



AGENDA MEMORANDUM

Action Item for the City Council Meeting of September 22, 2020

DATE: September 8, 2020

TO: Peter Zaroni, City Manager

FROM: Daniel McGinn, Director of Planning and Environmental Services
DanielMc@cctexas.com
(361) 826-7011

Tracey Cantu, Interim Director of Parks and Recreation
TraceyC@cctexas.com
(361) 826-3464

Master Service Agreement

Planning Services

CAPTION:

Motion authorizing a two-year term extension to an existing Master Service Agreement for Planning Services with Asakura Robinson Company LLC with an increase of up to \$340,000 for the Staples and Leopard Street Corridors Revitalization Plan, Midtown Area Development Plan, and Heritage Park Utilization Plan, for a total contract amount not to exceed \$590,000, effective upon notice to proceed, with funding available in the FY 2020 General Fund and the Visitor's Facility Fund.

SUMMARY:

This motion authorizes a two-year term extension for a Master Service Agreement with Asakura Robinson Company LLC and additional budget of \$340,000 for additional professional planning services to develop corridor revitalization plans for Staples and Leopard Streets in the Uptown area, the Midtown Area Development Plan (ADP), and the Heritage Park Utilization Plan. These services are necessary to create up-to-date strategic city plans that support economic and community development.

BACKGROUND AND FINDINGS:

The City executed a Master Service Agreement in January 2020 with the urban planning firm Asakura Robinson Company LLC for professional planning services with a contract amount not to exceed \$250,000. The initial contract amount covered the Northwest Boulevard (FM 624) Corridor Plan at approximately \$100,000 and the Downtown Gateways Vision Plan for the I-37/Laredo/Agnes corridors at approximately \$150,000. Both plans will be completed by the end of 2020 or early 2021.

Additional planning services are needed to create a new Midtown Area Development Plan, Heritage Park Utilization Plan, and revitalization plans for Staples and Leopard Streets in the Uptown area. The

latter two plans will build upon Asakura Robinson's research and work on the Downtown Gateways Vision Plan.

Funding for the Midtown Area Development Plan and Heritage Park Utilization Plan was programmed during the FY 2020 budget process while the Staples/Leopard Street corridor revitalization plans are a recent initiative.

The Planning Department and Parks & Recreation Department are requesting a two-year term extension of the current Master Service Agreement with Asakura Robinson Company LLC and additional budget of \$340,000 to complete the three projects mentioned above. Upon execution of the amended Master Services Agreement, staff will negotiate a detailed scope of work with Asakura Robinson within the allotted budget. Public engagement and feedback will be a necessary part of the scope of work to create these plans.

The purpose and approximate budget of the three projects is as follows:

Staples/Leopard Street Corridor Revitalization Plans

This initiative will create a plan for revitalizing Staples Street from Interstate 37 to Six Points and Leopard Street from Upper Broadway to the Crosstown Expressway. These are key Uptown corridors identified in the 2018 Downtown Area Development Plan.

The objective of the plan is to:

- Create sustainable and attractive key Uptown corridors with the purpose of creating a coordinated sense of place along the corridors that builds and sustains occupancy and attracts investors.
- Guide future public and private development and lay the foundation for a strong local economy anchored by new development and redevelopment.
- Create conceptual drawings to help reimagine the corridors that includes improvements such as landscaping to create attractive walkable streets and shade for pedestrians.
- Identify a specific implementation plan.

Midtown Area Development Plan

This planning initiative will develop a new 20-year Area Development Plan (ADP) for the Midtown planning district (16.6 square miles) of Corpus Christi. The process will employ current best practices to develop a new long-range vision and implementation plan. The current ADP for this area was adopted in 1995 and no longer reflects existing conditions or future needs in this district.

The ADP update will examine current conditions and establish the community's vision and goals, and identify implementation strategies for the next 20 years that include infrastructure improvements and policy and programmatic initiatives. The process will emphasize community involvement, identify existing conditions and future needs aligned with land use patterns, public infrastructure needs, environmental impacts, fiscal impacts, and implementation strategies. The ADP will provide specific recommendations concerning future land uses, transportation, public services, and environmental protection.

Heritage Park Utilization Plan

Heritage Park is in the heart of the SEA District and in a key area once the Harbor Bridge is relocated and the right-of-way reutilized. This initiative will evaluate the best use of structures and real estate within Heritage Park including potential improvements and will result in a long-term strategic plan that is coordinated with future public and private development in the area.

Several important themes should emerge from the process of transforming Heritage Park:

- There should be a strong connection between the Downtown, Bayfront, and existing attractions.

- The site will attract a broad range of Corpus Christi residents and visitors including a variety of age, ethnic and income groups.
- Amenities and infrastructure should support uses and/or activities of varying sizes.
- A strategy for the ongoing economic sustainability of the site should be developed and the overall management should be a key ingredient in this strategy.

PROJECT TIMELINE:

The services will start in January 2021 with completion planned in late 2021/early 2022.

COMPETITIVE SOLICITATION PROCESS:

Asakura Robinson was selected to provide planning services in February 2019 under RFQ 2018-10. The selection committee consisted of representatives from Planning and Environmental Services and Engineering Services. Asakura Robinson was evaluated on five factors: 1) experience and qualification of the firm, 2) experience and qualification of the project manager, 3) project approach and management plan, 4) capacity to meet the project requirements and timelines, and 5) past performance. Asakura Robinson was ranked first.

ALTERNATIVES:

If other methods of procuring services are preferred, then not awarding this amendment to the current Master Service Agreement with Asakura Robinson will delay the start of these projects.

FISCAL IMPACT:

This item proposes to amend the current Master Service Agreement with Asakura Robinson for planning services up to the amount of \$340,000. Funding is approved and available in the FY 2020 Comprehensive Planning and Parks and Recreation Departments' budgets.

Funding Detail: (Planning and Parks/Recreation Department Funded)

Fund: 1020 General Fund
 Organization: 11455 Comprehensive Planning
 Mission Element: 071 Comprehensive Planning
 Account: 530000 Professional Services
 Project: 19074A Planning Services MSA

Fund: 4710 Visitor's Facility Fund
 Organization: 13710 Cultural Facility Maintenance
 Mission Element: 141 Manage and maintain parks, beaches, open spaces & recreational facilities
 Account: 530000 Professional Services
 Project: 19074A Planning Services MSA

RECOMMENDATION:

Staff recommends amending the existing Master Service Agreement with Asakura Robinson for an additional \$340,000 for the additional planning services described herein, bringing the entire contract maximum amount to \$590,000, and extending the term of the contract by another two years.

LIST OF SUPPORTING DOCUMENTS:

Study Area Maps
Master Service Agreement