



# **REQUEST FOR QUALIFICATIONS**

**For**

**Professional Planning and Legal Consulting Services to Replace the Zoning and Subdivision Regulations with an Unified Development Code (UDC).**

**For the Town of Clay**

**4401 Route 31**

**Clay, New York 13041**

**March 2026**

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## **PART 1 - INTRODUCTION AND BACKGROUND**

The Town of Clay, New York is soliciting Statements of Qualifications (SOQs) from qualified planning and legal consulting firms, or multidisciplinary consultant teams, to assist the Town in updating its Zoning Ordinance and Subdivision Regulations into a modern, integrated Unified Development Code (UDC).

The Town's existing land use regulations were adopted incrementally over time and would benefit from comprehensive modernization to improve clarity, consistency, and effectiveness. In addition, the Town anticipates significant development pressure associated with Micron's presence in Central New York and related regional investment. These conditions underscore the need for a contemporary regulatory framework that proactively manages growth while maintaining the established character of the Town's residential neighborhoods.

The Town seeks a Unified Development Code that is user-friendly, legally sound, and reflective of current planning best practices, while providing clear direction to applicants, staff, reviewing boards, and the public.

## **PART 2 - PROJECT OBJECTIVES**

The overarching goal of this project is to prepare and adopt a Unified Development Code that balances economic growth with community character and environmental stewardship. Specific objectives include:

- Consolidating zoning, subdivision, and related land use regulations into a single, cohesive code.
- Proactively addressing anticipated growth and redevelopment pressures associated with Micron's presence.
- Protecting and reinforcing the existing residential character of the Town's established neighborhoods.
- Directing higher-intensity and nonresidential development to appropriate locations with compatible transitions.
- Improving the efficiency, predictability, and transparency of the land use and site plan review process.
- Clarifying approval authority and procedures to reduce unnecessary delays and uncertainty.

- Reducing the need for routine or insignificant residential area variances—such as setback relief for accessory structures—through updated dimensional standards and administrative flexibility where appropriate.
- Aligning land use regulations with the Town’s planning documents and other adopted policies.
- Ensuring consistency with New York State Law, SEQRA requirements, and applicable county and state agency regulations.

**PART 3 - SCOPE OF SERVICES**

The Town anticipates that the selected consultant(s) will provide professional services that may include, but are not limited to, the following:

- Review and evaluation of the Town’s existing zoning, subdivision, and related land use regulations.
- Identification of regulatory gaps, inconsistencies, and opportunities for modernization.
- Development of a Unified Development Code structure and organizational framework.
- Drafting updated zoning districts, use regulations, dimensional standards, and development requirements.
- Integration of subdivision, site plan, special permit, and variance provisions into a coordinated framework.
- Modernization of approval procedures to improve efficiency and clarify administrative versus discretionary actions.
- Preparation of tables, figures, and illustrative graphics to enhance usability and understanding.
- Coordination with Town staff, the Planning Board, Town Board, Zoning Board of Appeals, and other advisory bodies.
- Facilitation of public engagement and stakeholder input, as appropriate.
- Assistance with SEQRA review associated with adoption of the Unified Development Code.
- Support through the public hearing, refinement, and adoption process.

- Respondents are encouraged to propose innovative approaches and best practices that meet the Town's stated objectives.

#### **PART 4 - CONSULTANT QUALIFICATIONS**

Respondents should demonstrate:

- Proven experience preparing Unified Development Codes or comprehensive zoning and subdivision updates for municipalities of similar size and complexity.
- Strong working knowledge of New York State land use law, SEQRA, and municipal adoption procedures.
- Experience working with elected officials, appointed boards, municipal staff, and the public.
- Ability to integrate planning, legal, and urban design considerations.
- Availability and capacity of key personnel to support the project through completion.
- Multidisciplinary teams are encouraged. If submitting as a team, respondents must clearly identify the prime consultant and the role of each team member.

#### **PART 5 - STATEMENT OF QUALIFICATIONS REQUIREMENTS**

Statements of Qualifications shall include the following:

- Cover letter summarizing the firm's interest, qualifications, and understanding of the project.
- Firm profile including years in practice and areas of expertise.
- Project approach and methodology (conceptual; a detailed scope is not required at this stage).
- Relevant experience with examples of comparable municipal projects.
- Key personnel including roles, qualifications, and relevant experience.
- References for similar projects.
- Conceptual project schedule.
- Cost proposals are requested as part of this RFQ.

**PART 6 - SELECTION PROCESS**

SOQs will be evaluated based on the following criteria:

- Demonstrated experience and technical expertise.
- Understanding of the Town’s goals and growth context.
- Quality and clarity of the proposed approach.
- Qualifications and availability of assigned personnel.
- References.

The Town may invite selected firms to participate in interviews and reserves the right to request additional information or to issue a subsequent Request for Proposals (RFP).

**PART 7 – PRE-SUBMISSION INQUIRIES**

Any questions or requests for clarification regarding this RFQ must be submitted by email no later than 2 PM on Thursday, March 19, 2026:

Brian Bender, ICMA-CM, AICP CEP, CFM  
Commissioner of Planning  
Town of Clay  
4401 Route 31  
Clay, NY 13041  
bbender@townofclayny.gov

**PART 8 - SUBMISSION INSTRUCTIONS**

Statements of Qualifications must be received no later than 2 PM on Thursday, March 26, 2026.

Submissions shall be provided in electronic (PDF) format or hard copy, as directed by the Town, to:

Brian Bender - Commissioner of Planning

**PART 9 - GENERAL CONDITIONS**

The Town of Clay reserves the right to reject any or all submissions, waive informalities, and modify or cancel this RFQ if deemed to be in the best interest of the Town. Submission of a Statement of Qualifications does not obligate the Town to award a contract.