City of Roseville
Request for Proposals
Gratiot Avenue/Groesbeck Highway Reinvestment Plan

PROJECT PLAN DESCRIPTION

The City of Roseville is seeking a qualified professional planning firm or consultant to facilitate a community planning process that culminates in the development of a Corridor Reinvestment Plan for Gratiot Avenue and Groesbeck Highway. The plan should take into consideration urban design elements, current and future land use and transportation plans, potential economic incentives and marketing. The selected consultant will facilitate the public outreach efforts, develop conceptual elements based on the input received through the public participation efforts, conduct focus meetings with stakeholders, and prepare a subsequent plan based upon the findings.

PROJECT AREAS

Gratiot Avenue, formally known as M-3 is a divided state highway running from 10 Mile Road to 14 mile Road within the City. Groesbeck Highway, formally known as M-97 is an industrial undivided highway running from I-696 to 13 Mile Road. Both corridors are extremely high traffic areas with various industrial, manufacturing, commercial and retail developments with the latter being more prevalent along Gratiot Avenue and the former more along Groesbeck Highway.

SPECIAL CONSIDERATIONS

Within both project areas, special consideration should be given to the importance of existing transportation connections such as both Interstate 94 and 696, as well as rail connections, and nearby air and sea connections. For Groesbeck Highway, the business mix is generally industrial and manufacturing in nature. A strong historical connection to the automotive industry has existed, however changes within that industry have caused a shift in use, as well as increased site vacancies.

On Gratiot Avenue, the general land use has been more aligned towards retail and other commercial uses. Historical anchors along the corridor include Eastgate Shopping Center and the Macomb Mall. The geographical location and historical connection that Gratiot Avenue possesses creates a unique consideration for future planning.

Some Highlights for both corridors include:

- Right-of-way widths: These vary from 210 feet on Gratiot Avenue to 120 feet along Groesbeck Highway.

- Traffic volumes: Traffic volumes vary between 24,800 (southbound) and 21,330 (northbound) ADT on Gratiot Avenue and 50,000 (southbound) and 55,000 (northbound) ADT on Groesbeck Highway.

- Vehicular Speed: Limits range from 40 mph to 45 mph on Gratiot Avenue and 45 mph on Groesbeck Highway.

- Street improvements: Conditions vary widely regarding landscaping, sidewalks, driveways, and parking.

- Current land use: ***Gratiot Avenue*** consists of General Business and Local Business Zoning. ***Groesbeck Highway*** consists of General Industrial, Light Industrial and General Business.

- Block and parcel sizes: Gratiot Avenue Block sizes are very large throughout the corridor, with smaller blocks on the southern end of the corridor. Parcel sizes vary; a substantial number of deep parcels with relatively narrow street frontages that present development challenges. Block sizes along Groesbeck Highway also tend to be very large and generally deep in nature.

- Development patterns: Where small lots predominate, buildings are typically close to the street sidewalk and access driveways are frequent. Where large lots predominate, the placement and orientation of buildings, as well as the placement of parking, driveways, and landscaping varies widely. An active rail line along the Groesbeck Highway study area runs parallel on the western boundary.

- Focal Points- A primary focal point for consideration along Gratiot Avenue is in the area of Gratiot and Utica, commonly known as the Utica junction Area. This area is the original business district location in Roseville. Other areas that garner consideration along Gratiot Avenue, largely based upon historical significance are the Macomb Mall and Eastgate Shopping Center.

- Parking: Generally most parking is on-site private parking; however there are several municipal parking areas adjacent to Gratiot Avenue.

- Landscaping: The median area along Gratiot Avenue is maintained by the City of Roseville. The Roseville Beautification Commission has created several small focal points and planting areas along this route.

- Transportation Improvements (streetscaping, etc): No large-scale transportation improvements have occurred along either corridor. A small streetscape project was undertaken several years ago in the Utica Junction area consisting of sidewalk and lighting improvements. MDOT has plans for major upgrades to Gratiot Avenue to begin in 2014. At this time, no details have been released concerning potential streetscape improvements. The City did however recently approve upgrades and enhancements to several SMART Transportation bus stops and shelters along Gratiot Avenue.

- Other Public Improvements (i.e. parks, artwork, etc): There are no major parks located along either corridor, however the City Hall/Civic Center complex is located south of Common Road with direct access from Gratiot Avenue. In addition, the Recreation Center is located on Sycamore Street, 1 block west of Gratiot Avenue just north of I-696. Along Gratiot Avenue, there are also several local art venues; however no significant permanent artwork is located on the corridor.

Future land use plan

- Parcel-level future land use recommendations: Both corridors contain the possibility for future parcel-level changes based upon occupancy changes. For example, redevelopment of the Macomb Mall parcel would have a significant impact along Gratiot Avenue. The same would be

true of any large-scale single-site redevelopment or multi-parcel redevelopment along Groesbeck Highway. Again, at this time, there are no plans for significant changes, however this is always subject to change, and identification of potential redevelopment sites is a paramount consideration in this plan development.

- Changes in existing patterns: At this time, there is no proposed change in existing patterns of use. Vacancy at any of the signature parcels could however have a significant impact on the community.

Transportation plan

- Connectivity: Recent Complete Streets legislation, as well as regional projects to integrate and expand non-motorized modes of transportation will impact both corridor areas. In addition, the potential development of a regional light-rail system may have a future impact.

- Interaction between modes: Considerations to safety, traffic-calming and other interaction methods should be indicated in this plan.

- Access management: Adherence to access management principles, and proposed MDOT improvements should be indicated in this plan. A Corridor and Access Management Plan for Gratiot Avenue have previously been prepared.

PUBLIC PARTICIPATION AND OUTREACH

Public participation and community outreach will be a key element in this process. The project scope should represent a cross-section of community interests and concerns. Property owners and important stakeholders should be identified and will play a key role in this planning process. Workshops, community meetings, interviews and design charettes will be utilized to gain face-to-face, first-hand feedback. The process should contain the following overall phases:

- Project Orientation, Data gathering and Analysis.
- Community Involvement and Outreach
- Interaction with Roseville Redevelopment Team
- Development of Corridor Vision
- Management Work Team Session
- Strategies and Recommendations
- Presentation to City Council
- Delivery of Final Corridor Reinvestment Plan

Through the phased approach, the process should consider the following elements:

- Defining the Issues and Vision, this includes land use and site reconnaissance, inventory and analysis, defining of goals and objectives and creating a project vision.
- Exploring Concepts and Thematic Alternatives, which includes translating the goals and objectives into broad conceptual plans and combining those concepts into a preferred theme and concept plan.

- Preparing a Concept Plan which includes comparisons to national and regional trends and case studies, identification of potential funding and redevelopment tax incentive programs, considerations to use of current zoning and economic development trends and techniques (i.e. economic gardening, overlay zones, etc).
- Consideration to the use of outreach activities that include a variety of stakeholders including property and business owners, residents, and the general population of the City.

PROJECT IMPLEMENTATION

The Proposed Project will develop two separate outcomes, specific to each geographic corridor area and include the following implementation items:

- A community participation process that includes meetings, workshops, interviews and public outreach materials. City staff will assist the selected consultant in the development and utilization of these public participation elements. To ensure these elements are conducted in an efficient and timely manner, team meetings will be conducted at the outset of the project to refine the schedule, assign responsibilities, and ensure accountability is built into the process.

- Public Participation Conceptual Elements developed by the selected consultant. These are various elements to be presented to the community to measure the receptivity to the proposed plan under consideration. These conceptual elements will be modified as necessary, based on feedback from the stakeholders. In addition, data will be gathered and presented as needed to supplement the conceptual elements. As with item above, the schedule will be refined during the initial meetings with the selected consultant.

- A final recommendation will be developed by the selected consultant with input from City staff at the conclusion of the public participation process. This plan will be presented to the Planning Commission and City Council. The timing for this final report will be determined (preliminarily) at the meetings with the selected consultant at the outset of the project, and may be adjusted during the course of the project. The process will increase the residents' knowledge of the issues that are present along the Gratiot Avenue and Groesbeck Highway Corridors and provide a vehicle for eliciting public input for solutions to these issues. Ultimately, the project will gain public support and make it more likely that implementation of the Plan elements will occur.

The Proposal response should display clearly and accurately the capabilities, knowledge, experience, and capacity of the Respondent to meet the requirements of the project and the RFP. Respondents are encouraged to utilize methods they consider appropriate in communicating the required information. At a minimum, this will include submission of the information requested below:

- Firm Description
- Relevant Experience
- Resumes of Project Team
- Approach to Completing Scope of Services
- Fee Schedule

- References (Minimum of three references within the last five years)
- Consultant and Professional Services Agreement/Insurance

CONDITIONS OF REQUEST AND REQUIREMENTS
The following conditions apply to this RFP:

1. The City of Roseville (City) reserves the right to withdraw this solicitation of a proposal at any time without prior notice. Further, the City makes no representations that any agreement will be awarded to any firm submitting a proposal.

2. The City reserves the right to reject any and all proposals submitted in response to this request and to reject any sub-consultant or individual working on a consulting team.

3. Any changes to the proposal requirements will be made by addendum.

4. In any event, the City shall not be liable for any pre-contractual expenses incurred by any proposal or Consultant. This shall include pre-contractual expenses such as preparing the Proposal, submitting the Proposal to the City, negotiating with the City on any matter related to the Proposal or other expenses incurred prior to the date of award for any agreement related to the services herein described.

5. No prior, current or post award verbal agreement(s) with any officer, agent or employees of the City shall affect or modify any terms or modifications of this RFP or any contract or option resulting from this process.

6. The City reserves the right to waive any minor irregularities, informalities or oversights at its sole discretion. The term “minor” as used herein means any proposer or City irregularities or oversights that does not materially affect or alter the intent and purpose of this RFP, and is not in violation of any State of Michigan or Federal Government rules, laws and regulations that may apply to this procurement.

A. DISTRIBUTION AND OUTREACH
This RFP is being distributed to a list of consultants who have expertise in related areas.

B. SELECTION TEAM
The City will rate prospective consultants (firms) for this work using only objective criteria based upon the information obtained from the Proposals.

The City Redevelopment Team shall be assigned to screen proposals. The City may invite firms for interviews. The proposed project manager and personnel will be requested to represent the firm at the interviews.

C. SELECTION CRITERIA

The screening panel evaluation will consist of a matrix of requirements, qualifications and experience. The following criteria will be used in evaluating the submittals received in response to this RFP:

- Background and experience of firm and personnel
- Past performance and service on similar assignments/projects
- Firm's quality assurance and control procedures
- Proposed approach to the Scope of Work and technical qualifications (staff who will actually work on the projects)

D. SELECTION PROCEDURE

Consideration of a prospective consultant's (firm's) proposal will be made only if the prospective consultant meets all the minimum requirements of this RFP. The City reserves the right to adjust, increase, limit, suspend or rescind the rating based on subsequently learned information. The City reserves the right to award a contract to the firm (or firms) that present the best qualifications and which will best accomplish the desired results for the City.

Any consultant (firm) deemed not qualified, or consultants (firms) who's rating changes sufficiently to disqualify them, will be notified in writing. No consultant shall have the right to an appeal based upon an incomplete or late submission of the proposal.

Request for Supplemental Information: The City reserves the right to require, from any or all consultants (firms), supplemental information that clarifies submitted materials.

Questions: All questions regarding this solicitation should be directed to the City representative listed in this RFP. Do not attempt to contact other City staff members regarding your submittal or any related proposal submittal.

Incomplete Proposals: Incomplete and/or unsigned submissions will not be considered. However, if a submission is incomplete, and if it appears that the omission can be corrected promptly, the affected firm may be contacted and offered the opportunity to complete the proposal and provide the required information within a prescribed period of time, which will not be extended. If a firm does not respond within the time stated, the Proposal will not be considered.

Rejection of Submitted RFP: Proposals that are not current, accurate, and/or completed accurately in accordance with the prescribed format shall be considered non-responsive and eliminated from further consideration.

Selection Process Termination: The City reserves the right to terminate the selection process, at any time, without making an award to any or all consultants.

Disqualification: Factors such as, but not limited to, any of the following may be considered just cause to disqualify a proposal without further consideration:

- Any attempt to improperly influence any member of the selection staff;

- Existence of any lawsuit, unresolved contractual claim or dispute between consultant and the City;

- Evidence of consultant's inability to successfully complete the responsibilities and obligations of the proposal; and

- Consultant's default under any agreement, which results in termination of the agreement.

Undue Influence: All firms submitting proposals declare and warrant, on a separate attachment, that no undue influence or pressure is used against or in concert with any officer or employee of the City of Roseville in connection with the award or terms of Agreement that will be executed as a result of award of this contract, including any method of coercion, confidential financial arrangement, or financial inducement. No officer or employee of the City of Roseville will receive compensation, directly or indirectly, from the consultant, or from any officer, employee or agent of the consultant, in connection with the award of the Agreement or any work to be conducted as a result of the Agreement.

ITEMS TO BE INCLUDED WITH PROPOSAL SUBMISSION

A. Scope of Work/Service
B. Project Schedule/Timeframe
C. Fee Estimate
D. Sample Agreement/Contract for Services

SUBMISSION INFORMATION

All Requests for Proposal (RFP) submissions should be submitted by no later than 4:00 P.M. on Friday November 30, 2012 in the following manner:

- Contain five (5) copies of the proposal
- Be clearly Marked "Request for Proposal: Gratiot Avenue/Groesbeck Highway Reinvestment Plan"
- Include the Proposed Fee Schedule as a separate attachment
- Submissions shall be received through U.S. Postal Service or similar courier (i.e. FedEx, UPS, etc)
- Submissions shall include one (1) electronic copy, contained on CD or USB drive

Copies of support documents useful in the completion of this RFP which are not available at the City of Roseville website may be obtained directly from the City of Roseville upon your request. These items may include copies of the current Zoning

Ordinance, Zoning and Land use maps, Comprehensive Master Plan and other similar documents.

Specific questions concerning this request should be directed to Scott Adkins, City Manager, City of Roseville, 586-445-5410 or via email: sadkins@roseville-mi.gov

Proposal submissions should be sent to:

City of Roseville
Gratiot Avenue/Groesbeck Highway Reinvestment Plan
Attn: City Manager Scott A. Adkins
29777 Gratiot Avenue, P.O. Box 290
Roseville, Michigan 48066