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City of Hiawatha

Engineering Department

101 Emmons St., Hiawatha Iowa, 52233-1697
PHONE (319) 393-1515 ext. 511 FAX (319) 393-1516

To: Mayor and City Council **Date:** November 1, 2018

From: John C Bender PE, City Engineer

Re: Professional Services Agreement with Bolton Menk (attached)

Description: Robins Road Planning Study

Report: The City published a request for a Statement of Qualifications (SOQ) from planning or engineering firms interested in providing service to the City for the above project. We received 6 statements from the following firms:

- Shive Hattery Engineers and Architects
- Snyder and Associates
- Bolton Menk
- Hall and Hall Engineers
- MSA
- Lakota Group

After considerable review and discussions, the selection committee recommends to the City Council that a professional engineering agreement with Bolton Menk be approved. The budget for the project was set, so the committee looked at the approach and work plan from each firm and felt the proposal from Bolton Menk was the most complete. Bolton Menk is a large firm with staff experienced in this type of project. The committee has met with the planners and has negotiated the attached contract which includes:

- Existing Conditions assessment
- Urban renewal concepts
- Gateway options
- Streetscaping options
- Needed public improvements
- Zoning and Land use recommendations
- Implementation plans
- Preliminary cost options
- Fee is not-to-exceed $50,000.00
- 3 public input meetings
- The schedule for completion May 2019

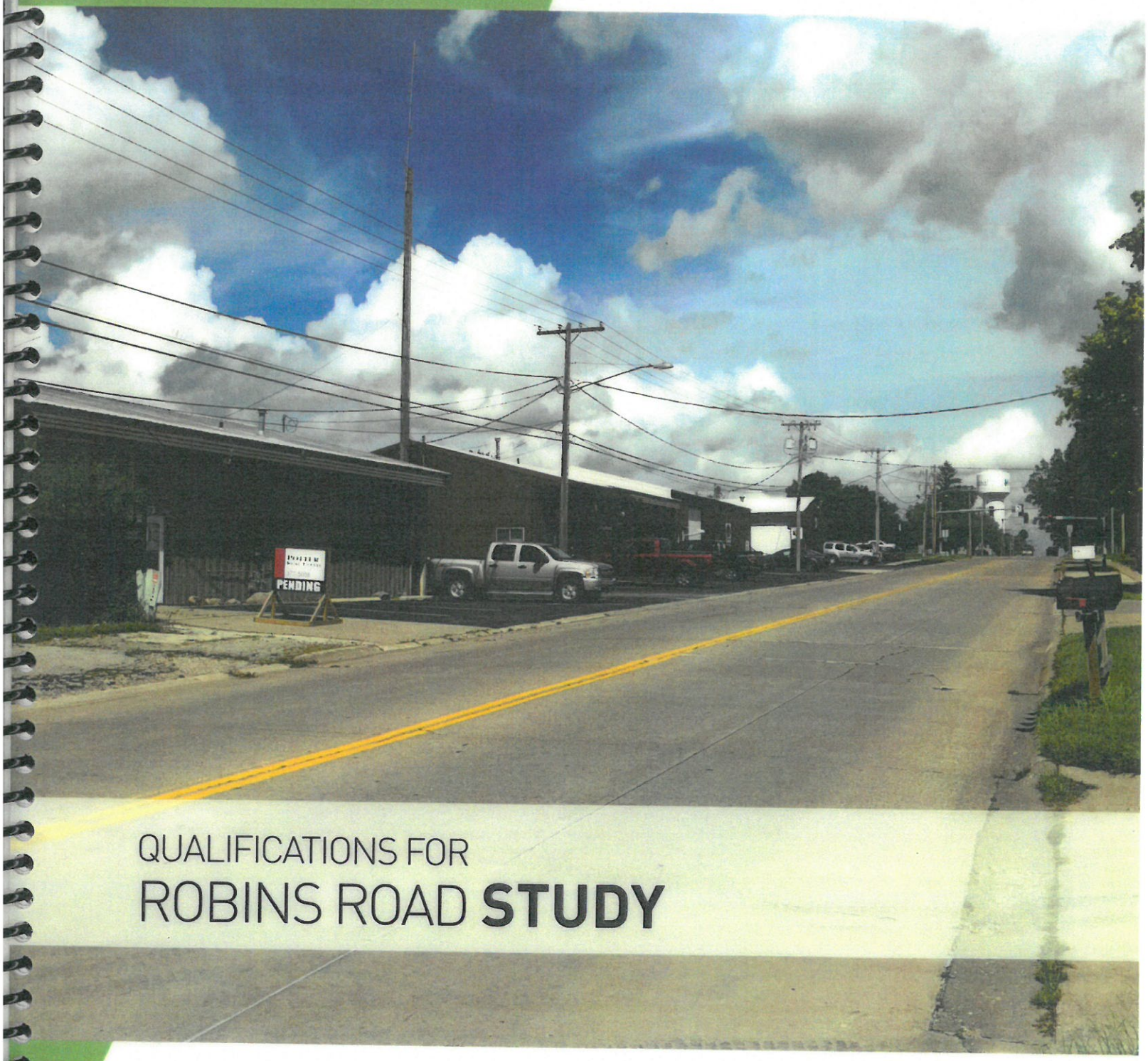
We will use the same process as we have in previous projects by establishing a 9-10 member steering committee to work with the consultant as the study progresses. This committee will include staff, 2 Council members and at least 2 area property owners to guide the study. Any recommendations or volunteers for the committee would be greatly appreciated.

Engineering recommends approval of the final agreement. Any questions please let us know.

City of Hiawatha

September 21, 2018

Hiawatha!™



QUALIFICATIONS FOR ROBINS ROAD **STUDY**

Contact:
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james.harbaugh@bolton-menk.com

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BOLTON & MENK

Real People. Real Solutions.

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October 30, 2018

John C. Bender PE
City Engineer
City of Hiawatha
101 Emmons Street, Hiawatha Iowa 52233

RE: Robins Road Study – Scope and Fee

Dear Mr. Bender:

The following is a description of the tasks and associated fees included in our proposal for the Robins Road Corridor Study.

Scope of Services

We have tailored our approach specifically based on our understanding of the Robins Road corridor and expectations set forth by the city. Each task, outreach opportunity, and deliverable is described below.

Phase 1

1.1 Existing Conditions Study

Our team already has an established understanding of how the corridor operates, its character, and many of the issues present. This task situates itself to establish a defined baseline from which to dig deeper and comprehensively approach the work. The city has invested a tremendous amount of effort in private and public redevelopment along the corridor as well as public streetscape improvements adjacent to the corridor. We will begin with this baseline review and critically comparative assessment. Components of our data analysis will include:

- Developing a useable base map of the overall corridor and for each focus area
- Analyzing issues and opportunities presented by reconstructing Robins Road in a complete streets configuration
- Understanding problematic intersections, circulation patterns, turning movements, and access points
- Identifying issues and opportunities pertaining to pedestrian and bicycle connections and routes
- Analyzing cross-sections of existing setbacks, ROW, and roadway configuration
- Existing land use, zoning, vacancies, pending property turnovers, and nuisance properties

Deliverables:

- ROW analysis diagram of existing conditions
- Plan analysis, diagram, and brief report
- Issues and opportunities diagram
- Three cross sections of existing ROW patterns

1.2 Corridor Conceptual Improvements

The Robins Road corridor has the potential to be a community asset and example of how thoughtful design and future planning can reinvigorate Hiawatha. The corridor does not currently create a great first impression for the community. It doesn't represent the character of a thriving mix-use corridor, the presence of significant professional corporations and industries, or community pride. The following includes specific areas this plan will address.

Gateway Entrance

First impressions are important! The arrival experience into a corridor sets a level of expectation for the corridor as a whole. The significance this corridor has on that experience is tremendous. Whether it's drawing people to the civic campus to the south, to potential corporate employers along the corridor such as Go Daddy, to weekend visitors coming to shop the district, people are paying attention when they come into town.

Enhancing the arrival experience at the corridor gateways will set the expectation that Hiawatha has unique character, the city invests wisely in its community, and its residents have pride in their community. Specific items we will explore include:

- **Gateway Signage/Monuments.** Signage locations serve as visual cues that you have arrived at your destination. We want this corridor to read as Hiawatha, specific to place and character of its community. Vertical architectural features and signage help transition the scale of the ROW down to the roadway and the driver. The landscapes present great value in gateway characteristics. Gateway elements can be used to set a tone for the corridor's character, may include wayfinding signage, and illuminate the ROW, among others.
- **Speed Transitions**. We will review existing analysis of how the speed zone transitions upon entering corridor limits. High speeds can lead to abrupt stops and unsafe driving conditions as well as pedestrian conflicts at key intersections along the corridor.
- **Landscape and Hardscape Treatments.** The scale of the ROW creates an open space in several corridor areas. Many properties have parking in front of their businesses, with the buildings set further from the road. Analysis of these urban building typologies, parking, and open-space distributions will have significant impact on the corridor legibility as a whole.

Beautification and Streetscaping

We will develop the streetscape character for the length of the corridor. Our team will conceptualize the streetscape character through a series of typical plan, cross-section, and perspective sketches. Components of the streetscape we will identify include:

- Landscape vs. hardscape treatments
- Undergrounding of overhead utilities
- Conceptual locations for street lighting
- Opportunities for wayfinding signage, monumentation, and architectural features
- Site furnishings, locations, and character, including benches, litter receptacles, bus stop shelters (if applicable), and bike racks
- Art and culture

We will develop two concept alternatives and present them for feedback during the second open house (findings, emerging themes, and corridor framework open house). A preferred concept will be refined and presented at the third and final open house (corridor plan recommendations open house).

Pedestrian and Bicycle Accommodations

The Robins Road corridor is currently not favorable from a pedestrian or bicycling perspective. One of the primary project goals is to improve pedestrian and bicycle circulation and accommodations by identifying preferred routes, connections to existing or future trails, and improved access and safety. This corridor should promote pedestrian circulation and place greater emphasis on the opportunities for people to walk, run, bike, and navigate the community outside a vehicle.

Deliverables:

- Two gateway concept plan alternatives, including plan, section, and photo edit perspectives for each alternative
- Two corridor streetscape typical plan alternatives, including plan, section, and photo edit perspectives for each alternate
- One preferred streetscape plan alternative, including plan, section, and photo edit perspective
- Three intersection enlargement vignettes for preferred plan alternatives (locations to be determined)
- Two to four vignette sketches of signage, monument, and gateway elements
- One pedestrian and bicycle circulation improvement plan

Phase 2

2.1 Urban Renewal Concepts

A baseline inventory diagram of land use will be undertaken for the corridor. Key locations of potential urban revitalization will be identified with the advisory committee and studied in two distinct methods of overlay for the master plan document.

Overlay Method 1

During the kickoff meeting and open house, we will leverage the visual preference survey and early engagement results to define typologies of benchmarking precedent corridors applicable to the Robins Road project as a means of comparison to current urban development conditions. Up to two example corridors will be quantified and compared in diagram form establish a consistent comparison to each focus area throughout the master plan document, with the third corridor of comparison being the study area itself.

Key comparisons will include:

- Methods of parking vs. screening arrangement and private/public interface of commercial zones
- Intersection frequency/building relationship to ROW
- Commercial and residential density along the corridor
- Anchor tenants (typology and frequency or concentration of primary developments along the corridor, such as commercial, residential, adjacent existing uses, etc.)
- Open space and visual character (access, visual connection, and total quantity of open space along the corridor)

Overlay Method 2

The creation of scenarios or alternative plans will enable stakeholders and the planning team to evaluate different models for their ability to meet the vision and critical success factors. Our team will create multiple scenarios that can be evaluated prior to selecting a preferred plan. We believe more alternatives lead to better decision making, bringing the creation of scenarios into the public engagement process whereby stakeholders or the community inform the plan preferences. These stakeholder-generated scenarios often enhance communication with the community since they've had to wrestle with the same opportunities and constraints we have. At the second open house (findings, emerging themes, and corridor framework open house), we will present two comparative scenarios sketches for comment and feedback from the community and advisory committee.

The scenarios will consider:

- Land use and circulation patterns (major streets, land uses, and open space patterns)
- Recommended densities or development use for various development parcels
- Areas for open space or stormwater management
- Major infrastructure service patterns
- Opportunities for gateways
- Opportunities for placemaking
- Opportunities for transit, bikeways, and other multimodal circulation elements

At the third and final open house (corridor plan recommendations open house), our team will present a combined preferred alternative plan. We will develop distinct sketch plans for up to three focus areas to represent the potential infill, redevelopment, and renewal concepts for the corridor. Each focus area will be represented and annotated for ease of understanding. Each plan will clearly focus on recommended improvements and recommended elements to remain, with proposed change or recommendations categorized into high, medium, and lowest levels of priority for redevelopment.

Key items highlighted within the preferred plan include:

- Anticipating future land uses based on trends that may need to be accommodated along the corridor to promote a more robust economy and development pattern
- Allowing a variety of land uses and creating guidelines that fit these uses into the corridor in a harmonious and supportive way
- Understanding how buildings interact with fronting and side streets
- Understanding how properties work together to help access management issues
- Analyzing the scale, massing, and form of various building typologies based on land use, density, urban form, and position along the corridor
- Promoting landscape design to create a higher level of place, character, and environmental sustainability
- Considering environmental aspects such as stormwater management and urban heat island mitigation
- Providing for more walkable and mixed use patterns where appropriate
- Accommodating opportunities for gateway properties

Deliverables:

- Visual preferencing—background information for comparable corridors to be selected
- Benchmarking comparison (up to three plan diagram comparisons with existing conditions)
- Up to two comparative scenarios/sketch plans
- One preferred alternative plan for each focus area formatted for inclusion in the final master plan document

1.4 Identifying Needed Public Improvements

As conceptual ideas are developed, there will undoubtedly be public improvements that also need to be considered to allow for the successful implementation of specific recommendations. We will assess items such as storm sewer and other utility infrastructure, intersection improvements, parking, street lighting, and similar public infrastructure. At a conceptual level, it will be impossible to forecast every item that will be affected, but using the information available to our design team will give us a good idea of what other systems might be affected. These items will be considered as we investigate the implementation and cost implications of our plan recommendations.

Deliverables:

- Summary report for inclusion in the master plan document
- One diagram plan of additional improvements or integration into other improvement plans

2.2 Zoning and Land Use Recommendations

Our team will evaluate the existing regulatory framework that encourages and/or inhibits business relocation and growth. This includes an analysis of general plan policies, review of the zoning ordinance, and current economic development incentives available for businesses to locate and grow in Hiawatha.

We recognize budget constraints and potential interest in methods of conserving budget, and propose a high-level review and analysis of zoning as it relates to the proposed scenarios plans. Using the urban renewal options and corridor studies as guides, we will provide land use and zoning recommendations for areas identified as key zones for urban improvement in the scenarios plans. We will focus on opportunities for up to three priority and highlighted sites rather than the overall corridor at large. This focused effort of the current project approach will provide a guide and order of magnitude of preservation, change, and implementation for other sites along the corridor. These zones will be approached in a land

use/massing strategy focused on critical nodes, networks, and active and public spaces for aesthetic catalysts of the overall corridor plan.

Deliverables:

- Options map of up to 6 potential priority sites for zoning/land use recommendation
- Identification map and legends of up to three selected sites for zoning/land use recommendation
- Review existing zoning and land use code as one page matrix for each of the six sites
- One proposed plan diagram and recommendations page formatted for inclusion in the final master plan document for each of the zoning/land-use sites

2.3 Implementation Planning

Similar to the zoning and land use recommendations, we suggest a market study be undertaken to define a comprehensive implementation of specific goals. However, since we understand budget constraints, we propose a condensed alternatives scenario—opportunity to identify priority goals to be implemented for the city. The planning team will work with the advisory committee to identify critical actions as an appendix to the overall master plan report, which can be leveraged for master plan implementation. This may include a potential phasing plan based on market absorption assumptions, infrastructure extension capabilities, specific zoning/land use adoption recommendations, property acquisition recommendations, identification of developer or future design/planning RFPs, or specific beautification project identification. The goal of these scenarios and implementation plan is to provide a guideline for economic vitality and development, which will follow a logical pattern that creates complete places rather than a hodge-podge of disjointed developments.

Deliverables:

- One implementation diagram plan formatted for inclusion in the final master plan document
- One recommended phasing plan/diagram legend identifying projects at a level of high, medium, and lowest priority, or other similar categories identified with the city
- Written recommendations formatted for inclusion within the final master plan document (up to 1,200 words in bulleted format, tied to legends and diagram plan)

Phase 3

3.1 Preliminary Cost Opinions

Our design team will develop preliminary planning cost opinions for each major area of the corridor design. This exercise is meant to help the city develop a phasing plan for implementation and understand the magnitude of each phase. It will also help to understand the level of grant funding that may be necessary to implement some of the ideas generated as part of the design process. These cost opinions are not intended to be a detailed construction level cost opinion, but rather serve as a guideline for implementation.

Deliverables: Preliminary cost opinion spreadsheet

3.2 Robins Road Corridor Study Report

The final deliverable will provide the City of Hiawatha a useable, easy to follow and most importantly, effective implementation tool for executing improvements along Robins Road. This document will provide the framework to promote redevelopment, guide public improvements, and evaluate what immediate action items may coincide with the Robins Road reconstruction plans and redevelopment plans adjacent to the corridor. The contents of the document will include the deliverables outlined in the tasks above and serve as a graphic-rich report with supporting text, assumed not-to-exceed 65 pages.

Deliverables:

- One draft Robins Road corridor study report in pdf format, to be complete by the third open house
- Three hard copies of final Robins Road corridor study report and one pdf version

3.4 Public Engagement Plan

Consensus is defined as *"judgment arrived at by most of those concerned."* The goal of the Robins Road Study is to develop an informed consensus by the community as a whole. This will be accomplished by creating multiple opportunities for community members to get involved in the discovery and planning process. Each of our outreach, input, and open house opportunities will include the following engaging activities:

- Interactive presentations
- One-on-one, round table, and small group discussions
- Collaboration

The following outreach and input strategies are included in our public engagement plan. This is our initial approach to achieving the project goals with community support.

Kickoff Meeting and Open House

Our team values the importance of effective communication and will maintain clear lines of communication throughout the project. We will kick off the Robins Road study with city staff and the project advisory committee to confirm the scope of work, begin a dialogue surrounding the overall vision for the project, and determine critical success factors. What are the key elements of this process that will determine a successful outcome? What community groups, organizations, citizens, business owners, or other stakeholders must we engage during the outreach process? These are some of the questions we will be asking during the kickoff meeting. In addition, we will discuss the project schedule, specific outreach process, and the proposed meetings and input opportunities.

We will engage the project team and dive into the existing corridor conditions. We start by exposing the potential that exists and discussing the value this area has on future development, aesthetics, and the neighborhoods that surround it. We will then discuss issues that may prove the most challenging to realize the full corridor potential.

- What areas need the most help?
- What portions of the corridor have the greatest number of limitations?
- Are there specific properties less likely to have a change of use or ownership in the near future?
- What utility, infrastructure, or other ROW constraints exist?

The goal of this process is to identify positive attributes that could revitalize Robins Road while considering the limitations and challenges to overcome in order to make that a reality. This process is intended to identify all strengths, weaknesses, opportunities, and threats of the corridor.

Following an in-depth discussion with the project team, we will engage the community in a similar process through a series of an open houses. We will facilitate a time in which community members will participate in different opportunities to provide input, which will positively impact the next steps of the project.

- *Identifying Needs:* Participants will be asked to identify how a redevelopment of the corridor could serve the needs of the individual, the community and visitors.
- *Priorities:* We will listen and identify the community's priorities. These will be diverse, some will be practical and some may not, but this exercise will explore and broaden the discussion of the corridor potential.

- *Issues and Opportunities:* How do community members perceive the issues and opportunities of the Robins Road? We want to know what community members, business owners, neighbors, and others think are the biggest issues and opportunities existing within and surrounding the study area.

One-on-One Meetings

As ideas develop and opinions are shared, it is important to recognize individual, property owners, and business operators who may prefer a meeting outside of a group setting. Bolton & Menk will identify these individuals during our public engagement process and arrange one-on-one meetings to make sure their concerns and ideas are heard. This will give those individuals a chance to voice their opinions about the project in a comfortable setting.

Findings, Emerging Themes, and Corridor Framework Open House

At each step in the public engagement plan, we will build information collected at the previous meeting. This is a progressive approach and our team will maintain transparency with the community regarding why we have made specific recommendations, why certain issues are more pressing than others, and most importantly, what the community perceptions are during the process.

During the open house we will present the summary of our findings for the corridor, emerging themes, and how this information could shape the corridor framework. We will have engaged stakeholders from each focus area and will present the critical components of each area that make them unique. We will then explore the strategies for creating a cohesive corridor improvement plan that respects the diversity of land use, ROW constraints, and connections to the surrounding community.

Corridor Plan Recommendations Open House

This will be the third and final public open house. Our design team will summarize the work completed throughout the planning process and the conceptual recommendations included in the Robins Road study. We will outline what the results of this study mean for the city and detail next steps toward realizing the vision behind the planning process.

Non-Meeting Outreach (Website and Comment Cards)

Not everyone can attend meetings, we understand that. We will provide project-related updates and progress documents in a format that can be posted to the city's website. We will work with the city and the identified project advisory committee to determine if special accommodations are anticipated for language barriers, disabilities, or other reasons that may be a barrier to full public participation.

We will also develop a comment card to make available for community members to share their thoughts with our team. These will be available at each open house and select locations within the corridor.

Community Input Survey (to be determined with the city)

As described herein, we value the role that community input will have on this project. It is something we take seriously in every project we execute. We have also discovered that having a diverse outreach process is critically important. Executing a community input survey is another piece of that equation. Typically, an online survey can be quite effective, but in some communities our experience has shown that we may not capture the representative sample of the community at large. As a result, a mail-in survey may be use. A mail-in survey is more time-intensive, therefore a more expensive option. During contract negotiations, we will discuss the role of the community input survey within our project approach and with city staff to determine the preferred approach. During this discussion, it will be important to consider other community organizations and community groups that may be able to assist with the survey, as a means of reducing input costs and broadening the survey reach to stakeholders along Robins Road and the community at large.

Deliverables:

- PowerPoint presentations for each open house
- Presentation boards as deemed necessary for use in public meetings
- Draft versions of presentation materials for city staff to review prior to meetings/open houses
- Online/mail-in survey content. (if mail-in survey is requested by the city, materials, and postage costs will be determined and included as reimbursable expenses to the overall project fee)
- Meeting minutes and follow-up materials distributed to city staff

Compensation

Phase 1 ……..	$10,000
Phase 2……..……	$20,000
Phase 3……..	$20,000
Total Cost……	**$50,000**

This scope of work will be completed and invoiced monthly as a lump sum totaling **$50,000.** This proposal is subject to the attached "Terms of Proposal".

Schedule

Upon notice to proceed, it is anticipated that the master plan shall take a maximum of 6 months to complete with the following tentative phase milestones:

Phase 1	Complete by end of January 2019
Phase 2	Complete by end of March 2019
Phase 3	Complete by end of May 2019

In continued service to the City of Hiawatha, we are excited at the opportunity to complete the Robins Road Corridor Study project for you. Jim Harbaugh will serve as your Project Manager and lead client contact on this project. Please contact him at 515-664-5333 or jimha@bolton-menk.com if you have any questions regarding our proposal.

Respectfully Submitted,
Bolton & Menk, Inc.

Jim Harbaugh, PLA, ASLA
Principal-in-Charge

Accepted,

_____

_____
Name

_____
Title Date

DRAFT

RESOLUTION NO. 18-
City Council

RESOLUTION APPROVING A PROFESSIONAL SERVICES AGREEMENT BETWEEN THE CITY OF HIAWATHA AND BOLTON AND MENK

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF HIAWATHA, IOWA, that the Mayor is hereby authorized to sign a Professional Services Agreement between the City of Hiawatha and Bolton and Menk for the following purposes and under the following terms:

Planning study of Robins Road southerly from Boyson Road to the newly constructed Emmons Street/Robins Road intersection. The study will focus on urban development to result in a plan for a new mix-use community reflective of the Comprehensive Plan 2036. Terms of Agreement as shown in Exhibit "A."

AYES:
NAYS:
ABSENT:

PASSED AND APPROVED this 7th day of November, 2018.

Bill Bennett, Mayor

ATTEST:

Kelly Kornegor, City Clerk