

Date: May 3, 2005

TO: John Szerlag, City Manager

FROM: Douglas J. Smith, Real Estate and Development Director
Mark Miller, Planning Director

SUBJECT: AGENDA ITEM – Big Beaver Corridor Study

RECOMMENDATION

On April 20, 2005 the Troy Downtown Development Authority authorized the chairman and executive director to execute a contract with Birchler Arroyo Associates, Inc. to conduct the Big Beaver Corridor Study contingent upon endorsement by the Troy City Council. Birchler Arroyo Associates, Inc. is a community planning and transportation consultant and will lead a multi-discipline team that includes Grissim Metz Andriese Associates, a landscape architecture/civil engineering/urban design firm, and Chesapeake Group, an economic development consultant. The contract includes a professional fee of \$125,000, with expenses not to exceed 10%; therefore the contract cannot exceed \$137,000. City Management recommends that City Council endorse the Downtown Development Authority's resolution to execute a contract with Birchler Arroyo Associates, Inc. to prepare a Big Beaver Corridor Study.

BACKGROUND

The Troy Downtown Development Authority in conjunction with the Troy City Council recognized a need to re-ignite the development and redevelopment efforts of properties contained within the Troy Downtown Development district, which have an estimated value of \$1.3 billion. On October 25, 2004, the Troy City Council through Resolution 2004-10-565 directed City administration to proceed with the Big Beaver Corridor Study and to send out requests for proposals (RFP). In addition to his staff, the City Manager invited a representative from Troy City Council, Downtown Development Authority, Planning Commission and the City's Planning Consultant to comprise a RFP committee. This committee unanimously recommended that Birchler Arroyo Associates, Inc. be selected to perform the Big Beaver Corridor Study based upon submission of the best proposal in terms of stakeholder input, land use policies to determine long term economic viability, transportation management and design/aesthetics.

Attachments:

1. Birchler Arroyo Associates, Inc. and Grissim Metz Andriese Associates proposal
2. DDA draft minutes and resolution, April 20, 2005
3. City Council minutes and resolution, October 25, 2004

cc: Rod Arroyo, Birchler Arroyo Associates, Inc.
Randy Metz, Grissim Metz Andriese Associates
Planning Commission
File/ Big Beaver Corridor Study

Prepared by MFM

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April 4, 2005

Mr. Mark Miller, AICP, PCP
Planning Director
City of Troy
500 W. Big Beaver
Troy, MI 48084

REC'D

APR - 6 2005

PLANNING DEPT.

Dear Mr. Miller:

On behalf of the Grissim Metz & Andriese / Birchler Arroyo Team, I am pleased to submit this follow-up addendum to our proposal for the Big Beaver Corridor Study. Based on our meeting with you and Doug Smith, we offer the following supplemental information:

1. We are pleased to announce that the Chesapeake Group, Inc. of Baltimore, MD has joined our team as Economic Development Consultants. Howard S. Kohn, President, will be the lead contact on behalf of the Chesapeake Group. Mr. Kohn's firm has extensive experience working for both municipalities and the private sector in Michigan and throughout the United States.

The Inventory & Analysis component has been revised to reflect the inclusion of a market overview. The Concept Plan component will also rely on the talents of the Chesapeake Group, as they provide market-based guidance to our Planning Team.

2. Based on our discussions, the Vision component of our work plan has been modified to reduce the total number of meetings while still offering the opportunity for considerable public input. The revised scope includes the Vision Fair (in the afternoon) followed by an early evening Vision Session with stakeholders. The website continues to be part of our proposal (see 5. below).
3. You had requested additional information regarding our cost proposal, including hourly rates. In response, we offer the following:

Team and Hourly Rates

GMA

David Peterhans, Architectural Designer.....	\$150.00
John N. Grissim, President.....	\$145.00
Randall K. Metz, Vice President.....	\$135.00

Leo Mendez, Architect.....	\$100.00
John Page, CAD Technician.....	\$77.00

BA

David C. Birchler, President.....	\$125.00
Rodney L. Arroyo, Vice President.....	\$125.00
William A. Stimpson, Director of Traffic Engineering.....	\$110.00
Rebecca D. Bessey, AICP, Senior Planner.....	\$100.00
David Campbell, Associate Transportation Planner.....	\$90.00
Jocelyn Wenk, Staff Planner.....	\$85.00

CG

Howard S. Kohn, President.....	\$100.00
James Janas, Principal.....	\$60.00
Susan Ackley, Principal.....	\$60.00
Debra Shaffer, Principal.....	\$60.00

Estimated Cost Breakdown

Project Initiation & Start-up.....	\$4,000.00
Inventory & Analysis.....	\$19,750.00
Stakeholder Visioning.....	\$9,250.00
Corridor Goals & Strategies.....	\$3,000.00
Concept Plan Development.....	\$82,000.00
Implementation.....	\$7,000.00
Total Professional Fee.....	\$125,000.00

Expenses for copies, travel, data purchases, etc. are estimated to be equal to 10 percent of the total professional fee.

4. In a recent phone conversation, we were discussing the deliverables for the Concept Phase component of the Big Beaver Road Corridor Study. For the benefit of the Committee, the comments are summarized below:

The Concept phase will include appropriate plan sketches, perspective photographs, and text to describe to the reader the vision for the Corridor. Typical sketches would include views of the Corridor at strategic locations to show variations in streetscape, urban form, and design. The Concept sketches will provide clear direction for the preparation of the pattern book and corridor design guidelines described below. The Concept phase establishes the concept and vision; the pattern book and corridor design guidelines would likely be either directly adopted as part of the City's Zoning Ordinance or incorporated by reference. This would take the vision and ideas developed in the Concept

phase and translate them into specific site development requirements. For example, the design concept may show a row of deciduous trees along Big Beaver Road, with a nearby evergreen hedge creating a pocket park / gathering area. The detailed pattern book and corridor design guidelines would specify tree species, tree spacing, and streetscape elements to achieve the desired vision. The design concept would show the general placement and architectural theme for buildings along a given section of the corridor. The pattern book would specify a build-to line and show the boundaries within which the building would develop. Details regarding uses at the various levels, from the ground floor up, would be included in the pattern book regulations (see 5. below).

5. You recently asked us to provide an overview of how our team might be able to provide the City with assistance after the Corridor Plan is complete. Updating the City's Master Plan and Zoning Ordinance are two general tasks that have widespread application throughout all parts of the City. For specific action items related to the Corridor, we believe the best way to jump-start the plan is to focus on an "Example Segment" that could be redeveloped consistent with the plan. The following would be logical next steps in the process:

A. Corridor Design Guidelines and Pattern Book

- In conjunction with all other planning tasks, develop a comprehensive design guideline and pattern book manual to guide all future development within the corridor for both the public and private realm. The pattern book would set forth the physical elements (form and placement) of future development. The design guidelines would include detailed streetscape and landscape requirements to create "the look" for that corridor segment.

B. Implementation Phase One "Sample Segment"

- Determine sample segment location, scope and budget.
- Survey project scope area.
- Develop schematic design.
- Design development.
- Develop construction documents.
- Develop bid work and award contract.
- Monitor construction (GMA onsite construction review including tagging of all major plant material).

6. Finally, we spoke about the website during our presentation with the Committee. We have launched www.bigbeavercorridor.com for demonstration purposes only to show an example of how the project website might look. When fully operational, there would be hyperlinks to take each visitor to requested sections of the draft plan for review.

We hope the above is responsive to the questions and comments from our previous meetings with you, Mr. Smith, and the Steering Committee. If you need any additional information, please do not hesitate to call.

Sincerely,



Rodney L. Arroyo, AICP
Vice President

cc: Doug Smith

BIG BEAVER CORRIDOR STUDY

Task 1. Project Initiation

The first step in the process is to ensure that all participants agree to and understand how the project will unfold. A kick-off meeting will be held with the appropriate City staff, and representatives of the DDA, Planning Commission and City Council, and other interested organizations to form the Corridor Study Steering Committee.

At this meeting, the work plan and schedule will be refined, project goals set, and key project milestones and meetings identified. This meeting will also be used to identify key players and establish the public participation program. Issues to address include the location of public workshops, focus group members, and the dates and preliminary agenda for the brainstorming session.

In addition to discussion of the work plan, the kick-off meeting will be used to receive key data from the City, such as digital files for mapping and any plans that we may not currently have.

Activities:

- 1.1 Meet with City staff to work out issues related to contract and billing, and any other housekeeping issues
- 1.2 Hold project kick-off meeting with Steering Committee, consisting of all appropriate community staff, and representatives from public boards and community organizations
- 1.3 Collect existing plans, background information, and map data for the project
- 1.4 Launch project web site

Outcome:

- Revised work plan and project schedule
- Public participation program with meeting dates and locations
- Clear project goals and milestones
- Key meeting dates and locations with Steering Committee
- Launch web site to keep participants, property owners, residents, and business owners informed.

Task 2. Inventory and Analysis

This task will focus on the collection, review, and analysis of background data, local conditions, and key features of the Corridor.

Activities:

- 2.1 Review current and past planning documents, economic, and demographic information relevant to the project
- 2.2 Investigate policies and planning considerations relevant to the Corridor
- 2.3 Gather traffic data, including vehicle counts and crash data
- 2.4 Review existing public elements:
 - Streets
 - Pedestrian circulation
 - General streetscape characteristics
 - Wayfinding
 - Traffic control/access management
 - Traffic calming measures
 - Municipal parking
 - Maintenance
- 2.5 Review existing private elements:
 - General land uses
 - Pedestrian circulation
 - Parking
 - General lighting characteristics
 - Building massing
- 2.6 Collect and review aerial photographs
- 2.7 Provide a general market overview
- 2.7 Prepare a digital base map and record analysis onto map (base map information from the City)
- 2.8 Review, assess for relevance and implications, and provide report to Steering Committee

Outcome:

- Maps and graphics with appropriate text to describe findings. This information will be used as the basis for the brainstorming sessions

Task 3. Stakeholder Workshop Session

Important stakeholders will be invited to participate in a brainstorming session as well as a vision fair. We value these sessions as a process to gather further input as well as to create ownership of the final project. As a result, these sessions need to be "hands-on" allowing stakeholders clear opportunities to guide the direction of the work. Focus group sessions are used to create a smaller workshop environment for community stakeholders with specific knowledge in the Corridor.

The Big Beaver Corridor needs to become a destination where people can participate even when they are not shopping. This requires molding the corridor as an employment center, residential magnet, dining and entertainment destination, and institutional center, in addition to a retail concentration. To accomplish this, the City needs to continuously:

- Respond to changing consumer preferences
- Adapt to emerging lifestyles
- Provide a sense of community by developing gathering places and corridor residential clusters
- Make new amenities available, and
- As new trends emerge, adopt measures designed to prevent the world-class corridor from becoming obsolete

The manner in which the City responds to these challenges needs to come from within. While outside experts can bring objectivity and good ideas to the table, based upon experience in similar circumstances, implementation requires local stakeholders to reach consensus, then roll up their sleeves and get the job done. Birchler Arroyo Associates, Inc. will facilitate a Vision exercise that involves the general public and the principal stakeholders of the Big Beaver Corridor.

Activities:

Vision Fair Internet Pre-View: Birchler Arroyo Associates, Inc. will create a pre-view of the Vision Fair stations that can be viewed at the project's web site two weeks prior to the actual event. The pre-view will include information regarding the location and time of the Vision Fair, and the opportunity for the public to participate in the station exercises.

Vision Fair: The Vision Fair will be an opportunity for the public to review the Project Team's Initial Inventory Evaluation and provide input into the planning process by weighing-in regarding the Corridor's principal assets and opportunities. The format of the Vision Fair is to provide a series of stations, manned by a member of the planning team. We envision a Steering Committee member at each station with City staff and Consultant team support available. Each station will be devoted to an aspect of the corridor's World-Class Assets and Opportunities, as identified by the Project Team during the Evaluation Phase. Fact sheets will be provided at each station. All participants will have an opportunity to complete a comment form and/or discuss opinions with the planning team. Some examples of station topics might include: Shopping & Services, Dining & Entertainment, Architecture & Land Use, Traffic & Parking,

Employment & Housing, Pedestrian Circulation & Amenities, Corridor Identity, Community Facilities & Open Space. Station displays, graphics, and fact sheets will be prepared by Birchler Arroyo Associates, Inc.

Stakeholders Workshop: The evening following the afternoon Vision Fair, a vision workshop will be held with an invited group of stakeholders. Participants will be invited from City Council, Planning Commission, Downtown Development Authority, Chamber of Commerce, landlords, property owners and merchants, and any other group identified during the kick-off meeting as important to the World-Class Corridor Vision Process. The purpose of this meeting will be to engage the stakeholders in identifying the existing and potential characteristics that make Big Beaver a world-class corridor. The evening will have two components:

Assets Identification Element. The first half of the stakeholders workshop will concentrate on an identification of the unique assets of the Big Beaver Corridor, both realized and potential, that position it as a world-class boulevard. Using their proven "Issues & Solutions" approach, Birchler Arroyo Associates, Inc. will facilitate a process designed to elicit ideas directly from the stakeholders themselves. The facilitators will ensure that the discussion remains lively and positive in tone. Using nominal grouping technique, participants will be assigned to a workgroup designed to afford everyone an opportunity for participation.

Consensus Element. During the second half of the stakeholders workshop, the workgroups will be asked to present their identification of the corridor's assets, for discussion by all participants. Each workgroup's ideas will be charted so that all ideas can be examined at the close of the presentations. A final exercise will ask participants to assist in assigning priority to the specific Corridor Assets.

Vision Outcomes & Conclusions: Birchler Arroyo Associates, Inc. will assemble the public comments and the priority assets and opportunities developed by the Stakeholders in a summary report to the Steering Committee.

Outcome:

- Summary of process and results of workshop session, including list of concerns, opportunities and issues identified by focus groups

Task 4. Formation of Corridor Goals and Strategies

The next step in the planning process is to develop goals and strategies for the Corridor.

Activities:

- 4.1 Identify opportunities and limitations for improvements to the Corridor
- 4.2 Develop Corridor Goals and Strategies that focus on addressing current concerns and utilize opportunities of the Corridor
- 4.3 Present Goals and Strategies to Steering Committee for review and comments

Outcome:

- Summary of Goals and Strategies for the Big Beaver Corridor

Task 5. Concept Plan Development

The next step in the planning process is the Plan development. The Concept Plan will be based on the Corridor Goals and Strategies and findings from the brainstorming sessions and Corridor analysis.

Activities:

5.1 Prepare a Big Beaver Corridor Concept Plan, incorporating the following elements:

1) Focal Points / Gateways

A world-class corridor must have unique gateways at key entry points and focal points along the way to create interest and announce to the visitor, resident, employee, and land owner that "this is a special place."

2) Unifying Elements

It is anticipated that there will be several design segments along the corridor where the streetscape, building form, and other physical components will vary depending upon location.

The expertise of David Peterhans, urban designer, and Randy Metz, landscape architect, will be used to create exciting sketches and design concepts that portray the vision developed by the Steering Committee and the project team.

3) Traffic Management Concepts

The transportation analysis will focus on the shared goal of 1) vehicular movement, 2) pedestrian movement, 3) and land-use / planning context. The team's expertise in access management, transportation, and shared parking will be used to identify opportunities for change. The relationship between parking and its relationship to the desired urban form will also be a key focus area.

4) Land Use

General land use recommendations will be made that blend with the urban design and streetscape concepts developed by the team with appropriate land use arrangements (both vertical and horizontal). Included in this element will be a market overview identifying target uses for the future corridor.

This type of plan will provide a general framework that can be used as guidance when the City updates its Master Plan.

5.2 Prepare general design concepts and photographs that portray the design framework and vision (i.e., the look)

5.3 Determine potential actions items for the Plan

Outcome:

Big Beaver Corridor Plan

Task 6. Implementation Plan and Adoption

Finalizing the Corridor Study document, creation of a plan for implementation, plan adoption, and report dissemination are the goals of this last task in the project.

Activities:

6.1 Based on comments received, prepare Final Corridor Study Plan and Implementation Plan

6.2 Present plans to a joint meeting of the Downtown Development Authority, Planning Commission, and City Council.

Outcome:

- ◆ Thirty (30) copies of final report and one (1) digital copy.
- ◆ PowerPoint presentation highlighting Master Plan process and recommendations.

OLD BUSINESS

A. Corridor Study Update

John Szerlag and Doug Smith gave a brief update on the Corridor Study.

Resolution: DD-05-02
Moved by: Hay
Seconded by: York

RESOLVED, That a not to exceed amount of \$137,500 be inserted into the resolution.

Yeas: All (12)
Absent: Culpepper

Resolution: DD-05-03
Moved by: Hay
Seconded by: York

RESOLVED, That the Troy Downtown Development Authority in conjunction with the Troy City Council, has recognized a need to re-ignite the development and redevelopment efforts of properties contained within the Troy Downtown Development district which have an estimated value of \$1.3 billion, and

WHEREAS, The Troy City Council through Resolution 2004-10-565 directed City administration to proceed with the Big Beaver corridor study and to send out requests for proposals (RFP), and

WHEREAS, In addition to his staff, the city manager invited a representative from Troy City Council, Downtown Development Authority, Planning Commission and the City's planning consultant to comprise a RFP committee, and

WHEREAS, This committee unanimously recommends that Birchler Arroyo Associates, Inc., at an amount not to exceed \$137,500.00, be selected to perform the Big Beaver corridor study as this firm submitted the best proposal in terms of stakeholder input, land use policies to determine long term economic viability, transportation management, design/esthetics.

NOW, THEREFORE, BE IT RESOLVED, That the Downtown Development Authority authorizes the chairman and executive director to execute a contract with Birchler Arroyo Associates, Inc. to conduct the Big Beaver corridor study contingent upon endorsement of the contract by Troy City Council.

Yeas: All (12)
Absent: Culpepper

POSTPONED ITEMS:

D-1 Big Beaver Corridor Study

Resolution

Moved by Stine

Seconded by Beltramini

RESOLVED, That City Council **DIRECTS** City Administration to proceed with the Big Beaver Corridor Study and to send out for Request for Proposals (RFP's).

Vote on Resolution to Amend

Resolution #2004-10-564

Moved by Lambert

Seconded by Eisenbacher

RESOLVED, That the Resolution be **AMENDED** by **INSERTING**, "RESOLVED, That a Citizens Task Force be appointed to provide input on the specific desirable components of the Big Beaver Corridor Study."

Yes: Broomfield, Eisenbacher, Lambert

No: Schilling, Beltramini, Broomfield, Stine

Absent: Howrylak

MOTION FAILED**Vote on Resolution as Presented**

Resolution #2004-10-565

Moved by Stine

Seconded by Beltramini

RESOLVED, That City Council **DIRECTS** City Administration to proceed with the Big Beaver Corridor Study and to send out for Request for Proposals (RFP's).

Yes: Stine, Schilling, Beltramini, Broomfield, Eisenbacher

No: Lambert

Absent: Howrylak

MOTION CARRIED

The meeting **RECESSED** at 10:13 PM.

The meeting **RECONVENED** at 10:27 PM.