



April 4, 2024

Fred Gibbs
Director of Development Services
Town of Little Elm
100 W. Eldorado Parkway
Little Elm, Texas 75068

RE: Long Range Area Planning Services

Dear Mr. Gibbs:

Halff Associates, Inc. is pleased to submit the following scope and fee proposal to provide land use and urban design services for Long Range Area Planning for the Highway 380 corridor and the Lakefront District.

We propose the services as described in ***Exhibit A, Scope of Services. Exhibit A, Basis of Compensation – Optional Services*** includes program services which are not included in the base contract, but can be provided by Halff Associates Inc., upon your request.

We appreciate the opportunity to submit the attached scope of work for this project. Please feel free to contact me at 512-777-4616 or at jmaddox@halff.com if you have any questions or comments regarding the proposal.

Sincerely,

HALFF ASSOCIATES, INC.

Jordan Maddox, AICP
Director of Planning

EXHIBIT A

BASIC SCOPE OF SERVICES

LONG RANGE AREA PLANNING SERVICES FOR THE HIGHWAY 380 CORRIDOR AND LAKEFRONT DISTRICT

PURPOSE

Halff Associates, Inc. (CONSULTANT) shall provide Long Range Area Planning Services for the Highway 380 Corridor and Lakefront District (PROJECT), for the Town of Little Elm (CLIENT). The purpose of the PROJECT is to conduct a planning process to provide land use, regulatory, mobility and placemaking recommendations for two critical subareas within Little Elm.

PROJECT SUMMARY

The CLIENT seeks a consultant team to conduct area planning that results in an amendment to the Town's comprehensive plan and includes:

- Project initiation and management
- Visioning
- Coordination with advisory committees
- Conceptualization of plan framework elements
- Analysis of plan framework elements
- Development of strategies, policies and recommendations
- Development of plan content
- Participation in adoption process with Planning and Zoning Commission and Town Council

ASSUMPTIONS

The scope of services for this proposal has been prepared using the following assumptions as a basis for its preparation:

1. The project planning areas will encompass the areas as identified below under Planning Area.
2. CLIENT will appoint a contact person [Project Administrator] to work with CONSULTANT and act as an intermediary between Town staff, Town Council, Planning and Zoning Commission, Advisory Committee, outside consultants, and other Town, county and state government staff persons as required. CONSULTANT will take direction from the CLIENT's Project Administrator and Town Manager only.
3. The CLIENT will coordinate facilities, refreshments, and advertising for all outreach events and public meetings.
4. The CLIENT will be responsible for advertising for all meetings and announcements.

5. The CLIENT will commit the necessary resources to adequately promote resident participation in, and media coverage of, key community involvement meetings.
6. The CLIENT will provide information from all previous and current planning studies and master plans that may relate to this planning effort. This information will be provided in digital format when possible and available. If no digital information is available, the CLIENT will create a reproduction, wherever possible, that will not have to be returned at the conclusion of the project. This information may include, but not be limited to, existing land-use plans and GIS data; existing transportation and street master plans; existing water or sanitary sewer planning documents; economic and demographic studies; park, trail, and open space plans; or other pertinent planning or policy documents. Prompt compilation and delivery of these documents to CONSULTANT is an essential prerequisite for the initiation of work and timely forward progress on individual tasks and deliverables.
7. The CLIENT will provide CONSULTANT with the most recently updated digital base map of the planning area with Town limit and extraterritorial jurisdiction (ETJ) lines (if available), school district lines, municipal utility district boundaries, roadway centerlines and rights-of-way (if available), water and sewer facilities; dry utilities; public facilities (including police, fire, hospital, library and other major public facilities); building footprints, park and open space facilities; sidewalks and trails; rivers, lakes and floodplain information; and other GIS data available that may be pertinent to this planning process. These files will be in the form of GIS shapefiles.
8. Input and feedback derived from the public engagement process will be assessed and incorporated into the various plan elements rather than compiled as stand-alone documents.
9. Tasks completed as part of this planning effort may occur concurrently where appropriate, or in some cases may deviate from the sequence shown in this Scope of Services document.
10. Additional engagement outside of this scope will require an addition service and incur a fee.
11. CONSULTANT will provide deliverables as prepared for each phase/task of the project. All draft/interim deliverables will be provided to the CLIENT in an electronic format (e.g., Adobe PDF, Microsoft Word, etc) for ease of file transfer, reproduction, and distribution.
12. CONSULTANT deliverables include one consolidated round of revisions from the CLIENT. Major changes that shift the plan direction or require significant re-work may require an add-service.
13. CONSULTANT assumes timely deliverables, efficient coordination and clear communication with Little Elm Economic Development Corporation (EDC) for all elements of the scope of services where the scope stipulates that CONSULTANT will review or rely upon materials or analysis as provided by the EDC.

It is the responsibility of the CLIENT's Project Administrator to coordinate, compile, and forward in a consolidated manner all review comments, feedback, and/or requested/suggested revisions to such draft/interim deliverables.

SCOPE OF SERVICES

PHASE 1 – INITIATE

TASK 1.1 – PROJECT ORIENTATION MEETING

In this task, CONSULTANT will meet with CLIENT virtually for the first time to initiate the project. The primary purpose will be to complete initial introductions, identify a preferred time for regular check-in calls, and discuss logistics for the Kick-off Meeting to be conducted in Task 1.3.

TASK 1.2 – REQUEST FOR INFORMATION

In this task, CONSULTANT will prepare a list of requested data and materials to be provided by CLIENT. These may include adopted plans, GIS data/files, and other background data/information that would be useful to the area planning tasks.

TASK 1.3 – KICK-OFF MEETING, STAFF TOUR AND ADVISORY COMMITTEE MEETINGS (ROUND 1)

In this task, CONSULTANT will attend a one-day, on-site kick-off day. This will start with a meeting with Town staff to confirm schedule, discuss available background data/materials and address other project management logistics. This one-day effort will include a site tour with staff to increase CONSULTANT's understanding of the local context and obtain site photos. Additionally, CONSULTANT will plan, prepare for and execute initial meetings of the Advisory Committees for each subarea (held back-to-back on the same day). CONSULTANT will meet with the Advisory Committees to introduce the project and begin soliciting input on issues and opportunities for each subarea.

TASK 1.4 – LAND USE ASSESSMENT AND DEMAND ANALYSIS REVIEW

In this task, CONSULTANT will review findings from a Land Use Assessment and Demand Analysis to be completed by the Little Elm Economic Development Corporation in coordination with Catalyst Commercial. CONSULTANT's completion of this task is contingent upon analysis and materials being provided by the Little Elm Economic Development Corporation.

TASK 1.5 – PIPELINE PROJECTS REVIEW AND DEVELOPMENT TRENDS REVIEW

In this task, CONSULTANT will review projects currently in the pipeline and recently completed projects within the subareas to better understand what is being constructed by the market based on current regulations. This will be supplemented with input and summaries of development trends provided by Little Elm EDC based on targeted interviews with local and regional developers to better understand the market opportunities and development feasibility for the subareas specifically.

Phase 1 Deliverables:

- Project basemaps (one for each subarea)
- Meeting materials
- Open house boards

PHASE 2 – ENVISION

TASK 2.1 – COMPREHENSIVE PLAN ASSESSMENT

CONSULTANT will work with Town staff to assess the 2017 Comprehensive Plan to identify key elements that need to be revisited as part of this process. This proposal assumes minor and limited revisions. Key areas that require revision will be documented and integrated into community outreach efforts.

TASK 2.2 – ADVISORY COMMITTEE MEETINGS (ROUND 2): BACKGROUND AND FRAMEWORK DEVELOPMENT

CONSULTANT will plan and execute meetings with Advisory Committees (one for each subarea held back-to-back on the same day) to share preliminary economic findings (to be provided by EDC) and begin developing objectives for development, mobility and public space within each subarea. This may include review of overarching principles, key identified opportunities and some early framework elements for each subarea. CONSULTANT will develop graphics, diagrams, presentations and engagement exercises to facilitate discussion among Committee members.

Phase 2 Deliverables:

- Comprehensive Plan Assessment memo
- Issues and opportunities overview
- Preliminary guiding principles
- Advisory Committee meeting materials

PHASE 3 – CONCEPTUALIZE

TASK 3.1 – DRAFT SUBAREAS DESIGN FRAMEWORKS

In this task, CONSULTANT will develop a preliminary Design Framework for each subarea that addresses land use, urban design, mobility and other critical city building features. The Design Frameworks will serve as a baseline for the more detailed Draft Plan to follow and will likely include the following components:

- **Character Areas.** Mapping and description of design character areas and corresponding description of the physical design outcomes desired for each character area. This will establish objectives for site planning, building form, contextual design considerations and other similar redevelopment and placemaking considerations.
- **Land Use Framework.** Mapping and identification of targeted land uses for the subareas.
- **Mobility Network.** Framework level mobility network recommendations for all modes and integrated with the urban design elements described above. This will integrate priorities for pedestrians, bicycles, micro mobility, transit and vehicular circulation.
- **Gateways and Nodes.** Preliminary identification of any critical nodes, gateways or redevelopment opportunities within the subareas that may warrant special attention from a design perspective. This will also include direction for site design, building design, building orientation and other key design elements at these locations.
- **Street Types.** Preliminary mapping of “street types” that describes how development should interface and frame various types of public streets. This will establish objectives for the design of street level architecture, the space between buildings and public streets, landscape character along the street and other critical design components of private development that

contribute to streetscape character. Street Types would likely vary to some degree along different segments of each corridor and may also be assigned for nearby and intersecting streets.

TASK 3.2 – ADVISORY COMMITTEE MEETINGS (ROUND 3)

In this task, CONSULTANT will host a third round of Advisory Committee meetings (to be held back-to-back on the same day) to share the Design Frameworks described in Task 3.1 above. The details and format of this event will be refined in coordination with staff, but is anticipated to include presentations, question/answer, open discussion and targeted brainstorming/review exercises.

TASK 3.3 – FINAL CORRIDORS DESIGN FRAMEWORK

In this task, CONSULTANT will revise the Design Frameworks based on staff, Committee and public comments.

Phase 3 Deliverables:

- Draft Design Frameworks document
- Draft Design Frameworks materials and presentations
- Final Design Frameworks document

PHASE 4 – ANALYZE

TASK 4.1 – OPPORTUNITY SITES ANALYSIS

Based on the Framework developed in Phase 3, CONSULTANT will identify all major redevelopment sites in the two subareas and prioritize them based on their potential cumulative benefit to the community. Criteria is anticipated to include placemaking, catalytic potential and economic impacts, with the economic impacts analysis being provided by the Little Elm EDC.

Task 4.2 – SUBAREA SITE CONCEPTS

Based on the Opportunity Sites Analysis above and the Design Frameworks, CONSULTANT will prepare more detailed concept drawings for up to four key opportunity sites to be identified in coordination with the Town. These concepts will drill down to show conceptual but realistic implementation of the Design Frameworks on key sites through land use bubble diagrams, site plan sketches, and other illustrative material.

Task 4.3: SITE SPECIFIC FEASIBILITY ANALYSIS REVIEW

CONSULTANT will review site feasibility analysis as provided by the Little Elm EDC for two of the four catalytic sites identified above to determine feasibility of development and identify the potential need for the Town to support and facilitate such development. This task involves proforma analysis based on market factors. These factors will include market-based assumptions of land values, development and construction costs, rents, and operating expenses that contribute to project feasibility. If feasibility gaps exist, this analysis will identify options and strategies to address these gaps including public grants or incentives.

Phase 4 Deliverables:

- Opportunity Sites Analysis memo
- Subarea site concept drawings and illustrative material

PHASE 5 – REALIZE

TASK 5.1 – ECONOMIC AND REDEVELOPMENT STRATEGIES REVIEW

CONSULTANT will review economic and redevelopment strategies to be provided by Little Elm EDC for specific action steps to implement the emerging subarea objectives identified in previous phases. This will include review of an innovative implementation plan and a tailored economic “playbook” to guide Town initiatives. CONSULTANT will integrate this content in the Draft Plan identified in Task 6.1 below as determined in coordination with CLIENT.

TASK 5.2 – REGULATORY STRATEGIES

CONSULTANT will recommend specific regulatory strategies, incentives and processes to be rolled into the UDC preparation for the two subareas.

TASK 5.3 – PARTNERSHIP AND OTHER IMPLEMENTATION STRATEGIES

CONSULTANT will identify key partnerships that the Town should pursue in implementing the Design Frameworks.

TASK 5.4 – DRAFT AREA PLAN AMENDMENTS

CONSULTANT will assemble all recommendations completed in the above sections into concise area plan documents to be integrated into the comprehensive plan as amendments. These elements will be accompanied by any minor changes recommended for the existing Comprehensive Plan. The Area Plans will cover all key topics, including vision, urban design, land use, mobility, priority development areas, site concepts and implementation.

Task 5 Deliverables:

- Plan Implementation Framework and Recommendations
- Draft Area Plan Amendments

PHASE 6 – ADOPT

TASK 6.1 – ADVISORY COMMITTEES (ROUND 4) AND COMMUNITY OPEN HOUSE

CONSULTANT will prepare and execute an open house to share and receive feedback on the Draft Plan. It is anticipated that this will be primarily informational, but CONSULTANT will also include components that allow participants to interact with the Town and CONSULTANT and provide input.

TASK 6.2 – ADOPTION HEARINGS

CONSULTANT will participate in up to two adoption hearings for Plan adoption. This will include preparation and delivery of a presentation if desired by Town staff.

TASK 6.3 – FINAL ADOPTED AREA PLANS

CONSULTANT will provide electronic versions of all original files prepared by CONSULTANT related to preparation of the plan, including photo inventory, presentations, GIS shapefiles, and other graphic and document files.

Task 6 Deliverables:

- Adoption meeting presentation slides
- Final Adopted Plan Amendments and files

BASIS OF COMPENSATION – BASE SERVICES

The basis of compensation for the services below shall be as follows:

Base Scope of Work – CONSULTANT will provide labor and personnel to perform the base services outlined in *Exhibit A, Scope of Services* on a lump sum basis, not to exceed. Fees for services will be billed on a monthly basis, based on the percentage of work completed. Direct Costs shall include, but are not necessarily limited to expenses for supplies, transportation, equipment, travel, communication, printing of plans and specifications, presentation boards, graphic boards and similar incidentals.

- Phase 1: Initiate= \$30,000
- Phase 2: Envision = \$22,000
- Phase 3: Conceptualize = \$43,000
- Phase 4: Analyze = \$24,000
- Phase 5: Realize = \$39,000
- Phase 6: Adopt: \$20,000
- Direct Costs: = \$2,000

BASE COST = \$180,000

BASIS OF COMPENSATION – OPTIONAL SERVICES

ADDITIONAL OR CONTINUING SERVICES

During the course or at the conclusion of the PROJECT, CLIENT may wish to schedule more meetings, request further research, or otherwise engage CONSULTANT in additional work efforts or subsequent phases not anticipated at project initiation or as set out in *Exhibit A, Scope of Services*. Any such additional services shall be specifically authorized by the Town Council or other authorized CLIENT representative, and documented through a written amendment to *Exhibit A, Scope of Services*. This will include a corresponding modification to the maximum not-to-exceed amount set out in *Exhibit A, Basis of Compensation*, and, if necessary, the time of performance as set out in *Exhibit A, Project Schedule*.

Optional Scope of Work If authorized by CLIENT, CONSULTANT will provide additional labor and personnel to perform the following optional services on a lump sum basis, not to exceed. Fees for services will be billed on a monthly basis, based on the percentage of work completed.

- **Online Survey = \$5,000**
 - As an optional task, CONSULTANT will prepare and administer one online public survey during the planning process, including drafting the survey and social media flyer. CONSULTANT will host the survey through Survey Monkey or similar third-party platform. CLIENT will be responsible for advertising the survey through various channels, such as social media, a project website, and other media outreach tools. The survey results will be tabulated by CONSULTANT and incorporated into the plan as appropriate.
- **Online Engagement = \$5,000**
 - As an optional task, CONSULTANT will prepare an online engagement opportunity as an alternative method for residents to engage in the planning process. This would include a

pre-recorded presentation, input boards, and interactive activities for site visitors to participate in at their leisure.

- **Community Meeting = \$10,000**
 - As an optional task, CONSULTANT will prepare for and execute an in-person community meeting to share plan elements and obtain input from the public. This cost assumes that materials used for this meeting would be the same as those generated for the Advisory Committee meetings in the base scope.

The estimated fees and direct costs established above shall be considered a lump sum fee and invoiced monthly based on percentage of services completed. CONSULTANT will not proceed with Optional Services unless written approval has been received from the CLIENT.

PROJECT SCHEDULE

CONSULTANT will work closely with the CLIENT on the PROJECT schedule. Phases 1-3 are anticipated to require approximately five (5) to six (6) months to complete. Phases 1-6 are anticipated to require approximately nine (9) to twelve (12) months to complete. Anticipated timelines may be subject to delays, depending upon agency review turnaround or delivery of work products to be provided by EDC.

PLANNING AREAS

The Planning Areas to be addressed within the Exhibit A, Scope of Services includes the subareas highlighted on the maps below.

