

TO: Richmond Selectboard

FROM: Ravi Venkataraman, Town Planner

DATE: March 19, 2021

SUBJECT: Planning Consultant for the Municipal Planning Grant project

In December 2020, the town was awarded a \$20,000 Municipal Planning Grant from Vermont Agency of Commerce and Community Development (ACCD) to evaluate the town's zoning regulations and the needs of the community, and to provide regulatory recommendations that would increase the market-rate and affordable-housing stock in town. This project is known as the "Zoning for Affordable Housing" project.

The grant has a required 10 percent match. The total cost of the project will be \$22,000, with the \$2,000 match coming from the Planning and Zoning budget.

A Request for Proposals for the project was listed on the Vermont Bid Registry, and sent to a list of professional planners in Vermont along with qualified planning consultants per ACCD. This request for proposals is enclosed. The town received two proposals—one from PlaceSense and one from Chittenden County Regional Planning Commission (CCRPC)--in sealed bids prior to the deadline. Both bids were opened in public via Zoom on February 25, 2021.

The Housing Committee reviewed both proposals thoroughly. Both consultants are highly qualified to conduct the work. During its March 18, 2021 meeting, the Housing Committee voted to recommend the hiring of PlaceSense to conduct the project. PlaceSense's proposal is enclosed for your consideration.

Pursuant to the Town Purchasing Policy, Selectboard approval of the Purchasing Order is required prior to the payment of any services and invoices. The prepared Purchasing Order is enclosed for your consideration.

Please don't hesitate to contact me if you have any questions.



PURCHASE ORDER

TOWN OF RICHMOND
RICHMOND TOWN CENTER

203 Bridge Street, P.O. Box 285, Richmond, Vermont 05477
(802) 434-2221 • www.richmondvt.com



PURCHASE ORDER NO.

Nº 4129

THIS ORDER NUMBER MUST APPEAR
ON ALL PACKAGES, INVOICES AND
SHIPPING PAPERS

V
E
N
D
O
R

Place Sense
Attn: Brandy Saxton
5 US Route 5
Windsor, VT
05089

Ship to:

Dept: Planning ; Zoning

Requisition By: <i>Ravi Venkataraman</i>		Funding Source: <i>PiZ Contract Services (10-7-15-1-45.00)</i>	
Special Project: y/n (If yes attach Special Project Worksheet)		Reimbursable: y/n	
		Project Name: <i>Zoning For Affordable Housing</i>	
QUANTITY	DESCRIPTION	PRICE	AMOUNT
	<p>"Zoning For Affordable Housing" study - Project to evaluate zoning regulations and the needs of the community and provide regulatory recommendations that would increase the market-rate and affordable housing stock in town</p> <p>↳ \$20,000 will be From FY21 Municipal Planning Grant From Vermont Agency of Commerce ; Community Development, to be disbursed between January 2021 and May 2022</p> <p>↳ \$2,000 will be From PiZ Contract Services. This is the required 10% match for the grant</p> <p>NOTE: SEALED BIDS REVIEWED BY DEPARTMENT HEAD</p>	\$22,000	\$22,000.00
Available Funds : \$		ALL PURCHASES TAX EXEMPT	SUBTOTAL
Minus This PO : \$			SHIPPING
Balance : \$		NOT TO EXCEED →	TOTAL <i>\$22,000.00</i>

AUTHORIZED SIGNATURE

3/22/2021
DATE APPROVED

REQUEST FOR PROPOSALS
Planning Consultant for Zoning for Affordable Housing
Town of Richmond, Vermont

January 29, 2021

RFP Due on February 25, 2021 at 3 pm

PROJECT DESCRIPTION

Overview

The Town of Richmond seeks a planning consultant to evaluate the town's zoning regulations and the needs of the community and provide regulatory recommendations that would increase the market-rate and affordable housing stock in town. The town aims to reform its zoning regulations for the entire town in stages, starting in the zoning districts within the Richmond Village area and expanding outward on a district-by-district basis.

The project deliverables include amendments to the zoning regulations that would encourage the development of market-rate and affordable housing town-wide, and a report on their findings, conclusions, recommendations and proposed outcomes with the proposed regulatory changes.

The Town of Richmond Housing Committee will operate as a steering committee for this project. It will provide guidance and feedback to the consultant throughout the project. The Town Planner will support the consultant in managing the civic engagement process, and drafting amendments to the regulations.

Context and Background

Like the rest of Chittenden County, the Town of Richmond faces issues with housing availability and affordability. Forty-three percent of all renters in Richmond pay more than 30 percent of their monthly household income on housing. Twenty-three percent of all homeowners in Richmond pay more than 30 percent of their monthly household income on housing. In addition to the issue of housing affordability is the issue of housing availability. The rental vacancy rate in Richmond is 4 percent. Only 2 percent of the town's housing stock is income-restricted workforce housing.

Last year, both the Selectboard and Planning Commission explored implementing numerous regulatory methods to allow for more market-rate and affordable housing in town. In the end, however, both boards struggled to grasp the economics of market-rate and affordable housing development, the methods to monitor and evaluate the affordable housing units over time, and the ways to encourage the developers to include households from a range of incomes. Furthermore, both the Planning Commission and Selectboard were unable to balance the needs of the community with the existing character of the town. The Planning Commission and Selectboard created the Town of Richmond Housing Committee in August 2020 as a task force

to collect data on the housing stock in town, assess the housing issues in town, and study the housing-related regulatory solutions to implement in the coming year.

The "Zoning for Affordable Housing" project would take on a portion of the task of ameliorating the housing shortage issue in Richmond by investigating regulatory methods that could increase the housing stock in town in a manner that is consistent with the character of the community—including inclusionary strategies, upzoning, Smart Growth principles, and form-based code strategies as presented in “Zoning For Great Neighborhoods”.

The outcomes of this project include increases in market-rate and affordable housing stock, a higher vacancy rate for the town, and a reduction in housing cost burden for community members.

Funding

A total of \$22,000 is available for consultant services from the Municipal Planning Grant Program administered by the Vermont Agency of Commerce and Community Development and the Town of Richmond.

Work Plan

The principal point of contact for the project will be the Town Planner. The consultant will meet with the Housing Committee throughout the project. The consultant will be required to hold at least two local concerns meetings, and to present the conclusions and deliverables to the Richmond Planning Commission and Selectboard.

- 1) Draft Scope - Consultant will work with town Housing Committee to create a draft scope of the project.
- 2) Evaluation of current zoning - Consultant will evaluate the current zoning regulations with the town Housing Committee to identify portions promoting the project goals, and sections requiring revision to meet the project goals
- 3) Assessment of community needs - Consultant will reach out to the community to determine the housing needs of the community and the values of the community. Consultant will also reach out to local developers to assess their needs and constraints.
- 4) Creating the Zoning Reform Framework - Consultant and town Housing Committee will draft a list of aspects and elements the zoning amendments will include, based on the Town Plan and stakeholder needs.
- 5) Drafting Zoning Amendments - Consultant will draft zoning amendments with the guidance and input of the Housing Committee.
- 6) Review draft regulations with the public - Consultant and Housing Committee will present zoning amendments to stakeholders in focus groups for feedback.

- 7) Review draft regulations with the Planning Commission - Consultant and Housing Committee will present zoning amendments to Planning Commission for feedback, and approval.
- 8) Review draft regulations with the Selectboard - Consultant and Housing Committee will present zoning amendments to Selectboard for feedback, and approval.

Timeframe

Project work anticipated to begin in April 2021. Project completion anticipated by June 2022

Deliverables

Deliverables include:

- Meeting agenda, materials, and minutes for local concerns meetings, Planning Commission meetings and Selectboard meetings
- A report on the findings of existing housing conditions and community needs, conclusions, recommendations for regulatory changes, and projected outcomes of the recommended regulatory changes
- Draft regulation language based on community needs and community input.

SUBMISSION REQUIREMENTS

All responses to the RFP shall include the following information:

1. **Cover Letter** - A letter of interest and a summary of qualifications of the lead consultant and sub-consultant, recommended approaches, scope of work, processes and deliverables for the project.
2. **Scope of Work** – Provide a detailed scope of work based on the work plan provided above, broken down by task. Describe the approach to the project and proposed methodology including:
 - a. a detailed scope of work with associated list of tasks broken down by task and team member
 - b. description of the proposed deliverables.The consultant may also propose additional supplemental items to the scope of work. While the work plan above conforms with the requirements of the Municipal Planning Grant, feel free to propose new/creative approaches to this project. (If chosen, alternative approaches may require approval from the state.)
3. **Proposed Schedule** - Provide a schedule that lists a start date of April 2021, completion of work tasks, key meetings, and the end date of June 2022
4. **Project Budget** - Provide a detailed budget broken down by task and team member. Include your overhead and hourly rates for the individuals involved.
5. **Summaries of relevant projects** – Describe relevant experience on similar projects for each firm and list the work experience of the individuals expected to be involved in the

project. Include a minimum of three (3) professional references for whom a similar project has been completed within the last ten (10) years.

6. **Page Limit** - The proposal, encompassing items 1-3 above, shall not exceed 20 double-sided pages (40 total pages) including cover letter, project lists and contacts.

All information submitted becomes property of the Town of Richmond upon submission. The municipality Town of Richmond reserves the right to issue supplemental information or guidelines relating to the RFP as well as make modifications to the RFP or withdraw the RFP. Once submitted, the consultant team (including specific staff assigned to the project) may not be changed without written notice to and consent of Town of Richmond. The cost of preparing, submitting and presenting a proposal is the sole expense of the consultant. The Town of Richmond reserves the right to reject any and all proposals received as a result of this solicitation, to negotiate with any qualified source, to waive any formality and any technicalities or to cancel the RFP in part or in its entirety if it is in the best interest of the Town of Richmond. This solicitation of proposals in no way obligates the Town of Richmond to award a contract.

Submission Requirements

Respondents must provide the submission requirements in a sealed bid addressed to Town Planner Ravi Venkataraman and labeled as "Response to RFP - Zoning For Affordable Housing" by February 25, 2021 at 3 pm. The sealed bid may be mailed to or dropped off at:

Mailing Address

P.O. Box 285
Richmond, VT 05477

Physical Address for Delivery

203 Bridge St.
Richmond, VT 05477

Consultants mailing responses should allow normal mail delivery time to ensure timely receipt of their responses. Consultants assume the risk for the method of delivery chosen. The Town assumes no responsibility for delays caused by any delivery service. Late submissions will not be accepted and will be automatically disqualified from further consideration. All submissions and any accompanying documentation become the property of the Town and will not be returned.

Proposals will be opened and read aloud at 3:05 pm on Thursday, February 25, 2021 online via Zoom. The Zoom meeting information is as follows:

Join Zoom Meeting: [https://us02web.zoom.us/j/84946118676?](https://us02web.zoom.us/j/84946118676?pwd=TGVWaHQ0R1pCcysvb2x5OTJNWENpUT09)

[pwd=TGVWaHQ0R1pCcysvb2x5OTJNWENpUT09](https://us02web.zoom.us/j/84946118676?pwd=TGVWaHQ0R1pCcysvb2x5OTJNWENpUT09)

Meeting ID: 849 4611 8676

Passcode: 658823

Call in: 1 (929) 205-6099

Please direct any questions to Town Planner Ravi Venkataraman at (802) 434-2430 or at rvenkataraman@richmondvt.gov. Due to COVID-19, phone calls to the Town Office will likely go to voicemail and any phone inquiries will be responded to within seven (7) days.

Selection Process Proposals will be reviewed by the Town Planner and the Housing Committee. Outreach and potential interviews will be scheduled as needed.

RFP Schedule Summary:

Proposals due February 25, 2021 at 3 pm.

Proposals will be opened and read aloud on February 25, 2021 at 3:05 pm.

Consultant selection by March 12, 2021.

Project work to begin no later than April 2021.

Complete project on or by June 2022.

Evaluation of Proposals

Respondents will be evaluated according to the following factors:

1. Consultant Qualifications (experience with similar projects, ability to work with municipalities to attain desired outcomes, and knowledge of the topic) - 40%
 - a. Experience facilitating public meetings that integrates input from community members of various backgrounds, and education on the scope and function of land use regulations
 - b. Ability to work with steering committees and stakeholders to create products that balance the ethos of the community with the needs of the community.
 - c. Knowledge of applications and impacts of land use regulations, especially housing policies..
 - d. Understanding of housing policy in Vermont.
 - e. Experience working in small towns in rural settings
 - f. Proven ability to work with committees and conduct public meetings
 - g. Availability to begin work on project start date
2. Scope of work, fees, methodology, and schedule - 40%
3. Quality, completeness and clarity of submission - 20%

Interview Framework

The Town of Richmond reserves the right to select the top two to three highly scored consultants and invite them for an interview. In this process, the selection committee may ask the respondents to give an oral presentation of their respective proposals. The purpose of this oral presentation is to provide an in-depth analysis of qualifications, experience in performing similar services, and an opportunity for the consultant to clarify or elaborate on their qualifications without restating the proposal.

The interview and presentation is merely to present facts and explanation to the review committee and allow the selection committee to ask targeted questions of the consultant team. The interview and presentation, if deemed necessary by the review committee, will be held at

online via Zoom. The day and time will be notified to the respondents at least one (1) week prior to the meeting. All costs and expenses incurred in traveling for the purpose of interview and presentation shall be the responsibility of the consultant.

Final Consultant Selection

Following the selection process, one team will be selected to negotiate a final contract for services. The final scope of work with specified deliverables may be modified through negotiation of the final contract. The final project team may also be modified through negotiation of the final contract. Any expenses resulting from the interview and proposal process will be the sole responsibility of the consultant.

Contract Requirements

The consultant contract will be subject to the terms of Attachment D of the Municipal Planning Grant Agreement (Procurement Procedures and Other Grant Requirements). A sample contract meeting these requirements is available [here](#).

The Town and the consultant shall retain joint ownership of all project results and products. Both parties shall have a royalty-free, non-exclusive and irrevocable right to reproduce, translate, publish, and use all materials for their own purposes and to authorize others to do so.

response to the request for proposals for
zoning for affordable housing study

Submitted to the Town of Richmond
22 February 2021

PLACE SENSE
Brandy Saxton, AICP



22 February 2021

Ravi Venkataraman, Town Planner
Town of Richmond
PO Box 285
Underhill, Vermont 05477

I am pleased to submit this response to the Town of Richmond's Request for Proposals for the Zoning for Affordable Housing project.

My planning practice has specialized in working with communities in Vermont since 2005, assisting municipalities with drafting plans, land use regulations and design guidelines. These projects have included a variety of public engagement strategies such as surveys (print and digital), visioning sessions, neighborhood meetings, focus groups, walking tours, placemapping, open houses and design charrettes. More information on the breadth of my project experience is available online at www.PlaceSense.com.

For the past decade, housing has been a "hot button" issue in most of the planning and bylaw projects I have worked on. In Montpelier, the issue was opposition to zoning changes allowing single-family homes in some downtown neighborhoods to be converted into two or three unit buildings. In Norwich, it was housing affordability. In Barre City and Bellows Falls, it was neighborhood stabilization and improved housing quality. In East Montpelier, it was encouraging new village housing while grappling with natural hazards and limited infrastructure. Many communities share Richmond's goal of diversifying their housing stock, and expanding the supply of senior housing, affordable and workforce housing, and smaller homes.

I have just completed a Housing Study for the Town of Underhill that is very similar in scope to your project. I conducted an on-line housing survey in Underhill that built upon a more general town plan survey the community had conducted about six months prior. The survey revealed some community sentiments that surprised Planning Commission members such as residents who had lived in town less than 10 years being far less supportive of any additional housing being built in town than those residents who had lived in town for many years. It showed a preference for owner-occupied single-family homes on large lots amongst the majority of respondents. The Underhill Planning Commission intends to use this snapshot of resident's perceptions and concerns to help guide their next phase of work. The final report included a series of recommendations to address housing issues in Underhill from zoning changes to infrastructure provision and creation of an affordable housing fund.

I have drafted the enclosed scope of work assuming that for at least the first half of this year, all meetings will remain virtual. The community meetings and presentations to be held later may be able to be in-person if the COVID-19 emergency order is revised or rescinded. I look forward to your consideration of my response and to working with you and the Housing Committee on this project. Feel free to contact me with any questions or to request further information.

Thank You,



Brandy Saxton, AICP

SCOPE OF WORK AND PROPOSED SCHEDULE

TASKS

APRIL

— **Project Administration.** The consultant will work with the Richmond Town Planner to complete project contracting and confirm the project schedule.

— **Housing Committee Meeting.** The consultant will meet virtually with the Richmond Housing Committee for a kick-off meeting (HC Meeting #1). This meeting will provide an opportunity for Housing Committee members to share their goals for the project and perspectives on housing issues more generally in Richmond with the consultant.

It is my understanding from the RFP that the Housing Committee has been working to compile demographic and housing data to be shared with the consultant. Key findings from that data will be discussed during the kick-off meeting.

In advance of the meeting, the consultant will provide the Housing Committee with draft questions for a Community Housing Survey. The survey will gauge residents' (1) level of support for additional housing in Richmond, (2) attitude toward and perceptions of affordable housing, and (3) concerns about creation of housing both in their neighborhood and in the town more broadly. The Housing Committee will be able to use the survey results to inform its future approach and strategy and to guide future public education efforts. Survey questions and distribution methods will be discussed during the meeting.

MAY

— **Community Survey.** The consultant will finalize the survey questions for an online survey to be hosted on Survey Monkey. The town will be responsible for advertising the availability of the online survey and encouraging resident participation through regularly used channels such as the town website, listserve/email groups, social media, etc. Based on experience with online surveys in recent years, the consultant recommends leaving the survey up for 4-6 weeks with weekly messaging reminding people they can participate and explaining why their input is being sought. With this approach, online surveys have been significantly out-performing mail-based surveys in Vermont communities.

The consultant recommends the Housing Committee pay particular attention to communicating with renters in Richmond as their perspective will be valuable and renters as a group typically have lower response rates to this type of community survey than homeowners. If there are other groups in Richmond that the Housing Committee is concerned will not participate in an online survey, the consultant can also provide a print version of the survey. It would be the town's responsibility to distribute and collect paper surveys and to enter the results into Survey Monkey manually.

Deliverables: Online Community Survey on Survey Monkey with paper version provided upon request

— **Housing Committee Meeting.** The consultant will meet virtually with the Richmond Housing Committee (HC Meeting #2). The purpose of this meeting will be for the Housing Committee to finalize and approve public distribution of the survey. It will also provide an opportunity for the Housing Committee to develop invitation lists for interviews and focus groups, and review the proposed discussion questions.

TASKS

JUNE

— **Interviews.** The consultant will conduct phone interviews with up to six developers, builders and landlords in Richmond to hear their perspective on housing issues in the community with a particular focus on the extent to which the town’s regulations and development review processes are affecting creation of housing units generally and affordable housing in particular. The consultant will provide the Housing Committee with a summary of each interview.

The consultant will prepare a list of interview questions to be distributed to interviewees in advance. The consultant will work with the Richmond Town Planner to contact potential interviewees, schedule phone interviews and distribute the questions. The RFP requested that the scope of work include reaching out to local developers. I am also recommending including landlords with multi-unit properties.

Deliverables: Written summaries of each interview

— **Focus Groups.** The consultant will facilitate up to three focus groups via Zoom. The consultant will provide the Housing Committee with notes from each focus group meeting.

The consultant will work with the Housing Committee to select groups to speak with that would broaden the perspective on the community’s housing situation and identify potential participants. Based on experience, my recommendation is to plan for groups of 5-9 people. Potential topics/groups include seniors and other residents with specialized housing needs, parents with young children (hopefully capturing some renters in that group), homeowners who have created an accessory dwelling, mobile home park residents, etc.

Deliverables: Written notes from each focus group meeting

— **Infrastructure Assessment.** This task is not included in the RFP, but it would be a valuable step prior to drafting zoning changes that will likely include recommendations for increased densities in some areas of town. Water and sewer infrastructure is essential for creation of higher-density and affordable housing.

The consultant recommends that the Richmond Town Planner and the Housing Committee collect the information necessary to: (1) estimate the available capacity of the water and wastewater systems serving Richmond’s village center, including any constraints imposed by the Lake Champlain TMDL or other state regulations that could trigger upgrades to fully use permitted capacity; and (2) accurately map the area served (based on hook-up addresses) if this information is not currently available and (3) assess the geographic constraints on extending those systems beyond the area currently served (terrain requiring pump stations or additional storage tanks, highway or river crossings, etc.).

JULY

— **Community Survey.** The consultant will compile and analyze the survey results. As appropriate, survey responses will be broken down by demographic groups and geographic areas. The consultant will provide the Housing Committee with a written report presenting the survey results and highlighting key findings.

Deliverables: Survey results report

TASKS

AUGUST

Community Meeting 1. The consultant will work with the Richmond Town Planner and the Housing Committee to organize and facilitate a Zoom-based community meeting. The meeting agenda would include summarizing the findings of the Housing Committee’s demographic/housing analysis, information learned through the interviews and focus groups, and the results of community survey. The meeting would also provide an opportunity for Richmond residents to share their concerns and preferences related to housing and the town’s regulations/permitting and development review processes.

The town will be responsible for advertising the meeting through regularly used channels such as the town website, listserve/email groups, social media, etc. The consultant and Town Planner will coordinate “hosting” the online meeting to ensure orderly participation. The consultant will provide the Housing Committee with a written summary of public comments and questions following the meeting.

Deliverables: Written meeting notes

Zoning Review. The consultant will prepare a technical memo reviewing Richmond’s adopted Zoning Regulations against the housing goals of the Town Plan, statutory requirements and limitations (including Act 174 provisions that became effective last October), state recommendations as presented in Zoning for Great Neighborhoods, eligibility requirements for the state’s Neighborhood Development Area program, housing needs as documented by the prior work of the Richmond Housing Committee, and information collected through the public engagement process to-date (survey, interviews, focus groups, community meeting).

The technical memo will identify approaches to improve the effectiveness of the Zoning Regulations to further the community’s objectives related to housing supply and affordability.

Deliverables: Technical memo

SEPTEMBER

Housing Committee Meeting. The consultant will meet virtually with the Richmond Housing Committee (HC Meeting #3). At this meeting, the consultant will present the technical memo reviewing Richmond’s adopted Zoning Regulations. The Housing Committee will agree upon a zoning reform framework, selecting elements and approaches described in the technical memo for further development as proposed zoning amendments.

Draft Zoning Amendments. The consultant will prepare the proposed zoning amendments as outlined in the zoning reform framework. The first draft will be annotated to provide context for the proposed changes and facilitate Housing Committee discussion. The first draft of the amendments will be distributed to the Housing Committee for review and discussion.

Deliverables: Draft zoning amendments for Housing Committee review and comment

TASKS

OCTOBER

— **Housing Committee Meeting.** The consultant will meet virtually with the Richmond Housing Committee (HC Meeting #4) to review and discuss the draft zoning amendments. The meeting will also provide an opportunity to organize and prepare for the second community meeting.

— **Revise Zoning Amendments.** The consultant will revise the draft zoning amendments based on feedback from Housing Committee members. Once revised, the draft zoning amendments will be provided to the Richmond Town Planner for public distribution in advance of the second community meeting.

Deliverables: Draft zoning amendments for public review and comment

NOVEMBER

— **Community Meeting 2.** The consultant will work with the Richmond Town Planner and the Housing Committee to organize and facilitate a Zoom-based community meeting. The meeting agenda would include presenting the findings of the zoning review and the draft zoning amendments prepared in response. The town will be responsible for advertising the meeting through regularly used channels such as the town website, listserve/email groups, social media, etc.

The consultant and Richmond Town Planner will jointly facilitate discussion of the proposed zoning amendments, taking comments and answering questions from attendees. The consultant will provide the Housing Committee with a written summary of public comments and questions following the meeting.

Deliverables: Written meeting notes

— **Recommended Changes.** The consultant will prepare a memo for the Housing Committee outlining any recommended changes to the proposed zoning amendments and discussion points for the next meeting based on public input from the second community meeting.

Deliverables: Memo outlining recommended changes

DECEMBER

— **Housing Committee Meeting.** The consultant will meet virtually with the Richmond Housing Committee (HC Meeting #5) to review and discuss final changes to the draft zoning amendments. The meeting will also provide an opportunity to organize and prepare for the Planning Commission and Selectboard presentations.

— **Final Report.** The consultant will prepare a final report incorporating the information collected through community outreach (survey, interviews, focus groups, meetings), the technical memo, the zoning reform framework and the final recommended zoning amendments. The consultant will provide the Richmond Town Planner with a PDF of the final report for distribution to the Housing Committee, Planning Commission and Selectboard, as well as for posting on the town website.

Deliverables: Final Zoning for Affordable Housing Report in PDF format

TASKS

JANUARY

— **Planning Commission Presentation.** The consultant will present the final report of the Zoning for Affordable Housing project with a focus on the recommended zoning amendments. The consultant will facilitate a discussion between the Planning Commission, Housing Committee and town residents in attendance regarding the report’s findings and recommendations.

Deliverables: Presentation

— **Selectboard Presentation.** The consultant will present the final report of the Zoning for Affordable Housing project with a focus on the recommended zoning amendments. The consultant will facilitate a discussion between the Selectboard, Housing Committee and town residents in attendance regarding the report’s findings and recommendations.

Deliverables: Presentation

PROJECT BUDGET

TASKS	HOURS	FEE
Project Administration	12	\$1,200
Housing Committee Meetings	20	\$2,000
Zoning Review	32	\$3,200
Technical Memo	16	\$1,600
Zoning Amendments	48	\$4,800
Final Report	8	\$800
Community Survey	40	\$4,000
Interviews	12	\$1,200
Focus Groups	12	\$1,200
Community Meetings	8	\$800
Presentations	8	\$800
Consultant Fee:	<i>216 hours @ \$100/hr</i>	\$21,600
Direct Expenses:		\$400
Total Project Cost:		\$22,000

QUALIFICATIONS

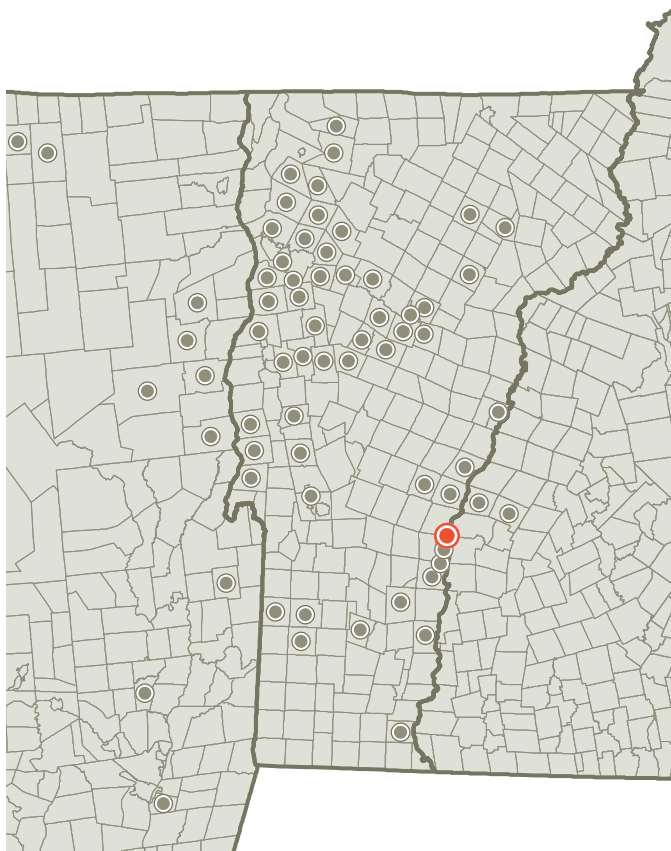
PLACESENSE

Profile

PlaceSense specializes in community planning and design. Established in 2005 by Brandy Saxton, AICP, PlaceSense is a sole-proprietorship that works with municipal, nonprofit and private sector clients around northern New England and New York to create attractive public places that encourage a sense of community, enhance natural features and promote economic vitality. In addition to preparing municipal plans and land use regulations, PlaceSense has been involved in the planning of village centers and downtown master plans, growth center planning, main street improvements, waterfront revitalization programs, design guidelines, and landscape and trail designs.

PlaceSense recognizes that public engagement and support is key to successful community planning and design projects. Brandy Saxton has experience with a variety of public participation methods, including surveys, interactive planning workshops, interviews with key stakeholders and officials, focus group discussions, and visualization techniques. Her deliverable products are always visually interesting, easy-to-read and user-friendly.

As a small firm, PlaceSense provides timely and personal service for clients at competitive rates. Brandy Saxton is working on a limited number of projects at any given time, which allows her to focus on each client's needs and work within their schedule. With low administrative and overhead costs, PlaceSense provides high-quality professional services at more competitive rates than larger firms.



PlaceSense works primarily with rural communities and small towns, but has experience providing consulting services for larger municipalities and private sector clients as well. As her firm's name suggests, Brandy Saxton recognizes that a sense of place is an essential component of community vitality and quality of life. She believes that the planning and design process should build upon the community's character and resources.

Plans and reports produced by PlaceSense are more than boiler-plate documents; they incorporate local information and address local issues in a manner that reflects the character of their community.

Services

- Town/Comprehensive Planning
- Land Use Regulations and Design Guidelines
- Master Planning and Conceptual Design
- Complete Streets and Streetscape Design
- Recreation and Trail Planning
- Public Participation and Planning Workshops
- Opinion Surveys and Focus Groups
- GIS Mapping and Build-Out Analysis
- Economic and Demographic Analysis
- Cost of Community Services Analysis
- Capital Improvement Programs
- Grant Writing and Administration

BRANDY SAXTON, AICP

Profile



Brandy Saxton is a land use planner with experience in community and regional planning, preparing land use regulations and design guidelines, GIS mapping and analysis, demographic research and statistical analysis, and authoring grant applications. She excels at engaging project stakeholders and the public at large in the planning process resulting in projects with achievable objectives and feasible implementation measures. With an eye for detail, organizational abilities and inherent design sense, she maintains a high level of quality and service for clients.

Brandy is a member of the American Planning Association and its Northern New England chapter (NNECAPA). She has received professional certification through the American Institute of Certified Planners (AICP) and stays abreast of current planning practices and innovative concepts through ongoing professional development.

Brandy was recognized as Planner of the Year in 2020 by both the Vermont Planners' Association and NNECAPA. As a lifelong resident of small towns in northern New York and Vermont, she is well aware of the issues facing rural communities and the qualities that make small towns special places to live, work and visit.

Experience

- 2005 to present. Owner, PlaceSense
- 2000 to 2005. Senior Planner, Addison County Regional Planning Commission, Middlebury, Vermont
- 1999 to 2000. Assistant, New York State Rural Development Council, Syracuse, New York
- 1998. Intern, Essex County Empire Zone, Port Henry, New York

Education

- 2000. Master of Public Administration, Maxwell School of Citizenship and Public Affairs, Syracuse University
- 2000. Master of Landscape Architecture, State University of New York College of Environmental Science and Forestry
- 1996. Bachelor of Arts in Art History and Anthropology, State University of New York Potsdam College

Skills

Land Use and Community Planning. Ms. Saxton has experience with land use planning from the regional to neighborhood level. She has prepared comprehensive/town plans for New York, New Hampshire and Vermont municipalities. She is familiar with state planning initiatives such as New York's Waterfront Revitalization Program, Vermont's Growth Center Program and New Hampshire's Innovative Land Use Controls, which promote smart growth planning principles. Ms. Saxton, with her background in landscape architecture, is also able to prepare physical plans, and has a particular interest in downtown/village/hamlet design.

Land Use Regulations and Design Guidelines. Ms. Saxton has drafted land use regulations (zoning bylaws, subdivision ordinances, site plan review laws, unified development codes and design guidelines) for municipalities in New York, New Hampshire and Vermont. She is familiar with the statutory and other legal requirements in states around northern New England and New York. Ms. Saxton recognizes the importance of public involvement in the drafting of regulations and strives to ensure that the resulting laws are easy to understand and administer, which is particularly important in small communities without professional staff. Ms. Saxton incorporates illustrations into many of the regulations she prepares.

Economic Analysis and Growth Projections. Ms. Saxton is familiar with various methodologies and data sources for undertaking demographic and economic analyses. She has prepared population, housing and employment growth projections at the regional and municipal level. She is also capable of projecting demand for facilities or services associated with growth such as school enrollment/space needs, water/sewer infrastructure, and commercial floor space.

GIS Mapping and Build-Out Analysis. Ms. Saxton provides GIS services using ESRI ArcGIS software and other more generally available applications such as Google Earth/Maps. She incorporates GIS into the planning process, using tools like viewshed analyses, development suitability analyses and build-out analyses. She uses both CommunityViz and the Community Build-Out Analysis plug-ins for ArcGIS.

Grants and Project Management. Ms. Saxton has written grants for a variety of government programs, as well as private foundations. She has served as grant administrator and/or project manager for a number of projects and is familiar with the reporting requirements typical of grant-funded projects.

UNDERHILL HOUSING STUDY

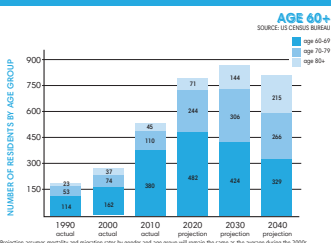
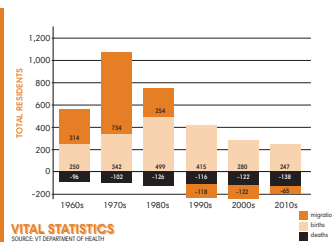
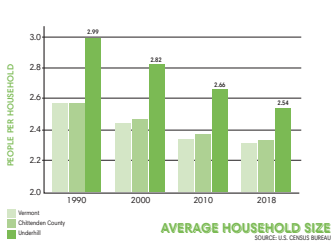
PlaceSense completed a housing needs assessment for the Town of Underhill. The 2020 Town Plan called for housing that is affordable to residents at all income levels while maintaining rural character. The Housing Study gathered information to help Underhill understand the need for affordable housing in the community and offered recommendations on how to address the identified need for affordable housing. The scope of work included preparing demographic and housing profiles of the community, analyzing the existing development pattern and opportunity for residential growth, and a community housing survey.

Contact: Andrew Strniste Town of Underhill, (802) 899-4434 x6, astrniste@underhillvt.gov



Housing Type	Percentage
Single-family, large lot	63%
Small homes / cottages	39%
Single-family cluster w/ open space	33%
Single-family, small lot	29%
Accessory apartments	21%
Duplexes	17%
Manufactured/modular homes	14%
Multi-family, 3-4 unit	9%
Multi-family, 5+ unit	2%

APPROPRIATE HOUSING IN MY NEIGHBORHOOD
2020 TOWN HOUSING SURVEY | 304 RESPONSES



by 2030 all baby boomers will be age 65 or older and most households will consist of 1 or 2 people

Baby boomers arrived in Underhill starting in the late-1960s. In the 1970s, people moving into town accounted for 75% of the population growth. The boomers started families. In the 1980s, natural increase (births minus deaths) accounted for 60% of the town's population growth. As those children grew up and moved away, average household size began declining. Currently, about 60% of households in Underhill consist of 1 or 2 people. During the past 20 years, the increase in number of residents has been less than the amount of natural increase – meaning that more people have been moving out of Underhill than have been moving in. The 2020 Housing Survey results indicate that most boomers hope to "age in place" and remain in their current home as long as feasible.

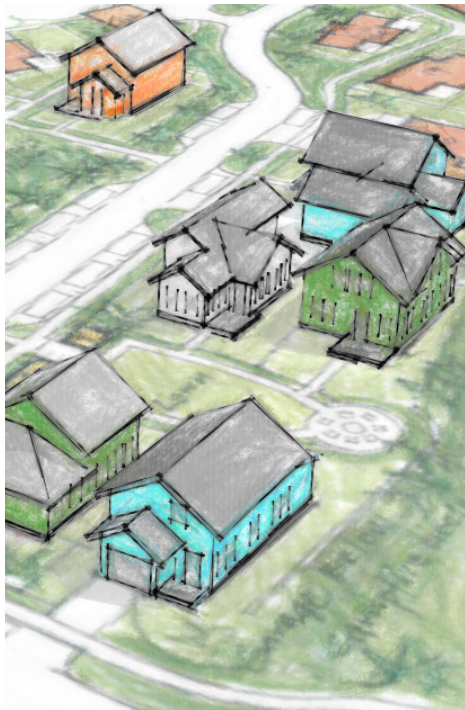
APPROPRIATE HOUSING SOMEWHERE IN UNDERHILL
2020 TOWN HOUSING SURVEY | 304 RESPONSES

Housing Type	Percentage
Single-family, large lot	66%
Small homes / cottages	57%
Single-family cluster w/ open space	53%
Single-family, small lot	50%
Accessory apartments	38%
Duplexes	39%
Manufactured/modular homes	27%
Multi-family, 3-4 unit	31%
Multi-family, 5+ unit	12%

SOUTH BURLINGTON AFFORDABLE HOUSING REPORT

PlaceSense was part of the consultant team that prepared the Path to Affordability: South Burlington Affordable Housing Report. The project included a detailed analysis of existing demographic, housing and real estate market data, as well as a series of focus group meetings to document the existing supply and need for affordable housing in the city. The final report included a series of recommended strategies including a university overlay district to address the conversion of existing single-family homes to student rental housing.

Contact: Paul Conner, City of South Burlington, (802) 846-4106, pconner@s Burlington.com



THE PATH TO AFFORDABILITY
SOUTH BURLINGTON 2013 AFFORDABLE HOUSING REPORT



MAP 4 | DWELLINGS IN MULTI-UNIT BUILDINGS AS A PERCENTAGE OF ALL HOUSING UNITS

As the maps indicate, condominiums and multi-unit residential structures are concentrated within particular areas of the city.

TABLE 3 | DWELLINGS BY DATE BUILT

Date Built	# of DUs	% of DUs
BEF 1950	291	4%
1950s	968	15%
1960s	999	15%
1970s	849	13%
1980s	1,553	24%
1990s	576	9%
AFT 2000	1,269	20%

Housing Units by Date Built. This analysis has found that only 4% of dwellings (not including apartments in multi-unit buildings) were built prior to 1950 and 53% have been built since 1980.

Map 5 shows the average date of housing construction in each neighborhood.

TABLE 4 | MEDIAN SIZE BY DATE BUILT

Date Built	DUs w/ Land	Condos
BEF 1950	1,511 sf	
1950s	1,240 sf	
1960s	1,391 sf	988 sf
1970s	1,794 sf	1,189 sf
1980s	2,113 sf	1,234 sf
1990s	2,240 sf	1,939 sf
AFT 2000	2,720 sf	1,584 sf

The Assessor's data lists the original date of construction for each dwelling, but the date of any major improvements or additions is not available.

Housing Units by Size. While more than half the homes in the city are smaller than 1,500 square feet, the size of dwellings has been increasing in recent decades. The average size of a residence built today is essentially twice that of a home built in the 1950s or '60s.

TABLE 5 | DWELLINGS BY MEDIAN SIZE

Median Size (Sq. Ft.)	# of DUs	% of DUs
<1,200	2,077	32%
1,200-1,500	1,454	22%
1,500-1,800	941	14%
1,800-2,400	1,081	17%
2,400-3,000	619	10%
>3,000	333	5%

Tables 6 through 8 present additional statistics related to housing unit size and Map 6 shows the average size of housing by neighborhood.

MANCHESTER LAND USE AND DEVELOPMENT ORDINANCE

PlaceSense completed a comprehensive revision of the Town of Manchester’s land use and development ordinance. The project commenced with a series of public meetings and walking tours to highlight and discuss the land use and development issues to be addressed in the regulations. It resulted in a new zoning map, zoning districts, densities, dimensional standards and allowed uses intended to implement the town’s vision for fostering a vibrant, mixed-use downtown and providing opportunities for workforce and affordable housing in a community with a strong second home market and tourism sector.

Contact: Janet Hurley, Town of Manchester, (802) 362-1313 x 3 j.hurley@manchester-vt.gov

