



*The Mission of the Community Council is to facilitate a connected and welcoming community that instills pride and a sense of belonging in each DC Ranch resident. The Council's work includes visioning and facilitating initiatives that enhance residents' quality of life, serve collective interests and promote the DC Ranch brand. These benefits make DC Ranch a very special place to live.*

Please email [erin.valdez@dcranchinc.com](mailto:erin.valdez@dcranchinc.com) if you have issues logging on  
See the posting on the website for call-in number

SPECIAL OPEN SESSION

February 25, 2021

5:30 p.m.

VIA ZOOM:

<https://us02web.zoom.us/j/81665310807>

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AGENDA

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- |  |                             |
|--|-----------------------------|
| I. Call to Order                               | Bud Kern                    |
| II. Establish Quorum                           | Bud Kern                    |
| III. Consider Award of Bid for Master Plan RFP | Jenna Kohl/Lynette Whitener |
| IV. Adjourn Meeting                            | Bud Kern                    |

**COMMUNITY VALUES**

- Sense of Community
- Healthy Lifestyles
- Artistic and Cultural Opportunities
- Diversity and Inclusiveness
- Lifelong Learning
- Family
- Environmental Stewardship
- Relationship with the Larger Community



# DC Ranch Community Council

**To:** Board of Directors  
**From:** Jenna Kohl, Executive Director  
Lynette Whitener, Senior Facilities Manager  
**CC:** Master Plan Committee  
**Date:** 2/25/2021  
**Subject:** *Master Plan – Architectural Firm Recommendation*

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## Recommendation

Staff recommends that the Board authorize the Executive Director to negotiate and enter into a contract with Holly Street Studio for the Space Needs Assessment and Master Plan Concept Design project in an amount not to exceed \$76,482.

## Background

The Master Plan Committee was established in September 2019 and through existing community data and multiple exercises the committee identified priorities including:

FIRST PRIORITY: Larger Fitness Facility – with fitness class space and more/updated equipment

SECOND PRIORITY: Multi-Use Space – for arts, crafts, card playing, club gatherings, meetings, programming, drop-in use, business center, studio and kitchen space, etc. Ideally this will include a social element such as a gathering space with a lounge-feel where residents can gather to read the paper, listen to music, and enjoy a hot coffee.

ADDITIONAL PRIORITY: Administrative & Maintenance Space – considered concurrently with priorities 1 & 2 as a financially prudent alternative to leasing. The maintenance space will likely be considered as part of a separate project, not covered under this phase.

In December, a RFP was sent to 13 architectural firms; seven firms shared interest, and five firms remitted proposals. A selection team was established including key members of the master plan committee and two representatives from the Community Council Board. Through an evaluation process, staff narrowed five firms down to three and the selection team conducted interviews with each firm. The three firms were comparable in scope of work, design, and cost. After a thorough discussion, the selection team selected Holly Street Studio, a firm with extensive knowledge, design, and experience in community and recreation centers. The two components that drove our decision were their focus on community engagement and the foresight to include a construction consultant along with their other qualifications and overall ability to meet key components.

## Next Steps

Pending Community Council Board approval, Jenna Kohl, Executive Director, will negotiate and secure a contract to begin work in three phases, to be completed mid-August, including, but not limited to:

- Phase 1 – Space Needs Assessment
  - Kick-Off Workshop
  - Site Assessment & MP Committee Review
  - Develop Spatial & Site Concepts
  - Presentation & Engagement
  - Review & Feedback
- Phase 2 – Develop Conceptual Plan
  - Concept Refinement Workshop
  - Resident Outreach Session 1
  - Development of Final Concept Plans
  - Public Outreach Session 2
  - Presentation & Engagement
- Phase 3 – Feasibility, Estimating & Master Plan Report
  - Estimating, Budgeting & Reconciliation
  - Development of Final Master Plan Study
  - Formal Presentation to Community Council Board

The final stage of Phase 3 will conclude with an in-depth formal presentation to the DC Ranch Community Council Board and residents, and request to move into the design/build phase of the project.

Consideration of a community enhancement project has been in discussion for years. It is due to the collective work of the board, master plan committee, DC Ranch governance entities, residents and staff, along with our strong financial standing, that we are now able to undertake this important initiative for current and future residents of DC Ranch.

## Attachments

Holly Street Studio Project Team Overview

Visit [www.dcranch.com/masterplan/](http://www.dcranch.com/masterplan/) for background information on this project.

# Project Team

DC Ranch Space Needs Assessment  
& Masterplan Concept Design



Holly Street  
Studio

**Holly Street Studio (HSS)** is an award-winning architectural firm founded in Arizona in 2005. HSS principals have over 50 years of combined experience in public buildings including complex masterplan projects with flexible programs, multiple stakeholders, and limited resources. We are known for holistic solutions at multiple scales, a high level of service, and technical proficiency.

What distinguishes HSS projects is their unique response to multiple contexts - physical, cultural, and institutional. By bringing these tools of planning to the stakeholder level, we are able to uncover the essential spirit of each project and create solutions that set their roots in the history of site and aspirations of our communities. As a truly local firm, the design team at Holly Street Studio draws upon extensive experience in larger markets, our hunger for embracing best practices, and resolution to bring the highest level of quality and responsible planning for the long term to communities in Arizona.



We've teamed with **CHASSE Building Team** for pre-construction estimating, to insure that our recommendations are viable every step of the way and that you achieve the highest quality construction outcomes as well as an elegant design solution. With responsible leaders at the table dedicated to a balanced solution [one that encourages innovation without depleting resources, creates elegant solutions with sustainable outcomes, embraces existing legacy and includes multiple perspectives] this project will set the stage for the future of the DC Ranch Community, allowing it to become the place you imagine it to be.

## Key Personnel:

### **Diane Jacobs, FAIA, NOMA**

Principal In Charge

### **Michael Jacobs, AIA**

Project Manager

### **Sergio Carrasco, Assoc. AIA**

Project Designer

### **Scott Hufford**

CHASSE Project Director

### **Matt Greer**

CHASSE PreCon Estimating

## Relevant Projects:

**Anthem Community Civic Center**, Anthem AZ

**Scottsdale Public Space Masterplan**, Scottsdale AZ

**Scottsdale Civic Centre Masterplan**, Scottsdale AZ

**Rio Salado + Beach Park Masterplan**, Tempe AZ

**McCormick Stillman Railroad Museum**, Scottsdale AZ

**Clark Park Conceptual Design**, Tempe AZ

**Helen Drake Senior Center**, Phoenix AZ

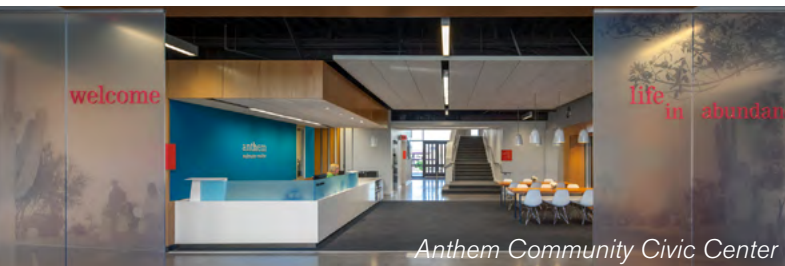
**Faye Gray Recreation Center**, Phoenix AZ

**Cesar Chavez Community Center Masterplan**, Phoenix AZ

**Parsons Center for Health & Wellness**, Phoenix AZ



*McCormick Stillman Railroad Museum*



*Anthem Community Civic Center*



*Faye Gray Recreation Center*