

EXHIBIT A

DOWNTOWN VISION AND ACTION PLAN CONSULTANT SCOPE OF WORK

PROJECT OBJECTIVES

The selected qualified professional consultant will create a vision through a collaborative process for Downtown Flagstaff including implementation strategies to support the vision. Areas of interest include: zoning impacts on land use and development opportunities; potential for redevelopment and desired built environment; historic preservation priorities and standards; local business development and support; economic development opportunities; parking, public infrastructure, transportation, and connectivity; and addition and activation of civic/community spaces.

STUDY AREA

The geographic area of review shall be Butler Avenue to the south, Dale Avenue to the north, Elden Street to the east, and Milton Road/Sitgreaves Street to the west. These boundaries may change based on public input received during the process. This project also considers potential Bus Rapid Transit lines which may extend the area of review north towards Flagstaff Medical Center. The Study Area may be modified by the Downtown Vision Advisory Committee.

SCOPE OF SERVICES

The consultant will provide services including, but is not limited to, the following:

Public Involvement

- Engage key stakeholders including, but not limited to, leadership and staff from the City of Flagstaff, Coconino County, NAIPTA, and the FDBA. These key stakeholders will form the Downtown Vision Advisory Committee who will assist the consultant with identification of other key stakeholders within the study area.
- Develop a robust and broad community engagement process through a public outreach plan to be approved by the Downtown Vision Advisory Committee, which includes representatives from City of Flagstaff, Coconino County, NAIPTA, and the FDBA. Outreach efforts will be managed by the consultant, and should incorporate a variety of formats, including, but not limited to, one-on-one, small group, larger open house forums, and on-line surveys.
- Facilitate conversation with Southside neighborhood leaders, business owners, and property owners within the study area to determine interest and provide recommended actions to form a Business Improvement and Revitalization District.
- The public involvement period should not exceed a 12-month timeframe.

Documentation, Plan, Policy, and Ordinance Review and Analysis

Analyze and understand existing documents, plans, policies, and ordinances, including:

- Flagstaff Downtown Business Improvement and Revitalization District Enabling Legislation, MOU with the City of Flagstaff, and Management Services Contract with the Flagstaff Downtown Business Alliance
- 2030 Flagstaff Regional Plan
- Flagstaff Zoning Code
- Downtown Historic Overlay District Design Standards
- 2017 NAIPTA Five Year Transit Plan
- Draft Milton Corridor Study documents
- Draft Southside Neighborhood Plan implementation goals and policies
- 2040 Regional Transportation Plan
- 2017 Comprehensive Parking Management Program
- 2009 Parking Study
- High Occupancy Housing Plan
- Climate Action and Adaptation Plan
- Downtown Area Plan Improvements (1993)
- Rio de Flag Flood Control Project
- Any other documentation relevant to the scope of the Downtown Vision

Market Analysis

- Complete a market assessment that documents existing economic conditions and identifies trends and opportunities for 1-2 years (short-term), 3-5 years (mid-term), and 5-7 years (longer-term).
- Identify key development sites and catalytic opportunities, including the future redevelopment of the City Court facilities located at Beaver Street and Route 66, and County-owned property at three corners of Agassiz Street and Cherry Avenue.
- Perform an analysis of and present a proposal for the appropriate and sustainable mix of office, retail, residential, hospitality, events, and other uses.
- Identify any market gaps.
- Make recommendations for how Downtown can continue to prosper while retaining what makes Downtown special.

Built Environment, Land Use, and Development Standards

- Evaluate how the community values and vision for the Downtown correlate with existing zoning regulations regarding building height, density, and intensity. Identify strategies for aligning existing regulations with the Downtown Vision.
- Make recommendations to protect blocks and buildings where historic preservation is a priority. Identify strategies for improving existing historic preservation requirements.
- Develop strategies related to the management of food trucks, mobile vending, sidewalk vending, and private business enterprises within the public right-of-way.
- Identify opportunities for public space activation, including consideration of alleyways, public art, and temporary street closures.

Parking, Public Infrastructure, Transportation, and Connectivity

- Conduct an assessment of public infrastructure needs and priorities, including mobility/accessibility, connectivity, and best practices that connect people, bikes, transit, and cars to destinations.
- Analyze the adequacy and requirements and develop strategies for private, public, and employee parking and their impacts on development opportunities (residential and commercial). Analyze the appropriateness of existing parking reduction incentives and form based code parking requirements. Make recommendations for future parking and implementation of an “in lieu” parking program to support new development.
- Recommend multimodal opportunities and future multimodal parking.
- Identify enhancement opportunities and economic development potential for properties adjacent to the new/proposed Downtown Connections Center. Also provide recommendations to create a stronger connection between the north side of Downtown and the proposed Downtown Connections Center.
- Identify enhancement opportunities and economic development potential around the proposed Bus Rapid Transit line (Milton through Downtown to the Flagstaff Medical Center).
- Identify the impacts of BNSF on Downtown connectivity and explore strategies to manage those impacts.

Implementation Strategy

- Create an implementation plan to guide the next era of investment in Downtown, including detailed short-term initiatives, plans to activate underutilized spaces, and recommendations to activate civic assets to their highest and best use.
- Provide specific strategies and actions, including timelines, budgetary implications, and the establishment of a framework for implementing and monitoring the new plan over a 3-7 year timeframe, with emphasis on what can be accomplished in the next 18-24 months.
- Facilitate leadership jointly with the Downtown Vision Advisory Committee and the FDBA Board of Directors, to include a workshop at both the beginning and end of the planning process, ensuring consensus, and that organizational priorities and actions fit within the Downtown Visioning process.

DOWNTOWN VISION ADVISORY COMMITTEE

Collaborate with the Downtown Vision Advisory Committee and participate in Committee meetings, as requested. Receive and implement input and direction from the Downtown Vision Advisory Committee. Provide updates to the Downtown Vision Advisory Committee as requested.

STATUS REPORTS

Provide written updates to City, County, and NAIPTA leadership at the beginning of the process, at key milestones, when direction is needed, and when a draft final report has been issued. Provide in-person updates at City Council and County Board of Supervisor meetings as requested.

TERM

The consultant will have twelve (12) months to complete the work.