

**ESCANABA PLANNING COMMISSION**  
**“EXCERPTS”**  
**November 11, 2008**

**NEW BUSINESS**

1. North Shore Redevelopment Master Plan Discussion

City Manager Jim O’Toole said the City of Escanaba is in the process of creating a North Shore Redevelopment Master Plan. As part of the process, a steering committee was assembled and charged with the responsibility of completing evaluations of nine proposals. Based on the outcome of the evaluations, the steering committee is recommending the following candidates be interviewed at a special meeting of the Planning Commission on December 2, 2008:

- (1) Beckett & Raeder Landscape Architecture, Planning and Engineering  
Ann Arbor, Michigan
- (2) JJR Landscape Architecture, Planning, Urban Design, Civil Engineering,  
Environmental Science  
Ann Arbor, Michigan
- (3) Hamilton Anderson Associates  
Detroit, Michigan
- (4) McKenna Associates  
Northville, Michigan

Jim O’Toole said the discussion tonight would be broken up into two segments, one to discuss the proposals and the second would be to discuss the interview process and meeting date. Mr. O’Toole had mailed the Planning Commissioners copies of the four proposals along with the individual scoring sheets, and the overall evaluation of the performance rating sheets for all of the above named companies. Mr. O’Toole said the Steering Committee received copies of all of the proposals, and, in turn, scored each proposal based on professional qualifications, experience, methodology, local knowledge, community outreach, schedule, reference checks and cost. An overall score sheet was compiled giving a mean score for each candidate. Beckett & Raeder had the top score of 18.9; JJR Landscape Architecture 18.2; Hamilton Anderson Associates 17.3, and McKenna Associates scored 17.2 points. Strengths and weaknesses of each proposal were indicated on the individual score sheets. U.P. Engineers & Architects was not being recommended because the project team didn’t have the experience the Steering Committee was looking for even though the overall firm did. Also, U.P. Engineers & Architects were considerably more expensive. Mr. O’Toole said each of the scores in the above categories was based on a Rating/Scoring System from 1 to 3 (3 being the highest). Example: 3 – Company had a clear understanding of how the community would be involved in the planning process; 2 – Company had a good understanding, and 1 – Company had a general understanding of the importance of community outreach. Those were the standards applied and averaged out, and all of the proposals were very good, per Mr. O’Toole.

Mr. O'Toole said in the past, 55 minutes were allowed per proposal using the following interview format:

Opening Comments	Planning Commission	5 Minutes
Consultant Presentation	Consultant	20 Minutes
Questions and Answers	Planning Commission/Public/Consultant	25 Minutes
Closing Comments	Consultant	<u>5 Minutes</u>
		55 Minutes

Jim O'Toole said they would like to get the public involved in the interview process. Citizens would be able to submit their questions by filling out a card at the meeting, or email their questions. All of the evaluations have been posted on the City's website for the public. Mr. O'Toole stated that an ad would be published in the Daily Press with all of the details.

Jim O'Toole welcomed back Planning Commissioner Rick Kell. Commissioner Kell served on the Planning Commission during the City's Master Plan process.

Vice Chairperson Stephen Buckbee asked for any public comments regarding the North Shore Redevelopment process.

Wendy Irish, Escanaba resident, asked if the public would be able to ask questions during the presentations. Jim O'Toole said they would try to fit in all of the questions.