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Community Planning  
Zoning/Design Standards  
Impact Fees  
Growth Management  
Sustainability

CLARION

## MEMORANDUM

**TO:** Bryan Gruesbeck, Town Manager  
**FROM:** Clarion Associates (Craig Richardson and Roger Waldon)  
**DATE:** June 18, 2014  
**RE:** Proposed Agreement for Professional Services

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Pursuant to our conversations with you and your staff, accompanying this memorandum is a draft Agreement for Professional Services to develop a UDO, and a budget spreadsheet which shows the costs for the project. The draft Agreement has three parts: a contract, Exhibit A, and Exhibit B. Exhibit A is our proposed Scope of Services, which was in the response to RFP; it includes four primary tasks. Exhibit B is our proposed Compensation Schedule. We are proposing to undertake and complete the work outlined in Exhibit A within a budget of \$141,040. The budget spreadsheet shows a breakdown of these costs, by task.

We have made two key changes in our proposed scope and budget since our last version in May, responding to comments by Town staff. First is to add additional meetings to Task 4 in the Scope and Budget for reviews by the Town Board of Commissioners, the Planning Board, and an expected need for one additional review meeting. The second, more substantive change, is to fold into this Scope and Budget work on updating Pittsboro's Open Space and Recreation requirements, following compilation of information from other communities, and recommending a process for payment-in-lieu of providing land for these requirements (described more fully in Tasks 2 and 3). We had been discussing these ideas with your staff over the last few months, and concur with the suggestion that it would be reasonable and efficient to fold that work into this UDO initiative.

Also: In our response to your initial RFP for this UDO work, we discussed the possibility of preparing a Form Based District for the Town, which would be applied to a key location, as an optional part of the scope. It is not included in the Scope or Budget; however, we continue to believe that this approach to regulations in a key location within Pittsboro's jurisdiction has value and is worth considering. Below is the description of an optional Task 5 from our April proposal responding to your RFP:

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### ***Task 5: Form-Based District (Optional)***

*The optional form-based district would be prepared by Ferrell Madden during Task 3 and would be incorporated into the Public Hearing Draft version of the UDO in Task 4. The form-based district would include two basic elements, a Regulating Plan and a set of Building Envelope or Form Standards.*

*A regulating plan is the coding key for the form-based district that provides specific information on permitted development for each parcel within the district as well as a public space master plan. It is comparable to a zoning map. The regulating plan shows how each lot relates to the street-space (streets, squares/civic greens, pedestrian pathways, etc.) and the surrounding neighborhood. The regulating plan may identify additional regulations for lots in specific locations.*

*The building envelope standards establish basic parameters governing building form, including the buildable envelope (in three dimensions) and certain permitted and/or required elements, such as storefronts, balconies, and street walls. The building envelope standards (BES) establish both the boundaries within which things may be done and specific things that must be done. The BES also include very broad use parameters. The applicable standard for a building site is determined by the street frontage designated in the regulating plan.*

*The primary intent of the BES is to shape the street-space—its specific physical and functional character—through placement and form controls on buildings as they frame the street-space. The secondary intent of the BES is to ensure that the buildings relate to adjacent properties to form a functional, livable, block structure.*

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This Optional Task 5 could be completed with budget addition of \$24,000 to our base budget outlined in the attached Scope and Budget. Please let us know if you are interested in adding it to the scope.

We thank you for the opportunity to submit this draft Agreement, scope, and budget for the UDO update, and are excited about the possibility of working with the Town on such an important project. If there is any additional information you need, please do not hesitate to contact us.