



## Proposal for Pflugerville Historic Downtown Study

### Date of Submission

November 7, 2024

### Submitted To:

Emily Barron  
Assistant City Manager, City Manager's Office  
City of Pflugerville  
Email: [emilyb@pflugervilletx.gov](mailto:emilyb@pflugervilletx.gov)

### Submitted By:

Jenifer Boss  
Managing Director  
Hayat Brown LLC  
Email: [jenifer.boss@hayatbrown.com](mailto:jenifer.boss@hayatbrown.com)

November 7, 2024

Emily Barron  
Assistant City Manager, City Manager's Office  
City of Pflugerville  
[emilyb@pflugervilletx.gov](mailto:emilyb@pflugervilletx.gov)

RE: Pflugerville Historic Downtown Study

Dear Ms. Barron:

Hayat Brown is pleased to submit this proposal to support the City of Pflugerville ("City") as it evaluates strategic opportunities to enhance and support Old Town Pflugerville, in accordance with the Old Town Vision Report and Downtown Action Plan. Our team understands the unique context of the historic district, its future potential, and connectivity opportunities with the burgeoning Downtown East and Main Street expansion projects.

Hayat Brown is a woman-owned, diversely staffed engineering and advisory firm providing expertise to public and private institutions involved in the planning, construction, and operation of civil and social infrastructure projects, as well as commercial real estate development, particularly in urban areas. Our mission is to improve society by helping governments, private companies, and institutions deliver capital improvements that promote equitable and financially stable communities for living, learning, justice, and health. We bring a unique combination of engineering technical expertise, public-private partnership (P3), and real estate advisory expertise to provide governments and educational institutions comprehensive solutions to complex real estate, capital improvement, and economic development endeavors. For this effort, Hayat Brown has partnered with Sunland Group, Inc. and ITP Consulting, LLC. Sunland is a woman-owned, multidisciplinary firm offering a range of design, management, development, and digital consulting services. ITP Consulting is a State of Texas certified HUB and City of Austin certified WBE with extensive experience delivering city development and planning expertise.

We welcome the opportunity to serve as your consultant and have provided herein our proposal to evaluate placemaking and economic development opportunities in the City's downtown core through adaptive reuse of City facilities, strategic site acquisitions, and an assessment of current retail conditions to support a future retail and marketing strategy.

Hayat Brown will consider signature of this proposal document as a formal Notice to Proceed, while we await a formal purchase order or procurement document from the City.

Respectfully submitted,

Jenifer Boss  
Managing Director  
Hayat Brown LLC

## BACKGROUND

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The forthcoming buildout of Downtown East has the potential to transform not only the Pfluger Tract, but surrounding districts, including Pflugerville's historic old town. The extension of Main Street between these two areas will create new accessibility between these distinct destinations. The impact of municipal capital investments can be maximized by leveraging existing assets- both public and private- to support the community's vision for the future. These assets can be used to both enhance downtown's sense of place and its economic vitality. Our assessment will highlight strategic opportunities for the City to harness existing resources with forthcoming capital investments to amplify positive community impacts.

## SCOPE OF WORK: OVERVIEW OF MAJOR ACTIVITIES

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Hayat Brown is led by seasoned professionals with deep institutional experience in providing real estate and P3 advisory services to higher education institutions and state and local governments. All Hayat Brown technical work will be overseen by Jenifer Boss, Managing Director, who will serve as the Project Manager and central point of contact for technical delivery and execution. To deliver the Scope of Work, Hayat Brown will partner with the Sunland Group and ITP Consulting, who will provide additional expertise for the completion of selected activities, as specified below.

The Hayat Brown Team proposes a Scope of Work organized into nine (9) distinct activities.

### Activity 1 - Kickoff

- Meet with City staff and stakeholders to confirm and prioritize objectives for historic downtown Pflugerville.

#### DELIVERABLE:

- ✓ Summary memorandum of goals and priorities for downtown development, including potential reuse of the City facilities

### Activity 2 – Asset Mapping

- Catalogue businesses, institutions, and land values within a 3-block radius of the City administrative facilities in historic downtown Pflugerville.

#### DELIVERABLE:

- ✓ Map and inventory of historic downtown Pflugerville to inform reuse and/or land acquisition strategy to support district enhancement

### Activity 3 – Case Studies

- Identify comparable environments with successful historic downtown revitalization through the reuse of existing civic assets and strategic land acquisition for economic development and placemaking.

#### DELIVERABLES:

- ✓ Case Studies Report detailing best examples
- ✓ Best Practices Report to inform Pflugerville on next steps

#### **Activity 4 – Building Reuse Assessment (led by Sunland Group)**

- Assess general facility conditions of the Main Street and Walnut Street City-owned buildings, as well as the forthcoming purchase of the 101 East Pecan Street Building, to determine costs associated with adaptive reuse
- Create up to 3 design options for the City-owned properties (presented in 2D sketches)
- Detailed modeling of the City-owned properties at Main Street and Walnut Street (general massing, openings, prominent features, and accurately rendered materials)

#### **DELIVERABLES:**

- ✓ Sketches for up to 3 reuse scenarios of the City-owned properties
- ✓ Detailed Model of City-owned properties for 2 selected design scenarios
- ✓ Rough order of magnitude cost estimate for building repurposing under preferred scenario for City-owned properties

#### **Activity 5 – City Facilities Real Estate Value and Leasing Analysis**

- Use data from industry sources and public planning documents, as well as local developers and brokers to identify the estimated building values based on current and potential future use and zoning.
- Identify demand for residential, retail (including food), entertainment, and office uses (including creative industries).
- Conduct sensitivity analysis.

#### **DELIVERABLES:**

- ✓ Demand estimates for major commercial uses – accounting for absorption and potential need for phasing
- ✓ Estimated land value, in existing condition and for highest and best use
- ✓ Sensitivity analysis - Test sensitivities of major value drivers such as density of uses, rental rates, and construction costs.

#### **Activity 6 – Strategic Acquisition Recommendations**

- Based on the analyses conducted in Activities 1-5, identify privately held sites in historic downtown that might be targeted for public acquisition to catalyze desired redevelopment and progress the vision of the Downtown Action Plan and complement overall revitalization efforts by the City.

#### **DELIVERABLES:**

- ✓ Map and list of priority sites to target for public acquisition, ranked in three-tiers according to revitalization potential

#### **Activity 7 – Renderings (led by Sunland Group)**

- Produce contextual digital model of Old Town Pflugerville, showing general massing.
- Produce two (2) 3D renderings at key nodes in Old Town- as identified with City staff- to visualize potential future conditions, including reuse or redevelopment of the existing City facilities, using the photoshop edits of the digital model.

DELIVERABLES:

- ✓ Contextual Digital Model of Old Town (general massing)
- ✓ Two (2) 3D renderings at key nodes in Old Town (near City-owned properties)

**Activity 8 – Retail Assessment (led by ITP Consulting)**

- Grounding- Engage with stakeholders to define success
- Physical Assessment- Examine, through a retail-centric lens, downtown market conditions, including identification of strengths and challenges for attracting and supporting operators as well as attracting new retailers.
- Stakeholder interviews- Hold discussions with property owners, business operators, area developers, and leaders.
- Roadmap- Conduct groundwork for a retail development strategy that will include overall evaluation of the retail environment, evaluation and recommendations for retail implementation, and a framework for the development of a retail strategy including business recruitment, retention, and expansion.

DELIVERABLES:

- ✓ Physical Assessment of downtown retail
- ✓ Roadmap document for a retail development strategy

**Activity 9 – Final Report and Presentation**

- Compilation final report including the output of previous Activities 1-8
- Presentation to City Council

DELIVERABLE:

- ✓ Final report in PowerPoint format
- ✓ Oral Presentation to City Council

**DELIVERABLE REVIEWS**

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All deliverables will be delivered in draft form and finalized upon review and approval by the City. We will assemble deliverables into a final consolidated report as identified in Activity 9. Interim work products will be made available upon request.

**CITY-PROVIDED DATA**

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Data required from the City for this effort includes but is not limited to the following:

1. Floor and site plans for the City's downtown facilities (if available)
2. Operations and maintenance expenditures for the City's downtown facilities
3. Design and/or construction documents related to the Main Street Extension Project
4. Expenditures this fiscal year and next fiscal year associated with the Downtown Action Plan, including streetscapes, sidewalks, lighting, artwork, etc.

## WORK PLAN AND SCHEDULE

### Timeline

Pflugerville Historic Downtown Study		2024				2025					
		December		January		February		March			
<b>Activity 1</b>	<b>Kickoff</b>										
	Kickoff Meeting										
	Summary of Priorities										
<b>Activity 2</b>	<b>Asset Mapping</b>										
	Parcel cataloging										
	Downtown properties map										
	Presentation and review										
<b>Activity 3</b>	<b>Case Studies</b>										
	Downtown Case Studies Report										
	Best Practice Recommendations										
	Presentation and review										
<b>Activity 4</b>	<b>Building Reuse Assessment</b>										
	City Downtown Properties Assessment (Data Collection/Assessments + ROM Estimate)										
	Scenario Evaluation (Model Building + Oversight)										
	Scenario Site Plans (Design)										
	Presentations and reviews (+ QAQC)										
<b>Activity 5</b>	<b>Real Estate Value &amp; Leasing Analysis</b>										
	Market Study										
	Recommendations										
	Presentation and review										
<b>Activity 6</b>	<b>Strategic Site Acquisition Recommendations</b>										
	Map and list of priority sites										
	Recommendations										
	Presentation and review										
<b>Activity 7</b>	<b>Renderings</b>										
	2D Concept Plan (Design)										
	3D Renderings										
	Presentation and review										

Pflugerville Historic Downtown Study		2024				2025															
		December				January				February				March							
<b>Activity 8</b>	<b>Retail Assessment</b>																				
	Grounding																				
	Physical Assessment																				
	Interviews																				
	Roadmap																				
<b>Activity 9</b>	<b>Final Report and Presentation</b>																				
	Final Report																				
	Presentation to City Council																				

**Schedule Assumptions**

The Schedule assumes Notice to Proceed by November 27, 2024, and a work start date of December 1, 2024. All dates in the Schedule are dependent on (a) the City’s timely availability for progress and decision meetings throughout the period of performance and (b) the Hayat Brown Team’s receipt of the critical data sources identified in the Data section of this proposal within 2 weeks of Notice to Proceed. Delays in City staff or data availability may result in changes to the proposed Schedule and/or price.

**PRICE AND ASSUMPTIONS**

**Price Detail**

Hayat Brown proposes a **firm fixed price of \$145,184** to deliver the Scope of Work within a four (4) month timeline. Hayat Brown will invoice monthly, by completed activity, according to the Work Plan Section of this proposal and as listed in the pricing table below.

**Firm Fixed Price by Major Activity**

Activity	Title	Fee	Invoice Submission Schedule
1	Kickoff	\$ 4,240	January 2025- Invoice 1
2	Asset Mapping	\$ 6,700	February 2025 – Invoice 2
3	Case Studies	\$ 15,240	February 2025 – Invoice 2
4	Building Reuse Assessment	\$ 39,028	March 2025 – Invoice 3
5	Real Estate Value & Leasing Analysis	\$19,080	February 2025 – Invoice 2
6	Strategic Site Acquisition Recommendations	\$ 14,500	April 2025 – Invoice 4
7	Renderings	\$ 9,145	April 2025 – Invoice 4
8	Retail Assessment	\$ 32,480	April 2025 – Invoice 4
9	Final Report & Presentation	\$ 4,771	April 2025- Invoice 4
	<b>Total</b>	<b>\$ 145,184</b>	

## Pricing Assumptions

The following assumptions apply to the total firm fixed price. Should any of the below conditions change during the period of performance, formal contract modification(s) by the City will be required to increase the price.

- The Hayat Brown Team will maximize the use of virtual meetings where possible.
- No travel or Other Direct Costs are assumed.
- One (1) final presentation to the City Council is included (Task 9).
- Additional presentations, not included in the total firm fixed price, can be added, as needed, via written contract modification for an additional fee of \$3,000.
- City representatives will be available in a timely manner for scheduled progress and decision meetings throughout the period of performance.
- Critical data sources identified in the Data section of this proposal will be provided to Hayat Brown within two weeks of Notice to Proceed.
- One (1) draft and one (1) final version of each deliverable will be submitted to the City. Each draft deliverable will incorporate one (1) round of consolidated feedback provided by the City within seven (7) days of Hayat Brown's submission.

## ACCEPTANCE AND SIGNATURES

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**City of Pflugerville:**

**Hayat Brown LLC:**



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Emily Barron  
Assistant City Manager  
City of Pflugerville

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Jay Brown  
Chairman and Managing Director  
Hayat Brown LLC