

# REQUEST FOR PROPOSALS

## CITY OF ORLAND, CA

**DRAFT 2.0**

**Proposals due: April 18, 4:00pm, Orland City Hall**

### **Overview:**

The City of Orland seeks proposals from qualified urban planning and design firms to conduct a preliminary review of its General Plan and Zoning Ordinances, with focus on updating objective design standards to enhance community control over development while supporting growth that preserves the City's rural California farm town character (circa 1920-1940).

### **Project Scope:**

The selected firm will:

1. Review the current General Plan and Zoning Ordinances, identifying areas where objective design standards can be improved to address:
  - Large multi-story apartment complexes that conflict with the rural, farm town aesthetic.
  - Commercial developments (e.g., stores and strip malls with front parking) that don't reflect historic place design (on-street parking, buildings to the front, or parking in rear).
  - Limited multi-family housing options, such as smaller-scale residential buildings (e.g., duplexes, triplexes, courtyard-style units).
  - Lack of flexibility for buildings to adapt to mixed residential and commercial uses over time.
  - Insufficient standards to encourage compact, walkable development that blends with the town's historic scale.
2. Facilitate a 2-day meeting (or two one-day meetings) with community members and key stakeholders to gather input on design priorities.
3. Deliver a concise report with specific, actionable recommendations to the City for General Plan and zoning updates, emphasizing objective design standards that balance development with community character.

### **Deliverables:**

- Summary of findings from the review and community input.
- Proposed changes to General Plan and Zoning Ordinance, focusing on objective design standards.
- Presentation of recommendations to the City Council (date TBD).

**Proposal Requirements:**

- Firm qualifications and relevant experience (e.g., small-town design, objective standards).
- Approach to the project, including methodology for review and community engagement.
- Proposed timeline (project to be completed within [e.g., 60 days] of contract award).
- Cost estimate for all services.
- Draft engagement letter agreement (contract) for this project.
- Submit proposals (6 copies) to: City Manager, City of Orland, Orland CA 95963, by 4:00pm on April 18, 2025.

**Selection Process:**

The City will evaluate proposals based on experience, approach, and cost. Up to four firms will be considered for advance dialogue. Recommendations for preferred project contractor[s] will be reviewed with anticipated selection at the May 6, 2025, City Council meeting.