

STAFF REPORT



TO: General Government Section of Coordinated Committee

FROM: George Vadeboncoeur, CAO

SUBJECT: Request for Expressions of Interest for the Purchase and Development of Beach Area One Lands

DATE: June 20, 2019

RECOMMENDATION

That General Government Section of Coordinated Committee recommend to Council that it authorize staff to issue a Request for Expressions of Interest for the Purchase and Development of Beach Area One Lands, substantially in the same form as the document attached to this report.

BACKGROUND

The Downtown Master Plan (DDMP) was approved on March 28, 2017 and identified several steps that need to be undertaken for the successful implementation of the plan. (pg. 157 of the plan/ Section 8.13 Implementation Process) This section identified the option of issuing a request for expressions of interest (RFEOI) from developer/builders that would be interested in purchasing property at the beachfront and building structures in keeping with the vision for the beach area. From this process, it was anticipated that a shortlist of developer/builders would be created and they would be granted the exclusive right to participate in the Request for Proposals (RFP) phase of the project (Section 8.7 of the Implementation Process).

In addition to creating a shortlist of preferred developers, the RFEOI process would also inform Council on the depth of market interest and the approach in creating the RFP document. Built into the process would be a step where successful proponents would meet with the Town and share their ideas on the best way to develop the beachfront area and provide ideas for the RFP.

Staff have created a draft RFEOI document and are recommending that it be issued once Council has approved it. To assist in the preparation of the RFEOI staff used the following documents:

1. RFEOI for Midland Bay Landing issued by the Town of Midland, dated July 2014
2. RFEOI for the Downtown Redevelopment issued by the Town of Wasaga Beach, dated April 2017
3. Request for Qualifications (RFQ) for the West Harbour Area issued by the City of Hamilton, dated June 2017
4. RFQ for the Purchase and redevelopment of the Waterfront Redevelopment Project issued by the City of Orillia, dated April 2019

DISCUSSION

The 20-page RFEOI document is comprehensive and invites interested parties to submit detailed expression of interests in purchasing and developing land at the beachfront. It is very similar in

format and content to the City of Orillia and City of Hamilton RFEOI's. The intent is to send the RFEOI to the list of developers that have expressed interest in developing the beachfront since the beginning of 2019. It will also be placed on the Town's web site and advertised in the local newspaper.

It is recommended that an evaluation team consisting of four senior municipal staff and the Mayor be established to review the submissions and make recommendation to Council on the short list. These developers will then be asked to provide input on the RFP and then will be granted the exclusive right to submit proposals in the response to the RFP.

Time line

June 28th – RFEOI issued

July 16th – Proponent Information Meeting

August 2nd – RFEOI closes

August 15th – Report to Coordinated Committee recommending list of developer/builders

August 27th – Council Consideration of Coordinated Committee recommendation

CONCLUSION

The creation and issuance of a Request for Expression of Interest document to the development community to purchase and re-develop the property at Beach Area follows the recommendation of the implementation section. It was created based on examples used by other communities. An evaluation team of senior staff and the Mayor will evaluate submissions. Information gathered through this process and from discussions with the successful proponents will lead to the creation of Request for Proposals (RFP) document.

The goal of these steps is to attract qualified developer/builders to work with the Town in the redevelopment and revitalization of the lands at Beach Area 1.

Respectively Submitted,

George Vadeboncoeur
Chief Administrative Officer

Enclosure