

COUNCIL
INTEGRATED SERVICES

APPROVALS	
GENERAL MANAGER	
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CITY MANAGER	

REPORT P&B-2014-16
MARCH 18, 2014

**SUBJECT: AWARDING CONTRACT FOR CONSULTING SERVICES
FOR PREPARATION OF A NEW COMPREHENSIVE
ZONING BY-LAW FOR THE CITY OF WELLAND**

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**APPROVING ROSE DI FELICE, M.Pl., M.Sc., MCIP, R.P.P.
MANAGER: PLANNING MANAGER**

**APPROVING G.M.: JANETTE LOVEYS SMITH, B.A., M.A.
GENERAL MANAGER, INTEGRATED SERVICES**

RECOMMENDATIONS:

THAT THE COUNCIL OF THE CITY OF WELLAND retains GSP Group Incorporated, at a cost of \$74,930.00, excluding HST in order to prepare a new Comprehensive Zoning By-law for the City of Welland; and further

THAT Welland City Council authorizes Staff to prepare the necessary documents.

ORIGIN AND BACKGROUND:

The City of Welland adopted a New Official Plan which has been approved by the Region of Niagara, with modifications and deferrals on October 21, 2011. This New Official Plan implements current Provincial Legislation (Provincial Policy Statement, Planning Act, Places to Grow: The Growth Plan for the Greater Golden Horseshoe), Region of Niagara Policy Plan and Niagara Peninsula Conservation Authority Regulations. This New Official Plan addresses the pressures and opportunities facing the City and is reflective of the extensive community consultation which took place in 2009 and 2010.

The City of Welland currently has two Zoning By-laws in effect; Zoning By-law 1538 was originally approved by the Township of Crowland on May 6, 1958 and amended numerous times. Zoning By-law 2667 was approved by the City of Welland on October 21, 1958 and was also amended numerous times since.

Staff are proposing to develop a new comprehensive Zoning By-law with the goal of creating a single and progressive regulatory document which appropriately implements Provincial, Regional and Local policies. Staff will ensure the new Zoning By-law is a more simplified document which will be easier to read and understood by the general public and implemented more efficiently by all Staff.

Under Section 26 (9) of the Planning Act, as amended, a municipality must no later than three years after updating an Official Plan amend all Zoning By-laws that are in effect in the municipality to ensure that they conform with the Official Plan. There is a need to begin the process of creating a new Comprehensive Zoning By-law for the City in 2014.

In November 2013, Staff prepared a Request for Proposal (RFP) for the preparation of New Comprehensive Zoning By-law (New ZB) for the entire City. On November 14, 2013, a newspaper ad was placed in the Civic Corner of the Welland Tribune. Concurrently, an ad was placed on the City's website vis-à-vis a web-based bid registration process placed on the Biddingo website at www.biddingo.com. In addition, Staff sent a targeted email advertising the RFP to approximately fifty-five (55) Urban Planning Consulting Firms.

Eight (8) firms submitted proposals by the deadline of 2:15 p.m. local time on Monday December 9, 2013. The following consultants provided proposals by the closing date for this project:

Company Name	Address
GSP Group Inc.	29 Rebecca Street, Suite 200, Hamilton
Macaulay Shiomi Howson Ltd.	600 Annette Street, Toronto
Meridian Planning Consultants Inc.	8888 Keele Street, Unit 6, Vaughan
MHBC Planning Ltd.	113 Collier Street, Barrie
R.E. Millward & Associates	10 Price Street, Suite 200, Toronto
Sorensen Gravely Lowes Planning Associates Inc.	1547 Bloor Street West, Toronto
The Jones Consulting Group Ltd.	229 Mapleview Drive, Unit 1, Barrie
Tunnock Consulting Ltd.	247 Hearst Street, North Bay

The submissions included Technical and Financials Proposals and any other relevant documents the proponent deemed appropriate.

An Evaluation Team composed of five (5) Staff members was formed to evaluate the responses to the RFP in accordance with the predetermined evaluation criteria.

Subsequently, the respective submissions were analyzed and scored based on the following evaluation criteria:

Evaluation Criteria	Weight
Qualifications and Experience - Demonstrated Experience of Firm - Demonstrated Experience of Personnel - Project Management Requirements - References	25%
Proposed Project Leader and Team Exhibiting Multi-disciplinary Expertise	15%
Project Deliverables - Demonstrated Understanding of Scope of Work - Quality & Completeness of Approach / Methodology - Workplan and Schedule - Innovation and Creativity	25%
Demonstrated Knowledge and Understanding of Welland/Niagara Area and Official Plans	25%
Price Submission and Financial Considerations	10%
Total	100%

COMMENTS AND ANALYSIS:

The RFP required responses be provided in two (2) separate envelopes:

Envelope 1 contained the Technical Proposal

Envelope 2 contained the Financial Proposal

On December 9, 2013, the eight (8) submitted proposals were opened and checked to ensure compliance with the submission requirements in the RFP.

The technical evaluation was scored on the following:

- Qualifications and Experience;
- Proposed Project Leader & Team;
- Project Deliverables; and
- Demonstrated Knowledge & Understanding of Welland/Niagara Area & Official Plans.

Upon completion of the scoring, the Evaluation Committee identified the top scored three (3) proponents for shortlist consideration.

Proponent	Rank
GSP Group Inc.	1
Sorenson Gravely Lowes Planning Associates Inc.	2
Meridian Planning Consultants Inc.	3

Reference checks were completed by members of the Evaluation Committee prior to shortlisted vendor presentations. All references were recorded as positive with no concerns.

On February 7, 2014, interviews were conducted with the three (3) shortlisted proponents. The goal of these interviews was to further verify the claims and statements made within their submissions was accurate. This was also an opportunity for the proponents to demonstrate their knowledge and capability.

In the interest of transparency, all Financial Proposals remained sealed until interviews had been completed. At the conclusion of the interviews, Envelope 2 which contained the Financial Proposals was opened by the Evaluation Committee.

The following table identifies the total score achieved by each proponent broken down by technical and financial scores.

SCORES ACHIEVED BY COMPONENT			
PROPONENT	TECHNICAL SCORE (90%)	FINANCIAL SCORE (10%)	TOTAL SCORE
GSP Group Inc.	70.7	9.31 (\$74,930.00)	80.01
Sorenson Gravely Lowes Planning Associates Inc.	67.425	10.0 (\$69,767.00)	77.43
Meridian Planning Consultants Inc.	64.825	8.05 (\$86,718.76)	72.87

In preparing the evaluation criteria, Staff identified that it was critical to select a competent and well experienced firm who was capable of preparing a thorough New Comprehensive Zoning By-law.

GSP Group Inc. is a highly creative consulting firm with a team of experts who plan and design livable and sustainable communities. They are comprised of a team of Planners, Urban Designers, Landscape Architects and Design Technologists.

Staff recommends that GSP Group Inc. be awarded the contract for consulting services required for the preparation of a new Comprehensive Zoning By-law for the City

FINANCIAL CONSIDERATION:

The cost for completion of the new Comprehensive Zoning By-law is within the allocated planning consulting budget as identified in the Integrated Services 2014 Enterprise budget.

OTHER DEPARTMENT IMPLICATIONS:

Planning and Building Services Staff will be engaging relevant City Staff throughout the process of developing a new Comprehensive Zoning By-law.

By-Law Enforcement and other Staff in Infrastructure Services will be involved in the internal consultation process to ensure all the issues are addressed.

Legal Services will be involved in providing any advice or guidance if necessary.

STRATEGIC PRIORITY:

This initiative is consistent with the spirit and general intent of the following areas of the City of Welland Strategic Plan 2011-2016;

Strategic Priority	Achieved By
Sustainable Community: • Continue long-term planning (5 – 10 years) • Plan and manage using best practices • Promote environmental sustainability through stewardship • Maintain and grow residential assessment and employment base	The New ZB will assist in implementing objectives and policies of the Official Plan and Community Improvement Plans. The review process will include background review and proposed implementation of best practices in Zoning By-law regulation. Staff will ensure the New ZB implements Official Plan policies related to environmental sustainability. The New ZB will provide more streamlined regulations which will aim to reduce the number of minor variances and zoning by-law amendments for new development.
Prosperous & Progressive Community: • Support business retention and expand/support small business enterprise development • Increase density	The New ZB will provide more streamlined regulations which will aim to reduce the number of minor variances and zoning by-law amendments for new development. The New ZB will examine the use of minimum and maximum densities to ensure that land is developed a densities for which they were planned for in the Official Plan.
Healthy Community: • Build on the initiative to become a model city for creating an Age Friendly Community	The review process will include background review and proposed implementation of best practices in Zoning By-law regulation as it relates to creating Age Friendly Community.
Accessible Community: • Improve ease of access to information and programs	The development a New ZB will improve electronic access to Zoning By-law information.
Connected Through Communication: • Develop creative ways to reach out to residents	Public and Stakeholder involvement is key to the success of the project. The development of the New ZB will include enhanced methods and tools for engaging City of Welland residents and stakeholders.

SUMMARY AND CONCLUSION:

The City of Welland currently has two Zoning By-laws in effect; Zoning By-law 1538 was originally approved by the Township of Crowland on May 6, 1958 and amended numerous times. Zoning By-law 2667 was approved by the City of Welland on October 21, 1958 and was also amended numerous times since.

Under Section 26 (9) of the Planning Act, as amended, a municipality must no later than three years after updating an Official Plan amend all Zoning By-laws that are in effect in the municipality to ensure that they conform with the Official Plan. There is a need to begin the process of creating a New Comprehensive Zoning By-law for the City in 2014.

The Evaluation Committee conducted an extensive RFP process which incorporated due diligence and scrutiny at every step. The Evaluation Committee recommends the GSP Group Inc. as the successful firm to undertake the New Comprehensive Zoning By-law for the City of Welland. GSP received the highest score for their Technical Proposal and is within the allocated budget.

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ATTACHMENTS:

None.