

**City of Spruce Grove
315 Jespersen Ave.
Spruce Grove, AB
T7X 3E8**

Request for Proposal #07/17

City Centre Area Redevelopment Plan

**RFP Closing Time:
August 15, 2017
4:00 PM**

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1.0 Invitation to Submit Proposal

The City of Spruce Grove is inviting proposals from qualified consultants to prepare a City Centre Area Redevelopment Plan (ARP). The initiative was recommended in the City Centre Revitalization Discussion Paper completed in June 2014 and was subsequently approved by City Council as part of the 2017-18 Corporate Plan.

It was recognized that City Centre revitalization is a long-term process and will require a consistent vision and support to be successful. This area is the oldest part of Spruce Grove and has experienced, like many other downtowns, a migration of business to the new shopping centres and commercial areas outside the core. The 1997 Downtown Development Action Strategy was an earlier attempt to address these issues but met with limited success due to the lack of business support and its focus on streetscaping.

This ARP is intended to be the start of a more in-depth process to re-energize the City Centre as a gathering place and focal point for the community. The City sponsored a series of Visioning Workshops in September 2016 to receive public input on what residents would like the City Centre to become. The business community has taken ownership of the initiative and wants to partner with the City in bringing about change.

The ARP is intended to provide a conceptual framework and masterplan for the revitalization and redevelopment of the City Centre in Spruce Grove. This will set out a multi-year approach that will address required infrastructure improvements, recommended urban design and form, policy and bylaw changes, and program support. This is intended to achieve greater certainty for investors and businesses in attracting new investment as well as supporting the cultural revitalization of the City centre.

The ARP is a statutory document under the Municipal Government Act and will likely be needed to implement new requirements from the Capital Region Growth Plan including defining density targets within the City Centre boundaries. The plan will also need to address transportation and transit options as part of the redevelopment.

Specific capital initiatives will be identified through this plan. ARPs also allow the City to identify specific redevelopment levies for the area, if needed, to support infrastructure initiatives. Overall, the Area Redevelopment Plan will result in redevelopment and new investment within this established commercial area.

Description:	City Centre Area Redevelopment Plan
RFP Number:	RFP 07-17
Date Issued:	July 5, 2017
Closing Date:	August 15, 2017
Closing Time:	4:00 pm Edmonton time
Public Opening:	No

Please indicate the Request for Proposal Number and description on all correspondence.

This Request for Proposal does not commit the City of Spruce Grove to award a contract or pay any costs incurred in the preparation of a proposal, or attendance at a meeting with the City of Spruce Grove staff.

2.0 Background

The City of Spruce Grove is one of the municipalities making up the Greater Edmonton Metropolitan Region – a vibrant and growing area characterized by a robust, diverse economy and a youthful, affluent population of around 1.25 million people. The median age of the Edmonton Metro Region resident is 36 years and personal per capita incomes are approximately 20% higher than the Canadian average. The Metropolitan Region’s annual GDP of over \$42 billion demonstrates the vigor of the economy.

Location

Spruce Grove is located just 11 kilometers west of Edmonton and situated between the TransCanada Yellowhead Highway and Highway 16A. The City is well connected to major transportation and heavy haul routes including the TransCanada Yellowhead Highway 16, Highway 16A, Highway 60, and Highway 43 which connects to the Mackenzie and Alaska Highways. Edmonton’s ring road, the Anthony Henday Drive, provides fast and convenient travel throughout the Edmonton Metropolitan Region.

The City has convenient access to the Edmonton International Airport via Anthony Henday Drive or alternately via Highway 60, as well as the CN and CP rail intermodal terminals. Just east of Spruce Grove is the Acheson Industrial Area which is one of the largest and fastest growing industrial parks in western Canada. Acheson covers 11,000 acres in Parkland County and is home to over 250 businesses with over 10,000 employees. This is a major employment and business centre for Spruce Grove residents and companies.

Demographics

Spruce Grove is one of Alberta’s fastest growing communities. The 2016 Federal Census placed Spruce Grove’s population at 34,066 people. The City has witnessed sustained and rapid growth in its population, with an average annual growth rate of 5.1% over the previous 5 years and 4.4% over the last 20 years.

The City is also part of a tri-municipal area that consists of the City of Spruce Grove and the adjoining municipalities of Stony Plain and Parkland County. The combined

population is approximately 85,000 people. Spruce Grove serves as the commercial service centre for the tri-municipal area and beyond. There are over 125,000 people within 19 kilometers (12 miles) of downtown Spruce Grove and over 300,000 people within 24 kilometers (15 miles).

Business

There are approximately 1200 resident business licenses in Spruce Grove. The Spruce Grove & District Chamber of Commerce has over 500 member businesses and takes an active role in working with the City to promote economic and business development. The City contracts with the Chamber to provide Visitor Information Services and both parties recognize the importance of maintaining a positive business climate.

The City has an extensive retail and professional office base that has grown dramatically in recent years to over 2.35 million square feet of space. This includes the Century Crossing retail centre (Winners, Michaels, PetSmart, Save-On-Foods), Westland Market Mall (Staples, Shoppers Drug Mart, Value Village, Brown's Social House), Westgrove Plaza (Superstore, Home Depot), Sunrise Town Centre (Walmart, Rona), Tri Leisure Village (Holiday Inn, Border Paving Athletic Centre, TransAlta Tri Leisure Centre) and other commercial properties. The City undertakes a commercial gap analysis very two years to help identify opportunities.

Apart from our proximity to the Acheson Industrial Area, Spruce Grove also has a diverse industrial base that includes agriculture and food processing, oilfield services and manufacturing, heavy construction, transportation, secondary wood products, and modular housing etc. There are 6 industrial parks in Spruce Grove with 227 businesses employing an estimated 2,200 people. As well, NAIT has selected Spruce Grove as the site for their new construction trades campus and acquired 140 acres of industrial land in 2015 to consolidate these trades at one location over time. The first phase, the Melcor Crane and Hoisting Building, opened in September 2016.

City Centre BIA

City Council approved the establishment of the City Centre Business Improvement Area (BIA) in August 2016. This was in response to a petition by businesses in the City centre area to establish a BIA for the purpose of revitalizing the downtown. The process followed the requirements set out in the Municipal Government Act and Regulations. There are approximately 130 businesses registered within the BIA boundaries.

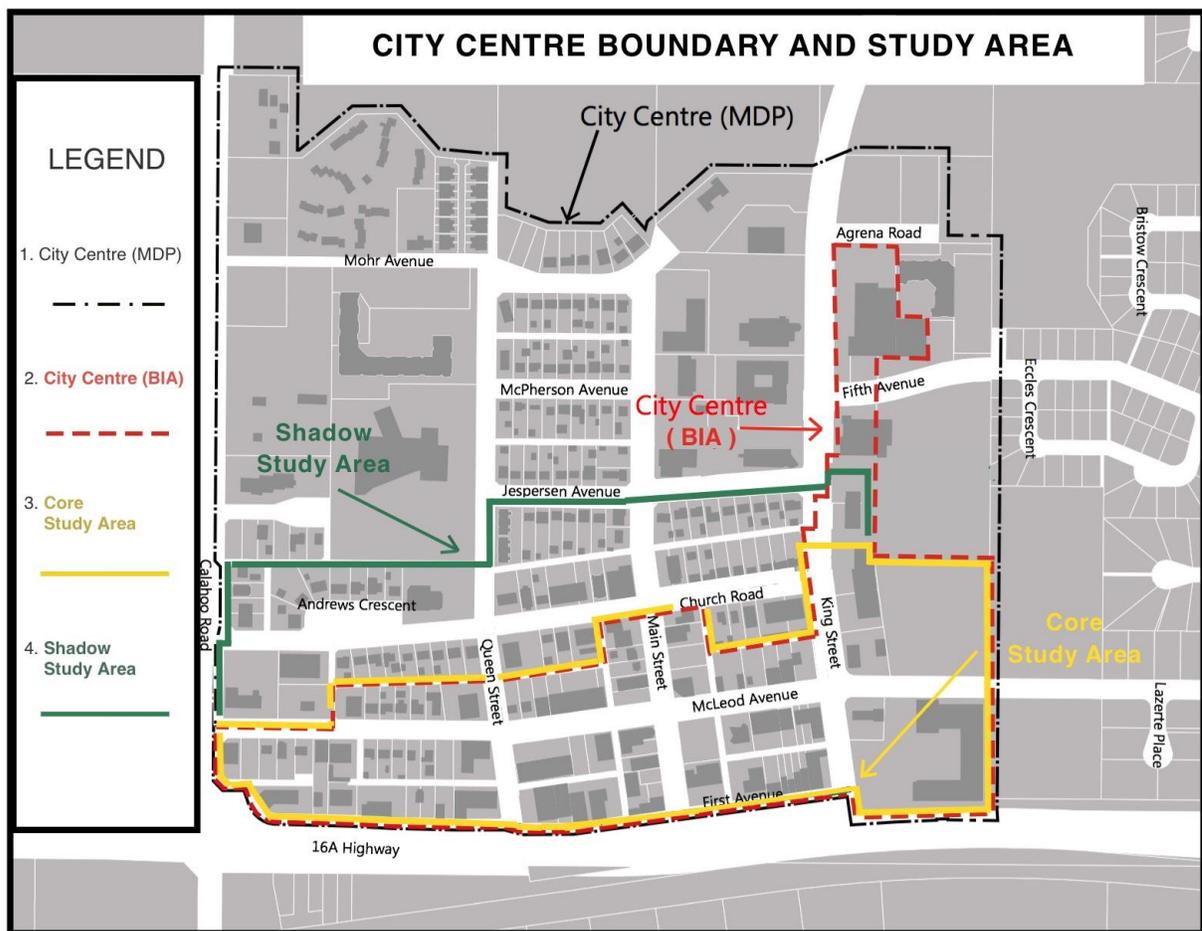
The City Centre is a large area bounded by Calahoo Road to the west, Highway 16A to the south, Broxton School to the east, and an irregular shaped border to the north that runs along Church Avenue and extends down King Street on the Park commercial plaza. Columbus Park is often identified as the main hub of the City Centre. Businesses within

the BIA recognize this park as an underused amenity for staging community gatherings that provide an economic spin-off to the area. They also recognize its capacity limitations due to its outdated design.

The operating entity for the BIA is the City Centre Business Association which has an elected Board of Directors including a City Council representative. The Association also has a part-time Executive Director. The focus of the Association to this point has been to sponsor events such as the Public Markets at Columbus Park and WinterFest to bring residents into the City Centre area. These events have been very successful and demonstrate an appetite to support the City Centre as a major community gathering site.

Boundaries for the ARP

The boundaries for the ARP study area are shown on the map below. The study should follow a two-tiered approach with all the deliverables applying to the Core Study Area and only land use designations and Land Use Bylaw review for the Shadow Study Area. For context, the map also shows the City Centre boundaries for the BIA and the Municipal Development Plan.



Municipal Development Plan (MDP) and LUB

It is expected that the ARP will inform the update to the City's Municipal Development Plan (MDP) in 2018 and subsequent review of the Land Use Bylaw (LUB). Under our existing Bylaw, the general purpose of the C1 District is to create a downtown retail shopping environment with storefronts, pedestrian-oriented development and residential uses above the ground floor. The ARP will make recommendations on specific changes that will be needed to facilitate redevelopment of the City Centre and meet the objectives defined in the MDP.

3.0 Target Audience

The primary audience for the City Centre ARP include City Council and Administration, City Centre Business Association and other business and property-owners in the City Centre, and potential developers, businesses and investors.

4.0 Terms of Reference

The Terms of Reference are split into three main components as follows:

- Municipal Infrastructure Assessment
- Urban Form and Design
- Columbus Park Redesign

The consultant is expected to undertake all three (3) components and provide an integrated final report. If needed, the consultant may partner with other consultants who have more specific expertise in any area.

A more detailed outline of the scope of the project is provided below.

4.1 Infrastructure Assessment

Objective

The objective for this phase of the study is to focus on the key infrastructure including the water distribution network, waste water network, storm water collection network,

street lighting and signals, sidewalks (including pedestrian walkability patterns), bike access and furniture, traffic control and roadways as part of the City Centre Area Redevelopment Plan.

This Master Plan will need to determine the state of the infrastructure and the current level of service provided, while determining required improvements to meet the needs of the community both at our current levels and future growth potential levels. An infrastructure capacity and condition assessment for each service will be provided to define estimated service life (ESL). The Master Plan shall include all existing shallow utilities including power, gas and communications. The successful consultant(s) shall work with the utility providers to determine the capacity and ESL of the existing works and what infrastructure will be required to meet the future demands.

In January 2016, a City Centre Water Network Technical Review was completed for the City Centre area. This report reviewed the existing water distribution system, recommended upgrades for present and future needs and provided an implementation strategy for the infrastructure. This report shall be reviewed and incorporated into the City Centre Revitalization Master Plan. A copy of this report can be obtained on request.

Scope of Services

The following studies shall be conducted for this project:

1. Waste Water Network assessment;
2. Master Drainage Plan for the study area complete with a capacity assessment;
3. Review of the current City Centre Water Distribution Network Study; and
4. Asset Management Plan that considers other infrastructure requirements.

For each area of investigation, the following shall be reported:

- Identify, analyze, and mitigate potential adverse health risk and environment impacts associated with each service;
- Determine and evaluate the current performance, capacity and sustainability to serve future demands and new development;
- Understand options and costs so as to implement improvements needed to meet the province's regulatory standards and sustain the growth and future needs of the community;
- Identify opportunities to reduce costs and risks and to increase the efficiencies and capability of the areas identified within this scope of work and
- Determine progress made, in the context of successive reviews, in accordance with past assessments and recommendations for change or improvement to infrastructure and maintenance; and
- Provide recommendations for replacement schedule and costs, based on condition of the current infrastructure.

4.2 Land Use, Urban Form and Design

Objectives

The principal objectives of this phase of the study are (a) to prepare a draft City Centre Area Redevelopment Plan that meets the requirements set out in Section 635 of the Municipal Government Act and (b) to assess and propose an Urban Design that includes consideration of the future built form, architectural guidelines, streetscape, landscaping and parking. This should encompass the overall look and feel of infill and redevelopment opportunities for the following components - Buildings, Streetscape and Landscape.

Under the Buildings portion of the design work, the consultant must consider the predominate types of buildings in the City Centre that include commercial, residential and institutional. Within that design, the consultant must ensure that a number of elements be reflected in the development or redevelopment of this area. These elements include, but are not limited to, store-front windows, entrances, upper facades, cornices, roofs, awnings, canopies and flanking walls.

The Streetscape components must accommodate the movement of both pedestrian and vehicular traffic. This should be an integrated streetscape design that addresses signage (wayfinding and storefront), lighting, public sidewalks, courtyards and plazas, patios, street furniture and fixtures, transit stop locations, street design and parking. A walkability review and recommendations on mid-block pedestrian passageways to create smaller 'blocks' for pedestrians should be provided. Vehicular access is an important factor as businesses require adequate and convenient parking for their customers. Pedestrian friendly environments are a key factor in ensuring that visitors feel safe and comfortable.

In addition to the two components listed above, the Landscape component enhances the core area with green space design. This can encompass parks, lawns, gardens, and plantings. An exploration of Columbus Park should also be part of this consideration. The inclusion of landscape elements within the design process are to encourage people to seek out spaces to socialize and participate in events held in the City Centre.

Scope of Services

As part of the City Centre Area Redevelopment Plan (ARP), the Consultant will be required to undertake and/or prepare the following items:

1. Determine appropriate land uses within the larger City Centre area recognizing the need for higher densities and connectivity to support revitalization.
2. Review the City of Spruce Grove Land Use Bylaw C-824-12 including land use districting and regulations and make recommendations for possible revisions,

- with regard to building form and design, parking requirements, permitted uses, development standards, signage, etc.
3. Create Architectural Design Guidelines and/or Regulations, in consultation with City Administration, City Centre Business Association (CCBA), and other downtown business and property-owners.
 4. Review the public space realm and make recommendations for streetscape improvements. Identify where the City may strategically wish to invest in improvements to the streetscapes, pedestrian connections, or public spaces. Provide designs and visuals to illustrate the identified improvements.
 5. Assess the impact of parking requirements on infill and redevelopment feasibility as well as providing directions for the street network, laneways and wayfinding. Recommend public parking strategies if additional parking resources are needed including possible locations for public parking lots.
 6. Evaluate incentives, funding programs and changes to existing policies and requirements that could be pursued by the City, City Centre Business Improvement Association (BIA) or another entity to promote (re)development of sites and attract new businesses.
 7. Prepare a City Centre Area Master Plan for public and private realm improvements comprising lands, infill/redevelopment sites, and streetscape and landscape components.
 8. Prepare Strategic Priorities or Action Plans with concept level estimated costs for the recommended public improvements.

The consultant shall organize and conduct a public input session at the start of this phase of the project and then a follow-up public session to obtain feedback on the ARP at the draft report stage. Public participation and notification must meet the requirements of Section 636(1) of the Municipal Government Act.

4.3 Columbus Park/Urban Plaza/Public Square Concept Plan

Objective

The objective for this phase of the City Centre Area Redevelopment Plan is to develop a concept plan which provides a new vision for the existing Columbus Park as a core feature of future redevelopment in the study area. The focus will be on what improvements are needed to create a public square/gathering space that has the flexibility and appeal to host a wide range of events and draw people to the City Centre.

The resulting concept plan may be used to develop a detailed master plan and inform future budget development and the construction of site improvements.

Scope of Services

The Consultant will be required to undertake and/or prepare the following items:

1. Organize and conduct a public input session with City Centre Business Association members, other interested business and property-owners and general public.
2. Conduct an input session with City representatives.
3. Draft at least two (2) concept designs presenting seasonal variations in uses and opportunities representing the design theme, recreational needs and amenities as defined by the input from the public input session as well as the previously held visioning workshops.
4. Present the draft concept plans in two review sessions – one to the CCBA, other interested business/property-owners and the general public, and a second session to City Administration.
5. Revise the concept plans based on input and feedback received from the concept review sessions.
6. Prepare concept level cost estimates.

5.0 Steering Committee

The project will be managed by a Steering Committee consisting of City staff from Economic & Business Development, Planning and Engineering, and representatives from the City Centre Business Association.

The consultant should plan to meet with the Steering Committee a minimum of 5 times over the course of the project. At the conclusion of the project, the consultant should allow for a minimum of 4 public presentations including City Council, City Centre Business Association and other stakeholder groups.

In addition to the stakeholder consultations identified in the Terms of Reference, the consultant will initiate and manage a social media campaign to encourage public engagement and a project website which provides up-to-date information and engagement opportunities for the public.

6.0 Public Consultation

As described in the Terms of Reference (Section 4.0), the consultant will be responsible for designing, managing and undertaking a public engagement and consultation program. This will include the following elements:

- Design, populate and maintain a project website to provide current information, status updates, engagement opportunities, etc. This will report on all 3 Phases of the project.
- Organize and conduct public input sessions at the start of Phases 4.2 (Land Use, Urban Form and Design) and 4.3 (Public Square) and then a follow-up session to obtain feedback at the draft report stage. For the draft ARP, public participation and notification must meet the requirements of Section 636(1) of the Municipal Government Act.
- Provide a social media plan to raise public awareness of the project and encourage engagement.
- Provide a consultation plan for working with the City Centre Business Association and City Departments

The consultant will be responsible for documenting and reporting on information and input received through interviews and public consultation process.

7.0 Deliverables

The project deliverables will consist of the following documents to be provided as 6 hard copies and an electronic file (Word and PDF) including all graphics and photos and should be in a format suitable for printing:

- A draft City Centre Area Redevelopment Plan in a form that could be attached to a bylaw and submitted to City Council for approval.
- Background Report on Infrastructure Assessment including recommendations and servicing details.
- Background Report on Land Use, Urban Form and Design that provides direction and information that informs or otherwise supports the policies and recommendations contained in the ARP.
- Background Report on Columbus Park/Urban Plaza/Public Square Concept Plan that provides potential concept plans and recommendations.

8.0 Budget

The budget for this project is expected to be in the range of \$130,000 to \$140,000 plus expenses and GST. Expenses will require receipts to document the claim. Mileage may be charged without receipts at \$0.53 per kilometer.

9.0 Timeline & Requirements

August 15, 2017	Deadline for Proposal Submissions
September 8, 2017	Contract Award Date
April 30, 2018	Draft ARP Due Date
May 31, 2018	Final ARP Due Date

Interested consultants are asked to submit their proposal either in hard copy or electronically by 4:00 pm Edmonton time on Tuesday, August 15, 2017 to:

Mr. Dave Walker
Manager, Economic & Business Development
City of Spruce Grove
315 Jespersen Avenue
Spruce Grove, AB T7X 3E8
Email: dwalker@sprucegrove.org

The proposal should also include the following information:

1. Experience of the consultant in doing this type of project.
2. Names and qualifications of the people who would be assigned to carry out the study, including time allocation for each person.
3. Workplan and timelines.
4. Proposed budget.
5. References.

More information on this RFP can be obtained by contacting Mr. Dave Walker at dwalker@sprucegrove.org or at (780) 962-7608.

10.0 Source Documents

City Centre Revitalization Discussion Paper (June 2014):

http://www.sprucegrovecitycentre.org/wp-content/uploads/2015/09/City_Centre_Revitalization_Discussion_Paper_FINAL.pdf

Spruce Grove's Economic Development Strategy and Action Plan Update 2017-2025:

http://www.sprucegrove.org/Assets/pdf/plans/ec_dev_strategy.pdf

Public Visioning Workshop results:

http://www.sprucegrovecitycentre.org/wp-content/uploads/2017/01/SGCC-Visioning-Presentation_Summary_122016_v1.pdf

Land Use Bylaw:

http://www.sprucegrove.org/Assets/pdf/bylaws/land_use_bylaw/land_use_bylaw.pdf

Municipal Development Plan:

<http://www.sprucegrove.org/government/development/zoning/mdp.htm>

Area Structure Plans:

<http://www.sprucegrove.org/government/development/zoning/area.htm>

Retail Gap Analysis (Retail & Office Market Analysis)

http://www.sprucegrove.org/business/bus_resources/statistics/retail_gap_analysis.htm

Spruce Grove Profiles – Business, Community, Industrial, Commercial

http://www.sprucegrove.org/business/why/business_profile.htm

Capital Region Board (CRB) – Growth Plan & Economic Roadmap

http://www.sprucegrove.org/business/bus_resources/crb_plan_roadmap.htm

Cultural Master Plan

http://www.sprucegrove.org/government/departments/community_services/cultural_services/cultural_plan.htm

Public Transit Sustainability Plan

http://www.sprucegrove.org/business/commercial/planning/land_plans/tmp/transportation_facilities.htm

11.0 Miscellaneous

- a) **Proposal Expenses:** Any risk, cost and expenses incurred by each Proponent in, or arising from, the preparation of Proposals or any associated presentation, discussions or negotiations, shall be the sole cost and expense of the Proponent. The City shall not under any circumstances be responsible for the payment or reimbursement of the same.
- b) **Conflicts of Interest:** Any material familial, social, financial, commercial or other interest that the Proponent (or any director, shareholder, employee or representative of the Proponent) has with any employee or representative of the City (or any contractor of the City) should be disclosed in your Proposal. Such disclosure will generally not of itself disqualify a Proponent but must be frankly and honestly disclosed so that proper safeguards can be employed to avoid any actual or perceived unfairness or bias.
- c) **Confidentiality:** Any information provided by, or obtained from, the City in connection with this RFP, and the terms of any contract ultimately entered into, is confidential information held for the benefit of the City and shall not be disclosed or released by the Proponent (or used by the Proponent for purposes other than responding to this RFP) without the City's express written consent.
- d) **Freedom to Contract:** The City is not obliged to accept any of the Proposals submitted in response to this RFP and may terminate this RFP process at any time without notice. The City is not obligated to accept the lowest bid.
- e) **FOIPP:** The City is a public body subject to the privacy and disclosure provisions of the Freedom of Information and Protection of Privacy Act (FOIPP) and any information provided by the City to the Proponents or provided by the Proponents to the City may become subject to disclosure upon application of a third party.
- f) **No Legal Rights Created:** Without any limitation to or by the foregoing, nothing in this RFP or in any communications, discussions or negotiations made or entered into pursuant to this RFP or in any further statements or information made or provided by the City or its representatives give to any Proponent any legal rights whatsoever and in particular, no contractual obligation, duty of care, duty to inform or any other obligation is imposed upon the City. Any liability of the City to a Proponent arising out of this RFP or any Proposal hereunder, including any contract negotiations, whether in tort, contract or otherwise, shall be limited to the sum of \$1,000 in the aggregate for any and all causes and claims. In no event, shall the City be liable or otherwise responsible for claims for lost profits or any indirect or consequential losses of any kind.