



PLANNING



February 6, 2025

Agenda Item #17

NEC Revitalization Plan Update Consulting Services Contract

Rudy Niño, Jr., AICP, Assistant Director

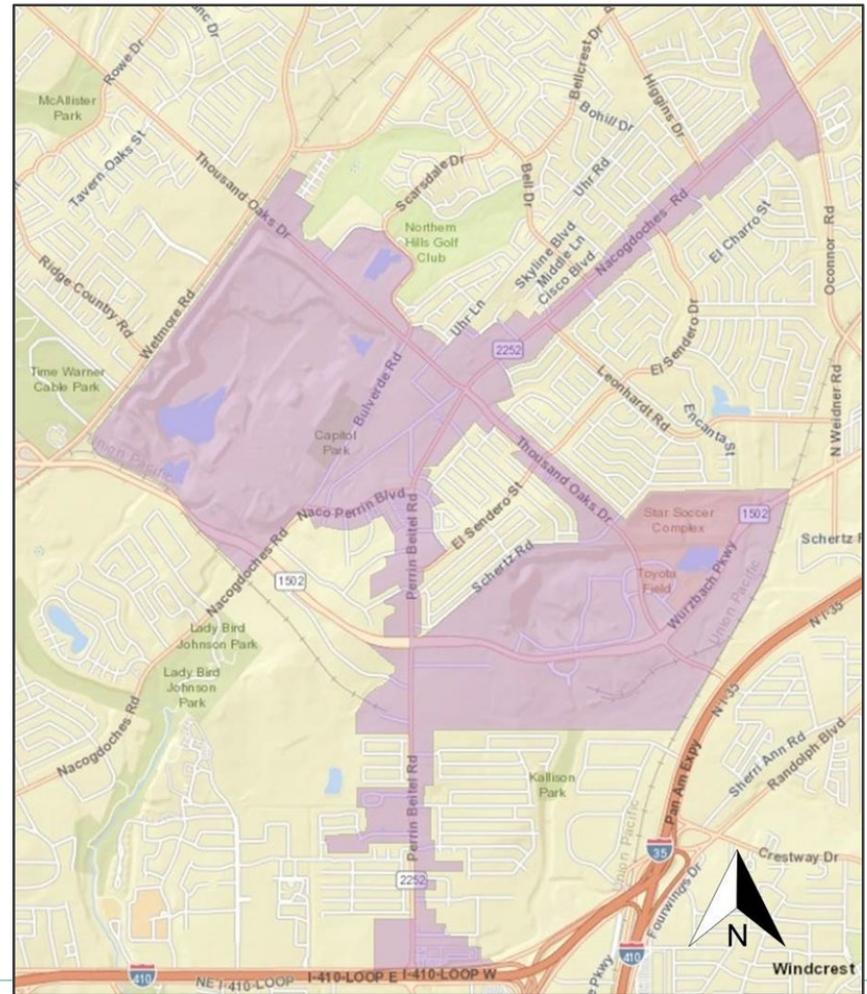
Northeast Corridor (NEC) Revitalization Plan Update

Study Area

- Commercial areas surrounding Perrin Beitel and Nacogdoches Road between NE Loop 410 and O'Connor Road, including portions of Thousand Oaks, Naco Perrin Boulevard, and other side streets

Plan update and continued revitalization efforts recommended in the NE I-35 and Loop 410 Area Regional Center Plan (adopted September 1, 2022)

- Original NEC Market Study completed in 2013
- Current NEC Revitalization Plan adopted in 2014



Selected Consultant Team



Project Lead

- Astelle, LLC dba Work5hop

Sub-Consultants

- Ricker | Cunningham
- Tribu Creative
- Nelson/Nygaard
- Freese and Nichols

Scope of Services

Project Management

Community Engagement

- Planning Team
- Community/Public Meetings (3)
- Other Engagement
 - Stakeholder Focus Groups
 - Direct outreach to Goliad Road business and organizations

Plan Development

- Existing Conditions and Streetscape Analysis
- Market Analysis
- Enhancement Grant Program Return-On-Investment Analysis
- Revitalization Program Alternatives and Refined Preferred Plan
- Refined Conceptual Streetscape Designs

Timeline and Next Steps

Kick-Off

- Contract
- Project Chartering
- Existing Conditions Analysis

Plan Development

- Market Study
- Public Engagement
- Development of Alternative Options
- Refinement of Preferred Options and Revitalization Program Recommendations

Adoption

- Public Review
- City Council Adoption

Staff Recommendation



- Staff recommends authorizing the award of a professional services agreement to Astelle, LLC dba Work5hop for consultant services related to the Northeast Corridor (NEC) Revitalization Plan Update.



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