

DRAFT SCOPE OF WORK SUMMARY

Eisenhower West Small Area Plan

February 3, 2014

BACKGROUND

The Interdepartmental Work Program approved by City Council on May 29, 2013 identified the Eisenhower West Small Area Plan as the major planning effort to begin in FY 2014. This plan will be carved out of the Landmark/Van Dorn Small Area plan adopted in 1992 and will complement the Landmark Van Dorn Corridor Plan adopted in 2009.

The outline for the planning process will follow the framework and strategies outlined in the *What's Next Alexandria* Civic Engagement Handbook and will be shared with the community for review before the process begins. The project study area will be defined by the community through the civic engagement framework. Larger community meetings will complement the steering committee work, focusing on issue identification, visioning, and the plan framework. Online engagement will play an integral role in updating the public on the progression of the planning process, and providing a platform for polling, comments, and feedback on specific questions.

Prior to the launch of the Eisenhower West Small Area Planning effort, the City's Department of Transportation and Environmental Services, (T&ES) will begin the associated Eisenhower West Transportation Study anticipated to begin in early 2014 and be complete in late 2014. The Transportation Study will be performed by a traffic consultant not part of this scope. The small area planning process will start in winter of 2014 with approximate completion 15-18 months later.

SCOPE OF WORK SUMMARY

The project scope of work will include the following key components:

TASK 1 PROJECT MANAGEMENT

This task includes managing consultant team firms and staff, providing technical direction to City staff, coordinating meetings with City staff, providing options based on city and/or community comments, preparing monthly progress reports, and preparing monthly project invoicing.

Deliverables: refined project scope of work; monthly progress reports; monthly billing and expense reports; meeting minutes and materials; project schedule

TASK 2 CIVIC ENGAGEMENT

The planning process will follow the steps recommended by the community through *What's Next Alexandria*: (1) community visioning and issue identification; (2) development of options for land use, community facilities, transportation, and the environment for community review; (3) selection of recommendations based on community input; (4) final public review and approval; and (5) process evaluation.

The City has named a "Steering Committee" composed of residents, landowners and other stakeholders to help provide guidance on the Eisenhower West Small Area Plan. The Committee will also provide guidance on the Transportation Study, conducted by other consultants. For the Small Area Plan, the Committee will be responsible for reviewing and providing comment on the civic engagement strategy, on key assumptions such as land use scenarios for transportation analysis, and on project deliverables and recommendations.

The project shall be conducted in a collaborative atmosphere, with public participation integrated into the process of technical evaluation. Timely and clear communication with citizens, businesses, developers, and state, federal, and local elected officials are critical to the success of the project.

Deliverables: civic engagement plan; public meeting materials and summary notes; communications materials

TASK 3 BACKGROUND MATERIALS AND EXISTING CONDITIONS

The consultant shall identify/summarize relevant existing conditions in the planning area, including but not limited to current zoning and land use, transportation network, natural features, topography, Resource Protection Areas (RPA's) and floodplain information. The consultant shall review and summarize background information and pertinent previous plans and studies.

Deliverables: existing conditions report; project background summary

TASK 4 ISSUE IDENTIFICATION, BOUNDARY SELECTION, AND VISIONING

The consultant shall develop a summary of issues, challenges and opportunities for the planning area, incorporating information from the public, assessments by City staff, and members of the consultant team. The consultant will also familiarize the planning team (including interdepartmental and interagency participants) and Steering Committee with the conditions in the planning area.

Deliverables: summary report of issues, challenges, and opportunities; study area boundary map; community vision statement and goals

TASK 5 LAND USE AND SMALL AREA PLAN FRAMEWORK PLAN OPTIONS AND RECOMMENDATIONS

The consultant shall develop Framework Plan options and all necessary graphics for consideration by the community aligned with the goals and vision established in the city and community process, and taking into account the constraints and opportunities inherent in the existing conditions surfaced in the early phase of the planning process.

Deliverables: Framework Plan options; identification of the location and feasibility of the planned multimodal bridge; identification of key framework streets

TASK 6 TRANSPORTATION STUDY

The consultant shall assist in determining high and low land use scenarios for use in the transportation analysis conducted under a separate contract and will incorporate the analysis finding in the land use planning process and Framework Plan.

Deliverables: understanding of transportation analysis; coordination with transportation planning consultants; recommendations for high and low land use scenarios

TASK 7 INFRASTRUCTURE AND ENVIRONMENTAL ANALYSIS
This task includes an analysis and review of stormwater and other environmental conditions in the study area and recommended options for improvements to related infrastructure.

Deliverables: summary report of plan-wide and site-specific recommendations for implementation, phasing, and funding

TASK 8 ECONOMIC ANALYSIS
This task involves an analysis of the housing, retail, and office market conditions and other uses recommended by the Framework Plan and long-term market potential of the study area.

Deliverables: feasibility report and recommendations for interim and long-term use; recommendations for economic development incentives; recommendations for parcel assemblage and strategies

TASK 9 LANDOWNER/DEVELOPER CONTRIBUTION ANALYSIS
This task includes an analysis of anticipated contributions to provide the Framework Plan, infrastructure, and community benefits in connections with new development as it occurs in the plan area.

Deliverables: report of recommendations for phasing, funding sources, and developer contribution potential for the redevelopment area

TASK 10 EISENHOWER WEST SMALL AREA PLAN DOCUMENT
Feedback from the phases of the community process and the summary reports from each of the tasks above will be integrated to develop the Framework Plan and content of the Eisenhower West Small Area Plan. The consultant shall prepare the draft and final elements of the Small Area Plan document, which include document layout, graphics, renderings, maps, recommendations, vision and guiding principles, outline, and executive summary and appendices.

Deliverables: draft and final Eisenhower West Small Area Plan