



April 3, 2017

Request for Proposals (RFP):

Sign Code Update

The City of Enumclaw, Washington (City), is undertaking an update to its Sign Code, Enumclaw Municipal Code (EMC) Chapter 19.10. As part of the process the City seeks a consultant (or consultant team) to assist with the update of the sign code.

The deadline for this RFP is Friday, April 21, 2017, 4:30 p.m. Pacific Standard Time.

Project Purpose

Through this process, the City intends to ensure that current policies and development regulations for signs are consistent with recent and relevant court cases, are clear and easy to understand and administer and reflect changes and needs of the community regarding signage.

Project Overview

The City of Enumclaw has been permitting signs for many years; however, the U.S. Supreme Court decision in the Reed et al vs. Town of Gilbert, Arizona, case and subsequent sign-related court cases highlight the need for the City to update its sign code. The Enumclaw Sign Code is the primary set of regulations on development that address signs. It can be found in the Enumclaw Municipal Code, Chapter 19.10. Additionally, design review standards also address signs (see Additional Information section below). The City's goal is to develop a sign code that is clear and easy to understand and addresses technological advances in electronic signs.

Project Scope and Deliverables

The City will secure the services of a consultant or consultant team who can work collaboratively with staff on a focused and strategic approach to conducting the sign code update. The scope of this project will include identification of necessary municipal code changes, aid in preparation of the public process to include assisting city staff in preparation for public participation program, development of tables and graphics to clearly convey information regarding sign compliance standards, and up to 4 public meetings to include Public Open House, Planning Commission and City Council meeting.

The Scope of Work includes:

Task 1 – Code Analysis:

Review existing sign code and design standards to:

- a) identify sections that require revision for consistency with recent and relevant court cases (e.g. Reed et al v Town of Gilbert, AZ and more recent cases)
- b) identify ways to simplify and clarify sign code provisions, such as by improving formatting, text, and/or adding graphics or tables



- c) identify sign provisions that are not addressed in our current code that the City may want to consider with input from advisory committees and through a public process
- d) Identify areas for streamlining the permitting process
- e) Include amendments for new technologies and other types of electronic sign devices

Deliverable 1: Draft and final memos that identify process/principles for the new code to address legal issues identified in the Code Analysis, and provide recommendations for implementing the principles. Include a public participation process including dates and meeting times to include public hearings and eventual adoption of a revised sign code ordinance.

Deliverable 2: Provision of at least two potential formatting options to simplify and clarify the existing sign code, including types of graphics and tables (if applicable). City Staff will prepare a draft to assist in preparation of the DRAFT sign code. Draft and final Gap Issues Memo that identifies additional sign types and/or revised standards the City may consider with input from the Economic Development Committee and Community Services and Development Committee in the development of the revised sign code. The memo will identify the types of signs and issues that should be considered and examples of how other jurisdictions have addressed them.

[Task 1 Note: The intent is that Deliverable 2 will essentially become the first draft of the new sign code, while Deliverable 1 will identify the process for adoption and narrow the scope of the proposed changes that will eventually be Deliverable 2.]

Task 2 – Participate in Public Meetings as the City’s Technical Expert

Based on the work in Task 1, attend and participate in up to three (3) public meetings/workshops and a presentation before City Council. This may include joint presentations with City staff and follow up telephone calls with staff to summarize meeting outcomes and to help shape future agendas.

Task 2 includes participation in public meetings. We estimate the consultant or consultant team will participate in a meeting with the Economic Development Committee and the Community Services and Development Committee, one community open house and one meeting before the City Council (up to four meetings total).

Task 3 – Continuing Consultation

Staff may have a need for continuing consultation during drafting of the code revisions, the Planning Commission’s review and recommendation process, and the City Council’s review and decision process. The consultant may be requested to provide additional context, background, or expertise to support staff.



Task 3 includes possible phone calls or meetings to provide staff with support as needed during the code update process. It is anticipated this need will be minimal and primarily utilized for clarifying questions or technical support.

Estimated Budget

The estimated available budget for this project is anticipated to be within a range of \$20,000 to \$26,000.

Estimated Project Timeline (Dates are subject to change)

May 2017	Select consultant, sign contract, and kick-off meeting with staff
June - July 2017	Complete Code Revisions Report (Task 1)
August 2017 – October 2017	Public Participation as an Expert – Meet with advisory committees, attend public meeting, public hearing, and City Council meeting (Task 2)
November - December 2017	Provide minimal continuing consultation (Task 3) during the code update process

The selected consultant will be expected to provide the information requested by 4:30 p.m. Pacific Standard Time on April 21, 2017.

Consultant Qualifications

Qualified consultants and consultant teams must have experience in preparing local government Sign Codes. Specifically, the selected consultant or consultant team will demonstrate experience in addressing planning requirements and expertise in the following areas:

- Building code requirements for signs
- Conveying complex or detailed information clearly via text, tables, and graphics
- Laws and court cases pertaining to free speech and commercial speech provisions of both temporary and permanent signs
- Sign Codes, City planning and permitting processes
- Public Participation



Submittal Requirements

Complete submittals shall include the following information:

- A brief description of the general approach, proposed timeline, and process for preparing the scope of work.
- Qualifications and experience of the consultant and/or consultant team, including all individuals who will be involved in the project
- Identification of the project manager
- Three professional references; preferably from clients or projects similar in nature to the scope of work and/or the City of Enumclaw or clients in the Puget Sound/King County Area
- A project budget, including hourly rates and estimate of hours spent on each aspect of the scope of work for persons involved in the project

Selection Criteria

Proposals will be evaluated based on the following criteria:

- Responsiveness to the RFP and approach to the project
- Expertise and relevant experience
- Ability to meet the schedule
- Budget allocation and fees
- References

A decision may be made based solely on the written material submitted. However, we may choose to invite one or more proposers to an interview.

City Contact

All correspondence or contact with City staff should be addressed to Chris Pasinetti, Community Development Director. All questions must be submitted in writing; all interested consultants may obtain a copy of the questions and responses by submitting a written request. Email is preferred.

Chris Pasinetti, AICP

Community Development Director

City of Enumclaw

Email: cpasinetti@ci.enumclaw.wa.us

Submission Instructions

Proposals are due Friday, April 21 no later than 4:30 p.m., Pacific Standard Time. Proposals are not to exceed 8 pages (excluding consultant resumes). Proposals must be submitted in MS Word or PDF format (or both) by email to cpasinetti@ci.enumclaw.wa.us