

Terms of Reference for City Wide Approach to Retail/Commercial Planning & Development Program and Project Budget

I. Project Scope of Work	
Terms of Reference Program	Reports Completed by Consultant
<p>1. Phase 1 Study Initiation, Data Collection & Trends</p> <p>The phase 1 retail/commercial inventory report:</p> <ul style="list-style-type: none"> ▪ Includes a high level retail analysis city of Calgary as the study area. ▪ Explores the role commercial areas play in mixed use intensification, and opportunities for supporting such development in Calgary to meet City strategic goals. ▪ Undertakes an evaluation and analysis Identify key retail opportunity areas and retailers and highlight market assets/barriers. 	<p>February 2015 - Phase 1</p> <ol style="list-style-type: none"> 1. Citywide Evaluation Demographics and Retail Audit 2. Online Consumer Survey 3. Retail Trends Report 4. Existing Conditions – Secondary Research 5. Retail Demand Report
Terms of Reference Program	Reports Completed by Consultant
<p>2. Phase 2 Implementation, Prioritization & Recommendations</p> <p>The phase 2 study:</p> <ul style="list-style-type: none"> ▪ Explores and recommends an appropriate city-wide retail/commercial planning approach and strategies for The City of Calgary; and ▪ Identifies and outlines the planning policy, research and analysis, initiatives and strategies needed to improve the overall character, function and viability of retail/commercial areas and development in Calgary. 	<p>November 2015 - Phase 2</p> <ol style="list-style-type: none"> 6. Retail Priorities Report 7. Retail Principles Report 8. Consolidation Report Phase 1 and Phase 2

Additional Work 2016 outside Terms of Reference program	Report Completed by Administration
3. Phase 2 Report Summary and Consultation January -September 2016 Administration consulted on study recommendations and priority actions with Planning & Development (PD) staff and industry stakeholders	April 2016 9. Summary Report: Calgary Citywide Retail and Commercial Study (Attachment 1)

II. Project Budget and Description	Approved Funding	Expenditure
Consulting Work Phase 1 and 2	\$250,000	\$250,000
One Limited Term Full-Time Equivalent (FTE)	\$125,000	\$125,000