

## Council Agenda Report

**Date:** March 27, 2017  
**Prepared by:** LaSara Kinser, Planning and Zoning Assistant  
**Submitted by:** Odie Wheeler, Director, Public Works  
**SUBJECT:** Working Waterfronts Implementation Grant Proposal Selection

**Recommendation:** That Council authorize the City to enter a contract in a form to be approved by the City Attorney with Campion Hruby Landscape Architects in the amount of \$30,000 for the preparation of an implementation plan to complete the Working Waterfronts Grant received from the Maryland Department of Natural Resources.

**Discussion:** In June of 2016, city staff received authorization to apply for a grant under the Maryland Department of Natural Resources' Working Waterfronts Grant program. We were approved for the grant, in the amount of \$30,000, in September 2016. This is a planning grant, which is intended to promote and assist with the preservation of existing and historic working waterfronts throughout the State. Our project will be to develop an implementation plan that will steer capital projects that have already been identified thorough our Waterfront 20/20 and Comprehensive plans. These projects will include the adaptive reuse of the Mill Street pump house and developing partnerships with local, water-dependent businesses. The implementation plan will identify best practices, funding mechanisms, and appropriate phasing, to see that these projects are completed as efficiently as possible.

We advertised our Request for Proposals (RFP) in the newspaper and through direct contact with over 20 firms in the tristate area. The RFP advised that eligible firms would specialize in planning, land use, and/or landscape architecture and that the selected firm would be expected to complete tasks in four specific categories:

1. Signage and wayfinding:
  - a. Analyze existing and potential linkages/routes through the study area (see attachments)
  - b. Provide recommendations on best practices to develop updated wayfinding (such as signs, trails, designated routes, etc.) and place-making signage in terms of size, placement, type, etc. (Actual design of signage is not part of this request)
2. Uses:
  - a. Provide recommendations for potential uses for a vacant pump house, adjacent to a public park
  - b. Provide recommendations for enhanced amenities at two waterfront parks (Long Wharf and Great Marsh)

3. Community Input:
  - a. Solicit community input, based on your firm's determination of the most efficient methods, which could include online surveys, focus groups, etc. and a minimum of one community meeting
  - b. Gather information from the water-dependent business community; the city will provide contact information
4. Timeline/Funding:
  - a. Provide suggestions for phasing the above projects, estimated costs, and potential funding sources.

The City received responses from the following firms:

- **Design Collective**, a planning and design firm based in Baltimore, MD
- **Oasis Design Group**, a landscape architecture and urban design firm based in Baltimore, MD
- **Campion Hruby**, a landscape architecture firm based in Annapolis, MD
- **Hord, Coplan, Macht**, a landscape architecture and planning firm based in Baltimore, MD

Copies of the RFP and the specific proposals are available for review in the City Manager's Office.

While all the firms submitted impressive proposals, staff feels Campion Hruby's proposal most thoroughly met all the requirements of the RFP and recommends awarding them the contract. This recommendation is based on careful review of the proposal by City staff, phone interviews with the top two firms, Campion Hruby and Oasis Design Group, and review of each firm's website.

While reviewing the websites, staff found as a part of the Campion Hruby Civic design portfolio, plans for a major, waterfront redevelopment in Washington D.C., in anticipation of the city applying to host the Olympics. The plans were completed as part of a design competition and included analysis of regional and metropolitan transportation patterns and population density, available land, and existing issues and solutions. These plans represent the single most similar project to our working waterfronts implementation plan of all the responses. Campion Hruby demonstrated that it is familiar with our city, going so far as to visit Cambridge, specifically for this RFP and that their team has the requisite experience to successfully manage the many moving parts of this project. They will be working with Dr. Victoria Chanse, Associate Professor in the Department of Plant Science and Landscape Architecture at the University of Maryland, who has led charrettes and design workshops in Cambridge, focusing on the waterfront as well as Cannery Park. Dr. Chanse was also the faculty member in charge of the graduate students that produced the first-rate designs for Cannery Park. She has a strong working knowledge of Cambridge, is a successful facilitator and her research focuses on the Eastern Shore.

The phone interview was the deciding factor in our decision to recommend Campion Hruby as the consultant on this project. Their answers to our questions provided much of the information above and were thoughtful and insightful. We feel that they were most successful in

demonstrating their breadth of knowledge of the issues facing our community. Campion Hruby is a mid-sized firm size of 14 employees. This is a good size; it is not too large, yet with this many staff, they will have the capacity to complete the project in timely manner. Additionally, Campion has graphic capabilities that are far superior to the other firms.

**Campion Hruby**

**Pros**

- Most flexible public engagement plan.
- Offered specific suggestions for park amenities that address the needs of watermen at Long Wharf, as well as recreational facilities at Great Marsh.
- Familiarity with the local area. Campion Hruby works exclusively within the Chesapeake Bay watershed and Victoria Chanse, who will be part of their team, has done outstanding work for the City of Cambridge and Dorchester County in the past.
- Most comprehensive wayfinding approach.
- Each firm that responded submitted a proposal in partnership with one or more other firms that would assist in the completion of the project. The team of Campion Hruby (landscape architects), Merje (environmental graphic designers), Dr. Victoria Chanse (facilitator), ESA (environmental analysts), and DMS (construction consulting services) represents all the skills and experience necessary to complete the project.
- Familiarity with state and local funding mechanisms for implementation.

Summary of the other firms:

**Design Collective**

**Pros**

- Ability to advance project quickly
- Detailed approach to potential funding sources for implementation

**Cons**

- Limited acknowledgment of “water-dependent businesses/ working” aspect of grant
- Very general proposal

**Oasis Design Group**

**Pros**

- Lowest bid
- Good consideration of “working” aspect of grant
- Highly flexible

**Cons**

- Smaller firm
- More landscape/open space oriented

**Horn Coplan Macht**

**Pros**

- Familiarity with local area—completed Cambridge Comprehensive plan

**Cons**

- Highest bid
- Least detailed proposal

**Fiscal Impact:** The City has been approved for a grant award in the amount of \$30,000. The entirety of the funding for the project is provided by the grant, therefore there will be no net cost to the City to hire the chosen firm. Projects that are identified in the project may be subject of grant applications in the future.

**Approved by:** Sandra Tripp-Jones, City Manager 

Attachment

