



**City of White Cloud  
Request for Proposals  
Zoning Ordinance Amendment & Update**

**INTRODUCTION**

City of White Cloud is requesting proposals from qualified consultants to assist the community in updating and rewriting its Zoning Ordinance. The city will accept proposals until 4:00pm on Mon., Mar. 17th, 2025.

**BACKGROUND**

The city of White Cloud is approximately 2.2 square miles located in the center, northeast portion of Newaygo County. 2020 Census data indicate a population of 1,479. State Highway M-20 and State Highway M-37 traverse through the city providing a major gateway corridor to the central business district. White Cloud is one hour north of Grand Rapids, 17 minutes northeast of Fremont, and 30 minutes southwest of Big Rapids.

The current City Zoning Ordinance was amended 03/02/21 and can be found on the city website at [www.cityofwhitecloud.org](http://www.cityofwhitecloud.org) under the City Code. A comprehensive Master Plan was adopted in February of 2025 and functions as the vision for the community. The new zoning ordinance should be written with the understanding that it should be the primary implementation tool for the new master plan.

**STAFF**

The City of White Cloud Manager (April Storms) and Zoning Consultant (John Wallace) will serve as the point of contact for the city. The members of the Planning Commission and City Council will play a role in the process by guiding and supporting the project through a series of public updates, discussions, public engagement activities and adoption.

Primary contact information:

April Storms  
231-689-1194 (Office)  
[citymanager@cityofwhitecloud.org](mailto:citymanager@cityofwhitecloud.org)

Zoning Consultant contact information:

John Wallace  
616-610-7350  
[johnj.wallace53@gmail.com](mailto:johnj.wallace53@gmail.com)

## **PROJECT OBJECTIVES**

1. Review and have a good understanding of the city's new master plan.
2. Review the current City Zoning Ordinance and do the following:
  - a. Revise sections which currently are not currently compliant with the Michigan Zoning Enabling Act (Act 110 of 2006) or Court rulings.
  - b. Create zoning districts and regulations which are compatible with the future land use districts and goals found in the new master plan.
  - c. Draft regulations related to all the chapters in the current zoning ordinance. Any subject matter addressed in the current ordinance that the consultant feels should be removed must be approved by the city.
3. The zoning ordinance shall be drafted to facilitate streamlined development reviews to the extent practicable.
4. Formatting. Use a design format which facilitates ease of use of the ordinance both in hard copy and online. Use graphics where necessary to clarify regulations. Use headings wherever possible to make finding content easy from the table of contents. Use a format which allows for additions to the zoning ordinance.
5. The ordinance should be drafted considering development preferences prescribed by the state through the Redevelopment Ready Communities program including meeting the standards for green infrastructure requirement for RRC certification.
6. Outline the process by which you plan to review the new ordinance with the Planning Commission.
7. Propose a public input process to include required public hearings.
8. Evaluate fee schedule, existing procedures and forms utilized in zoning review, recommend changes as deemed necessary.

## **SCOPE OF WORK**

With assistance from the city staff, the selected consultant will conduct a review and rewrite of the City Zoning Ordinance. The consultant will develop a final deliverable that should include the following:

- Drafting the Document – The consultant will prepare the draft Zoning Ordinance, including diagrams/graphics for review by staff and the Planning Commission, culminating in a final version to be acted upon by the City Planning Commission and the City Council. The final version shall be provided in both Word and pdf formats.
- Summary Sheet – The consultant shall provide a summary sheet detailing all changes/additions to the draft Zoning Ordinance.
- User Friendly Format – The consultant will work with city staff, as well as the web manager to make the new Zoning Ordinance accessible to the public.
- Updated Maps – The consultant will provide an updated Zoning Map.
- Project Schedule – The consultant shall provide the City with an anticipated schedule and timeline for the above work.

## **SELECTION CRITERIA**

The Selection Committee shall select finalists from the pool of proposals received. The city may ask finalists to present their proposals in person before the final selection is made. Factors to be considered in creating a short list and final selection of the firm to be selected will include the following:

- Firm experience in zoning ordinance preparation. To include staff assigned and project manager.
- Review of similar projects as supplied in response to the RFP. Content and format to be considered.
- References
- Timeline
- Propose public input process.
- Cost

### **PROPOSAL REQUIREMENTS**

Proposals should contain the following information:

1. Letter of Interest – Cover letter indicating interest in the project and identifying the firm’s ability to provide the services requested.
2. Introduction – A brief description of the firm, including the number of years the firm has been in business, range of professional services, office locations, and staff size.
3. Work Plan – In the project overview, describe the general project approach and process to be employed, describe a process approach that was used in the past to successfully complete similar projects, and describe the proposed project schedule including a timeline of major milestones, deliverables and completion.
4. Experience and Qualifications – A brief description of the firm’s prior work relevant to this RFP.
5. Consultant Personnel – Identify individuals from the firm’s professionals and other staff who will work on this project along with a summary of the individual and their work experience. The project manager for this project should also be identified.
6. List of Clients – Provide a list of comparable clients for which similar services have been provided in addition to contact information.
7. Timeframe – Provide a timeline for completing the project, including project milestones.
8. Cost Summary – Submit cost estimates for each task associated with preparation of the Zoning Ordinance and overall completion.

### **INQUIRIES**

All request for clarification or interpretations shall be made in writing and shall be emailed to [citymanager@cityofwhitecloud.org](mailto:citymanager@cityofwhitecloud.org) . Inquiries shall contain the firm’s name, contact person, email address and shall be titled “Draft Zoning Ordinance RFP”. The deadline for inquiries is March 17, 2025 @ 4:00 PM.

### **PROPOSALS DUE**

The deadline for proposals is Mon., Mar. 17, 2025, by 4:00PM. Electronic proposals will be accepted and should sent to [citymanager@cityofwhitecloud.org](mailto:citymanager@cityofwhitecloud.org) . Applicants shall also submit six paper copies of the proposal to:

City of White Cloud – Zoning RFP  
 PO Box 607  
 12 N. Charles  
 White Cloud, MI 49349