



INFORMATION MEMORANDUM

TO: Mayor and City Council

FROM: Charles S. Cox
City Manager

DATE: November 12, 2019

SUBJECT: Consider approving Resolution No. 2019-164 for a professional services agreement with Interface Studio LLC for the development of the IH-35E Corridor Vision Study.

Consultant Selection:

The City's 2020 Strategic Plan identifies the IH-35E Corridor Vision Study as a project to help fulfill C2 of the Strategic Plan: provide attractive, unique and connected spaces for community interaction. The vision study will guide development within the IH-35E Corridor for approximately the next 20 years and include recommended action items to leverage existing assets in order to increase property values and allow for higher quality land uses within the corridor. This is an optimal time to conduct the study as the IH-35E highway infrastructure will be widened in the near future, further impacting properties particularly along the west side of the highway.

To gain consultant interest for the study, a request for qualifications (RFQ) was sent to eleven firms and advertised on three planning websites (American Planning Association, Texas Chapter of the American Planning Association, and Planetizen). Eight RFQ responses were received, and three firms were interviewed following a thorough evaluation process including contacting project references. Staff is recommending that City Council execute a Professional Services Agreement with Interface Studio LLC in an amount not to exceed \$133,585 for completion of the study. Interface Studio LLC will serve as the primary consultant, with Ninigret Partners and Big Red Dog a division of WGI teaming together as sub-consultants. Funds for the Corridor visioning study have been allocated in the FY2019-2020 budget to provide for this expenditure.

Proposed Project:

The proposed study area, shown in Attachment A, includes approximately 463 net acres of land on the east and west sides of the IH-35E right-of-way. The study area is bounded by the City of

Dallas to the south; City of Carrollton to the north; the Rock Island and Pacific Railroad on the west; and generally the eastern boundary of PD-70, PD-86, and PD-32.

The vision study process will be approximately eleven months in length and will include a robust public engagement plan, involving staff, elected officials, landowners, businesses, nearby residents and other interested members within the community. Engagement of these groups will ensure that all pertinent information is considered in the crafting of the plan, and ideally result in “buy-in” of the longer term vision thereby promoting investment within the corridor.

When completed the vision study will provide:

- A cohesive vision for the IH-35E Corridor developed through consultation with the City, landowners, tenants, and area residents.
- A statement of goals and objectives.
- A set of recommendations for future development within the Corridor.
- An implementation plan that will outline action items that the City and business community can perform in order to implement the vision. The implementation plan will consider the IH-35 highway infrastructure widening in the timing and sequencing of implementation action items.
- A monitoring plan that will identify metrics that can be measured over time to demonstrate how change is occurring within the Corridor.

Recommendation:

Staff recommends approval of Resolution 2019-164.

Possible Council Action:

1. Motion to approve Resolution No. 2019-164.
2. Motion to approve Resolution No. 2019-164 with the following modifications ...
3. Motion to deny Resolution No. 2019-164.
4. Motion to continue discussion at the next meeting.

Applicable History:

Date	Case Number	Description
07/2019 through 10/2019	N/A	Staff posted the RFQ for the IH-35E Corridor Vision Study. This process included an advertising period for the RFQ, evaluation of respondents including project references, and interviews of shortlisted respondents.
03/05/2019	18-ZA-16 18-ZA-17 18-ZA-18	Council approved amendments to planned development districts within the IH-35E Corridor in accordance with Council’s direction.
09/17/2019	19-ZA-01 19-ZA-02	

06/19/2018	N/A	<p>City Council received a presentation on the IH-35 Corridor Market Study Analysis. The study outlined future opportunities for development within the Corridor based on current and projected future demand. This study will act as one of the major inputs into the Corridor Visioning Study.</p> <p>Council directed staff to conduct amendments to limit all-terrain vehicles (ATV) and similar related uses, outdoor storage, and other uses that may not be indicative of higher quality office, retail and restaurants that are desired along the Corridor.</p>
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