

August 7, 2018

DuWayne Konewko
Michael Martin
City of Maplewood, Minnesota
1902 County Road B East
Maplewood, MN 55109

Re: Additional Scope of Services for the Maplewood North End Vision Plan

Dear DuWayne and Michael:

Thank you for inviting Perkins+Will to submit a scope of service that would outline our approach for preparing a framework plan for an area defined as Maplewood's North End. The following work program is intended to allow for significant collaboration between the City's effort to plan for the North End as well as the on-going planning activities associated with the proposed Rush Line BRT, which includes two BRT station stops within the North End planning area.

The work program outlined below, including the project budget and preliminary schedule, are considered to be an additional service that complies with all terms and conditions found in the Prime Agreement entered into between the City of Maplewood and Perkins+Will dated March 6, 2018. The name of the project associated with this agreement is the Maplewood North End Vision Plan.

INTRODUCTION

Perkins+Will is pleased to offer our planning and design services to assist the City of Maplewood in the development of the Maplewood North End Vision Plan. Anchored by the Maplewood Mall and St. John's Hospital, the North End is an important economic generator for the City of Maplewood and of one the premier activity centers in the northeastern portion of the Twin Cities Metropolitan Area. Furthermore, the City of Maplewood is currently working with Ramsey County and the Metropolitan Council on planning for a new multimillion dollar Bus Rapid Transit (BRT) line – the Rush Line – that will have two stations serving the North End district.

Although the North End has been constantly evolving since it was first developed over 40 years ago, significant changes in the real estate industry and our overall economy are rapidly redefining where and how we live, work, and play. Activity centers once designed to be accessible only by automobile are losing their viability unless they can transform into truly connected places defined not only by multi-modal systems but by new uses and development that reinforce walkability, livability, and placemaking. Therefore, it is critical that the City of Maplewood work with key stakeholders and other important constituents to create a consensus

vision and framework for the North End that will ensure its position as a hub of vital activity well into the future.

SCOPE OF SERVICES

The following scope of services reflects the steps needed to guide the City through a participatory process that will foster a climate for reinvestment, create a vibrant, financially feasible, mix of retail, office, residential and public gathering space within a pedestrian scaled setting. The intent of our services is to be flexible and to tailor the scope and costs to meet your objectives, schedule and budget.

Task 1: Project Management

The overall purpose of Task 1 is to make sure the project meets client expectations and is completed within the agreed upon budget and scheduled. Several subtasks are identified that will be essential in meeting these goals, which are as follows:

Task 1.1 City Staff Kick-Off Meeting

The project team will kick off the process by meeting with key City staff members and Department Heads to:

- Discuss project goals and objectives.
- Collect base information.
- Refine the work program for the study and resolve any questions regarding contract interpretation.
- Review roles and responsibilities and expectations.
- Establish effective lines and means of communication.
- Establish a firm schedule and basis for all participants to work together to create a successful project.
- Build on our photo inventory of issues concerning the North End study area.
- Refine a public participation and communications plan.

The communications plan developed in coordination with City staff will lay out a blueprint for effective ongoing communications during the planning process. Q&A newsletters may be developed at critical points in the project to answer questions, forecast key messages, provide updates and keep the public and other critical audiences informed and involved.

Deliverables: Agenda for kick off meeting, public participation and communications plan, and summary of meeting.

Task 1.2 Staff Coordination

The project team will maintain consistent communication with city staff via a regularly scheduled conference call (frequency and duration to be determined at the kick-off) to address any issues with the project's progress. We propose that this meeting be generally limited to the city's project manager and Perkins+Will's project manager. However, as necessary, other city staff or members of the Perkins+Will team may be invited to participate in these progress updates.

Deliverable: Periodic conference call between city staff and Perkins+Will staff.

Task 1.3 Rush Line Coordination

Due to the overlapping nature of the North End Vision Plan with station area planning along Rush Line, the project team will set aside time to coordinate with the Rush Line Team and participate in critical meetings as part of the Rush Line planning process. Specific meetings that should be attended by the Perkins+Will team and methods for coordination and communication will be determined at the staff kick-off meeting.

Deliverable: Periodic communication and meeting attendance associated with the Rush Line station area planning process.

Task 2 Stakeholder Engagement

Public and stakeholder engagement will be a vital aspect of the North End Vision Plan. The Perkins+Will Team will utilize our experience engaging the public and stakeholders to effectively engage North End business and landowners, Maplewood residents and policymakers, and other affected stakeholders in developing a new vision and plan for this area. The following subtasks associated with stakeholder engagement have been identified:

Task 2.1 Project Working Group Meetings

In order to achieve maximum efficiency with the Rush Line planning process, the Working Group for the North End Vision Plan will also serve as the Working Group focusing on the two planned station stops along the Rush Line that are within the North End study area. It is anticipated this group will meet approximately six times during the North End Vision Plan process to guide the steps needed to complete the plan, review and comment on draft materials associated with the plan at key milestones, and to endorse a recommended plan to the Maplewood Planning Commission and City Council. The working group should be composed of members of the consultant team, key City staff, select landowners and business owners, residents, and preferred city officials, such as city council members, planning commissioners, etc.

Deliverables: Agendas for each meeting and meeting materials (e.g., PPT, handouts, etc.)

Task 2.2 Public Meeting/Open House

Although a wide range of engagement activities will be necessary to reach all the different types of stakeholders in the study area, a traditional open house that will promote the project and serve as a means for members of the community to come together and learn about the project and share experiences will also be valuable. Perkins+Will proposes to facilitate two of these events; one at the beginning of the project and a second one after a set of plan alternatives has been prepared. We recommend holding these events at an accessible location within the study area.

Deliverables: Materials needed to gather input appropriate to the meeting/event, summary of feedback gathered during meeting/event

Subtask 2.3 Social Media, e-Mail, Website Updates

Electronic media provides a number of critical channels for communicating with stakeholders on a regular basis throughout the planning process. Perkins+Will will provide content to the City appropriately formatted for digital communication that can be used to update stakeholders on a project website or via an email list. Perkins+Will also manage the City's subscription to the on-line tool, Social Pinpoint, to further engage stakeholders through a digitally driven interactive process.

Deliverables: Social Pinpoint website management, meeting notices, general information about the project, draft plans, draft documents, etc.

Task 2.4 Community Engagement Coordination

Because of the wide ranging nature of stakeholders in the North End study area, a variety of engagement activities will need to be conducted by City staff and other project partners that will augment the engagement efforts included in this scope of work. Nevertheless, in order to integrate the results of all the possible engagement efforts into the North End planning process, Perkins+Will will coordinate these efforts by preparing a community engagement plan, which will identify goals, stakeholders, strategies and tactics for engagement, people and organizations, an engagement schedule, and methods for tracking participation, comments, responses and other aspects of engagement.

In coordination with City staff and other project partners, the following is a list possible community engagement strategies and tools:

- Targeted outreach in the form of one-on-one meetings, listening sessions, focus group meetings
- Attendance at organization meetings
- Traveling displays
- Pop-up meetings at scheduled events
- Survey intercepts at key locations such as the Transit Center, Maplewood Mall, or St. John's Hospital (assuming approval of property/business owner)
- Business surveys
- On-line engagement through the use of a project website (via City of Maplewood) and the social media tool Social Pinpoint

Upon project initiation, the consultant team will work with City staff to finalize a community engagement plan that will include a more detailed list and schedule of planned engagement strategies as well as the parties responsible for implementing each strategy.

Deliverables: Community engagement plan and on-going coordination with City staff and other project partners to integrate feedback into the planning process received from the wide variety of engagement activities conducted outside the scope of the consultant team.

Task 2.5 Planning Commission Meeting

Because the plan will deal primarily with land use issues, we recommend meeting with the Planning Commission and Community Design Review Board as part of a joint meeting early in the process to gather their input on important issues, concerns, and aspirations for the study area. We will also conduct a second joint meeting with the two bodies during plan refinement to update them on the progress of the project and to gather their feedback on the design concepts.

Deliverables: Materials needed to gather input appropriate to the meeting/event, summary of feedback gathered during meeting

Task 2.6 City Council Meetings

We propose meeting with the City Council at three important milestones during the planning process: 1) in the early of the planning process, after existing conditions have been analyzed, we would engage the City Council to inform them of analysis results and to identify issues and aspirations for the study area; 2) after several plan alternatives have been drafted, we would get their feedback on the preferred option; and 3) when implementation strategies have been drafted we would solicit their input on how best to prioritize the strategies.

Deliverables: Materials needed to gather input appropriate to the meeting/event, summary of feedback gathered during meeting

Task 3 Discovery

This task will focus on an initiation with the work group and integration of market conditions, clarifying issues and opportunities, defining guiding principles, goals and objectives, as well as, further refining the framework schematics based on information and insight from the work group.

Task 3.1 Review Previous Plans and Studies

We will review any previous planning work relevant to the North End study area. In addition to any work conducted by the City of Maplewood, it will also be important to review previous and on-going planning work associated with the Rush Line BRT.

Task 3.2 Prepare Base Maps of the Study Area

We will compile maps obtained from the City and Ramsey County with aerial photos, GIS data, site photos and other base information into a format and scale suitable for planning purposes and to illustrate key information throughout the planning and design process.

Deliverable: Project Study Area base map

Task 3.3 Analyze Existing Conditions

An inventory of existing elements pertinent to the North End study area will be prepared. This inventory will augment base information that has already been documented by the City of Maplewood. The primary purpose of the inventory and analysis will be to identify the unique components that will define design parameters and shape the generation of design alternatives.

Depending on the availability of data, the inventory and analysis may include but is not limited to the following attributes and characteristics:

- History of the area
- Image, character, views and landmarks
- Land use and zoning districts
- Development patterns
- Open space and trail connections
- Traffic circulation and automobile access
- Existing street and sidewalk conditions and materials
- Planned street improvements
- Parking
- Transit
- Existing and proposed bikeways
- Pedestrian circulation and access
- Entrance corridors & features
- Maintenance issues
- Land ownership
- Overhead and underground utilities
- Existing vegetation
- Natural Systems/ Storm water
- Signage

Deliverable: Graphics and text will be completed that summarize the existing conditions within the study area.

Task 3.4 Integrate Market Analysis

Perkins+Will will integrate the findings from the North End market analysis into the Discovery Task. This will be in the form of summaries of key findings and data as well as an overall understanding of how the market dynamics of the North End study area will influence opportunities for change.

Deliverable: Summaries of the market study integrated into various planning materials and outcomes.

Task 4 Exploring Alternatives and Strategic Framework Plan

This task will include the refinement of alternative master plan concepts into a single working framework plan. The selection of a final framework plan will ensure that the design of individual segments will be integrated into the overall plan.

Task 4.1 Draft Framework Plan Alternatives

The Perkins+Will Team will prepare alternative framework plans using schematics prepared to date and the summary analysis and input from the work group to illustrate how the redevelopment improvements may be integrated into a mutually supportive plan. Each alternative will illustrate the intent of the design principles and redevelopment that is consistent with the vision of the community.

We will integrate the appropriate projected land uses defined in the market analysis into each alternative in a manner that will maximize the potential for market synergy and to reinforce the

urban design and economic development objectives. Emphasis will also be given to how best to provide pedestrian and bicycle access to the Rush Line stations and their integration with future land uses and infrastructure investments. Considerations in preparing the alternatives will include:

- Density and scale within larger context of redevelopment area
- Transit-oriented development near the two study area Rush Line stations
- Traffic circulation and parking
- Pedestrian friendly orientation and circulation
- Right of way enhancements
- Streetscape/visual character
- Integration of public gathering spaces
- Architectural characteristics that create a distinct character for the redevelopment site
- Sustainable design principles that could be incorporated into the development standards
- On-site stormwater management techniques

Deliverable: Draft framework alternatives that illustrate the development potential of the study area and site design reflecting urban design principles and economic development objectives.

Task 4.2: Refine Illustrative Design Framework Plan

Perkins+Will will translate feedback from the Work Group into a single refined concept that borrows the preferred elements from each of the alternatives. The preferred plan will illustrate the intent of the design principles and redevelopment that is consistent with the vision of the community.

Deliverable: A single draft plan that illustrates the development potential of the study area and site design reflecting urban design principles and economic development objectives.

Task 4.3: Preliminary Development Guidelines

Design guidelines will be established for public and private improvements to reinforce the desired character of redevelopment in the North End study area. These Design Guidelines will include the following elements:

- Full range of uses permitted in the redevelopment area
- Minimum densities for residential uses by type
- Building massing
- Site design elements including: build to lines by building type, minimum height requirements, parking, screening, and overall site standards
- Building design and material requirements by building type
- Roof forms
- Pedestrian circulation and amenities
- Signage
- Lighting
- Landscaping
- Sustainability practices
- Draft PUD regulatory language

Deliverable: Text, photos and drawings that illustrate the proposed design guidelines.

Task 4.4: Final Framework Plan

The preferred draft plan will be refined in response to additional comments and input from the Work Group as well as other stakeholders.

Deliverable: The final plan will be flexible enough to respond to market and site conditions and changes in preferences that may occur over time, but at the same time will provide specific guidelines that can be used to guide decision-making.

Task 5 Making Decisions: Implementation Strategies

Upon authorization to proceed Perkins+Will will begin phase three which will focus on establishing an implementation strategy and documentation of the plan.

Task 5.1 Implementation Strategies

Perkins+Will will work with the Work Group and City staff to prepare strategies for implementation. A prioritized list of short-, mid- and long-term projects will be created, as well as cost estimates, potential funding sources, and agency responsibilities. Strategies for developing, administering, and enforcing design standards will be included, along with those for ongoing recruitment, community involvement, promotional activities, and the creation of a strong community advocacy group. Of particular interest will be the phasing of recommendations that align with the Rush Line BRT investments.

Task 5.2 Prepare Plan Document

A plan document will be prepared and include the following: an executive summary, a review of the planning process, a summary of the analysis, design principles, goals and objectives, preferred framework plan and implementations strategies including action steps, cost estimates and phasing, timelines, and assigned responsibilities.

Deliverable: The final version will be prepared in an electronic format desired by the City. Hard copy versions of the report can be prepared and costs would be negotiated based on the number of copies desired.

Budget Breakdown: Maplewood North End Vision Plan

August 1, 2018

| Task | | Project Manager | PIC/UD Lead | Engagement Support | Graphic Support | TOTAL |
|--|--|------------------|------------------|--------------------|------------------|-------------------|
| | | Demma | Slack | TBD | TBD | |
| | | \$ 175 | \$ 185 | \$ 115 | \$ 95 | |
| Task 1: Project Management | | 38 | 10 | 2 | 0 | 50 |
| Task 1.1 | City Staff Kickoff Meeting | 2 | 2 | 2 | | 6 |
| Task 1.2 | Staff Coordination | 24 | 6 | | | 30 |
| Task 1.3 | Rush Line Coordination | 12 | 2 | | | 14 |
| Task 1 Fee Total | | \$ 6,650 | \$ 1,850 | \$ 230 | \$ - | \$ 8,730 |
| Task 2: Stakeholder Engagement | | 62 | 32 | 88 | 16 | 198 |
| Task 2.1 | Project Working Group Meetings (6) | 24 | 14 | 36 | | 74 |
| Task 2.2 | Public Meeting/Open House (2) | 8 | 4 | 16 | 8 | 36 |
| Task 2.3 | Social Media, e-Mail, Website Updates | 4 | | 24 | 8 | 36 |
| Task 2.4 | Community Engagement Coordination | 12 | | 12 | | 24 |
| Task 2.5 | Planning Commission/CDRB Meeting (2) | 6 | 6 | | | 12 |
| Task 2.6 | City Council Meeting (3) | 8 | 8 | | | 16 |
| Task 2 Fee Total | | \$ 10,850 | \$ 5,920 | \$ 10,120 | \$ 1,520 | \$ 28,410 |
| Task 3: Discovery | | 22 | 46 | 2 | 78 | 148 |
| Task 3.1 | Previous Studies/Rush Line Review | 4 | 6 | 2 | 2 | 14 |
| Task 3.2 | Base Mapping | 2 | 16 | | 24 | 42 |
| Task 3.3 | Existing Conditions Analysis | 16 | 16 | | 48 | 80 |
| Task 3.4 | Market Analysis Integration | | 8 | | 4 | 12 |
| Task 3 Fee Total | | \$ 3,850 | \$ 8,510 | \$ 230 | \$ 7,410 | \$ 20,000 |
| Task 4: Exploring Alternatives and Strategic Framework Plan | | 34 | 88 | 0 | 200 | 322 |
| Task 4.1 | Draft Framework Plan Alternatives | 12 | 40 | | 80 | 132 |
| Task 4.2 | Draft Framework Plan Refinement | 4 | 12 | | 40 | 56 |
| Task 4.3 | Preliminary Development Guidelines | 16 | 32 | | 32 | 80 |
| Task 4.4 | Final Framework Plan | 2 | 4 | | 48 | 54 |
| Task 4 Fee Total | | \$ 5,950 | \$ 16,280 | \$ - | \$ 19,000 | \$ 41,230 |
| Task 5: Making Decisions: Implementation Strategies | | 48 | 16 | 24 | 32 | 120 |
| Task 5.1 | Implementation Strategies | 24 | 12 | | 8 | 44 |
| Task 5.2 | Document Preparation | 24 | 4 | 24 | 24 | 76 |
| Task 5 Fee Total | | \$ 8,400 | \$ 2,960 | \$ 2,760 | \$ 3,040 | \$ 17,160 |
| Total Labor Hours | | 204 | 192 | 116 | 326 | 838 |
| Total Labor Fee | | \$ 35,700 | \$ 35,520 | \$ 13,340 | \$ 30,970 | \$ 115,530 |
| Direct Costs/Reimbursables | | | | | | |
| | Printing | \$1,500 | | | | \$ 1,500 |
| | Mileage (50 trips @ 10 miles/trip x \$0.56/mi) | \$300 | | | | \$ 250 |
| | Miscellaneous | \$500 | | | | \$ 500 |
| | | | | | | \$ 2,250 |
| Total Cost | | | | | | \$ 117,780 |

