



UPPER COASTAL PLAIN COUNCIL OF GOVERNMENTS

UCPCOG

We have been selected for On-Call Planning & Administration Services and are pleased to present a detailed list of our offerings and capabilities.

Inspire Placemaking Collective, Inc.
100 Core Street, Durham, NC 27703





FIRM PROFILE/HISTORY

Committed to creating great places, safe streets, and thriving communities.

WE ARE INTERDISCIPLINARY. We are committed to extensive collaboration across disciplines in order to develop bold ideas and cutting-edge designs without undermining function.

WE SEEK PARTNERSHIPS. We seek clients that share our vision and values to build long-term relationships. Strong partnerships can support and create transformative initiatives.

WE ARE COMMITTED TO EXCELLENCE. What we do is impactful and important. We provide compelling ideas, creative designs and complete, clear documents.

WE ARE PLACEMAKERS. Our team leads efforts starting from planning to design and through construction. The ultimate metric of our success is quality-built projects designed for people and experiences.

WE ARE SPECIALISTS. Inspire includes 28 full time planners and associated professionals with more than 300 years of collective experience. Our team focuses on traditional planning, including Comprehensive Planning, Land Development Codes, Community Redevelopment, Economic Development, Historic Preservation, and Small Area Studies.

Our approach to planning focuses on intense public participation and visioning coupled with analysis of the latest economic and demographic data. Our plans are user-friendly, with concise writing and clear graphics illustrating concepts that provide clarity and predictability for the local government, the development community, and the general public.

64

Comprehensive Planning Projects

61

Unified Development Ordinance Projects

55

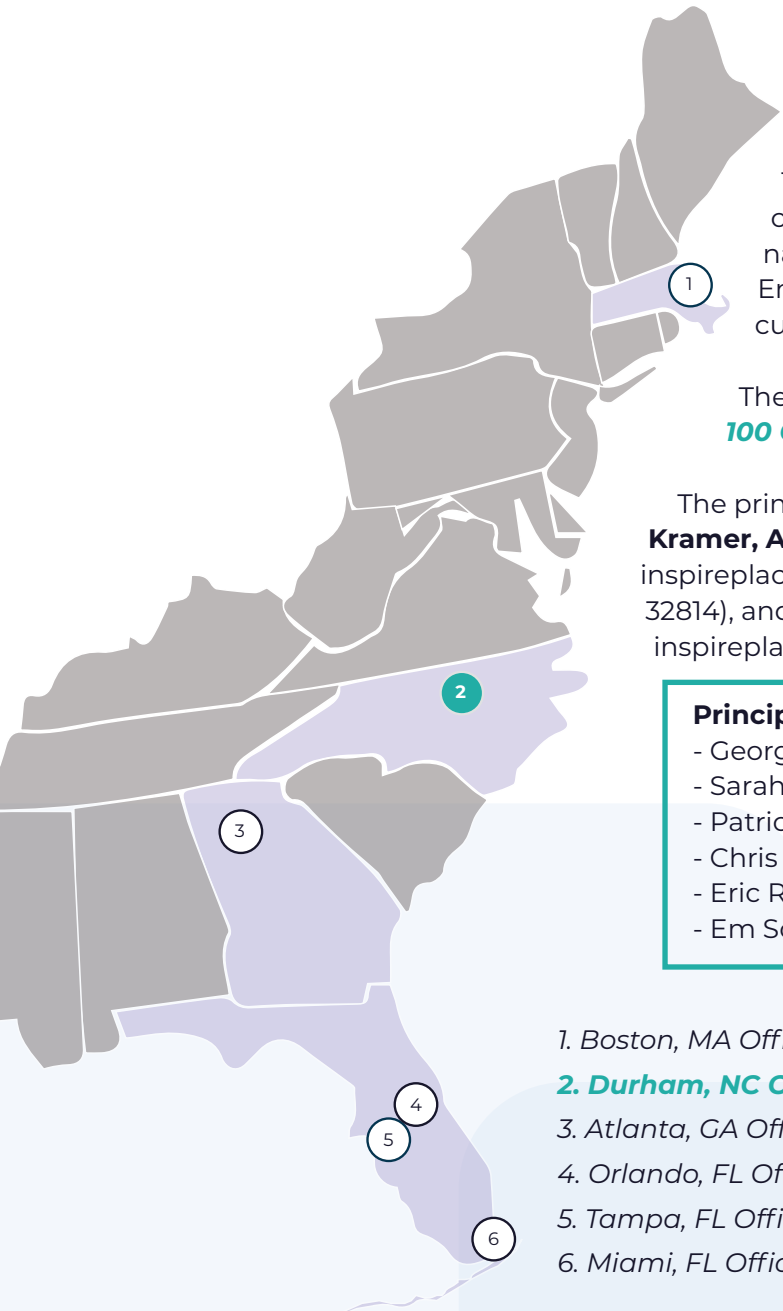
Community Redevelopment Projects

8

Active Development Review Clients

Comprehensive Plan and Land Development Code projects including assessments, amendments, and full re-writes.

Inspire Placemaking Collective, Inc. (Inspire) is a company comprised of an established planning and landscape architecture practice that has operated since 1999. Inspire was established in 2022 as a formal spin-off of S&ME, Inc.'s planning and landscape architecture divisions. This purchase provided a legal transition of personnel, projects, and portfolio from S&ME, Inc. to Inspire



Inspire Placemaking Collective is incorporated in Florida. The firm has been providing planning services, including comprehensive planning, for over 24 years under different names (Land Design Innovations, S&ME, Inc., Littlejohn Engineering Associates), and almost two years under the current business name.

The office that will be performing the work is located at:
100 Core Street, Durham, NC 27703.

The primary contacts for this project are **George Kramer, Authorized Negotiator** (407.202.8387 | Gkramer@inspireplacemaking.com | 4767 New Broad Street, Orlando, FL 32814), and **Jay McLeod Project Manager**, (919.747.4158 | Jmcleod@inspireplacemaking.com | 100 Core Street, Durham, NC 27703).

Principals of Firm:

- George Kramer - (AICP #020533)
- Sarah Sinatra Gould - (AICP #021533, CZO)
- Patricia Tyjeski - (AICP #069120)
- Chris Dougherty - (AICP #026356)
- Eric Raasch - (AICP #026377)
- Em Schaefer

1. Boston, MA Office
2. Durham, NC Office
3. Atlanta, GA Office
4. Orlando, FL Office (HQ)
5. Tampa, FL Office
6. Miami, FL Office



CHECK US OUT!

<https://www.inspireplacemaking.com/>

General Approach Specializations, and Innovative Techniques



GENERAL/OVERALL APPROACH TO PROPOSED SERVICES

The RFQ lists several types of services and potential planning projects. Every project is unique and deserves a tailored approach. However, based on our experience working with public clients, we have developed the following generalized approach to communicate the various steps we would propose for undertaking future projects with UCPCOG:

When the COG requests a scope and fee for a specific project, Jay McLeod (Project Manager) will typically **schedule a scoping** meeting with COG and/or local government staff to discuss project objectives, desired tasks, and schedule. Inspire will then prepare a proposal identifying the detailed project **scope of work, fee, and schedule** for client review and approval.

SCOPING



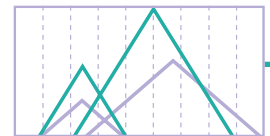
KICK-OFF MEETINGS



After receipt of the signed Work Assignment for a project, Mr. McLeod will identify an appropriate Project Manager for the effort. The Inspire Project Manager will facilitate a project **kick-off meeting** with staff and Inspire's key team members. At this meeting, we will discuss project roles and assignments, and clearly identify the project milestone dates.

After the kick-off meeting, the next step for most projects, is the **acquisition of data** and information relative to the project. The Project Manager will coordinate with staff to retrieve all available information and documents and with other local and regional agencies to obtain the most current and accurate data available. We also utilize industry-standard sources including but not limited to, US Census Data, NC OneMap, United States Geological Survey (USGS), ESRI Business Analyst, IMPLAN, American Community Survey, etc.

DATA ACQUISITION

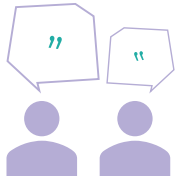


For some projects, we research similar communities around the state and, in some cases, the country and create a **best practices** matrix. We interview the planning staff of those communities to understand the effectiveness of their adopted ordinances (policy/regulations). Additionally, case studies can help identify opportunities or issues with current policy, regulations, or procedures.

ASSESSMENT REPORT



As we move through the data gathering phase, we can begin reviewing and analyzing that data and preparing an **assessment report**, if appropriate, with findings and general recommendations based on our professional expertise and best management practices.



Community input gathered via on-line surveys, in person workshops, and/or individual stakeholder interviews can complement the collected data. Most planning projects will involve **public participation**. For certain types of projects, such as visioning or changes in local policy and regulations, early public participation is a key component to ensure solutions that are specifically tailored to the community. The Inspire team is accustomed to engaging the public in well-organized in-person, virtual or hybrid engagements, workshops, stakeholder meetings, walkabouts, and public hearings. We have facilitated numerous workshops for a variety of projects including forums intended to help the public communicate their vision to the jurisdiction, meetings designed to educate a certain population on new planning practices and technologies, and exercises intended to help groups brainstorm current practices and develop proposed changes.

The next step is the preparation of the **primary deliverable** for the project, which may include a map or graphic, an assessment report, a recommendation, an ordinance, plan amendments, or any other planning material. When it comes to preparing a deliverable, Inspire remains at the forefront of planning technology and innovation. Our multidisciplinary professionals weave together graphic design, mapping services, clear and concise writing, community input, and website development to create project results.

DELIVERABLES



APPROVAL



Once the deliverable is complete, we take it through the **approval process**, which can vary from administrative review to final approval by an elected or appointed board. In addition to our public participation experience, we successfully develop easy-to-follow presentations that highlight the key project components for reviews or adoption. We like to take our projects all the way through the process to completion to ensure that we satisfy our clients' goals and objectives. We pride ourselves on making our clients happy, as evidenced by fact that we have been working for the same clients for many years.

As projects are identified, Inspire will make the approach outlined above more specific and tailored to meet the COG and their constituents' needs and objectives. We like to work closely with staff to identify the best approach to each project.

SPECIALIZATIONS

Inspire has assembled a team that excels in each of the areas mentioned in the Request for Qualifications. This section addresses key personnel that would be working with UCPGOG on such tasks and their qualifications and experience in providing the same or similar services.



Multimodal Transportation Planning & Analysis

Jay McLeod, Sarah Sinatra Gould, Laura Canary, George Kramer, Chris Dougherty, Eric Raasch, Gabriela Castro, Erik Bredfeldt, Viviana Castro, Christina Miller, Leslie Del Monte, Claudia Sicilia, Patricia Tyjeski



Economic Analysis

Laura Canary, Jared Beck, Erik Bredfeldt, Laura Martinez



Communications & Public Involvement

Jay McLeod, Sarah Sinatra Gould, Laura Canary, Jared Beck, George Kramer, Gabriela Castro, Em Schaefer, David Henning, Jessica Hays, Robbie Addington, Erin Anderson



Urban Design

Laura Canary, Jared Beck, George Kramer, Erik Bredfeldt, Viviana Castro, Christina Miller, Leslie Del Monte, Claudia Sicilia, Em Schaefer



Land Use & Redevelopment & Form-Based Codes/ Design Guidelines

Jay McLeod, Sarah Sinatra Gould, Laura Canary, Jared Beck, George Kramer, Chris Dougherty, Eric Raasch, Gabriela Castro, Erik Bredfeldt, Laura Martinez, Christina Miller, Leslie Del Monte, Patricia Tyjeski, Emilee Aguerrebere, David Henning, Jessica Hays, Robbie Addington, Erin Anderson



Historic Preservation

Patricia Tyjeski, Chris Dougherty, Christina Miller, Leslie Del Monte, Emilee Aguerrebere, Jared Beck



Community Resilience

Jay McLeod, Chris Dougherty, Christina Miller, Em Schaefer, Patricia Tyjeski, Emilee Aguerrebere, Jared Beck, David Henning



Community Development & Redevelopment

Laura Canary, Jared Beck, George Kramer, Eric Raasch, Erik Bredfeldt, Laura Martinez, Viviana Castro, Christina Miller, Jessisa Hays, Erin Anderson



Master Planning

Jay McLeod, Sarah Sinatra Gould, Laura Canary, George Kramer, Erik Bredfeldt, Viviana Castro, Christina Miller, Leslie Del Monte, Abigail Shemoel, Claudia Sicilia, Em Schaefer, Jessica Hays, David Henning



Rural, Agricultural & Food Systems Related Planning

David Henning, Christina Miller, Erin Anderson, Patricia Tyjeski, Chris Dougherty, Sarah Sinatra Gould, Eric Raasch, Gabriela Castro,

INNOVATIVE TECHNIQUES/METHODOLOGIES

Long-range planning requires engaging many diverse stakeholders in a conversation about the future of their community. Facilitating a successful planning effort requires some degree of consensus from these stakeholders and clear communication of complex topics is an essential element. Inspire utilizes the latest trends in technology to supplement traditional and proven planning methods such as in-person workshops, design charrettes and stakeholder interviews. The following are examples of the technology that Inspire uses in its planning process.

INTERACTIVE PROJECT WEBSITES

An interactive project website provides a platform where the community can receive information and updates as well as give feedback and input. Although there are many different online platforms available in the marketplace, Inspire has forged a strong partnership with Social Pinpoint. Their platform includes over 40 tools including interactive mapping, surveys, before/after visualization, and embedded video. In addition to these great features, which can be utilized throughout a community engagement process, this platform provides a powerful data summary tool. At the close of the engagement process, we can neatly summarize and organize all the data gathered on the site with the click of a button. This feature avoids wasting precious project resources on time-consuming summary reports.

Depending on the project, Inspire has the ability to launch a project-specific website utilizing Social Pinpoint, which is an advanced online community engagement platform. The website will inform citizens and stakeholders about the project and will allow them to participate virtually in the planning process. The Social-Pinpoint site allows two-way communication, with the ability to receive information as well as solicit input via state-of-the art interactive maps and exhibits. The site is completely customizable, with engagement tools such as surveys, forums, comment walls, and interactive maps. The Inspire team's marketing and branding experts have substantial experience extending the client or project's brand to an active project website that serves to both inform and engage residents.



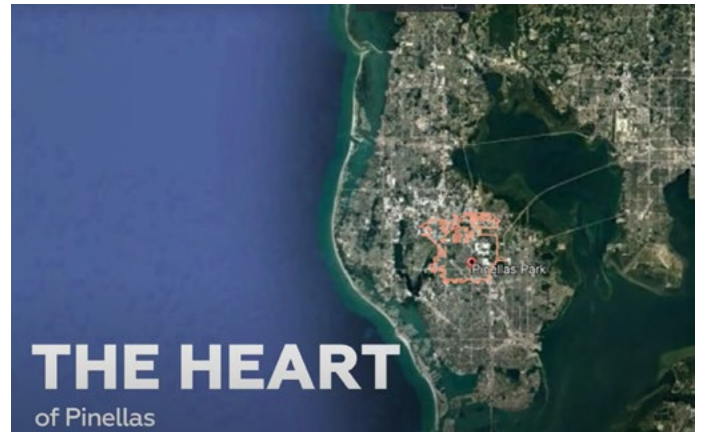
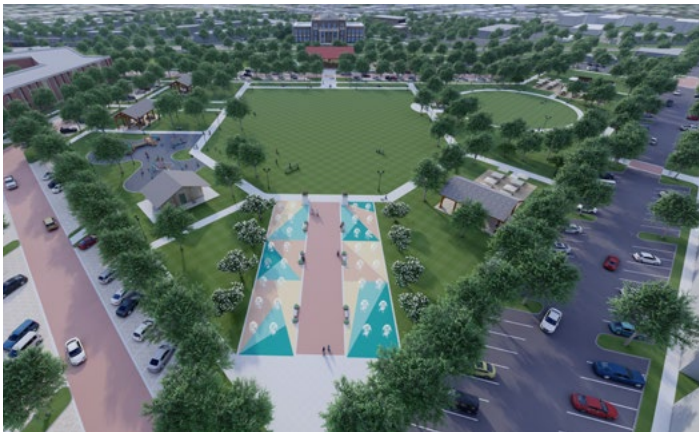
GREENVILLE UDO PROJECT WEBSITE:

<https://www.inspire-engagement.com/greenville-udo>

PLACEMAKING DESIGN & 3D VISUALIZATION

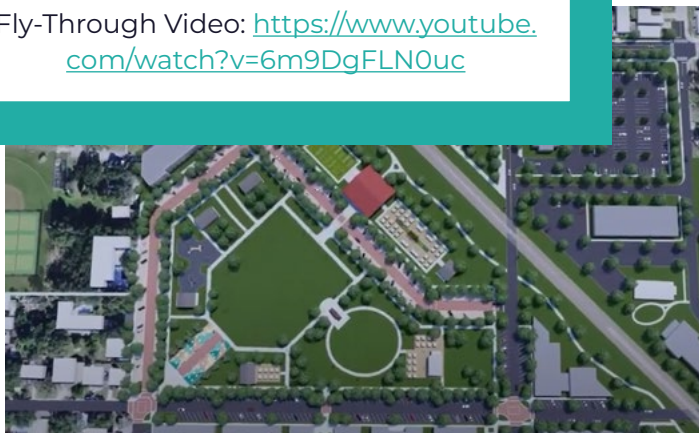
Historically, planning and community design efforts relied on two-dimensional site plans and renderings. Often these methods did not provide a clear picture of the design intent, especially to community members not familiar with how to read a site plan. Ten community members could look at the same plan and leave with ten different impressions. Our urban designers will use custom graphics and renderings to help readers envision what the future of the built environment will look and feel like.

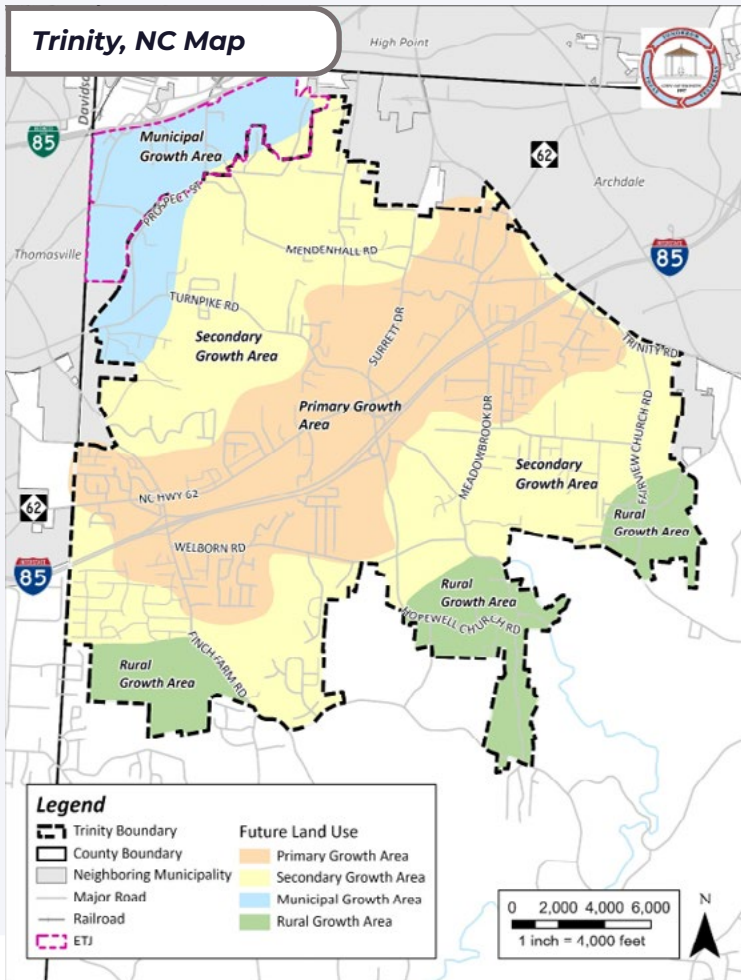
The proliferation of three-dimensional design has been a game changer for community planning by providing a “common language” to communicate design ideas with residents and elected officials. Inspire is proud to be at the forefront of this technology with the ability to quickly advance two-dimensional sketches and plans into 3D using Google SketchUp. Upon completion of the layout and massing in SketchUp, we import the model into Lumion, where it comes to life utilizing color, lighting, and realistic digital imagery. The community can experience these finished Lumion models through static perspective drawings, at any angle, as well as virtual reality goggles or fly-through videos.



CITY CENTER PLAN - PINELLAS PARK, FL

Fly-Through Video: <https://www.youtube.com/watch?v=6m9DgFLN0uc>





GIS ANALYSIS/MAPPING

Equipped with a robust suite of ESRI ArcGIS tools, Inspire is adept at solving and communicating complex community problems through Geographic Information Systems (GIS) mapping and spatial analytical tools. A number of our team members utilize GIS tools and extensions daily, which provides our professionals with a strong GIS knowledge base. Most, if not all, projects that the Inspire planning group develops and prepares include a GIS component.

With our extensive experience with GIS mapping and analysis, Inspire is proficient at identifying appropriate GIS data sources. We also maintain a significant repository of GIS datasets collected from reputable local, regional, state and national sources housed in our GIS library for ease of access. During the data collection process, Inspire will coordinate with Municipal and County GIS analysts to obtain the latest data needed for the project.

GIS-BASED MARKET DATA

Inspire uses **ESRI Business Analyst Online (BAO)** to supplement the vast demographic databases that we compile from reputable data sources such as the US Census and NC OneMap. ESRI BAO is a

web-based analytical tool utilized to provide custom demographic and market data for specific geographic areas, which is integrated into our GIS analyses. Inspire has a team of economic development/infill specialists that will provide expert input and can utilize ESRI Business Analyst to do market research that will inform the development of the plan.



ArcGIS StoryMaps

SHOW-NOT-TELL WITH STORYMAP

Our GIS team also utilizes **ESRI StoryMap** to present public facing data and project deliverables. This easy-to-use format is a powerful tool in sharing spatially referenced information in a manner that provides the user with an interactive experience. The application is multifaceted which allows the seamless viewing of mapping products, data and analytics, as well as relevant project information.



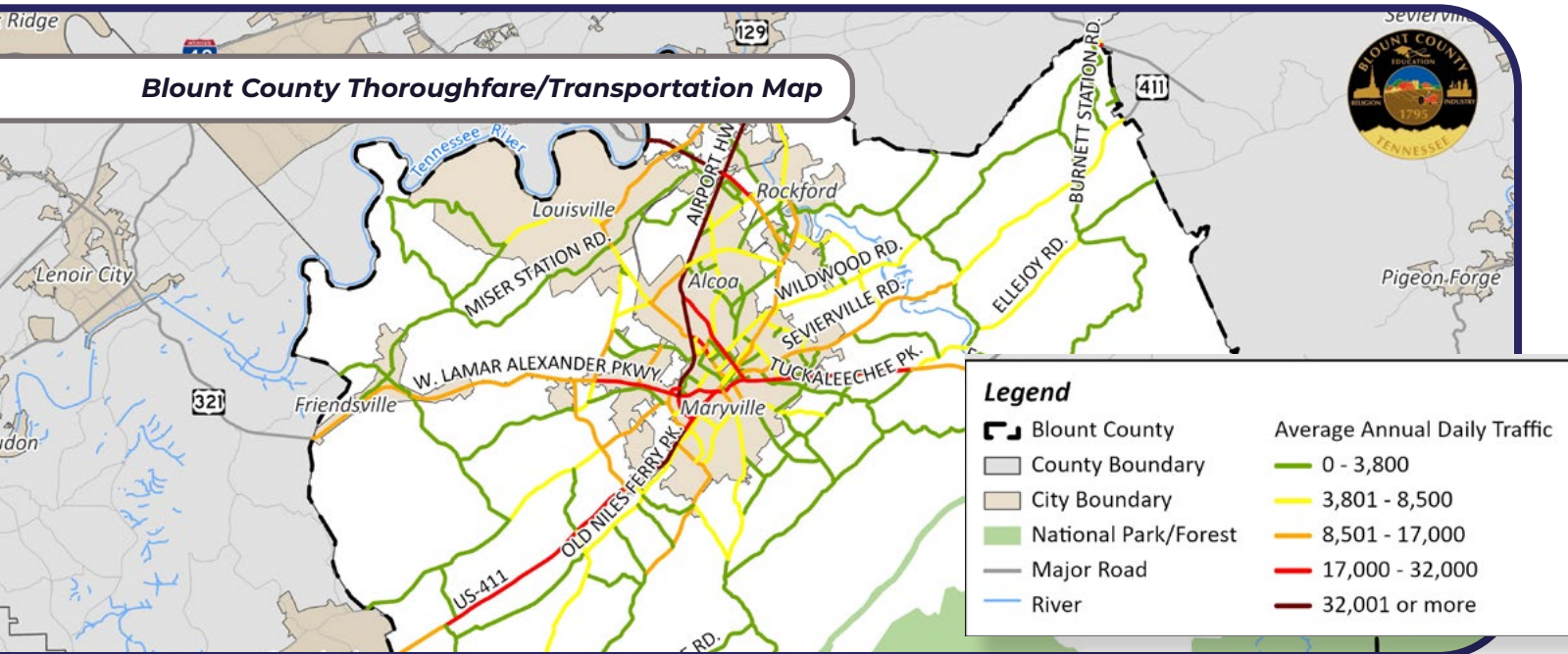
VIRTUAL/HYBRID WORKSHOPS

Although in-person outreach activities including workshops, design charettes, and pop-up events are essential elements of an inclusive community engagement process, virtual workshops can also serve as a powerful supplement that provides additional opportunities to participate in the process to those who are constrained by mobility or schedules.

Inspire is experienced in facilitating virtual workshops via Teams, Zoom, and Webex. This experience gives us the ability to anticipate any technical issues as well as utilize tools such as virtual breakout rooms, white boards, and real-time polling. The project team has experience conducting effective, tailored public engagement in a budget sensitive manner. In part, we achieve this engagement by leveraging our suite of previous workflows, knowledge base, and the advanced online capabilities of our public engagement platform, Social Pinpoint.

TRANSPORTATION

The adage is that transportation planning is land use planning. The Inspire team has experience threading these two interrelated elements into a cohesive fabric for your communities. This integration occurs at multiple scales: local and regional. At the local level, we use unique aspects of each community's character to craft street design standards that complement adjacent land uses and developments. At the regional level, we work with local, regional, and state representatives to identify feasible projects that can leverage outside dollars to meet local transportation needs.



Selected Portfolio Projects



PROFESSIONAL EXPERIENCE



Unified Development Ordinance

📍 GREENVILLE, NC



DATES
2024 - Ongoing

OWNER
City of Greenville, NC
Les Evertt, Planning Director
200 W. 5th St,
Greenville, NC 27858

KEY SERVICES

- Planning
- GIS Mapping
- Public Engagement
- Ordinance Writing



Inspire is preparing the City's first Unified Development Ordinance (UDO) to incorporate design standards for the downtown and surrounding area and to improve code organization, streamline regulations, and create conditional zoning regulations. The UDO is a community-driven process centered on the last update to the Comprehensive Plan and needs of the public. The regulations were outdated and conflicting and the goal of the project was to craft predictable standards by which to design and build, while focusing on pedestrian-friendly, sustainable development.

OVERVIEW

- First UDO for the 12th largest city in North Carolina
- Focus on removing barriers in the UDO to enhance economic development and retention of skilled workers
- Robust public engagement to ensure a community-driven process

Comprehensive Land Use Plan & Unified Development Ordinance Update

KENLY, NC

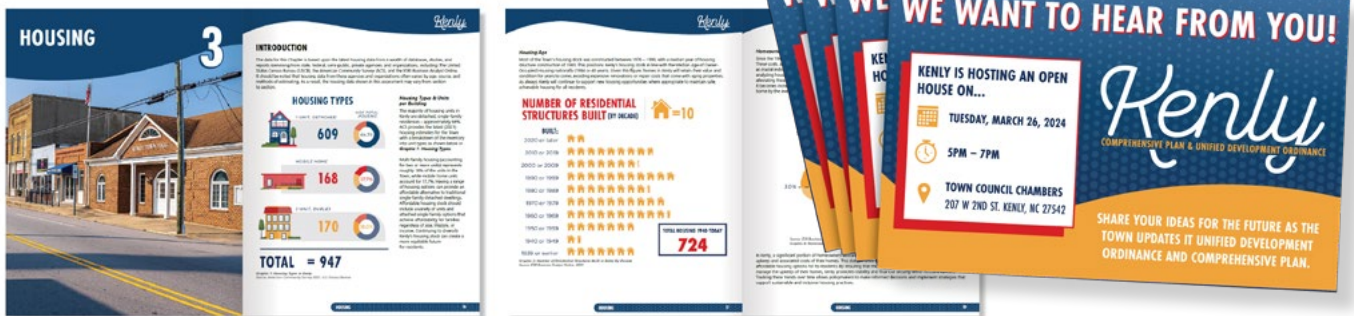


DATES
2024 - Ongoing

OWNER
Town of Kenly, NC
Tony Stears, Town Manager
207 W. 2nd Street,
Kenly, NC 27542

KEY SERVICES

- Land Use Plan
- Unified Development Ordinance
- Economic Development
- Zoning
- Public Engagement



The Town of Kenly is in a prime location for growth and development. However, it had not seen the levels of growth that other communities throughout the region have faced. The Town determined that it was best to update ordinances and the land use plan prior to any influx of development. The Town hired Inspire to facilitate public engagement, overhaul the Unified Development Ordinance, and modernize the land use plan.

OVERVIEW

- Update the permitted use table with current uses
- Create new definitions and requirements
- Craft a land use plan consistent with the vision of the community

Comprehensive Plan & Downtown Master Plan

📍 WEDDINGTON, NC



Sense of Place



DATES
2023 - 2024



OWNER
Town of Weddington, NC
Karen Dewey, Town Administrator
1924 Weddington Road,
Weddington, NC 28104



KEY SERVICES

- Long Range Planning
- Downtown Planning
- GIS Mapping
- Comprehensive Planning
- Community Engagement



Weddington has experienced significant growth over the last 30 years. Once a rural area, today it is a suburban community of nearly 14,000 residents located just outside the 485 Beltway. Despite this growth, the Town still lacks a downtown or town center that provides residents with a common sense of place. A central civic gathering space and a complementary plan for future growth are fundamental to long-term community prosperity. Therefore, the Town solicited an updated Comprehensive Plan, rooted in community engagement and including a downtown master plan component.



OVERVIEW

- The team led community engagement, comprehensive planning, downtown planning, and GIS efforts

Comprehensive Plan Update

📍 TRINITY, NC

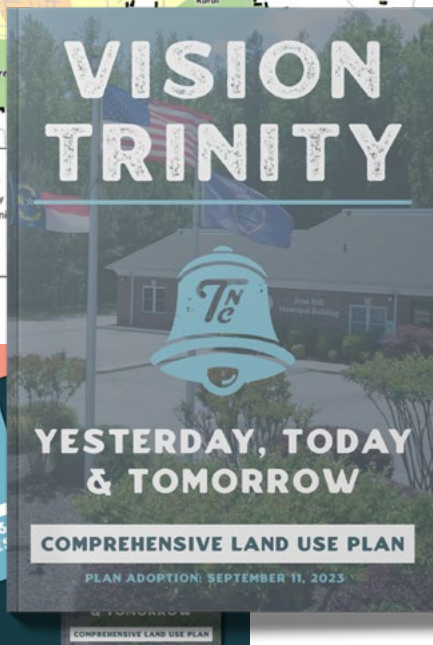


DATES
2022 - 2023

OWNER
City of Trinity, NC
Stevie Cox, City Manager
5978 NC Highway 62, P.O. Box 50, Trinity, NC 27370

KEY SERVICES

- Long-range Planning
- Community Engagement
- Branding/Graphics
- GIS Mapping



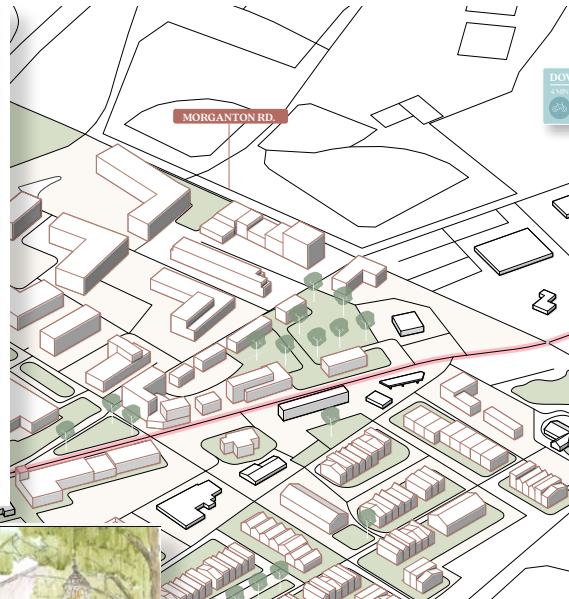
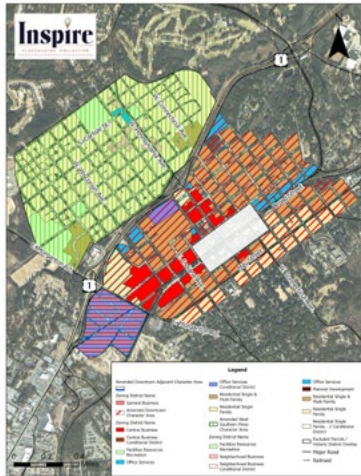
The City of Trinity is experiencing unprecedented growth. In order to properly plan for the influx of new residents, as well as understand future infrastructure needs, the City contracted with Inspire to update its Comprehensive Plan. It was a community driven project, led by a steering committee of residents. Inspire facilitated public engagement activities such as a two-day open house with the public, steering committee meetings, and a website dedicated to the update of the Comprehensive Plan.

OVERVIEW

- Updated GIS maps
- Identified potential areas for land use map changes
- Focused on implementation
- **Final Report:** [Click Here](#)

Character District Zoning Analysis & Pinedene Design Booklet

SOUTHERN PINES, NC

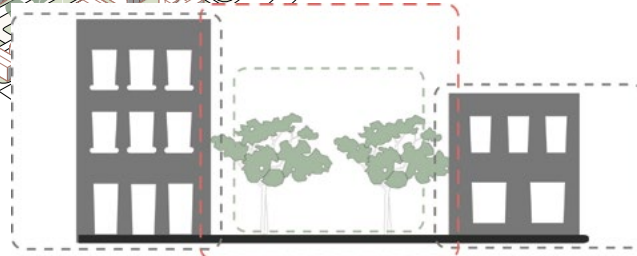


DATES
2023 - 2024

OWNER
Southern Pines, NC
Mr. BJ Grieve, AICP, CFM, CZO,
Planning Director
801 SE Service Road,
Southern Pines, NC 28387

KEY SERVICES

- Zoning & Ordinance Writing
- Design Guidelines
- GIS Mapping
- Public Engagement
- Urban Design



The Town's newly adopted Comprehensive Plan included character districts—a set of 10 designated areas that define the built environment and lifestyle of Southern Pines, with corresponding zoning regulations. Of the 10 defined character districts, the Town chose three as the initial areas for which to create design criteria. These areas include Downtown, Downtown Adjacent, and West Southern Pines. The Inspire team held three separate meetings with stakeholders representing the three character districts where they discussed the unique style of architecture, site characteristics, and context in preparation for zoning code amendment recommendations. Additionally, Inspire prepared perspectives showing the development potential as well as ways to incorporate adaptive reuse of structures while integrating public spaces.

OVERVIEW

- Public Engagement with stakeholders
- Evaluation of districts to identify the unique architectural styles and distinct site conditions
- GIS mapping to identify the boundaries of the proposed districts
- Crafting of proposed language to amend the Town's ordinances
- Hand Drawn Perspective renderings
- Graphics integrating existing structures and public spaces with a birds eye view
- Design inspiration examples using both local and regional examples
- **Design Booklet:** [Click Here](#)

Comprehensive Plan Update & Land Development Regulations

EFFINGHAM COUNTY, GA



DATES
2021 - 2023

OWNER
Effingham County, GA
Tim Callanan, County Manager
804 South Laurel Street,
Springfield, GA 31329

- KEY SERVICES**
- Planning
 - Zoning
 - Subdivision Regulations
 - Community Engagement
 - GIS Mapping
 - Branding/Graphics



Effingham County hired Inspire to update its Land Use Plan and overhaul its land development regulations. This update focused on streamlining requirements, while conducting substantial public engagement efforts, including working with the County staff to create an appropriate list of stakeholders for a steering committee. The project also included establishing Character Areas to define the look and feel of future development. Inspire also prepared design standards for two significant corridors within the County to define the form of buildings and development standards.

OVERVIEW

- Crafted clear regulations
- Identified development nodes to determine areas of growth within the County
- Used Social Pinpoint, a platform that focuses on community engagement, as well as social media and outreach graphics to inform and engage the community
- Focused on preserving the agricultural history of the community
- Design standards for two corridors

Contact Us!



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919.747.4158 | Jmcleod@inspireplacemaking.com

George Kramer, Authorized Representative
407.202.8387 | Gkramer@inspireplacemaking.com

