City of Birmingham
A Walkable Community

MEMORANDUM

Planning Division

DATE: June 14, 2016

TO: Joe Valentine, City Manager

FROM: Matthew Baka, Senior Planner

APPROVED: Jana Ecker, Planning Director

SUBJECT: Comprehensive Master Plan Update

The City of Birmingham has a history of implementing master plans and ordinances that are intended to guide and regulate the growth of the City in order to promote the type of development that the citizens and property owners value. Currently, the development of the City's planning and zoning regulations are principally governed by five documents which are currently available on the City website:

- The Birmingham Future Land Use Plan (1980);
- The Downtown Birmingham 2016 Plan (1996);
- The Eton Road Corridor Plan (1999);
- The Triangle District Plan (2007);
- The Alleys and Passages Plan (2012); and
- The Multi-Modal Plan (2013).

The Future Land Use Plan ("the Plan") was the last comprehensive master plan to be adopted by the City (1980). The Plan made specific recommendations throughout the City that are intended to protect residential areas while at the same time made recommendations that would allow the commercial areas to thrive. Since the adoption of the Plan, the City has updated the master plan through the additional subarea plans listed above. Those plans have been implemented through the three overlay zones (Downtown, Triangle and Alleys and Passages) and the rezoning of the rail district to MX (Mixed Used). The Multi-modal plan adopted in 2013 is now the guiding document for the City in regards to transportation infrastructure, major right of way improvements, and user accessibility issues. The cumulative effect of all the sub area plans has essentially updated the Future Land Use Plan in almost all of the commercially zoned areas of Birmingham.

The Downtown Birmingham 2016 Report "DB2016" was received and approved in concept by the City Commission in 1996. The plan and resulting overlay zone has established the standard for which the other subareas plans are measured. Based on an analysis of the implementation section of the plan, the Planning Department observes that the majority of the significant recommendations have been successfully implemented and have played a major part in the continued vibrancy in the downtown area. However, the projected term for the vision and goals contained in the 2016 plan are quickly approaching the conceptualized completion date.

This does not mean that the vision of the plan has expired, however it is clear that having long term goals has been invaluable to the growth and stability of the Central Business District.

In order to maintain a strong vision for future of Birmingham, the City Commission engaged Andres Duany for a return visit to the City during the summer of 2014 to provide input on the implementation of the DB 2016 plan and to address the future of Birmingham. Duany conducted his review in May of 2014. The visit from Duany produced a set of recommendations that are aimed at continuing to foster Birmingham as a strong commercial location with a highly desirable single-family residential base. (see attached report) Duaney's comments provide the City with a unique opportunity to set forth goals for the Downtown and Triangle District, while possibly incorporate them into an updated Master plan for the entire City.

The updating and implementation of master plans and subarea plans are important aspects of maintaining and improving the standard of excellence that is expected in Birmingham. Although there have been the subarea plans listed above established in the City over the past several years, there has not been a comprehensive Master Plan update completed since the 1980 Future Land Use Plan. There are several components of the plan that included demographic data and projections that were based on a twenty year time frame. In addition, many of the land use policies and system analysis may be considered outdated now considering the advancements in technology and lifestyle habits. Accordingly, much of the information provided in the plan was intended to be projections to the year 2000. The following list outlines the information in the plan that is out of date or policies that should be considered for review and updating:

- Future population growth
- Existing land use
- Residential Development
- Multi-family Development
- Regional and National Development Trends
- Transportation System
- Land Use Policies
- Future Land Use Plan

Much of this information may just require a simple review to verify that the recommendations and analysis are still relevant. In other instances, there are areas of the plan such as the Transportation System chapter that has been addressed by the Multi-modal Plan. The City has effectively updated many sections of the Master Plan in recent years and the new subarea plans could be incorporated into a new comprehensive Master Plan document. In addition, there are many issues prevalent in the planning field today that were likely not considered at the time the current plan was created, such as aging in place, housing diversity, and green infrastructure.

Please find attached a basic framework for a request for proposals to update the City's comprehensive plan and integrate all of the existing plans for your review and discussion.

REQUEST FOR PROPOSALS
OUTLINE FOR A COMMUNITY MASTER PLAN UPDATE

I. INTRODUCTION

The City of Birmingham is soliciting proposals from planning consultants who have experience with Community Master Plan updates. The information contained in this Request for Proposal (RPF) is provided to give prospective consultants background information to allow for the completion of a proposal for a Community Master Plan Update for the City. It is anticipated that the preliminary work will begin during the early fall of 2016, and that the finished product will be ready for recommended adoption to the City Commission by late Spring of 2017. A written outline with a fixed fee amount for required planning tasks will be received by the City of Birmingham, c/o Jana Ecker, Planning Director, 151 Martin, Birmingham, Michigan 48009, no later than 11:00 a.m. on _____.

II. CITY BACKGROUND

The City's current comprehensive Master Plan entitled "The Birmingham Plan" was adopted in 1980. Since the adoption of the Master Plan, several sub-area plans have been adopted for specific sections of the City. These areas include the Downtown 2016 Plan (1996), the Eton Road Corridor Plan (1999), the Triangle District Plan (2007), Alleys and Passages Plan (2012) and Multi-modal Master Plan (2014). The sub-area plans are still generally considered to be relevant. While some portions of the existing Master Plan are acceptable, there are a number of revisions and updates that need to be made.

Specific areas of the Master Plan that need to be addressed and updated include:

- Review and update of all tables as necessary
- Update of Population section with most recent census information and other available data.
- Update of Regional and Surrounding Development section with most recent census information and other available data.
- Update of Residential Housing section with most recent census information and other available data.
- Review and update of population growth using projection methods
- Review of Transportation section based on city data
- Review of current parking standards throughout the City
- Review of existing land uses
- Review of future land uses and Future Land Use Map if necessary
- Review and update the Policies sections
- Incorporation of all existing sub-area plans.

III. SCOPE OF SERVICES

The consultant will work with Birmingham residents, the general public, the Planning Board, and City Commission to update the City's comprehensive plan. The consultant will propose and implement a rigorous community involvement process to ensure that the resulting plan reflects the input of the public. Where applicable, the consultant will coordinate with the City staff and the City Attorney to ensure compliance with all State and/or Federal laws related to a Community Master Plan Update.

The following minimal planning services are required:

1. **Data Analysis.** Review land use, current zoning, economic, social, demographic, current Master Plan, any current or pending Parks and Recreation Master Plans, and other indicators to gain a background of the City. Provide insight on current trends that are seen in other similar communities, trends that may impact the City over the next twenty (20) years. The analysis must take into account forces and trends both in the City, the surrounding region, and nation.
2. **Public Involvement Process.** Public participation is a critical component in the development of the Master Plan Update. During the master plan updating process, members of the public, including City stakeholders will be invited to provide input. The consultant will be expected to organize and coordinate a public input charrette process including an introductory session, and numerous public input sessions designed to solicit input from neighborhoods, residents, businesses and City officials and volunteers serving on City boards and committees. It is anticipated that these sessions will be conducted during a charrette held over one or more days. In addition, the consultant will be responsible for making a public presentation of a draft version of the master plan update to the community as a whole, the Planning Board and the City Commission. The consultant shall be prepared to attend the following meetings at a minimum:
   - One (1) kick off meeting with the City staff and/or the Planning Board to finalize a work plan and schedule to meet the requirements of this RFP;
   - Public input charrette (minimum of one day in length);
   - Up to three (3) work sessions/monthly meetings with City staff and/or the Planning Board to discuss progress and review findings (The consultant will be expected to present any changes from the previous meeting at the next meeting for approval);
   - One (1) public presentation of a draft version of the updated master plan to the community as a whole for public review and comment;
   - One (1) public hearing on the final draft of the updated master plan at the Planning Board; and
   - One (1) public hearing for the final draft of the updated master plan at the City Commission.

   The City reserves the right to reduce or increase the number of meetings depending on the progress of the project with an adjustment in the contract accordingly.

3. **Plan Preparation.** The consultant will prepare an initial draft of the proposed Master Plan update with new census information, maps, charts, exhibits and graphics to make the Plan document a vital and compelling statement of public policy. The consultant by working with the various boards and members of the community will refine and recommend adjustments to the draft Plan to balance the perspectives of the many varied interests in the City.
4. **Policy Statements.** The consultant will incorporate the City's existing goals and land use policies into the new plan, as well as identifying any needed policy updates
5. **Finalization and Adoption.** A draft of the updated Plan will be presented to the Planning Board for initial recommendation and to the City Commission for their concurrence. The consultant will participate in the required public hearing and complete any final changes.

This outline is not necessarily all-inclusive and the consultant shall include in the proposal any tasks and services deemed necessary to satisfactorily complete the project.