

## HUNTERSVILLE 2022 DOWNTOWN PLAN SCOPE OF WORK

### SHOOK KELLEY, LEAD CONSULTING FIRM

Original: November 1, 2021 / Dates Edited: January 4, 2022

## PHASE 1: DISCOVERY

**Shook Kelley (SK) Team Estimated Budget: \$45,000**

### 1.1 ORGANIZATION, MOBILIZATION & RECONNAISSANCE

#### 1.1.1 Town Department Coordination

- Introductory Discussions & Information Download
- GIS Data Collection & File Transfer
- Communication Protocols & Infrastructure (Internal & External)
- DPSC & Public Meetings: Venue, Approach, Protocols, & Infrastructure

#### 1.1.2 SK Team Coordination

- Project General Mobilization & Start-up Activities
- Downtown Context Field Study
- Adopted Town Document, Ordinance & Policy Review

#### *Deliverables:*

1. Town Data, File & Document Materials Request List
2. Project Management & Communications Plan
3. Downtown Context Plan (per Project Scope Plan)
  - Photo Recordation & Field Note Observations

### 1.2 PRELIMINARY ASSESSMENT

#### 1.2.1 Infrastructure [Shook Kelley (SK) & Gannett Fleming (GF)]

- Transportation (SK & GF)
  - Arterial Streets & Intersections (Gilead Rd & NC 115)
  - Downtown & Adjacent Neighborhood Streets
  - Bicycle & Pedestrian Facilities
  - Public Transit - CRT & BRT Station Area Plan
  - Parking - Distribution, Supply & Demand
- General Infrastructure Systems (GF)
- Environment & Open Space (SK & GF)
  - Terrestrial Systems
  - Public Greenways, Trails & Parks
  - Stormwater Systems

#### 1.2.2 Land Use / Urban Design [Shook Kelley]

- Adopted Town Documents, Ordinance & Policies
- Urban Design Guidelines
- Existing Land Use & Development Site Typologies
- Existing Development Form & Program – Uses and Typologies
- Other-TBD

- 1.2.3 Economic Development [Shook Kelley (SK) & Gibbs Planning Group (GPG)]
  - Existing Ownership Patterns: City-Owned & Private-Owned Assets (SK)
  - Existing Development Activity Types & Patterns: Recent & Emerging (SK)
  - Market Study (GPG)

***Deliverables:***

1. Preliminary Assessment Compendium (per Infrastructure, Land Use/Urban Design, & Economic Development Summary Reports)
  - Executive Summary
  - Narrative Overview & Recommendations
  - Annotated Diagram Layer Stack Analysis
  - Supporting Graphic Exhibits & Tables
2. Infrastructure Assessment Summary Report:
  - Transportation
  - General Infrastructure Systems
  - Environment & Open Space
3. Land Use / Urban Design Summary Report:
  - Adopted Town Documents, Ordinance & Policies
  - Urban Design Guidelines
  - Existing Land Use and Development Typologies, Form & Program
4. Economic Development Summary Report:
  - Existing Ownership & Development Activity Patterns
  - Market Study

**Phase 1: PROJECT MEETINGS & ENGAGEMENT**

- TOWN STAFF WORKSHOPS (WS)
  - WS #1: Preliminary Assessment Wed, Dec 4<sup>th</sup>
- DOWNTOWN PLAN STEERING COMMITTEE (DPSC) MEETINGS
  - DPSC #1: Orientation Thurs, Nov 4<sup>th</sup>
    - Conducted by Planning Staff
      - Downtown History
      - Recent Improvement Strategy
      - Issue Identification / General Discussion
      - Election of Chair & Vice-Chair
  - DPSC #2: Issues Thurs, Dec 9<sup>th</sup>
  - DPSC #3: Public Forum #1 Review & Feedback Thurs, Feb 10<sup>th</sup>
- PUBLIC FORUM #1: *Our Essential Downtown* Thurs, Jan 27<sup>th</sup>
  - Overview - History & Growth Trajectory
  - Preliminary Assessment, & Organizing Principles
- PUBLIC COMMUNICATIONS (PC):
  - PC #1: What We Learned from Public Forum #1
    - Town Website & Press Release
    - Public Feedback Survey

***Deliverables:***

1. Town Staff Workshop Agenda, Logistics, Materials & Memorandum
2. DPSC Meeting Agenda, Logistics, Materials & Memoranda
3. DPSC #1 Survey & Review
4. Public Forum #1 Agenda, Logistics, Materials & Memorandum
5. PC #1 Package: Public Forum #1
  - Materials for Town Website Upload & Press Release
  - Public Feedback Survey

## **PHASE 2: ORGANIZING PRINCIPLES & ALTERNATIVE FUTURES**

**SK Team Estimated Budget: \$45,000**

### **2.1 ORGANIZING PRINCIPLES**

- 2.1.1 Infrastructure
- 2.1.2 Land Use / Urban Design
- 2.1.3 Economic Development

***Deliverables:***

1. Organizing Principles Charter Document
2. Typological Case Study/Precedents

### **2.2 ALTERNATIVE FUTURES (1-3)**

- 2.2.1 Identification: Designations & Approaches
- 2.2.2 Alternative Futures & Comparative Analysis - DRAFT (Public Forum)
  - DRAFT Development, Vetting & Evaluation
  - Additional Services:** TBD - ArcGIS Urban Scenario Modeling
- 2.2.3 Alternative Futures & Comparative Analysis - FINAL (Post-Forum)
  - FINAL Development, Vetting & Evaluation
  - Additional Services:** TBD - ArcGIS Urban Scenario Modeling
- 2.2.4 Alternative Futures Selection (Basis for Master Plan)

***Deliverables:***

1. Alternative Futures Identification Matrix.
2. DRAFT Alternative Futures (1-3)
  - Annotated Diagram Plans & Comparative Analysis
  - Additional Services:** TBD - ArcGIS Urban Scenario Modeling Files (DRAFT)
3. Typological Case Study/Precedents
4. FINAL Alternative Futures (1-3)
  - Annotated Diagram Plans & Comparative Analysis
  - Additional Services:** TBD - ArcGIS Urban Scenario Modeling Files (FINAL)

### **Phase 2 PROJECT MEETINGS & COMMUNICATION**

- TOWN STAFF WORKSHOPS (WS)
  - WS #2: Organizing Principles & Alternative Futures Wed, Feb 23<sup>rd</sup>
- DOWNTOWN PLAN STEERING COMMITTEE (DPSC) MEETINGS

- DPSC #4: Public Form #2 Review & Feedback Thurs, Apr 7<sup>th</sup>
- PUBLIC FORUM #2: *Options for the Future* Thurs, March 24<sup>th</sup>
  - Alternative Futures, Comparative Analysis & Selection
- PUBLIC COMMUNICATIONS (PC):
  - PC #2: What We Learned from Public Forum #2
    - Town Website & Press Release
    - Public Feedback Survey

***Deliverables:***

1. Town Staff Workshop Agenda, Logistics, Materials & Memorandum
2. DPSC Meeting Agenda, Logistics, Materials & Memoranda
3. Public Forum #2 Agenda, Logistics, Materials & Memorandum
4. PC #2 Package: Public Forum #2
  - Materials for Town Website Upload & Press Release
  - Public Feedback Survey

## **PHASE 3: FINAL STRATEGY & MASTER PLAN**

**SK Team Estimated Budget: \$45,000**

### **3.1 MASTER DEVELOPMENT STRATEGY**

- 3.1.1 Infrastructure
- 3.1.2 Land Use / Urban Design
- 3.1.3 Economic Development
- 3.1.4 Key Code & Policy Elements
- 3.1.5 Public/Private Development Approach
- 3.1.6 Development Focus Areas & Key Catalytic / Implementation Project(s)
- 3.1.7 Implementation & Phasing Strategy
- 3.1.8 Next Steps

***Deliverables:***

1. Master Development Strategy Compendium – DRAFT (Public Forum)
2. Master Development Strategy Compendium – FINAL (Post-Public Forum)

### **3.2 MASTER PLAN DEVELOPMENT**

- 3.2.1 Master Plan & Development Program - DRAFT (Public Forum)
- 3.2.2 Master Plan & Development Program - FINAL (Post- Public Forum)

***Deliverables:***

1. DRAFT Master Plan & Development Program
  - Annotated 2-D Plan & Data Tables
  - Annotated 3-D Massing Vignettes
  - Typological Case Study/Precedents

**Additional Services:** TBD - ArcGIS Urban Modeling Files
2. FINAL Master Plan & Development Program

- Annotated 2-D Plan & Data Tables
  - Annotated 3-D Massing Vignettes
  - Typological Case Study/Precedents
- Additional Services:** TBD - ArcGIS Urban Modeling Files

### **Phase 3: PROJECT MEETINGS & COMMUNICATION**

- TOWN STAFF WORKSHOPS (WS)
  - WS #3: Final Strategy & Master Plan Development Wed, Apr 27<sup>th</sup>
  - WS #4: Final Strategy & Master Plan Development Wed, June 15<sup>th</sup>
- DOWNTOWN PLAN STEERING COMMITTEE (DPSC) MEETINGS
  - DPSC #5: Public Forum #3 Review & Feedback Thurs, June 9<sup>th</sup>
  - DPSC #6: Final Review of the Project & Deliverables Thurs, June 23<sup>rd</sup>
  - DPSC #7: Joint Meeting with Town Board (Tent.) Thurs, June 30<sup>th</sup>
- PUBLIC FORUM #3: *Our Plan for Getting There* Thurs, May 26<sup>th</sup>
  - Final Strategy & Master Plan
- PUBLIC COMMUNICATIONS (PC)
  - PC #3: What We Learned from Public Forum #3
    - Town Website & Press Release
    - Public Feedback Survey

#### ***Deliverables:***

1. Town Staff Workshop Agenda, Logistics, Materials & Memorandum
2. DPSC Meeting Agenda, Logistics, Materials & Memoranda
3. Public Forum #3 Agenda, Logistics, Materials & Memorandum
4. PC #3 Package: Public Forum #3
  - Materials for Town Website Upload & Press Release
  - Public Feedback Survey

## **NON-LINEAR SERVICES**

### **SK Team Estimated Budget: \$15,000**

#### **Notes:**

1. Upon authorization by the Town per mutual agreement of scope; estimated fee not to exceed \$5,000 per each Specific Project Review or Site Study conducted.
  2. Any savings resulting from: a) a shortened Project Review or Site Study process; or, b) unneeded Non-Linear Services will be applied to services provided in Phases 1-3.
  3. Specific Project Reviews or Site Studies that are expected to exceed \$5,000 shall require authorization from the Town to proceed by either: a) expending remaining Non-Linear Services budget; or, b) approving a proposal for Additional Services with compensation in accordance with Shook Kelley's Conditions of Service.
- NS.1 SK Peer Review: Current / Prospective Downtown Development Projects
    - NS.1.1 Huntersville Town Hall (Former - Proposed Adaptive Reuse)
    - NS.1.2 Other - TBD
  - NS.2 Detailed Site or Building Program Development Analysis & Design Studies

- NS.2.1 New Huntersville Elementary School
- NS.2.2 Other - TBD

***Deliverables:***

1. TBD Pending Scope of Review & Study for each Project

**PROJECT MEETINGS & COMMUNICATIONS FORMAT - SUMMARY**

- Town Staff Workshops: Internal w/ SK Team
- DPSC: Public
- Public Forums & Communication: Public
- Agency (Public & Private) - TBD: Internal w/ Town Staff & SK Team
- SK Non-Linear Services - TBD: Internal w/ Town Staff

**PUBLIC MEETING SCHEDULE SUMMARY**

- |   |                        |
|---|------------------------|
| • DPSC #1: Orientation                                | Nov 4 <sup>th</sup>    |
| • DPSC #2: Issues                                     | Dec 9 <sup>th</sup>    |
| • DPSC #3: Public Forum #1 Review & Feedback          | Feb 10 <sup>th</sup>   |
| • DPSC #4: Public Form #2 Review & Feedback           | Apr 7 <sup>th</sup>    |
| • DPSC #5: Public Forum #3 Review & Feedback          | June 9 <sup>th</sup>   |
| • DPSC #6: Final Review of the Project & Deliverables | June 23 <sup>rd</sup>  |
| • DPSC #7: Joint Meeting with Town Board (Tent,)      | June 30 <sup>th</sup>  |
| • PUBLIC FORUM #1: <i>Our Essential Downtown</i>      | Jan 27 <sup>th</sup>   |
| • PUBLIC FORUM #2: <i>Options for the Future</i>      | March 24 <sup>th</sup> |
| • PUBLIC FORUM #3: <i>Our Plan for Getting There</i>  | May 26 <sup>th</sup>   |