

PROPOSAL FOR RFP # 361

Code Revision

A. Background

Jekyll Island Authority, as the legislatively created governing authority for Jekyll Island, leases the entire island from the State of Georgia. The JIA owns several buildings and other structures on the island and sub-leases/rents some of those to commercial tenants. Residential homeowners own the improvements on their property, but sub-lease the land from the JIA. Contractors should not approach Jekyll Island as a standard municipality or county. As a state park, it is a distinctive area with unique needs.

The Jekyll Island Authority's Code of Ordinances was adopted in 1981, re-codified in 2012, and amended numerous times since then. Parallel to these changes, the JIA has had several master planning documents produced, including:

- 2014 Master Plan, which is being updated in 2021: It is anticipated that the 2021 update will include goals for updating the JIA code;
- Conservation Plan, recently updated;
- Carrying Capacity and Infrastructure Assessment;
- Comprehensive Disability Accessibility Assessment and Improvement Plan; and
- Design Guidelines.

The JIA is entering into the final stages of the revitalization of Jekyll Island, which began over twelve years ago. This revitalization has brought new interest, both residential and commercial, to Jekyll Island. As such, the JIA has determined that its codes and processes need to be revised to address the current and future demands of the island.

The JIA is looking to update its ordinances, Design Guidelines, and create a zoning and land use map in a manner that preserves the appeal of Jekyll Island while not infringing on the rights of leaseholders and tenants.

The JIA desires to award the contract to one firm but is open to sourcing parts of this project to different contractors and invites proposals on individual parts, i.e. urban design and planning firm, a firm with expertise in developing landscape regulations, GIS Specialist, land-use attorney, an individual with experience in miscellaneous code writing, etc.

The JIA desires to complete this project at one time, but recognizes that, due to budget constraints, the project may need to be completed in phases.

Ideally, the JIA would like to present the code for first reading on October 19, 2021 with a proposed adoption by the Board on December 14, 2021, but alternate timelines will be considered.

Please review:

Jekyll Island Ordinances: https://library.municode.com/ga/jekyll_island_authority/codes/code_of_ordinances
Enabling Legislation, O.C.G.A. § 12-3-230 to 12-3-277: <http://www.lexisnexis.com/hottopics/gacode>
Important Documents: <https://www.jekyllisland.com/jia-category/important-documents/>
Living on Jekyll Island: <https://www.jekyllisland.com/livinghere/>

B. Project Overview

The JIA has recognized that the current Code and Design Review Guidelines include outdated and antiquated terminology, inconsistency, lack of standards, and codes that do not align with the vision of the JIA. Although a zoning revision will comprise a majority of this project, there are a myriad of other issues that will be addressed. The following specific issues have been identified:

- Chapter 4: Revision of animal control ordinance to reflect current practices
- Chapter 6:
 - The construction codes need to be updated to reflect current state code and to adopt future state code adoptions
 - Building requirements and general specifications need to be updated
- Chapter 8
 - Article II, Division 2: Assessment of need of Innkeeper’s license and revision if applicable
 - Article II, Division 3: The alcohol license code needs to be updated
 - Article III: Update Residential Rental License code
- Chapter 12: The fire code needs to be updated to reflect current state code and to adopt future state code adoptions. The rest of the Article II needs to be revised.
- Chapter 16: The land use regulations should take into account the proposed Golf Master Plan.
 - Article I: The “zoning code” is outdated and only applies to part of the island. A form-based code will be entertained.
 - A land-use map needs to be developed that can be uploaded to the county GIS. Chapter 16 and the Design Review Guidelines should be consistent with each other.
 - It is critical to the JIA that neighborhood characteristics are considered in approving new or additional structures and that historical architecture be maintained if possible.
 - RV storage and “party houses” should be addressed
 - Parking in yard; non-working vehicles
 - Natural Landscaping on leased lots
 - Article II: The residential home occupation code is outdated and should reflect modern practices while maintaining the residential character of neighborhoods.
 - Article III: Update fence ordinance.
 - Article IV: The signs ordinance is outdated and is not user-friendly.
- Section 18: Assessment and revision if applicable
 - Revised definition of “junk”
 - Allow ball-playing in street

- Assess “drinking in public” as related to current practices and/or commercial district
- Impose prohibition for dumping trash in JIA-owned containers
- Chapter 20, Article IV: The Tree Protection Ordinance is not user-friendly and lends itself to undesirable outcomes. As any fine money for ordinance violations is kept by the county and is not returned to the JIA, it is desirable to revise the Tree Mitigation Fund ordinances so that monies can be used for reforestation of the island.
- Design Review Guidelines: These guidelines are outdated, inconsistent, and insufficient for the diversity of projects and developments across the island. The JIA also desires to update the permitting process for the Design Review Group, which handles permits, to improve efficiency and effectiveness.
- Miscellaneous issues to consider:
 - Commercial Compactor requirements, if any
 - Imposing specific penalties for altering landscape off leased premises
 - Adopting Department of Natural Resources State Park Rules regarding collection of artifacts, drones, leash laws, etc.
 - Cell Towers/Small Cells
 - E-Bikes
 - Compliance with the Georgia Coastal Stormwater Supplement
 - Registration process for golf carts
 - Regulation of human directionals
 - Regulation of “pop-up shops” or the like in commercial districts
 - Imposition of percentage rent for non-lessees doing business on Jekyll Island
 - Non-lessee business regulations

C. Deliverables - Project Objectives and Expected Outcome

- An updated, well organized, concise Code addressing the above issues that is easy to understand and interpret for users; provides quick reference tools, which may include visual elements such as drawings, graphics, and cross-referencing tables; and clearly detailed processes and procedures that are simple, flexible, and easily administered.
- A revised Design Review Guidelines
- A written process for permitting
- Zoning/Land-Use ordinances
- Creation of a zoning and current/future land use map in a shapefile format, able to be uploaded to the county GIS
- Landscape regulations, including, but not limited to, redevelopment and infill properties, public rights-of-way
- Sign ordinances

D. Expected Tasks and Services

With assistance from JIA staff, the Contractor will conduct a public process to develop a new Zoning Code; revise and update existing ordinances and add new ordinances where needed; and revise the Design Review Guidelines.

It is expected that the Contractor will work with staff and the public to develop a “hybrid” zoning ordinance and Design Guidelines that incorporate form-based and traditional

standards in neighborhoods and commercial districts to preserve the character of Jekyll Island. It should incorporate architectural standards and graphics when appropriate.

JIA staff will be the technical resource for revision and will coordinate meetings and produce copies of documents.

The final work will be developed in conjunction with JIA staff, but the scope of work should include the following:

- **Current Code Analysis:** The Contractor will work closely with HIA staff in producing a diagnosis of the existing codes and guidelines, looking for possible legal issues, antiquated content, inconsistent standards, and enforceability. The analysis shall be made in consideration of the Contractor's knowledge of best practices in other communities, innovative zoning and land use practices, and user-friendly zoning codes.
- The Contractor will review and identify goals, objectives, and recommendations to ensure the new code will be consistent across all planning documents
- **Evaluation of Existing Neighborhoods and Districts:** The JIA contains many unique areas that may warrant context-sensitive regulations. JIA staff will work with the Contractor to identify these areas.
- **Outline of Proposed Code Changes:** The Contractor shall provide an outline of the proposed changes, which shall include:
 - An overview of the proposed structure and substance of the new codes;
 - Different options for addressing issues;
 - A recommended approach for each issue; and
 - Commentary on the rationale for the recommended approach.
- **Public Outreach:** The Contractor will develop a public outreach strategy designed to inform community stakeholders and the general public on the benefits of the new code and guidelines, as well as conduct regular meetings and web/social media interaction throughout the process. The Contractor will be required to attend public hearings. Public hearings should have in-person and virtual attendance components.
- **Drafting the Documents:** The Contractor will prepare drafts of new codes, design guidelines, maps, and graphics for review by staff, culminating in a final version to be approved by the Board of Directors.
- **Presentation to Board of Directors:** The Contractor is expected to make draft, revised, and final presentations to the Board of Directors in at least three meetings.
- **Final Documents:** The Contractor shall provide a final copy of the adopted documents in a modifiable digital file approved by JIA.

E. Additional Proposal Requirements

- a. The proposal should include a timeline of events, including the projected number of meetings/presentations/workshops and other sessions for gathering staff and public input.
- b. The proposal should include the cost estimate for each phase of the Proposer's work. By including this information, Proposer acknowledges that an award may be made for one phase, more than one phase, or all phases of the Proposal.
- c. It is expected that the draft documents will have multiple rounds of drafting,

circulation, and revisions. The proposal should describe the manner in which you intend to circulate drafts and gather proposed changes. The JIA is seeking to avoid a myriad of individual emails.