



City of Rochester Hills
AGENDA SUMMARY
FINANCIAL ITEMS

1000 Rochester Hills Dr.
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Legislative File No: 2016-0015

TO: Mayor and City Council Members
FROM: Ed Anzek, Director of Planning and Development
DATE: January 25, 2016
SUBJECT: Auburn Road Corridor Study

REQUEST:

City Council is requested to authorize a project budget for the Auburn Road Corridor Study to LSL Planning, A SAFEbuilt LLC Company, Royal Oak, Michigan in the amount not-to-exceed \$75,000.00.

REASON FOR PURCHASE:

An Olde Town Redevelopment Study has been identified and included in the City's Capital Improvement Plan for several years. The funds (\$75,000) were placed and approved in the 2015 Budget. Staff has been working with the Planning Commission by holding discussions and citing examples of what other cities are doing to promote effective redevelopment efforts. The belief that several of the city's commercial nodes have grown "tired and nearing obsolescence" and in need of some incentives to encourage redevelopment was in order.

Much of the discussion focused on the "tools" first made available in the Zoning Ordinance re-write of 2009. Those tools included the Flexible-Business overlays that permit mixed-use development and were based on the use of Form Based Codes. Form Based Codes are a newer approach to controlling development by emphasizing design, shape, place-making, walkability, and structure placement and less emphasis on use. The traditional zoning emphasizes use and less on design and shape.

The Planning Commission identified several sites in the city to be considered for the redevelopment/market study but preferred the Olde Town area on Auburn Road (Culbertson to Dequindre). To gain additional work on areas as part of this study it was expanded to include the other commercial nodes along the entire Auburn Rd Corridor. Hence the new title Auburn Road Corridor Study from Olde Town Redevelopment Study. Redevelop concepts will be prepared for Olde Town and the other commercial nodes as well. However, the bulk of the effort in the study is directed to the Olde Town area where extensive market analysis as to both what is available and what markets can be created will be done.

An oversight committee will be established to provide guidance and review the progress as this Study goes forward. The Committee will be comprised of business owners, land owners, residents that live near Olde Town, PC member(s), Council member(s), and staff.

Request for Proposals were solicited and 5 proposal responses were received. An evaluation team consisting of Greg Hooper (then Council President and Planning Commission rep.), William Boswell (Planning Commission Chair), Ed Anzek, Sara Roediger, Pamela Valentik, and Paul Davis reviewed and evaluated the proposals. Three firms were shortlisted and intensive interviews were conducted. LSL Planning was selected as the best qualified firm based on their project approach, market analysis

strength, proposed team, and experience and qualifications, and as providing the best overall value to the City. Staff negotiated the final contract and anticipates beginning work on this project immediately once Council authorization is received.

PROCESS:

Vendor Name and Address:

LSL Planning, a SAFEbuilt LLC Company
 306 S. Washington
 Suite 450
 Royal Oak, MI 48067

Reason for Selection:

Best Value

Method of Purchase:

Blanket Purchase Order/Contract

BUDGET:

Funding for this project was included as part of the FY 2015 Adopted Budget in the amount of \$75,000. No expenditures for this project were incurred in FY 2015.

This project has been identified to be included as part of the FY 2016 1st Quarter Budget Amendment to “carryover” the \$75,000 in funding from the FY 2015 Budget over into the FY 2016 Budget.

The FY 2016 1st Quarter Budget Amendment is anticipated to be brought before City Council at the February 22, 2016 meeting.

Fund Name	Department Account No	Account No. Description	2016 Budget Amount	2016 Cost	2016 Remaining Budget
General Fund	401.801000	Professional Services	\$0	\$75,000	(\$75,000)

RECOMMENDATION:

It is recommended that the Rochester Hills City Council authorize a project budget for the Auburn Road Corridor Study to LSL Planning, a SAFEbuilt LLC Company, Royal Oak, Michigan in the amount not-to-exceed \$75,000.00 and further authorizes the Mayor to execute a contract on behalf of the City.

APPROVALS:	SIGNATURE	DATE
Department Review		
Department Director		
Budget Content: Finance Director		
Purchasing Process: Supervisor of Procurement		
Mayor		
Deputy Clerk		