

City of Fayetteville Staff Review Form

2019-0347

Legistar File ID

6/18/2019

City Council Meeting Date - Agenda Item Only  
N/A for Non-Agenda Item

Leif Olson

5/31/2019

SUSTAINABILITY/RESILIENCE (631)

Submitted By

Submitted Date

Division / Department

Action Recommendation:

Resolution of intent to work with Experience Fayetteville on developing a scope of work and contract for the creation and ultimate implementation of a programming, marketing, and operations and maintenance plan for the public spaces being designed and constructed in the Cultural Arts Corridor project.

Budget Impact:

Account Number

Fund

Project Number

Project Title

Budgeted Item? NA

Current Budget \$ -

Funds Obligated \$ -

Current Balance \$ -

Does item have a cost? NA

Item Cost

Budget Adjustment Attached? NA

Budget Adjustment

Remaining Budget \$ -

V20180321

Purchase Order Number:

Previous Ordinance or Resolution #

Change Order Number:

Approval Date:

Original Contract Number:

Comments:



**MEETING OF JUNE 18, 2019**

**TO:** Mayor and City Council

**THRU:** Don Marr, Chief of Staff  
Peter Nierengarten, Environmental Director  
Molly Rawn, Experience Fayetteville Executive Director

**FROM:** Leif Olson, Long Range Planner

**DATE:** May 29, 2019

**SUBJECT:** Resolution of intent to work with Experience Fayetteville on developing a scope of work and contract for the creation and ultimate implementation of a programming, marketing, and operations and maintenance plan for the public spaces being designed and constructed in the Cultural Arts Corridor project.

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**RECOMMENDATION:**

Staff recommends approving a resolution for City staff to work with Experience Fayetteville to develop a programming, marketing, and operations and maintenance scope of work and contract for the public spaces being designed and constructed in the Cultural Arts Corridor project.

**BACKGROUND:**

The Cultural Arts Corridor project will be a transformative change for downtown Fayetteville. It will provide opportunities for a wide variety of programmed and un-programmed events, activities and learning opportunities. The Fay Jones Woodland will incorporate sustainable stormwater elements, woodland restoration with native plant materials, nature trails and viewing platforms, locations for acoustic performances, opportunities for visual arts, streambank restoration and informal gathering areas. The Civic Space and West Avenue improvements will provide opportunities for informal gatherings as well as programmed events and festivals.

The City's landscape design consultant, Nelson Byrd Woltz (NBW), is currently working on final design development and construction documents for the major components of the Cultural Arts Corridor project including; the Fay Jones Woodland, Razorback Regional Greenway, streetscape design for West Avenue, and the West Avenue Civic Space. The Design Development phase of the project is scheduled to be completed in the early fall of 2019. Construction is scheduled to begin in the first quarter of 2020 for the Fay Jones Woodland and the adjacent trails and streetscapes. Construction on the West Avenue Civic Space will begin in 2021 upon the completion of a new downtown parking deck and the Fay Jones Woodland and associated projects.

**DISCUSSION:**

It is important to begin planning now for the long-term management and operation of these public spaces through a comprehensive and holistic approach. This includes; the naming and marketing of the district, the development of the organizational assets for the programming and operations of the Fay Jones Woodland and the West Avenue Civic Space, and the development of a long-term operations and maintenance plan. NBW and City staff believe that the Design Development phase of the project this summer is the opportune time to include the entity charged with programming these spaces on the design team to provide insight and feedback as the project progresses.

This resolution will enable staff to begin working with Experience Fayetteville to develop a scope of work for the programming, marketing, operations and maintenance aspect of the project and the drafting of a contract for these services. Funding for the planning, design, implementation and maintenance of the elements identified in the scope of work will be requested through a negotiated contract to be approved by the City Council at a future date.

**BUDGET/STAFF IMPACT:**

None

**Attachments:**