



Holly Springs Town Council

Town Council Meeting Agenda Cover Sheet

Agenda Item#: 15.

New Business

Title: Northeast Gateway Master Plan Consultant Contract

Strategic Priority Area: Economic Prosperity & Diversity
Responsible & Balanced Growth

Staff Resource: Sean Ryan, Development Services

Action(s):

Authorize the Town Manager to negotiate and execute the contract for the Northeast Gateway Master Plan with Houseal Lavigne Associates and approve the project budget for a total not to exceed \$106,500.

Explanation:

- Staff recommends the contract for the Northeast Gateway Master Plan be awarded to Houseal Lavigne Associates.
- Houseal Lavigne Associates has the demonstrated skills and experience to successfully complete the various aspects of this project, including public engagement, land use scenario planning, and development of the resulting project plan document formatted for paper and electronic use.
- The total cost for the project is \$106,500. The consulting contract is for \$99,975.00, which includes 2 optional tasks to perform a fiscal impact analysis and utility needs analysis of the proposed plan. The remaining \$6,500 is for public meeting notifications and expenses.
- Public engagement will be a critical element of this project and the consultant team will utilize a full array of techniques to reach across demographic and interest groups in the town.
- The project is expected to begin in early September and be finished in approximately 12 months.

Background:

- The Northeast Gateway area is the northeastern entrance or "gateway" to Holly Springs and has been designated as a Regional Center, surrounded by Mixed-Use Centers and Mixed Residential Neighborhoods, in Village Holly Springs Section 1: Land Use & Character Plan. The project area contains approximately two square miles centered at the future interchange of NC I-540 and Holly Springs Road and generally extends south to Optimist Farm Road, east to Pierce Olive Road, north to Stephenson Road and Ness Drive, and west to Sunset Lake Road.
- The Land Use and Character plan describes the project area as a hub for entertainment and employment that includes a mix of business, entertainment, civic and cultural activities with a mix of housing types within and surrounding the center.
- The Northeast Gateway Master Plan will assist the Town to determine the appropriate mix of commercial, office, and residential uses for development, make recommendations for multimodal transportation, provide standards and guidelines for streetscape design, open space, and architectural features, and help identify

priorities, timelines and strategies to assist the Town in making decisions about the timing and location of development in the project area.

- The Northeast Gateway Master Plan (NC 540 Plan) was approved in the Fiscal Year 2020-21 budget for \$81,500.00 and placed in the PAYGO fund. The cost difference to fund the Northeast Gateway Master Plan is proposed from reallocated, existing PAYGO funds (comprised of \$19,305 from prior year expired and unused Downtown Development Incentive funds and \$5,695 from the Facility Maintenance & Repair account. This reallocation would not increase the Town budget.
- The Request for Proposals (RFP) was issued in May 2021, proposals were received from four consultant teams, and the top three firms were invited to interview. Interviews were conducted with the two top ranked teams after one of the firms was removed from consideration following a mutual determination that the proposed approach could not be met within the town's budget.
- The firms were evaluated on a number of criteria, including the consulting team's relevant experience, proposed project strategy, and writing and graphic skills demonstrated in work samples.
- Following interviews, the selection committee is recommending Houseal Lavigne Associates.

Funding Source(s):

- Approved funding in the PAYGO Capital Project Fund

Attachment(s):

1. CONTRACT Holly Springs Northeast Gateway 080521