

# **BRUNSWICK CITY PLANNING & ZONING COMMITTEE**

## **Agenda MAY 13, 2024 5:55 PM**

1. Discussion Items
  - (a) **RES. NO. 50-2024** - An emergency resolution authorizing the City Manager to enter into an agreement with Roetzel Consulting Solutions for the preparation of a Planning & Zoning Code update in an amount not to exceed \$98,600.00 - **1st Reading** (To be brought from Planning & Zoning Committee, *Administration/Grant Aungst*)
2. General Discussion
3. Adjournment

THE CITY OF BRUNSWICK

PROPOSED LEGISLATION



**DATE:** 5/13/2024

**TO:** Vice Mayor Nicholas Hanek and Members of City Council

**FROM:** Carl S. DeForest, City Manager  
Grant Aungst

**COPY:** Mayor Ron Falconi

**LEGISLATION:** **RES. NO. 50-2024** - An emergency resolution authorizing the City Manager to enter into an agreement with Roetzel Consulting Solutions for the preparation of a Planning & Zoning Code update in an amount not to exceed \$98,600.00 - **1st Reading** (To be brought from Planning & Zoning Committee, *Administration/Grant Aungst*)

**BACKGROUND:** The City of Brunswick updated its comprehensive plan in 2020, and it is now time to update the planning and zoning code. As Brunswick has grown, the code has been updated from time to time. However, sections of the current code date back greater than 20 years.

A legal notice was issued for Request for Proposals, with the Proposals opened on April 2, 2024. Council authorized acceptance of RFPs, and after review and evaluation of the Proposals, the Administration recommends entering into an agreement with Roetzel Consulting Solutions at a fixed cost of \$98,600. This will be a comprehensive review of the entire code and an update to bringing the code up to date and plan for the future development of the City of Brunswick.

**PURPOSE AND EXPLANATION:** After discussion with the Planning and Zoning Committee, it has been determined to place this request for legislation agenda for May 13, 2024 meeting of Council. Approval of this resolution will allow the City Administration time to review the current Planning and Zoning Code, while working with the community stakeholders, Boards and Commissions, and the consulting team, keeping focused on the Comprehensive Plan, that Council Approved in 2020.

**IMPLEMENTATION SCHEDULE:** As soon as allowed by law.

**FINANCIAL INFORMATION:**

**FINANCIAL SUMMARY:** Council approved a budget of \$100,000.00 for the Planning and Zoning update. The proposed contract and this legislation requests include a fixed fee of \$98,600.00. If approved by City Council and executed by the City Manager, a certified purchase order would need to accompany the contract and be charged to the General Fund #001,

Planning Department 0900 and account #001-0900-54218.

**RECOMMENDED  
ACTION:**

One Reading	Yes
Two Readings	No
Three Readings	No
Emergency	Yes
Suspension of Rules	Yes

If emergency or suspension of the rules, why the request?

It is requested that City Council pass this as an emergency measure with suspension of the rules to permit Administration, Planning and Boards necessary time to undertake a review of the Brunswick Planning and Zoning Code and update the Codified Ordinances.

**ADDITIONAL  
INFORMATION:**

CITY OF BRUNSWICK, OHIO  
RESOLUTION NO. 50-2024

BY: Mr. Delsanter, Mr. Lambert, and Mr. Kuczma

AN EMERGENCY RESOLUTION AUTHORIZING THE CITY MANAGER TO ENTER INTO AN AGREEMENT WITH ROETZEL CONSULTING SOLUTIONS FOR THE PREPARATION OF A PLANNING & ZONING CODE UPDATE IN AN AMOUNT NOT TO EXCEED \$98,600.00.

WHEREAS: A Request for Proposals was advertised for the preparation of a Planning & Zoning Code update (the "Project").

WHEREAS: The City received two (2) Proposals for the Project, which were opened on April 2, 2024.

WHEREAS: Upon review of the received Proposals, it is recommended that this Council award the contract for the Project to Roetzel Consulting Services consistent with the Proposal attached hereto as Exhibit "A".

WHEREAS: THE COUNCIL OF THE CITY OF BRUNSWICK HEREBY RESOLVES:

SECTION 1: That the City Manager, with the approval of the Law Director, is hereby authorized and directed to enter into an Agreement, as attached hereto as Exhibit "B", with Roetzel Consulting Services for the preparation of a Planning & Zoning Code update in an amount not to exceed \$98,600.00.

SECTION 2: That this Resolution is hereby declared to be an emergency measure necessary for the immediate preservation of the public peace, property, health, safety or welfare, and for the additional reason that immediate passage is necessary to allow for completion of the Project by April 30, 2025. Therefore, the same shall be in full force and effect from and after its passage by the required number of votes or from the earliest time allowed by law.

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PASSED: 1<sup>st</sup> Reading \_\_\_\_\_

Rules Suspended: AYES \_\_\_\_\_ NAYS \_\_\_\_\_

ADOPTED: \_\_\_\_\_ AYES \_\_\_\_\_ NAYS \_\_\_\_\_

ATTEST: \_\_\_\_\_  
Clerk of Council  
Laura E. Timura, CMC

**STRATEGIC CONSULTING SERVICES BETWEEN THE CITY OF BRUNSWICK, OHIO &  
ROETZEL CONSULTING SOLUTIONS**

May 6, 2024

Roetzel Consulting Solutions (“RCS”) and the City of Brunswick, Ohio agree to enter into this agreement for strategic consulting services for zoning code drafting services as follows:

**1. SCOPE OF SERVICES**

RCS will perform the services set forth in the attached scope of services [**Exhibit A**] (the “Services”) with care, skill and diligence, in accordance with the highest professional industry standards, and shall be responsible for the quality, accuracy and completeness of all services provided. You should understand, however, that the outcome for the Services is never certain or guaranteed.

**2. PAYMENT FOR SERVICES**

RCS will provide the Services from May 1, 2024 until the project is completed, for a fixed fee of \$98,600.00 which will be invoiced at the conclusion of the Term after the parties hereto confirm, in writing, RCS’s provision of the Services is complete.

**3. INDEPENDENT CONTRACTOR & NO PERSONAL LIABILITY**

RCS is and will be, at all times, an independent contractor and not an agent, partner, joint venturer or employee of the City of Brunswick and nothing contained herein shall be deemed as creating any employee/employer, partnership or joint venture relationship between either party. RCS does not have any authority to bind or commit the City of Brunswick to any obligation or agreement, or act as the agent of Brunswick in any respect, except as expressly authorized in writing. No employee of RCS or the City of Brunswick shall have personal liability for any actions under the terms of this agreement.

**4. ENFORCEABILITY**

If any term or provision of this agreement or the application thereof to any person or circumstance is invalid or unenforceable, the remainder of this agreement, or the application of such term or provision to persons or circumstances other than those as to which it is held invalid or unenforceable, shall not be affected thereby, and each term and provision of this agreement shall be valid and be enforced to the fullest extent permitted by law.

**5. ENTIRE AGREEMENT**

This agreement contains all of the understandings and representations between the parties relating to the Services. Any prior agreements, promises, negotiations or representations not expressly set forth in this agreement are of no force and effect. No modifications of this agreement or any of its terms shall be effective unless in writing signed by the duly authorized representatives of the parties.

**6. TERM AND TERMINATION OF AGREEMENT**

The term of this agreement shall begin on May 1, 2024 and end upon completion of the Services or April 30, 2025, whichever is sooner (the “Term”). Notwithstanding the above, either party may terminate this agreement at any time for any reason by providing thirty [30] days prior written notice to the other party. If either party terminates this agreement before the end of the Term (described below), all accrued fees and expenses due shall be paid up to the date of termination. Immediately upon termination of this agreement, RCS will deliver, in whatever state of completion, all materials developed or prepared in connection with this agreement. Notwithstanding the foregoing, the parties may also modify this agreement: (i) to broaden, or narrow, the scope of the Services described on Exhibit A; and/or (ii) increase, or decrease, the fixed fee set forth above.

**7. NO ATTORNEY-CLIENT RELATIONSHIP ESTABLISHED**

Please note that while RCS is a wholly owned affiliate of Roetzel & Andress and certain employees of RCS are licensed attorneys, the Services that RCS is providing to the City of Brunswick are not legal services and, as such, no attorney-client relationship is established and the protections of the client-lawyer relationship do not exist for purposes of this agreement.

**8. JURISDICTION**

This agreement is governed by the laws of the State of Ohio, without regard to its law governing conflict of laws. Any legal action, suit or proceeding relating to this agreement must be in a federal or state court sitting in Medina County, Ohio, and each party irrevocably submits to the jurisdiction of either court.

**9. EXECUTION OF AGREEMENT**


This agreement may be executed by facsimile or pdf copies, and in counterparts, and a fully executed facsimile or pdf copy of this agreement shall be deemed to be an original for all purposes.

By signing below, the parties have executed this agreement as of the date last written:

CITY OF BRUNSWICK, OHIO

ROETZEL CONSULTING SOLUTIONS

\_\_\_\_\_  
Signature

  
\_\_\_\_\_  
Signature

Name: \_\_\_\_\_

Name: Brian W. Fox, Esq.

Title: \_\_\_\_\_

Title: Director

Date: \_\_\_\_\_

Date: May 6, 2024

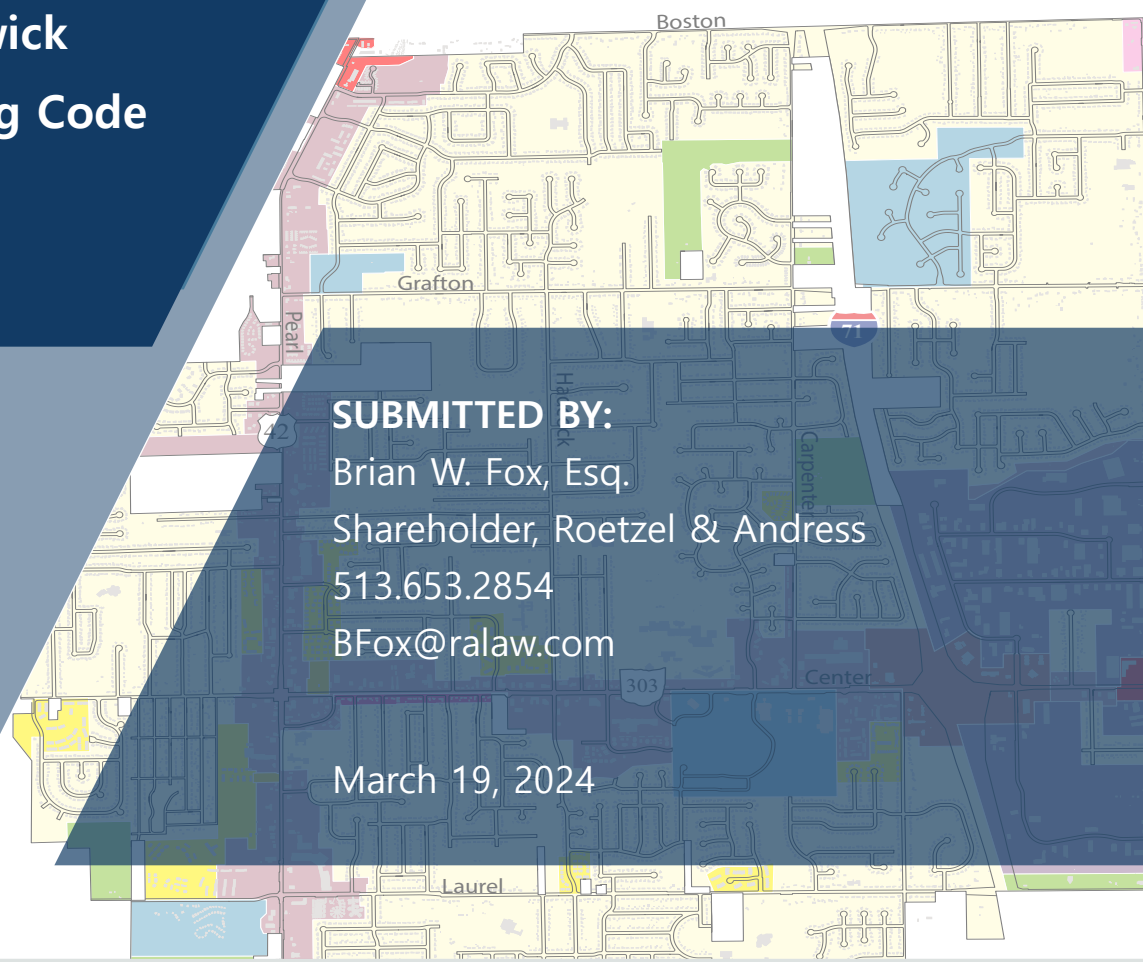
## **EXHIBIT A**

### **SCOPE OF SERVICES**

- Draft revisions to the City of Brunswick’s Zoning Code so that it is more user-friendly - easy to understand, administer, and interpret;
  - Improve the overall organization and ease of use of the City of Brunswick’s Zoning Code by clarifying references and cross references to other sections of the Code;
  - Incorporate diagrams, tables, graphics and illustrations into the City of Brunswick’s Zoning Code to clarify and enhance understanding of relevant Code sections;
  - Address topics where the City of Brunswick’s Zoning Code is currently silent and where regulations are not up to date with current laws and best practices;
  - Determine the level of community resources and administrative capacity of the City of Brunswick in regard to zoning and land use enforcement;
  - Develop regulations that are enforceable by current City of Brunswick staff members;
  - Be familiar with creative solutions to zoning and land use challenges, such as overlay districts and form-based code, recommending them to the City of Brunswick as appropriate;
  - Evaluate the use of sustainable infrastructure options for the City of Brunswick;
  - Assist City of Brunswick staff members in distributing information to the community about the project and/or final product as the need arises (i.e., graphic representations of timelines, permitted use changes, new building size/setback requirements);
  - Eliminate contradictions and redundancy; identify areas in the existing City of Brunswick’s Zoning Code that lack clarity and draft zoning code revisions that are straightforward and avoid confusion;
  - Identify existing uses that may be phased out in the new zoning code and develop appropriate processes for how the City of Brunswick handles the transfer and permitting of these uses for future occupants;
  - Review the City of Brunswick’s Sign Code regarding outdoor advertising and signage, including temporary signage for alignment with current best practices; and
  - Update terminology and definitions in the City of Brunswick’s Zoning Code that are antiquated.



**City of Brunswick  
Planning & Zoning Code  
Update**



**SUBMITTED BY:**  
Brian W. Fox, Esq.  
Shareholder, Roetzel & Andress  
513.653.2854  
BFox@ralaw.com

March 19, 2024



Roetzel & Andress  
1375 East Ninth Street  
One Cleveland Center, 10th Floor  
Cleveland, OH 44114

Grant Aungst  
Community and Economic Development Director  
4095 Center Road  
Brunswick, Ohio 44212

**RE: City of Brunswick Planning & Zoning Code Update**

Dear Mr. Aungst,

Roetzel & Andress is thrilled to submit this proposal to assist the City of Brunswick with your upcoming *Planning & Zoning Code Update*. Our team's interdisciplinary approach will provide a streamlined update to your Planning and Zoning Code that is straightforward, practical, and easily understandable, while engaging City staff and stakeholders in each step of the process to ensure buy-in that creates a user-friendly and modernized code.

Located in Cleveland, Roetzel & Andress has deep knowledge, collaborative relationships and broad experience of the attorneys within their political subdivisions team. Roetzel's team of subject matter experts will be led by Mr. Brian Fox who has advised many Ohio municipalities on a variety of legal issues such as land use and zoning, constitutional concerns, public-private economic development transactions, and regulatory processes. Mr. Fox will lead the City through a five stage process over the next 12 months that will provide the City with desired regulatory improvements, process updates, and training to ensure that your Planning and Zoning Code is easily navigable, understandable, and enforceable.

We are excited to team with Envision, an urban planning firm based in Cleveland who has an extensive working relationship in the City of Brunswick completing the City's 2020 Comprehensive Plan Update and Zoning Diagnostic. Mr. Fox and Envision enjoy a well-established working relationship from past projects in the City of Madeira and Columbia Township (Lorain County) where they have collaborated on comprehensive plan updates, zoning code revisions, and economic development initiatives for the past five years.

If you should have any questions regarding our enclosed proposal or qualifications, please contact me at 513.653.2854 or [BFox@ralaw.com](mailto:BFox@ralaw.com).

Very truly yours,

A handwritten signature in cursive script that reads "Brian Fox".

**Brian W. Fox, Esq.**  
Shareholder, Roetzel & Andress  
513.653.2854  
[BFox@ralaw.com](mailto:BFox@ralaw.com)

# CONSULTANT TEAM

## Subject Matter Expertise

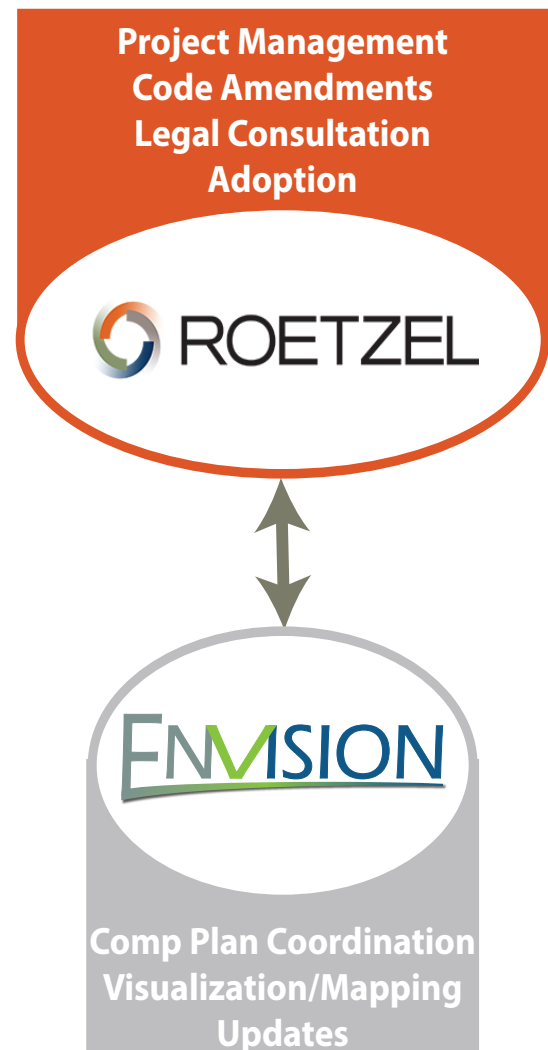
Roetzel & Andress has deep knowledge, collaborative relationships and broad experience of the attorneys within their political subdivisions team. Roetzel’s team of subject matter experts will be led by Brian Fox who has advised Ohio municipalities on a variety of legal issues such as land use and zoning, constitutional concerns, public-private economic development transactions, and regulatory processes. Mr. Fox has completed zoning code updates and zoning and land use litigation for Columbia Township (Lorain County), the City of the Village of Indian Hill, Ohio (Hamilton County), West Chester Township (Butler County), Deerfield Township (Warren County), City of Cincinnati (Hamilton County), Liberty Township (Butler County), City of Madeira (Hamilton County), City of Mason (Warren County), City of Springdale (Hamilton County), City of Terrace Park (Hamilton County), and Village of Waynesville (Warren County). Additionally, Mr. Fox has served on the Butler County Finance Authority (formerly the Butler County Port Authority) for nearly a decade.

## Established Relationships

Mr. Fox and Envision enjoy a well-established working relationship from past projects in the City of Madeira and Columbia Township (Lorain County) where they have collaborated on Comprehensive Plan Updates, zoning code revisions, and economic development initiatives for the past five years.

## Local Knowledge

Both Roetzel & Andress and Envision have extensive local knowledge of the City of Brunswick and surrounding areas from past projects. Envision completed the City’s most recent Comprehensive Plan Update in 2020 and has assisted the City with implementing plan recommendations since the plan’s completion. Recommendations implemented include over \$800K in funding for the Plum Creek Greenway and completion of a Zoning Diagnostic to inform this Planning & Zoning Code Update.



# ZONING CODE REGULATIONS



## Brian Fox Roetzel & Andress

Brian is a Partner at Roetzel where he advises local governments on all matters, including land use and zoning, economic development, TIF issues, constitutionality of legislative enactments, eminent domain, Ohio's Open Meetings Act, litigation, and employment and collective bargaining issues. He was reappointed as Law Director/City Solicitor for City of Madeira, Ohio (2016-present) where he served as counsel for all regular and special meetings related to the City's Planning Commission and Board of Zoning Appeals and provided extensive trainings related to zoning processes/code rewrites. In addition, Brian:

- Audited and advised Board of County Commissioners for Clermont County, Ohio, Port Authority for Clermont County, Ohio, and Community Improvement Corporation for Clermont County, Ohio on economic development opportunities, as well as real estate acquisition opportunities in connection with formation of industrial park.
- Provided trainings, seminars, and publications for elected officials throughout SW Ohio on a variety of legal issues, including home rule authority, new community authorities, as well as ethics issues and conflicts of interest for officeholders.
- Continues to serve as a member of the **Board of Directors for the Butler County Port Authority (2016-present)**, one of the primary drivers of economic development in the county; unanimously appointed by the Board of County Commissioners of Butler County to successive four year terms.

Prior to joining Bricker & Eckler, Brian was appointed Law Director/Solicitor for City of Madeira, Ohio where he:

- Completed an overhaul of Madeira's zoning processes, including amending the City's home rule charter to add Board of Zoning Appeals to existing Planning Commission in an effort to better stage applications, allow Planning Commission more targeted planning opportunities, and insulate City from zoning litigation exposure (by adding a stage for purposes of exhausting administrative remedies).
- Completed an overhaul of Madeira's zoning code to conform to Comprehensive Plan goals and development goals of community's legislative leaders and stakeholders.

Brian's other highly relevant experience includes advising numerous Ohio political subdivisions, such as: City of the Village of Indian Hill, Ohio, West Chester Township (Butler County), Ohio, Deerfield Township, Ohio, City of Cincinnati, Ohio, Liberty Township (Butler County), Ohio, Board of County Commissioners for Butler County, Ohio, Cincinnati State University, and City of Columbus, Ohio, on a variety of legal issues such as land use and zoning, constitutional concerns, public-private economic development transactions, and regulatory processes.



### EDUCATION

*University of Cincinnati College of Law – Cincinnati, Ohio*

Degree: Juris Doctor, 2010

Honors: Mock Trial Competition Team- "Best Advocate" '09; Dean's Honors List

*Miami University – Oxford, Ohio*

Degree: Bachelor of Arts in Political Science, 2005

Honors: Dean's List; Ohio Leadership Scholarship

*Cincinnati Christian University – Cincinnati, Ohio*

Degree: Bachelor of Arts in Biblical Studies, 2002

Honors: Dean's List; Old Testament Award

### BAR ADMISSIONS & ACTIVITIES

Admitted, State of Ohio, 2010

U.S. District Court, Southern District of Ohio

United States Court of Appeals for the Sixth Circuit



## Principal Ryan Smalley, AICP, PE

Ryan has over 18 years of experience in urban and regional planning and capital improvement projects with a primary focus in public engagement and project management of comprehensive/master plans and transportation/utility infrastructure studies. He has worked with a host of clients ranging from multiple Metropolitan Planning Organizations, Regional Planning Commissions, Departments of Transportation, County Engineers, Municipalities and Community Development Corporations.

Ryan has managed numerous planning and design projects throughout his career and utilized his unique skill set as both an engineer and planner to help his clients “dream big” while still finding cost effective, incremental solutions. Ryan holds a Masters Degree in Urban Planning, Design and Development and a Bachelor of Science in Civil Engineering, both from Cleveland State University.

### Strategic Planning Expertise

Ryan has championed numerous projects from vision into reality through a relentless pursuit of grant/program opportunities and his thorough understanding of project economics in an increasingly fiscally constrained and competitive funding environment. Ryan’s strategic planning experience includes providing clients with recommendations for project prioritization, phasing (logical termini and construction sequencing), funding programs, and local match contributions / leveraged funding splits.

### Select Experience

- Olmsted Township Comprehensive Plan Update
- Howland Township Comprehensive Plan Update
- Perry Township Champion Farm Land Use Plan
- City of Aurora Master Plan Update
- Charter Township of Brighton MI Master Plan
- City of Brunswick Comprehensive Plan Update
- Geauga County General Plan
- Findlay Township PA Development Feasibility Study
- City of Reading Comprehensive Plan
- City of Madeira Comprehensive Plan
- City of Pickerington Comprehensive Plan
- Stark County Regional Planning Commission Hall of Fame Area Land-use &



### EDUCATION

Masters of Urban Planning,  
Design and Development  
Cleveland State University,  
2013 (certificate in Economic  
Development)

Bachelor of Science, Civil  
Engineering, Cleveland State  
University, 2005



### REGISTRATIONS & CERTIFICATIONS

American Institute of Certified  
Planners, 2013

Professional Engineer, State of  
Ohio, 2009

# COMPREHENSIVE PLAN COORDINATION



## Principal

### Emil Liszniansky, AICP, Esq., PE

Throughout his 18-year career, Emil has been immersed in a diverse mix of planning efforts across the including comprehensive plans, complete and green streets projects, community revitalization efforts, parks master plans, and economic development services.

Emil brings a unique perspective to the planning process as his engineering background allows him to identify potential design constraints early in concept development and provide creative, yet feasible solutions, while his legal training allows him to successfully navigate complex regulatory, administrative, and environmental issues.

Emil has a proven track record in identifying client project needs and pairing them with applicable funding sources for implementation. He has prepared successful project funding applications at the local, county, regional, state, and national levels from funding sources that include Ohio Public Works Commission (OPWC), Recreational Trails Program (RTP), Clean Ohio, ODOT Highway Safety Program, Transportation Review Advisory Council (TRAC), and Appalachian Regional Commission (ARC), and USDOT TIGER/BUILD. Emil was the primary author of the City of Akron's USDOT TIGER grant applications that were awarded a total of \$13 Million for the implementation of a Downtown Akron Promenade along the South Main Street corridor to integrate multimodal facilities, green infrastructure, safety enhancements, and context sensitive design into a reconstruction linking assets in the civic center.

#### Select Project Experience

- Olmsted Township Comprehensive Plan Update
- City of North Royalton Master Plan Update
- City of Aurora Master Plan Update
- City of Brunswick Comprehensive Plan Update
- Brighton Township MI Master Plan Update
- Findlay Township PA Development Feasibility Study
- City of Reading Comprehensive Plan
- City of Madeira Comprehensive Plan
- Downtown Youngstown SMART2 Network USDOT BUILD Grant
- Downtown Akron Promenade TIGER Grants
- Eastgate Regional Council of Governments ARC POWER Grants



#### EDUCATION

Juris Doctor, Cleveland-Marshall College of Law, 2014

Masters of Urban Planning, Design and Development  
Cleveland State University, 2009

Bachelor of Science, Civil Engineering, University of Akron, 2005



#### REGISTRATIONS & CERTIFICATIONS

Professional Engineer, State of Ohio, 2009

American Institute of Certified Planner, 2009

Registered Attorney, State of Ohio, 2015



## Land Use Planning & GIS Sarah Jammal, AICP

Sarah Jammal has expertise with local and regional land use planning including working with regional Planning Commissions, addressing, major and minor subdivisions regulations, and providing zoning code technical assistance. Sarah has worked on municipal master plans, assisting with stakeholder and public engagement, existing conditions analysis, and GIS mapping. She has also administered Community Housing Impact Preservation Program and Community Development Block Grants.



Masters of Urban & Regional  
Planning and Urban Design,  
University of Michigan

### Availability

The Roetzel team highlighted within this proposal has ample availability to deliver the City of Brunswick's Planning and Zoning Code Update within the 12-month timeframe proposed. Our team has reviewed workload amongst the professional featured in this proposal and are confident in our ability to deliver this project based on current and project workloads.

# QUALIFICATIONS



Since our founding in 1876, our clients are at the center of everything we do. Our attorneys take the time to develop a comprehensive understanding of our clients' current business models and long-term objectives so we can formulate strategies that generate success today and into the future. Roetzel's entrepreneurial philosophy encourages our attorneys to think like our clients — with business minds, ready to embrace new challenges and implement innovative approaches.

We take great pride in working for our clients, both big and small — from Fortune 500 companies and family-run businesses to nonprofit organizations and governmental entities. To meet their ever-changing needs, our legal services and office locations have expanded over time. As a full-service law firm, our 160+ attorneys collaborate seamlessly across disciplines throughout our 12 offices to achieve our clients' objectives.

## Public Law

Our Public Law team's collective experience provides a unique understanding of challenges and opportunities to our clients. Roetzel also has the resources of its environmental, labor, tax, securities, real estate, zoning and land use, and litigation practices to effectively manage any matter that may arise. With a proactive, responsive, and accountable team of professionals, we are a hands-on firm with excellent customer service and results.

## Public Finance

Cities, villages, counties, school districts, townships, port authorities, transit authorities, libraries, state agencies, and other public sector clients look to our attorneys for guidance. Many of our attorneys have business and financial backgrounds, including Certified Public Accountant certifications and Masters in Taxation. Our clients also include financial and educational institutions, nonprofit organizations, and health care providers. In addition, we represent private companies seeking both tax-exempt and taxable capital markets finance and development benefits, tax abatement, tax credits, and other government incentives to assist with business development and expansion.

# SUBCONSULTANT: MAPPING/COORDINATION



Envision (Envision Group LLC) assists our clients in transforming their dreams into reality, fostering projects through visioning, planning, design and into implementable strategies.

### ***Creative. Flexible. Responsive.***

Envision embraces an integrated solutions-based approach that constantly reassesses not only where a client wants to go but also how to best guide them there. Our interdisciplinary team specializes in developing strategies that identify and navigate complex issues that often jeopardize even the best thought out plans. We acknowledge that project development does not occur in a vacuum, but rather in a dynamic environment where the political landscape, best practices, and available funding are constantly evolving.

Envision understands that creativity, flexibility, and responsiveness are ultimately critical to the success of our projects and the satisfaction of our clients. We thrive creatively when faced with solving challenging problems and pride ourselves on being flexible when client needs change unexpectedly. Most of all Envision is dedicated to providing highly responsive service to our clients on short notice as we find that the realization of a project can often hinge on capitalizing on narrow windows of opportunity.



### ***Mission***

Envision aspires to improve the natural and built environments by creating dynamic places, enhancing existing facilities and preserving vital assets.

### ***Create. Enhance. Preserve.***

On each and every one of our projects and initiatives, Envision strives to:

- **Create** vibrant places and critical linkages;
- **Enhance** existing systems and underutilized structures; and
- **Preserve** ecological assets and cultural resources.

## ***Services***

### **Plan**

- Visioning
- Public Engagement & Facilitation
- Comprehensive Planning
- Multimodal Transportation
- Redevelopment & Revitalization
- Feasibility & Market Analyses

### **Design**

- Transportation Infrastructure
- Complete Streets
- Recreational Facilities & Trails
- Green Infrastructure
- Context Sensitive Design
- Site Layout & Utilities

### **Implement**

- Strategic Planning
- Grant Writing & Funding Strategies
- NEPA / Environmental Documentation
- Zoning & Design Standards
- Public Approvals & Permitting

# PROJECT UNDERSTANDING

## Planning & Zoning Code Update

The Roetzel Team has an extensive working relationship with the City of Brunswick. From our Team's work completing the City's most recent Comprehensive Plan Update (led by Envision) we have a detailed understanding of Brunswick's future goals and objectives. Our Team has continued to work with the City over the last five years implementing Plan recommendations including the Zoning Code Diagnostic which will inform desired Planning & Zoning Code updates.

We understand the City's desire to conduct a holistic review of Part 12 of the City of Brunswick's Codified Ordinances (including Titles Two, Four, and Six) that builds off recommendations presented in the October 2023 Zoning Code Diagnostic. Our Team will meet extensively with City staff, Planning Commission, Board of Zoning Appeals members, and other relevant stakeholders to ensure code updates are easily understandable and meet the needs of the City. It is important that both stakeholders and the public easily understand zoning code revisions and how they may be impacted. An example of how zoning code changes were summarized and presented to Madeira City Council and its residents is illustrated below.

One critical consideration when updating the Code is assessing the City's ability to enforce Code updates. Our Team will meet with City staff early in the update process to understand the City's current staffing and workflows as it relates to zoning and building code enforcement and the desire/potential to add staff if needed to enforce Code updates.

Our team will focus on making the code easier to navigate and more user friendly for the City as well as prospective developers. Updates may include removing outdated and confusing terminology referenced in the Code, creating a glossary for important terms and fee schedules, incorporating graphics and charts where appropriate, and reorganizing Titles Two, Four, and Six as suggested within the Zoning Diagnostic.

Based on recommendations from both the Comprehensive Plan and Zoning Diagnostic our team will investigate the desire to develop Overlay Districts where appropriate (e.g. along Center Road by the I-71 interchange or along Pearl Road north of Center Road) or create new zoning designations to address regulating the form of future development including scale, density, mix of uses, walkability, aesthetics, landscaping, and lighting. Existing Special Planning Districts (seven in total) will be assessed, and our team will provide recommendations to either combined or amends these districts to streamline the Code.

We will also address and provide case study examples for new zoning best practices that have developed since the last holistic Planning & Zoning Code update in the early 2000's. These regulations could include, but are not limited to addressing short-term rentals, temporary and holographic signs, enhanced stormwater regulations, shared parking standards, marijuana distribution, solar panels, and walkability.

**SUMMARY OF PROPOSED REVISIONS TO MADEIRA'S ZONING CODE**

- ORGANIZATION**  
COMMON SENSE STRUCTURE... WE MADE ORGANIZATIONAL CHANGES SO THE CODE IS MORE USER-FRIENDLY FOR OUR COMMUNITY. THE NUMBER OF CHAPTERS WAS CONDENSED FROM 18 TO 6, DEFINITIONS ARE MORE CONSISTENT THROUGHOUT, AND RELATED PROVISIONS ARE MORE LOGICALLY GROUPED.
- RESIDENTIAL**  
FIVE BECAME THREE... RESIDENCE DISTRICTS WERE CONDENSED FROM 5 TO 3 (R-1, R-2, AND R-3) TO BETTER REFLECT THE COMMUNITY'S PRACTICAL COMPOSITION. FROM A REGULATORY PERSPECTIVE, THE R-1 DISTRICT'S REQUIREMENTS MIRROR THE CURRENT AA DISTRICT'S, THE R-2 DISTRICT - THE A DISTRICT'S, AND THE R-3 DISTRICT'S - THE B DISTRICT'S.
- BUSINESS**  
SIX BECAME THREE... THE COMPREHENSIVE PLAN'S GOALS IN MIND, MADEIRA'S BUSINESS DISTRICTS WERE CONDENSED TO THREE DISTRICTS - THE "DOWNTOWN DISTRICT" OR "MAIN STREET MADEIRA" (B-1), THE "MONTGOMERY ROAD ENTERPRISE DISTRICT" (B-2), AND THE "MAKERS, RETAILERS, & AUXILIARY DISTRICT" (B-3).
- PARKING**  
PRACTICAL PARKING... WHILE REQUIREMENTS FOR PARKING WITHIN "MAIN STREET MADEIRA" WERE RELAXED, PARKING WITHIN THE "MONTGOMERY ROAD ENTERPRISE DISTRICT" AND THE "MAKERS, RETAILERS, & AUXILIARY DISTRICT" WILL BE EVALUATED ON A CASE-BY-CASE BASIS INCORPORATING CONCEPTS AND METRICS FROM THE CURRENT CODE'S APPROACH.

FOR MORE, PLEASE VISIT: [WWW.MADEIRACITY.COM](http://WWW.MADEIRACITY.COM)

# PROJECT APPROACH

## A Staged Approach: Concurrence Points

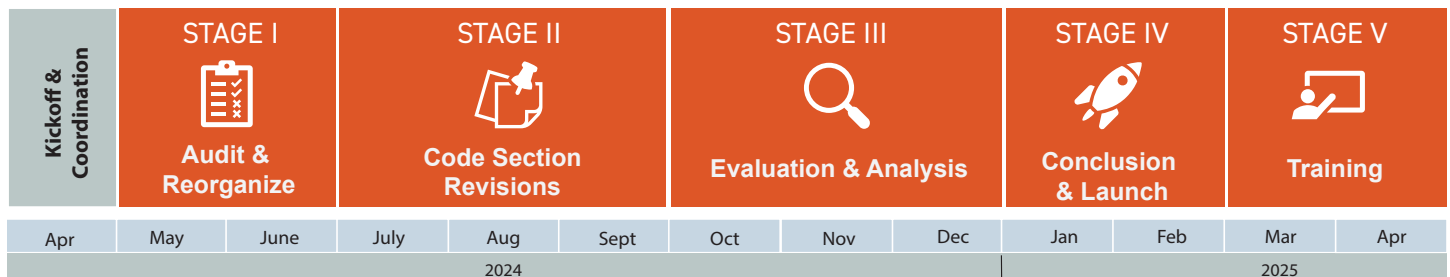
The conclusion of each stage will serve as a concurrence point to provide approval of that respective stage’s work product before embarking on the next stage of the process:

- i. **Stage 1: Audit & Reorganize** – During this stage our team will review past planning efforts including the Comprehensive Plan Update and Zoning Code Diagnostic to fully understand the code revision priorities of the City. Our team will also review and summarize strengths and weakness of Titles Two, Four, and Six of the City’s Planning and Zoning Code based on zoning best practices. We plan to meet with City staff (e.g. Economic and Community Development Director, City Engineer, Law Director, etc.) early in this stage to fully understand the capacity of the City to enforce the existing code and future code updates. This information will assist our team in developing and prioritizing realistic code revisions.
- ii. **Stage 2: Code Section Revisions** – From information gathered in Stage 1 our team will develop a working outline to address issues identified and suggest recommended improvements. Once recommendations within the outline are reviewed by Planning Commission and Board of Zoning Appeals and approved by City staff, our team will begin to draft sections of code revisions for administrative review. Our team will provide a revised Planning and Zoning Code that will illustrate changes made to aid and facilitate City review. Revisions will also include updates to the zoning map, the addition of figures, charts, and tables to make the code easier to understand.
- iii. **Stage 3: Evaluation and Analysis** Once draft code revisions are developed and preliminary approved by City staff, our team will conduct a joint work session between Planning Commission and Board of Zoning Appeals to review code revisions in detail. This will be an iterative process with our team revising code updates to meet the needs of the community. Ultimately, this stage will take up to three months and may require multiple meetings with Planning Commission and Board of Zoning Appeals to ensure code revisions are acceptable.
- iv. **Stage 4: Conclusion and Adoption** – Once code revisions are acceptable to City staff, Planning Commission, and Board of Zoning Appeals our team will present summarized code revisions to City Council and the public. Our team will work with Planning Commission, Board of Zoning Appeals, and City Council to adopt proposed changes.
- v. **Stage 5: Training** – Once the revised zoning code is adopted, our team, led by Mr. Brian Fox, will host a series of training sessions to ensure that City staff, Planning Commission, Board of Zoning Appeals, and City Council members are aware of recent changes and are informed on how to enforce and implement to new code document.

## Staff Meetings

We anticipate meeting with City staff on a monthly basis throughout this Planning and Zoning Code update to ensure that our team is working in concert with the City.

## Planning & Zoning Code Update Process



## Stakeholder Engagement



# PROJECT EXAMPLES

## City of Madeira

### *Zoning Code Update*

After collaborating on the development and adoption of the City of Madeira's first ever Comprehensive Plan in 2019, Brian Fox and Envision began working to implement the new plan through an overhaul of their zoning code. The Madeira zoning code update was led by Brian Fox, with strategic planning and mapping support from Envision.

Key updates including a streamlining of the code to be responsive to both modern development trends and community preferences identified in the Comprehensive Plan:

**Restructuring/Organization:** The consultant team made structural and organizational revisions to make the Code more user-friendly. They shrunk the number of chapters from eighteen to six by condensing, reordering, and reorganizing sections so related provisions are more logically grouped.

**New District Structures:** The zoning code update moved to a more condensed tripartite structure to both the residence and business districts. The previous five residential zoning classifications have been consolidated to three Residence Districts (R-1, R-2, and R-3), effectively eliminating the AAA District and the A-2 District (neither of which involve many residences).

**Business Districts (see graphic):** In 2019, there were six business-related districts. The zoning code update revised that down to three districts (B-1, B-2, and B-3). The B-1 – Downtown District (Main Street Madeira) replaces and collapses the former Main Street Core District and Central Business District. The B-2 – Montgomery Road Enterprise District focuses on commercial enterprises along the Montgomery Road corridor. The B-3 – Makers, Retailers, & Auxiliary District focuses on businesses that assemble or sell products and professional office space.

## Columbia Township (Lorain County)

### *Zoning Resolution Update*

The Roetzel and Envision Team worked closely together over that last year to update the Township's Comprehensive Plan and implement plan recommendations to update the Township's Zoning Resolution. Envision led the Comprehensive Planning process to determine Township goals and priorities while Roetzel provided technical assistance performing a zoning diagnostic on the Township's current Zoning Resolution and recommendations for Zoning Resolution updates. Roetzel is currently leading the Zoning Resolution update and working with the Township's Zoning Commission and Trustees to implement zoning recommendations from the Comprehensive Plan. Roetzel has monthly meetings with the Zoning Commission to gather feedback on resolution updates including: reorganizing the resolution's format to be more visual and user friendly, injecting regulations to address new zoning topics (i.e. Short-term rental, marijuana distribution, solar panels, and agricultural tourism regulations), revising township review processes and enforcement, and developing new zoning districts to meet future land use recommendations. The Zoning Resolution update will be completed by June 2024.



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# FEE ESTIMATE

## Project Cost

The Roetzel team is fully prepared and capable of delivering the City of Brunswick's Planning and Zoning Code Update in accordance with the Scope of Work identified in your RFP within a **not to exceed \$98,600** project budget outlined below in the Price Proposal.

The proposed budget is inclusive of all meeting attendance and facilitation, travel expenses, correspondence and staff report preparations, document preparation and production, public information mailings, and document graphics or other necessary presentation graphics, web hosting, and all required surveying and assessments, etc.

Roetzel invoices monthly for work performed on a percentage completed basis.

Price Proposal		
Stage	Description	Total Fee
1	Audit & Reorganize	\$14,800
2	Code Section Revisions	\$19,750
3	Evaluation & Analysis	\$24,250
4	Conclusion & Launch (includes final approvals & code adoption)	\$21,000
5	Training (City Staff, PC, BZA, Council, and Public)	\$18,800
<b>PROJECT TOTAL NOT TO EXCEED FEE</b>		<b>\$98,600</b>