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Town of Kenly

Solicitation for a Request for Proposals For Preparation for a Comprehensive Plan and a Unified Development Ordinance

Purpose

The Town of Kenly is seeking proposals from qualified, professional consultants who will assist the Town in concurrently creating a Comprehensive Land Use Plan and Unified Development Ordinance. The current Land Development Ordinance was adopted in 2011, and though there have been amendments over the years, the town would like to transition to a cleaner, consolidated Unified Development Ordinance. The Unified Development Ordinance will consolidate the Land Development Ordinance standards, Subdivision Ordinance and Flood Damage Prevention Ordinance into one comprehensive document. The existing Land Use Plan for the Town was developed in 2007. There have been significant changes to the Town and surrounding areas since the plan's original inception, as well as changes in North Carolina enabling legislation regarding planning and zoning. The selected consultants will assist the Town in the development of a Comprehensive Land Use Plan that incorporates land use and transportation plans previously adopted by the Town of Kenly, responsible development and natural resource conservation while creating the policy framework for intelligent growth over a 25-year planning horizon. The consultant(s) awarded this contract will have the primary responsibility of developing the Comprehensive Land Use Plan document and Unified Development Ordinance and will work in coordination with the Town of Kenly's Administration and Planning Board to carry out the process.

Kenly Profile

Nestled on the northeastern frontier of Johnston County, Kenly is more than just a geographical location—it's a melting pot of history, community, and unparalleled southern charm. Dive deeper to uncover what makes Kenly truly unique.

Located equidistantly between the bustling towns of Smithfield and Wilson on U.S. 301 and a mere 40 miles from Raleigh, the state capital, Kenly isn't just at the heart of North Carolina—it's at the crossroads of immense business potential and rich cultural experiences.

With a diverse population of approximately 1,500 residents, Kenly has seen steady growth over the past decade, reflecting its rising popularity as both a business hub and a homely retreat. Our residents range from young professionals, families to retirees—all attracted by the balanced blend of opportunities and tranquility.

Our deep-rooted history is palpable not just in landmarks like the Tobacco Farm Life Museum but also in our everyday life. "Friendly Kenly" isn't a mere moniker—it's a lifestyle we proudly uphold.

Benefiting from its proximity to major highways and urban centers, Kenly boasts impressive connectivity without compromising on its serene environment. Plus, our commitment to infrastructure development ensures residents and businesses are always connected and well-served.

Investment in education and resources stands testament to our dedication to the future. Schools in Kenly offer top-notch education, preparing our youth for the challenges of tomorrow. Community initiatives, programs, and events ensure a cohesive, supportive environment for all.

Lush landscapes and open spaces are more than just sights in Kenly—they're experiences. Whether you're a nature enthusiast, an adventurer, or someone seeking a peaceful retreat, Kenly's surroundings beckon with promise.

Whether you're an entrepreneur eyeing new horizons, a family seeking the perfect hometown, or a traveler on the lookout for genuine southern warmth, Kenly awaits. As we embrace our legacy and look to the future with hope and determination, we invite you to be part of our story.

Explore, experience, and fall in love with Kenly—the southern gem where dreams meet reality.

Existing Land Use & Transportation Plans

The Town's existing land use plans and ordinances are available online at www.townofkenly.org.

Expectations of Consultant

Throughout the process the selected consultant will be expected to utilize their experience to facilitate the process. To achieve this goal, and utilize the experience of the selected consultant, Kenly will require the expectations outlined below be met and identified within the consultant's proposal.

1. Initial meeting with Town staff to review a project timeline, schedule meetings and begin the process of data acquisition.
2. Review all existing plans, maps, documents, data and other materials relevant to the project. The Town will provide all available existing documentation to the consultant. The consultant will study and consolidate applicable materials into the Plan and UDO.
3. Conduct meetings with key elected and appointed officials, stakeholder groups, and the general public. The selected consultant will lead stakeholder outreach and participation efforts.
4. Plan and implement an extensive stakeholder and public outreach process using a range of methods to inform and involve stakeholders, citizen organizations and the general public. Address the public hearing process and meetings with Town staff, citizen groups, applicable advisory committees, school districts, local units of government, etc.
5. Develop Plan goals, objectives and implementation strategies based on technical data and public input.
6. Draft materials for review and comment by the Town in accordance with a schedule developed at the beginning of the planning process.
7. Confirm the final Plan and UDO conforms to existing North Carolina General Statutes.
8. Analyze consistency of current Town ordinances and policies in relationship to the Plan goals and objectives.
9. Prepare draft documents for public review and comment, and present to Planning Board and Town Council. The plan and UDO should be presented in a format and language that is user-friendly and easily understood by the general public.
10. Prepare final draft documents and present at all associated meetings and public hearings for adoption of the plan and UDO.
11. Provide at least weekly updates, primarily via e-mail or telephone/video and occasionally in-person, to update Town staff on project status, discuss issues and review drafts. Periodic written status reports and status update presentations may also be required to the Planning Board and Town Council.

Scope of Services

The Scope of Services described herein is a framework of major tasks as currently identified by the Town for the consultant's information. This is not a comprehensive list. A complete Scope of Services and an estimated fixed fee will be developed in consultation with the selected firm based on the Town's needs and the firm's experience and capabilities.

Comprehensive Land Use Plan

1. Project Meetings. The consultant is expected to meet regularly with staff. When appropriate, these meetings may be via telephone or video conference. The consultant will meet with the Planning Board to collect input and provide updates. In addition, the consultant will solicit input and feedback from the Planning Board and Town Council and provide interim reports, presentations, and updates to each as required and appropriate, and attend the Plan's formal adoption by the Planning Board and Town Council.

2. Public Engagement and Communications. Public Participation is essential to this planning effort and must include an outreach and public participation process designed to engage the public and specific stakeholders in visioning the future of the Town. Significant public input will be required throughout the process. We anticipate that a number of public meetings will be held in order to seek the opinions and views of the public at large, report on progress as the plan develops, solicit comments on specific ideas or concepts, and identify problems or barriers that must be acknowledged and overcome. Public involvement in the planning process and acceptance of the final plan is critical to the success of this effort, and respondents should explain their approach and public participation plan in detail in their responses.

3. Plan Development. The consultant will serve as the primary drafter of the plan and shall perform research and develop materials for the Plan, including but not limited to:

- a. A baseline review of existing plans and relevant information, including the plans and documents listed under the Town History and Overview section, current codes and policies, demographic and census data, and other information relevant to the required plan elements

- b. Develop an inventory and assessment of issues and opportunities based on work with staff, Planning Board, and the public participation process.

- c. Develop a vision for Kenly that will serve as a focal point for goals, policy, and strategy decisions.

- d. Draft the Comprehensive Land Use Plan for Planning Board review and Town Council adoption.

- e. Provide digital, editable, working and printable copies of all final documents including reports, maps, and final plan.

4. Plan Content. The Plan document will include assembling and analyzing data regarding existing conditions within the established planning area and utilizing that data to develop policies, actions, and an implementation plan to guide future development and decision making over a 25-year timeframe. It is anticipated the

Plan will include the following content:

- a. Community Assessment – Population, housing, demographic, and economic trends, and projections
- b. Natural Resources, Resiliency and Hazard Mitigation
- c. Land Use and Community Design – Existing land use and framework for placebased future land use districts and nodes
- d. Housing – Review of housing needs and trends and recommendations that will create strong neighborhoods that support lifelong housing needs
- e. Transportation – Bicycle and pedestrian facility recommendations, collector street network, street infill recommendations, and recommendations for applications of street types
- f. Implementation – Specific goals and policies to implement each element of the Plan

Unified Development Ordinance

1. Conduct a comprehensive review and analysis of the land use regulations and develop a Unified Development Ordinance, including assessing the strengths and weaknesses of the existing regulations in terms of structure, organization, clarity, ease of use, existing zoning districts and district standards, regulations of general applicability, definitions, and all procedures.
2. Identify and recommend for inclusion, text and procedures that have not been identified by Town staff in the professional opinion of the selected firm and should be addressed to ensure a complete and effective ordinance that meets local needs.
3. Identify and correct any internal inconsistencies, omissions or errors, including grammatical and other issues in the UDO.
4. Ensure that the UDO conforms to generally accepted land use law and principles as well as state and federal statutes and case law. This includes language to ensure adherence to all 160D requirements.
5. Create, to the fullest extent possible, a user friendly, simplified, clear and easily understood UDO, including:
 - a. Revise vague, unclear or confusing language and ensure that language, terms and intent are consistent from one section to another.
 - b. Ensure the essential words used in the text of the document are defined in the Definitions section and revise incorrect or inadequate definitions.

- c. Revise sections of the ordinances that are in conflict with other sections, have unintended impacts on other sections or are overly complex.
 - d. Recommend improvements to the layout of the ordinance.
 - e. Consolidation of the Land Development Ordinance, Subdivision Ordinance and Flood Damage Prevention Ordinance.
6. Update the Table of Permitted Uses and Development Standards which result in a more modern and comprehensive list of permitted uses tailored to the Town's zoning districts and development climate.
7. Prepare a new zoning map that corresponds with any new zoning districts.
8. The firm will be required to attend and facilitate public hearings with the Town Council, Planning Board, residents, and other stakeholders and prepare multiple drafts of the proposed code and ordinance for review and comment.

Submittal Requirements

The following materials must be received by the submittal deadline for a proposal to be considered. However, during the selection process, the Town reserves the right to request additional information or to seek clarification from the consultant/firm, or to allow for correction of errors and/or omissions. The submittal requirements are as follows:

1. Project Overview
 - a. General Information: Provides a brief overview of firm, including qualifications to execute the contract, and company mission or statement of beliefs.
 - b. Project Understanding: A summary of the consultants understanding of the project as described in this RFP.
2. Qualifications
 - a. Personnel Qualifications:
 1. Identification of lead project manager and their contact information.
 2. Name, proposed role, hourly rate, anticipated time commitment to the project and resumes of each team member.
 - b. References: Include a list of at least three municipalities for which you have conducted comprehensive planning, visioning, community engagement and /or land use analysis with a population less than 10,000. Experience in working with municipalities in North Carolina is preferred.
3. Proposal
 - A. Proposal Overview: Provide specific approaches, methods and assumptions that will be utilized to accomplish each task.

B. Proposed Work Plan and Schedule: Provide a proposed work plan with schedule based on months of project (ex. Month 1, Month 2), divided into phases identifying key tasks, milestones, approximate dates, project deliverables and resource needs.

C. Community Engagement Plan: Describe the approach for providing innovative, effective stakeholder engagement and public participation. Provide examples of how your firm would conduct public and stakeholder meetings that would capture input that is representative of all of the Town's residents. There should be a separate community engagement plan for both the Comprehensive Plan and UDO.

D. Budget: Identify cost estimates for completing each of the elements in the "Expectations of Consultant" and "Scope of Services" sections of this RFP. Itemized cost estimates may include more than one area in these sections provided the combination of the elements is logical or overlapping. Also identify any other anticipated budgetary needs including incidentals and all defined as per diem and travel expenses. Identify total not-to-exceed project cost for preparation of each document, the Comprehensive Plan and UDO.

Submittal Format & Deadline

Interested firms shall submit six (6) paper copies and one electronic copy (PDF) of the complete proposal either in person to the Town of Kenly Town Clerk or mailed to:

Dale Holland
Interim Planning Director
207 West Second Street
Kenly, NC 27542
dale.holland@townofkenly.com
919-588-5090 (office)
910-520-1781 (cell)

Complete submittals must be received no later than 5:00 pm on September 30, 2023. Submissions received after this deadline may not be considered for further review.