



## **PROFESSIONAL SERVICES AGREEMENT**

(Version 9-22-2023)

This AGREEMENT (“Agreement”) is entered by and between **LJA Engineering, Inc.** (the “Professional”), located at **3600 W. Sam Houston Parkway S., Suite 600, Houston, TX 77042** and the **City of League City** (“City”), a home-rule municipality, located at 300 W. Walker St., League City, Texas 77573 on the date set forth below.

### **Terms:**

- 1. Scope of Services:** Professional will perform the services as set forth in **Exhibit A**, which is attached and incorporated herein, and which can be generally described as **Western League City Regional Master Plan**. Services related to design, bid, or construction of a public work shall conform to the requirements set forth in **Exhibit B**, if applicable. If there is a conflict between the terms of this Agreement and Exhibits A (or B, if applicable), the terms of this Agreement will prevail.
- 2. Term and Termination:** This Agreement shall commence on **April 1, 2024** and shall expire on **April 30, 2025**. City reserves the right to terminate this Agreement for convenience upon seven (7) days written notice to Professional. Upon such termination, City shall pay Professional, at the rate set out in **Exhibit A**, for services satisfactorily performed up through the date of termination. Notwithstanding any provision in this Agreement to the contrary, City will not be required to pay or reimburse Professional for any services performed or for expenses incurred by Professional after the date of the termination notice that could have been avoided or mitigated by Professional.
- 3. Compensation:** Professional shall be paid for the services as set forth in **Exhibit A**. In no event shall the total compensation exceed **\$175,000** during the term of this Agreement. City shall tender payment (including progress/partial payments) for services only after such services are completed and are deemed to be acceptable under this Agreement, in the sole reasonable discretion of City. Professional must submit to City invoices for all services provided, which invoices must include details and dates of service. Payment by City shall be made within thirty (30) days of receipt of an invoice, except for any portion of the invoiced amount that City disapproves as not compliant under this Agreement, in the sole reasonable discretion of City. If City disapproves any amount submitted for payment by Professional, City shall give Professional specific reasons for disapproval in writing.
- 4. Insurance:** Professional **is** required during the Contract Term to maintain insurance as set forth below: (a) Comprehensive General Commercial Liability insurance covering bodily injury and property damage, with minimum coverage limits—exclusive of defense costs—of \$1,000,000 per occurrence and \$2,000,000 aggregate; (b) Professional Liability (errors and omissions/malpractice) insurance with minimum coverage limits—exclusive of defense costs—of \$2,000,000 per occurrence; and (c) If at any point during the Contract Term it is foreseeable that Professional will enter upon City premises: (i) Worker’s Compensation coverage with statutory limits for the State of Texas, and (ii) Commercial Automobile Liability coverage with minimum coverage limits—exclusive of defense costs—of \$1,000,000 per occurrence and \$2,000,000 aggregate. All policies

must contain a waiver of subrogation against City. Comprehensive General Liability and Commercial Automobile Liability policies must name the City as Additional Insured. Professional shall pay all insurance deductibles and deductibles must not exceed \$10,000 unless approved in advance by City. Professional shall provide City Certificates of Insurance evidencing these insurance requirements prior to the start of work.

5. **Liquidated Damages:** Liquidated damages **are not** applicable to this transaction. Professional acknowledges that time is of the essence in performing this Agreement. City and Professional (collectively, the “Parties”) agree that if Professional is late in performing any service designated as **Time Critical** on the Scope of Services attached to this Agreement, City will suffer loss, damages, or other harm from Professional’s delay. The Parties agree that the amount of loss, damages, or harm likely to be incurred as a result of Professional’s delay is incapable or difficult to precisely estimate, and therefore the Parties desire to stipulate the amount of such loss, damages, or harm. Accordingly, Professional shall have deducted from any amounts owed under this Agreement liquidated damages equal to the number of calendar days of the delay(s) times the daily rate, which rate shall be one-tenth of one percent (0.1%) times the compensation shown in the Scope of Services for such Time Critical service. The Parties further agree that: (i) the liquidated damages specified herein are not a penalty but rather bear a reasonable relationship to, and is not plainly or grossly disproportionate to, the probable loss likely to be incurred by City as a result of Professional’s delay; (ii) one of the reasons for City and Professional to agree to such amounts is the uncertainty and cost of litigation regarding the question of actual damages; and (iii) City and Professional are sophisticated business parties and negotiated this Agreement at arm’s length.
6. **Independent Professional:** Professional is an independent Professional and is not an employee, partner, joint venture, or agent of City. Professional understands and agrees that he/she will not be entitled to any benefits generally available to City employees. Professional shall be responsible for all expenses necessary to carry out the services under this Agreement and shall not be reimbursed by City for such expenses except as otherwise provided in this Agreement.
7. **Intellectual Property:** This Agreement shall be an Agreement for services and the parties intend and consider any work created as a result of this Agreement, including any and all documentation, images, products or results, to be a work (the “Work”) for hire under federal copyright law. Ownership of the Work shall belong to and remain the exclusive property of City. The Work may be edited at any time within City’s discretion. If the Work would not be considered a work-for-hire under applicable law, Professional hereby assigns, transfers, and conveys any and all rights, title and interest to City, including without limitation all copyrights, patents, rights of reproduction, rights to ownership, and right to secure registrations, renewals, reissues and extensions thereof. As the sole copyright holder of the Work, City maintains and asserts the rights to use, reproduce, make derivative works from, and/or edit the Work in any form of medium, expression or technology now known or hereafter developed, at any time within City’s discretion. Professional shall not sell, disclose or obtain any other compensation for the services provided herein or the Work. If the Work is one to which the provisions of 17 U.S.C. § 106A apply, Professional hereby waives and appoints City to assert on Professional’s behalf Professional’s moral rights or any equivalent rights regarding the form or extent of any alteration to the Work (including, without limitation, removal or destruction) or the making of any derivative works based on the Work, including, without limitation, photographs, drawings or other visual reproductions of the work, in any medium, for City’s purposes.
8. **Confidentiality:** During the course of the services to be provided under this Agreement, Professional may become privy to confidential information of City. Professional agrees to treat as

confidential the information or knowledge that becomes known to Professional during performance of this Agreement and to not use, copy, or disclose such information to any third party unless authorized in writing by City. This provision does not restrict the disclosure of any information that is required to be disclosed under applicable law. Professional shall promptly notify City of any misuse or unauthorized disclosure of City's confidential information and upon expiration of this Agreement shall return to City all confidential information in Professional's possession or control. Professional shall further comply with all information security policies of City that may apply and shall not make any press releases, public statements or advertisement referring to the services provided under this Agreement or the engagement of Professional without the prior written approval of City.

9. **Warranties and Representations:** Professional warrants and agrees that Professional shall perform its services and conduct all operations in conformity with all applicable federal, state, and local laws, rules, regulations, and ordinances. For any service performed on premises owned or controlled by City, Professional warrants and agrees that Professional will perform said services in compliance with all City rules, including but not limited to, prohibitions related to tobacco use, alcohol, and other drugs.
10. **Licenses/Certifications:** Professional represents and warrants that it will obtain and maintain in effect, and pay the cost of, all licenses, permits or certifications that may be necessary for Professional's performance of this Agreement. If Professional is a business entity, Professional warrants, represents, covenants, and agrees that it is duly organized, validly existing and in good standing under the laws of the state of its formation; and is duly authorized and in good standing to conduct business in the State of Texas, that it has all necessary power and has received all necessary approvals to execute and deliver the Agreement and is authorized to execute this Agreement according to its terms on behalf of Professional.
11. **Performance/Qualifications:** Professional agrees and represents that Professional has the personnel, experience, and knowledge necessary to qualify Professional for the particular duties to be performed under this Agreement. Professional warrants that all services performed under this Agreement shall be performed consistent with generally prevailing professional or industry standards.
12. **Conflict of Interest:** Professional warrants, represents, and agrees that Professional presently has no interest and shall not acquire any interest, direct or indirect, that would conflict in any manner or degree with Professional's performance of the services hereunder. Professional further warrants and affirms that no relationship or affiliation exists between Professional and City that could be construed as a conflict of interest with regard to this Agreement.
13. **INDEMNIFICATION: PROFESSIONAL SHALL DEFEND, INDEMNIFY AND HOLD HARMLESS CITY , AND EACH OF ITS OFFICIALS, OFFICERS, AGENTS AND EMPLOYEES FROM AND AGAINST ALL CLAIMS, ACTIONS, SUITS, DEMANDS, PROCEEDINGS, COSTS, DAMAGES AND LIABILITIES, INCLUDING WITHOUT LIMITATION ATTORNEYS' FEES AND REASONABLE LITIGATION COSTS, ARISING OUT OF, CONNECTED WITH, OR RESULTING FROM ANY ACTS OR OMISSIONS OF PROFESSIONAL OR ANY AGENT, EMPLOYEE, SUBCONTRACTOR, OR SUPPLIER OF PROFESSIONAL IN THE EXECUTION OR PERFORMANCE OF THIS**

**CONTRACT, TO THE EXTENT THE CLAIM ARISES FROM NEGLIGENCE, WILLFUL ACT, BREACH OF CONTRACT OR VIOLATION OF LAW.**

14. **Force Majeure:** Neither party shall be liable to the other for (i) any delay in performance; (ii) any other breach; (iii) any loss or damage; or (iv) any contribution to or aggravation of any of the foregoing; arising solely from uncontrollable forces such as fire, theft, storm, war, or any other cause that could not have been reasonably avoided by the party's exercise of due diligence.
15. **Notices:** Any notice given under this Agreement by either party to the other may be affected either by personal delivery in writing or by mail, registered or certified postage prepaid with return receipt requested. Mailed notices shall be addressed to the addresses of the Parties as they appear in the contract. Notices delivered personally shall be deemed communicated at the time of actual receipt. Mailed notices shall be deemed communicated three (3) days after mailing.
16. **Texas Family Code Child Support Certification:** Pursuant to Section 231.006 of the Texas Family Code, Professional certifies that it is not ineligible to receive the award of or payments under the Agreement and acknowledges that the Agreement may be terminated, and payment may be withheld if this certification is inaccurate.
17. **State Auditor:** Professional understands that acceptance of funds under the Agreement constitutes acceptance of the authority of the Texas State Auditor's Office, or any successor agency (collectively, the "Auditor"), to conduct an audit or investigation in connection with those funds. Professional agrees to cooperate with the Auditor in the conduct of the audit or investigation, including without limitation providing all records requested. Professional will include this provision in all contracts with permitted subprofessionals.
18. **Jurisdiction:** Any disputes under this Agreement shall be brought in a court of competent jurisdiction in Galveston, Texas and governed by Texas law.
19. **Alternative Dispute Resolution:** To the extent that Chapter 2260, Texas Government Code, is applicable to this Contract and is not preempted by other applicable law, the dispute resolution process provided for in Chapter 2260 and the related rules adopted by the Texas Attorney General Pursuant to Chapter 2260, shall be used by City and Professional to attempt to resolve any claim for breach of contract made by Professional that cannot be resolved in the ordinary course of business. The Director of Finance of City shall examine Professional's claim and any counterclaim and negotiate with Professional in an effort to resolve such claims. This provision shall not be construed as a waiver by City of its right to seek redress in the courts.
20. **Entire Agreement:** This Agreement contains the entire understanding between the Parties and supersedes all prior agreements, arrangements, and understanding, oral or written between the Parties relating to this Agreement. This Agreement may not be modified except by mutual written agreement of the Parties executed subsequent to this Agreement.
21. **Eligibility to Receive Payment:** Professional certifies that, as a matter of state law, it is not ineligible to receive the Agreement and payments pursuant to the Agreement and acknowledges that the Agreement may be terminated, and payment withheld if this representation is inaccurate.
22. **Payment of Debt/Delinquency to State:** Professional certifies that it is not indebted to the City of League City and is current on all taxes owed to the City of League City. Professional agrees

that any payments owing to Professional under the Agreement may be applied directly toward any debt or delinquency that Professional owes the City of League City regardless of when it arises, until such debt or delinquency is paid in full.

23. **Products and Materials Produced in Texas:** If Professional will provide services under the Agreement, Professional covenants and agrees that in performing its duties and obligations under the Agreement, it will purchase products and materials produced in Texas when such products and materials are available at a price and delivery time comparable to products and materials produced outside of Texas.
24. **Risk of Loss:** All work performed by Professional pursuant to the Agreement will be at Professional's exclusive risk until final and complete acceptance of the work by City. In the case of any loss or damage to the work, or the need to redo or revise the work for any reason except to accommodate a City request to materially alter the work, prior to City's acceptance, bearing the costs of such loss or damage to or such redo or revision of the work will be Professional's responsibility.
25. **Publicity:** Professional shall not use City's name, logo or likeness in any press release, marketing materials or other public announcement without receiving City's prior written approval.
26. **Legal Construction/Severability:** In the event that any one or more of the provisions contained in this Agreement shall for any reason be held to be invalid, illegal or unenforceable in any respect, such invalidity, illegality or unenforceability shall not affect any other provision, and this Agreement shall be construed as if such invalid, illegal or unenforceable provisions had never been contained in it. To this end, the provisions of this Agreement are declared to be severable. The Parties may mutually agree to renegotiate the Agreement to cure such illegality/invalidity or unconstitutionality if such may be reasonably accomplished.
27. **Limitations:** The Parties are aware that there are constitutional and statutory limitations on the authority of City to enter into certain terms and conditions of the Agreement, including, but not limited to, those terms and conditions relating to liens on City's property; disclaimers and limitations of warranties; disclaimers and limitations of liability for damages; waivers, disclaimers and limitations of legal rights, remedies, requirements and processes; limitations of periods to bring legal action; granting control of litigation or settlement to another party; liability for acts or omissions of third parties; payment of attorneys' fees; dispute resolution; indemnities; and confidentiality (collectively, the "Limitations"). Any terms and conditions related to the Limitations will not be binding on City except to the extent authorized by the laws and Constitution of the State of Texas.
28. **Sovereign Immunity:** The Parties agree that neither the execution of the Agreement by City nor any other conduct, action or inaction of any City representative relating to the Agreement constitutes a waiver of sovereign immunity by City.
29. **Authority:** The Parties stipulate that in entering into this Agreement, the City is performing a solely governmental function and not a proprietary function. Professional warrants and represents that Professional has full power and authority to enter into and perform this Agreement and to make the grant of rights contained herein. The person signing on behalf of City represents that he/she has authority to sign this Agreement on behalf of City.

30. **Non-Waiver:** The Parties specifically agree that neither the occurrence of an event giving rise to a breach of contract claim nor the pendency of a claim constitute grounds for the suspension of performance by Professional. No covenant or condition of this Agreement may be waived except by written consent of the waiving party. Forbearance or indulgence by one party in any regard whatsoever shall not constitute a waiver of the covenant or condition to be performed by the other party.
31. **Prohibitions Pursuant to Texas Government Code:** By executing this Agreement Professional verifies that Profession (1) does not boycott Israel and will not during the term of this Agreement per Section 2274.002; (2) is not engaged in business with Iran, Sudan, or any company on the list referenced in Section 2252.152; (3) does not boycott energy companies and will not during the term of this Agreement per 2274.002; and (4) does not have a practice, policy, guidance, or directive of this Agreement against a firearm entity or firearm trade association and will not during the term of this Agreement per 2274.002.

*(signature block on next page)*

Executed on \_\_\_\_\_, *(date to be filled in by City Secretary)*

**LJA ENGINEERING, INC. - “Professional”**

\_\_\_\_\_  
Donnie Reed, PE – Sr. Vice President

**CITY OF LEAGUE CITY – “City”**

\_\_\_\_\_  
John Baumgartner – City Manager

**Attest:**

\_\_\_\_\_  
Diana Stapp, City Secretary

**Approved as to Form:**

\_\_\_\_\_  
Office of the City Attorney

# **Exhibit A**

**Scope of Services/Description of Products/Payment Schedule**  
(44 pages, including this page)

See Attached RFP dated November 21, 2023 and attached Clarification Memo dated March 13, 2024



Purchasing Department  
**RFP 24-002**

**Western League City Regional Center Master Plan  
Bid Cover Sheet**

**Due Date: Tuesday, November 21, 2023, by 2:00 p.m.**

**LJA Engineering, Inc.**

Name of Firm/Company

**Donnie Reed, PE**

**Senior Vice President**

Agent's Name (Please Print)

Agent's Title

**3600 W Sam Houston Parkway S, Suite 600, Houston, Texas 77042**

Mailing Address

City

State

Zip

**713.953.5117**

**dreed@lja.com**

Telephone Number

Email Address

*Donnie Reed*

**11/21/2023**

Authorized Signature

Date

**Bidder Submission Checklist**

Bidder submission package shall consist of the following:

- Bid Cover Sheet and Addenda Acknowledgement
- Bid (If hard copy submitted: one marked original, one marked copy and a flash drive)
- Bid Cost Sheet
- References
- Public Information Act Form
- Conflict of Interest Questionnaire

**Addenda Acknowledgement**

Bidder must initial next to each addendum received to verify receipt:

Addendum #1 DR Addendum #2 \_\_\_\_\_ Addendum #3 \_\_\_\_\_

Addendum #4 \_\_\_\_\_ Addendum #5 \_\_\_\_\_ Addendum #6 \_\_\_\_\_

# Western League City Regional Center Master Plan

## Statement of Qualifications



**PLANNING &  
LANDSCAPE  
ARCHITECTURE**

November 21, 2023  
RFP #24-002





# COVER LETTER

November 21, 2023

Purchasing Department – City Hall  
City of League City  
300 West Walker,  
League City, TX, 77573

Re: Western League City Regional Center Master Plan

## Point of Contact

Katy Harris, AICP   
Associate Principal   
713.358.8536   
kharris@lja.com 

Dear City of League City:

I am very pleased to provide the attached response package to your Request for Proposals for the Western League City Regional Center Master Plan. LJA Engineering, Inc. (LJA) is an employee-owned, full-service, consulting firm serving the public and private sectors in Texas since it was established in 1972. The team included in this response come from a variety of groups within our company, including Planning & Landscape Architecture (PLA), Land Development, Hydrology & Hydraulics, Program Management, etc. with 12 dedicated team members assigned to this project. We take pride in the work that we do and strive diligently to meet or exceed our client's project needs and expectations.

Members of LJA's PLA group have been working in the City of League City for over 25 years. We are intimately acquainted with the planning/engineering constraints and opportunities here. While we feel we know the city well, we also realize that by entering into a collaborative relationship with the City we still need to listen, ask questions, look carefully at the data, and work together to create a shared vision of what the City wants to be. With over 40% of the city yet to be developed, this is a critical moment for League City. Our aim is to help articulate that vision as clearly, honestly, and transparently as possible.

To this end, we will bring the best of ourselves to the table. We employ a rigorous quality control process to minimize errors and omissions. We regularly train our team members to ensure they stay updated with the latest standards, best practices, and to re-fresh their understanding of project-specific requirements. We also work hard to incorporate feedback from staff or community members as part of our continuous improvement methods. LJA remains committed to delivering the highest quality work and addressing any challenges that may arise in a responsible, timely, and transparent manner.

The LJA Team understands the importance of providing high-quality services that result in a product requiring the City's input, not just oversight, to ensure that quality. The references provided in this document can attest to the quality of work our team can offer. We place a special emphasis on engaging with our clients at a personal level which allows for a positive working environment throughout the life of the project.

If any questions or concerns arise, please feel free to contact us at any time. Katy Harris, AICP, will be the City's designated Point-of-Contact and her contact information is listed above. The City of League City is an important client for LJA, and we desire to foster this valuable relationship and deliver the highest quality product that the City would expect. Thank you for considering LJA as a partner in providing a higher quality of life through your commitment to careful planning redevelopment. We appreciate the opportunity to present our Statement of Qualifications.

Sincerely,



Donnie Reed, PE  
*Senior Vice President*



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**PLANNING &  
LANDSCAPE  
ARCHITECTURE**



# TAB A

## EXECUTIVE SUMMARY



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**PLANNING &  
LANDSCAPE  
ARCHITECTURE**

# EXECUTIVE SUMMARY

The Western League City Regional Center Master Plan is poised to establish a visionary blueprint for the city's expansion, particularly for the area serving as the principal gateway into League City. As we project our planning strategies into the future, our primary goals are to create a master plan that will guide development with a conscientious approach towards sustainable growth, community identity, and inclusive participation.

## Main Goals:

- 1. Establishing a Gateway:** The master plan will conceptualize the western region of League City as a gateway that is both welcoming and representative of the city's cultural and economic aspirations, setting a benchmark for quality and identity.
- 2. Guiding Thoughtful Expansion:** The plan will address the swift expansion of the area, advocating for a managed growth strategy that aligns with the region's economic targets while preserving its unique environment and community fabric.
- 3. Forging Collaborative Pathways:** A central goal of the plan is to weave a collaborative process throughout the planning stages, creating policies and designs that reflect a composite vision drawn from the city's residents and stakeholders.
- 4. In-depth Analysis for Informed Planning:** We will engage in a detailed analysis of existing conditions, which will serve as the bedrock for a master plan that is both visionary and realistic, tailored to the city's present and future needs.
- 5. Aligning with Established Policies:** The plan will adhere to and reinforce the city's adopted policies, ensuring that the future development is consistent with League City's overarching strategic objectives.
- 6. Inclusive Stakeholder Engagement:** The participation of landowners, developers, business owners, and residents will be integral. The master plan will reflect their collective vision for the development of the corridor and neighborhoods.
- 7. Pioneering Sustainable Development:** The master plan will prioritize innovative urban planning solutions, emphasizing sustainable practices, resilient infrastructure, and enhancement of residents' quality of life.

## Citizen Participation Plan:

The public engagement process will be a cornerstone of our planning efforts, ensuring that the master plan is rooted in the values and aspirations of the League City community. This process will be both broad and inclusive, characterized by the following steps:

- 1. Stakeholder Identification:** We will begin by identifying a comprehensive list of stakeholders that include, but are not limited to, residents, business owners, community groups, environmental advocates, and government entities.
- 2. Multi-Channel Outreach:** Engagement will utilize a multi-channel approach, incorporating town hall meetings, focus groups, digital platforms for surveys and feedback, and interactive public workshops.

- 3. Educational and Informational Sessions:** We will host a series of informational sessions to educate stakeholders about the planning process, the importance of their input, and the impact of the master plan on the future of Western League City.
- 4. Continuous Feedback Integration:** Stakeholder feedback will be collected, analyzed, and integrated into the planning process on an ongoing basis, ensuring that community input directly shapes the plan's development.

In conclusion, the master planning process for the Western League City Regional Center will be comprehensive, participatory, and innovative. The vision for Western League City is not only to pave the way for a future of thoughtful growth and community enrichment but to do so through a process that embodies the spirit of inclusivity and cooperation, ensuring that every voice is heard and every idea considered. This plan will not merely be a document; it will be a living testament to League City's commitment to its citizens and their collective future.



# TAB B

## PROJECT METHODOLOGY AND APPROACH



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**PLANNING &  
LANDSCAPE  
ARCHITECTURE**



# PROJECT METHODOLOGY AND APPROACH

At LJA Planning and Landscape Architecture, we believe that the work of design is firmly rooted in solid relationships that help drive a collaborative and integrative process. Building trust is a critical step that allows for the process to thrive, which allows for the design solution to grow organically. To foster and establish that trust, clarity and transparency of communication is of utmost importance. To this end, our approach is structured around the following phases:

## 1. Project Inception and Data Collection:

- **Inception Meeting:** A kickoff meeting with City stakeholders to align on vision, objectives, and expectations.
- **Baseline Data Collection:** Leveraging GIS technology and existing data to understand the current land use, transportation patterns, environmental considerations, and socio-economic factors.

## 2. Community Engagement and Visioning:

- **Public Engagement Strategy:** A multi-tiered approach to ensure broad and inclusive community input, including:
  - » Online engagement platforms for continuous feedback.
  - » Targeted workshops with community leaders and interest groups.
  - » Pop-up events at local gathering spots to reach a diverse audience.
- **Open Houses/Community Meetings:** Scheduled open houses to present findings, solicit community feedback, and refine the vision.
- **Advisory Committee Assembly:** Technical advisory committee and taskforce(s) for ongoing feedback

## 3. Analysis and Concept Development:

- **Technical Workshops:** Cross-disciplinary sessions with our planners, engineers, and environmental scientists to translate community input into viable planning concepts.
- **Proposed Exhibits:** Interactive exhibits, both physical and digital, including 3D visualizations to help stakeholders envision potential outcomes.

## 4. Drafting the Master Plan:

- **Iterative Plan Drafting:** Utilizing agile methodologies to draft the plan in stages, allowing for adaptive refinement based on continuous stakeholder input that bring together collective thinking regarding future land uses, infrastructure needs, placemaking as an economic driver, and a realistic approach to implementation of the plan.
- **Review Process:** Structured reviews at key milestones with City officials and the public to ensure alignment with the project's goals.

## 5. Finalization and Documentation:

- **Documentation:** Production of the final Master Plan document with detailed renderings, policy recommendations, implementation strategies, and an actionable roadmap.

- **Final Presentation:** A comprehensive presentation to City officials, stakeholders, and the community to unveil the final Master Plan.

## 6. Unique Techniques and Additional Techniques:

- **Smart Planning Workshops:** Interactive sessions using real-time modeling software to demonstrate the implications of planning decisions on traffic, environment, and economy.
- **Scenario Planning Tools:** Utilization of advanced scenario planning software to project future conditions and evaluate the impact of different development patterns.
- **Sustainability and Resiliency Incorporation:** Actively look for ways to integrate sustainability and resiliency measures into the plan such that they become organic components within the design.

## 7. Additional Considerations:

- We intend to incorporate a rigorous post-plan monitoring system to evaluate the implementation of the Master Plan over time, providing the City with tangible metrics of success and areas for adjustment.

Our firm is committed to creating a Regional Center Master Plan that embodies the community's aspirations and sets a new benchmark for sustainable and resilient development in League City.

Our mission is to be a proactive resource to the City by providing the highest quality service using practical, resourceful, and innovative solutions to bring a sustainable and modern approach to land planning and design that positively impacts not only the local community, but also the environment.



# TAB C

## COMPREHENSION OF SCOPE



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**PLANNING &  
LANDSCAPE  
ARCHITECTURE**

## COMPREHENSION OF SCOPE

The combined team of LJA understands the immense growth occurring in western League City spurred by the amount of available land and future construction of the Grand Parkway corridor. Development in this area will serve as a primary gateway into League City and the importance of attracting high-quality development will set the tone for development and future of League City. Several master-planned communities are already underway; therefore, League City needs to proactively address the upcoming challenges associated with rapid growth and development. Our goal and approach is to utilize our foundational knowledge of land use planning, infrastructure planning, and public engagement to produce an actionable plan for League City to address these challenges and opportunities associated with rapid development and growth in the western part of the city.

The plan will be built on a strong foundation of collaboration, public engagement, and a deep understanding of the area's needs. As the primary land planner for three of the area's master planned communities – Legacy, Westland Ranch, and the Duncan Tract – and the lead project engineer for the construction of the Grand Parkway corridor, our firm has the expertise to produce and execute the necessary visioning for the Western League City Regional Center Master Plan while also keeping in mind the details that will impact future residents of the area.

We will work closely with City staff, steering committees, and recommended stakeholders to ensure the vision for the area is grounded in the desires of the community while indicating policy recommendations for city staff. Our plan will encompass a detailed analysis of existing conditions, adhere to adopted city policies (Comprehensive Plan and subject area Master Plans), consider surrounding master-planned communities, recommend infrastructure, and evaluate placemaking, followed by an extensive public engagement and visioning process.

The Western League City Regional Center Master Plan will include recommendations for zoning and regulatory strategies, transportation improvements, and high-level infrastructure needs/investments to facilitate high-quality development proposals that align with the city's prior planning efforts. We will focus on physical design and site planning in both public and private realms while ensuring the implementation of necessary policies and tools for successful execution. Our commitment to a "bottom-up" approach will guarantee the active participation of landowners, developers, business owners, residents, and interested stakeholders in shaping the future of the corridor and adjacent neighborhoods

A well-executed plan can help maintain the city's quality of life, manage infrastructure, stimulate economic development, protect the environment, and enhance the overall well-being of its residents.



# TAB D

## PROPOSED TIMELINE



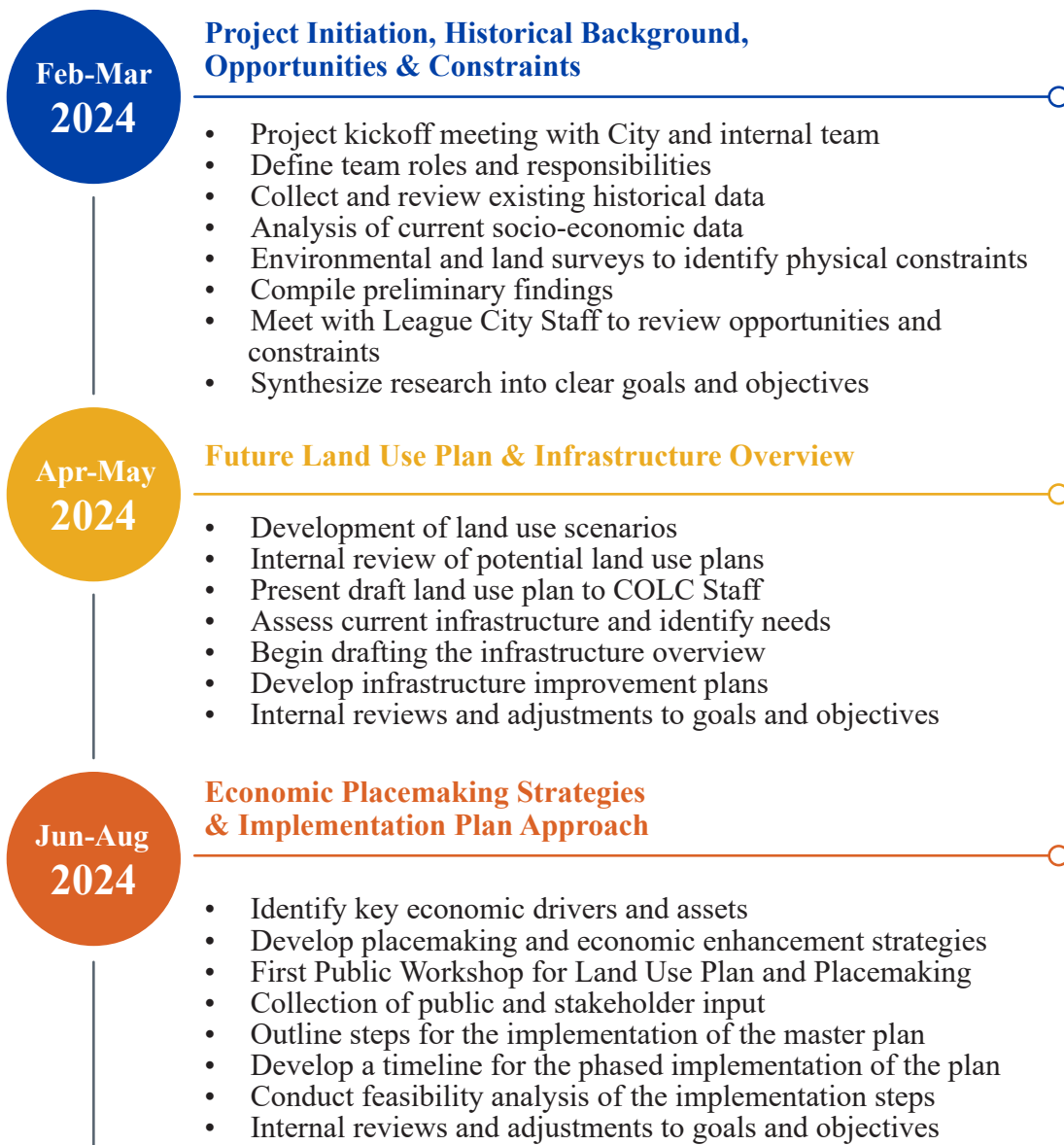
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**PLANNING &  
LANDSCAPE  
ARCHITECTURE**

# PROPOSED TIMELINE

Throughout the project, it is essential to maintain an adaptive approach, as timelines and scopes may shift based on stakeholder feedback, funding availability, and other unforeseen circumstances. Regular updates to the city council and the community will help in managing expectations and ensuring the plan remains relevant and on track.

Creating a detailed project timeline for the Western League City Regional Center Master Plan will involve several phases that incorporate historical analysis, opportunities and constraints assessment, land use and infrastructure planning, economic strategy formulation, and community engagement. Below is a structured timeline for the project:



Sept-Oct  
2024

### Development & Refinement of Master Plan

- Ongoing community outreach through public forums, online surveys, and workshops
- Incorporation of feedback into the master plan
- Refine the master plan document based on ongoing feedback
- Finalize the draft master plan for public review

Nov  
2024

### Public Review of Draft Plan

- Formal presentation of the draft master plan
- Public comment period and collection of additional feedback

Dec-Jan  
2024-2025

### Final Plan Revisions, Plan Adoption Process, Plan Endorsement & Launch

- Make revisions to the master plan based on public comments
- Prepare the final master plan document
- Presentation to city council and planning commissions
- Public hearings for plan adoption
- Obtain formal endorsements from key stakeholders and community groups
- Plan for the official launch of the master plan

Feb-Mar  
2025

### Implementation Planning, Project Conclusion, & Handover

- Finalize detailed implementation strategies and assign responsibilities
- Establish monitoring and reporting mechanisms
- Compile a comprehensive final report
- Handover to city officials and departments for execution
- Host a closing event to mark the handover and thank contributors

2025

### Post- Project

- Establish a follow-up committee to review progress
- Schedule annual reviews of the plan implementation



# TAB E

## PRICING AND FEES



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**PLANNING &  
LANDSCAPE  
ARCHITECTURE**



# PRICING AND FEES

## PROPOSAL COST SHEET

Detailed Fee Proposal	
Item	Fee
Public Meetings & Engagement	\$ 10,000.00
Meetings with City Staff/Boards & Commissions/City Council/Task Force	\$ 15,000.00
Public Engagement Analysis & Report	\$ 10,000.00
Opportunities & Constraints Analysis & Exhibits	\$ 5,000.00
Infrastructure Analysis & Plan	\$ 20,000.00
Future Land Use Analysis & Exhibits	\$ 20,000.00
Market Study	\$ 75,000.00
Economic Placemaking Strategy	\$ 10,000.00
Goals, Objectives, & Policies	\$ 5,000.00
Implementation Plan	\$ 5,000.00
Total	\$ 175,000.00





# TAB F

## EXPERIENCE AND REFERENCES



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**PLANNING &  
LANDSCAPE  
ARCHITECTURE**

# EXPERIENCE AND REFERENCES

Established to be the premier engineering firm across the nation, LJA Engineering, Inc. (LJA) has stood out by recognizing the importance of quality engineering, planning, and landscape architecture solutions amid a culture of visionary leadership and collaborative delivery. Our reputation is rooted in a 51-year legacy of mutual trust – among our employee-owners and our clients – inspiring our commitment to deliver optimal solutions to complex project and business challenges.

## Relationships, Process, and Design

These three differentiating factors allow us to be an industry standout. At LJA Planning & Landscape Architecture, we're continuously evolving to develop a relationship driven process. We build upon our reputation while broadening our knowledge and constantly striving to be better.

*Through integrated design, we are able to create a product we are proud to put our name on.*

Providing the optimum balance between people and their environments, LJA's planners, landscape architects, and engineers draw from a specialized skill set that includes site analysis, concept and detailed planning, street scape and hardscape design, green infrastructure, and recreational and amenity design to grow our client's vision into a beautiful reality. From concept to completion, we synthesize the best of nature and the built environment.

Our planners deliver a one-stop approach with unsurpassed knowledge with extensive in-house resources covering feasibility and land use, master planning, urban design, revitalization, and community development. A thoughtful design coupled with creative solutions is key to crafting sustainable and livable environments for all types of projects.

With over 1,700 employees in 51 offices across Texas, Tennessee, Oklahoma, Florida, Georgia, South Carolina, Arizona, and Colorado, we are organized around the following areas of expertise:

- » Planning & Landscape Architecture
- » Public Works
- » Transportation
- » Land Development
- » Energy
- » Environmental
- » Surveying
- » Rail

LJA has received awards for not only project excellence, but more importantly for our ability to connect with our employees, our clients, and our communities. Recent awards include:



- » #5 by ENR Texas & Louisiana (2023)
- » #47 by ENR Top 100 Pure Designers (2023)
- » #64 by ENR Top 500 Design Firms (2023)
- » 2019 Design Firm of the Year by ENR Texas & Louisiana

51

YEARS IN BUSINESS

1,700

EMPLOYEE OWNERS

8

BUSINESS SECTORS

51

OFFICE LOCATIONS

Office Providing Services:



3600 W Sam Houston Parkway S  
Suite 600  
Houston, Texas 77042

## ORGANIZATIONAL CHART



Please see resumes for listed key personnel in the following pages.

# KATY HARRIS, AICP

👤 Project Manager



## 🎓 SUMMARY OF QUALIFICATIONS

Katy is an experienced urban planner that has worked in both the private and public sectors of the land development industry. As a public planner, Katy has worked on projects for the Texas cities of Sugar Land, Rowlett, and Argyle. In private practice, she has extended her range to work in and around the Houston Metropolitan Area, including Harris, Montgomery, Brazoria, Fort Bend, Waller, and Galveston Counties. She is currently an Associate Principal Planner at LJA Engineering, a multi-disciplinary engineering firm in Houston, Texas.

## 🎓 EDUCATION

2016, MPA, Planning/Emergency Management, University of North Texas

2014, BA, Public Affairs and Administration, University of Oklahoma

## 🏢 PROJECT EXPERIENCE

### Comprehensive Plan, Athens, TX

The City of Athens is located in east Texas, approximately two hours from Dallas. Responsible for overseeing the development of the city's new Comprehensive Plan, which encompassed coordinating with city staff, council, and the Planning and Zoning Commission, in addition to engaging in community outreach. The project aimed to create a sustainable, future-oriented plan for Athens, built on broad community input.

### Legacy, League City, TX

For this Master Planned Community located in League City, Texas, Katy is responsible for rezoning, schematic design, agency coordination, and management of preliminary plat and master plan approval processes. She collaborates with multiple disciplines, including civil engineering, hydrology, environmental, and landscape architecture to create a thoughtful community. She was part of the project theming process to create a thoughtful vision that encompasses the history of the land and provides guidelines for the development of the project. She also coordinates with City staff through the platting and master plan to facilitate approval processes.

### Development Code Update, City of Sugar Land, TX

The City of Sugar Land initiated an update to its Development Code to align more with the City's future goals to ensure that its development regulations met the needs of its residents and businesses. This update ensured that the City's zoning regulations would continue to protect the quality of life and provide the appropriate framework for future development. Staff and consultants worked together to update the zoning classifications from the 1987 SIC economic-based system to a land use-based system that considers land use impacts; consolidated parking requirements and other regulations into one table; formalized and codify commonly placed restrictions; and revised permitted and condition uses based on experiences occurring in the City over the previous 20 years. As part of Sugar Land's planning department, Katy assisted in this process through code review and research to provide guidance on best development practices.

## 🏢 ADDITIONAL PROJECT EXPERIENCE

- » Harvest Green, Houston ETJ, TX
- » Imperial, Sugar Land, TX
- » Mill Creek, Magnolia, TX

- » Samara, League City, TX
- » Pomona, Manvel, TX
- » Grand Central Park, Conroe, TX

# MATT STOOPS, PLA

Land Use Planning



## SUMMARY OF QUALIFICATIONS

Matt brings over 28 years of dedicated planning experience to each of his projects, with an aptitude for creative and approvable design solutions for both large and small projects. He has worked on numerous high-profile projects in the Houston area and South Texas coastal region, particularly for large-scale master-planned communities and commercial and office site planning. He is responsible for land development and planning, including project participation in all levels of coordination, from project initiation and preliminary analysis through concept plans, schematic plans, agency coordination, zoning approvals, and processing of plats to creating and implementing community design guidelines.

## EDUCATION

1995, BLArch, Texas A&M University

## PROFESSIONAL LICENSE

2003, Professional Landscape Architect, Texas #2313

## PROJECT EXPERIENCE

### Tuscan Lakes, League City, TX

Responsible for conceptual plans, schematic design, agency coordination, zoning approvals, preliminary plat approvals, and commercial site plans. Wrote the Planned Unit Development zoning document for the creation of the community. Created numerous site plans for various commercial, office, and multi-family tracts within the community. Worked with City staff to ensure the timely development of the project through the platting and zoning approval process. Coordinated with multiple disciplines including civil engineering, environmental, and landscape architecture to create a cohesive community.

### Harvest Green, Richmond, TX

Responsible for the conceptual plans, schematic design, agency coordination, coordination of preliminary plat approvals, commercial site plans, and creation and implantation of community design guidelines. Worked as part of the visioning team to develop the thematic elements of the project and helped in the implementation of the community garden concept for the community. Created numerous site plans for various commercial, multi-family, and mixed-use tracts within the community. Coordinated with multiple disciplines including civil engineering, hydrology, environmental, architecture, and landscape architecture to create a cohesive community. Harvest Green was named the 2018 Master-planned Community of the Year by the Greater Houston Builders Association.

### 2060 Master Plan, West Houston Association

Managed the land use mapping efforts that identified all existing land uses within a 1,000 square mile area in the western portions of Harris County and portions of Fort Bend and Waller Counties. Lead the efforts to develop a future land use projection for the year 2060 and work with other 2060 committees to gather input and approval.



**ABBY  
MARTINEZ, AICP**  
Community Engagement



### **SUMMARY OF QUALIFICATIONS**

Abby has over eight years of experience as an urban planner in both the private and public sectors. As a public planner for the city of Sugar Land, Abby worked on long-range planning projects that included facilitating master plan updates and neighborhood planning. In private practice, she has extended her range to work in the land development industry. She is currently an Associate Project Manager at LJA, a multi-disciplinary engineering firm in Houston, Texas. At LJA she coordinates the development process between local jurisdictions and clients in the approval of zoning amendments, planned developments, general plans, preliminary plats, and variances for residential development in the greater Houston area.

### **EDUCATION**

2015, BS, Urban and Regional Planning, Texas A&M University

### **PROFESSIONAL LICENSE**

2020, American Institute of Certified Planners

### **PROJECT EXPERIENCE**

#### **Legacy, League City, TX**

Legacy is a Master Planned Community located in League City, Texas. Assisted with the zoning approval and coordinate the development process for the master plan, preliminary plats, and agency coordination to ensure the project can proceed to the next phase of development.

#### **Comprehensive Plan, Athens, TX**

The City of Athens is located in east Texas, approximately two hours from Dallas. Responsible for drafting the city's new Comprehensive Plan and coordinating with city staff, City Council, and the Planning and Zoning Commission. The Plan was successfully adopted in 2023.

#### **The Hill Community Engagement Project, Sugar Land, TX**

Drafted and led the zoning regulation adoption process to implement community-supported design standards for The Hill neighborhood. Conducted and facilitated public meetings with neighborhood residents and led task force committee meetings for the neighborhood planning process. The zoning district regulations were successfully adopted in 2021.

#### **Future Land Use Plan Update, Sugar Land, TX**

Assisted in preparing Sugar Land's future land use map and other maps within the document utilizing ArcGIS software, prepared public engagement materials, participated in citizen task force discussions, and drafted sections within the Plan. The Plan was successfully adopted in 2018.

#### **Annual Land Use Inventory, Sugar Land, TX**

Led the annual Land Use Inventory consisting of windshield survey, GIS data entry, and completion of maps and reports.

### **ADDITIONAL PROJECT EXPERIENCE**

- » Harvest Green, Houston ETJ, TX
- » Valencia, Manvel, TX
- » Samara, League City, TX
- » Water Master Plan Update, Sugar Land, TX
- » The Woodlands Hills, Conroe, TX
- » Wastewater Master Plan Update, Sugar Land, TX
- » Grand Central Park, Conroe, TX

# KAYLA LEAL

👤 Planner



## 📄 SUMMARY OF QUALIFICATIONS

Kayla is an experienced urban planner that has worked in both the private and public sectors of the land development industry. As a public planner, Kayla has worked on projects for the Texas cities of San Antonio and League City. In private practice, she has extended her range to work in and around the Houston Metropolitan Area, including Harris, Montgomery, Brazoria, Fort Bend, and Galveston Counties. She is currently a Planner at LJA, a multi-disciplinary engineering firm in Houston, Texas. At LJA, she specializes in the regulatory side of urban planning including research, analysis, and preparation of development documents for governmental approvals.

## 🎓 EDUCATION

2016, BS, Urban and Regional Planning, Texas A&M University

## 📁 PROJECT EXPERIENCE

### Samara, League City, TX

For this Master-planned Community located in League City, Texas, Kayla has been involved with coordinating submittal packages for the master plan and preliminary plats. This type of coordination includes collaborating with multiple disciplines including civil engineering, landscape architecture to create a thoughtful community. She also coordinates with City staff to facilitate the master plan and platting approved processes.

### Pecan Estates, Crosby, TX

Pecan Estates is a Master Planned Community located in Harris County near Crosby, Texas. Responsible for preparing submittal packages for rezonings, preliminary plats, and agency coordination to ensure their approval to keep the project moving forward. There is also a Major Thoroughfare and Freeway Plan Amendment request through the City of Houston being processed for this project.

### Legacy, League City, TX

Legacy is a Master Planned Community located in League City, Texas. Responsible for preparing submittal packages for rezonings, preliminary plats, and agency coordination to ensure their approval to keep the project moving forward.

### Harvest Green, Houston ETJ, TX

A Master Planned Community located in Houston's ETJ and Richmond, Texas, Harvest Green is Houston's first agrihood. Responsible for agency coordination and the preliminary plat approval process. Collaborated with city staff to ensure the timely development of the project through the platting processes. Harvest Green was named the 2018 Master-planned Community of the Year by the Greater Houston Builders Association.



# ERNESTO ALFARO, ASSOC. AIA

📍 Economic Placemaking



## 🧠 SUMMARY OF QUALIFICATIONS

Ernesto has over 23 years of professional experience in the design and construction industry. Trained as an architect, he has practiced design in a wide array of sub-disciplines including land planning, landscape architecture, urban planning/design, residential and commercial architecture, as well as historic preservation and interior design. Ernesto has worked on projects throughout the world, including Qatar, Kuwait, Pakistan, Sudan, Cuba, Canada, and the United States. His role in the Planning Department of LJA is to help steer the design effort, working with his team in the development of creative planning solutions for master-planned communities, mixed-use, and urban infill projects.

## 🎓 EDUCATION

2000, M.Arch, Rice University  
1996, BA, Columbia University

## 🏗️ PROJECT EXPERIENCE

### Downtown Waterfront Master Plan, Port Lavaca, TX

Assisted with steering overall design and project management effort in the creation of a new master plan for the Downtown Waterfront area of the City of Port Lavaca, which awarded this public planning commission to LJA after an extensive selection process. Long dormant, and in need of new ideas, the City asked LJA to help develop a new vision for the City's downtown waterfront area. Using a unique combination of hand and CAD drawing, digital collage, and graphic design, LJA proposed the creation of new districts with unique programs and aesthetic characteristics for Main Street, South Commerce Street, the historic Bayfront Park, the Marina, and Smith Harbor.

### Jubilee, Houston ETJ, TX

Jubilee is a Master Planned Community located in Houston's ETJ near Hockley Texas. Ernesto worked on the design of this wellness-themed project from concept design through preliminary plats, working with a wide array of consultants and disciplines. Located on the outskirts of Houston, the task of turning former agricultural land, at the edge of the Katy Prairie, into a community for families was no small task and required Ernesto and his team to think through the problems of authenticity in placemaking.

### Bridgeland, Cypress, TX

An 11,000+ acre award-winning master planned community, Bridgeland is located in Cypress, TX. Divided into five unique villages with outdoor amenities, community enrichment sites, and beautiful trails, each community has its own sense of place. Ernesto has taken over the role of principal planner for the project, focusing on three main villages: Bridgeland Central, Creekland, and Prairieland. Coordinating between five different civil engineers, four different landscape architects, and many other subconsultants, it becomes imperative to have a plan with a clear vision to help bring all these interests together under one vision.

## 🏗️ ADDITIONAL PROJECT EXPERIENCE

- » Harper's Preserve, Conroe, TX
- » Audubon, Magnolia, TX

# PETER CALDWELL, PLA

👤 Landscape Architect



## 🧠 SUMMARY OF QUALIFICATIONS

Peter has over 12 years of experience in landscape architecture experience. His work focuses on barrier-free solutions through an ecological design lens. He has spoken at the state and national levels on methods for using Universal Design and unique engagement approaches to create more accessible and inclusive public spaces. His projects in Houston center on creating connections for communities by designing flexible systems that have a positive impact and are usable by all. His current work focuses on creating methods for the inclusion of data in the design process to reduce inequities and biases created through typical approaches.

## 🎓 EDUCATION

2013, MS, Ecological Science and Engineering, Purdue University

2010, BS, Landscape Architecture, Purdue University

## 🏠 PROFESSIONAL LICENSE

2016, Professional Landscape Architect, Texas #3183

## 🏗️ PROJECT EXPERIENCE

### Inwood Forest Stormwater Detention Study, Houston, TX

As a Project Manager with Previous Employer, provided landscape architecture and development strategies for Houston Parks Board for the adaptive reuse of a golf course for flood mitigation and recreation networks. The neighborhood of Inwood Forest, located in northwest Houston along the White Oak Bayou, is prone to flooding and was identified by the City of Houston and Harris County Flood Control District as an opportunity to incorporate detention basins for flood mitigation.

### Inwood Detention Phase 1, Vogel Creek Greenway, Houston, TX

As a Project Manager with Previous Employer, provided landscape architecture design services for Houston Parks Board for design and implementation of the first phase of amenities in the neighborhood of Inwood Forest. Leading multidisciplinary team and coordinating with Harris County Flood Control District, the \$6M project included a one-mile greenway with four parklets and restoration areas.

### City of Kemah, Parks Master Plan, Kemah, TX

The LJA Planning + Landscape Architecture team, led by Peter Caldwell, worked closely with the City of Kemah and the Kemah CDC to develop a citywide Parks Master Plan. Utilizing a robust public engagement strategy using a variety of strategies from pop-up engagement to virtual data gathering, the report developed recommendations including a city-wide prairie network and a linear park situated beneath a new highway underpass. The plan provides a solid foundation for implementing solutions needed for this community's health, equity, and connections.

## 🏗️ ADDITIONAL PROJECT EXPERIENCE

- » Memorial Green, Mixed used Development Houston, TX
- » Japhet Creek, Phase 1, Houston, TX

# JERRY RAMOS, PE

Regional Mobility



## SUMMARY OF QUALIFICATIONS

Jerry has over 32 years of experience managing complex projects which provides him unique insight into project planning, scheduling, agency coordination, and other facets required to complete complex projects. He has a wide range of experience providing services for reconstruction and new construction of highways, toll roads and local arterials in project management, consultant oversight, agency coordination, preliminary engineering, environmental coordination and final design. Currently he serves as Toll Consultant to the Ft. Bend County and Ft. Bend Grand Parkway Toll Road Authorities. Jerry is also providing procurement/program/project management services to TxDOT on multiple projects.

## EDUCATION

2003, BS, Civil Engineering/Construction Management, University of Houston

## PROFESSIONAL LICENSE

Professional Engineer, Texas #92096

## PROJECT EXPERIENCE

### SH 249 Toll Road Project, Montgomery and Grimes County, TX

As procurement manager, Jerry work with the Houston District in developing/evaluating the corridor to establish feasible improvements for this corridor. Scope of work consists of: T&R Study, schematic development, risk assessment, environmental documentation, and RFP documents.

### US 183 North GEC, TxDOT Austin District

GEC Project Manager for TxDOT Austin District's US 183 North \$520 Million DB project, a 13-mile corridor by providing professional project management services and coordinating project development activities, such as:

- Schematic Reviews
- Design Reviews
- Construction Oversight and Reporting
- Public Involvement Support
- Environmental Coordination Support

### SH 45 North/Parmer Lane, Austin, TX

Project Manager for the SH 45 North/Parmer Lane preliminary schematic and concept report. This assignment consisted of the development and evaluation of three conceptual mainlane and collector-distributor alternatives to improve traffic operations and mobility at Parmer Lane along SH 45 North. Deliverables included a Concept Report describing each alternative evaluated and a technical traffic operations report.

### RM 1431 Segment 4, Burnet County, TxDOT Austin District, TX

Project manager for schematic development and PS&E to widen and improve the geometrics for a 3.5-mile segment of RM 1431. In addition to managing the project, Jerry oversaw the preparation of roadway geometrics, drainage designs, and traffic control plans. The project involved converting an existing 22' (2-11' lanes) roadway into 2-12' lanes, 2-10' outside shoulders, and left-turn lanes at various intersections. HEC-RAS was used to analyze culvert and bridge crossings to determine the appropriate replacement structure. This project consisted of seven creek crossings involving multi-lane bridge structures and multiple bridge class culverts.

# JAMES POTTHARST, PE

Infrastructure



## SUMMARY OF QUALIFICATIONS

James is an experienced professional civil engineer that has worked in the land development industry for over nine years. As a civil engineer at LJA, James has worked on numerous projects throughout the greater Houston area, including but not limited to the City League City, City of Webster, Fort Bend County, Montgomery County, and Harris County. James takes on a hands-on approach to see his projects from the inception to final acceptance by the jurisdictional entity to ensure a timely deliverable to his clients, as well as ensuring all the proposed designs and final construction is within the governmental standards to ensure the public's health and safety. James obtained his Bachelors of Science from Louisiana State University in 2014 and became a licensed professional engineer in 2018.

## EDUCATION

2014, BS, Civil Engineering, Louisiana State University

## PROFESSIONAL LICENSE

2018, Professional Engineer, Texas #132287

## PROJECT EXPERIENCE

### Samara, City of League City, TX

Samara is a Master Planned Community located in League City, TX. James has been the project manager since its inception. Throughout the project, James has been involved in the following facets of the project: site assessment, coordination and collaboration with both internal and external support groups, budgeting and cost estimates, producing and tracking schedules, and leading his team throughout the design process. His role also includes regularly presenting to clients and city personnel to ensure both that deadlines are met within budget and that all regulating criteria are met, respectively.

### Edgewater, City of Webster, TX

Edgewater is a Mater Planned Community located in Webster, TX that was a mature project that James took over as the primary and district engineer. Because it is a mature project, James leads his team through research of the previous, overall design for the development so they can apply it through the current designs. James routinely coordinates with the client and city staff throughout the design, review, and approval of plans and final plats. Additionally, due to the project being a mature development, James must adequately convey current and future design projects to the residential MUD board for their review and approval of said projects.

**JOHN  
GROUNDS, PHD,**  
PE, CFM, D.WRE

H&H



### SUMMARY OF QUALIFICATIONS

John has over 35 years of unparalleled civil engineering experience which has included the planning, analysis and design of complex drainage and flood control projects, water resource systems, water supply, conveyance systems, site grading and drainage, and hydraulic structures. His relevant experience includes serving as Deputy Project Manager for the George Bush Intercontinental Airport Drainage Master Plan Update; Project Manager for the City of Bellaire Storm Water Management Plan utilizing SWMM; Project Manager for the Tropical Storm Allison Recovery Project; and Project Manager for the Floodplain Improvement Study in Alvin, Texas.

### EDUCATION

1988, PhD, Civil Engineering, University of Houston  
1986, MS, Civil Engineering, University of Houston  
1984, BS, Civil Engineering, Southern Methodist University

### PROFESSIONAL LICENSE

1990, Professional Engineer, Texas #68799  
Certified Flood Plain Manager, #0267-00

### PROJECT EXPERIENCE

#### Bastrop Bayou Diversion Channel, Brazoria County, TX

Conceptual design and hydrologic and hydraulic analysis of a proposed 7,000 cfs diversion channel to divert water from an overflow from the Brazos River to Bastrop Bayou in Brazoria County, Texas. Collected high water marks and stream flow data used to calibrate the hydraulic models from recent flood events: Hurricane Harvey, Tax Day Flood, and Memorial Day Flood. Developed 2D HEC-RAS hydraulic model for 268,000 acres. Prepared right-of-way parcel maps. Reviewed potential environmental constraints. Prepared cost estimates. Conducted stakeholder and public meetings.

#### City of Conroe Stewarts Creek Flood Planning Protection Grant (TWDB) Study, Conroe, TX

Project Manager successfully obtaining a 50/50 Grant for City of Conroe. Prepared detailed Hydrologic (HEC-HMS) and Hydraulic (HEC-RAS) models for Stewarts Creek and 2 tributaries. Analyzed structural alternatives for bridge replacements, regional detention ponds, and channelization projects to determine cost and benefits for reduction in potential flood damages to structures. Routing/storage relationships were determined with Unsteady HEC-RAS. Utilized field survey and LiDAR to develop model geometry, hydrologic parameters, and inundation mapping for the 10, 50, 100, and 500-year storm events. Involved stakeholders with periodic public meetings and dedicated project website.

#### RAMPP, County-Wide Flood Insurance Studies for Collin, Lee, and Leon Counties, TX

Project Manager for the detailed and limited detailed Flood Insurance Studies for Lee, Leon, and portions of Collin Counties on the RAMPP Project Team. Tasks included presenting at Discovery Meetings, development of hydrologic (HEC-HMS) models from LiDAR, development of detailed and approximate hydraulic models (HEC-RAS) from surveyed cross sections and LiDAR, and the preparation of draft Special Flood Hazard Area Mapping for more than 15 FIRM Panels.



**KYLE  
DOE, PE**

 Traffic Engineer



### **SUMMARY OF QUALIFICATIONS**

Kyle was involved with the planning and design of civil infrastructure projects primarily related to traffic and transportation engineering. In his present role as an engineer, he is specialized in traffic operations, traffic impact analyses, traffic signal design, signing and pavement marking plans, capacity and level of service analyses, and crash and safety analyses. He is proficient in the use of traffic simulation software such as Synchro, HCS2010, and Sim Traffic.

### **EDUCATION**

2018, BS, Civil Engineering, Texas A&M University

### **PROFESSIONAL LICENSE**

2022, Professional Engineer, Texas #145926

### **PROJECT EXPERIENCE**

#### **Traffic Impact Analysis for Rapid Express Car Wash, Bryan, TX**

Provided traffic analysis for the Rapid Express Car Wash development along William J. Bryan Parkway. Background information was collected from previous TIAs to determine the need for an additional driveway and left turn lane into the development. Geometric restrictions and spacing requirements were analyzed to determine if the driveway would meet TxDOT and City requirements. Additionally, driveway permit information was completed and submitted to TxDOT and coordinated with the City.

#### **Traffic Operations Analysis for Sienna Plantation, City of Missouri City, TX**

Provided continuing analysis of the traffic produced by the Sienna Plantation Development. The following tasks were performed for the project: Performed field visits during peak periods to identify traffic generators and document signal timings. Scheduled and obtained peak hour counts for major intersections such as intersections along Sienna Parkway and FM 521, and constructed traffic simulation models using Synchro to compute measures of effectiveness (MOEs) for the major intersections. Arterial capacity analysis was completed for FM 521 to determine the impacts that the Sienna development have on the roadway. Capacity and average arterial speed were determined for FM 521 using average daily traffic and turning movement counts. Analyzed roadways within the Sienna Plantation development to determine roadway classification and to determine if additional development will cause a roadway to be reclassified. Determined at what percentage of the development major roadways will need to be reclassified.

#### **US 83 Traffic Visualization, Laredo, TX**

Provided a 3D model showing proposed improvements along US 83 from SH 255 to Los Botines in Laredo Texas. Traffic volumes were collected and forecasted to the opening year for the project. Then, a 3D model was constructed in VISSIM using scaled satellite imagery and the proposed schematic. The model was loaded with the forecasted traffic volumes and a flyover video was recorded of the proposed 3D schematic. The video was provided to TxDOT for feedback, and the model was updated based on comments and changes to the schematic.

**SUSAN  
ALFORD,**  
REM, ENV SP  
👤 Environmental



### 📄 SUMMARY OF QUALIFICATIONS

Susan brings over 29 years of experience in land management and natural resource assessments, specializing in environmental compliance and permitting. Her technical experience includes performing environmental studies and writing Environmental Assessments (EAs) and Categorical Exclusions (CEs) compliant with the National Environmental Policy Act (NEPA). Susan has prepared NEPA-compliant environmental documentation for review and approval by various federal agencies as well as state agencies. Her experience in environmental compliance and regulatory permitting includes a long list of approved projects with the EPA including Region 6, Texas Commission on Environmental Quality (TCEQ), and the USACE in the southwest region.

### 🎓 EDUCATION

1994, MA, Range Ecology and Management, Texas A&M University  
1992, BS, Range Ecology and Management, Texas A&M University

### 🏠 PROFESSIONAL LICENSE

1999, Registered Environmental Manager (REM) #10036  
2019, Institute for Sustainable Infrastructure Certified Professional #30247  
2001, National Environmental Policy Act (NEPA) Training and Certification  
1994, Certified Wetland Delineator, TEEEX 1994

### 📁 PROJECT EXPERIENCE

#### Mitigation Program for Capital Improvement Projects, Watershed Analysis, Houston, TX

Limited wetlands due diligence, environmental property transaction screen, and full Phase I environmental site assessments on the various regional storm water detention basins located around the City of Houston (Buffalo, Sims, Hunting, Greens, and Keegan). The purpose of the studies was to evaluate existing and future conditions of the watersheds and neighboring subdivisions, which experienced flooding issues in the past.

#### Town Creek Drainage Improvements, City of Huntsville, TX

Project Supervisor for a NEPA-compliant FEMA EA for proposed channelization improvements within the City. The purpose of the proposed project was to stabilize the slope and underground structures to prevent erosion and subsidence, and to prevent flooding in downtown Huntsville during heavy rainfall events. The scope of work included gathering preliminary environmental information for the following: data collection, agency coordination, biological and natural resource impact assessment, review of hydrological elements, wetland delineation, USACE verification and permitting (individual permit), review of socioeconomic and environmental justice elements, hazardous waste impacts assessment, and cultural resources (archeological and historical) assessment, as well as EA preparation.

# STEVE SPILLETTE

👤 Market Analyst



## 🎓 SUMMARY OF QUALIFICATIONS

Steve is an Urban Development Strategist with diverse experience in real estate and urban planning. He assisted in performing a variety of market studies and financial pro-forma analyses for both private and public clients related to single family and multifamily residential, retail, office, industrial, hotel, meeting facilities, and golf, as well as significant public sector studies related to major investments and strategic initiatives.

## 🎓 EDUCATION

2001, MBA, Business Administration, Texas A&M University  
1995, MCRP, Master of City and Regional Planning, University of California Berkley  
1990, BS, Quantitative Economics and Applied Earth Sciences, Stanford University

## 📄 PROFESSIONAL LICENSE

N/A

## 🏢 PROJECT EXPERIENCE

### Cedar Hill Multi-Use Market Study, Cedar Hill, TX

CDS performed a community-wide market study covering all major land use categories – single family, multifamily, retail, office, industrial, and hospitality. CDS examined the unique attributes of Cedar Hill, including its unusual topography and recreational opportunities, its demographic profile, its role as a destination retail center for surrounding communities, and its regional position as part of the “Best Southwest” communities in the southern suburbs of Dallas. The study also considered the potential for the revitalization of its Old Town area, creation of “Town Center” mixed-use areas, and reuse of aging retail properties. For each land use, CDS analyzed potential demand and projected supportable additional development within pricing and positioning parameters. The report also suggested strategies for increasing Cedar Hill’s competitiveness and creating niche opportunities such as new / entrepreneurial business location, recreation-oriented retail and hospitality, and new housing in its Old Town area.

### Angleton Livable Center, Angleton, TX

CDS performed the economic and market opportunity analysis for the Angleton Livable Center study, which examined the historic downtown core of Angleton to explore what multimodal public improvements could best support potential new development and redevelopment. CDS determined that the Livable Center study area could capture emerging demand from this growth with affordable infill single family homes; moderately priced multifamily apartments; small increments of new retail space with a focus on dining and entertainment, personal services, boutique / small scale fitness; and small-scale office space serving local businesses.

### City of Arlington, Strategic Plan for US Highway 287 Corridor Arlington, TX

CDS worked on the Strategic Plan to direct the public and private investments in the US 287 corridor area. The plan created a comprehensive vision to maximize the corridor’s potential for development and built on the special residential character of and recreational assets in the general area. The plan included an analysis of existing conditions to illustrate the needs, goals, and strategies for redeveloping the area. Included in the plan was a community engagement component for citizens, business owners, and special interest groups. The plan explored transportation, urban design, and economic development. A demographic and economic profile as well as land uses was included in the market study component of the plan. The real estate market was analyzed for retail, commercial, office, industrial, single family and multi-family uses.



## REFERENCES

1

### JOANNA "JODY" WEAVER, PE

#### City of Port Lavaca

📄 Interim City Manager

📞 361.827.3601

✉️ jweaver@portlavaca.org

📍 202 North Virginia, Port Lavaca, TX 77979

🏡 **Project:** Port Lavaca Downtown Waterfront Master Plan

**Dates:** 01/2022 - 08/2022

**Description/Services:** LJA worked with the City to update and develop a master-plan for the redevelopment of the City's Downtown Waterfront area

**Project Dates:** 11/2022 - 09/2023

**Description/Services:** LJA worked with the City and public to update the 1999 Comprehensive Plan

2

### TODD WARD

#### Harris County Flood Control District

📄 Risk Mitigation

Department Manager

📞 713.684.4000

✉️ todd.ward@hcfcd.hctx.net

📍 13105 Northwest Freeway, Suite 600 Houston, TX 77092

🏡 **Project:** HCFCD C106-03-00

**Project Dates:** 2011-2013

**Description/Services:** LJA prepared Mapping Activity Statements, Public Outreach, reviewed the adequacy of LiDAR in development of H&H models.

4

### LAUREN FEHR

#### City of Sugar Land

📄 Assistant Director of Planning and Development

📞 281.275.2759

✉️ lfehr@sugarlandtx.gov

📍 2700 Town Center Blvd. North, Sugar Land, TX 77479

🏡 **Project:** Imperial, Broadstone New

Territory Rezone, Plan & Permit Review

**Project Dates:** 2017 - Present

**Description/Services:** LJA worked with the City to complete land plan development and submittal documents review

3

### ELIZABETH BORSTAD

#### City of Athens

📄 City Manager

📞 903.675.5131

✉️ eborstad@athenstexas.gov

📍 508 E. Tyler Street, Athens, TX 75751

🏡 **Project:** Comprehensive Plan Update

5

### RUSSELL BYNUM

#### Houston Hillwood Communities a Perot Company

📄 General Manager

📞 832.336.6271

✉️ russell.bynum@hillwood.com

📍 3129 Kingsley Dr., Suite 1340 Pearland, Tx 77584

🏡 **Project:** Legacy

**Project Dates:** 2021 - Present

**Description/Services:** LJA prepared and gained approval of the PUD zoning documents, designed the master plan community, and coordinated agency approvals for platting and master plans.

# TAB G

FORMS  
(ATTACHMENT A)



PLANNING &  
LANDSCAPE  
ARCHITECTURE



Texas Public Information Act

Steps to Assert that Information is Confidential or Proprietary

All proposals, data, and information submitted to the City of League City are subject to release under the Texas Public Information Act (“Act”) unless exempt from release under the Act. You are not encouraged to submit data and/or information that you consider to be confidential or proprietary unless it is absolutely required to understand and evaluate your submission.

On each page where confidential or proprietary information appears, you must label the confidential or proprietary information. Do not label every page of your submission as confidential as there are pages (such as the certification forms and bid sheet with pricing) that are not confidential. It is recommended that each page that contains either confidential or proprietary information be printed on colored paper (such as yellow or pink paper). At a minimum, the pages where the confidential information appears should be labeled and the information you consider confidential or proprietary clearly marked.

Failure to label the actual pages on which information considered confidential appears will be considered as a waiver of confidential or proprietary rights in the information.

In the event a request for public information is filed with the City which involves your submission, you will be notified by the City of the request so that you have an opportunity to present your reasons for claims of confidentiality to the Texas Attorney General.

**In signing this form, I acknowledge that I have read the above and further state (Please check one):**

- The proposal/bid submitted to the City **contains NO confidential information** and may be released to the public if required under the Texas Public Information Act.
- The proposal/bid submitted **contains confidential information** which is labeled and which may be found on the following pages: Pages 11-12  
and any information contained on page number not listed above may be released to the public if required under the Texas Public Information Act.

Vendor/Proposer Submitting: LJA Engineering, Inc.

Signature:  Date: 11/21/2023

Print Name: Donnie Reed, PE Print Title: Senior Vice President

**CONFLICT OF INTEREST QUESTIONNAIRE**  
**For vendor doing business with local governmental entity**

**FORM CIQ**

**This questionnaire reflects changes made to the law by H.B. 23, 84th Leg., Regular Session.**

This questionnaire is being filed in accordance with Chapter 176, Local Government Code, by a vendor who has a business relationship as defined by Section 176.001(1-a) with a local governmental entity and the vendor meets requirements under Section 176.006(a).

By law this questionnaire must be filed with the records administrator of the local governmental entity not later than the 7th business day after the date the vendor becomes aware of facts that require the statement to be filed. See Section 176.006(a-1), Local Government Code.

A vendor commits an offense if the vendor knowingly violates Section 176.006, Local Government Code. An offense under this section is a misdemeanor.

**OFFICE USE ONLY**

Date Received

**1 Name of vendor who has a business relationship with local governmental entity.**  
 No LJA employee or officer has a business relationship with any local governmental entity as defined by Section 176.001(1-a).

**2**  **Check this box if you are filing an update to a previously filed questionnaire.** (The law requires that you file an updated completed questionnaire with the appropriate filing authority not later than the 7th business day after the date on which you became aware that the originally filed questionnaire was incomplete or inaccurate.)

**3 Name of local government officer about whom the information is being disclosed.**

N/A

\_\_\_\_\_  
 Name of Officer

**4 Describe each employment or other business relationship with the local government officer, or a family member of the officer, as described by Section 176.003(a)(2)(A). Also describe any family relationship with the local government officer. Complete subparts A and B for each employment or business relationship described. Attach additional pages to this Form CIQ as necessary.**

A. Is the local government officer or a family member of the officer receiving or likely to receive taxable income, other than investment income, from the vendor?


Yes  No

B. Is the vendor receiving or likely to receive taxable income, other than investment income, from or at the direction of the local government officer or a family member of the officer AND the taxable income is not received from the local governmental entity?

Yes  No

**5 Describe each employment or business relationship that the vendor named in Section 1 maintains with a corporation or other business entity with respect to which the local government officer serves as an officer or director, or holds an ownership interest of one percent or more.**

**6**  Check this box if the vendor has given the local government officer or a family member of the officer one or more gifts as described in Section 176.003(a)(2)(B), excluding gifts described in Section 176.003(a-1).

**7**   
 \_\_\_\_\_  
 Signature of vendor doing business with the governmental entity

11/21/2023  
 \_\_\_\_\_  
 Date

**CONFLICT OF INTEREST QUESTIONNAIRE**  
**For vendor doing business with local governmental entity**

A complete copy of Chapter 176 of the Local Government Code may be found at <http://www.statutes.legis.state.tx.us/Docs/LG/htm/LG.176.htm>. For easy reference, below are some of the sections cited on this form.

**Local Government Code § 176.001(1-a):** "Business relationship" means a connection between two or more parties based on commercial activity of one of the parties. The term does not include a connection based on:

- (A) a transaction that is subject to rate or fee regulation by a federal, state, or local governmental entity or an agency of a federal, state, or local governmental entity;
- (B) a transaction conducted at a price and subject to terms available to the public; or
- (C) a purchase or lease of goods or services from a person that is chartered by a state or federal agency and that is subject to regular examination by, and reporting to, that agency.

**Local Government Code § 176.003(a)(2)(A) and (B):**

- (a) A local government officer shall file a conflicts disclosure statement with respect to a vendor if:

\*\*\*

- (2) the vendor:

(A) has an employment or other business relationship with the local government officer or a family member of the officer that results in the officer or family member receiving taxable income, other than investment income, that exceeds \$2,500 during the 12-month period preceding the date that the officer becomes aware that

- (i) a contract between the local governmental entity and vendor has been executed; or
- (ii) the local governmental entity is considering entering into a contract with the vendor;

(B) has given to the local government officer or a family member of the officer one or more gifts that have an aggregate value of more than \$100 in the 12-month period preceding the date the officer becomes aware that:

- (i) a contract between the local governmental entity and vendor has been executed; or
- (ii) the local governmental entity is considering entering into a contract with the vendor.

**Local Government Code § 176.006(a) and (a-1)**

- (a) A vendor shall file a completed conflict of interest questionnaire if the vendor has a business relationship with a local governmental entity and:

- (1) has an employment or other business relationship with a local government officer of that local governmental entity, or a family member of the officer, described by Section 176.003(a)(2)(A);
- (2) has given a local government officer of that local governmental entity, or a family member of the officer, one or more gifts with the aggregate value specified by Section 176.003(a)(2)(B), excluding any gift described by Section 176.003(a-1); or
- (3) has a family relationship with a local government officer of that local governmental entity.

(a-1) The completed conflict of interest questionnaire must be filed with the appropriate records administrator not later than the seventh business day after the later of:

- (1) the date that the vendor:
  - (A) begins discussions or negotiations to enter into a contract with the local governmental entity; or
  - (B) submits to the local governmental entity an application, response to a request for proposals or bids, correspondence, or another writing related to a potential contract with the local governmental entity; or
- (2) the date the vendor becomes aware:
  - (A) of an employment or other business relationship with a local government officer, or a family member of the officer, described by Subsection (a);
  - (B) that the vendor has given one or more gifts described by Subsection (a); or
  - (C) of a family relationship with a local government officer.

Purchasing Department  
**RFP 24-002**

**Western League City Regional Center Master Plan  
Bid Cover Sheet**

**Due Date: Tuesday, November 21, 2023, by 2:00 p.m.**

**LJA Engineering, Inc.**

Name of Firm/Company

**Donnie Reed, PE**

**Senior Vice President**

Agent's Name (Please Print)

Agent's Title

**3600 W Sam Houston Parkway S, Suite 600, Houston, Texas 77042**

Mailing Address

City

State

Zip

**713.953.5117**

**dreed@lja.com**

Telephone Number

Email Address

*Donnie Reed*

**11/21/2023**

Authorized Signature

Date

**Bidder Submission Checklist**

Bidder submission package shall consist of the following:

- Bid Cover Sheet and Addenda Acknowledgement
- Bid (If hard copy submitted: one marked original, one marked copy and a flash drive)
- Bid Cost Sheet
- References
- Public Information Act Form
- Conflict of Interest Questionnaire

**Addenda Acknowledgement**

Bidder must initial next to each addendum received to verify receipt:

Addendum #1 DR Addendum #2 \_\_\_\_\_ Addendum #3 \_\_\_\_\_

Addendum #4 \_\_\_\_\_ Addendum #5 \_\_\_\_\_ Addendum #6 \_\_\_\_\_



**PLANNING &  
LANDSCAPE  
ARCHITECTURE**

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Conroe, TX  
Corpus Christi, TX  
Dallas, TX  
Denver, CO  
East Houston, TX  
El Paso, TX  
Fort Worth, TX  
Gainesville, FL  
Goldsby, OK  
Griffin, GA  
Houston, TX  
Huntsville, AL  
Jacksonville, FL

Katy, TX  
Knoxville, TN  
Lake Jackson, TX  
Laredo, TX  
Lubbock, TX  
McKinney, TX  
Midland, TX  
Murfreesboro, TN  
Orlando, FL  
Pearland, TX  
Round Rock, TX  
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[www.LJA.com](http://www.LJA.com)

March 13, 2024

Christopher Sims, P.E.  
Executive Director of Development Services  
City of League City  
500 W Walker Street  
League City, Texas 77573

Dear Mr. Sims,

As requested, LJA has provided the following as an addendum to our Statement of Qualifications submitted November 21, 2023, for the Western League City Master Plan Request for Proposal. The below memo discusses additional details regarding the Committee Participation Plan, Branding Initiatives, Iterative Plan Drafting, Market Study, and Economic Analysis.

### **Committee Participation Plan**

#### *Technical Advisory Committee (TAC):*

- Role: Provide ongoing feedback to consultants as they analyze existing conditions and prepare recommendations on a detailed level and will be involved in the branding initiative to provide historical background
- Anticipate an in-person monthly meeting, Teams if needed
- LJA to suggest developers for the taskforce
- Members
  - o Select Development Services Staff
  - o Residential Developer
  - o Commercial Developer
  - o Outside Engineer

#### *Stakeholder Steering Committee (SSC):*

- Role: Provide feedback to consultants on draft recommendations/draft plan options on a high-level review and be involved in the branding initiative to provide historical background as well as an opportunity to honor their legacies (landowners specifically)
- Meet quarterly to present major milestones for feedback
- Members
  - o 2 Planning & Zoning Commission members
  - o 2 Council members
  - o 2-3 Landowners of significant tracts within study area
  - o 2 City Staff



### **Iterative Plan Drafting Process**

- LJA will analyze existing conditions for each major constraint and will need city policy direction based on these findings (i.e., will the city provide regional detention, regional W/WWTP, etc.)
  - o Utilities - wet & dry (including fiber telecommunications)
  - o Drainage and detention
  - o Transportation
- LJA will review and incorporate the Market Study and Economic Analysis prepared by CDS into the plan drafting stage. This analysis will provide guidance in determining the highest and best use of land for the preparation of the future Master Plan
  - o LJA will provide 3-4 sketch plan options
  - o After review from the TAC, LJA will refine the sketches and finalize two options for additional review and comments from the TAC
  - o LJA will prepare two options in finalized exhibit format and present to the TAC
- Once approved by the TAC, LJA will present the final two options to the SSC for review and comments

### **Branding Initiative**

- A branding initiative will be included as part of the Master Plan preparation
- The branding process will occur simultaneously with the existing conditions analysis and will continue throughout the project.
- Potential branding opportunities:
  - o Master Plan name creation
  - o Emblems/Logo on TxDOT Roads (Grand Pkwy)
  - o Street names, street sign branding, banners/emblems on buildings/signage/lighting/pavers/artwork/logos/etc.
  - o Incorporate zoning district names that reflect historical aspects of the city
  - o In commercial areas, consider named districts within the development area
- SSC and TAC will assist in the branding initiative as needed
- LJA will propose 2-3 preliminary designs to the City after narrowing the conceptual themes

### **Dry Utility Plan (fiber/cable)**

- LJA will coordinate with the City & utility providers at a high level
- LJA will assist the City with reviewing options for installing trunk lines and renting/selling connections to developers along major thoroughfares
- LJA will coordinate with LJA Telecom to provide technical expertise

### **Market Study / Economic Analysis Scope Summary**

The economic aspects of the Western League City plan process will focus both on a traditional market study to guide expectations of future growth for various land uses and on other economic perspectives and strategies to encourage distinctive, job-generating, and fiscally beneficial economic placemaking for the City of League City.

#### *Market Study*

For the market study, CDS work will determine and define a competitive market area, assess the nature of development patterns in the area, forecast demand and determine the extent to which the Western League City planning area can expect to participate in capturing a share of future market demand.

### *Research and Analysis Topics*

The market demand analysis will cover the topics and land uses described below. Our work will account for competitive nearby developments that are already planned. It will also account for demand generated by residential and other development occurring within the Western League City planning area.

- Economic and demographic context, including long term growth trends
- Single family for-sale residential
- Single family build-to-rent residential
- Multifamily rental residential
- Commercial uses (primarily retail and office)
- Hospitality / lodging
- Walkable mixed-use developments

The analysis will consider demand for individual product types and variations within the subject land use categories, such as various lot sizes and products of single family residential. The analysis results will provide projected absorption rates by unit measurements for the applicable land uses and recommendations regarding development features and locations.

### *Approach and Process*

CDS will be following three primary research processes for each of the land uses under consideration. These processes may occur relatively concurrently.

1. Gathering of secondary source information (compiled by public and private sources, including Bureau of the Census, Texas Workforce Commission, H-GAC, CoStar, MLS etc.) for relevant geographies and groups of comparable properties, plus any other public available studies or documents with information relevant to the research
2. In-person research in the Western League City area and environs, including:
  - a. Interviews with employers; property owner and management representatives; local government, tourism, and economic development staff; commercial brokers; residential realtor; and builders / developers
  - b. Visits to relevant properties in various land use categories to assess quality and positioning and to interview on-site property representatives
  - c. Tours of the Western League City area and environs to understand development context, photograph existing development, and note contact information for later follow-up
3. Remote primary research via phone and Internet communication with knowledgeable individuals similar to those interviewed during in-person visits

For the research target groups listed in (2)(a) above, CDS will coordinate with the City of League City and others to identify and contact relevant individuals in advance of on-site visits to set up individual and / or group meetings.

CDS will organize the findings and results of the research program into a practical and useful format and prepare a fully illustrated report.

*Other Economic Perspectives*

CDS will work with other consulting team members to determine how demand for built space will likely translate into land area consumption over the planning time horizon, and as importantly, ways that elements such as:

- Infrastructure placement and design,
- Subdivision and development regulations,
- Incentive policies, and
- Amenities and programming

can help produce growth that provides a unique identity to this part of the City, attracts more than secondary service and retail employment, and is fiscally supportable over the long term.

Sincerely,



Katy Harris, AICP  
Associate Principal, Planning

Cc: Matt Stoops [mstoops@lja.com](mailto:mstoops@lja.com)  
Abby Martinez, AICP [amartinez@lja.com](mailto:amartinez@lja.com)

## **Exhibit B**

Not Applicable - Page Intentionally Left Blank