

CITY OF FARMERS BRANCH



REQUEST FOR PROPOSAL (RFP) FOR STATION AREA FORM BASED CODE EXPANSION

December 20, 2021



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CITY OF FARMERS BRANCH

City of Farmers Branch is seeking proposals from qualified consultants for professional services for the expansion of the existing Station Area Code, aka, Planned Development District No. 86 (PD-86), to include approximately 37 acres of land on the west side of Interstate Highway-35E (IH-35E) within Farmers Branch. The Station Area Code is a form-based code which is designed to foster a vibrant town center for Farmers Branch through a lively mix of uses. The expansion of the Station Area Code will provide land use flexibility for developers as redevelopment of the area occurs. It will also ensure that the east and west sides of IH-35E in the vicinity of Valley View Lane are complementary in development form. Responses are solicited for this Project in accordance with the terms, conditions, and instructions set forth in this RFP. Responses are due no later than 5:00 p.m. (CDT) Monday, January 31, 2022.

The respondent shall submit four (4) bound hard copies of their Proposal, and one (1) digital copy in a portable thumb drive by 5:00 P.M. (CDT), Monday, January 31, 2022. Responses received after this time and date will not be accepted. Responses shall be addressed and marked as

Attn: Surupa Sen, AICP
Deputy Director of Planning
City of Farmers Branch
13000 William Dodson PKWY
Farmers Branch, Texas 75234

I. COMMUNITY BACKGROUND

Farmers Branch (TX), is a first-ring suburb of Dallas, with a 2020 Census population estimate of 35,991 residents. The City has experienced significant growth, fueled by the attractive job market of the Dallas-Fort Worth Metroplex. In addition, Farmers Branch is home to more than 4,000 companies and more than 250 corporate headquarters, and over 17,000 residential units. Farmers Branch encompasses approximately 12 square miles and shares a portion of its eastern and southern border with City of Dallas. It is accessible by two interstate highways and two NTTA-toll roads. The city is in less than 20 minutes driving distance from both the Dallas/Fort Worth International and Dallas Love Field airports.

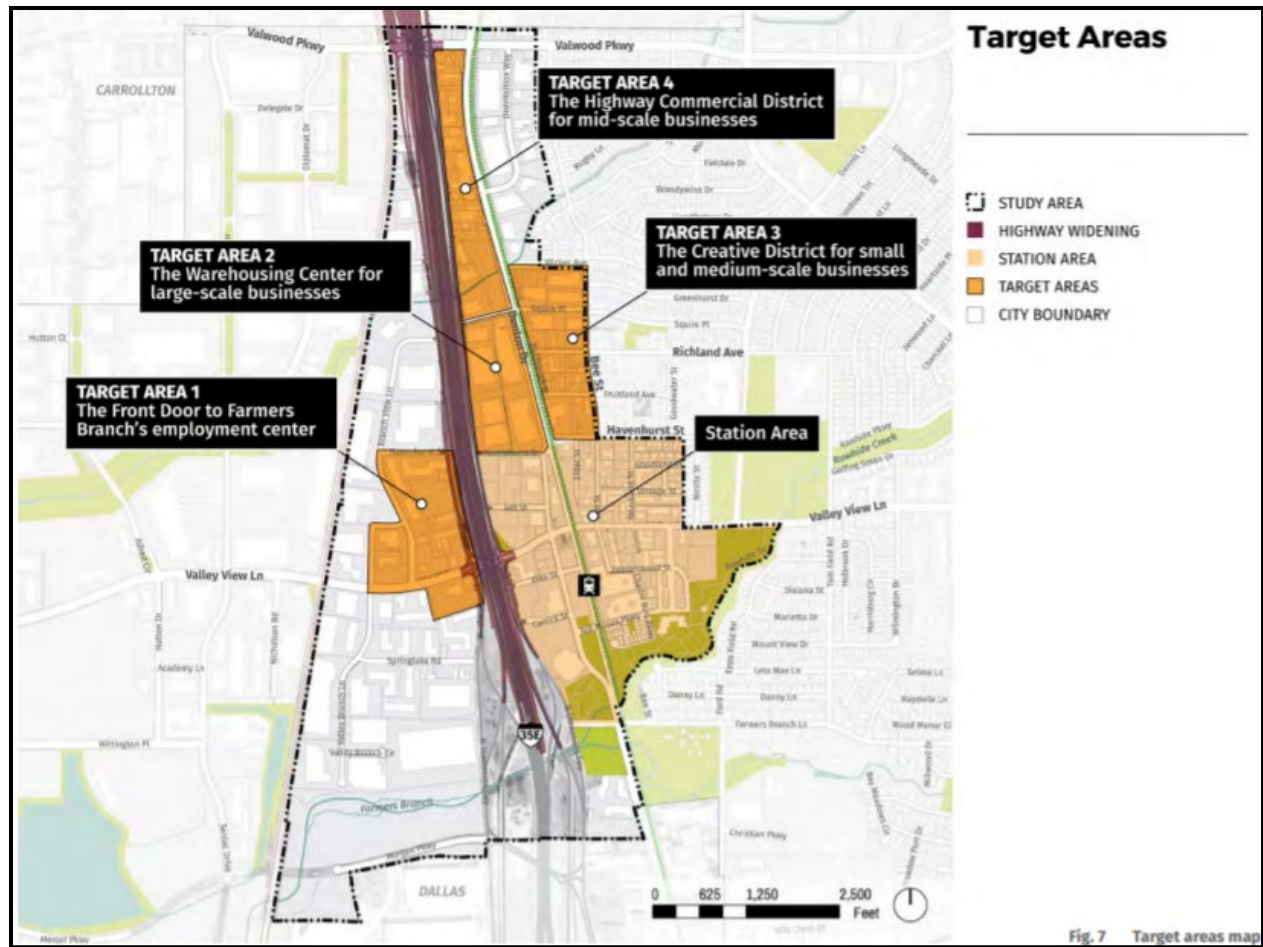
The City's safe neighborhoods, 28 parks, state-of-the-art recreational facilities and world-class businesses make Farmers Branch a great place to live, work or play.

II. PURPOSE OF THE STATION AREA FORM BASED CODE EXPANSION

The existing Station Area Code (the Code) or PD-86 zoning contains an area east of IH-35E, south of Havenhurst Road, west of Rawhide Creek and Pepper Hill Addition. This area contains the Farmers Branch DART light rail station, Mustang Station, surrounding single-family and multi-family residential developments, Mustang Station restaurant park, Dallas Star Center, and City Hall. The Station Area Master Plan adopted in 2002 was the impetus behind this form-based code. PD-86 was adopted in 2012 and have been amended multiple times. The station area form-based code facilitates the redevelopment of the area into a vibrant town center that is safe and attractive with enjoyable public space and a healthy mix of uses.

In 2021 the City of Farmers Branch adopted the IH-35E Corridor Vision Study to guide development in the IH-35E corridor over the next 20 years. The vision study identifies IH-35E as the “front door” to Farmers Branch and a world-class place to live and do business in the Dallas-Fort Worth region. The aim over the life of the plan is to create a modern urban industrial district along the corridor with opportunities for mixed use development and highway-oriented commercial amenities, leveraging existing assets and increasing property values along the corridor.

The vision study recommends rezoning target area one (of four identified target areas) to encourage consistent redevelopment of properties across the station area. Target Area 1 is the commercial/industrial employment center which is a work-centered counterpart to the mixed-use Station Area (PD-86) on the east side of IH-35E. The goal is to create a mixed-use extension of the existing Station Area creating a cohesive new front door along Valley View Lane on the east and west sides of IH-35E. The vision study including map of Target Area 1 can be found at the City of Farmers Branch Website: <https://www.farmersbranchtx.gov/290/Planning-Zoning>. The area is approximately 37 acres in size.



III. PRELIMINARY SCOPE OF SERVICES

The consulting team selected will be responsible for:

- The evaluation of existing conditions, existing regulations, and policy direction;
- Consistent communication with the City appointed project manager;
- Creating Form Based Codes regulating plan and other related requirements to be applicable to the Target Area 1 by amending PD-86 ordinance;
- Update text, maps, and graphics related to the Target Area 1 addition to PD-86 including but not limited to:
 - Update the existing signage regulations within PD-86
 - Update all maps, building envelope standards and language within PD-86 to reflect the expansion of PD-86
 - Base Maps and graphics, including the regulating plan, the urban design plan, street types, street cross sections, and building envelope standards.

- Production of an updated Station Area Code document that is attractive, and lays out the regulation in an approachable manner;
- Rectify clerical errors in the code regarding street cross sections;
- Other changes as recommended by staff or the consultant team;
- Presentation of the updated Station Area Code to the Planning and Zoning Commission and to City Council when the revised PD-86 is considered for recommendation (by the Planning and Zoning Commission) and adoption (by City Council).

The consultant team will be responsible for developing and preparing graphics (to be provided in original digital and hard copy, where appropriate) for presentations, and the final report, including but not limited to the following:

- Final PD-86 document in Adobe InDesign and PDF format. Existing PD-86 InDesign files will be provided by the city.
- Finished Graphics and Text, including PowerPoint slides and other documentation for inclusion in the final report and presentation to the Planning and Zoning Commission and the City Council.

IV. PROJECT SCHEDULE

Following the consultant selection process and contract execution, it is the City's objective to complete the project within an approximate 18-month time frame. The following is the tentative schedule for completion of the study:

MILESTONE	APPROXIMATE SCHEDULE
RFQ issuance	December 20, 2021
Responses Received	January 31, 2022
Consultant selection/interviews	February 2022
Scope of work/fee/schedule and contract development with selected Consultant	February 2022
City Council contract approval and contract execution	March 1, 2022
Project initiation	April 2022
Project completion (includes project acceptance/adoption by Planning & Zoning Commission and City Council)	November 2022

V. BUDGET

The anticipated Budget for this project is approximately \$70,000.

VI. SUBMITTAL TO INCLUDE

The submission shall include the following information in the order listed below, with each section clearly labeled and separated by tabs, with pages numbered.

1. Cover Letter (five pages maximum)
 - Familiarity with Farmers Branch and its regional context.
 - Interest in the project and a brief description of relevant project experience that makes the consultant uniquely qualified to perform the work described in this RFP.
2. Consultant team qualifications
 - Resume/Bio for the project manager and each team member as well as experience and qualifications of the consultant.
 - Availability and manpower estimate for the project manager and team members who will be committed to completing the project through acceptance/adoption by City Council.
 - Describe the lead consultant consultant's personnel resources that are available to the project manager to ensure the project remains on schedule and address unique challenges presented during the project.
3. Method and Approach
 - Narrative describing the consultant team's overall method and approach to extending the Station Area Code that meets the requirements outlined outlined in this RFP.
4. Experience and Examples
 - Samples of final documents and graphics from comparable projects completed within the previous five years (providing electronic copies on a flash drive is sufficient).
5. References
 - Provide five current references (within the past five years). References provided shall be for work completed for similar type projects.

VII. SELECTION PROCESS

From a review of the proposals received, the City intends to invite consultants to be interviewed before making a final selection of a consultant for this Project. If the City desires to interview a consultant, that consultant will receive notification of the date

and time of the interview.

The selected respondent then will negotiate with the City the project contract including scope of work, project schedule and fee. If a reasonable contract including fee cannot be achieved with the respondent of choice, in the opinion of the City, negotiations will proceed with the second-choice respondent until a mutually agreed upon contract can be negotiated.

Once a consultant has been selected and contract negotiation has occurred, the Staff Evaluation Panel will recommend a consultant to the City Council for their consideration and contract approval.

VIII. EVALUATION CRITERIA

The following factors will be used in evaluating Consultant's qualifications:

1. Experience and knowledge in completing a citywide comprehensive plan.
2. Ability to complete the project within a given timeframe and budget.
3. Ability to maintain communication on project development.
4. Ability to engage partners and stakeholders during the process.
5. Experience and involvement with subsequent implementation phases associated with a previously completed citywide comprehensive plan.
6. References.

IX. ADDITIONAL INFORMATION

- A. No Gratuities – Respondents will not offer any gratuities, favors, or anything of monetary value to any official or employee of the City for the purpose of influencing this selection. Any attempt by a respondent to influence the selection process by any means, other than disclosure of qualifications and credentials through the proper channels, will be grounds for exclusion from the selection process. Accordingly, contacts with members of the Staff Evaluation Panel, which are outside of the established process, should not be initiated.
- B. Information True – By submitting a response, respondents represent and warrant to the City that all information provided in the response submitted shall be true, correct and complete. Respondents who provide false, misleading or incomplete information, whether intentional or not, in any of the documents presented to the City for consideration in the selection process may be excluded.
- C. Interviews – After the initial evaluation of the statements of qualifications, respondents will be notified of their status in the selection process. Respondents who are "short-listed" should expect and anticipate subsequent interviews which will most likely focus not only on the respondent's project approach but also on an appraisal of the planning professionals who would be directly involved in the project.

- D. Inquiries – Do not contact the Mayor and City Council or the Staff Evaluation Panel to make inquiries about the progress of this selection process. Respondents will be contacted by the Planning Department when it is appropriate to do so. Inquiries related to this RFP may be directed to Ms. Kyra M^cCardle, Planning Contractor (first point of contact: kyra.mccardle@farmersbranchtx.gov); or Surupa Sen, AICP, Deputy Director of Planning, (surupa.sen@farmersbranchtx.gov, 972-919-2542) by no later than January 7, 2022.
- E. Cost of Responses – The City will not be responsible for the costs incurred by anyone in the submittal of responses.
- F. Contract Negotiations - This RFP is not to be construed as a contract or as a commitment of any kind. If this RFP results in a contract offer by the City the specific scope of work, associated fees, and other contractual matters will be determined during contract negotiations. To ensure that the appropriate staff is assigned to the project, the City intends to make the inclusion of a "key persons" clause a part of the contract negotiations.
- G. No Obligation - The City reserves the right to: (1) evaluate the responses submitted; (2) waive any irregularities therein; (3) select candidates for the submittal of more detailed or alternate proposals; (4) accept any submittal or portion of submittal; (5) reject any or all respondents submitting responses, should it be deemed in the City's best interest; or (6) cancel the entire process.
- H. Professional Liability Insurance – The respondent shall have the appropriate liability insurance written by an insurer authorized to transact insurance in the State of Texas.