

PROPOSED SCOPE OF WORK:

DOWNTOWN FORM-BASED CODE SUPPORT

TASK 1. SUPPORT ON FORMBASED CODE FOR DOWNTOWN

1.1: PROJECT MANAGEMENT

Conference Calls and Meetings

While supporting the Downtown Form-Based Code component of this effort, Clarion and Crescendo Planning & Design (Crescendo) will participate in regular conference calls – combined with calls as a part of the overall UDC update process, whenever possible – to provide relevant project reviews and updates. Beyond the regularly scheduled team communications referenced above, we will continue to check in as necessary to receive any interim clarifications needed to prepare engagement materials, move forward with code drafting, and to make sure Staff remains aware of exactly where the project stands in relation to the schedule.

Crescendo = 12 Hours x \$150/Hour = **\$1,800**

Clarion = 12 Hours x \$225/Hour = **\$2,700**

1.2: PUBLIC ENGAGEMENT SUPPORT

Building off the Staff-led interviews that have already been conducted, and the summary of input received on what works and what should change, Clarion and Crescendo will support City Staff with further engaging the public through a pair of public meetings. Clarion & Crescendo will each have a member of their teams attend the public meetings in-person, and at the Public Open House meeting, will prepare a brief presentation to orient attendees to the draft content and how it fits into the overall Unified Development Code update.

Visual Preference Workshop

The Visual Preference Workshop will be a public meeting, ideally hosted at a location within the Downtown that is accessible to a variety of participants and stakeholders. At the Workshop, City Staff will provide a presentation summarizing the findings from the interviews that have been conducted to date, as a means of acclimating participants to the preferences they will be asked to provide input on.

The consultant team will support City Staff in preparing for this Workshop by developing a series of graphics in support of the visual preference survey work. The visual preference survey will be formatted as a series of boards that participants can easily add dots and post-it notes to, to express their preferences and provide more nuanced input, when applicable. The consultant team will format these materials in a manner that makes it easier for City Staff to create an online version of the survey to encourage participation from those who may not have been able to attend the Workshop itself.

Goals of the Workshop will include getting feedback on various options that could be included in the Form Based Code, including opportunities for additional mixed-use, etc. The survey will also allow for gaining

additional insight into participants impressions of what would work well in Downtown New Braunfels and what might need to change.

Public Open House

After City Staff has incorporated the public input gleaned from the Visual Preference Workshop into initial drafts of the Form Based Code, the consultant team will support City Staff on creating materials to present that draft to the broader public. This will include adjustments to any existing graphics and illustrations produced by City Staff, as well as any new draft graphics or illustrations as needed. Again, this public meeting would best be held in the Downtown area, and ideally in a location where it encourages spontaneous drop-ins from the general public, in addition to participation by those who may have pre-planned to attend. In this way, a broader set of community voices can provide feedback at a critical juncture in the development of the Code.

Organized as a gallery-style Open House, the consultant team will provide a brief introduction presentation at the beginning of the Open House and once again at the midway point, so that participants can have a shared understanding of how the Form Based Code for the Downtown will work within the overall organization of the Unified Development Code. Opportunities for input will again be designed in a manner that City Staff can produce an online opportunity for feedback after the event, if desired.

Goals of the Public Open House will be to present the initial draft of the Form Based Code for the Downtown and gain detailed feedback from the public and key stakeholders. Dependent upon the level of participation at the meeting, and the detailed comments gained from the meeting, the City can then decide if additional outreach and/or revisions to the draft are necessary.

Crescendo = 60 Hours x \$150/Hour = **\$9,000** + Travel Expenses = \$1,200/Trip x 2 Trips = **\$2,400**

Clarion =

40 Hours x \$225/Hour = **\$2,250** + Travel Expenses = \$1,200/Trip x 2 Trips = **\$2,400** (Director)

40 Hours x \$150/Hour = **\$9,000** (Senior Associate)

1.3: TESTING AND VISUALIZATION SUPPORT

Testing

Given that the Form-Based Code will contain content, and an approach, that is new to the City of New Braunfels, Clarion & Crescendo will be available to assist in testing and modeling the draft standards to demonstrate how different proposed developments may be implemented in the Downtown. These “test fits” can also serve as helpful graphics and illustrations in communicating the intent of the Form Based Code to the community in the public meetings.

Graphics and Illustrations for Code

Building off the graphics developed for the public meetings, and through testing of specific proposed standards within the Form Based Code, Clarion & Crescendo will produce a set of draft and final graphics and illustrations for inclusion in the final Code document. These graphics and illustrations will both serve as depictions of the dimensional standards included in the code, as well as helpful communication tools

to the public and the development community regarding the desired building form and massing within Downtown New Braunfels.

The consultant will produce an initial “staff draft” of graphics for review by the internal project team for review and comment. Staff will consolidate and reconcile their comments on the graphics and present them in written form to the consultant team for discussion. Based on those City Staff comments, the consultant team will produce a set of final graphics for inclusion in the proposed Code document.

Crescendo = 56 Hours x \$150/Hour = \$8,400

Clarion =

20 Hours x \$225/Hour = \$4,500 (Director)

60 Hours x \$150/Hour = \$9,000 (Senior Associate and Designer)

1.4: DRAFT DOWNTOWN FORM-BASED REVIEW

While City Staff will be taking the lead in drafting the Form-Based Code components of the UDC, Clarion and Crescendo Planning & Design will provide review, editing and coordination support. In this way, as testing is being conducted on the proposed standards in the Form-Based Code, the consultant team can provide recommendations to enable more vision-aligned outcomes. Similarly, the consultant team will be able to ensure intuitive alignment of the Form-Based Code for the Downtown with the rest of the citywide Unified Development Code, both in its articulation of standards, as well as in the overall language of the document.

Crescendo = 24 Hours x \$150/Hour = \$3,600

Clarion =

10 Hours x \$225/Hour = \$2,250 (Director)

20 Hours x \$150/Hour = \$3,000 (Senior Associate)

Summary: Support on Form Based Code for Downtown	
Consultant Team Responsibilities / Deliverables	
Consultant Team Responsibilities / Deliverables	City Staff Responsibilities
<ul style="list-style-type: none">• Participate in coordination calls and provide status updates on deliverable progress• Create graphics, illustrations and visual preference materials to support the Visual Preference Workshop• Create graphics, illustrations and survey materials for the Public Open House	<ul style="list-style-type: none">• Provide summaries of Interview inputs to consultant team, and present those at the Visual Preference Workshop• Inform the desired feedback to be gained at both public meetings• Organize and secure venue(s) for public meetings• Provide draft Form Based Code content to the consultant team for review and testing

Summary:
Support on Form Based Code for Downtown

- Provide a presentation at the Public Open House highlighting how this effort aligns with the overall UDC update
- In collaboration with the City of New Braunfels staff, jointly test and model various proposed standards in the draft Form Based Code
- Develop graphics and illustrations for inclusion the final Code
- Provide feedback on City Staff draft version of the Form Based Code
- In collaboration with the Consultant Team, jointly test and model various proposed standards in the draft Form Based Code.

Schedule

Complete within approximately 4 months

TOTAL BUDGET:

Crescendo = \$25,200

Clarion = \$35,100