TULSA DEVELOPMENT AUTHORITY
STAFF REPORT

MEETING DATE: October 5, 2017
TO: CHAIRMAN & BOARD MEMBERS
FROM: O.C. Walker
SUBJECT: Preparation of establishing preliminary budget and authorization for the TDA Executive Director to employ appropriate professional and support staff for proposed Sector Plan Areas
LOCATION: The Crutchfield Area Neighborhood
The Pearl District Area Neighborhood
Crosbie Heights Neighborhood

| Background: | Redeveloper: | Tulsa Development Authority |
| Owner: | Tulsa Development Authority |
| Location: | The Crutchfield Area Neighborhood |
| | The Pearl District Area Neighborhood |
| | Crosbie Heights Neighborhood |
| Size of Tract: | N/A |
| Zoning: | N/A |
| Development Area: | The Crutchfield Area Neighborhood |
| | The Pearl District Area Neighborhood |
| | Crosbie Heights Neighborhood |
| Fair Market Value | N/A |
| Executive Director: | O.C. Walker |

Relevant Info: On September 7, 2017, the TDA Board of Commissioners approved Resolution No. 6372, approving the preparation of preliminary budget and scope of work for preparation and adoption of the City of Tulsa Sector Plans for the Crutchfield Area Neighborhood, Elm Creek Area Neighborhood, Elm Creek Proposed Expanded Area Boundary and Crosbie Heights Neighborhood. The City of Tulsa is in the process of soliciting bids to update Small Area Plans for Crutchfield Area Neighborhood and The Pearl District Area Neighborhood. Crosbie Heights has recently been through the Small Area Plan exercise and the plan has been adopted. This proposal may be an opportunity to partner with the City of Tulsa with dividing the cost to update Small Area Plans and drafting Sector Plans for the same area. The applicant pool has narrowed down to two firms and is as follows:

• Freese and Nicholls, Oklahoma City, Oklahoma
• Fregonese Associates, Portland, Oregon
Staff has outlined a scope of work and it is as follows:

- Submitting
- Interaction with City during Bid preparation
- General Description of Work
- Timeframe
- Consultant Presence/City Planning working relationship
- Scope of Services
  - Crutchfield Small Area Plan Update and Sector Plan
  - Pearl District Small Area Plan Update and Sector Plan
  - Crosbie Heights Sector Plan

There was a telephone interview held on Wednesday, September 27, 2017 with both applicants and quotes were due on Friday, September 29, 2017. The TDA office will provide the quotes and estimates to the Board via email on Monday, October 2, 2017.

The steps to adopting a Sector Plan are as follows:

- Establish a Citizens Advisory Team (CAT)
- Conduct Public Meetings
- Map Production/Graphics
- Meeting minutes/Results of meeting
  - Development Recommendations
  - Goals of Development
  - Recommendation of Redevelopment Projects
- Draft Plans
- Publicize and Advertise meetings
- Adoption Process – Public Meetings
- TDA
- TMAPC
- City Council (2 Public Hearings)

Staff is anticipating the process will take up to six (6) months for adoption. Staff is recommending the TDA Board select a firm to enter into negotiations to draft Sector Plans for the Tulsa Development Authority

**Recommendation:** Staff recommends this item be approved as presented.

**Reviewed By:** O.C. Walker
DATE: September 19, 2017

TO: Tricia Hatley, Freese and Nichols; Scott Fregonese, Fregonese Associates; Janet Tharp, Tharp Consulting

FROM: Theron Warlick, Senior Planner

SUBJECT: Plan Updates/Sector Plans: Crutchfield, Pearl District, Crosbie Heights

Congratulations! The rigorous review process used in the 2016 City of Tulsa Planning Services on Demand proposal has helped us determine that you are one of the most qualified firms to deliver Plan Updates & Sector Plans for: Crutchfield, Pearl District, Crosbie Heights.

We are contacting you and two other capable firms and would very much like to entertain a bid from you on this project. Please let us know in the next week whether or not this is something you would be interested in doing. You can decline, and declining will not negatively influence any decision on our part to reach out to you for future work under this program. We’re guided by the review process you participated in last year.

Submitting

Unless your qualifications and capabilities have diminished dramatically since 2016, we don’t need to revisit those items; as mentioned, we find you eminently qualified. We simply ask that you respond with a bid that includes project approach and methodology and a detailed budget incorporating a critical path (description of actions, milestones, and timeline) required to produce the deliverables detailed in the following Scope of Work. You must use the rates you offered for TAC 1060 Professional Planning Services on Demand, which we received from you on or before March 9, 2016. We ask that you submit a bid by September 30, 2017, via email, to Theron Warlick, Senior Planner, twarlick@cityoftulsa.org.

Interaction with the City during Bid preparation

This abridged bid is likely less formal than our standard Request for Proposals, but our expectations for a transparent and fair process are undiminished.
We have contacted three firms, listed alphabetically:

1. Freese and Nicholls, Oklahoma City
2. Fregonese Associates, Portland
3. Tharp Consulting, Dallas

We can arrange a conference call or, if you so choose, you may contact Theron Warlick directly. Questions and answers to material questions will be shared with all three parties.

**General Description of Work**

We are looking for consultants to prepare plan updates and Sector Plans for three near-downtown neighborhoods. As with all City of Tulsa planning work, community engagement is important to success, but these areas have all benefitted from previous planning work. Whereas typically we may want to start with ground-up visioning, these three efforts may be more of a synthesis and refinement of previous work:

1. Working with neighbors to reaffirm ideas that still appear relevant,
2. Crossing off completed work; identifying and elevating new priorities,
3. Advancing implementation strategies involving use of
   a. New zoning tools introduced after PLANiTULSA
   b. Formalizing redevelopment and/or urban renewal strategies in a Sector Plans, attached to Small Area Plans as appendices,
   c. Refining and elevating catalytic capital projects for consideration in the next bond package

It’s an interesting project in that the ideas in all three plans are grounded in the vision of PLANiTULSA, i.e., they promote denser, more walkable, transit-friendly development in these Downtown Neighborhoods. It will be challenging in the sense that we’re not just looking for check-ins with the neighborhoods and cleanup and updates of previous work. Ideally, we will be looking for some specific strategic actions, catalytic projects, and compounding successes to spring from these updates. This may require developing working relationships not just with City planning staff, but INCOG, the Tulsa Development Authority, and City Engineering.

**Timeframe**

The timely development of a Sector Plan for Crutchfield is an overarching priority and we would like a product for adoption by March 2018. Key capital recommendations for each of the Plans should be ready by June 2018, and all deliverables, including plans ready for adoption, should be ready by August 2018.
Consultant Presence/City Planning working relationships

As always, we expect consultants to be actively engaged with the community and key players. This may include face-to-face introductions, and being present and available at milestones and critical decision-points. In recent years, however, we have made excellent use of video conferencing, even with the public, for more routine or interim interactions and interactions with City staff. We will entertain work bids that offer combinations of face-to-face and remote engagement and the parameters in which either may be appropriate. We stress that a simple phone call into a public meeting will not be enough, but we are generally supportive of the creative and thoughtful use of reliable technology including video-conferencing, collaborative communication and work boards, online surveys, etc.

Those with previous working experience with COT planning staff know that we will go to great lengths to ensure project success, but we grow surly when we lose track of who is working for whom. We ask that you not test us. Instead, please define your expectations of City staff in the bid, be it introductions and relationship-building, meeting organization and logistical support, or other general or specific needs. You will ultimately be accountable for delivering all promised work and failure to identify collaborative pieces may place you in a bind.

Scope of Services

Crutchfield Plan Update and Sector Plan

The Crutchfield Neighborhood Revitalization Master Plan was adopted in 2004 though the recommendations are largely still relevant and most of the core concepts remain desirable. We have an opportunity in coming months and years to implement this Plan on a very large scale. There is a near-term need (within six months) for the development of the Sector Plan portion of this project and it should take precedence over other planning activity.

Aside from some Habitat for Humanity Housing and minor infrastructure projects, very little has been implemented. Scope of work needed:

1. Good public engagement
2. Updates on demographics and existing conditions
3. An implementation strategy reflecting stakeholder vision. This is not likely to be a ground-up visioning process. Rather, a refinement of the existing plan, which is still valid
4. New plan maps and document reflecting PLANiTULSA conventions and implementation strategy
5. Prioritization of as yet unidentified infrastructure projects in support of implementation strategy. Cost estimates by others.
6. Recommendations for rezoning in support of the implementation strategy. This is likely to include MX zoning as well as RS-5.
7. A Sector Plan appendix fulfilling all legal requirements for use of eminent domain in support of redevelopment consistent with the implementation Strategy
8. No more than two conceptual visions (maps and/or vignettes) featuring urban design of public and private property

Pearl District Plan Update and Sector Plan

Like Crutchfield, the 6th Street Infill Plan is older (2006) but still relevant. The vision and core concepts will likely remain the same and a ground-up visioning process is not required. Unlike Crutchfield, redevelopment and revitalization has already taken hold in this neighborhood. The challenge here will be in refining the implementation strategy to account for development that is imminent or has already occurred and giving considerable thought to new opportunities.

1. Good public engagement
2. Updates on demographics and existing conditions. Several recommendations have been completed.
3. Refinement of an implementation strategy reflecting multiple objectives and stakeholders. Like Crutchfield, this is unlikely to be a ground-up visioning process.
4. Integration of latest flood control concepts
5. New plan maps and document reflecting PLANiTULSA conventions and implementation strategy
6. Prioritization of flood control and redevelopment projects in support of implementation strategy. Cost estimates for flood control by others. Cost analysis of streetscaping, pooled parking, potential redevelopment projects is likely
7. Recommendations for rezoning in support of the implementation strategy. This is likely to include MX zoning, RS-5, and/or possible expansion of Form Based Code.
8. A Sector Plan appendix fulfilling all legal requirements for use of eminent domain in support of redevelopment consistent with the implementation Strategy
9. No more than two conceptual visions (maps and/or vignettes) featuring urban design of public and private property
10. An inclusive public engagement process with multiple engaged stakeholders and (occasionally) competing interests.

**Crosbie Heights Sector Plan**

This SAP is new and will likely be adopted by the time the Sector Plan is initiated. This district is primarily single-family residential and envisions itself as a diverse and eclectic bedroom to downtown with small Neighborhood Centers. It features strong connections to parks and open space and excellent views of downtown and the Arkansas River. A thoughtful urban renewal strategy offered through a Sector Plan may capitalize on these qualities and quickly establish Crosbie Heights as a desirable, yet diverse, area of Growth.

1. Good public engagement
2. A Sector Plan appendix fulfilling all legal requirements for use of eminent domain in support of redevelopment consistent with the implementation Strategy
3. Minor changes to the plan needed to implement a revitalization strategy employing a Sector Plan.
4. No more than two conceptual visions (maps and/or vignettes) featuring urban design of public and private property
5. A public engagement process with stakeholders already in place.
New Content/Updates

SELECT FIRM/CONTRACTOR - DRAFT CRUTCHFIELD SECTOR PLAN

Public meeting to identify any additional info/Categories needed

Extract Stakeholder Process/Strategies from the Revitalization Plan

Vision Statement
Goals and Objectives
Identify completed projects
Identify on-going projects
Identify projects that have not started

Demographics
Existing conditions
Implementation process needed - Select Condemnation (Slum and Blighted properties) as needed...
Infrastructure Reports/Analysis
Zoning needed to accomplish objectives
Maps or vignettes
Create Website Parking lot for communication purposes (TDA Website/COT Website)
Floodplain Remediation Costs Estimates/Processes/and or Acquisitions if needed