

January 2, 2023

Jay Cook
City of Bel Aire, KS
jcook@belaireks.gov

RE: Bel Aire Comprehensive Plan
RDG Planning & Design No. P3005.911.00, File No. 2.0

Dear Jay:

On behalf of RDG Planning & Design, I am pleased to submit a scope and fee for update the Bel Aire Comprehensive Plan. This is an exciting opportunity for the city to work in partnership with its residents to develop a vision for the community that is focused on action and implementation. The scope and fee are just a starting point and we hope they provide a level of detail that assists in your budgeting and planning process.

Our work is mission-driven and based on a commitment to improving the quality and viability of communities. We believe that no one will work harder or with a greater commitment to the good of Bel Aire. If you have any additional questions please reach out at any time.

Sincerely,

RDG Planning & Design



Amy A. Haase, AICP
Principal

AH

Enclosure: Scope and Fee



scope of services



Our approach is focused on document creation through community involvement. While there are standard requirements and best practices to meet in a comprehensive plan, Bel Aire's plan should focus on the city's key challenges and its strengths.

Ultimately, the city's comprehensive plan should be designed and drafted to provide guidance and inspire the community. Our approach can be broken down into three core elements:

- Where are we now?
- Where do we want to go?
- How do we get there?

We propose confirming the detailed work program at the start to meet milestones, create expectations, and advance the project on time.



PART I: COMMUNITY ENGAGEMENT

The community engagement strategy uses a variety of techniques to interact with Bel Aire's stakeholders and define a shared vision for the future. This extensive level of public engagement empowers people to work together as partners throughout the planning process. The strategy can and should be refined. Without a strong engagement process, we believe that the plan's momentum cannot be fully realized.

1.1 COMMUNICATIONS PLAN

RDG will tailor the communications plan with city staff before the start of the project. Elements of the communications plan must be considered carefully to design an effective process that maximizes the city's resources and community participation. The process should include a spectrum of tools:

- A. **Project Branding and Marketing.** The project needs a recognizable identity that is reinforced throughout the entire process. PowerPoints, posters, a website, and the publication need to share the brand.
- B. **Steering Committee.** The steering committee meets regularly to provide direction, mid-course correction, and review deliverables.
- C. **Technical Committee.** The project team will meet with staff on a regular basis, often starting with weekly meetings, then meeting on alternate weeks. This group, comprised of dedicated professionals, will manage the project, schedule, and review content in the greatest detail.





- D. **Online Tools.** E-mail blasts, social media, instant polls, surveys, and discussion forums contribute to sharing ideas, concepts, and receiving feedback. Task 1.2 identifies specific online techniques.
- E. **On-site Tools.** More traditional methods of attracting the public to meetings such as fliers, posters, postcards, business cards, letters, and ads can be used. The heart of the process, our on-site engagement tools build excitement about the future and often empower individuals to action. Task 1.3 identifies these opportunities and events.



1.2 ONLINE INTERACTIVE FORUMS

Online tools can engage people from their home, office, or cafe. We propose the following elements:

- A. **Project Website.** Our team use Social Pinpoint to gather community input and share information on the planning process.
- B. **Social Media Content.** RDG can schedule and create content for existing social media forums.
- C. **Survey Monkey.** RDG will develop a questionnaire to understand community perspectives of city operations, services, and quality of life. The results of this questionnaire can be compared with other community input to identify trends, issues, and opportunities.

1.3 ON-SITE MEETINGS

- A. **Committee Kick-off Meeting.** This initial meeting will establish principles and objectives for the study area and help refine the specific objectives of this plan.
- B. **PUBLIC WORKSHOP #1: Kick-off Meeting (Town Hall) and Community Roundtable.** The kick-off meeting is an opportunity for the public to understand the value of planning for Bel Aire. RDG will host a community roundtable discussion, inviting the public to participate in identifying goals, issues, and aspirations with their peers.
- C. **Listening Sessions.** Working with the Steering Committee and the city, RDG will identify stakeholders and conduct a two- to three-day program of listening sessions. We frequently use this technique on a variety of projects and find it uniformly indispensable in helping us know the people and understand the special issues and challenges that they experience.
- D. **Student Engagement.** RDG can tailor an engagement activity with students in the planning process. This program has been successfully used with other communities and provides a direct connection with a group that is literally the next generation. We believe in the value of student



scope of services



engagement as a way to build civic engagement, to retain the next generation of residents, and the impact of the youth to engage their parents.

- E. **Other Meetings & Events.** We pride ourselves on maximizing community involvement throughout the process. During planned visits, we will meet other regulatory and advisory groups, such as student groups, business associations, and clubs. Presentations may be 10 minutes to describe the project and process, or up to one-hour discussions. If desired, we can enlist interpreters for special events.
- F. **“Meeting in a Box.”** In recognition that not all stakeholders will come to a public meeting, we provide multiple ways for people to engage in the planning process - a “meeting in a box” is one such method for established organizations, coffee chats, and sub-committees. A “meeting in a box” is a self-contained guide to facilitating discussions about the future of the city that allows diverse groups to host their own meetings (or be facilitated by city staff) and return to the planning team with public input.
- G. **Steering Committee Design Studio.** See Task 3.2.
- H. **PUBLIC WORKSHOP #2: Community Design Studio.** See Task 3.2.
- I. **PUBLIC WORKSHOP #4: Implementation Summit.** See Task 3.4
- J. **Open Houses and Celebration.** See Task 3.5.
- K. **Approval.** By the time the plan is ready for adoption, approval should be a formality with all planning commissioners and council members having been engaged in the process.

DELIVERABLE: GOALS AND PRINCIPLES REPORT

RDG will provide a report that summarizes the results from the public engagement process and articulates emerging themes for incorporation in the comprehensive plan.

scope of services



PART 2: BEL AIRE TODAY - WHERE ARE WE TODAY?

This component of the plan identifies existing conditions and contexts. This provides the facts and trends. All data will be collected in ArcGIS and made available to the city.

2.1 FOUNDATIONAL DOCUMENT REVIEW

There is no reason to “recreate the wheel” when it isn’t necessary. Many plans and studies have been completed in the past few years and these will help establish “where we are today.” This will save time, money, and help leverage the effort and energy that went into past planning efforts.

2.2 ECONOMIC AND DEMOGRAPHIC TRENDS

This component includes a review of population and economic factors.

- Review of population change, growth rates over time, and health.
- Analyze growth and migration trends, including growth rates, historic migration patterns, age cohort changes, school enrollment, and birth rates.
- Population forecast scenarios, based on growth rate and migration models.
- Employment and income analysis.
- Assess relative economic strengths and weaknesses, both quantitative and qualitative.
- Assessment of current economic development policies and their impact.

2.3 COMMUNITY HEALTH

This component includes a review of Bel Aire’s well-being and health, summarizing existing data and policy recommendations.

2.4 HOUSING AND NEIGHBORHOOD DEVELOPMENT

This component includes a review of Bel Aire’s existing and future housing.

- Inventory the taxonomy of neighborhoods and needs through discussion and fieldwork.
- Review economics of housing, including the comparison and analysis of changes in housing occupancy and density.
- Mapping of major development areas.

2.5 PARKS AND NATURAL RESOURCES

This component will include the following components.

- Identify and map important park, environmental, geographic, and historic features, including topography, soils, water-bodies, wetlands, drainage system, and flooding areas.
- Create an environmental basemap and identify natural areas to preserve and to mitigate flooding.
- Set goals for preservation and/or mitigation of development effects on natural areas and agricultural land.

2.5 LAND USE INVENTORY AND URBAN DESIGN

Using existing GIS data, RDG may field verify and complete a closer analysis of land uses. An assessment of the land uses within the urban fringe will also be completed. This task includes additional fieldwork by bike to inventory the city’s form, appearance, art, and identity.



scope of services



2.6 TRANSPORTATION ISSUES AND CHANGES

The transportation planning elements will provide a set of strategies to meet Bel Aire’s long-term mobility, safety and connectivity needs. The plan will assess the current and emerging trends for the multi-modal system, identify improvement opportunities, and outline policies, strategies, and guidelines. This plan will build upon concepts and recommendations of previous efforts and our knowledge gained through the Walkable Development Plan.

2.7 PUBLIC FACILITIES REVIEW

Each facility manager will complete a questionnaire and attend a discussion group. Results will reveal current deficiencies (real and perceived) and ability to meet future growth. Based on responses to the questionnaire, the team will interview facility managers as needed.



2.8 UTILITY REVIEW

Review and analyze existing infrastructure conditions and provide recommendations on improvements needed to continue to support future growth in the Bel Aire area.

- Planning-level summary of current water, wastewater, and storm sewer systems, including a review of any recent master plans and facility plans.
- Planning-level assessments of the capacity for expansion of public utilities, including water treatment, storage & distribution, storm sewer, sanitary sewer, and waste water treatment facility.

2.9 OPPORTUNITIES AND ISSUES

RDG will develop an opportunities map for review by the Steering Committee.



DELIVERABLE:

- Bel Aire Today report, including initial findings and policy options.

PART 3. BEL AIRE TOMORROW – WHERE DO WE WANT TO GO?

The Development Concept process uses the detailed data collected in Part 2 to determine historic absorption rates of residential, commercial, industrial, and public land in the city. Combined with the input of residents regarding community issues and quality of life features, a unified Development Concept Plan for the city is developed through a highly participatory process.

3.1 FUTURE LAND DEVELOPMENT NEEDS

RDG will calculate future growth needs for residential, commercial, industrial, mixed-use, and civic land by analyzing projected growth and the operation of commercial and housing markets.

3.2 DEVELOPMENT CONCEPT - DESIGN STUDIO

The City Development Concept provides a design for the community that is then realized through other parts of the Comprehensive Plan. The concept goes beyond general land use maps by including specific development plans for how Bel Aire can “connect the dots” with roads, trails, redevelopment and infill development, and other investments.

The studio will consider such issues as development yield, open space and greenways, street patterns, and development design. These specific plans illustrate how development might occur in new growth areas but also strategies for strengthening existing neighborhoods.



scope of services



We will involve both the Steering Committee and the general public in a highly participatory process to prepare and refine the Development Concept to guide the future development of Bel Aire.

- A. **Steering Committee Design Studio.** This hands-on workshop engages the committee in the design of the future of Bel Aire. We guide the committee in developing a land use concept for the city's future growth and form, and we can define areas of agreement and difference.
- B. **Community Design Studio.** A three-day interactive design studio (charrette) is the venue for much of the land use planning, building on the work completed by the committee. This studio will focus on generating land use scenarios and development framework.

3.3 DEVELOPMENT CONCEPT - PREFERRED SCENARIO

RDG will refine the development concept into a future land use map. Land use plans can be imported into an interactive mapping tool for technical committee members to provide direct comments and recommendations for areas.

DELIVERABLES: SCENARIOS

- Concept plans and graphics, with supportive narrative posted on the project website.
- Land Use and Development Concept.
- Special Area Concepts.



PART 4: COMPREHENSIVE PLAN ELEMENTS - HOW DO WE GET THERE?

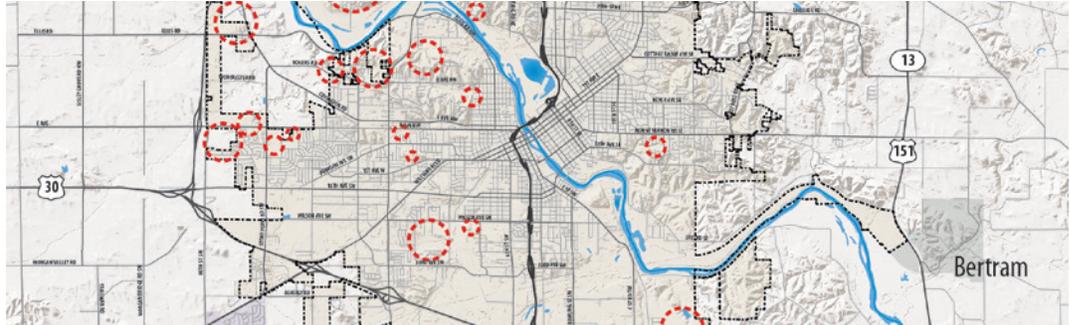
The plan elements translate to policies that will implement the community vision and achieve the preferred development concept. The goals and principles define the program and design of the city; the specific plan elements are the systems that help the design come to life. Sustainability (health, environment, and economics) threads all elements of the plan together and can become a stand alone chapter if desired.

4.1 LAND USE

The land use plan refines the City Development Concept into a Future Land Use Plan. The plan includes:

- A. **Land Use and Policy Areas.** This analysis examines planning and land use issues within the established city and growth areas. Areas of consideration include full use of under-utilized parcels, potential redirection or redevelopment of obsolete land uses, neighborhood conservation and stabilization issues, land use conflicts, and areas of special community character and significance.
- B. **Future Land Use Map and Subarea Studies.** The future land use plan will indicate both the city-wide plan and the specific area plans for the deployment of residential, commercial, industrial/





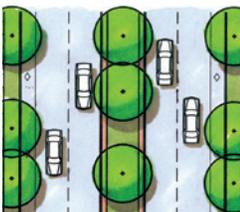
employment center, and mixed-use space. Increasingly, we find that a land use map illustrating single-use districts offers little flexibility to decision makers and invites frequent comprehensive plan changes. To solve this problem, we developed a land use planning system that groups together ranges of uses, based on similar intensity and operating effects. This “spectrum of uses” approach gives users a more realistic guide for development.

4.2 TRANSPORTATION AND MOBILITY CHOICES

The team views this as a key formative system that will address the street network and alternative modes, including pedestrian, bicycle, and transit.



- A map of the future transportation network.
- Perform planning-level assessments of street capabilities to support identified growth areas. This includes evaluating the regional travel model output for street capacity / issues / growth trends.
- Select roadway cross-sections and corridor preservation policies ensure future roadway network functionality. The cross-section standards will accommodate choices for mobility as the system continues to build-out.
- Infrastructure sustainability is critical and maintenance should be considered an equal partner to transportation planning efforts. Maintaining and rehabilitating infrastructure at appropriate times saves dollars in the long term.
- Identify strategies, initiatives, and policies needed for plan implementation.
- Active transportation strategies.



4.3 PARKS, TRAILS, NATURAL AREAS, AND GREENWAYS,

Bel Aire’s park system is a major asset and should be viewed not only as a basic quality of life amenity but also as a catalyst for investment and reinvestment. The element will integrate the findings of recent park plans and focus on the role of parks as a basis for neighborhood revitalization.

- Integrate past and current planning efforts.
- Stormwater management strategies for best practices.
- Use population and growth forecasts to update predicted parks and recreation needs. This includes park demands by geography for healthy lifestyles and diverse population.
- Locations of parks and greenways. Park facility location is related to the city development concept and the demand for additional park space.
- Trail and pedestrian system, coordinated with the Bike and Pedestrian Plan.



scope of services



4.4 COMMUNITY FACILITIES AND PUBLIC INFRASTRUCTURE

The analysis includes a review of public property and infrastructure by interviewing city staff to define facility adequacy, ability to provide service into the future, and rehabilitation needs.

- Compare technical analyses with input received from other studies and plans to determine suitability of existing infrastructure to support future land use projections.
- Propose planning-level analysis of additional capacity improvements necessary to support future land use plan.
- Identify needs for facilities and buildings, including public works maintenance facilities. Recommendations take into account the need for relocation, new facilities, and the potential to reuse existing facilities or properties.
- Identify needs for public safety services. This review considers police, fire and EMS in view of existing and projected needs.
- Service relationships with school systems.
- Perform planning-level analyses of each service to identify future opportunities for capacity, condition, and new service improvements.

4.5 COMMUNITY CHARACTER AND DESIGN

The urban design element is closely related to the other elements. The policies and actions recommended related to urban design will be driven by the public input process but may include the following elements:

- The **green** environment, including the relationship of the city's major open space to each other and the surrounding neighborhoods.
- The **transportation** environment, addressing the experience of traveling through and around the city (by car, bike, or foot). This element considers gateways, wayfinding, street design, and similar features.
- **Neighborhood** character, focusing on the design and density of proposed residential neighborhoods, and developing concepts that strengthen established areas. In developing areas, these factors will include the mix and target densities of various forms of housing projects and the transitions between them and to commercial areas. Well reasoned and practical principles within the comprehensive plan can provide a good foundation for staff to work from.
- **Civic** character, addressing key focuses in the city's designed public environment, such as image features and thematic consistency.
- **Historic** character, addressing the historic and cultural resources of the city. Our approach is pragmatic and focused on the economic benefits of preserving and leveraging historic character. The success of this approach is evident in downtown districts and historic neighborhoods across the Midwest which have seen a resurgence.

scope of services



4.6 HOUSING, NEIGHBORHOODS, AND COMMUNITY DEVELOPMENT

This component considers housing and neighborhood issues in Bel Aire and establishes an implementation-based housing and neighborhood conservation policy.

- Review of recent and current housing activity, using and expanding information gathered during the previous planning processes.
- Neighborhood conditions, including a general review of housing and neighborhood conditions based on perceptions of housing conditions, site maintenance issues, streets, sidewalks, infrastructure, and physical design and appearance. This considers the number of vacant lots throughout the city.
- Housing needs to achieve overall city housing objectives and needs by type and cost.
- Housing and neighborhood implementation program, addressing such issues as available sites, mix of housing types, and neighborhood rehabilitation needs.



4.7 OPTIONS

ENHANCED SUBAREA PLAN ELEMENT

An enhanced subarea or special district element would leverage the momentum created through development and redevelopment efforts. The enhanced element would provide greater insight into physical and market conditions. This subarea element may also include additional design concepts and 3-dimensional renderings, additional guidance on incentive programs, and analysis. Also, the city might desire specific code for redevelopment areas, overlays, and the entire zoning code. The scope of the enhanced element can be tailored to your needs.

ENHANCED IMPLEMENTATION ELEMENT

We pride ourselves on creating plans that can be easily implemented by our clients. We provide an implementation schedule that is prioritized by ease and urgency that is valued by our past clients, this is included in the base scope. The enhanced implementation element would take this to the next step with greater insight into project costs, greater discussion on how to implement the individual projects like annexation, drafting specific development codes, and more case studies from communities that have successfully implemented similar projects.

DELIVERABLES:

Maps, narrative, and illustrations to communicate the plan.



PART 5. IMPLEMENTATION STRATEGIES

5.1 IMPLEMENTATION WORKSHOP

RDG will host a workshop with the steering committee to review key plan concepts and recommendations before the formal approval process. During the implementation workshop, the team works with participants to establish a set of criteria for determining the priority level of proposed projects. These priority criteria will be matched with the vision established in the community engagement process, and used to recommend phasing for projects. We will discuss how city council members, commission members, and city staff can use the plan and discuss plan maintenance and annual review.

5.3 GROWTH STAGING AND ANNEXATION PLAN

The Bel Aire Plan will include recommendations for growth staging. The program will be based on market demands and tied to the infrastructure and city services review of the plan to ensure the logical expansion of those facilities.



scope of services



5.3 REGULATORY REVIEW

RDG will review current zoning and subdivision ordinances and identify segments that are inconsistent with the development principles of the comprehensive plan.

5.4 COMMUNITY OPEN HOUSE

In the same way that people are the soul of the plan, they must be excited about the plan to make it a reality. Community celebrations are an effective way to create excitement about the future of the city and how it can be brought to reality. An open house meeting will invite the public to review a draft of the plan and provide feedback. RDG will use this feedback to revise the plan before formal approval.

5.5 PLAN REVIEW AND UPDATE

Milestones will be identified to track the plan's implementation, along with indicators that will track changes that may warrant modifying the implementation schedule. These milestones and indicators will be established during the Implementation Workshop. Milestones need to be realistic. As such, the implementation section will focus on how to best leverage resources to maximize results.



PART 6. PUBLICATION

We believe that a plan must be attractive and user-friendly to be implemented to its full potential.

6.1 PUBLICATION AND FILES

The plan will be user-friendly and graphic-focused, with maps, graphs, photos, and renderings used to illustrate the main points.

- An executive summary, written for a general audience, will be provided along with the full document. We will provide a digital copy of the plan in PDF. The industry standard for publishing plans is InDesign, creating a more engaging layout for graphics and narrative.
- A hardcopy of the plan and coordination for reproduction of the plan at a local printer.
- GIS and other map files.
- Renderings and graphics - high-resolution version.

6.2 POSTERS AND PRESENTATIONS

A copy of the posters and presentations will be available for use by the city or local groups.





ESTIMATED COST OF SERVICES

We pride ourselves on working closely with our clients to create projects that are designed to meet their unique needs and would be pleased to tailor the scope of services to better match your needs.

Estimated Fee: \$125,000

