



City of Denton

City Hall
215 E. McKinney Street
Denton, Texas
www.cityofdenton.com

AGENDA INFORMATION SHEET

DEPARTMENT: Materials Management

ACM: Mario Canizares

DATE: August 1, 2017

SUBJECT

Consider adoption of an ordinance of the City of Denton, Texas authorizing the City Manager to execute a Professional Services Agreement for professional planning services related to the development of the Sector One South Neighborhoods Small Area Plan and implementation; providing for the expenditure of funds therefor; and providing an effective date (RFQ 6424-awarded to Fregonese Associates in the not-to-exceed amount of \$239,252).

RFQ INFORMATION

The scope of services for this project includes the development of a small area plan and implementation strategy for an area within the city boundaries that is referred to as "Sector One South Neighborhoods." This area is generally bounded on the north by Panhandle Street, on the east by Fort Worth Drive/Carroll Boulevard, and on the west and south by Bonnie Brae Street and Interstate 35 East (IH-35E). For the purposes of this project, the study area does not include the land area or facilities that are within the University of North Texas campus boundaries.

The small area plan and an implementation strategy will include the following tasks:

- A public outreach plan that involves stakeholder interviews, Steering Committee meetings, Technical Advisory Committee meetings, public workshop, open houses, and public hearings;
- A complete parcel-by-parcel assessment of properties, evaluating existing land use, ownership, parcel size, vacant land, building and property condition, adjacent use impacts, recent development trends, building height, building area, and residential density;
- Urban design site analysis and strategies, which includes recommendations for streetscape enhancements, potential gateways, public open space, neighborhood preservation, infrastructure standards, and building height massing, setbacks, and architectural character;
- Transportation, public realm and parking analysis, evaluating pavement conditions, classifications of streets, intersection treatments, pedestrian facilities, sidewalk gaps, transit routes, bike route quality, and parking facilities which includes public and private parking lots and public on-street parking. As part of this task, the consultant will assess the transportation system performance. This will include efficiency and quality of access that will address Fire and Solid Waste truck accessibility.

- Housing analysis, evaluating existing housing types and locations. Reviewing city regulations and design standards pertinent to the conversion of single family dwellings to rental properties. Determining the type of housing needed, protected, and indicating appropriate locations for new housing.
- Preparation of alternative land use scenarios and a preferred land use plan.
- Use of Envision Tomorrow, an innovative tool, used for quickly evaluating land use and transportation alternatives, capable of evaluating detailed scenarios across the entire study area and at the individual site level.
- Recommendations for development standards and strategies that will provide appropriate transitions in scale, use, character and intensity between the established neighborhoods and the UNT campus;
- Recommendations for development standards and strategies to buffer and enhance the Historic Districts;
- Recommendations for design standards for roadway design that will enhance the public realm and improve mobility for all users in terms of circulation and connectivity;
- Recommendations for streetscape enhancements, including landscaping planting, public open space, pedestrian improvements, street furniture, traffic and informational signage, transit and bicycle amenities and lighting.
- Recommendations for a parking solution for the residential and commercial areas situated outside the UNT campus boundaries that help meet demands while maintaining the property values and character of the neighborhoods;
- Preparation of before and after visualizations illustrating potential change in key catalyst areas; and
- Implementation strategies, including an overall improvement plan assessing capital improvements needs, policies and design standards, short-term projects that are capable of having early positive impact on study area, and budget strategies necessary to implement the plan:

If the subject contract is approved, the project will start in August with an anticipated completion by next summer. Starting the project in August will allow the consultants to work on Phase 2, Community Assessment and Analysis, while school is in session. During the early phases of the project, the consultants will work with stakeholders to develop an appropriate name for the small area plan and to establish a clear understanding of existing conditions.

It should be taken into consideration that during the same time, a traffic study will be conducted concurrent with the development of the small area plan. The traffic study will cover the same area and will be conducted under a separate contract. The traffic study and the small area plan will be coordinated to inform each effort and to ensure consistency.

Request for Qualifications (RFQ) for the professional planning services related to the development of the Sector One South Neighborhoods Small Area Plan and the implementation strategy were sent to 96 prospective respondents. In addition, the RFQ was placed on the Materials Management and the American Planning Association websites for prospective respondents to download and advertised in the local newspaper. Six (6) Statements of Qualifications (SOQs) meeting minimum qualifications were

received. The SOQs were evaluated based upon project understanding and approach, staff qualifications, and capabilities and resources to meet the proposed schedule for the services to be performed.

After the top three ranked firms, Kimley-Horn and Associates, Inc. (Kimley-Horn), Fregonese Associates/Tharp Planning Group (Fregonese Associates), and KSA Engineers, Inc., were interviewed, Kimley-Horn was ranked with the highest score (Exhibit 1). Unfortunately City staff and Kimley-Horn were unable to negotiate contractual obligations that could meet the City's goals for the project. In accordance to Section 004 of the Texas Government Code 2254, negotiation was formally ceased with Kimley-Horn, and negotiation immediately began with the second ranked firm, Fregonese Associates. During contract negotiation, Fregonese Associates identified areas to cut costs to assist the City in reaching their budget goals while maintaining the maximum level of quality service for the project.

Fregonese Associates is a leader in design and execution of small area plans for various sized municipalities. Their experience include projects in cities located in the north central Texas area. These projects conveyed similarities to the City's Sector One South Neighborhoods Small Area project including, but not limited to, serving multiple markets, development conflicting with adjacent neighborhoods, historic districts, inadequate parking, and redevelopment pressures.

Fregonese Associates is fully conscious of the City's critical timeline for the project and brings a team of professionals who will dedicate their availability to the project. Additional professionals will be available to ensure the core team can meet the City's timeline. Fregonese Associates is known for innovative and meaningful public engagement, and plans rooted in the vision of local community members.

PRIOR ACTION/VIEW (COUNCIL, BOARDS, COMMISSIONS)

- January 26, 2016 - Council directed staff to update the Fry Street Small Area Plan.
- May 2, 2017- City Council recommended approval for staff to solicit and recommend a professional services agreement to the City Council for consultant services to develop a small area plan.

RECOMMENDATION

Award a Professional Services Agreement to Fregonese Associates for professional planning services for development of Sector One South Neighborhoods Small Area Plan and Implementation Strategy for the City of Denton in an amount not-to-exceed \$239,252.00.

PRINCIPAL PLACE OF BUSINESS

Fregonese Associates
Portland, OR

ESTIMATED SCHEDULE OF PROJECT

The consultant is prepared to begin professional planning services immediately with the goal of completing the project in August 2018.

FISCAL INFORMATION

This project will be funded from the Planning project account 300070444 in the amount of \$239,252.00. These funds are available due to salary savings in Development Services from the unfilled positions of the Deputy Director of Development and the Assistant Building Official during all of the current fiscal year.

STRATEGIC PLAN RELATIONSHIP

The City of Denton's Strategic Plan is an action-oriented road map that will help the City achieve its vision. The foundation for the plan is the five long-term Key Focus Areas (KFA): Organizational Excellence; Public Infrastructure; Economic Development; Safe, Livable, and Family-Friendly Community; and Sustainability and Environmental Stewardship. While individual items may support multiple KFAs, this specific City Council agenda item contributes most directly to the following KFA and goal:

Related Key Focus Area: Organizational Excellence

Related Goal: 4.4 Provide and support outstanding leisure, cultural, and educational opportunities

EXHIBITS

Exhibit 1: Agenda Information Sheet

Exhibit 2: Evaluation and Ranking Sheet

Exhibit 3: Ordinance

Exhibit 4: Contract

Respectfully submitted:
Galen Gillum, 349-7656
Director of Capital Projects

For information concerning this acquisition, contact: Munal Mauladad at 349-8313.