

PROPOSED SCOPE

IH-35E VISION STUDY

INTERFACE STUDIO LLC

WITH:
WGI
NINIGRET PARTNERS, LLC

PREPARED FOR:
CITY OF FARMERS BRANCH, TX

SCOPE OF SERVICES

The proposed scope of services is divided into four separate tasks: Getting Started; Inventory & Analysis; Vision & Recommendations; and Implementation. A rich engagement process, designed with you, is integral to each of these tasks. As such, our proposed scope of work is written in sequential order to demonstrate the relationship between outreach activities and steps in the planning process. The IH-35E corridor study will provide a cohesive vision for the corridor's redevelopment over the next 20 years that will both protect existing neighborhoods while encouraging growth where it is appropriate.

TASK 1 – GETTING STARTED

TASK 1.1: COMMUNICATION AND COORDINATION

To ensure that we as a team (including you) can share files, transfer data and communicate regularly, we will set up a Dropbox folder and organize a schedule of bi-weekly conference calls, facilitated by Scott and Stacey (Interface Studio), to maintain coordination during each step of the process. We will also meet with internal stakeholders at key milestones.

TASK 1.2: GATHER AND REVIEW EXISTING PLANS

We will collect from the City previous plans and information on recently proposed development projects/capital expenditures on infrastructure, streets or other improvements in the area. All of the strategies and proposed investments will be summarized in a chart and graphically on a map for discussion purposes. For past plans, we will be interested in understanding what was implemented and what was not to better understand the barriers to financing and implementing ideas for IH-35E.

TASK 1.3: PUBLIC ENGAGEMENT PLAN

To guide the outreach activities, our team will develop a public participation plan that outlines the specific tools, methods and timing for outreach activities. We anticipate that the major components will include: 1 open house to gather input, 10 interviews, 5 focus groups, and 1 final public event. Interface Studio can design materials for additional communication with the community to be administered by City staff and steering committee members. (Please note that while we have outlined tools below, the public outreach process will truly be defined in coordination with local partners.)

TASK 1.4: REVIEW OF EMERGING TRENDS

We can learn a lot from lessons learned of sister cities. We will research and show how places similar to Farmers Branch have achieved different kinds of improvements around everything from urban design to financing.

TASK 1 DELIVERABLES

- > Request for GIS data
- > Public Engagement Plan
- > Summary of key themes/ recommendations from prior plans
- > Summary of key themes that emerge from interviews
- > Marketing materials

TASK 1.5: ONE ON ONE STAKEHOLDER INTERVIEWS

Face-to-face and telephone interviews will be conducted with up to 10 “critical actors” or “stakeholders” identified by the City.

TASK 1.6: MARKETING MATERIALS

Interface Studio will create marketing materials throughout the project for the City to distribute to various media outlets. These include postcards, flyers, graphics for social media and the City's website, and other products to help promote specific public events and get the word out about the IH-35E Vision Study.

TASK 1.7: STUDY AREA TOUR / WALKING AUDIT

As a part of the inventory, our team would like the opportunity to see the area through the eyes of those who know it best. We'll need local experts as tour guides to give us a tour of the area. It is an opportunity for involved stakeholders to spend time with us and help us learn more about IH-35E.

TASK 2 – INVENTORY & ANALYSIS

TASK 2.1: DIGESTING THE DATA

Interface Studio will review the data provided by the City, including the 2019 windshield land use survey, and begin to develop maps and summary graphics for public presentations. This portion of the analysis will visualize:

- > The Context - including maps illustrating main access points and local economic drivers
- > Current land use, zoning and vacancy
- > General building conditions rated by structure
- > Recent revitalization, investments, and proposed developments
- > Parcel sizes as a result of ROW takings due to the highway widening project
- > Urban design assets including walkability and noteworthy buildings / spaces
- > The location and types of arts and cultural resources
- > Community assets such as institutions, employment centers, and open space
- > Infrastructure including water, sewer, stormwater, energy, and roadways
- > Crime statistics if made available by the Farmers Branch Police
- > Quality of life issues including trash, vandalism or other issues.

TASK 2.2: IN-DEPTH PARCEL RESEARCH AND REDEVELOPMENT DATABASE

To maximize the plan's functionality and support its implementation, the Interface Studio team will integrate our research findings into a comprehensive database that details ownership (public by agency, private by name), land use, current zoning, parcel size, etc. The intent is to work with the City to identify critical opportunity sites and develop a baseline for tracking change over time.

TASK 2.3: TRANSPORTATION ANALYSIS

WGI will create a baseline assessment of the existing characteristics for the IH-35E District. The City's previous

collected data will be an integral part in the existing conditions analysis. The assessment will include accessibility by travel mode, sidewalk inventories, traffic signal operations, availability of transit and bicycle facilities, on-street and off-street parking locations, parking supply and demand, additional observations of pedestrian/bicycling obstacles and physical barriers, existing landscaping, and presence of ADA infrastructure.

We will also gather data including traffic volumes (e.g. vehicle, pedestrian, bicyclist, etc.), heavy vehicle percentages, speed survey data, and collision history as made available by the City. We will also work with the City to discuss DART, Transportation Network Companies (Uber, Lyft)/taxi operations through the study area and complete observations at appropriate times, including a review of dockless provider operations and vehicle parking.

The analysis will also take into account the IH-35E highway widening project and include a review of the approved 2010 schematic.

TASK 2.4: PUBLIC OPEN HOUSE / POP UP GALLERY

We will design an interactive, open house event that acts as an exhibit of the IH-35E corridor. The event will take place over the course of a few hours allowing people to stop in and learn about the project when it is most convenient for them. Local partners would be responsible for finding the appropriate space and securing the approvals and access from the current property owner.

The Open House includes multiple games and tools designed to elicit public response and discussion. Many of the exhibits and games are easily transportable to other locations for partners to use in public meetings and other events. The exhibits will be designed to share some of the trends and issues facing the IH-35E corridor while encouraging different methods for people to tell us what they would like to see in the future. The tools potentially include our “postcards from the future,” photo suggestion booth, and interactive mapping; however, we will evaluate and design the right tools for this project in discussion with you.

TASK 2.5: COORDINATION MEETINGS

Our team will update the Steering Committee and the client group on the plan and recent findings during the course of this task. The Steering Committee role is to provide guidance and feedback on the plan process, analysis and strategies; help with

community engagement; and promote the plan and advocate for its adoption and implementation. The Steering Committee should include the Planning and Zoning Commission and potentially diverse stakeholders who are active in the community and willing to undertake the role as described above.

TASK 2 DELIVERABLES

- > Redevelopment database
- > Summary of issues, opportunities and challenges
- > Baseline assessment of existing conditions
- > Design and installation of open house materials, including marketing materials

TASK 2.6: SUMMARY OF OPPORTUNITIES AND CHALLENGES

All of the research and analysis will be summarized into a graphically sophisticated Issues, Opportunities and Constraints presentation. This document will serve as the basis for the key goals and recommendations that will comprise the final plan.

TASK 3 – VISION & RECOMMENDATIONS

TASK 3.1: STATEMENT OF GOALS AND OBJECTIVES

Building from the public outreach and data inventory, a draft statement of goals and objectives for the future of IH-35E will be developed for review by the Steering Committee. These goals and objectives will guide the recommendations developed for different elements of the plan.

TASK 3.2: FOCUS GROUP

Interface Studio will work with local partners to organize focus groups to discuss the analysis and findings. Focus groups are small groups of about 10 participants that allow for a rich discussion of ideas and concerns. We typically organize focus groups targeted to specific interests and initially suggest 5 focus groups to include discussions on local businesses, open space, transportation, housing and infrastructure.

TASK 3.3: HOUSING & ECONOMIC DEVELOPMENT PLAN

To best position the IH-35E corridor for long-term sustainability, recommendations will relate to identifying business types, improving the area’s competitive position, and diversifying the City’s economic base. In addition, Interface Studio will use the existing market analysis and the IH-35E highway widening schematic to identify two proposed target areas for focusing residential and commercial development. These target areas will include areas of vacancy and public-ownership as well as areas of noted developer interest and places in close proximity to major assets and employment centers. We will develop density and configuration scenarios illustrated in conceptual, annotated site plans. Tables that quantify the development potential (building type, square footage, and number of units) of each focus area development scenario will accompany the site plans, along with suggestions about phasing. Specifically, recommendations will include:

- > Positioning the IH-35E corridor as an investment opportunity and a location for the various customer bases within the context of Farmers Branch and the region
- > Strategies to increase confidence and encourage and/or support individual owners thinking of investing including regulatory and financial incentives
- > Working closely with local partners on redevelopment scenarios and implementation triggers for identified opportunity sites
- > Strategies to bring more retail, services and jobs to the IH-35E corridor based upon market findings and available space

TASK 3.4: FUTURE LAND USE & CODE RECOMMENDATIONS

This plan will create proactive strategies to directly impact the physical future of the area. The IH-35E corridor will continue to change; such change should be grounded in what local

partners would like to see for its future. There are several key components to this task: develop a future land use plan for all properties in the study area and identify ideal densities and areas of transition to help both protect existing neighborhoods while encouraging growth where it is appropriate.

TASK 3.5: TRANSPORTATION STRATEGIES

Determination of viable designs and solutions for the IH-35E corridor will be based off the existing conditions assessment, the planned IH35E widening project, support from nationally recognized design guides, City standards, modeling results, market analysis, and engineering judgement. Recommendations will also be in accordance with any key planning documents the City or stakeholders deem important to ensure that solutions will be cohesive with the community's larger goals. We will prepare conceptual designs for any improvements that would benefit from a "quick-build" demonstration.

TASK 3.6: A PLAN FOR IMPROVING PUBLIC SPACE

We will create a series of recommendations that will help to augment, or where necessary transform, the existing streetscape and parks into a source of communal pride and activity. Specifically, we will create designs to improve existing parks and key public spaces including gateways, civic spaces and key corridors, and identify opportunities for new park space in alignment with future land use and code recommendations.

TASK 3.7: COORDINATION MEETINGS & PUBLIC EVENT

TASK 3 DELIVERABLES

- > Focus group presentations
- > Summary of public input
- > Draft statement of goals and objectives for the corridor
- > Draft recommendations
- > Public event presentation and feedback activity

Our team will update the Steering Committee and the client group on the plan and recent findings, and prepare and facilitate an interactive public event to present and get feedback on the plan's recommendations. This event will be a meeting or forum rather than an open house.

TASK 4 – IMPLEMENTATION

The Implementation Plan is the critical component of the work. Without a viable set of actions that reflect both the aspirations of the City of Farmers Branch and the realities of the marketplace, the value of the overall vision is greatly diminished. Our team's experience in actually implementing catalytic projects, even in cities that face significant market challenges, speaks to this approach.

TASK 4.1: AN ACTION STRATEGY FOR THE NEXT YEAR

This plan can and should develop recommendations for sustainable, transformative projects that add activity and vitality to the IH-35E corridor. But it is also extremely important to identify short-term strategies that can be accomplished with limited funds in the next year. Events, festivals, public art, marketing and other tactics can be employed relatively quickly

and inexpensively yet can also have a noticeable impact.

TASK 4.2: IMPLEMENTATION TIMELINE (LONG-TERM)

We will develop an implementation spreadsheet that aligns the goals with the recommendations and identifies the necessary partners and funding sources to turn the ideas into reality. Our approach will focus on a strategy to leverage the various initiatives to generate a whole greater than a simple sum of parts. This will involve specifying sequencing, coordinating activities, and identifying various implementation "paths" that show how results and changes from achieving a certain project can help feed into and make a subsequent project easier to complete and/or more successful. This is especially important to consider with the timing of the IH35E widening. A clear list of priority projects and time frames will be included to help local organizations plan for the upcoming five years of work ahead, and we will identify financing options and necessary public incentives and/or investment, as well as metrics for monitoring progress.

TASK 4.3: PRELIMINARY & FINAL PLANS

All of the analysis and recommendations will be organized into one well-tailored, place-specific, graphic-heavy document. The draft plan will be designed for use in fundraising and to guide the activities of local organizations with their work plans.

Recognizing that there are many different audiences for the plan, we can also create a stand-alone summary for wider distribution. The exact format of the final report and summary will be determined with you to maximize the benefit of the work and best appeal to the primary audiences, but will be organized around housing and economic development, transportation, public realm, land use and codes, as well as a summary of the process.

TASK 4.4: WRAP UP AND MARKETING THE PLAN

We believe it is important to market the plan and generate additional support for the work as it moves toward implementation. Interface Studio will coordinate with the client group on key presentations, including presenting to the Planning & Zoning Commission and Council for final adoption.

TASK 4 DELIVERABLES

- > Implementation matrix including strategies for next year and the longer term
- > Draft and final plan
- > GIS and digital file package

TIMELINE

We believe that the IH-35E Vision Study can be completed within 11 months depending on the timing of outreach events and the review of draft products. This is based on our experience with other similar projects.

Our budget assumes 6 trips over the course of the study. Should additional trips be necessary, we have detailed the additional cost in the attached cost estimate.

We anticipate the following 6 trips:

- 1) January: kick off (Interface, WGI)
- 2) March: open house (Interface)
- 3) May: focus groups (Interface, WGI, Ninigret)
- 4) July: public event (Interface, WGI)
- 5) September: adoption-P&Z (Interface)
- 6) October: adoption-Council (Interface)



