



PASADENA ECONOMIC DEVELOPMENT CORPORATION

Pasadena, Texas

REQUEST FOR QUALIFICATIONS (RFQ) 26-019

Regional Entertainment District Master Plan

Issue Date: June 17, 2026

Responses Due: July 6, 2026, 4:00 p.m. Central

1. Introduction and Intent

The Pasadena Economic Development Corporation (PEDC), a Texas Type B Economic Development Corporation, is soliciting Statements of Qualifications (SOQs) from qualified and experienced planning, urban design, landscape architecture, economic development, and multidisciplinary consulting firms to prepare a comprehensive Master Plan for a proposed Entertainment District located within approximately 200+ acres in Pasadena, Texas, of which approximately 163.5 acres are available for future development. The planning area also includes a regional detention facility of approximately 25.5 acres that should be evaluated as a potential amenity and placemaking asset within the district. (See Exhibit A)

PEDC seeks a visionary yet implementable plan that establishes a destination-oriented entertainment district capable of attracting visitors and residents alike while supporting private investment, enhancing quality of life, and creating a unique sense of place for Pasadena residents and visitors.

The selected consultant team will be expected to complete the Master Plan within eight (8) months of contract execution.

2. Project Background and Context

Since 2013, multiple development strategies have been presented for the underutilized land surrounding the Pasadena Convention Center. In recent years, changing market conditions, public investments and development in the surrounding area have created new opportunities and urgency for a unified, updated planning framework.

The Entertainment District, approximately 163.5 acres in size, is envisioned as a vibrant area that connects not just the nearby neighborhoods, but also the adjacent Cities of La Porte and Deer Park. The district includes existing city-owned buildings that are utilized by two organizations, vacant and underutilized parcels as well as a rodeo arena, all of which should be considered in an integrated manner. (See Exhibit B)

The PEDC now seeks a consultant team to:

- Review and synthesize the historical redevelopment plans relevant to the Entertainment District area.
- Align prior and current visions, missions, land use concepts, and implementation priorities into a single, updated framework for the district.
- Prepare an updated, actionable Master Plan to guide near, mid, and long-term redevelopment of the Entertainment District as a mixed-use district with a strong emphasis on context-appropriate infill development.

3. Project Objectives

The Master Plan shall establish a long-term vision and implementation strategy for a regional entertainment district that:

- Creates a destination capable of attracting local and regional visitors.
- Encourages private investment and mixed-use development opportunities.
- Enhances quality of life for Pasadena residents.
- Establishes a unique identity and sense of place.
- Creates walkable and connected development patterns.
- Integrates public spaces and community gathering areas.
- Maximizes economic development opportunities and tax base growth.
- Supports future public-private partnerships.
- Identifies catalytic projects and phased implementation strategies.

4. Scope of Services

The selected consultant shall provide all professional services necessary to prepare a comprehensive Entertainment District Master Plan including, but not limited to, the following:

4.1 Existing Conditions Assessment

- Review existing plans, studies, development regulations, and available market data.
- Analyze site opportunities and constraints
- Evaluate accessibility, transportation connections, utilities, drainage infrastructure, and surrounding land uses.
- Assess regional demographics, market conditions, visitor trends, and entertainment industry opportunities

4.2 Market and Economic Development Analysis

- Identify market-supported entertainment, recreation, hospitality, retail, dining, and mixed-use opportunities.
- Evaluate potential destination uses and attractions.
- Assess economic impacts and development potential.
- Identify opportunities for public-private partnerships and private sector investment.

4.3 Comparable Case Study Analysis

The consultant shall identify and analyze a minimum of three (3) successful entertainment districts, mixed-use destination developments, or public-private entertainment corridors that are comparable in scale, market position, and development objectives.

The analysis shall include:

- Development program and land use mix
- Public and private investment levels
- Funding mechanisms and financing tools utilized
- Public infrastructure investments
- Governance and management structure
- Tenant mix and anchor attractions
- Public realm and placemaking components
- Economic impact and visitation outcomes
- Lessons learned and best practices
- Applicability and recommendations for implementation in Pasadena

The consultant shall present findings and recommendations regarding how comparable developments may inform the planning, recruitment, branding, phasing, and implementation of the proposed Pasadena Entertainment District.

4.4 Visioning and Concept Development

Develop a cohesive district vision that incorporates:

- Branding themes and district identity
- Entertainment venues and attractions
- Retail, restaurant, and hospitality opportunities
- Event spaces and programming opportunities
- Mixed-use development opportunities
- Public gathering spaces and community-oriented amenities
- Public art opportunities
- Year-round activation opportunities
- Quality-of-life enhancements

4.5 Public Realm and Placemaking Strategy

The Master Plan shall include recommendations for:

- Wayfinding systems and district branding
- Pedestrian connectivity and bicycle infrastructure
- Greenspace and open space networks
- Shared public spaces and common areas
- Streetscape concepts
- Lighting and beautification strategies
- Public art integration
- Activation strategies and programming opportunities

4.6 Detention Pond Amenity Evaluation

The consultant shall evaluate opportunities to transform the detention pond located within the property into a community asset and district amenity, including:

- Trail systems
- Nature-based recreation
- Gathering spaces
- Fitness and wellness amenities
- Water-feature enhancements where feasible
- Connectivity to surrounding development
- Recommendations should prioritize public accessibility, placemaking value, maintenance considerations, and implementation feasibility

4.7 Land Use and Development Framework

The consultant shall prepare:

- Conceptual land use plan
- Site development framework
- Public realm framework
- Connectivity plan
- Parking and access strategy
- Phasing strategy

4.8 Development Recruitment and Tenant Strategy

The strategy shall:

- Identify target industries, operators, and development types most likely to succeed within the proposed district

- Evaluate regional market demand and competitive positioning relative to other entertainment destinations throughout the Houston metropolitan area and Gulf Coast region
- Recommend priority recruitment targets including, but not limited to:
 - Family entertainment centers
 - Sports and recreation venues
 - Restaurants and destination dining
 - Arts and cultural attractions
 - Entertainment and amusement use
 - Identify catalytic anchor uses capable of generating sustained visitation and private investment
 - Recommend development parcels and preferred locations for targeted uses
 - Identify potential public-private partnership opportunities
 - Provide a phased recruitment strategy for attracting private investment
 - Recommend branding and positioning strategies that differentiate the district within the regional marketplace

4.9 Implementation Strategy

Prepare a practical implementation plan that includes:

- Priority projects
- Phasing recommendations
- Preliminary order-of-magnitude cost estimates
- Public-private partnership opportunities
- Potential grant opportunities
- Regulatory considerations
- Development and investment attraction strategies

5. Stakeholder Engagement

The selected consultant shall facilitate a stakeholder engagement process that includes a minimum of:

5.1 Stakeholder Meeting No. 1 – Visioning Workshop

- Project introduction
- Existing conditions review
- Opportunities and challenges identification

5.2 Stakeholder Meeting No. 2 – Draft Master Plan Review

- Presentation of draft concepts
- Stakeholder feedback
- Refinement recommendations

5.2 Stakeholder Meeting No. 3 – Final Plan Presentation

- Presentation of final recommendations
- Implementation priorities
- Adoption discussion

Consultants may propose additional engagement activities as part of their approach.

6. Deliverables

At minimum, the consultant will provide:

Technical Deliverables

- Project Management Plan and Engagement Plan
- Existing Conditions and Opportunities Report with maps, graphics, and summaries
- Market and Economic Development Analysis
- Comparable District Analysis
- Concept Alternatives

Planning Deliverables

- Draft Master Plan, including land use and development framework, conceptual plans, renderings/visualizations, and implementation strategy
- Public Realm and Placemaking Strategy
- Detention Pond Amenity Concept Plan
- Land Use and Development Framework
- Development Opportunity Map

Economic Development Deliverables

- Entertainment District Recruitment Strategy
- Target Industry and Tenant Matrix
- Anchor Attraction Recommendations
- Wayfinding and Branding Framework

Final Adoption Deliverables

- Final Master Plan document, print-ready and web-optimized
- Executive Summary
- Presentation materials for PEDC Board review and adoption
- GIS-compatible data and editable files (e.g., shapefiles or geodatabases) for key plan maps
- High-resolution renderings

7. Anticipated Project Schedule

PEDC anticipates the following schedule (subject to change):

- RFQ issued: June 17, 2026
- Questions deadline: June 26, 2026
- SOQs due: By 4:00 p.m. CST on July 6, 2026
- Shortlist & Interviews (if necessary): July 15, 2026
- Consultant selection and notice of intent to award: July 17, 2026
- Contract Execution: Week of July 27, 2026
- Project kickoff: August 3, 2026
- Target completion of Final Master Plan: By April 30, 2027

*The Master Plan shall be completed within eight (8) months following contract execution.

8. Minimum Qualifications

Consultants should demonstrate:

- Experience in preparing small area or entertainment district planning with a strong focus on mixed-use, arts, culture, and entertainment districts
- Experience in community-driven planning and stakeholder engagement in diverse urban contexts
- In-house or team expertise in urban planning, urban design, landscape architecture, transportation/mobility, economic/market analysis, and public engagement
- Successful work with Texas municipalities, Type B economic development corporations, and public-private partnerships is preferred.

9. Submittal Requirements

Interested firms should submit a concise SOQ that includes the following components. The PEDC encourages brevity and clarity. Submittals should not exceed 25 pages excluding covers and required documents

i. Cover Letter

- Brief statement of interest
- Summary of understanding of the project and commitment to the anticipated schedule

ii. Capacity and Availability

- Statement regarding current workload and capacity to start and complete the project within the anticipated schedule
- Identification of any potential conflicts with other major commitments and how those will be managed

iii. Project Team

- Organizational chart of the prime firm and any subconsultant
- Identification of the project manager and key team members, with description of roles and responsibilities
- Resumes for key personnel highlighting relevant experience with comparable projects

iv. Relevant Experience

- Description of similar previous project(s) completed in the past 10 years
- At least one example should involve entertainment or cultural district

v. Project Approach and Understanding

- Narrative describing the firm's understanding of the Entertainment District context, the role of prior plans, and key opportunities and challenges
- Proposed approach to key scope elements, including existing conditions and market analysis; community and stakeholder engagement; framework and master planning; and implementation and feasibility

vi. Schedule and Management

- Proposed high-level schedule and key milestones, demonstrating an ability to meet the anticipated completion within 8 months
- Description of project management approach, quality control, and communication with staff, including how the team will coordinate across disciplines and maintain schedule

9.1 RFQ Submittal Envelope

Proposal must be placed in a sealed envelope that is completely and properly identified with the name of the firm, RFQ number, due date and time. The sealed envelope must include the original printed RFQ and a digital copy on a USB drive. It is the firm's responsibility to have

the RFQ correctly marked, addressed, and delivered to: **City Secretary Office; 1149 Ellsworth Drive, Pasadena, TX 77506 by 4:00 p.m. CST on July 6, 2026.**

10. Evaluation and Scoring Rubric

The PEDC will conduct a comprehensive, fair, and impartial evaluation of all submittals received in response to this RFQ according to the criteria set forth in the Evaluation Criteria shown on page 7. The PEDC will appoint a selection committee to perform the evaluation. Each submittal will be analyzed to determine overall responsiveness and qualifications under the RFQ. The selection committee may select all, some or none, of the Respondents for interviews. The PEDC may also request additional information from Respondents at any time prior to final approval of a selected Respondent.

- Firms shortlisted for interviews or the firm selected for this project will be notified directly by the PEDC.
- At the conclusion of the selection process, each firm will be evaluated to determine the best qualified firm for the project. The PEDC will enter negotiations with the selected firm and execute a contract upon completion of negotiation of fees and contract terms pending final approval.
- If the PEDC is unsuccessful in negotiating a contract with the best-qualified firm, the PEDC may then negotiate with the second or third most qualified firm until a contract is executed or may decide to terminate the selection process.
- Final approval of a selected Respondent is subject to the approval of the Board of Directors of the PEDC.

Evaluation Criteria

The selection committee, in their deliberations, will consider the following:

- | | |
|---------------------------------------|-------------|
| 1. Qualifications & Availability | (20 points) |
| 2. Proposed Staff | (20 points) |
| 3. Comparable Project Experience | (20 points) |
| 4. Project Understanding & Approach | (20 points) |
| 5. Proposed Project Schedule/Timeline | (20 points) |

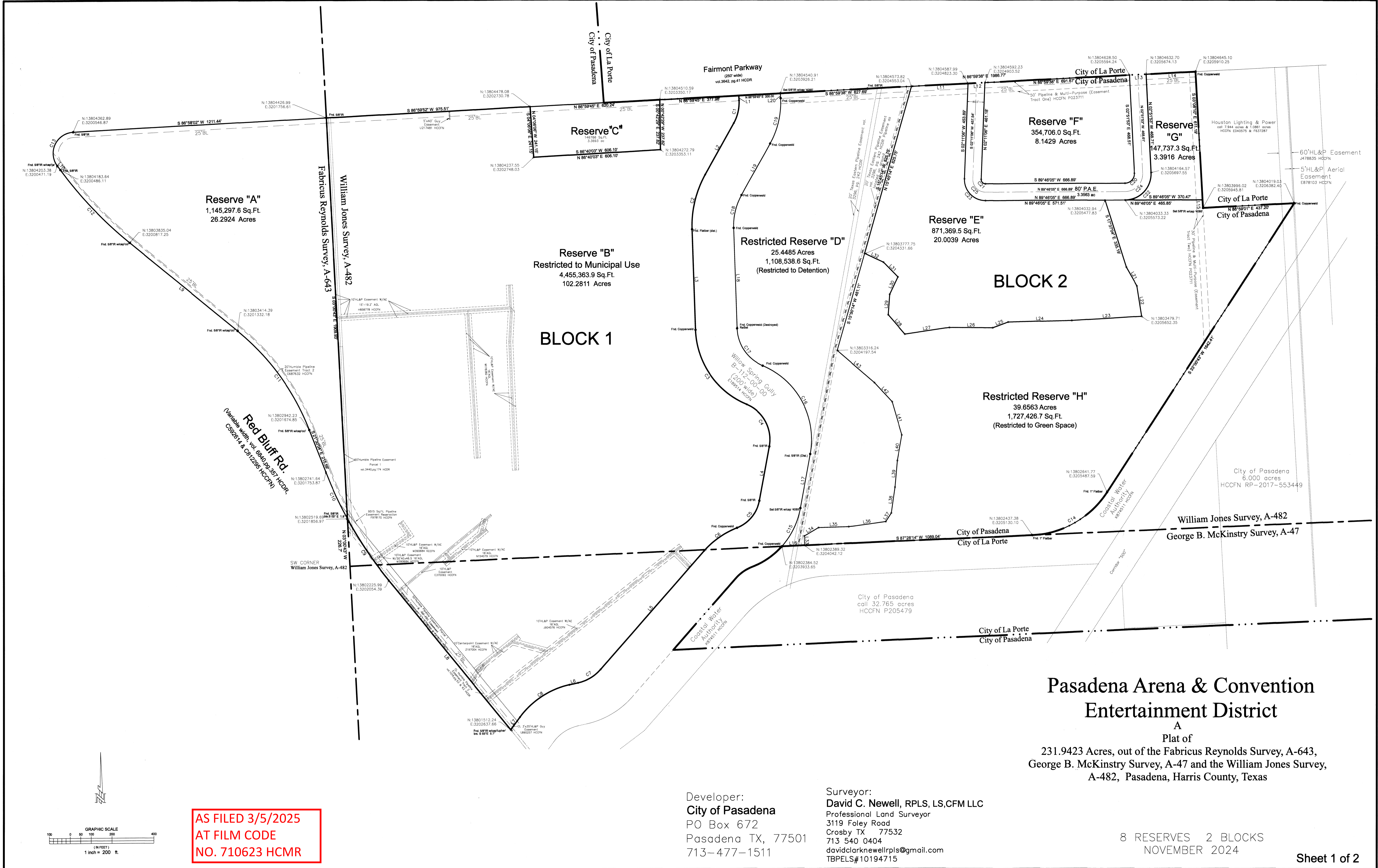
11. Reservation of Rights

PEDC reserves the right to reject any or all submissions, waive informalities, request additional information, negotiate scope and fees, and select the firm deemed most qualified to perform the services described herein.

PASADENA ECONOMIC DEVELOPMENT CORPORATION
Pasadena, Texas

EXHIBIT A

Pasadena Arena & Convention Entertainment District – As Filed



**AS FILED 3/5/2025
AT FILM CODE
NO. 710623 HCMR**

Developer:
City of Pasadena
PO Box 672
Pasadena TX, 77501
713-477-1511

Surveyor:
David C. Newell, RPLS, LS, CFM LLC
Professional Land Surveyor
3119 Foley Road
Crosby TX 77532
713 540 0404
davidclarknewellrpls@gmail.com
TBPESL#10194715

**Pasadena Arena & Convention
Entertainment District**
A
Plat of
231.9423 Acres, out of the Fabricus Reynolds Survey, A-643,
George B. McKinstry Survey, A-47 and the William Jones Survey,
A-482, Pasadena, Harris County, Texas

8 RESERVES 2 BLOCKS
NOVEMBER 2024

Sheet 1 of 2

EXHIBIT B

Pasadena Arena & Convention Entertainment District

Aerial View of Existing Buildings on Property

