



Request for Proposals Professional Services

City of Canal Winchester, Ohio Comprehensive Plan

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SECTION I
BACKGROUND

The City of Canal Winchester is requesting proposals from qualified firms with experience in community visioning, urban design, land use and environmental planning, economic analysis, and citizen involvement/participation to create the City's Comprehensive Plan. Interested consultants shall submit documentation substantiating their qualifications to perform the services required. The scope of the project is to create a Comprehensive Plan based on a shared, community-based vision discovered from significant public participation.

THE CITY

The City of Canal Winchester, Ohio is located in Franklin and Fairfield County and is bounded by the City of Columbus, City of Pickerington, City of Groveport, the Village of Lithopolis, and three townships. The City is approximately 7.5 square miles in size and has 9,130 residents according to the 2020 Census. The City is bisected to the north by US 33, a four lane divided highway, with two interchanges (at SR 674 Gender Road and Hill/Diley Road), and State Route 674 (Gender Road) which is the major commercial corridor through the City.

Canal Winchester is a historic community that was founded in 1828. There is a historic downtown core, locally known as Old Town, that contains many properties listed on the National Register of Historic Places, and two designated historic districts the North High Street Historic District and the Columbus Street Historic District. The City protects these areas through locally adopted preservation guidelines and a review board. The City has focused efforts on preserving this historic core and encouraging new development in the area with the adoption of the Old Town Plan in 2017. The Old Town area is a hub of local restaurants and locally owned retail and service providers.

The City has rapidly grown with residential development over the last 30 years and has consistently been one of the fastest growing suburban communities in Central Ohio. In 2017 the city was the fastest growing community in the State of Ohio by percentage. Most of this growth has come through the development of large, planned, single-family residential districts that have been building out over the last 20 years and are now nearly complete. The city is beginning to see interest in new residential development areas and recently adopted residential appearance standards to guide the form, materials, and appearance of new single-family residential development in the community.

The City has a large commercial/industrial base, with nearly 70% of local revenues generated by income tax of individuals who work in Canal Winchester, but likely live outside of the corporate limits. Only 6% of Canal Winchester residents both live and work in the city, but this may be changing due to many now working from home. The retail sector is mostly located along Gender Road (State Route 674) and consists of Winchester Square and Waterloo Crossing Shopping Centers. There is also a developing retail corridor on the east side of Diley Road. The city has

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nearly 1,500,00 square feet of commercial space with less than a 2% vacancy.

The City has experienced rapid industrial growth over the last 25 years with three industrial parks and nearly 3,650,000 square feet of industrial space with a 2.25% vacancy. The largest employers in the community are involved in automotive parts production, but e-commerce fulfillment has become a large industry in the city in recent years. An additional 800,000 square feet of space is planned and nearly 2,500,000 square feet has recently been proposed.

The majority of the land within the borders of the corporate limits is now developed and landowners and developers are now seeking annexation and growth in areas adjacent to the City. This growth is creating the need for a comprehensive plan to address the existing corporate limits of the city and the surrounding unincorporated areas. There are competing interests in the city in regards to growth which sets the need to focus on a vision which will define the community's values and translate these values to direct future growth and redevelopment.

EXISTING PLANS

Canal Winchester's most recent Comprehensive Plan was an update adopted July 1, 1999 and the City attempted to update the plan in 2007, but the update was never adopted. Due to the age of previous plans the city desires to create a new plan rather than attempt to update existing documents.

Other recently completed plans that should be referenced and included in the planning process are the following:

- Canal Winchester Old Town Plan – January 2017
- Canal Winchester Parks Master Plan – May 2018
- Canal Winchester Thoroughfare Plan – December 2021
- Canal Winchester Areawide Utility Master Plan – January 2022 (DRAFT)
- Canal Winchester Capital Improvements Plan – December 2021

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SECTION II
SCOPE OF SERVICES

OVERVIEW

The Request for Proposal seeks to establish a partnership with a qualified consultant or consultant team to produce the City's Comprehensive Plan. The Plan should determine a vision for the community based on core values that are determined through the planning process. The plan shall address the desired balance of land uses, their location, design character and density as applied to undeveloped and potential re-development areas, and the interconnection among land uses, the built environment, the socioeconomic environment and the natural environment.

The following describes the suggested minimum components that should be included in the scope of work. The Steering Committee will finalize the scope with the selected consultant prior to contract authorization. The City is open to suggestions other than those listed in this proposal, which consultants believe would be of value to producing the best Comprehensive Plan for the City of Canal Winchester.

The consultant shall initiate the overall study, analyze existing conditions, conduct a visioning process where the community's core values are determined, identify needs and opportunities, and prepare implementation strategies for the City of Canal Winchester. The consultant is expected to analyze existing conditions in order to promulgate the various components of the Comprehensive Plan. The results of the visioning process should determine core values that translate to planning principles which the remainder of the plan is based upon. The analysis must determine emerging trends and the suitability of existing land use regulations, public/private facilities, and services to meet the growing and changing needs of the community. It is expected that the Plan's outlook will be ten years.

The Plan shall outline development and/or redevelopment strategies that consider preferred future land use patterns and the infrastructure improvements required to support such land use patterns. Economic, social, and environmental impacts should be addressed as well. Determining an economic development strategy to accomplish the goals set in the plan will be an important component of the plan to ensure that the community's desires for development are realistic and implementable in the market. The implementation strategies shall identify projects that should be pursued to implement the goals of the Plan. Additionally, the proposal shall contain a schedule of anticipated tasks and responsible parties.

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PLAN ELEMENTS

Citizen Participation

The City considers citizen input essential. The Comprehensive Plan process shall be structured to maximize citizen involvement and participation. Participation of citizens, developers, land owners, business owners, appointed and elected officials, and other stakeholders throughout the community is paramount to success of the Comprehensive Plan. The City also wants a strategy that includes all populations, including typically unrepresented populations, for citizen input. The consultant will be responsible for designing a public participation strategy, however the strategy shall include at a minimum a statistically valid survey to ensure broad participation. The consultant shall propose a process that is both creative and interactive for soliciting input from a diverse participant pool with the goal of channeling this input into realistic alternatives for consideration by the public, the Planning Commission, and City Council. The goal of citizen participation is to yield conclusions on public opinion regarding future policies on issues such as land use patterns, transportation, economic development, housing, parks, community facilities and environmental issues.

Demographics and Socioeconomics

The Plan should reflect current and projected demographic and socioeconomic trends and their implications on land use patterns and public services planning. The consultant should endeavor to obtain current and accurate demographic and socioeconomic data upon which policy recommendations will be based. Additionally, the plan shall address equity and inclusion as relates to future plans for the community. Community well-being shall be incorporated into all aspects of the plan, how will recommendations enhance the well-being of our community?

Existing Land Use

The Plan shall incorporate a visual and narrative depiction of all land uses and development within the City. This should also benchmark land use in our community to other communities of comparable size and locations. This step should also include land use in surrounding communities that influence and impact the City of Canal Winchester.

Future Land Use

The Plan should include a proposed land use map as well as policies and recommendations pertaining to future land use. The Comprehensive Plan should prepare a land use capacity analysis that will help direct growth and redevelopment within the City to achieve desired outcomes. This portion of the plan shall address land use within the current corporate limits of Canal Winchester but also within our defined future utility service areas. Focus areas shall be defined with detailed capacity analysis for desired developments within these focus areas. The City anticipates no more than three focus areas for detailed planning efforts.

Community Character and Urban Design

The Plan shall set out policies that address place making, community gateways, community image, integration of major roadway corridors, and the preservation of community attributes. This element shall be a tool to direct the continuing use or further development of existing design

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standards or landscape standards and guidelines, and to further direct both public and private investments that further the community vision and enhance the core values. Recommendations should be made to brand the city and enhance the unique character of place in the community.

Housing and Neighborhood

The housing element provides an opportunity to set policy direction relative to the range of housing products offered in Canal Winchester and to address housing models that are not currently in the market. The City would like to understand the current pipeline of housing planned within the community, the types and density of housing that could be accommodated through future land use planning, and the current market demand for various housing types. This will allow the community to understand the needs for specific housing types and to incorporate plans to accommodate desired housing in the City.

Transportation

The Plan should evaluate the City's existing transportation system (vehicles, pedestrian, bikes, public, etc.) independently and integrally as part of the regional and state-wide system. This aspect of the plan is intended to build upon the recently completed Canal Winchester Thoroughfare Plan and to ensure that the city's transportation plans are coordinated with the comprehensive plan and vision for the future of the community. The impacts of land use decisions on the city's transportation infrastructure shall be an important component of the plan.

Economic Development

The Plan shall address a range of policies that preserve and strengthen business and commerce in the City. At a minimum the plan should be based upon a full real estate market assessment of the community's trade area that evaluates current inventory of commercial, office, industrial, and residential land uses and the future demand for these land uses based on market conditions. Recommendations should be made to evaluate target industries for the community, and policy changes or infrastructure investments necessary to attract those target industries. Significant engagement of local business owners, the Chamber of Commerce, regional economic development and real estate professionals, and local land owners will be necessary to inform this portion of the plan. The plan should also include the fiscal impacts of land use, and use this information to help inform future land use decisions. The impacts of Covid as they relate to economic development, real estate market demands, work from home changes, and tax implications should also be included. This portion of the plan should address economic development resiliency and diversification.

Parks, Natural Resources, Cultural Resources and Sustainability

The Plan shall integrate existing parks and open spaces, trail connectivity, park accessibility and evaluate natural areas and open spaces in the community. The City completed a parks master plan and the recommendations of that plan should be incorporated to the overall comprehensive plan. Open space and natural areas should be taken into consideration and policy recommendations should be considered which enhance, preserve, and protect these areas while improving access and interaction with them should be considered. The City of Canal Winchester has many regional Metro Parks in close proximity and the plans should consider these areas as part of this plan. Cultural resources should also be evaluated. The city has many historic places and structures that should be preserved, and unique

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places. The plan should identify policies and make recommendations to promote and enhance these resources and build on the recommendations of the adopted Old Town Plan. Lastly the plan should provide best practices and recommendations for becoming a more sustainable community in all aspects of the plan.

Public Utilities and Services

The Plan shall address a wide range of governmental services including infrastructure. Goals should address maintaining the high standards of public services in the City. The plan should consider the recently completed Area Wide Utility Plan and how this plan and utility capacities can help direct desired land use and economic development related goals. This portion of the plan shall also consider the City's capital improvements plan and make recommendations on future required capital improvements to achieve desired outcomes of the plan.

DELIVERABLES

- Limit the total length of the Comprehensive Plan to 100 pages (excluding appendices).
- The Comprehensive Plan format shall consist of both text in an 8 1/2" by 11" (vertically oriented) three ring binder format. Maps shall be produced in ArcGIS format of 36" by 60", with the capability of being legibly reduced to 11" by 17" for inclusion into the binder. The consultant shall deliver the draft and final documents in both hard copy and electronic formats to allow for reproduction, revision and direct web posting.
- Prepare Key Plan Element drafts for citizens and Planning Commission review.
- Digitize new maps, input data and create new GIS layers, and incorporate selected maps from existing work products to produce GIS maps.
- Prepare a series of illustrative renderings or graphics for each of the plan elements.
- Prepare Comprehensive Plan
 - Produce all materials for public presentations.
 - Provide digital, web ready updates and drafts of the Plan for posting on the City's website and social media postings.
 - Produce a web-based version of the Plan that is more interactive, and user friendly for hosting on the City's website
 - Produce final copies for approval and adoption by the City Council.
- Provide the City with a reproducible hard and soft copy of the adopted Plan. Digital documents and maps shall be easily editable and provided in the following file Formats:
 - Comprehensive Plan text and maps shall be provided in Adobe PDF.
 - Comprehensive Plan text shall be provided in InDesign or MS Word format.
 - All final maps and overlays must be able to be maintained and manipulated using ArcGIS.
 - All final maps and source data files will be provided to the City.

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PROPOSED PROJECT SCHEDULE

As a submittal requirement, the applicant shall submit a project schedule showing key task target dates, including public meetings and hearings and estimated task duration. This should include a completion and adoption date for the comprehensive plan.

PROPOSED PROJECT BUDGET

For the purpose of this proposal, the basis of the total budget is on the required tasks identified in your proposal and in the draft work program. The budget should include all anticipated consultant's costs including, but not limited to, meeting attendance and facilitation, travel expenses, correspondence and staff report preparations, document preparation and production, public information mailings, and document graphics or other necessary presentation graphics, web hosting, and all required surveying and assessments, etc. The City of Canal Winchester has budgeted between \$175,000 to \$225,000 to complete the comprehensive plan. The final consultant selection and proposed budget will be presented to City Council for approval with a detailed contract and scope.

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SECTION III
PROPOSAL CONTENT AND FORMAT

Proposals will be considered only from qualified firms with a preference to firms that are based in Ohio and familiar with Ohio laws.

PROPOSAL FORMAT

Limit the total length of the proposal to **twenty (20) pages maximum (front and back format for a total of 20 sheets)**. The content of the proposal shall include:

- A. Letter of Transmittal; and
- B. Executive Summary; and
- D. Brief organizational profile, including background and experience of the firm(s); and
- E. Previous project summaries, including reference contact information, for a minimum of three (3) projects which are similar in scope to the project described herein which demonstrate pertinent corporate and key personnel experience; listing of the pertinent projects may be included. (The City reserves the right to contact any references provided herein or otherwise obtained); and
- F. Disclosure of any competing interest or potential conflicts of interest in the City including consultant's work for persons or firms who own land or have development interest in the City; and
- G. Provide a clear understanding of the City's overall objectives in the Comprehensive Plan update process; and
- H. Project Schedule: The amount of time in months, and as a percentage of total workload, for each component of the citizen participation program; the individual elements of the Comprehensive Plan; the map production program; and the preparation of the draft and final versions of the Comprehensive Plan; and
- I. Project management including:
 - i. Project organizational chart including key staff to be assigned
 - ii. Location of office from which the management of the project will be performed
 - iii. Summary/matrix of key personnel's shared project experience; and
- J. Cost Estimate: The consultant will provide a detailed cost estimate for completing the entire project, based on the final operational plan; including the final formatting, graphics and printing of the final City Council approved Comprehensive Plan. The estimate shall include a list of costs per task. The City of Canal Winchester shall not be liable for any costs incurred for the preparation of this request for proposal;
- K. Appendices (not counted toward the 20 page requirement.).

Proposals shall bear the following information on the outside of the packaging:

- 1. PROPOSAL FOR CANAL WINCHESTER COMPREHENSIVE PLAN
- 2. YOUR COMPANY NAME

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Ten (10) paper copies and one (1) digital PDF copy of the proposals are required. The paper copies must be bound and tabbed in similar fashion as Section III PROPOSAL CONTENT AND FORMAT. The digital copy must be a single file submitted on a USB thumb drive and organized in the same format as the paper copy. The proposals shall be retained by the City of Canal Winchester and will not be returned.

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SUBMITTAL DEADLINE AND METHOD

Proposals will be accepted at:
Canal Winchester Municipal Building
36 S. High Street
Canal Winchester, OH 43110

Attn: Andrew Moore, Planning Administrator

Deadline: Proposals must be received by 4PM on January 31, 2022.

Proposals may be delivered in person, by U.S. Postal Service, or by private carrier/courier.
Proposals may not be faxed to the City.

If you have additional questions or concerns, please feel free to contact Mr. Moore directly at 614-837-6742, or at amoore@canalwinchesterohio.gov

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**SECTION IV
PROPOSAL EVALUATION**

EVALUATION AND CONSULTANT SELECTION

The proposal evaluation and selection criteria are as follows in no particular order:

- A. A high level of professional competence and a proven record of accomplishment in the preparation of comprehensive plans, economic development plans, area plans, and the implementation of public participation programs.
- B. Demonstration of professional, technical, and legal expertise and experience of the principal personnel assigned to the project.
- C. Relative proximity/location of the consultant team(s) office headquarters to the City of Canal Winchester, anticipating a high level of direct interaction and communication with City staff and/or the steering committee.
- D. Public facilitation capabilities and experience working with the public, as well as citizen committees, in diplomatically crafting standards and/or criteria to be incorporated into the work products.
- E. The proposal should clearly demonstrate the firm's understanding of the City's overall objectives in the comprehensive plan update process.
- F. Ability to produce high quality documents and graphics that are user friendly.
- G. Ability to make high quality oral and visual presentations.
- H. Ability to listen, be flexible, and follow and/or implement direction and/or ideas or concepts.
- I. How the consultant team interacts with the public, city staff, and public officials.
- J. Ability of consultant team to demonstrate initiative, motivation, and knowledge of the City of Canal Winchester.
- K. Cost of preparing the comprehensive plan in relationship to the services offered.
- L. Project schedule and duration.
- M. Review of references and work product.

SELECTION PROCEDURE

Members from the City' Steering Committee will review submitted proposals and interview firms or consulting teams with the top proposals. The group will select and recommend the top qualified firm or consulting team to City Council for final approval. At any phase, the City reserves the right to terminate, suspend, or modify this selection process; reject any or all submittals at any time; and waive any informalities, irregularities, or omissions in submittals, all as the best interests of the City may appear. Once a firm has been selected, contract negotiations will commence.

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**SECTION V
SPECIAL CONDITIONS**

RIGHT TO REJECT PROPOSALS AND WAIVE INFORMALITIES

The City reserves the right to reject any or all proposals, to waive any nonmaterial irregularities or information in any Request for Proposal, and to accept or reject any item or combination of items.

GENERAL INFORMATION

The City reserves the right to inspect and investigate the business reputation, or other qualifications, of any firm and to reject any proposal, irrespective of quoted prices, if it is determined to be lacking in any of the essentials necessary to assure acceptable standards of performance. The City reserves the right to obtain financial data or other supplemental information concerning the firm and/or its subcontractors. Proposals submitted in response to the Request for Proposals shall constitute a binding offer. Acknowledgement shall be indicated by the original signature of a Principal legally authorized to execute contractual obligations and shall also signify acceptance of all terms and conditions including compensation, as set forth in the Request for Proposals. The firm shall identify clearly and thoroughly any variations between its proposal and the City's Request for Proposals. Failure to do so shall be deemed a waiver of any rights to subsequently modify the terms and/or conditions.

PUBLIC DISCLOSURE

All proposals received shall become the property of the City. All proposals shall become public record and shall be regarded as public records except for those parts of each proposal which are defined by the proposer as business or trade secrets, provided that such parts are clearly marked as "trade secret", "confidential" or "proprietary."