
**Request For Proposals
Town of Canandaigua, New York
Comprehensive Plan Update**

Issued: September 17, 2009

The Town of Canandaigua is seeking proposals from qualified planning firms to work with the community to update its Comprehensive Plan. All submissions must be received by the Town no later than **4:00 pm, Friday, October 23, 2009**. Five copies of the submission are required plus one complete proposal in PDF format on a cd-rom. Please submit proposal materials clearly labeled "**Town of Canandaigua: Comprehensive Plan RFP**" to:

Ms. Oksana Fuller
Town Board Member and Chair of the
Citizens Advisory Committee
Canandaigua Town Hall
5440 Routes 5 & 20 West
Canandaigua NY 14424

Purpose

The Town of Canandaigua seeks to update its Comprehensive Plan that was adopted in 2003 and re-adopted by resolution in 2005. Over the past several years, the Town has seen significant development activity as a result of its central location in the Finger Lakes region and relative proximity to the Rochester metropolitan area. Since the Plan's original adoption, the Town has adopted a number of reports as amendments to the Plan and enacted numerous measures to implement the plan, including several regulatory changes. The Town now seeks to update its community vision for the future and develop a comprehensive planning framework and specific implementation actions. Community involvement and civic engagement will be important to a successful planning process.

It is expected that the updated Town of Canandaigua Comprehensive Plan will comply with New York State Town Law § 272-a and will be adopted by the Canandaigua Town Board.

Background

The Town of Canandaigua had a population of 8,855 in 2008 and is the second fastest growing municipality in Ontario County, up 15.4% since 2000. A Rochester newspaper reports that the Town's rate of growth is the seventh highest among all municipalities in New York State during this time. Located approximately 30 miles from the City of Rochester, the Town is 57 square miles in size and includes 11 miles of shoreline on Canandaigua Lake. It surrounds the City of Canandaigua, which has a population of over 11,000.

Much of the recent development has been residential in nature and has occurred in the “Southern Corridor” area west of Canandaigua Lake. The Lake’s shoreline has also seen significant development (and redevelopment) activity as has the adjacent steep slope area. The Town is committed to growth management and the environmental protection of key natural resources, including its agricultural lands and open space. Specific attention has been directed to protecting highly sensitive areas, including wetlands, floodplains and steep slopes. Consistent with this, the Town actively supports numerous water quality management activities in the Canandaigua Lake watershed.

To help implement its 2003 plan, the Town has taken several significant steps including rezoning much of the Southern Corridor to require a minimum of one and two acre residential lots and initiating a program to purchase development rights (PDR) in key areas. The Town has enacted or is considering several specific regulatory measures, including conservation density subdivision regulations and environmental protection overlay districts. It has also adopted regulations creating mixed use overlay districts and incentive zoning to try to stimulate renewed interest for suitable commercial and industrial development in the Route 332 corridor. Two other important planning initiatives have been completed since the 2003 Plan—the Farmland and Open Space Conservation Program and the Town’s Parks and Recreation Master Plan.

Since 2002, the Town has been without a permanent director of development. During this time, the Town has utilized the services of a part-time planning consultant to carry out and support a variety of planning efforts. In early 2009, the Town engaged the services of the Center for Governmental Research (CGR) to complete a management study of the Planning Department. Then last July, the Town retained HB Solutions LLC to implement the CGR report and to focus on two key actions: (1) begin the process to update the Town’s Comprehensive Plan; and (2) hire a permanent director of development as part of a reorganization of the Planning and Development Department. Regarding the second item, a search is now underway to hire a department director.

Below lists some of the relevant reports and documents that have been completed since the adoption of the 2003 Comprehensive Plan:

- Farmland and Open Space Conservation Program (2004)
- Hamlet of Cheshire Master Plan (2004)
- Parks and Recreation Master Plan (2007)
- Planning Service Alternatives for the Town of Canandaigua (CGR, 2009)

The Town Board has established a Citizens Advisory Committee (CAC) to help oversee the plan update process. The CAC is comprised of representatives of major stakeholders in the community, including members of several boards and representatives from different geographic areas and interests in the Town. It also includes representatives from adjacent communities who have a vested interest in the outcome of the planning process. The CAC will assist the Town Board in interviewing and selecting the consultant firm, be the point organization for community involvement and public participation, and assist in general oversight of consultant work and products. A Town

staff person will also be identified to coordinate staff resources, interact with the planning consultant, and support the activities of the CAC and the Town Board during the planning process.

Town Needs and Issues

The Town of Canandaigua is committed to sound land use planning, environmental protection, and creative growth management. Translating these values into a shared vision for the future of the community is an essential step to formulating an effective planning framework.

Also, given these values and the recent development activity in Canandaigua, the Town has implemented some key recommendations from the 2003 Plan. As noted above and for a variety of reasons, many of these implementing regulatory measures, both in place and under consideration, have not been well coordinated and easily understood. Therefore, there is a need for a fresh review of the status of the current plan's implementation both in terms of effectiveness and efficiency, and with a focus on better integration of recent planning initiatives and regulatory measures.

Public involvement in the planning process will be critical to building the consensus necessary for an effective and meaningful plan. Reaching out and fully engaging the community will be necessary at key points in the planning process. We look to the planning consultant to suggest specific community outreach measures and how and when they can most effectively be used during the planning process.

Finally, for a community of nearly 9,000 persons, the Town of Canandaigua is very diverse. To reflect this diversity, the 2003 Plan identified nine "neighborhoods" based on development characteristics and physical setting. The update work should reassess the validity of these areas and develop an approach where the diversity and strengths of individual areas of the community are recognized.

In addition to these general needs, some of the key issues that the planning process should address include:

- *Overall Report Card.* The work should evaluate and assess the status of implementation activities related to the 2003 Plan. It should similarly evaluate the extent to which the Town has implemented related reports and planning initiatives, such as the Farmland and Open Space Conservation Program, the Town Parks and Recreation Master Plan, the Hamlet of Cheshire Master Plan, and the Southern Corridor Plan (1999). Annual reports prepared by the Planning Board on the status of the 2003 Comprehensive Plan can serve as an initial basis for this evaluation.
- *Regulatory Complexity and Integration of Planning Initiatives.* As noted earlier, the Town has put in place several regulatory tools and programs since 2003 that seek to manage growth and protect the Town's environmental resources. Work should assess the effectiveness and impact of those measures and programs and

recommend how they can be better coordinated to achieve the desired goals. Those measures, for example, include the conservation subdivision design regulations, incentive zoning, various overlay zoning districts, etc. Also, the Town's PDR program should be evaluated to determine its long term impacts and potential costs.

- *Watershed Management, Environmental Protection, and Open Space.* As development pressures are renewed in the coming years, efforts to conserve and protect valuable open space will remain a priority. Although the Town has prepared and adopted a parks and recreation plan and a farmland and open space conservation program, it is still challenged in building consensus on an acceptable town-wide open space system that preserves and appropriately utilizes these important resources in face of continuing development. To help meet this need, the 2004 Farmland and Open Space Conservation Program should be updated as part of the planning process. Also, the plan needs to assess the effectiveness of current measures and initiatives aimed at protecting the Canandaigua Lake watershed. These include several of the regulatory measures noted above as well as others in place or under consideration, such as the ridgeline development guidelines, stream corridor overlay district, environmental protection overlay district (EPOD), and guidelines related to farming practices and construction sites.
- *Economic Development and a Balanced Tax Base.* Strengthening and broadening the Town's tax base remain an important issue. The plan should re-examine the Route 332 corridor and other areas that can suitably accommodate commercial and industrial development. Also, the plan should examine the appropriate role and responsibilities of the Town as a player in a coordinated economic development system that includes the county, state, the City of Canandaigua, and the private sector.
- *Extent of Utility Service Areas.* As development has occurred and urban services are extended, questions continue about the growth inducing impacts of these services, especially sewers. The plan should address this issue and give guidance to a Town policy governing utility expansions so that future decisions can be made consistent with the community's vision and land use plan.
- *Opportunities For Town-City Cooperation.* Discussions have begun between the Town and the City of Canandaigua regarding opportunities for collaborative actions, including a sharing of services. Also the City has begun the process of updating its own comprehensive plan. The Town's plan should capture the results of these ongoing discussions and include a coordinated strategy that will achieve greater efficiencies and serve the mutual interests of both the Town and the City.
- *Revitalization of the Hamlet of Cheshire.* This unique settlement area was included as a component of the 2003 Plan and subsequent plan amendment document, known as the Hamlet of Cheshire Master Plan. Important needs in the

hamlet remain and opportunities for revitalization of this area should be examined.

Project Scope

The following section provides ideas for a scope of services for the project. These are not fixed or all inclusive, and the consultant is encouraged to develop a specific scope of services that it believes can better meet the needs of the Town. A final scope of services will be included in the chosen consultant's contract with the Town.

1. *Inventory and Community Profile.* The consultant should update the information in 2003 Plan. This baseline information will be an important starting point for development of the plan and allow for effective evaluation in the future. This task should look at typical community information, including its physical characteristics; development activity; population, demographic and socioeconomic characteristics; infrastructure; housing; transportation network; etc.
2. *Community Assessment.* This will include preparation of a "report card" on the progress made in implementing the 2003 Plan and related planning initiatives. It will review the goals and objectives included in the 2003 Plan and consider planning constraints and opportunities facing the Town as it looks to the future. From this assessment, the consultant will be expected to identify the key issues that the updated plan will address.
3. *Community Vision and Planning Goals and Objectives.* Based on the previous tasks, a community vision statement and supportive goals and objectives will be formulated. It will be critically important to successfully engage the community in this work effort and the consultant will be expected to propose community outreach actions that effectively build community consensus around a shared vision. The planning goals and objectives should be detailed in typical functional areas (land use, housing, infrastructure, open space and environmental protection, etc.) and recognize the needs and opportunities of different parts of the community.
4. *Future Land Use Plan and Open Space Program.* Building on other plan work, including the goals and policies, and in conjunction with the CAC, the consultant will formulate a future land use plan. Related to this, the 2004 Farmland and Open Space Conservation Program report should be updated.
5. *Recommendations and Implementation Actions.* Specific recommendations and actions will be developed to implement the plan and address the key issues. These should be organized into an action plan with priorities clearly identified and a schedule for implementation included. At a minimum, actions should include recommended changes to zoning and land use regulations, needed capital improvements, additional planning projects, and ways the Town and the City can work together to share services and pursue other opportunities for collaboration

and joint planning. The consultant should also recommend ways the plan can be “maintained,” including periodic assessments on the health of the plan and the status of implementation activities.

6. *Civic Engagement and Public Participation.* Public involvement in the planning process will be critical to its success. Specific opportunities to engage the community should be identified in the consultant’s proposed work scope. In addition to other public outreach measures proposed by the consultant, it is expected that at least three community-wide meetings will be needed to discuss: the results of the community assessment, the proposed community vision and goals and policies, and the proposed land use plan and related recommendations. It is expected that the consultant will take lead role at these public meetings, with organizational support provided by Town staff. Periodic and regular meetings with the CAC, perhaps jointly with the Town Board, will occur to provide oversight and direction to ongoing planning work. The consultant will be expected to attend these meetings. Designated Town staff will be responsible for receiving and disseminating information and reports needing CAC and community review.

7. *SEQR Compliance.* The consultant will be responsible for assuring full compliance with the State Environmental Quality Review (SEQR) Act related to the adoption of the plan by the Town Board. At a minimum, it is expected that a full environmental assessment (long form) will be completed.

Available Data

Ontario County will provide the following digital data in ESRI ArcGIS format or MS Word/Excel on CD upon execution of a data sharing agreement between the County and the chosen Consultant:

- Street centerlines
- Accident inventory from Ontario County Data Base (2005-present)
- Municipal boundaries
- 1:400 drainage features (Ponds and linear drainage features).
- DEC wetlands and National Wetland Inventory wetlands
- FEMA Q3 data 100 year flood zone
- Agricultural districts
- 1:24,000 USGS and NYS DOT Digital Raster Graphics
- USGS 10 meter digital elevation models
- Aerial photography: NYS digital orthographic photography (1995-present)
- Soils Natural Heritage classifications (woodlots) (2002)
- Real Property Tax Parcel polygons and Tax Roll Data
- 2000 census block, block group and tracts.

(NOTES: First, all GIS data will be delivered to the consultant in NY State Plane-NAD83-NY-C. The projection of raster imagery may vary depending on source. Second, the requisite data sharing agreement required between the County and the chosen Consultant shall contain terms that specify that all data that is produced by Ontario

County, such as but not limited to tax parcel shape files and tax assessment data, shall remain the property of the County of Ontario and may not be resold, reproduced, or redistributed in any form outside of the purposes contemplated in this RFP without the express written permission of the County of Ontario. Third, the Town, along with its engineer, will provide copies of regulations, ordinances, maps, etc, information regarding infrastructure, and any other studies relevant to the project.)

Final Deliverables

The consultant will prepare final comprehensive plan documents as required by the contract consistent with N. Y. Town Law § 272-a. Materials will be prepared as follows:

- 15 copies of the draft final report, including Preliminary Land Use Plan and updated Farmland and Open Space Conservation Program report
- 25 copies of the final comprehensive plan report.
- All materials will be available in Microsoft Office format as well as Adobe Acrobat's PDF file. Photography and graphics will be provided in digital format.
- All project documents, including draft and final reports, will be provided by the consultant on a CD.
- All documents will be compiled so that they can be effectively reproduced in black and white.
- All products of the work of this project will be the property of the Town of Canandaigua.

Fee and Timing

The budget for all consultant work, including all reimbursables, is limited to \$40,000. Cost conscious proposals will be given a priority. The Town will require that all plan update work will be fully completed within six months from commencement.

Submission Requirements

The submission must be organized in the following sections:

1. *Title Sheet*: The title sheet must provide the name of lead consultant and name(s) of the sub-consultant(s), if any, with the name of the prime contact clearly identified.
2. *Letter of Intent*: Describe your interest in this project, the needs of the Town, and an understanding of the suggested scope of work. Describe the roles and responsibilities of the lead consultant as well as any sub-consultants.
3. *Lead Consultant Experience*: Briefly describe other projects that demonstrate relevant experience. List all public sector clients where similar work has been performed in the past five years. For each project mentioned, provide a reference and phone number for future contact. Provide resumes of key personnel (no more than one-page in length) who will be assigned to this project, with their roles clearly identified. Document the experience of assigned staff in working on and completing comprehensive plans. Provide information/documentation as to the status of implementation of previously developed comprehensive plans. Document consultant experience developing comprehensive plans in communities similar to the Town of Canandaigua.

4. *Sub-consultant Experience (if applicable)*: Provide information for each firm included in the team. Provide the names, titles and qualifications of individuals who will be assigned to the project. Discuss the experiences of team members on the example projects referred to above. Provide resumes of key personnel (no more than one-page length) who will be assigned to this project and their roles.
5. *Project Approach and Scope of Work*: Describe the overall project approach and scope of work, including specific tasks and their timelines. Proposal need not mirror work activities included in this RFP and alternative approaches and work tasks are encouraged if they can better meet the planning objectives and needs of the Town.
6. *Project Schedule and Budget*: Detail the project budget by total and by specific work tasks. Identify all other reimbursable costs.

Selection Criteria

Submitted proposals will be reviewed by the CAC and the Town Board with selection based on the following criteria:

- Completeness and overall quality of proposal
- Relevant project experience and technical depth
- Effectiveness of project approach and scope of work
- Experience in public participation and ability to build community consensus
- Capability to perform project within the timeframe and within budget
- Creativity and innovation in past projects of a similar nature
- Familiarity with the Town of Canandaigua and an understanding of its current planning needs

It is expected that following initial review of the submitted proposals, the CAC in conjunction with the Town Board, will interview a selected “shortlist” of qualified firms. Final selection of the preferred consultant will be made by the Town Board. The Town reserves the right to reject any or all proposals.

Once the preferred firm is selected, the Town will seek to negotiate a contract, including a final detailed scope of work, deliverables, schedule, etc. The Town will not reimburse any firm or individual for any costs associated with the submittal of a proposal or in negotiation of a final agreement.

Additional Information

Additional information, including the 2003 Plan and several related planning documents, can be viewed on the Town’s website: www.townofcanandaigua.org

Prior to the submission deadline, questions about the project or the RFP should be directed to:

Richard Rising
HB Solutions LLC
99 Garnsey Road
Pittsford NY 14534
(585) 419-8747
(585) 233-3110 (cell)
email: rrising@harrisbeach.com

Or,

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5440 Routes 5 & 20 West
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