map, were intended to protect Ladue's "spacious residential character," and the city prides itself on having done just that; by and large, the zoning district boundaries that were established when Ladue initially incorporated, as well as additional areas that were annexed in the 1940s, have changed remarkably little. The vast majority of the City is low-density single-family residential with less than 5% of the land zoned for commercial or industrial uses. Ladue also contains several private country clubs with substantial land areas as well as several large school campuses, both public and private, located within the residential zoning districts.

Much of the City of Ladue has had nearly the same land use for over 50 years and this is not anticipated to change significantly over the next few years. In general, the City is not facing significant development pressures, but would like to update the City's plan with a strategic focus on how to maintain the positive aspects of the City while determining how to improve any weaknesses.

Comprehensive Plan Update:

There have been only minor changes to the City of Ladue during the past 12 years since the most recent Comprehensive Plan was created. The planning process should include a review of the current Comprehensive Plan to determine areas where updates are warranted. The process should also include a review of the information and strategies included in current and past planning documents, as well as projects by outside agencies that might affect Ladue, such as upcoming MODOT or St. Louis Metropolitan Sewer District projects, in order to evaluate potential effects. Updated maps and graphics are also expected.

In addition, the City would like to add more information to the plan regarding the following issues:

Bikeability/Walkability

The City has worked in recent years to install more sidewalks along public streets, but walkability and bikeability is an issue that needs attention. The location of educational institutions will be an important factor to consider when evaluating this issue. In addition, there is a currently a multi-use trail that passes through the northeast corner of Ladue. Additional locations could be explored for potential trail opportunities, including an abandoned railroad right-of-way that traverses the City.

Anticipated Tasks:

- Review current amenities for pedestrians and cyclists.
- Gauge community interest in sidewalks/ trails.
- Recommend high priority locations for additional walking/biking facilities based on factors including community interest and feasibility.

Development of the Rock Hill Quarry Property

While the physical layout of the City is not expected to change much, there is a property in the southeast corner of the property where a large industrial property is anticipated to be developed into commercial and residential uses during the next ten years. The new plan should include recommendations to ensure that the development of this area enhances the community.

Anticipated Tasks:

- Consider the Rock Hill Quarry property and any proposed developments.
- Recommend strategies for the immediate area to ensure that the development enhances the community.

Infill Housing

Although land use is expected to remain the same in most areas, there are neighborhoods where revitalization may be warranted. Some of the higher density subdivisions in Ladue have aging housing stock, but land values are steadily increasing due to a number of factors such as good location and high-quality schools. Many neighborhoods have been undergoing significant changes from tear downs and redevelopment and this will likely continue in these and other neighborhoods. This has the potential to be beneficial, but could also create problems, such as overbuilt lots and a lack of community cohesion. The City would like to identify residential areas with challenges, such as reduced home values or outdated designs, and develop a strategy to help guide revitalization efforts toward the best possible outcome. Conversely, in areas with older, high-quality architecture, the City may be interested in some strategies to encourage renovations and additions to existing structures, rather than demolition.

Anticipated Tasks:

- Review building age, condition, status, and value in residential areas and identify any areas with challenges in terms of home values or outdated housing stock . Recommend strategies for improvement.
- Identify any areas that are likely to experience redevelopment within the next 10 years. Recommend strategies to mitigate negative impacts.
- Engage the public to determine whether preservation of existing structures should be a higher priority and recommend strategies accordingly.

Improvements in Commercial Districts

The City's main retail area is a strip of shops along Clayton Road, known as the Clayton Road Business District. This area includes a nice mix of retail, restaurants, and services but it lacks cohesion and walkability. Most of the buildings in this commercial area were built during the 1950s and 60s and have little to no landscaping or pedestrian amenities. This area could benefit from place-making strategies to enhance the experience of shoppers. Ladue's other major commercial area is in the far northeastern portion of the City and it, too, is lacking in landscaping and pedestrian amenities. Due to its proximity to an interstate and an electrical substation, vehicular access and visibility are also concerns in this area. The City would like to be aware of vacant or underutilized commercial property in order to potentially determine strategies to improve their viability.

Anticipated Tasks:

- Review building age, condition, status, and value in identified commercial areas and identify vacant or underutilized properties. Recommend strategies for improvement.
- Recommend "placemaking" strategies and pedestrian enhancements in commercial areas, including additional crosswalk locations.

Landscaping and Natural Resources

Ladue's mature trees are part of the identity of the City. The City has been requiring permits for tree removal on private property and also maintains some trees and landscaping on city-owned property. The City would like to determine additional strategies to preserve our tree canopy, which lies primarily on private property.

Anticipated Tasks:

- Review Ladue's current tree management programs and ordinances.
- Conduct visual survey of trees and landscaping in Ladue.
- Recommend strategies to improve tree management, tree diversity, and landscaping aesthetics on public roads.

City Services and Amenities

In terms of City amenities, Ladue's Fire department, Police department, and Public Works Department provide excellent services to residents. The City lies within the Ladue School District which also encompasses portions of surrounding municipalities. In addition, the City includes several churches, private clubs, and private schools, as well as a single public park. The City has not historically provided many public services besides the basics. For instance, private subdivisions are generally responsible for maintenance of their own roadways and other amenities within their subdivisions. In addition, the City does not provide a recreation center for residents or services for seniors. While utility service is adequate in most respects, cellular phone service can be spotty in certain areas. In general, residents have become accustomed to using private services or facilities outside of Ladue for some of their needs. There are certain trade-offs inherent in maintaining strict zoning requirements in the City. It would be worthwhile to determine whether residents are happy with the current levels of service in the City with the understanding that additional public services are likely to come with side effects, such as higher taxes and NIMBY-type structures, including cell towers and other potentially undesirable impacts.

Anticipated Tasks:

- Determine residents' satisfaction with various attributes of the City, including level of city services, utility service (including cell service), resources for seniors, recreational needs, or other identified issues.
- Review the existing small park network and evaluate opportunities for expansion of services such as an additional park with trail system
- Make recommendations to improve services and include costs, where applicable.

Visioning and Strategic Planning:

The City of Ladue is not expecting significant changes in terms of growth and development in the foreseeable future and, therefore, land use, zoning, and the transportation network issues do not need to be the focus of this planning process. The City would like the emphasis of this plan to be on identifying a vision and the guiding principles for the City.

Anticipated Tasks:

- Design a public engagement process using a variety of methods to maximize community engagement.
- Identify potential challenges or opportunities based on data, public input, and/or regional or national news and trends.
- Identify a vision and up to 10 guiding principles/goals for the City.
- Identify reasoning and objectives for each guiding principle/goal.

- Include specific and achievable implementation strategies for each objective, including policy recommendations, if applicable.
- Recommend funding mechanisms for identified projects or strategies when applicable.

Additional planning objectives:

This City's zoning code has had very few significant revisions. There have been several amendments to the code since its initial passing in 1938, but several sections, particularly parking and signage need to be evaluated.

Anticipated Tasks:

- Identify weaknesses in zoning and planning-related City ordinances and provide direction for improvement.

Process and Timeline for Selection

Deadline for RFQ Submittal – November 21, 2018

Submittals must be received by 12pm (noon) on November 21, 2018. Packages should be addressed as follows:

City of Ladue
9345 Clayton Road
Ladue, MO 63124
Attn: Andrea Sukanek

Anticipated Schedule:

Review and Selection of Candidates – November 26 – December 14, 2018

A consultant selection committee will review the qualifications documents submitted. Qualifications will be reviewed and the top three firms will be selected. The selected firms will subsequently be invited to interview with the selection committee.

Approval and Recommendation by the Zoning and Planning Commission – December 19, 2018

The selection committee will recommend one consultant for approval and recommendation by the Zoning and Planning Commission.

Approval of Contract by City Council – January 22, 2018

Submittal Requirements

Submittals should be no more than 20 pages, not including resumes. The City requests that each respondent submit a digital copy and 3 paper copies of the above qualification submittal package to be received no later than November 21, 2018.

- Name of firm with primary contact person, address, phone number, and email address
- Letter of Interest stating the consultant's interest in the project and ability to provide the required services
- Additional information about the firm including form of organization (corporation, sole proprietorship, etc.), website address, number of years in business, range of professional services, office locations, and the composition of the planning team
- Provide a list of current active projects, including the name, type of project, location, firm's role in the project and status of the project
- Provide a description of at least 3, but no more than 5 representative completed projects. Descriptions should contain the following:
 - Location of project
 - Client
 - Dates of involvement
 - Project description including illustrative materials and a written description of why this example is relevant to the Ladue planning project
 - Specific services performed and approximate cost
- List at least three innovative public engagement activities utilized in past projects
- Titles and Qualifications of individuals assigned to the project. This should include the roles of each team member and their experiences and roles with previous projects. A resume for each key team member should also be attached
- Statement describing familiarity with and knowledge of the area in and around the City of Ladue
- Statement (not to exceed one page) outlining the philosophy of the team in approaching city planning projects and how the firm is prepared and qualified to provide the best possible outcome
- Statement of availability of the key personnel to undertake the project and anticipated approximate time frame
- Typical time frame of previous planning projects
- Statement regarding coordination with City staff, including expectations for assistance and typical communications

Evaluation Criteria

Firm qualifications of particular interest to the Selection Committee include:

- Previous experience in comparable projects, including evidence of specialized experience, technical competence, and high-quality output, with particular attention to a strategic planning approach and the inclusion of achievable implementation strategies
- Statement of approach to the project and how the firm will provide the best possible outcome
- Evidence of a thoughtful and successful public engagement process in past projects.
- Experience and qualifications of the personnel to be assigned to the project
- Evidence that the project can be completed within the anticipated time frame
- Firm's evidence of knowledge and experience in the local area

Additional Information

The City reserves the right to amend the RFQ, not award a contract for requested services, and accept the consultants deemed to be the most beneficial to the public and the City of Ladue.

The City will not pay any costs incurred in the preparation, printing, interview, or negotiation process. All costs associated with preparing and presenting statements of qualifications shall be borne by the proposing consultant.

This Request for Qualifications is not a contract or a commitment of any kind by the City and does not commit the City to award a contract or to pay any costs incurred in the submission of qualifications.

Qualifications may be modified or withdrawn prior to the specified deadline for submission by formal written notice from an authorized representative of the applicant. Qualifications submitted will become the property of the City after the submission deadline and may be released as public documents after that time.

Selected consultants will be required to furnish a Certificate of Insurance as required by the City.

Contact Information

Questions regarding this Request for Qualifications shall be sent in writing by electronic mail to:
Andrea Sukanek
City Planner – Ladue, MO
asukanek@cityofladue-mo.gov

Please provide your email address to Andrea Sukanek if your firm wishes to receive email updates containing copies of answers to questions that substantially clarify the RFQ.