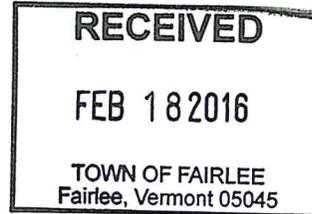


response to the request for qualifications for
build-out analysis and capacity study



Submitted to the Town of Fairlee
16 February 2016



16 February 2016

Chris Brimmer, Zoning Administrator
Town of Fairlee
PO Box 95
Fairlee, VT 05045

I am pleased to submit this response to your Request for Qualifications to undertake a build-out analysis and capacity study for Fairlee's village center area.

My planning practice has specialized in working with communities in Vermont since 2005. Many of the town plans, land use regulations and growth center designation projects that I have completed have incorporated build-out analyses and assessments of the capacity of community facilities and services to accommodate future growth. More information on my firm and project experience is available online at www.PlaceSense.com.

I am confident that I can complete the scope of work outlined in your RFQ within the proposed time line and budget. I would be available to begin work on this project immediately and would be able to complete the work in accordance with the requirements of your municipal planning grant. My billable rate is \$75 per hour plus direct expenses.

I look forward to your consideration of my response and to working with you and others in the Town of Fairlee on this project. Feel free to contact me with any questions or to request further information.

Thank You,



Brandy Saxton, AICP

qualifications

PLACESENSE

Profile

PlaceSense specializes in community planning and design. Established in 2005 by Brandy Saxton, AICP, PlaceSense works with municipal, nonprofit and private sector clients around northern New England and upstate New York to create attractive public places that encourage a sense of community, enhance natural features and promote economic vitality. In addition to preparing town plans and land use regulations, PlaceSense has been involved in the planning of village centers and downtown master plans, growth center planning, main street improvements, waterfront revitalization programs, design guidelines, and landscape and trail designs.

PlaceSense recognizes that public engagement and support is key to successful community planning and design projects. Brandy Saxton has experience with a variety of public participation methods, including public opinion surveys, interactive planning workshops, interviews with key stakeholders and officials, focus group discussions, and visualization techniques. Her deliverable products are always visually interesting, easy-to-read and user-friendly.

As a small firm, PlaceSense provides timely and personal service for clients at competitive rates. Brandy Saxton is working on a limited number of projects at any given time, which allows her to focus on each client's needs and work within their schedule. With low administrative and overhead costs, PlaceSense provides high-quality professional services at more competitive rates than larger firms.

PlaceSense works primarily with rural communities and small towns, but has experience providing consulting services for larger municipalities and private sector clients as well. As her firm's name suggests, Brandy Saxton recognizes that a sense of place is an essential component of community vitality and quality of life. She believes that the planning and design process should build upon the community's character and resources. Plans and reports produced by PlaceSense are more than boiler-plate documents; they incorporate local information and address local issues in a manner that reflects the unique character of their community.

Services

- Town/Comprehensive Planning
- Land Use Regulations and Design Guidelines
- Master Planning and Conceptual Design
- Complete Streets and Streetscape Design
- Recreation and Trail Planning
- Public Participation and Planning Workshops
- Opinion Surveys and Focus Groups
- GIS Mapping and Build-Out Analysis
- Economic and Demographic Analysis
- Cost of Community Services Analysis
- Capital Improvement Programs
- Grant Writing and Administration



BRANDY SAXTON, AICP

Profile

Brandy Saxton is a land use planner with experience in community and regional planning, preparing land use regulations and design guidelines, GIS mapping and analysis, demographic research and statistical analysis, and authoring grant applications. She excels at engaging project stakeholders and the public at large in the planning process resulting in projects with achievable objectives and feasible implementation measures. With an eye for detail, organizational abilities and inherent design sense, she maintains a high level of quality and service for clients.

Brandy Saxton is a member of the American Planning Association and its Northern New England chapter, and has received professional certification through the American Institute of Certified Planners (AICP). She is an active member of the Vermont Planners' Association, staying abreast of current planning practices and innovative concepts through ongoing professional development. As a lifelong resident of small towns in northern New York and Vermont, she is well aware of the issues facing rural communities and the qualities that make small towns special places to live, work and visit.

Experience

- 2005 to present. Owner, PlaceSense
- 2000 to 2005. Senior Planner, Addison County Regional Planning Commission, Middlebury, Vermont
- 1999 to 2000. Assistant, New York State Rural Development Council, Syracuse, New York
- 1998. Intern, Essex County Empire Zone, Port Henry, New York

Education

- 2000. Master of Public Administration, Maxwell School of Citizenship and Public Affairs, Syracuse University
- 2000. Master of Landscape Architecture, State University of New York College of Environmental Science and Forestry
- 1996. Bachelor of Arts in Art History and Anthropology, State University of New York Potsdam College

Skills

Land Use and Community Planning. Ms. Saxton has experience with land use planning from the regional to neighborhood level. She has prepared comprehensive/town plans for New York, New Hampshire and Vermont municipalities. She is familiar with state planning initiatives such as New York's Waterfront Revitalization Program, Vermont's Growth Center Program and New Hampshire's Innovative Land Use Controls, which promote smart growth planning principles. Ms. Saxton, with her background in landscape architecture, is also able to prepare physical plans, and has a particular interest in downtown/village/hamlet design.

Land Use Regulations and Design Guidelines. Ms. Saxton has drafted land use regulations (zoning bylaws, subdivision ordinances, site plan review laws, unified development codes and design guidelines) for municipalities in New York, New Hampshire and Vermont. She is familiar with the statutory and other legal requirements in states around northern New England and New York. Ms. Saxton recognizes the importance of public involvement in the drafting of regulations and strives to ensure that the resulting laws are easy to understand and administer, which is particularly important in small communities without professional staff. Ms. Saxton incorporates illustrations into many of the regulations she prepares.

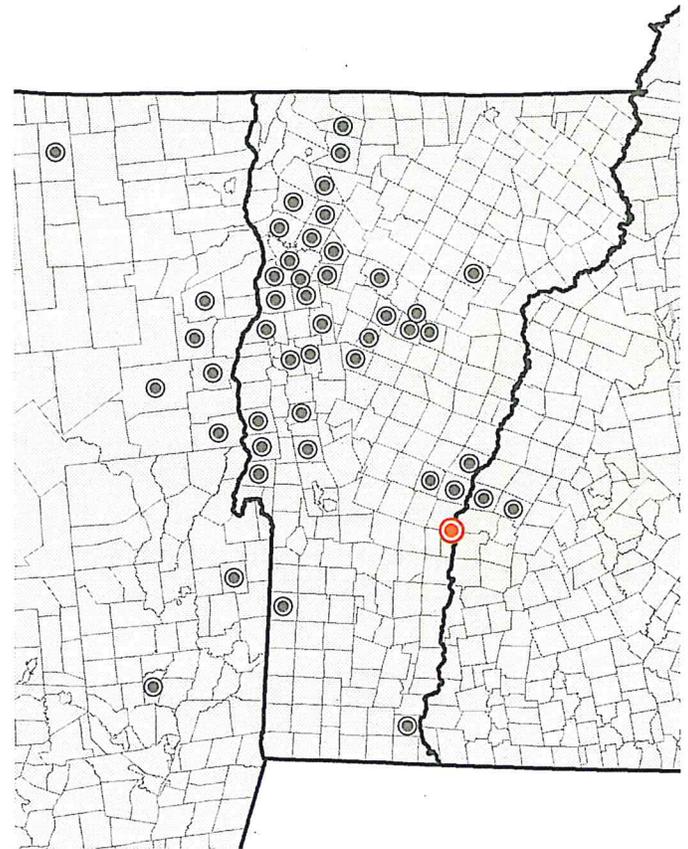
Economic Analysis and Growth Projections. Ms. Saxton is familiar with various methodologies and data sources for undertaking demographic and economic analyses. She has prepared population, housing and employment growth projections at the regional and municipal level. She is also capable of projecting demand for facilities or services associated with growth such as school enrollment/space needs, water/sewer infrastructure, and commercial floor space.

GIS Mapping and Build-Out Analysis. Ms. Saxton provides GIS services using ESRI ArcGIS software and other more generally available applications such as Google Earth/Maps. She incorporates GIS into the planning process, using tools like viewshed analyses, development suitability analyses and build-out analyses. She uses both CommunityViz and the Community Build-Out Analysis plug-ins for ArcGIS.

Grants and Project Management. Ms. Saxton has written grants for a variety of government programs, as well as private foundations. She has served as grant administrator and/or project manager for a number of projects and is familiar with the reporting requirements typical of grant-funded projects.

Relevant Projects and References

Route 5 South - River Road Study. PlaceSense assisted the Town of Norwich to assess areas of town suitable for sustainable development and recommend changes to the town's zoning to accommodate higher-density, mixed-use and energy-efficient development patterns. PlaceSense analyzed natural resource constraints, infrastructure needs and opportunities, and regional economic and demographic trends to create alternative development scenarios. Contact: Phil Dechert, Town of Norwich, (802) 649-1419 ext. 4, pdechert@norwich.vt.us



Town of Hartford Growth Center Designation. Brandy Saxton assisted the Town of Hartford planning staff with preparation of their successfully 2010 application for state Growth Center designation. The project included detailed build-out analysis of future development potential and projections of future housing and job growth over the 20-year planning period. Contact: Lori Hirshfield, Town of Hartford, (802) 295-3075, lhirshfield@hartford-vt.org

Figure C-3: Growth Center Build-Out Results

	Acreage		Dwelling Units					Non-Residential (thousand sq ft)				
	Total	Buildable	Existing	New	Limited Infill ¹	Major Infill ²	Vacant Land	Existing	New	Limited Infill	Major Infill	Vacant Land
CB	114	9	190	168	104	17	47	736	399	256	35	108
CB-2	20	7	36	108	70	0	38	115	76	49	0	27
VB	8	1	21	6	6	0	0	49	17	17	0	0
VR/C	51	13	138	47	42	0	5	120	129	116	0	13
R/C-2	9	2	0	10	10	0	0	16	23	23	0	0
HC	251	138						129	1,851	24	305	1,523
I/C	56	29						154	476	217	97	162
I/C-2	214	129						904	2,284	216	578	1,490
R-1	532	198	1,329	1,318	961	132	225					
R-1M	73	22	267	158	81	40	37					
VR-1	25	4	67	19	19	0	0					
R-2	418	109	382	521	263	102	156					
R-3	862	355	398	1,741	245	1,023	473					
TOTAL	2,633	1,016	2,828	4,096	1,801	1,314	981	2,223	5,256	918	1,015	3,323

¹ Developed parcels with potential for less than 5 new dwellings or 10,000 square feet of non-residential space.

² Developed parcels with potential for 5 or more new dwellings or 10,000 square feet or more of non-residential space.

Westford Town Common Plan and Code. PlaceSense worked with the Town of Westford, Vermont on a master plan and implementing regulations for their Town Common area and major highway corridors. This project involved a series of public outreach efforts, including a visual preference survey conducted at various public venues and two hands-on workshops focused on the form and character of future development in the study area. The result was a unified hybrid code based on form-based approaches in the Town Common and performance zoning along the highway corridors. Contact: Melissa Manka, Town of Westford, (802) 878-4587, planner@westfordvt.us

WESTFORD TOWN COMMON CONCEPTUAL MASTER PLAN

