

Request for Proposal:

Comprehensive Plan Update

City of Rock Hill, MO



Incorporated 1929

827 N Rock Hill Rd,

St. Louis, MO 63119

Phone: (314) 968-1410

Project Overview

The City of Rock Hill, Missouri (“City”) is inviting qualified professional planning firms (“Firm” or “Consultant” or “Respondent”) to submit proposals for the development and update to the City’s existing 2003 Comprehensive Plan or develop a fully new Comprehensive Plan, depending on the Firm’s recommended approach, methodology, and cost structure. The selected Firm will collaborate with City staff, the Board of Aldermen, the Planning & Zoning Commission, and community stakeholders to produce a forward-looking, data-driven, and implementable plan that will guide the City over the next 10-20 years.

The new, updated plan will provide vision, goals, objectives, and policies that will lead the City’s elected officials, property owners, developers, staff, and the residents of the City of Rock Hill’s growth and redevelopment.

Consultants or a team of consultants should have expertise in the areas of land use planning, transportation, urban design, parks planning, economic development, and sustainability. It is anticipated that the consultant or team of consultants will engage with the citizens of Rock Hill, as well as City Officials and Staff to develop updates in a way that supports community development and in support of its residents.

This RFP is a bid to select a proposal and Firm that will best meet the needs of the City, based on their qualifications, service, and capabilities, among other factors. It is not a competitive bid based only price. This RFP contains instructions regarding the proposals to be submitted, the material that needs to be included, and the requirements that must be met to be eligible for consideration. It is anticipated that work will begin in late 2026 and the finished product will be adopted by the City in late 2027.

Background

The City of Rock Hill is located in St. Louis County approximately nine miles southwest of downtown St. Louis. St. Louis County is located in the east central part of Missouri immediately across the Mississippi River from Illinois. Rock Hill is a suburban town a short distance south of I-64 (US 40) and a short distance north of I-44. Rock Hill is part of the St. Louis Metropolitan Statistical Area, the fourteenth largest metropolitan area in the United States.

All of the area around Rock Hill is located within other municipalities. Rock Hill has a common boundary with Ladue and Brentwood to the north, Brentwood and Webster Groves to the east, Webster Groves to the south, and Glendale, Warson Woods and Ladue to the west.

As of 2026 Rock Hill is home to 4,634 residents, who live in a mix of older homes built in the 1940s, 50s, 60s, and houses with newer construction. Bungalows and ranch homes are among the most common single family-dwellings in the city, there are also multi-family dwelling options.

Businesses began to emerge in the 1920’s and Rock Hill became incorporated as a Village who functioned with a Board of Trustees. In 1941, the government was changed and Rock Hill

became a 4 Class City, with a mayor and Board of Aldermen. The City of Rock Hill now operates under a Mayor-Council-Administrator form of government. The City Administrator serves as the Chief Administrative Officer of the City, responsible for oversight of day-to-day operations of City, including financial, legislative, legal, and personnel matters.

Current Plan

The current Comprehensive Plan was adopted in 2003. The Comprehensive Plan has been a valuable guiding document to the City, but conditions have changed since its first implementation. Certain parts of the Plan are not up to date with today's development patterns, real estate, businesses and infrastructure. An updated Plan would provide an opportunity to build off of new developments and progress the vision of the City even further.

The Comprehensive Plan Update process should consider the examination of and recommendations on the following concepts for inclusion within the final updated Comprehensive Plan.

- Community Profile
- Sustainability and the Environment
- Built Environment and Urban Design
- Neighborhood Enhancement and Reinvestment into the Community
- Transportation and Mobility
- Public Safety
- Land Use
- Parks and Open Space
- Arts and Tourism
- Infrastructure
- Goals, Recommendations, and Strategies
- Implementation and Plan Update

Project Expectations

1. Expectations: The consultant or team of consultants should have excellent communication skills and be able to substantiate recommendations using examples, supporting data, and reports.
2. Existing Conditions: The consultant shall include components to assess the existing Comprehensive Plan, existing land use and zoning analysis, future land use scenarios, compatibility with environmental features, watershed constraints, conservation priorities, and park/open space planning, and market demand.
3. Update Data: The consultant or team of consultants shall provide updates to the existing data including land use, market assessment, data, and base maps.

4. Goal Setting: The consultant or team of consultants shall work with staff as well as key stakeholders to identify project goals which will serve as a guide and purpose for the Comprehensive Plan Update.
5. Meetings and Public Outreach:
 - a. The selected consultant or team of consultants will take a lead role in public forums, workshops, meetings, and hearings.
 - b. The selected consultant or team of consultants should be able to serve as a mediator between the public and City officials in order to assist in development of a collective vision.
 - c. City staff shall be available to the consultant or team of consultants during this period.
 - d. The consultant or team of consultants will be expected to explain the best ways to involve the public and assist the public in visualizing the Comprehensive Plan Update.
6. Plan Drafting and Adoption: Consultant or team of consultants will work with staff and stakeholder groups to develop a draft Comprehensive Plan Update. Once a draft is deemed satisfactory, the consultant shall present the update during a public hearing to the Planning and Zoning Commission and subsequent adoption by the City. The Consultant shall provide a fully formatted, professionally designed Comprehensive Plan; editable files (word, GIS shape files, layered PDFs); digital and print-ready maps and visuals; at least seven (9) hard copies of the final plan; executive summary for public and elected officials; implementation matrix with timelines, responsible parties, and cost considerations designed for annual review and update by City staff and elected officials; presentation materials for Planning & Zoning and Board of Aldermen hearings; and assistance with public hearings, Planning & Zoning Commission recommendations, and Board of Aldermen adoption of the final plan. Final documents shall be suitable for posting on the City's website and comply with basic accessibility standards.
7. Zoning Code updates: Consultant or team of consultants will work with staff to update zoning code to reflect the changes adopted in the Comprehensive Plan.

Submittal Requirements

These instructions outline the guidelines governing the format and content of the proposal and the approach to be used in its development and presentation. The intent of the RFP is to encourage responses that clearly communicate both the Respondent(s) understanding of the City's requirements and their approach to providing the services. An elaborate, expensive copy is not required – only the information that is essential should be submitted. Please limit the proposals to eight pages maximum. Neat, legible, and clearly stated information is adequate and will be used in the evaluation process. Supplier brochures may be included but may not be substituted for the information requested herein.

All proposals shall include and address the following items in the order listed below:

1. Company Profile: Include a letter of transmittal that introduces the Company and includes an expression of the Company's ability and desire to meet the requirements of

the RFP. An original signature by an authorized individual able to bind the Company to all items in the Proposal, as well as the contact person for the Company and that person's contact information is required. Include a summary that briefly describes the Company's approach to meeting the City's requirements as outlined in the RFP, indicates any major requirements that cannot be met, and highlights the major features of the Proposal.

2. Project Team: Provide a narrative describing the role of each assigned project team member. Provide resumes for all personnel who will have major project responsibilities, to include their name and title, the role that person will fulfill in relation to this project, years of relevant experience with the Company, academic degree(s) achieves (including the discipline covered), professional registrations (including the field of registration and year acquired), a synopsis of work experience, training, or other experience which reflects upon the individual's potential contribution to this project, and an estimate of the percentage of work that each team member will contribute over the course of the project. Include an organizational chart of all members on the team.
3. Related Project Experience: Describe experience working with municipalities to develop comprehensive plans within the last five years. For each project client include a contact name, phone number, and e-mail address.
 - Project Approach: Describe the company's general approach and philosophy to comprehensive plan projects. What is a typical sequence of work for a project of this nature? What are the typical milestones, key dates, and number of meetings? Include the recommended list of items you plan on delivering with a list of additional alternative options. Describe the communication methods that your company will use to ensure project expectations are met. Explain what distinguishes the company from others in the field and what makes the company a good candidate to work with the City.
4. Project Schedule: Provide a project schedule summarizing the time to address each task involved in completing the Comprehensive Plan.
5. Local Knowledge: Identify your firms' familiarity with the City of Rock Hill's procedural requirements and/or local issues that are pertinent to this project that enhances your qualifications for successful completion of this project.
6. List of References: Provide four to six references of projects with similar requirements to those outlined in this RFP. At least one reference should include a contract with a city similar in size and population to the City of Rock Hill.
7. Pricing: Firms must provide an itemized fee schedule that clearly distinguishes Option A: Comprehensive Plan Update and Option B: New Comprehensive Plan. Include all anticipated expenses, subcontractor costs, travel, material costs, and costs to assist with zoning code updates.
8. Cost of RFP Preparation and Submission: Any costs incurred by the agency in preparation or submittal of the RFP are the company's sole responsibility. All responses, inquiries, or correspondence relative to or in reference to this RFP and all other reports and documentation submitted by the agency will become of the property of the City of Rock Hill.

Evaluation Criteria

Following the opening of the qualification submissions, an Evaluation Committee comprised of City Staff, Board of Aldermen, or other persons selected by the City, will evaluate the submittals and rank them in the order of the most responsive submittal. Proposal will be evaluated based on the criteria below:

1. Responsiveness, clarity, and completeness
2. Experience with similar communities
3. Qualifications of key staff
4. Public engagement strategy
5. Understanding of Rock Hill's context and challenges
6. Quality and usability of past deliverables
7. Cost and value of proposed services
8. Demonstrated ability to produce actionable implementation plans

After thorough review of the submissions that meet the qualifications and warrant interviews, the City will contact the applicants for a team interview. During the interview phase, companies will have 30 minutes to provide further detail of their qualifications, work plan, innovative approach, key personnel, cost, and their ability/expertise to furnish the services required for this project. Teams selected for onsite interviews must include their Project Manager as part of the interview team. This Project Manager will have been identified in the RFP response and it is the expectation of the City that this Project Manager will lead the actual implementation if a contract is awarded. Interviews will be held at Rock Hill City Hall, 827 N. Rock Hill Rd, Rock Hill, MO, 63119.

Anticipated Schedule of Events

The City of Rock Hill reserves the right to amend the dates. While the timeline could be subject to change, all parties that submitted RFPs will be notified as changes occur.

- August 3, 2026 - Distribution of RFP
- August 27, 2026 - Deadline for written questions
- September 10, 2026 – Deadline for submissions
- September 23-24 – Interviews for selected Firms
- October 6, 2026 --Review and Final Selection

Late proposals will not be considered. All materials submitted become the property of the City and may be subject to the Missouri Sunshine Law (Chapter 610 RSMo.).

Delivery of Proposals

Proposals must be received by the City of Rock Hill no later than 10:00 a.m. on September 10, 2026. Proposals received after this time will not be considered.

City of Rock Hill

Attn: Amy Perrin, Assistant City Administrator/City Clerk

827 N. Rock Hill Rd.

Rock Hill, MO 63119

Submit:

- Six (6) hard copies, one marked “Original”
- One (1) digital copy in PDF format

Questions regarding this RFP must be submitted in writing to the City Administrator no later than 10:00 a.m. on August 27, 2026. Email questions to Garrett Schlett – gschlett@rockhillmo.net and copy Amy Perrin – aperrin@rockhillmo.net.

Responses to questions and any necessary clarifications will be issued by written addendum and posted publicly.

The City of Rock Hill reserves the right to reject any or all qualification statements or part thereof and to waive any irregularities for the best interest of the City of Rock Hill. Selection is contingent on funding availability. Nothing in this RFP or the resulting plan shall be construed to bind the City to any specific zoning decision, development approval, or capital expenditure.

A copy of the City’s 2003 Comprehensive Plan is available online at

https://www.rockhillmo.net/sites/g/files/vyhlif1136/f/uploads/2003_comprehensive_plan_b_w-copy.pdf.