



# WEST END MASTER PLANNING

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CITY COUNCIL • JANUARY 8, 2024

STAFF PRESENTER: JEN BASHAM, DIRECTOR OF PARKS AND RECREATION

# BACKGROUND

THE CITY OF BURLESON IS IN THE BEGINNING STAGES OF LOOKING AT THE LONG TERM POTENTIAL FOR A 55 ACRE TRACT OF CITY OWNED PROPERTY ON THE WEST END OF TOWN.

STAFF INTERVIEWED 5 FIRMS THAT SPECIALIZE IN PUBLIC ENGAGEMENT AND DESIGN OF PARCELS THAT INCORPORATE PARKS, MUNICIPAL FACILITIES, AND PRIVATE DEVELOPMENT

STAFF IS RECOMMENDING LAND DESIGN TO ASSIST THE CITY WITH THIS PROJECT





# LAND DESIGN PROJECT APPROACH

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Create a place where people want to be

The team's approach is one of deep listening, research, consensus building, collaboration, testing ideas until they come to a vision that is uniquely ours.

Land Design consider projects successful by creating places that matter.

These places are driven by story, accessible, include adaptable infrastructure, considered from macro to micro, and are feasible and actionable



**HETH KENDRICK**

LandDesign | Dallas

**Project Manager | PLA, Partner**

Heth is a Project Manager who can distill a big-picture vision into the details that contribute to the experience of a place. He is an expert leader, planner, and designer, and has contributed to projects of all sizes and levels of complexity.



**BRIAN DENCH**

LandDesign | Dallas

**Principal-in-Charge | PE**

Brian has 25 years of experience in the design and development of commercial, and mixed-use projects. His tenure in the Dallas-Fort Worth area has cemented him as a trusted partner within the land development community.



**RITA SCHILLER**

LandDesign | Dallas

**Landscape Designer**

Leading a variety of projects and organizing strategy with her team to bring the client the best possible product, meet deadlines, and plan an efficient use of resources, Rita embraces collaboration through communication.



**BETH POOVEY**

LandDesign | Charlotte

**Parks + Open Spaces Designer | PLA**

As Director of Greenways, Parks and Open Space, Beth is focused on the creation of public spaces that matter. Her focus and passion has evolved into the planning and design of urban open space that authentically integrates community assets with environmental stewardship opportunities.



**CHERI DEVLIN**

LandDesign | DC

**Branding + Placemaking**

Cheri understands how to translate a project's brand identity to market. She is a strategic resource to our design studios throughout the design process, working with them to identify opportunities to enhance the public realm through signage, wayfinding, and environmental graphics.



**RAY WAUGH**

LandDesign | Orlando

**Civil Engineer + QAQC Manager | PE**

Ray is a strategic leader who drives the firm's operational vision and growth that empowers us to serve its clients and communities. As Managing Partner of the firm's Orlando office, project focus includes large scale master planning, urban design, infrastructure design, and public spaces.

# Design + Communication Process

Excellent project management is not a standardized process, but a commitment to exceeding expectations. We understand that no two projects are alike, and unforeseen challenges and obstacles are not always predictable. To provide clear expectations and protocol for the management of this project, LandDesign will be responsible for managing our consultant team with a strong sense of flexibility to accommodate ideas, feedback, and opportunities that arise throughout the process.

The LandDesign team is committed to providing the City of Burleson team with a dedicated team for this and each additional assignment under our long term relationship. Heth Kendrick will serve as the Lead Planner and Project Manager as the point of contact, marshalling the expertise and resources needed through all project phases. Brian Dench will provide his regional expertise in site civil design. Key design experts, project managers, and production staff will be assigned to serve the project planning, design, and technical assignments. This size and mix of team skills has been found ideal for these types of collaborative efforts, with additional supporting staff brought in for specific project elements (renderings, GIS, detailing, branding) as needed.

## RELATIONSHIPS

Our success is measured by our clients' success. We emphasize collaborative, open, trusting relationships to better service and deliver value to our clients. We work hard to be an extension of their teams—partners that make them feel heard, who listen and adapt to changes, and view setbacks as opportunities to innovate.

## PROJECT MANAGEMENT

## PROJECT SCHEDULE

To effectively meet the project schedule and deadlines, we will meet with the client to align our team with their goals and key milestones. We recognize that each of our projects and clients are unique and function under a set of circumstances and pressures. From our previous experience managing projects of a similar size and scope, we will tailor our project schedule to meet the unique needs of this project.

## BUDGET

A well-organized process is key to completing a project within budget, while also allowing for collaboration that uncovers new ideas and solutions. We have a documented, systematic process for planning and design that has been deployed successfully with similar projects to ensure each deliverable is developed correctly the first time, eliminating the need for costly and time-consuming changes.

## QA/QC

We view quality control as an integral and ongoing part of our process, not just a one-time event before submission. We believe that real quality control happens in the work and things are done right the first time. It is achieved by rigorous adherence to our design process and considerable review by Senior leaders and experts. Quality starts at project initiation when the projects goals are understood by the entire team.

## COMMUNICATION

Frequent and open communication will make sure project challenges are minimized, which is critical to drive efficiencies and remain on schedule. We will utilize internal team meetings to review progress and scheduled delivery dates. Clearly defined responsibilities and explicit expectations for each team member will be established and team members will report progress regularly.



# SCOPE OF THE PROJECT



## PRE-DESIGN, VISIONING AND PROGRAMMING

- Efforts in the phase include gathering base level information regarding the project area and scope, composing a digital base map utilizing approved data, review of codes and ordinances, gathering imagery from site, review of survey data, and looking at potential phasing

## COMMUNITY ENGAGEMENT- 2 ROUNDS

- Efforts include identifying key stakeholders, creating an initial site plan and charrette, and final site plan and summary following community engagement

## DELIVERABLES

- Connectivity plan
- Development of the program summary and cost estimation
- Final site plan and imagery

# TIMELINE

Begin Predesign –February 2024

Round 1 of Community Engagement-  
March 2024

Round 2 of Community Engagement-  
May of 2024

Final work plan and deliverables-Fall  
2024

Begin community campaign-Winter  
2024

Election for Softball field relocation-  
May 2025





# COST

Budget for the project is: \$250,000

\*hourly rates have been established for additional needs outside of the base scope







DIRECTION

Approve Contract as  
Presented

Approve Contract with  
Changes

Deny