



## Legislation Details (With Text)

**File #:** 24-028      **Version:** 1      **Name:**  
**Type:** Agendas      **Status:** Agenda Ready  
**File created:** 2/2/2024      **In control:** Town Council  
**On agenda:** 3/5/2024      **Final action:**  
**Title:** Resolution to Authorize a Contract for Professional Services

**PURPOSE:** To request that the Town Council authorize the Town Manager to negotiate and execute a contract for professional planning services for the development of a Downtown Area Plan.

### Indexes:

### Code sections:

**Attachments:** 1. A - Resolution for Professional Services, 2. B - Pocket Questions for Professional Planning Services

| Date     | Ver. | Action By    | Action | Result |
|----------|------|--------------|--------|--------|
| 3/5/2024 | 1    | Town Council |        |        |

Resolution to Authorize a Contract for Professional Services

**PURPOSE:** To request that the Town Council authorize the Town Manager to negotiate and execute a contract for professional planning services for the development of a Downtown Area Plan.

**DEPARTMENT:** Planning

**CONTACT INFORMATION:** Patricia McGuire, Planning Director - 919-918-7327, pmcguire@carrboronc.gov; Bret Greene, Finance Director - 919-918-7439, bgreene@carrboronc.gov

### COUNCIL DIRECTION:

☒ Race/Equity    ☒ Climate    ☒ Comprehensive Plan    ☐ Other

Advancing Racial Equity is one of the two foundational commitments of the Town's comprehensive plan, adopted in June 2022. Preparation of a downtown area plan was included in the plan's top 35 priorities, selected based on the opportunity to advance equity and support climate action and sustainability, as Strategy 2.1. See page 7 at <https://www.townofcarrboro.org/DocumentCenter/View/12191/7-Econ-Sustainability?bidId=>>.

Pocket questions are included as *Attachment B*.

**INFORMATION:** In September 2023, the Town released a Request for Proposals for a Downtown Area Plan. No responses were received by the submittal date of October 2. The Town released a Request for Qualifications (RFQ) in November and seven responses were received by the December deadline. A committee composed of the Interim Town Manager, Finance Director, Public Works Director, Chief Race and Equity Officer, Economic Development Director, Planning Director, and Planning and Transportation Administrator reviewed the responses. Four of the teams were selected to advance to interviews. Based on the evaluation process, including the response to the RFQ and the interviews, the review committee recommends the team of Freese and Nichols, Inc., in conjunction with Pritchett Steinbeck Group, Inc., for this work.

The professional services to be provided by the consultant team for the downtown area plan will include Project Coordination and Management, Community Engagement, Vision, Goals, and Objectives, Land Use Evaluation, Property Redevelopment Identification, Streetscape Design, Building Appearance Standards, and Downtown Transportation and Infrastructure. The project will use include analyses to gauge whether proposed changes are serving Carrboro's community in ways that advance racial equity and climate resilience. These analyses will include maps and data and qualitative input from community engagement. Other deliverables for this project are to include:

1. Maps, survey results and other data from engagement activities,
2. Land use analyses of zones for commercial, residential, mixed use and public spaces,
3. Recommended land use regulations and site development standards to support the revitalization efforts to be coordinated with update/rewrite of land use ordinance provisions,
4. Assessments of existing properties for redevelopment potential and prioritization for revitalization and possible uses,
5. Recommended strategies for attracting private investment and avoiding racial or socioeconomic gentrification to residents and businesses,
6. Streetscape design plan integrating green spaces, public art, and other aesthetic elements and enhancing overall connectivity and accessibility,
7. Guidelines for building facades, signage, historic preservation, and architectural design,
8. Assessment of current and potential future infrastructure capacity needed in relation to future development including but not limited to utilities and transportation.

**FISCAL IMPACT:** The town expects to execute the contract not to exceed \$298,000, within the \$300,000 budgeted for these services. Staff time from all departments will be necessary to engage with the community on land use alternatives and program service levels.

**RECOMMENDATION:** The Town Manager recommends that the Town Council approve the attached resolution (*Attachment A*) to authorize the Town Manager to negotiate the final terms and execute a contract with Freese and Nichols, Inc. for professional planning services for development of a downtown area plan.