



**REQUEST FOR INFORMATION (RFI)  
LEESBURG CRESCENT DESIGN DISTRICT**

ISSUE DATE: May 16, 2019

RFI NO.: 100511-FY19-53

INFORMATION DUE DATE: May 29, 2019; 5:00 p.m. ET

DEPARTMENT CONTACT: Susan Berry Hill  
Director  
Planning and Zoning  
Phone: 703-771-2770  
Email: [sberryhill@leesburgva.gov](mailto:sberryhill@leesburgva.gov)

PROCUREMENT CONTACT: Kelly Neff, VCA  
Buyer  
Phone: 703-771-6501  
Fax: 703-771-2799  
E-mail: [bidquestions@leesburgva.gov](mailto:bidquestions@leesburgva.gov)

NOTICE OF ADDENDA: Any addenda to this RFI will be posted on the Town's Bid Board (<http://www.leesburgva.gov/bidboard>) and will only be emailed to those firms who have **REGISTERED** on this site. It is the firm's responsibility to provide a correct email address and to be aware of any addenda.

## **I. PURPOSE**

The Town of Leesburg (“Town”) is issuing this Request for Information (“RFI”) to gather information and industry feedback from potential, qualified vendors of professional consultant services in regards to a re-write of the Town’s Crescent Design District zoning provisions.

**This RFI shall in no way be interpreted as an Invitation for Bid (“IFB”) or Request for Proposal (“RFP”) and any information obtained as a result of this RFI may or may not be used by the Town to develop a future IFB or RFP.**

In compliance with the Town’s Procurement Policies, all submissions will be available for public inspection. Trade secrets and proprietary information submitted in connection with this RFI shall not be subject to public disclosure under the Virginia Freedom of Information Act. However, firms submitting a response to this RFI must invoke the protection of this section before or upon submission of the data or other materials, and must identify the specific area or scope of data or other materials to be protected and state the reasons why protection is necessary. An all-inclusive statement that the entire response is proprietary is unacceptable.

## **II. BACKGROUND**

The Town of Leesburg is located in the Commonwealth of Virginia. It is 12.5 square miles with a population of 54,215. The Crescent Design District (CDD) is a zoning district that is approximately 423 acres. It is located adjacent to the historic core of the town on the east, southeast and south sides of the downtown and broadly extends from south King Street to just north of East Market Street inside of the Route 15 Bypass. The Crescent District Master Plan (CDMP) was approved in 2006 and was developed as a recommendation of the 2003 Business Development strategy to expand the business footprint of the downtown to achieve:

- Economic development opportunities
- A mixed land use, live-work-play environment
- Construction of more and different types of housing options at varying costs
- Extension of the traditional urban street and block development patterns from the downtown and transition to the more suburban development patterns further from the downtown
- Achieve ‘placemaking’ through development of a variety of public spaces and open spaces that will enhance livability and the work environment
- Architectural design that compliments Leesburg’s architectural history.

The Crescent Design District (CDD) was approved by the Leesburg Town Council in January, 2013 and became effective in March, 2013 to implement the CDMP. It is a special purpose zoning district that is form-based but which also has aspects of typical use-based zoning. The goals of the Crescent Design District expand upon the goals of the CDMP to:

- Set the stage for long-term redevelopment in the district
- Result in a predictable development outcome
- Respect the character of Leesburg’s historic downtown and address architectural character of the District
- Concentrate growth in areas already served with infrastructure
- Establish clear building rules that will result in defined public areas and a usable and attractive public realm.

There have been several projects that have been approved since that date; however, the Town has received input from various stakeholders including property owners, developers, building and design professionals, the Leesburg Planning Commission and Town staff regarding provisions in the ordinance that are not usable. The Town is desirous of improving the ordinance so that it will yield the type of development that has been envisioned and make it easier to use and administer.

The Town will be conducting a town wide market study in 2019. This will include the Crescent District.

### **III. PROJECT OBJECTIVE**

The Town of Leesburg proposes to obtain a consultant with significant and relevant experience developing form-based zoning codes to assist Town staff with rewriting zoning provisions in the Crescent Design District (CDD); to produce graphics that illustrate the zoning provisions; and to support staff at the presentation of the draft document to the Planning Commission and the Town Council during the public review process. Generally, the project objective is to address the following:

- a. Consider whether the code should recognize that different areas of the district will have different functions. For example the Town may want to emphasize mixed use development inside Catoctin Circle and adjacent to the Downtown in an effort to get more pedestrian activity closer to the Downtown and to support businesses in and near the Downtown. East Market and South King Street that are further from the Downtown may have different redevelopment objectives in the district.
- b. Consider the identification of priority activity centers in the Crescent Design District where mixed land use (residential and non-residential uses) is important versus other areas of the district that could be redeveloped with single uses (residential or non-residential uses).
- c. Development of a practical Regulating Plan for the Crescent Design District. This should be mindful of Virginia law. It should also recognize that the Town may not

choose to partner with the private sector to build or complete street sections and streetscaping as envisioned in the code or to complete a planned road grid network. Depending on Council decisions, this function may continue to be left to the private sector.

- d. Assure that all regulations relate to the purpose and goals of the Crescent Design District.
- e. Achieve better integration of the provisions of the zoning code.
- f. Assure that the regulations promote a compact, urban form and do not unintentionally continue to promote a suburban development form.
- g. Assure that the zoning code provisions are applicable to the variety of parcel sizes in the district and will allow for redevelopment of individual parcels and not rely on consolidation of parcels.
- h. Review the applicability and nonconformity sections of the zoning code. Currently, existing buildings in the Crescent Design District may be expanded up to ten percent of the gross square footage before the full extent of the Crescent Design District applies. The Town wishes to reexamine this to see if there are ways to make compliance easier, especially for smaller parcels, to gradually comply with the Crescent Design District requirements which will not act as a disincentive for redevelopment.
- i. Develop graphics that easily explain the regulatory concepts.
- j. The Town is desirous of streamlining the review process to allow for more administrative review processes. The Town also recognizes that legislative review processes are necessary sometimes to address projects that may show merit in meeting the goals and purpose of the Crescent Design District but cannot meet the letter of the regulation. The Town wishes to make both administrative and legislative review processes easier for applicants.
- k. Make the regulations easy for applicants to use and for staff to administer.

#### **IV. SUBMITTAL INFORMATION**

In response to this RFI, please provide the following information:

##### **A. Approach to project**

- 1. In the fall of 2018, the Town sought preliminary feedback through focus groups composed of a few property owners, design professionals, developers, the Planning Commission and staff to provide input regarding how the Crescent Design District should be changed. We will build on this initial public

engagement with this comprehensive revision to the Crescent Design District. Staff envisions a process to:

- a. Reaffirm the goals of the Crescent Design District
  - b. To build an understanding of form-based coding as the right tool to achieve the goal
  - c. Build buy-in to the development of new/revised code requirements. What public engagement process would you advise?
2. Would you recommend to work directly with staff or do you recommend to work with staff and a steering committee?
  3. Would you use the current regulatory framework in the Crescent Design District or start over and redevelop the regulations?

## **B. Estimated Price Range**

The Town does not have a designated budget for contracting with a consultant to provide these services. This RFI is a means to acquire an estimate. Staff will brief the Town Council with the response from the RFI and seek direction on how to fund the project.

1. What types of pricing structures do you recommend for this project?
2. Based on the approach to the project that you have recommended in (A) above, what is an estimated price range for the Town to obtain a consultant for this project?

## **C. Timeframe for the project**

1. What timeframe would you recommend for this project and for each portions of the project:
  - a. Initial public engagement
  - b. Drafting the regulations
  - c. Reviewing the draft regulation with staff
  - d. Public review process

## **D. Staff Support**

1. The Zoning Administrator, and to a lesser extent, the Deputy Zoning Administrator will be working on this project. What type of information/data from staff would be beneficial for this project?
2. What is the approximate amount of staff time that you would estimate for this project?

## **E. Additional Information**

Provide any additional information that your firm believes would help the Town to evaluate future bids or proposals for this project.

## **V. RESPONSES**

Please submit responses to this RFI via email, mail, or hand-delivery to:

Kelly Neff  
Town of Leesburg  
25 W. Market St  
Leesburg, VA 20176  
[kneff@leesburgva.gov](mailto:kneff@leesburgva.gov)

## **VI. QUESTIONS**

Any questions regarding this RFI should be submitted in writing to:  
[bidquestions@leesburgva.gov](mailto:bidquestions@leesburgva.gov).