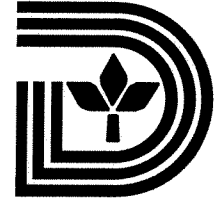


Memorandum



CITY OF DALLAS

DATE April 3, 2009

TO Members of the Economic Development Committee:
Ron Natinsky (Chair), Tennell Atkins (Vice Chair), Dwaine Caraway,
Jerry R. Allen, Sheffie Kadane, Mitchell Rasansky, Linda Koop,
Steve Salazar

SUBJECT Implementing the Strategy: Creating the Downtown Area Plan -
Downtown Area Plan Consultant Contract

Attached is the briefing material on the Downtown Area Plan Consultant Services Contract to be presented to the Economic Development Committee on Monday, April 6, 2009.

Please contact me if you need additional information.


A.C. Gonzalez
Assistant City Manager

C: The Honorable Mayor and Members of the City Council
Mary K. Suhm, City Manager
Deborah A. Watkins, City Secretary
Tom Perkins, City Attorney
Craig Kinton, City Auditor
Judge C. Victor Lander, Judiciary
Ryan S. Evans, First Assistant City Manager
Forest Turner, Interim Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Ramon F. Miguez, P.E., Assistant City Manager
David K. Cook, Chief Financial Officer
Jeanne Chipperfield, Director, Budget & Management Services
Karl Zavitkovsky, Director, of Economic Development
Hammond Perot, Assistant Director, Office of Economic Development
Verna Martin, Assistant Director, Office of Economic Development
Helena Thompson-Stevens, Assistant to the City Manager



Implementing the Strategy: Creating The Downtown Area Plan- Downtown Area Plan Consultant Contract

Economic Development Committee

April 6, 2009



Office of Economic Development
www.dallas-ecodev.org





Overview

- **City Council endorsed** securing a consultant for the development of a Downtown Area Plan at the December 5, 2007 Downtown Roadmap briefing.
- The Downtown Area Plan will **synthesize the strategies and actionable items identified for the downtown within the many City approved plans**, link to an **Implementation Strategy**, and provide a finely-tuned area plan **specific to the vision for downtown and opportunities for development**.
- The Plan will **address the key downtown planning tenets** of connectivity/ neighborhood linkage, effective leverage of catalysts and development of a sense of place.
- The Downtown Area Plan will **coalesce diverse interests** and articulate consensus reached on priorities and direction for downtown redevelopment.
- External stakeholders and local consultants will be **essential partners** in this effort.
- The Downtown Area Plan will be completed over a **12-month time period**.



Purpose

- Review key elements of City Council December 2007 *Downtown Roadmap Briefing*
- Highlight strategic direction and 2008 priorities endorsed by City Council
- Update Economic Development Committee on the consultant evaluation process and outcome
- Request the support of the Committee for the staff recommended consultant and seek Council approval for negotiating professional services contract.



Background

- On December 5, 2007, OED briefed the City Council on, and obtained endorsement of, the 2008-2015 strategy roadmap for downtown revitalization.
- Excerpts of the briefing can be found in the Appendix of this presentation.
- The Roadmap:
 - Identified existing building blocks,
 - Described strategies,
 - Presented the key elements of the Downtown vision,
 - Established strategic priorities for 2008.



Why is a Downtown Implementation Plan Needed?

- We have a number of city-wide master plans that include related downtown projects. An independent plan with a downtown focus has not been developed.
- A Dallas Downtown Area Plan will **build upon existing plans**, extracting downtown elements from each to form a comprehensive plan for downtown that lays out development and implementation steps consistent with identified strategies.
- Strategies and action steps needed to activate a long-term plan for downtown redevelopment will be outlined in an **Implementation Plan**, utilizing a time-phased and realistic approach to meeting goals and objectives.
- The **Implementation Plan** will prioritize redevelopment initiatives and public investments, and serve as a guide for the long-term.



RFP: Downtown Area Plan

- RFP Issued July, 2008
- Proposal Evaluation Team Formed – included staff from OED, Development Services, Parks, Water Utilities, Public Works & Transportation, Trinity River Corridor Project
- External Stakeholders participated in review of proposals and provided comments. However, City policy does not allow for external stakeholders to score or vote on slate of consultants.
- Proposals received from 5 top planning firms:
 - Parsons Brinkerhoff (PB) PlaceMaking Group – Dallas, TX*
 - Wallace Roberts & Todd – San Francisco, CA*
 - The Planning Partnership – Toronto, Canada
 - Jacobs/Carter Burgess – Dallas, TX
 - Moore, Iacofano, Goltsman (MIG) – Berkeley, CA*
- Consultant presentations held – August, 2008
- February, 2009 - Top three ranked firms* presented revised project scopes based on budget of \$500,000



RFP: Scope of Services

1. The Area Plan will integrate and articulate the **community's vision, land use, transportation, economic development, and public space plans and goals** into an overall framework and unifying vision for the Dallas CBD.
2. The Plan will include an assesment of existing urban design conditions within the CBD and identify key opportunities, constraints and potential features. Concepts for streetscape improvements to enhance the pedestrian environment will be outlined as well.
3. Primary focus of the Area Plan is the CBD. **The Area Plan must address connectivity, economic, transportation and mobility issues** relative to surrounding neighborhoods and destinations in a broader context, and treatment of the edges of the CBD around the freeway loop.
4. The Plan will **synthesize and incorporate the goals of existing relevant plans** into an overarching framework and vision for the downtown.



RFP: Scope of Services

5. The Plan is to **address long term development potential** within the CBD, to include recommendations for enhancing connections to surrounding neighborhoods, and implementation priorities through the year 2030.
6. An **assessment of CBD water and sewer infrastructure conditions and capacity issues will be undertaken** so as to provide general recommendations to the City in support of future development as depicted by the Area Plan.
7. The infrastructure assessment will also include the review of existing information from franchise utility owners and public agencies to integrate planning and implementation efforts related to electricity, telecommunications, and gas services available in the CBD.



RFP: Scope of Services

Required Project Tasks:

- Assess existing conditions
- Examine infrastructure capacities & develop needs assessment
- Address and integrate mobility and transportation needs and plans, urban design and pedestrian environment features
- Conduct economic market study and develop market strategy for catalyst sites
- Prepare Implementation Plan
- Final Area Plan Document



Project Budget and Funding Source

Total Funding: \$515,000

Source: Downtown Connection TIF District Project Budget

- Funds reprogrammed by the DDDA & Downtown Connection TIF District Boards from \$2.5M Retail Initiatives/Streetscape Improvements Line Item



Final Evaluation Outcomes

Consultant	Score
MIG	89
PB PlaceMaking Group	84
WRT	80.6
Jacobs	74
Planning Partnership	56.2



Recommended Consultant Team

***Prime:* Moore Iacofano Goltsman, Inc. (MIG, Inc.)**

***Team Lead:* Daniel Iacofano, Principal-in-Charge**

***Project Mgr:* Chris Beynon**

Contract Amount: \$512,464

- MIG has led numerous downtown development projects for major US cities.
- Multi-disciplinary, woman-owned firm specializing in planning and community design.



MIG, Inc. Evaluation Summary

Evaluation Points Scored:

- **Quality & Responsiveness – 27/30 points**
- **Technical Approach – 30.6/35 points**
- **Team Qualifications – 31.4/35 points**

M/WBE Participation as % of Total Bid: 67%

Total M/WBE Value of Work: \$343,164



Recommended Consultant Team


Team Members/Subconsultants

- ***Brown & Company*** – Linda Brown – economic strategy and implementation **M/WBE; Local Firm**
- ***Economic & Planning Systems (EPS), Inc.*** - market and financial feasibility analysis; economic strategy and implementation
- ***DeShazo, Tang & Associates (DT&A)*** - transportation and mobility assessment **Local Firm**
- ***Lopez Garcia Group (subsidiary of URS)*** - infrastructure capacity analysis **Local Firm**
- ***Merje*** – wayfinding



MIG Team: M/WBE Participation

FIRM	Type of Firm	NCTRCA CERTIFICATION	LEVEL OF PARTICIPATION (as % of value of work)
MIG	Woman owned	Yes	65.5%
Brown & Company	Hispanic Woman owned	Yes	1.5%





Consultant Team's Experience

- Denver Downtown Area Plan (MIG)
- Anchorage Downtown Comprehensive Plan (MIG)
- Spokane Downtown Development Plan (MIG)
- Downtown Los Angeles Development Strategy (MIG)
- San Francisco Pier 70 Master Plan (EPS)
- Dallas Arts District Master Plan (DTA)
- Mockingbird Station Master Traffic & Parking Plan (DTA)
- City of Dallas CBD Wayfinding (Merje)
- City of Miami Beach (Merje)
- Trinity River Amenities Project (LG Group)
- Dallas Water Utilities Water & Wastewater Main Replacements (LG Group)



Key Tasks and Products

- Existing conditions assessment and site analysis
- Market Study – identify key indicators; focus on long-term potential
- Infrastructure capacity analysis
- Transportation and mobility options identified
- Outline key urban design concepts
- Develop Plan Alternatives & Strategies
- Develop implementation framework and action plan
- Final Downtown Area Plan



Next Steps

- Obtain City Council approval of amendment to Downtown Connection TIF District Project and Financing Plan to reprogram \$515,000 from the Retail Initiatives/ Streetscape Improvements budget line item to a new budget line item for the Downtown Area Plan.
- Obtain City Council approval of contract with MIG, Inc. (not to exceed \$515,000) - April 22, 2009 Council Agenda
- Project Kick-off: May, 2009



Appendix

December 5, 2007 Briefing to City Council



The Downtown Vision

Downtown Dallas is one of the most enviable destinations in the world . . .

- . . . A thriving, vibrant location encompassing high quality, recognized retail, office, diverse residential, entertainment, cultural, meeting, and lodging spaces**
- . . . Is an environment marked by world class architecture and inviting green spaces**
- . . . Appealing to downtown residents, other Dallasites as well as visitors from around the world**



Downtown Vision - Key Elements

Business

Businesses large and small drawn to downtown's commercial spaces.

Entertainment & Retail Activity

Various entertainment, retail shops, and eateries.

Culture

Recognized nationally and internationally as a cultural hub.

Hospitality

Premier host to visitors and conventioners, with a variety of hotels and a mixed-used Convention Center complex connected to the broader community.

Education

Nationally recognized educational institutions, drawing internationally.



Downtown Vision - Key Elements

Vibrancy

Vibrant center of urban life, recognized locally and globally for the quality of its business, hospitality, entertainment and cultural environments.

Connectivity

Components linked together through pedestrian ways and efficient transportation options.

Housing

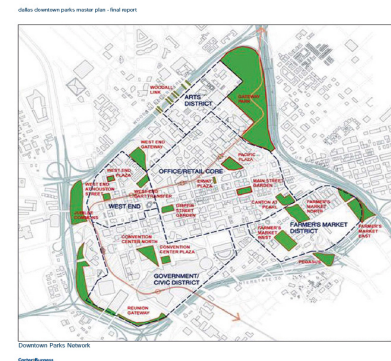
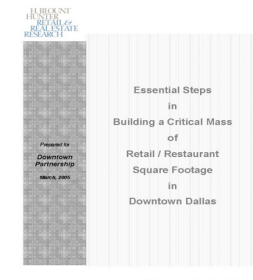
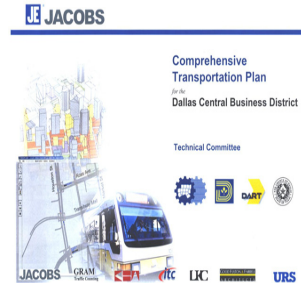
Diverse, meeting a wide-range of income levels.

Environment & Perception

Safe and welcoming, with aim to end chronic homelessness.

The Building Blocks Are In Place

- forward Dallas!
- Inside The Loop Committee Final Report
- Comprehensive Transportation Plan for the Central Business District
- Farmer's Market Redevelopment Plan
- Office of Economic Development Strategic Engagement Plan
- D2 Study: Downtown Dallas Transit Study
- Downtown Parks Master Plan



Connecting the Dots...

Creation of a Downtown Implementation Plan



Forward Dallas
Inside the Loop
Committee Report
Downtown Parks
Master Plan
Comprehensive
Transportation Plan
D2 Downtown Dallas
Study

TIF District Policies
Affordable Housing
Policies
Retail Initiatives & Grant
Program
Public-Private
Partnerships
Vacant Building
Ordinance

DOWNTOWN Dallas
Organization
TIF District Boards
Downtown Improvement
District
Downtown Residents and
Workers
Cultural Organizations

Arts District
Main Street District
Farmer's Market
Convention Center Hotel
Catalyst Projects
Woodall Rodgers Deck
Park
Main Street Garden
DART Light Rail
Residential Development

Downtown
Implementation Plan

Implement The Strategy

To effectively implement the strategy and address other key downtown development issues, an implementation plan or roadmap is needed . . . To Connect The Dots

- To clearly delineate the resources and actions needed to implement the strategy.
- To establish clear priorities.
- To focus diverse interests on generating solutions to challenges impacting the downtown environment.
- To provide a tool to help decision-makers build upon downtown's assets and guide future development to reflect the vision of a vibrant, livable, sustainable and world class community.

