AGENDA ITEM HISTORY SHEET

ITEM TITLE	AGENDA NO. 11
Resolution 2025-40 Comprehensive Growth Plan Contract	AGENDA DATE: 9/30/25

FUNDING CERTIFICATION (Finance Director) (Signature, if applicable)

MANAGEMENT STAFF REVIEW (Signature)

MAYOR (Signature)

ITEM HISTORY (Previous Council reviews, action related to this item, and other pertinent history)

The last Comprehensive Growth Plan was completed in 2012. In early 2025, the Planning & Development Department issued an RFQ, and an evaluation committee narrowed submissions to two finalists. After presentations to the Planning Commission in June, Crafton Tull was selected as the consultant.

ITEM COMMENTARY (Background discussion, key points, recommendations, etc.) Please identify any or all impacts this proposed action would have on the City budget, personnel resources, and/or residents.

The Comprehensive Growth Plan will provide an updated framework for land use to guide the City for the next 25 years. Crafton Tull has met with staff to establish a plan that emphasizes community input, ensuring that residents, businesses, and stakeholders are engaged throughout the process.

Staff recommends that City Council accept the proposal from Crafton Tull and authorize moving forward with Phase 1 ($290,500) and Phase 2 ($211,000) of the project. This initiative is a critical step in shaping the City's future while fulfilling the mission of "Building Today for a Better Tomorrow".

(This section to be completed by the Mayor)

ACTION PROPOSED (Motion for Consideration)

Motion to approve contract and scope of work.

Bryant Comprehensive Plan Scope of Services

Phase 1: Understand & Align ($290,500)

1.1 Project Initialization Meeting

The consultant team will meet with City staff to discuss the project scope, schedule, protocol for regular project management meetings, deliverables, communication and management protocols, and project expectations.

Potential steering committee members will be identified. These may include (but are not limited to) the following:

- Mayor's office
- Planning Department
- City Council representative
- Planning & Zoning Commission representative
- Chamber of Commerce
- City Staff
- Neighborhood Representatives
- Select local business leaders

The same list may be utilized to select ideal stakeholders for interviews (see Task 1.4 below).

1.2 Kickoff Meetings and Tour

1.2.1 Steering Committee Meeting 1 (Crafton Tull and DPZ)

The consultant team will conduct a steering committee meeting where members will be introduced to the project. The meeting will examine base data pertaining to existing conditions in Bryant and share feedback on strengths, weaknesses, opportunities, and threats facing the city. The proposed engagement strategy for the project will be shared for feedback and steering committee direction.

1.2.2 Tour of Bryant (Crafton Tull and DPZ)

The consultant team will coordinate with City staff and officials on a tour of Bryant focused on current conditions and upcoming construction and transportation projects. Additional information will be collected and assimilated.

1.3 Phase 1 Project Management Meetings

The consultant team will conduct regularly scheduled project meetings with City staff throughout the project.

1.4 Data Collection & Review *(Crafton Tull and DPZ)*

The consultant team will gather existing plans, studies, and initiatives that have been completed within the community which have an impact on current planning issues, as

well as recently approved development plans that have not been integrated into a digital platform and all City GIS files. Gaps in existing data and sources will be identified and an index and summary of applicable plans, studies and initiatives will be created as part of this process.

1.5 Stakeholder Interviews *(Crafton Tull and DPZ)*

The consultant team will interview up to 24 individual stakeholders or groups who are invested in the wellbeing and continued growth of Bryant. The stakeholder list will be developed with assistance from the City and steering committee. This may include but is not limited to major employers, elected officials, city staff, educators, retailers, small business owners, healthcare providers, and public services. The client will be responsible for scheduling and outreach coordination with community stakeholders.

1.6 Community Assessments

The consultant team will assess data related to each sector identified below.

1.6.1 Demographic Analysis (LandUseUSA Lead)

The consultant will analyze and forecast population, per capita income, total personal income, and expenditure potential (sales per capita) by industry sector. Estimates will be provided for the year 2025, with forecasts for the years 2030, 2035, and 2040. We also anticipate providing at least two alternative growth scenarios based on what we learn during the early stages of work and input from the stakeholder engagement process. This will help identify changing needs for housing, shopping, public services, and related infrastructure.

1.6.2 Economic Trends (LandUse USA Lead)

The consultant team will complete the following analyses:

- Economic Analysis: The consultant will conduct a study of labor force participation and unemployment rates over time, major employers, educational attainment, and employment by industry sector. Results will be used to identify industry sectors that represent the best economic growth opportunities for the City.
- Commercial and Residential Real Estate Analysis: This analysis will study the asking price a) per acre for vacant; b) for-sale and for-lease prices among available residential units; and c) rent per square foot among available for-lease commercial space. Charts and graphs will be used to demonstrate the relationship between price per acre and available acreage (and price per square foot compared to available square feet). Results will be used to gauge the need and market potential for growth under future growth scenarios.

- Housing Study: This analysis will study market supply and demand, gaps, and opportunities for new housing units. Results will be detailed by tenure (owner and renter), price (value and rent), target market (lifestyle cluster), and housing type. The work will include a specialized demographic analysis to compare demand (households by tenure and income) and supply (existing housing units by value, rent, vacancy, building size, and age of housing stock). The study will focus on household members who are actually migrating into the City, their preferences by tenure (owner and renter) and housing type, and their tolerances for home values and rents. Again, results will be used to gauge the market potential under future growth scenarios.

1.6.3 Development Pattern Trends (DPZ Lead)

The consultant team will review recent construction activity, residential, commercial, and industrial growth types and patterns, contributing to a SWOT analysis for future growth and analysis of physical development types for physical and fiscal analysis.

1.6.4 Existing Land Use (DPZ Lead)

The consultant team will identify the existing land uses in the community, including an existing land use map, and conduct land use-based analyses to identify areas of stability, areas of recent and planned growth, and compare current zoning with existing land uses.

1.6.5 Fiscal Land Use Analysis (Urban3 Lead)

The consultant team will obtain property and sales tax records and city budget data, and map the revenues and general expenditures on a per-parcel basis, producing a net benefit map for the entire city. This data will also be aggregated in an analysis of land use type performance for use in future land use decision making.

1.6.6 Regulations & Code (DPZ Lead)

The consultant team will research and obtain extensive knowledge of the City's zoning and land development regulations. Conflicts between existing regulations, development patterns, and housing and commercial demand will be identified, as well as barriers to growth of various types and common development obstacles. The consultant team will assess what is working and what is not working effectively within existing codes.

1.6.7 Housing (DPZ Lead)

The consultant team will document existing housing types, lot types, and their amount and distribution. Housing characteristics, including predominant architectural styles and types (single-family, townhouses, duplexes, apartments, etc.), will be identified, quantified, and mapped where appropriate.

1.6.8 Transportation & Traffic Circulation (Crafton Tull Lead)

Working within the context of the existing Transportation Plan and Bike/Pedestrian Plan, the consultant team will identify and review transportation planning items related to destinations within the community and pass through traffic, including functional classification of streets, street design typologies, bicycle facilities and trail routes, pedestrian connections and safe routes to schools, and pedestrian access and safety.

1.6.9 Natural Resources & Environment (Crafton Tull Lead)

The consultant team will review existing plans and documents related to the natural environment. Natural resources, environmental typologies and their respective locations will be identified, as well as opportunities and constraints related to topography and environmental conditions.

1.6.10 Infrastructure, Public Facilities, and Services (Crafton Tull Lead)

The consult team will assess existing plans from utility providers, City infrastructure and maintenance plans (such as the Water/Wastewater Master Plan), and assess notable existing infrastructure conditions.

1.6.11 Parks & Recreation (Crafton Tull Lead)

Working within the context of the existing Parks Master Plan and input from the client, the consultant team will review existing community facilities, parks, and open space for functionality, use, condition, quantity, and distribution/placement.

1.7 Branding and Logo Development *(Crafton Tull Lead)*

The Crafton Tull team will work with the City of Bryant to develop a logo for the Comprehensive Plan to accompany the City's tagline for the project. Three alternatives will be presented for consideration.

1.8 Website / Dashboard Creation and Management *(Crafton Tull Lead)*

The Crafton Tull team will create and manage a project website / dashboard to be utilized throughout the lifespan of the project to disseminate project-related information and collect feedback.

Phase 1 Deliverables: Technical Assessments documentation, summaries, and graphics, index and summary of applicable plans, studies and initiatives, meeting communications and notes, project logo, and project website/dashboard.

Phase 2: Engage & Illustrate ($211,000)

2.1 Phase 2 Project Management Meetings

The consultant team will conduct regularly scheduled project management meetings with City staff throughout Task 2 as well as the lifetime of the project.

2.2 Community Survey 1 *(Crafton Tull Lead)*

The consultant team will work with City staff to develop an online community survey to assess citizen priorities, preferences, and concerns. Key questions will be derived from interviews and assessments conducted in Task 1. In order to reach a broad number of citizens, a digital platform will be developed in partnership with the client. A paper copy of select engagement materials will be made available, with paper responses to be input in the online version by the client.

2.3 Steering Committee Meeting 2 *(Crafton Tull and DPZ)*

The second steering committee meeting will include a review of the assessments conducted in Task 1. The steering committee will be led through vision statement and scenario ideation. The consultant team will utilize brainstorming and consensus exercises in addition to visualization tools.

2.4 Vision Statement *(Crafton Tull and DPZ)*

Based on information and insights gained from Task 1 assessments and interviews, the consultant team will draft a community vision statement to guide the direction of the comprehensive plan. Growth goals will also be drafted to accompany the vision statement. The vision statement and growth goals will be vetted during the multi-day charrette in Task 2.7.

2.5 Preliminary Growth Scenarios *(DPZ Lead with Crafton Tull)*

Scenario maps and visualizations will be drafted for client and steering committee review. Data accompanying scenarios and fiscal implications of each (based upon the Task 1.6.5 analysis of land use performance) will also be developed and visualized for the purpose of presentation at the community charrette on a series of storyboards to demonstrate existing conditions and future growth scenarios.

2.6 Feasibility Analysis

The team will develop prototypical revenue and costs for development typologies to be utilized in analyzing growth scenarios before and during the charrette. This information will be based on outcomes of Task 1.6.5.

2.7 Multi-day Charrette

Completed analyses and documentation, including preliminary growth scenarios and the constraint analysis will be brought to a multi-day charrette in Bryant. Storyboards, maps, and visualized data will be presented at two (2) public meetings. Open House hours will be available midweek to encourage citizen review and feedback and topic-specific discussions will be organized to address more detailed subject areas.

2.7.1 Public Meetings 1 & 2 (Crafton Tull and DPZ)

The consultant team will conduct two (2) public meetings during the charrette to gather public input and feedback on charrette concepts. The first meeting will present assessments and preliminary growth scenarios and gather additional input on vision, goals, and future growth, and the second will present more detailed plan concepts and outcomes from meetings and discussions for feedback.

The public meetings will include exercises to inform a preferred growth strategy to solicit attendee participation. Data gathered from input from Public Meetings will be assimilated and documented.

2.7.2 Roundtable Discussions (Crafton Tull and DPZ)

Conduct a series of topic-related roundtables to discuss specific issues impacting Bryant. These topics will be identified by collaboration between the City and the Consultant prior to the charrette.

2.7.3 Visualization Development (Crafton Tull and DPZ)

Throughout the multi-day charrette, the consultant team will be analyzing input gathered from public, roundtable, and technical meetings to produce visualization of potential comprehensive plan outcomes.

2.7.4 Real-time Preferred Growth Strategy Creation (Crafton Tull and DPZ)

Participants at public, roundtable, and technical meetings will contribute to real-time preferred growth strategy creation for the comprehensive plan. Information gathered throughout the multi-day charrette will be incorporated and reflected back for review and comment, culminating in growth strategies created by residents and stakeholders and guided by the consultant team.

2.7.5 Fiscal Growth Analysis (DPZ, Urban 3, Crafton Tull)

The development of the preferred Growth Strategy identified in Task 2.7.4 will be accompanied by fiscal analysis for the growth enabled by the proposed growth scenario. This analysis will be customized based on the initial findings of the Economic Analysis, Real Estate Analysis, and Housing Study, estimating future property and sales tax revenue as well as service and maintenance costs for city services and infrastructure, estimating the economic impact of proposed growth.

2.7.6 Steering Committee Meeting 3 (Crafton Tull and DPZ)

The consultant team will conduct Steering Committee Meeting 3 during the charrette to gather feedback on charrette concepts and outcomes and provide a forum for feedback..

2.8 Charrette Summary *(Team)*

A detailed summary of participant input will be documented by the consultant team and shared with the client, as well as a refined vision statement and growth goals based on charrette input. Detailed draft growth plan, land use plan, and feasibility strategies will be created for the purpose of testing with the public via Community Survey 2 (see Task 2.9) and Steering Committee Meeting 4 (see Task 2.10).

2.9 Community Survey 2 *(Crafton Tull Lead)*

The second community survey will test draft strategies developed from the various forms of input gathered from the multi-day charette and its outcomes.

2.10 Steering Committee Meeting 4 *(Crafton Tull and DPZ)*

The outcomes from the multi-day charrette will be presented to the steering committee for review. Insights, takeaways, and further project direction will be documented. This meeting will establish direction for development of the draft comprehensive plan in the following phase.

2.11 Meeting-in-a-Box Development *(Crafton Tull and DPZ)*

The Crafton Tull team will create materials for two types of meetings (visioning and community strategies) suitable for hosting by the client at pop-up events and community gatherings. Materials may include digital graphics for displaying as boards or handouts, digital presentations, feedback forms, and suggested formats.

Phase 2 Deliverables: Charrette materials, presentations, and outcomes summary, draft and final vision statements and growth goals, meeting summaries, constraint analysis, preferred growth strategies, fiscal analysis planning analyses, and Meeting-in-a-Box materials.

Phase 3: Strategize & Deliver ($79,000)

3.1 Draft Plan Components Documentation *(Crafton Tull and DPZ)*

A draft comprehensive growth plan document (including the Land Use Plan and Fiscal Analysis) along with visual data such as presentations, maps, and technical data will be documented.

3.2 Draft Implementation Plan *(Crafton Tull and DPZ)*

The consultant team will develop an implementation matrix complete with timelines and responsible parties for implementation across various plan components. Strategies will be documented to include priority, time horizon, and responsible parties to provide direction for plan implementation.

3.3 Steering Committee Meeting 5 *(Crafton Tull and DPZ)*

The consultant team will present the draft comprehensive plan to the steering committee for review and refinement.

3.4 Public Meeting 3 *(Crafton Tull and DPZ)*

Based on input from Task 3.3, the consultant team will present the draft comprehensive plan for public review and comment. The consultant team will identify interest in various plan components to assist with plan implementation and building consensus and enthusiasm for the community's future.

3.5 Final Draft Review *(Crafton Tull and DPZ)*

Following the public comment period and input from the client, the final draft will be distributed to the steering committee for final review. The client will provide one set of steering committee markups to be incorporated into the final report.

3.6 Adoption *(Crafton Tull and DPZ)*

The consultant team will present the final comprehensive plan and project outcomes to planning commissioners. Following planning commission approval, the team will present the final plan overview and project outcomes to the City Council for adoption.

Deliverables: Final hard copy and digital report document, project-related GIS database with analyses and shapefiles

Additional Services (not included)

Phase 4: Land Development Code Update

4.1 Development Regulations *(DPZ Lead)*

Form-Based Code Development

Design and draft a form-based code that is customized for the needs and character of Bryant, integrated into the comprehensive plan structure, streamlined, and built upon up-to-date coding standards.

4.2 Steering Committee Meetings 6 & 7 *(DPZ Lead)*

Meet with the steering committee during code development to discuss existing issues, review code proposals and options, and to ensure the code suits the needs and character of Bryant.

4.3 Code Workshop *(DPZ Lead)*

Host a code workshop with City staff to familiarize staff with the revised code documents overall and through simplified sample submittals.

4.4 Final Code Development *(DPZ Lead)*

Produce a final code document with text and graphic revisions based on steering committee and staff comments.

4.5 Adoption Process *(DPZ Lead)*

Support the City through the adoption process as needed with presentations, clarifications, and revisions.

Project Totals

Phase 1: Understand & Align	$ 290,500
Phase 2: Engage & Illustrate	$ 211,000
Phase 3: Strategize & Deliver	$ 79,000
Phase 4: Code Update	Additional Services
Expenses	$ 51,500
TOTAL	$ 632,000