REQUEST FOR QUALIFICATIONS
for a Sub Area Plan and Development Strategy

Caledonia Village East

Charter Township of Caledonia
8196 Broadmoor Avenue
Caledonia, MI 49316
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Project Overview:

Caledonia Township is a rapidly growing suburb of Grand Rapids, seeing positive growth trends in all segments of development. Once a predominantly rural area, the M37 corridor is transitioning from small-scale retail to large format nationally-recognized businesses. From the Township’s northern boundary near M-6, to its southern boundary at 108th Street, the M37 corridor shifts from auto-oriented strip commercial to agricultural. Two of the largest remaining farms on the corridor, located on the east side of Cherry Valley Avenue from the 8800 block to the 9400 block are the Ward and Rodger’s farms. As growth continues to evolve, the fate of these farms is uncertain as well as for immediately adjacent development. Well-reasoned and visionary land planning and development strategy is necessary to ensure these lands transition in a manner that respects the unique qualities of the Township and our community’s desires.

Essential to the success of this sub area plan are the following:

1. Relationship and trust building with the existing property owners, especially the Ward and Rodgers families, as well as adjacent property owners.
2. Coordination and collaboration with the Michigan Department of Transportation, the Kent County Road Commission, and Township elected and appointed officials
3. Community planning best practices that result in sustainable land use patterns, attention to future connectivity for people walking, biking and driving, and places for natural feature preservation or community spaces for passive and active recreation
4. Viable development scenarios with diverse building and house types that are coupled with a strategy for entitlement, which may include land use or zoning amendments.
5. Concept plans rendered in plan view and perspective that depict relationships to existing development, future road patterns, and natural features. The concept plan must integrate and enhance the existing circulation system for all modes of transportation, including enables safe and efficient connections across M37 to the Village of Caledonia

Request Overview:
The submittal should contain an overview for your team, including subconsultants, relevant staff resumes/bios, a general scope of services (including a project timeline, deliverables and fee structure), and relevant examples from your portfolio with references. Provide support for why your team is uniquely skilled to perform a sub-area plan and development strategy in the Caledonia community.

Deliverable:
Land use plan drawing with development types and circulation with an accompanying narrative that can be used to amend the Township Master Plan. Also included shall be a written strategy or zoning recommendations to ensure future development consistent with the concept plan. Note that the Township would initiate and carryout any future Master Plan amendment if necessary, based on the results of the Sub Area Plan.

Approach:
The consultant team should expect a mix of stakeholder interviews with land owners, a feedback loop with the Township Planning Commission and staff, and a final presentation of ideas to the Township Board. Township staff can assist with infrastructure analysis, land use and zoning information, and GIS mapping.
Please email your qualifications package by 10am on Monday, October 11 by 10am. You will be notified if selected for an interview; however, we may choose to enter into negotiations without interviewing. If you have any questions, please contact Township Planner, Lynée Wells, AICP via email at lwells@caledoniatownship.org.

**Selection Process:**
The Township reserves the right to request interviews by potential candidates; however, it may select based on the following criteria:

a. Experience with developing sub area plans and development strategies (20%)
b. Creative approaches to land development and housing types (20%)
c. Understanding of utility services and infill development (20%)
d. Ability to present information using graphics (20%)
e. Approach to stakeholder engagement (20%)

ATTACHMENT: Aerial Map of Area