

Meeting Date: October 7, 2019
Department: Building / Planning Waste Management
Prepared By: Matthew Stephenson, Director
Reviewed By: Greg McClinchey, Chief Administrative Officer
SUBJECT: **Downtown Strathroy Master Plan Update and Community Improvement Master Plan (CIP) Update**

RECOMMENDATION: That contract for the completion of the Downtown Strathroy Master Plan Update and the Community Improvement Master Plan (CIP) update be awarded to RE: PUBLIC urbanism at a cost of \$38,760.00 + HST (\$43,278.00) to be assessed according to Council's direction.

BACKGROUND

In 2006 the Municipality adopted its first Community Improvement Plan, being a Façade Improvement Programme. In 2008, the Municipality adopted a Master Plan which recommended a number of municipally-led initiatives and interventions intended to improve the vitality of Downtown Strathroy. Both the Façade Programme and the Downtown Master Plan have remained virtually unchanged since they were originally drafted. However, the Municipality remains committed to the promotion of its Downtown as an important economic and cultural centre and wishes to update both documents to ensure they continue to incentivize local economic development not only in Downtown Strathroy, but also in the whole of the Municipality.

Specifically, staff have identified a number of opportunities to enhance the effectiveness of these documents, including:

- Review and update the Downtown Master Plan to reflect current development conditions (i.e. recent developments / activities in the Downtown);
- Develop Official Plan policies and Zoning By-law amendments to operationalize the recommendations of the Downtown Master Plan for both public and private development projects;
- Expand the community improvement area to the entire municipality, including both rural and urban areas; and,

- Develop an expanded suite of community improvement incentives (i.e. rural business signage, affordable housing, brownfield redevelopment, etc.) that could be considered for Council approval through the dedication of budget money and other Municipal resources.

With the above in mind, staff developed an RFP. The RFP included the four objectives above as key project deliverables.

Concurrently to the development of this RFP, staff became aware of the interest of the County of Middlesex in providing funding for the development of community improvement plans as well as a CIP template that could be used by any of the County’s lower-tier municipalities. To this end, the County has committed financially \$15,000.00 for the development of a CIP template, as well as \$5,000.00 for the remaining project.

Total project upset limit was set at \$35,000.00 + HST.

The RFP was released on ‘Bids and Tenders’ on August 27, 2019. Bids were required to be received by 2:00 p.m. on Monday September 16, 2019.

The proposals were evaluated based on six criteria:

1. Overall clarity / understanding of the requirements;
2. Outline of services to be provided;
3. Project cost;
4. Knowledge of the planning context;
5. Value added; and
6. Experience with similar projects.

The following three (3) bids were received by the closing date / time.

Bidder	Tender Price including HST	Start Date	Completion Date	Score
Re: Public Urbanism	\$39,278.80	October 2019	April 2020	93
Skelton Brumwell & Associates Inc.	\$34,293.41	October 2019	March 2020	90
Zelinka Priamo Ltd.	\$35,984.85	October 2019	April 2020	93

COMMENTS

Staff had estimated a cost for the project at an upset limit of \$35,000.00 (not including HST). All proposals met the budget.

Given how closely aligned the consultants were in the evaluation process, staff recommend the tender be awarded to Re: Public Urbanism. The principal behind Re: Public Urbanism, Paul Hicks, has had extensive experience on various planning related matters in the Municipality, most recently completing the Urban Design Guidelines for Downtown Strathroy, as well working with consultants and staff during the creation of the original Downtown Master Plan and the Façade Community Improvement Plan. This local experience will allow the consultant to start into the project immediately with little need for background work. Staff are confident in the project management and planning skills of Re: Public Urbanism and look forward to working with them on this endeavor. If Council was to award this contract in keeping with staff's recommendation, the project is anticipated to begin as early as October 8, 2019.

CONSULTATION

The Director of Building and Planning, the Economic Development Officer and the County of Middlesex Director of Economic Development all participated in scoring the RFP's. The majority of the scoring favoured the recommended proponent.

The CAO, the Director of Finance, and the Manager of Building and Planning have also been part of the consultation process associated with this project.

FINANCIAL IMPLICATIONS

As noted above, the total budget for this project is \$35,000.00 + HST. The County of Middlesex will contribute \$20,000.00 towards this project. It is recommended that the remaining \$15,000.00 be paid from the Development Charge Reserve Fund.

ATTACHMENTS

none