



PLANNING



February 6, 2025

Agenda Item #17

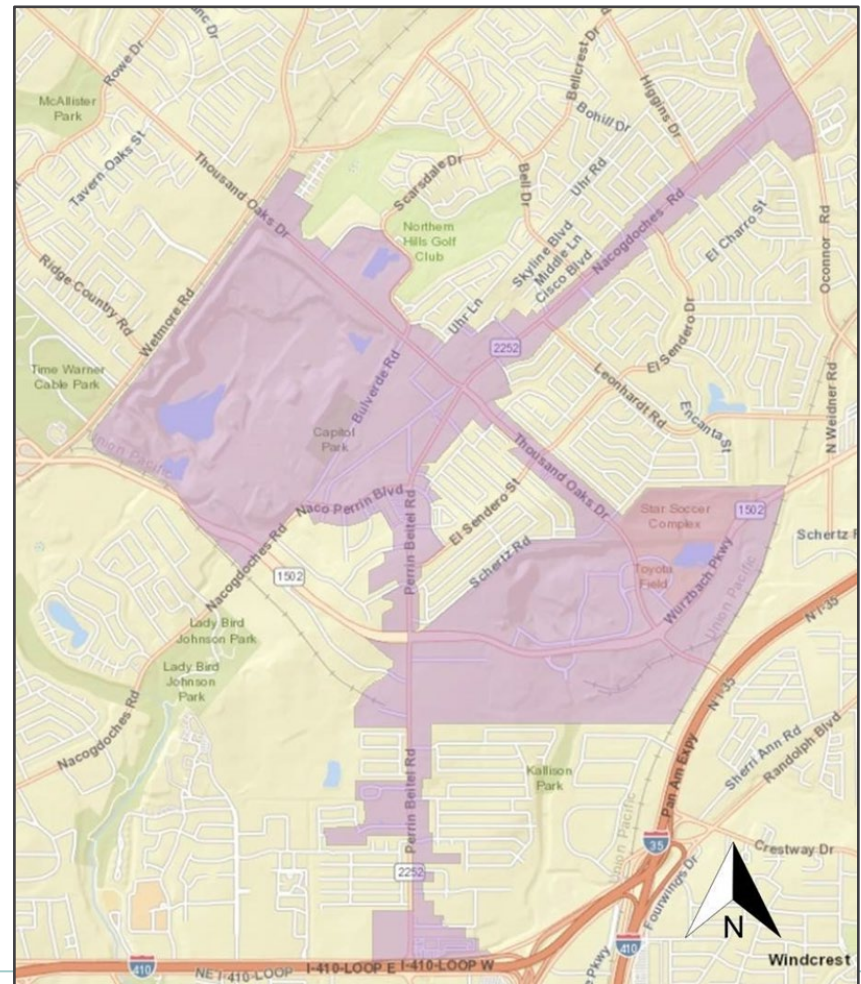
NEC Revitalization Plan Update Consulting Services Contract

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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