

UNIONAVILLE



A Vibrant Gateway for
Community, Recreation, and Connection

HDR

QUALIFICATION PACKAGE FOR

COMPREHENSIVE DESIGN PLAN
(JORDAN BLVD., BLOCK Q, BRIDGE AREA)

DATE: JANUARY 30, 2026

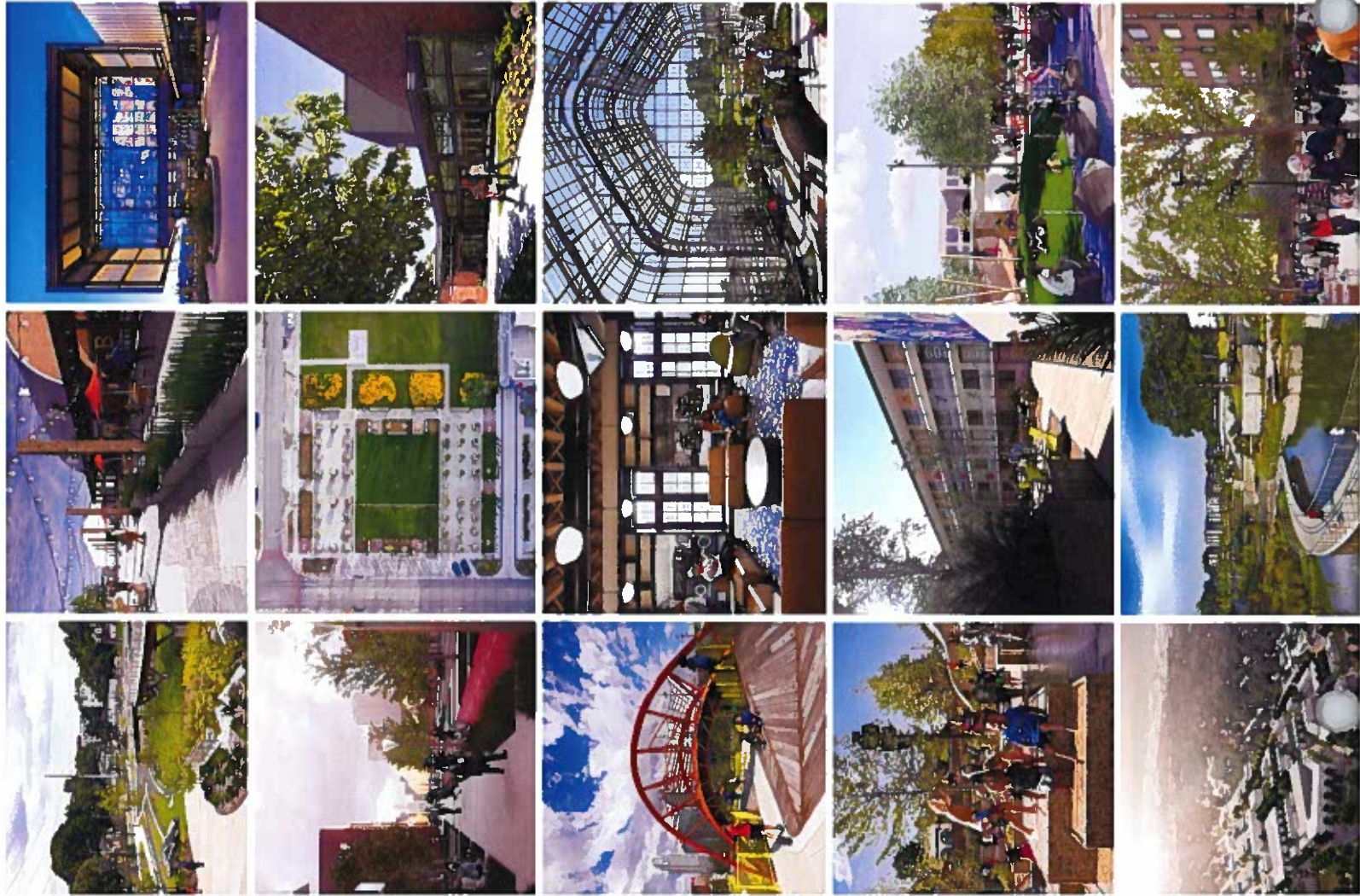


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Dear Ms. Finnell,

HDR Architecture, Inc. (HDR) is pleased to submit our qualifications for the **Town of Holden Beach's Comprehensive Design Plan for Jordan Boulevard, Block Q, and the Bridge Area**, which envisions an improved civic heart for the island. HDR has been working continuously in North Carolina since 1961, building deep roots and long standing relationships across the state. Over the decades, we have earned the trust of many communities through our numerous on call contracts, including the City of Wilmington, City of Raleigh, City of Durham, and several NCDOT units, reinforcing our reputation for responsiveness, reliability, and high quality service.

We are also familiar with Holden Beach's priorities and planning context through our work on the Holden Beach Pier Study, which provided meaningful insights into the Town's recreational goals, infrastructure needs, and community character. Drawing from this prior collaboration, we are excited about the opportunity to continue supporting the Town in shaping a unified, functional, and engaging vision for this treasured waterfront site.

Our project team brings strong leadership and the local experience needed for success. **Michael Rantilla** will serve as **Principal in Charge**, guiding the project's overall direction. **Barbara Barnes**, our **Project Manager**, will lead project execution, schedule management, and coordination. **Will Fuller**, our **Deputy Project Manager**, who successfully worked with the Town before, brings valuable local insight and the ability to respond quickly to on site needs. **Josh Turner**, our **Urban Design Lead**, will shape the masterplan's vision, ensuring the concept is cohesive, accessible, and welcoming.

HDR offers all relevant design disciplines under one company, including planning, landscape architecture, urban design, engineering, environmental services, visualization, and public engagement. This full service model provides the Town with substantial value: improved efficiency, greater design consistency, efficient communication, and a streamlined workflow that enhances overall quality and responsiveness from concept through completion.

We understand that the Town seeks a flexible, phased plan that accommodates recreational amenities such as a stage/pavilion, dance floor, pickleball courts, multimodal parking, and program space, while also incorporating stormwater needs and permitting considerations. Our approach will include a robust assessment of existing conditions, review of Town planning documents and ordinances, and meaningful engagement with the community to ensure the resulting masterplan vision reflects local values and long term aspirations.

Accompanying this cover letter are details on our project approach, staffing, schedule, and relevant experience.

As requested, our proposal is committed for a minimum of 60 days.

Thank you for the opportunity to continue serving the Town of Holden Beach. We look forward to the possibility of partnering with you again on this significant planning effort. Please feel free to our Principal in Charge at **919.260.6598** or **Michael.Rantilla@hdrinc.com** with any questions.



James R. Alsop

Authorized Representative, Vice President



Michael Rantilla

Principal in Charge, Point of Contact



About HDR

The Town of Holden Beach is our community. As partners to Holden Beach, we are committed to planning an effective and sustainable park that allows our residents and visitors to continue enjoying the environment and activities our Town provides. We have been working with North Carolina municipalities for more than two decades, leveraging the skills of our more than 660 North Carolina-based staff.

Our interdisciplinary team of landscape architects, urban designers, and community planners imagines and creates lasting places where people belong. We bring local knowledge to projects close to home, while harnessing our global network of industry leaders and innovators. We're holistic in our approach, exploring all the elements of placemaking: human, economic, aesthetic, and natural systems.

Comprehensive Expertise

As a one-stop shop, we bridge diverse sectors including engineering, architecture, ecology, and transportation planning. With over 100 years of experience and cutting edge technologies, we harness public and private partnerships to realize shared visions. We engage early and equitably with community members, respecting cultures and traditions, and continually push ourselves to design better places where people truly belong.

Adding Value to Our Projects

We work at a range of scales, from large regional plans to streetscapes, parks, and healing gardens. We partner with design teams of all sizes, tailoring our capabilities and services to meet the needs of each project. Together, we help our overall project design teams create successful solutions, and our clients create meaningful, lasting communities.

Landscape Architecture

We blend built and ecological elements to create exceptional outdoor environments that are as functional as they are beautiful. Our work spans various scales, including parks and plazas, campuses, transit systems, ecological restoration, and waterfronts. We tailor our design solutions to the people who will use the space, reflecting the character of the community and serving the diverse needs of all users.

Community Design & Recreation Programming

We design environments that weave together walkable streets, accessible transportation, sustainable buildings, and resilient infrastructure. By exploring and connecting elements that make communities thrive, we create forward-looking cities that bring people together, enrich the place they call home, and celebrate their collective identity.

Expertise, Rankings, & Awards

1917

year established

14,000+

employees globally

2,500+

architecture and building engineering staff

200+

global office locations

700+

sustainable accredited professionals

No. 6

Landscape Architecture Building Design World Architecture 100 Survey, 2024

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Dedicated Team for the Town of Holden Beach

Relevant Specialty Services

- Architecture
- Landscape Architecture
- Engineering
- Building Commissioning
- Operations & Maintenance (O&M)
- Facility Design
- Asset Management & Performance Monitoring
- Utilities
- Lighting
- Structural Engineering
- Mechanical Engineering
- Electrical Engineering
- Plumbing Engineering
- Construction Management Services
- Project Management
- Value Engineering
- Sustainability & Resiliency Design
- Cost Estimating



Organizational Chart



LEADERSHIP

PRINCIPAL-IN-CHARGE	PROJECT MANAGER	DEPUTY PROJECT MANAGER
Michael Rantilla AIA, LEED AP	Barbara Barnes RLA, LEED AP	William Fuller PE

CORE SERVICES

LANDSCAPE ARCHITECT	URBAN DESIGN LEAD	COASTAL RESILIENCE LEAD	COMMUNITY ENGAGEMENT
Ryan Healan RLA, LEED AP BD+C	Josh Turner LEED AP	Angela Schedel PH.D., PE	Sabrina Colon

SUPPORT SERVICES

SUSTAINABILITY LEAD	TRAFFIC / PARKING PLANNING	CIVIL ENGINEER	STORMWATER LEAD
Sean Flaherty MEM	Mary Lynn Smith AICP	Michael Braun PE	Patrick Blandford PE
ENVIRONMENTAL LEAD	NCDOT COORDINATOR	FUNDING/GRANTS LEAD	QA/QC LEAD
Jessica Tisdale PWS, CE	Trace Howell PE, PMP	Sheryl Chino AICP, PMP	Robert Bittel RA, NCARB, LEED AP, WELL AP



Michael Rantilla
AIA, LEED AP
PRINCIPAL-IN-CHARGE

Michael has over 30 years of experience delivering award-winning, client focused solutions in the civic, education, science, and corporate markets including over a dozen LEED and Fitwel certified projects. He will guide the team to utilize budget conscious innovation while balancing client goals and maintaining schedule performance.

YEARS' EXPERIENCE	REGISTRATIONS
30	Architect NC #8684 LEED Accredited Professional
EDUCATION	
Bachelors, Architecture, Cornell University	

PROJECTS

Chavis Park Aquatics Center | Raleigh, NC
Hominy Swamp Stormwater Park | Wilson, NC
North Gate Port Entry | Wilmington, NC
Wilders Grove Landfill Park | Raleigh, NC
On-Call Urban Designer | Cary, NC
Performing Arts Institute of North Carolina Masterplan | Durham, NC*
US-1 Mixed Use Masterplan | Southern Pines, NC*



Barbara Barnes
RLA, LEED AP
PROJECT MANAGER

Barbara is a registered Landscape Architect with experience leading ecologically sustainable projects in the public realm. She has managed multi-million dollar initiatives from design and permitting through construction, monitoring, and maintenance, with a focus on delivering cost-effective, timely solutions that meet both client and community needs.

YEARS' EXPERIENCE	REGISTRATIONS
24	Registered Landscape Architect NC #2570 LEED Accredited Professional
EDUCATION	
Bachelors, Landscape Architecture, University of Washington	

PROJECTS

Hominy Swamp Stormwater Park | Wilson, NC
Wilders Grove Landfill Park | Raleigh, NC
Fort Raleigh Shoreline Stabilization | Manteo, NC
South Padre Island Shoreline Master Plan | South Padre Island, TX
Liberty State Park | Jersey City, NJ
Beach 59th Street Playground | Queens, NY
Green Infrastructure in Parks | New York, NY



William Fuller
PE
DEPUTY PROJECT MANAGER

Will is a Coastal and Hydraulics Professional Engineer with four years of experience providing design, analysis, and project management across both inland water resources and coastal engineering applications. His broad-based technical skillset allows him to contribute to a wide range of projects including coastal resilience studies, shoreline stabilization design, spectral wave hydrodynamic modeling, and floodplain compliance modeling.

YEARS' EXPERIENCE	REGISTRATIONS
4	NC Professional Engineer #061582 NC Erosion and Sediment Control #4754
EDUCATION	
Bachelors, Environmental Engineering, North Carolina State University Masters, Ocean Engineering, Texas A&M University	

PROJECTS

Town of Holden Beach, Town Pier Preliminary Design | Holden Beach, NC
NC DEQ/City of Southport, NC Resilient Coastal Communities Program Phases 1 & 2 Vulnerability Assessment | Southport, NC
NCDOT, Coastal Outfalls Feasibility Studies | Dare, Pender, New Hanover, Brunswick Counties, NC
NCDOT, Gallery Row Outfall Design | Nags Head, NC
NCDOT, South Dock Feasibility Study | Ocracoke Island, NC



Ryan Healan
RLA, LEED AP BD+C
LANDSCAPE ARCHITECT

Ryan is a registered landscape architect with over 20 years of experience. His experience covers a wide variety of projects including passive parks, greenways, active recreation parks and streetscapes. Ryan is primarily involved in the development of construction documents, master plans, permitting, cost estimating, plan graphics, and planting designs.

YEARS' EXPERIENCE	REGISTRATIONS
26	Professional Landscape Architect (PLA) GA and ID
EDUCATION	LEED Accredited Professional
Masters, Landscape Architecture, University of Georgia	

- PROJECTS**
- City of Pensacola, Bruce Beach Park Improvements Phase I | Pensacola, FL
 - Escambia County, Hollice T. Williams Stormwater Park | Escambia, FL
 - The Trust for Public Land, Rodney Cook Sr. Park at Historic Vine City | Atlanta, GA
 - City of Winston-Salem, NC, 28th Street Drainage Improvements | Winston-Salem, NC
 - City of Chesterfield Missouri, City of Chesterfield - Chesterfield Central Park | St. Louis County, MO



Josh Turner
LEED AP
URBAN DESIGN LEAD

Josh is an Urban Design Principal leading urban design for HDR across the East Coast. With nearly 20 years of experience and a background in architecture and planning, he focuses on master planning and infrastructure-integrated urban design that connects mobility, public realm, and development. Josh has led multidisciplinary teams on projects ranging from neighborhood and station-area plans to major civic infrastructure efforts. He is known for translating complex systems into clear urban design frameworks and for partnering closely with public agencies and communities to deliver walkable, active, and implementation-ready places.

YEARS' EXPERIENCE	REGISTRATIONS
19	LEED Accredited Professional
EDUCATION	
Architecture & Urban Design, Columbia University	
Bachelor of Architecture, University of Kansas	

- PROJECTS**
- Atlanta Downtown Improvement District, The Stitch Master Plan | Atlanta, GA*
 - MARTA, Indian Creek TOD Master Plan | Stone Mountain, GA*
 - Broward County MPO, Thriving Communities Initiative - Connected Communities Vision Kit for Central Broward | Broward County, FL*
 - City of St. Petersburg, Grand Central District Master Plan | St. Petersburg, FL*



Angela Schedel
PH.D., P.E.
COASTAL RESILIENCE LEAD

Dr. Angela Schedel is a licensed Professional Engineer, with over 25 years of experience. Along with a doctorate in civil engineering that focused on sea level rise adaptation, she excels at equipping clients and communities to face coastal zone impacts. Within her resilience portfolio, she led teams creating vulnerability assessments, coastal hazards analyses, adaptation plans, grant requests, historic preservation master plans, and web applications for compound flood risk and cost benefits analysis for clients.

YEARS' EXPERIENCE	EDUCATION
29	Doctor of Philosophy, Civil Engineering, University of Maryland
REGISTRATIONS	
Professional Engineer - Civil, FL and MD	
EDUCATION	
Bachelors, Ocean Engineering, United States Naval Academy	
Masters, Civil Engineering, University of Maryland	

- PROJECTS**
- NC Resilient Coastal Communities Program - Southport Phase 1 Resilience Plan
 - City & County of Honolulu Department of Parks & Recreation, Island-Wide Climate Change Vulnerability Assessment & Resiliency Plan for CCH Beach Parks | Oahu, HI
 - Pinellas County, Pinellas County Vulnerability Assessment Phase II | Pinellas County, FL
 - U.S. Army Corps of Engineers, USACE South Atlantic Division Sand Availability and Needs | NC and various states*
 - City of Jacksonville, Jacksonville Beach Vulnerability Assessment | Jacksonville, FL*



Sabrina Colon
COMMUNITY
ENGAGEMENT

Sabrina is an experienced planner and strategic planning facilitator skilled in designing charrettes, workshops, focus groups, and interviews that support collaborative community visioning. With 11 years in local government and nonprofits, she led planning and engagement for Charlotte's largest planning and infrastructure initiatives, including the long-range capital investment program and the equity-focused Charlotte Future 2040 Comprehensive Plan.

YEARS' EXPERIENCE	REGISTRATIONS
18	
EDUCATION	
Bachelors, Communications and Journalism, University of North Carolina, Charlotte	
Masters, Communications, Queens University of Charlotte	

PROJECTS

City of Raleigh, Integrated Master Plan | Raleigh, NC
City of Winston-Salem, Collection System Improvement Program Management, Year 3 | Winston-Salem, NC
City of Charlotte, Preliminary Planning for Applied Innovation Corridor (AIC) | Charlotte, NC
Cumberland County, Environmental Justice Public Involvement Implementation | Fayetteville, NC
City of Greenville, Downtown Master Plan Analysis | Greenville, SC



Sean Flaherty
MEM
SUSTAINABILITY LEAD

Sean's 18-year career has centered on advancing sustainability efforts with public sector, private and nonprofit experience. As HDR's Transportation Sustainability and Resiliency Director, he is passionate about helping our clients build sustainable, resilient infrastructure that serves current and future generations. He has more than a decade of experience directing US Department of Energy Clean Cities Coalitions and project efforts on local, regional, state and national scales.

YEARS' EXPERIENCE	REGISTRATIONS
18	MEM
EDUCATION	
Bachelor of Arts, Political Science and International Studies, North Carolina State	
Masters, Environmental Management, Duke	

PROJECTS

Durham County, Comprehensive Facilities Assessment | Durham County, NC
Southeastern Pennsylvania Transportation Authority (SEPTA), Sustainability Playbook | PA
Town Of Chapel Hill, Sustainability Assessment | Chapel Hill, NC
City of Charlotte, Envision Charlotte | Charlotte, NC *
City of Charlotte, Charing & Fueling Infrastructure (CFI) | Charlotte, NC



**Mary Lynn
(Mary) L. Smith**
PE
TRAFFIC / PARKING
PLANNING

Mary Lynn has eight years of experience in traffic analysis and project management, specializing in traffic studies, technical documentation, public/client communication, and traffic management strategies. She has led projects across multiple states, building strong expertise in the Southeast. Skilled in tailoring solutions to varied project types and tight timelines, she is proficient in TransModeler, Synchro, SimTraffic, SIDRA, HCS, and FREEVAL.

YEARS' EXPERIENCE	REGISTRATIONS
9	Professional Engineer, NC, #054441
EDUCATION	
Bachelors, Civil Engineering, North Carolina State University	

PROJECTS

ECRC Emerald Coast Regional Council, South Navy Boulevard Improvement Plan | Escambia, FL
City of Greensboro, Greensboro Downtown Transportation Master Plan | Greensboro, NC
City of Greenville, Downtown Master Plan Phase 2 | Greenville, SC
Town of Clayton, Alternative Concept First Street Parking | Clayton, NC
City of Raleigh, Northern Corridor Major Investment Planning | Raleigh, NC

Michael Braun
PE
CIVIL ENGINEER

Michael is a Civil Engineer with experience leading engineering design related to stormwater treatment, water distribution systems, and sanitary sewer collection systems layout and design. Responsibilities as a Site Civil Engineer include, hydraulic/hydrologic analysis, storm/sanitary sewer design, site grading, preparation of stormwater pollution prevention plans.

Patrick Blandford
PE
STORMWATER LEAD

Patrick is a senior project manager focused on developing and implementing a variety of watershed and site solutions for stormwater clients across the Carolinas. His expertise in water quality science coupled with hydrology and hydraulics enables him to craft strategies and designs that satisfy regulations and project goals. Emerging field of interests involving projects managed by Patrick include condition assessment, asset management, TMDL avoidance plans and green infrastructure planning.

Jessica Tisdale
PWS, CE
ENVIRONMENTAL LEAD

Jessica brings over 20 years of environmental experience. She leads multidisciplinary teams on threatened and endangered species modeling for NCDOT and conducts wetland delineations, NEPA/SEPA documentation. She also led development of NCDOT's ArcSurvey123 bat assessment app to streamline statewide data collection.

YEARS' EXPERIENCE	REGISTRATIONS
12	Professional Engineer NC, #055231
EDUCATION	
Bachelors, Civil Engineering, Texas A&M University	
YEARS' EXPERIENCE	REGISTRATIONS
23	Professional Wetland Scientist / Profession Wetland Scientist / #3481
EDUCATION	
Bachelors, Environmental Sciences/Studies, University of Maine (UMaine)	
Masters, Forestry, North Carolina State University	

PROJECTS	PROJECTS
Cumberland County, Adaptive Reuse and Site Planning Cumberland County, NC	Cape Fear Public Transp Authority, Cape Fear - Transit Operations Center Wilmington, NC
Audemars Piguet Service Center Raleigh, NC	Town of Holden Beach, Repair or Replacement of Town Pier Title Town of Holden Beach, NC
City of Raleigh, Neuse River Resource Recover Facility Design Assistance Raleigh, NC	Town of Ocean Isle Beach, East End Water Storage Tank Ocean Isle Beach, NC
Project Darwin Site Civil North Carolina	National Park Service, Fort Raleigh Shoreline Stabilization Project Raleigh, NC
USACE - Baltimore District, Ecosystem Restoration for Base Design Services at Liberty State Park New Jersey, NJ	City of Winston-Salem, Master Plans for Bushy Peters and Lower Salem Basins Winston-Salem, NC
East River Battery Energy Storage System New York	



Trace Howell
PE, PMP
NCDOT COORDINATOR

Trace is a senior project manager with over 14 years of experience in transportation project delivery, including eight years supporting NCDOT as both a consultant and agency project manager. He has managed over 80 projects totaling more than \$1B, including for the State Transportation Improvement Program, bridge, safety, and economic development efforts. Trace specializes in full lifecycle project management—scoping, stakeholder coordination, schedule and budget oversight, and construction support.

YEARS' EXPERIENCE	REGISTRATIONS
15	Professional Engineer - Civil, NC #043815
EDUCATION	
Bachelors, Environmental Engineering, North Carolina State	

PROJECTS

Town of Holden Beach, Town Pier Preliminary Design | Holden Beach, NC
State of North Carolina Department of Transportation (NCDOT), Cape Fear Memorial Bridge Replacement | Wilmington, NC
State of North Carolina Department of Transportation (NCDOT), US 17 over Chaney Creek | Jacksonville, NC
North Carolina DOT Rail Division, P-5737 Millbrook Rd Grade Separation | New Bern, NC



Sheryl Chino
AICP, PMP
FUNDING/GRANTS LEAD

Sheryl provides 26 years of community and economic development, urban planning, project management, and project financing experience, assisting clients in securing and administering project funding. She is also a graduate of the highly respected University of Oklahoma's Economic Development Institute (OUEDI).

YEARS' EXPERIENCE	REGISTRATIONS
29	Project Management Professional AICP - American Institute of Certified Planners (KY)
EDUCATION	
Bachelors, Geography, Western Kentucky University Economic Development Institute Certificate, University of Oklahoma (OU)	

PROJECTS

Cape Fear Public Utility Authority, Infrastructure Funding Assistance | North Carolina
City of Madisonville, Madisonville Grapevine Bridge | Madisonville, KY
City & County of Honolulu DFM, Grant Services for Storm Water Planning, Design and Construction Projects | Honolulu, HI
Ballard County Fiscal Court, Ballard CFC Municipal Advisement | Ballard, KY
Multnomah County Oregon, Burnside Bridge NEPA | Portland, OR



Robert Bittel
RA, NCARB, LEED AP, WELL AP
QA/QC

With more than 20 years of industry experience, Bob has a proven track record of successfully delivering projects across multiple typologies and design disciplines. His work on numerous healthcare, sport, civic, urban infrastructure and educational projects has led him to passionately embrace a concept of "wellness" behind his practice of design. Whether the project is large or small, new construction or renovation, his approach is contextual, often focused locally, to offer collaborative solutions.

YEARS' EXPERIENCE	REGISTRATIONS
20	Architect NC, #15045 National Council of Architectural Registration Board LEED Accredited Professional WELL AP
EDUCATION	
Masters, Urban Design, University of North Carolina, Charlotte Bachelors, Architecture, Kent State University	

PROJECTS

Battelle Memorial Institute, Battelle Master Plan | Columbus, OH
City of Southport, Police Department Conversion of Historic City Hall | Southport, NC
Union County, Yadkin Regional Water Supply Project Permitting and Preliminary Engineering | Monroe, NC
Charlotte Water, Stowe Regional Water Resource Recovery Facility Owner's Advisor | Charlotte, NC
Howard University, The Parks at Walter Reed Building 7 Renovation | Washington DC

Key Staff Assignments and Workload

KEY STAFF	RESPONSIBILITIES	% UTILIZED
Principal in Charge, Mike Rantilla	Primary project responsibility and client management	65%
Project Manager, Barbara Barnes	Manage scope, schedule, budget, and team	65%
Deputy Project Manager, William Fuller	Assist with PM tasks and act as local liaison to the Town	65%
Landscape Architect, Ryan Healan	Design and assessment leadership from a site specific and detailed perspective	65%
Urban Design Lead, Josh Turner	Design and assessment leadership from a site planning and broad context perspective	65%
Coastal Resilience Lead, Angela Schedel	Provide input regarding sea level and erosion impact	85%
Community Engagement, Sabrina Colon	Lead the public involvement effort	65%
Sustainability Lead, Sean Flaherty	Guide the Town through their sustainability and resiliency goals and provide design input through that lens	85%
Traffic/Parking Planning, Mary Lynn Smith	Provide input for parking and roadway elements	90%
Civil Engineer, Michael Braun	Provide input for grading and site utilities	90%
Stormwater Lead, Patrick Blandford	Provide input for stormwater management strategy and permitting	65%
Environmental Lead, Jessica Tisdale	Provide input on environmentally sensitive areas and future studies/permits that may be required	65%
NCDOT Coordinator, Trace Howell	Provide input regarding DOT permitting and design criteria regarding the roadways and bridge	90%
Funding/Grants Lead, Sheryl Chino	Provide input on potential funding sources for the project	85%
QA/QC Lead, Robert Bittel	Lead quality control effort for deliverables.	65%

Assumed Resources Provided by Local Government Agencies

This proposal assumes coordination with the Town of Holden Beach and relevant local agencies, including access to publicly available information and existing plans, reports, and drawings related to the project areas.

For public engagement activities, it is assumed that the Town will assist, when available, by providing meeting space or facilities at no cost to the project. The Town may also support outreach by sharing information through existing communication channels and coordinating participation by Town staff, board members, or agency representatives at select meetings or events, as appropriate.



PROJECT UNDERSTANDING AND OVERALL APPROACH

Project Introduction

The Town of Holden Beach is seeking a Comprehensive Design Plan for Block Q, Jordan Boulevard, and the area surrounding and beneath the Holden Beach Bridge. These spaces play an important role in supporting recreation, community events, waterfront access, and seasonal visitor activity, while also accommodating critical access and circulation associated with the bridge.

The Comprehensive Design Plan will guide future use and investment in these areas, helping the Town balance recreational programming, access, parking, and operational needs over time. The plan is intended to provide a clear and flexible framework that supports informed decision-making and future implementation.

Project Description

The Comprehensive Design Plan is intended to address a set of interconnected planning and operational questions rather than a single design outcome. The project area must support daily recreation, seasonal activity, and special events, while also accommodating access, circulation, and infrastructure-related functions. These roles create overlapping demands that cannot be resolved through isolated improvements or standalone projects.

The planning effort must also account for prior studies, adopted policies, and committed improvements, requiring an approach that builds on established direction while allowing flexibility for future decision-making. The Comprehensive Design Plan is expected to provide a clear framework that organizes these considerations, supports informed choices, and positions the Town to implement improvements incrementally over time.

The following sections describe HDR's understanding of the project context and the approach used to develop a plan that is practical, coordinated, and responsive to the Town's needs.

Understanding the Project Context

Block Q, Jordan Boulevard, and the area surrounding and beneath the Holden Beach Bridge occupy a highly visible and operationally complex location within the Town. These spaces support a range of functions, including recreation, community events, and waterfront access, while also accommodating bridge-related circulation and parking demand.

Block Q's proximity to the bridge introduces coordination requirements with external agencies, such as NCDOT, and physical constraints related to access, safety, and operations. The area must accommodate significant vehicular and boat-trailer parking, with demand that fluctuates considerably between off-season, peak season, and events. These operational realities directly influence how the site functions on a day-to-day basis and during periods of high use.

The project area has also been shaped by multiple prior planning efforts and recent investments. Some improvements have already been implemented, while others are committed or under development. These elements establish a set of fixed inputs that must be integrated into the Comprehensive Design Plan, rather than revisited.

HDR will build on this existing foundation. The Comprehensive Design Plan will integrate committed improvements, including the stage/pavilion and restrooms, while establishing a clear framework for how remaining Town-owned land can be used efficiently, safely, and flexibly over time. Early in the process, the HDR team will document site opportunities and constraints that synthesize existing conditions, operations, and agency and stakeholder considerations. This work is intended to establish a shared and foundational understanding of the site, its constraints and opportunities, before plan alternatives are explored.



Approach to Delivering the Comprehensive Design Plan

HDR will lead this effort through a co-led Landscape Architecture and Urban Design approach, reflecting the unique complexities and characteristics of the Block Q, Jordan Boulevard, and bridge-area environment. This multidisciplinary arrangement allows the project to be guided by both a detailed, site-focused perspective grounded in feasibility, operations, and long-term stewardship and a broader systems-based understanding of the Town. While each discipline brings a distinct perspective, Landscape Architecture and Urban Design will work collaboratively throughout the planning process. Analysis and alternatives development and refinement will be undertaken as an integrated effort, with site-specific and broader planning considerations informing one another.



Landscape Architecture, led by **Ryan Healan**, will focus more directly on the physical organization and performance of the project sites, including open space configuration, relationships between amenities, grading and drainage considerations, and the day-to-day functionality of public spaces. This site-scale focus helps promote recommendations that are grounded in existing conditions and future operations.



Urban Design, led by **Josh Turner**, will frame the project at a district and town-wide scale, focusing on how Block Q and Jordan Boulevard function within Holden Beach's broader context, including access, seasonal use patterns, relationships between public spaces, and coordination with bridge-related

infrastructure. This perspective establishes the overall framework where decision about land use, circulation, and programming are made.

The HDR team will support this co-led approach through coordination with environmental, transportation, engineering, and other technical disciplines as needed. This multidisciplinary collaboration allows access, infrastructure, regulatory, and environmental considerations to be woven into the overall planning and design process.

HDR will use a scenario planning approach to test alternative configurations for amenities, access, parking, and open space. Scenarios, or plan alternatives, will be evaluated based on operational feasibility, user experience, and alignment with Town and community priorities, supporting informed discussion of takeaways, tradeoffs, and decision-making.

Early coordination with Town staff and relevant agencies, like NCDOT, will be a priority, particularly where bridge operations, transportation access, and regulatory requirements influence design decisions. Building consensus around constraints, approval protocols, and expectations early in the planning process helps support plan recommendations that are realistic and implementable. Throughout the project, HDR will emphasize transparency and clear documentation. Recommendations will be supported by clear analysis and high-quality, legible, and approachable graphics that explain both the basis for decisions and the resulting Preferred Plan Alternative. Public communication and engagement will be Town-led, with the HDR team providing technical and facilitation support and materials to support the planning process.

1. Assessment of Existing Conditions

HDR will conduct a targeted assessment of existing conditions to inform planning decisions for Block Q, Jordan Boulevard, and the bridge area. The effort is intended to succinctly establish a clear understanding of the factors that shape what is feasible, appropriate, and sustainable for the site.

The HDR team will focus on the conditions that directly influence planning outcomes, including community needs, seasonal use patterns, access and circulation, and environmental considerations. Findings will be synthesized to highlight opportunities, constraints, and key takeaways that will guide development of plan alternatives.



Site Analysis Legend

- ① Elements already committed for Block Q will be treated as fixed inputs throughout the planning process.
- ② Jordan Blvd. is a key north/south connection between Holden Beach and the Intracoastal Waterway.
- ③ Opportunity areas under and adjacent to bridge area.
- ④ Connection to Holden Pier and Intracoastal Waterway.
- ⑤ Utility Area.
- ⑥ Connections between Bridgeview Park and Block Q along Brunswick Blvd.
- ⑦ Beach Access.
- ⑧ Holden Beach Beautification Club garden and path.

Food & Beverage

- A) Sunset Slush of Holden Beach
- B) Sandcastles Sweets & Treats
- C) Mermaids Island Grill
- D) Dockhouse Seafood & More,
- E) Capt'n Pete's Seafood Market
- F) Castaways Raw Bar & Grill
- G) Ocean Blvd. Coffee

Demographic and Sociological Factors

HDR will review available demographic and sociological data to understand population composition, growth trends, and seasonal variation that influence use of Block Q. This review will consider how year-round residents and seasonal populations interact with the site differently and how these patterns affect demand for recreation, events, parking, and supporting services. The intent is to frame how community characteristics influence planning and design decisions for the project area.

Tourism

HDR will consider tourism patterns and seasonal visitation that affect use of Block Q and surrounding Town-owned spaces. This will include understanding peak season conditions, special event activity, and visitor-driven demand for parking, access, and amenities. Tourism considerations will be used to inform how the site must function under varying levels of intensity throughout the year.



Transportation

HDR will evaluate existing transportation and access conditions associated with Jordan Boulevard, Block Q, and the bridge area. This will include a review of vehicular access, pedestrian circulation, and the operational influence of the bridge on traffic patterns and site connectivity. Particular attention will be given to parking demand, including boat and trailer parking, and how access functions during peak seasons and special events. Coordination with NCDOT will be incorporated to confirm constraints and considerations tied to the bridge and adjacent roadways.

Community Services and Facilities

HDR will assess how Block Q functions as part of the Town's broader system of community services and facilities. This includes understanding how the site supports community events, recreation programming, and public services, and how it relates to nearby Town facilities. This assessment will help frame the role Block Q plays within the overall civic and recreational system.

Parks and Recreation Services

HDR will evaluate how Block Q supports the Town's parks and recreation services, including its relationship to nearby facilities such as Bridgeview Park. This review will consider how amenities, programs, and events are distributed across the system, where overlap occurs, and where Block Q can complement existing assets. Findings from the Town's 2021 Parks and Recreation Master Plan will be referenced and updated as needed to reflect current conditions.

Natural Environment and Related Features

HDR will review natural environmental conditions, including coastal considerations, site features, and environmental sensitivities that can influence planning and long-term use of the area. Community character and the physical context surrounding the project area will also be considered to ensure that future improvements are appropriate in scale and complementary and supportive to the Town's identity.

When it comes to coastal considerations, we take a thoughtful approach to the unique challenges coastal areas face. HDR will help the Town identify coastal environment hazards by assessing vulnerability to rising seas, coastal flooding, and shoreline erosion so to develop forward-looking strategies that address the identified risks. Our coastal analyses will incorporate the latest NOAA relative sea level rise (RSLR) projections along with observed king tide impacts and NC Department of Environmental Quality historical shoreline data to build a comprehensive understanding of the potential future conditions at the site. Combining these various future impacts will support a resilient design that delivers long-term use and enjoyment of this key community asset.

Community Character

HDR will consider community character and the physical context surrounding the project area, including scale, visual character, and the relationship between public spaces, waterfront areas, and adjacent development. This review will help ensure that future improvements are appropriate in scale, compatible with the Town's identity, and supportive of Holden Beach's coastal character.

Opportunities and Constraints Synthesis

Outputs from the existing conditions assessment will be visually summarized through an opportunities and constraints framework. This synthesis will highlight the key factors that should shape the development of plan alternatives and help establish parameters for development. Graphics and mapping will be used to communicate findings concisely and support building consensus among Town staff, stakeholders, and the public.

ENVIRONMENTAL CONSIDERATIONS



Environmental considerations will be integrated into the Comprehensive Design Plan at a planning level to inform feasibility, phasing, and implementation. HDR will conduct a site review and desktop screening to identify environmental resources and regulatory considerations that may influence future improvements within Block Q and the surrounding bridge-area context.

This effort will include a high-level review of coastal and environmental constraints such as jurisdictional wetlands (including CAMA wetlands), proximity to the Intracoastal Waterway, vegetation, floodplain considerations, and other environmental sensitivities. HDR will screen applicable federal, state, and local data sources and coordinate with Town staff to confirm known conditions and documentation available for the site.

Early coordination with relevant agencies, including the Division of Coastal Management and other applicable state or federal entities, will be considered to help clarify regulatory considerations and inform realistic planning assumptions. Environmental findings will be documented through mapping and narrative summary and incorporated into the existing conditions assessment to support development of implementable plan alternatives. This work is intended to identify considerations that should shape planning decisions and avoid unforeseen challenges during future design and permitting, rather than to advance detailed environmental studies or permitting.

2. Thorough Assessment of Amenities (EXISTING AND PROPOSED)

HDR will conduct a focused assessment of existing and proposed amenities to understand how Block Q functions within the Town of Holden Beach's overall parks and recreation system. The HDR team understands that Block Q does not operate independently. Its role must be considered alongside nearby facilities, particularly Bridgeview Park, as well as other Town-owned recreational spaces that support everyday use, seasonal tourism, and special events.

This assessment will build upon the 2021 Parks and Recreation Master Plan, using it as a baseline while accounting for changes in facilities, programming, and use patterns that have occurred since its adoption. The assessment will focus specifically on Block Q and the surrounding area, with particular attention to the relationship between Block Q and nearby Bridgeview Park.

Inventory of Existing Recreational Facilities

HDR will document existing recreational and support amenities within the project area, including facilities currently available at Block Q and those at Bridgeview Park that influence use, programming, and parking demand. The inventory will reference the amenity listings from the 2021 Parks and Recreation Master Plan and will be updated through field review and coordination with Town staff to reflect facilities that have been added, modified, or modified since 2021. Committed improvements, including the stage/pavilion and restrooms, will be incorporated into the inventory as baseline inputs to the Comprehensive Design Plan.

Existing Recreation Programs, Events, and Festivals

HDR will review existing recreation programs, special events, and festivals to understand how amenities are currently used throughout the year. Building on the programmatic findings of the 2021 Parks and Recreation Master Plan, this review will consider how use patterns may have evolved since 2021, including changes in event scale, frequency, and seasonal intensity. Attention will be given to differences between off-season, peak season, and event conditions, and how these variations affect space needs, circulation, and operations at Block Q and adjacent facilities.

Available Parking-Vehicular and Boat Trailer

Vehicular and boat-trailer parking will be evaluated as critical support amenities that directly influence the usability of recreational spaces. HDR will assess how parking currently functions in relation to recreation and events, including how demand fluctuates by season, time of day, and type of use. Where applicable, this assessment will consider and refine parking-related observations and recommendations identified in the 2021 Parks and Recreation Master Plan, accounting for any changes in access patterns, management practices, or demand since its adoption.

Recreational Needs Assessment

HDR will review the Town's most recently approved CAMA Land Use Plan, relevant zoning ordinances, and the 2021 Parks and Recreation Master Plan to confirm consistency with adopted policies and planning direction. This review will also consider whether any updates or policy changes since 2021 affect use, design, or implementation within the project area.



Relationship to Bridgeview Park and the Broader Parks System

HDR will access Block Q in direct relationship to Bridgeview Park and other nearby Town facilities to understand how amenities and programs interact across the sites. This includes identifying complementary uses, areas of overlap, and opportunities to distribute activities more effectively across the system. Given the Town's scale, this coordination is essential to avoid redundancy, manage peak demand, and ensure that investments at Block Q strengthen, rather than compete with, existing parks and recreation assets.

Review of Legal Documents Regarding the Site

HDR will review available legal documents related to the project area, including easements, right-of-way considerations, and other constraints that may affect use or future improvements. This review will help clarify limitations, responsibilities, and opportunities associated with the site and inform development of feasible plan recommendations.

Review of Previous Plans

HDR will review prior plans and studies relevant to Block Q, Jordan Boulevard, the bridge area, and nearby facilities to understand past assumptions, recommendations, and investments. This review will help identify elements that remain relevant, areas where conditions have changed, and opportunities to refine or build upon prior work as part of the Comprehensive Design Plan.

3. Development of a Comprehensive Plan

HDR will develop the Comprehensive Design Plan as a practical, implementable framework that guides future investment and decision-making for Block Q, Jordan Boulevard, and the bridge area. The plan will focus on how Town-owned land can be organized to support recreation, events, access, and operations over time, while remaining flexible enough to respond to changing needs and funding availability. The planning effort will be structured to move sequentially from analysis to alternatives, and from alternatives to a preferred plan, with clear decision points and opportunities for Town, stakeholder, and community input throughout the process.

Plan Alternatives and Scenario Development

HDR will develop a set of plan alternatives to explore different approaches to organizing amenities, open space, access, and parking within the project area. Alternatives will be based on the findings from the existing conditions and amenities assessments and will incorporate committed improvements as fixed elements. Alternatives will consider operations, user experience, and alignment with Town priorities.

Each alternative will be designed to test specific tradeoffs, such as:

- The balance between programmed space and parking;
- Relationships between Block Q and Bridgeview Park;
- How the area functions during everyday use versus peak season and special events.

Evaluation and Selection of a Preferred Alternative

HDR will work with Town staff, stakeholders, and the public to review and compare plan alternatives. Evaluation criteria will be developed and used to support discussion, identify strengths and limitations, and key takeaways for each alternative. Based on this feedback, HDR will refine a preferred alternative that reflects community input, operational needs, and policy considerations. The preferred alternative will be documented clearly, with highly-visual graphics and approachable narrative that explain both the recommendation and the rationale behind key decisions.

Phasing and Implementation Strategy

Recognizing that improvements may be implemented over multiple years, HDR will develop a high-level phasing and implementation strategy for the preferred alternative. This strategy will consider how improvements can be sequenced to align with funding availability, minimize disruption to ongoing operations, and capitalize on early wins. Phasing recommendations will focus on practical steps the Town can take over time, allowing flexibility as priorities and resources evolve.

Stormwater and Permitting Considerations

HDR will consider stormwater management and permitting requirements at a planning level as part

of the Comprehensive Design Plan. This includes identifying potential constraints, regulatory considerations, and coordination needs that may affect the feasibility or timing of proposed improvements. Of particular consideration is the Intracoastal Waterway, which is a tidal salt water (SA)

and considered a high quality water (HQW). The site use will have to work in partnership with stormwater management systems; the typology, sizing, and location of these practices will need to be considered early during site design to conform to state standards (15A NCAC 02H .1006). While detailed engineering design is not understood as being a part of the work of the Comprehensive Design Plan, early consideration of stormwater and permitting will support plan recommendations that are realistic and work to avoid unforeseen challenges during future implementation.

Plan Documentation and Supporting Materials

HDR will prepare a Comprehensive Design Plan document that presents the process to arrive at a preferred alternative, supporting analysis, and implementation considerations in a highly-visual, clear, and approachable format. Appendices will include relevant policy references, summaries of public engagement, and supporting maps and diagrams that demonstrate how recommendations align with adopted plans and community input.

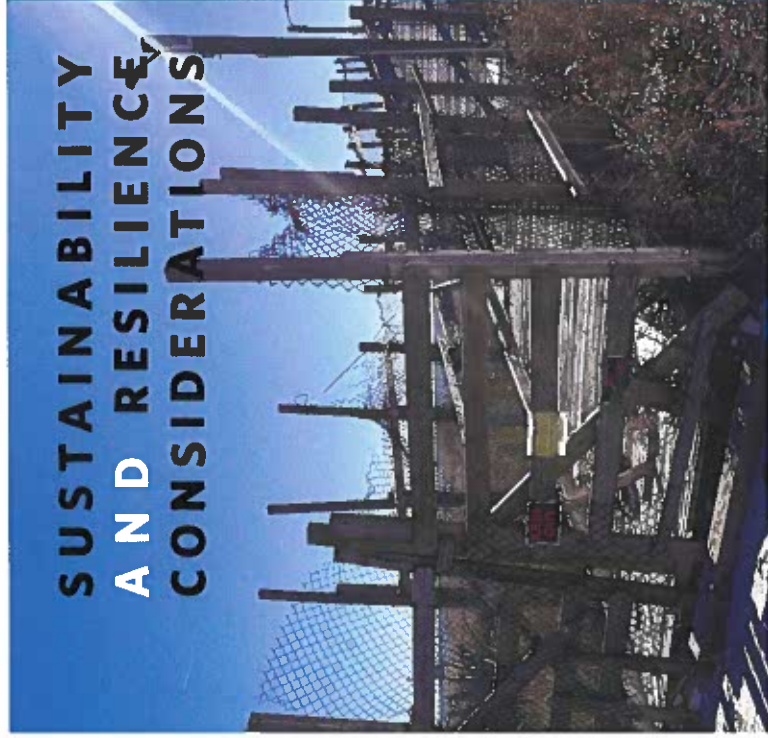
SUSTAINABILITY AND RESILIENCE CONSIDERATIONS

Sustainability and resilience will be considered as part of the Comprehensive Design Plan to support long-term durability, coastal resilience, and responsible stewardship of Town-owned land. Given Holden Beach's coastal setting, sustainability considerations will focus on how public spaces can respond to flooding risk, storm events, heat exposure, and long-term maintenance demands.

At a planning level, HDR will consider strategies such as nature-based solutions, green infrastructure, native and salt-tolerant planting, shade provision, and stormwater-sensitive site organization. These considerations will inform how open space, amenities, and circulation can be arranged to enhance environmental performance while remaining functional during peak use and special events.

Sustainability will also be considered from an operational perspective, including opportunities to reduce long-term maintenance demands, improve durability of materials, and support phased implementation. Where appropriate, these considerations will be aligned with applicable Town, state, and regional policies and may help position future projects for grant funding or resilience-related programs.

This approach is intended to integrate sustainability into the overall planning framework without prescribing specific technologies or design solutions at this stage.



4. Appendices / Maps

HDR will include appendices that document how adopted Town plans and policies informed plan recommendations and how public input was incorporated into decision-making. As requested in the RFQ, the appendices will specifically reference and tie recommendations back to the Town's most recently approved CAMA Land Use Plan, Zoning Ordinances, and Parks and Recreation Master Plan, noting any constraints, requirements, or guiding principles that shaped alternatives and the preferred plan.

Appendices will also include Public Engagement Results, including summaries of outreach activities, key themes, and how input influenced the plan. Current maps of the general vicinity, existing facilities, and other relevant thematic maps developed during the planning process (existing conditions, amenities, access/circulation, parking, and environmental considerations) will be included to support the plan narrative and recommendations.

Deliverables, Documentation, and Engagement

Materials / Documents

Professional graphics and documents will be prepared at key points during the planning process to support staff coordination, presentations, and public engagement. These materials will include illustrations and vignette-style renderings (as appropriate), maps, graphs, charts, and photographs used to communicate data, plan alternatives, and recommendations.

HDR will prepare an Updated Master Plan bound document that presents the plan and its process in a succinct and professional format. The document will include all text, graphs, tables, charts, maps, plans, illustrations, and photographs necessary to communicate the planning process and final recommendations. A draft version will be provided to Town staff for review and approval prior to completion of the final plan. The Scope of Work outlines HDR's proposed process for review and finalization.

Master Plan Products

HDR will provide Master Plan Products in accordance with the Town's RFQ requirements, including printed copies, presentation materials used during community engagement, and electronic files in the specified formats.

DRAFT REPORT COPIES

- HDR will provide ten (10) copies of the first draft of the Master Plan report for Town review.

FINAL MASTER PLAN REPORT COPIES

- HDR will provide ten (10) copies of the final Master Plan Report, including any maps that can be reproduced and contained within the report.
- One (1) copy will be provided in a three-ring binder, and the remaining copies will be bound, consistent with the Town's stated preference.
- The final report will include survey results (if surveys are used as part of engagement) and a summary of public comments on the plan.

PRESENTATION GRAPHICS

- HDR will provide presentation graphics used in community workshops and meetings, including charts, maps, photographs, and other supporting visuals.

ELECTRONIC DELIVERABLES

- HDR will provide one (1) electronic copy of the Master Plan, prepared using a Windows Word format.
- All maps will also be provided in PDF and JPEG formats.

SUMMARY OF CONCLUSIONS AND RECOMMENDATIONS

- HDR will include a summary of conclusions and recommendations within the Updated Master Plan materials, consistent with RFQ requirements.

Public Involvement

HDR's public involvement approach for Holden Beach is designed to support development of a Comprehensive Design Plan for a highly visible, multifunctional waterfront area. The project area must balance public space, recreation, seasonal tourism, special events, and critical access associated with the site and adjacent waterfront. Engagement activities will be structured to inform design decisions while remaining responsive to the site's physical, operational, and coordination constraints.

ENGAGEMENT ELEMENTS TO SUPPORT THE DESIGN PLAN

The following engagement elements will be used to inform planning and design decisions throughout the process:

- **Foundational Planning Alignment.** Engagement materials will reference prior planning efforts and distinguish between implemented improvements, committed projects, and conceptual ideas. This approach is intended to build on existing direction and investments, rather than revisit previously established decisions.
- **Context-Aware Input.** Engagement activities will include focused questions to capture how residents, visitors, and boaters envision the site functioning across seasons, including everyday use, peak tourism periods, and special events.

- **Parking & Access Feedback.** Targeted engagement will be used to gather input on boat and trailer parking needs, circulation patterns, safety considerations, and access management. This feedback will recognize that demand and operational conditions vary significantly by season and use type.
- **Visual Scenario Testing.** Concept diagrams and illustrative layouts will be used to show how parking, public space, access routes, and amenities could coexist. These visuals will allow participants to respond to tradeoffs, priorities, and spatial relationships in a clear and accessible way.
- **Targeted Conversations.** Light-touch outreach will occur at high-use locations, such as boat ramps, beach access points, and Town events, to capture real-time insights from users who regularly experience the site.
- **Tradeoff Awareness.** Engagement prompts will be structured to help illustrate the balance between parking capacity, safety, walkability, and public space quality, supporting informed feedback rather than abstract preferences.

COORDINATION & CONSTRAINTS AWARENESS

Coordination with NCDOT is expected to be a critical component of the planning process, particularly where proposed improvements may result in encroachments within NCDOT easements near the Holden Beach Bridge or involve roadway abandonment. Coordination will occur with the local Division 3 District Office, with additional coordination with the Division 3 Right-of-Way Unit as needed.

Trace Howell, PE, PMP, a former Division 3 staff member, will lead liaison efforts between the project team and NCDOT throughout the planning process. Coordination is expected to include multiple meetings at key stages, including pre-coordination kickoff, mid-design review, and pre-submittal finalization. Trace will also manage additional discussions or requests from the Division as needed, helping anticipate submittal requirements and guide the project team in preparing materials for review. This approach is intended to support efficient coordination and reduce the potential for conflicts during future implementation.

TRANSFERABLE ENGAGEMENT FRAMEWORK

These engagement elements will be designed so the Town can:

- Reuse outreach tools and discussion prompts for future public space, access, or parking projects
- Apply a consistent approach to communicating constraints and tradeoffs
- Maintain continuity between past plans, current investments, and future improvements

OUTCOMES

This public involvement approach is intended to support:

- A Comprehensive Design Plan informed by real-world use patterns and community priorities
- Clear documentation of how public input shaped plan recommendations
- A practical and repeatable engagement framework the Town can apply beyond this effort



Task 1: Project Management and Kick-off

HDR will work closely with Town staff to confirm scope, schedule, roles, and decision making protocols to support an efficient and well-coordinated planning process across the project timeline.

1.1: Project Management

HDR's Barbara Burns will be Project Manager and supported by William Fuller, Deputy Project Manager. They will be responsible for schedule control, coordination across disciplines, and primary communication with the Town of Holden Beach. Project Management activities will focus on maintaining alignment with the Town's expectations, tracking progress against the project schedule, and coordinating contributions and inputs from the project team.

HDR will establish internal coordination procedures to ensure urban design, landscape architecture, engineering, and technical inputs remain aligned throughout the project. This includes internal task coordination, review of interim materials, and preparation of draft and final deliverables for Town review.

Bi-weekly coordination meetings with Town staff will be held to review progress, confirm upcoming activities, and address any issues requiring Town input or direction. Meeting minutes will document key decisions, action items, and schedule updates.

1.2: Project Kick-off

HDR will hold a Project Kick-off meeting with Town staff at the start of the project to confirm goals, scope, schedule, and coordination and communication protocols. The Project Kick-off will focus on establishing a shared understanding of the project area, including Block Q, Jordan Boulevard, the bridge area, and adjacent facilities such as Bridgeview Park. Discussion and takeaways from the Project Kick-off will be used to finalize the Project Management Plan and project schedule.

The Project Kick-off will confirm:

- Roles and responsibilities for Town staff and HDR team;
- Key coordination needs related to bridge operations, NCDOT, other agencies;
- Known constraints, committed projects and improvements, and prior planning efforts;
- Expectations and priorities for public engagement.

☒ TASK DELIVERABLES

- Project Management Plan
- Schedule
- Kick-off Meeting Facilitation & Summary
- Bi-weekly Check-ins with Town staff

Engagement events could be hosted at the Bridgeview Park Pavilion.



Task 2: Public, Stakeholder, and Agency Engagement

Public, stakeholder, and agency engagement will support development of a Comprehensive Design Plan that reflects how project area functions today and how it is expected to function in the future. Engagement activities will be structured to inform planning decisions by capturing site-specific input related to access, parking, recreation, events, and waterfront use, while recognizing the operational and seasonal realities associated with the project area. Engagement will emphasize understanding tradeoffs between competing uses and priorities, using visual materials and focused questions to support clear, actionable feedback.

2.1: Engagement Strategy

HDR will prepare an engagement strategy early in the project to confirm engagement goals, key audiences, and coordination protocols with Town staff. The strategy will build on prior outreach and planning efforts and will clarify how engagement activities align with key planning milestones, including existing conditions assessment, alternatives development, and refinement of the preferred plan.

The engagement strategy will establish:

- Engagement activities aligned with project decision points;
- Coordination with Town-led communication and outreach channels;
- Methods for documenting input and tracking how feedback informs plan development.

2.2: Public Engagement Activities

HDR will support and facilitate a series of public engagement activities designed to introduce the project, gather input, and test planning concepts as they are developed.

COMMUNITY KICK-OFF

HDR will support an in-person Community Kick-off event to introduce the project purpose, planning process, and key considerations shaping the Comprehensive Design Plan. The event will provide an overview of the project area, known constraints, and the range of issues to be addressed, including access, parking, recreation, and event use.

IN-PERSON AND ONLINE SURVEY

Associated with the Community Kick-off, HDR will prepare and administer an in-person and online survey to gather broad-based input related to how the site is used today and priorities for the future. Survey questions may include visual preference exercises and targeted questions focused on seasonal use, parking, access, and desired amenities. Survey results will be summarized and used to inform development of plan alternatives.

COMMUNITY DESIGN WORKSHOP

HDR will support and facilitate an in-person Community Design Workshop focused on testing planning concepts and alternatives. Input from earlier engagement activities will be used to shape workshop materials and discussion topics.

The workshop will include:

- A summary of existing conditions and amenities assessment findings;
- Highlights from survey results and early engagement input;
- Facilitated and interactive design exercises using concept diagrams and illustrative layouts to develop and gather feedback on emerging alternatives, tradeoffs, and priorities.

2.3: Stakeholder and Agency Engagement

HDR will support targeted engagement with key stakeholders and agencies to inform plan development and coordination. This may include two to three virtual meetings with representatives such as Town departments, partner agencies, and agencies with operational or regulatory interests in the project area.

Stakeholder and agency engagement will focus on confirming constraints, coordination requirements, and implementation considerations that influence feasibility of plan alternatives and future improvements.

☒ TASK DELIVERABLES

- Engagement plan and materials
- Engagement facilitation
- Summary of public, stakeholder, and agency input

Task 3: Assessment of Existing Conditions

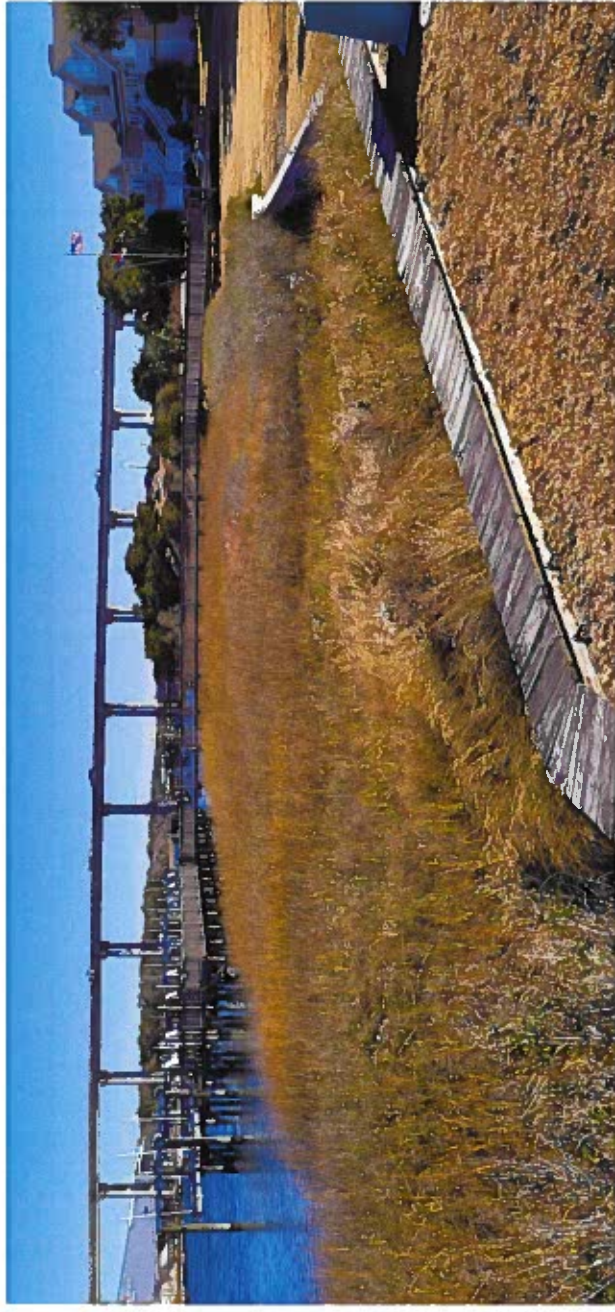
This task focuses on documenting and synthesizing existing conditions that directly influence planning decisions for Block Q, Jordan Boulevard, and the bridge area. HDR will focus on existing conditions that affect feasibility, access, operations, and long-term use.

3.1: Targeted Data Collection and Review

HDR will collect and review available plans, reports, mapping, and data relevant to the project area, with emphasis on materials that inform use of Town-owned land near the Holden Beach Bridge. This includes prior planning efforts, available GIS data, aerial imagery, and relevant Town documents. HDR will confirm existing physical conditions for Block Q, Jordan Boulevard, areas beneath and adjacent to the bridge, and nearby facilities such as Bridgeview Park. Field reconnaissance will be used to verify access points, circulation patterns, and existing amenities.

3.2: Demographic, Sociological, and Tourism Scan

HDR will conduct a focused review of demographic and tourism-related information relevant to Holden Beach, recognizing the Town's permanent population in the context of significant seasonal influx. This task will consider population composition, seasonal occupancy patterns, and visitor activity that influence demand for recreation, events, parking, and waterfront access. The intent is to frame how use of Block Q and adjacent areas changes between off-season, peak season, and event conditions, and how those shifts should inform planning decisions.



View from Bridgeview Park waterfront, looking east towards Holden Beach Road bridge.

3.3: Transportation, Access, and Circulation Assessment

HDR will review existing transportation and circulation conditions associated with Jordan Boulevard, access to the Holden Beach Bridge, and connections to Holden Beach Road. This will include, but not be limited to, consideration of Ocean Boulevard, Brunswick Avenue, and Shore Drive. This assessment will focus on vehicular access, pedestrian movement, and operational conditions influenced by bridge traffic. Coordination with NCDOT will be incorporated as needed to confirm bridge-related constraints and operational considerations.

Consideration will include, but not be limited to:

- Access and circulation along Jordan Boulevard;
- Conditions at the bridge approaches and under-bridge areas;
- Event-related traffic and circulation patterns;
- Vehicular and boat-travel parking operations and constraints.

3.4: Community Services, Parks, and Recreation Context

HDR will assess how Block Q functions within the Town's parks, recreation, and community services system. This includes reviewing the role of Block Q relative to Bridgeview Park and other nearby Town facilities that support waterfront access, recreation, and public gathering. This assessment will focus on functional relationships, programming overlap, and distribution of activities.

3.5 Environmental Conditions and Coastal Considerations

HDR will evaluate environmental conditions that influence planning, feasibility, and long-term use of Block Q, Jordan Boulevard, and the bridge-area context. This task will be conducted at a planning and screening level, with the intent of identifying environmental considerations that should shape plan alternatives and implementation. The assessment will reflect Holden Beach's barrier island setting and proximity to the Atlantic Intracoastal Waterway, with attention to low-lying topography, flood-prone areas, shoreline conditions, and under-bridge environments that affect public use and infrastructure performance.

Environmental review activities will include:

- Desktop screening of environmental features and constraints, including coastal resources, wetlands, floodplains, and vegetation;
- Review of applicable federal, state, and local data sources to identify known sensitivities relevant to planning;
- Consideration of regulatory context that may influence future implementation.

At a planning level, HDR will also consider coastal resilience factors, including relative sea level rise and tidal influences, to inform long-term durability and phasing of improvements. Findings will be documented through mapping and narrative summary within the Existing Conditions Technical Memo and used to inform development of feasible plan alternatives.

3.6 Community Character and Physical Context

HDR will assess community character and the physical context surrounding the project area to inform planning decisions related to scale, intensity, and compatibility of future improvements. This assessment will consider Holden Beach's small-town, coastal character and the relationship between public spaces, residential neighborhoods, waterfront access, and bridge-related infrastructure.

The review will examine:

- The scale and visual character of surrounding development;
- The relationship between Block Q, Bridgeview Park, Jordan Boulevard, and adjacent neighborhoods;
- The role of the project area as a transition between residential areas, waterfront access, and transportation infrastructure.

Community character considerations will help frame how Block Q functions as both an everyday community space and a seasonal gathering place and will inform organization of uses and programming within the Comprehensive Design Plan.

3.7: Project Area Opportunities and Constraints

Findings from the existing conditions assessment will be synthesized into a clear opportunities and constraints framework. This synthesis will identify physical, operational, environmental, and regulatory factors that shape what is feasible within the project area and will directly inform development of plan alternatives.



Utility area near Holden Beach Pier and adjacent to areas beneath the Holden Beach Road bridge.

☑ TASK DELIVERABLES

- Existing Conditions Technical Memo

Task 4: Assessment of Amenities (EXISTING AND PROPOSED)

This task will build upon the Town of Holden Beach's 2021 Parks and Recreation Master Plan, which provides a system-wide inventory and assessment of recreational facilities, programs, and needs. HDR will use the 2021 Master Plan as a baseline and will update and validate its findings across the Town's parks and recreation system to reflect changes in facilities, programming, use patterns, and investments that have occurred since its adoption.

The updated system-wide assessment will then be applied specifically to the Block Q, Jordan Boulevard, and bridge-area context to ensure that amenities and programs considered for the project area complement the broader parks and recreation system, avoid unnecessary duplication, and respond to current and anticipated community needs.

4.1: Inventory of Existing and Committed Amenities

HDR will review and update the system-wide amenity inventory documented in the 2021 Parks and Recreation Master Plan. This effort will identify amenities that have been implemented, modified, or removed since 2021, as well as improvements that are planned, funded, or otherwise committed across the Town's parks and recreation system. The updated inventory will provide the basis for evaluating how amenities at Block Q and nearby facilities, including Bridgeview Park, fit within the overall system and where opportunities exist to complement existing assets.

4.2: Recreation Programs, Events, and Use Patterns

Building on the programmatic findings of the 2021 Parks and Recreation Master Plan, HDR will review recreation programs, special events, and festivals across the parks and recreation system to understand how programming and use patterns have evolved since 2021. This review will consider seasonal variation, event frequency, and intensity of use, and will inform how future programming and amenities at Block Q can support system-wide needs while responding to site-specific conditions.

4.3: Parking and Support Facilities Assessment

HDR will evaluate parking and support facilities, including vehicular and boat-trailer parking, as system-wide resources that influence how parks and recreation amenities function collectively. Observations and recommendations from the 2021 Parks and Recreation Master Plan will be reviewed and updated to reflect current conditions and operational practices.

This system-wide perspective will help ensure that parking and support facilities associated with Block Q are planned in coordination with other Town facilities and are scaled appropriately to avoid redundancy while meeting demand during peak and event conditions.

4.4: Bridgeview Park and Parks System Coordination

HDR will assess Block Q in direct relationship to Bridgeview Park and other Town facilities to understand functional overlap, complementary roles, and gaps within the overall parks and recreation system. This assessment will focus on how amenities and programs at Block Q can reinforce system performance rather than replicate existing offerings. Findings from this analysis will inform development of plan alternatives that strengthen connections between facilities and enhance the Town's overall parks and recreation network.

4.5: Policy, Legal, and Planning Scan

HDR will scan the 2021 Parks and Recreation Master Plan alongside the Town's CAMA Land Use Plan, zoning ordinances, and other relevant planning documents to confirm consistency with adopted policies. Where conditions, priorities, or policies have changed since 2021, those updates will be documented and considered as part of the system-wide assessment.

☒ TASK DELIVERABLES

- Amenities Assessment Technical Memo



Task 5: Development of the Comprehensive Design Plan

This task includes development, evaluation, refinement, and documentation of the Comprehensive Design Plan for Block Q, Jordan Boulevard, and the bridge area. The HDR team will translate findings from prior tasks into plan alternatives and a preferred plan that provides a clear, implementable framework to guide future investment, funding decisions, and project development by the Town.

The Comprehensive Design Plan will be prepared to meet all content, documentation, and format requirements outlined in the RFQ, including preparation of a bound plan document suitable for Town review and adoption.

5.1: Plan Alternatives Development

HDR will develop up to three plan alternatives that explore different approaches to organizing amenities, access, parking, open space, and circulation within the project area. Alternatives will be informed by the Existing Conditions Assessment, the Amenities Assessment, community and stakeholder input, and known committed improvements.

Each alternative will test key operational and spatial tradeoffs, including how the project area functions during everyday use, peak tourist seasons, and special events. Alternatives will be presented as planning-level framework diagrams, supported by precedent imagery and clear explanatory graphics, and shared with Town staff, the community, stakeholders, and agencies such as NCDOT for review and feedback.

5.2: Preferred Plan Alternative Identification and Refinement

Based on input received from Town staff, stakeholders, NCDOT, and the community, HDR will identify one Preferred Plan Alternative for further refinement. Refinement will focus on clarifying circulation, access, relationships between amenities and parking, and overall feasibility.

This effort will emphasize improving clarity and functionality of the Preferred Plan rather than introducing new program elements beyond the scope of the evaluated alternatives.

5.3: Preferred Plan Phasing and Implementation Strategy

HDR will prepare a high-level phasing and implementation strategy associated with the Preferred Plan Alternative. Phasing will consider funding availability, operational constraints, and the need to maintain access and ongoing use of the project area during future improvements. The strategy will identify logical groupings of improvements and sequencing considerations, providing the Town with a flexible roadmap for implementation over time.

5.4: Stormwater and Permitting Considerations

HDR will consider stormwater management and permitting requirements at a planning level to identify potential constraints and coordination considerations that may influence feasibility or timing of future improvements. This review is intended to inform implementation planning and agency coordination and does not include detailed engineering analysis or design.

5.5: Appendices and Supporting Materials

HDR will prepare appendices and supporting materials that document how the Preferred Plan Alternative aligns with adopted Town policies, planning documents, and public input. These materials will support transparency and provide clear documentation of how recommendations were developed.

5.6: Plan Documentation and Finalization

HDR will prepare a Draft Comprehensive Design Plan that documents the planning process, engagement activities, alternatives considered, the Preferred Plan Alternative, and implementation considerations. The draft plan will be submitted to the Town for two rounds of review and comment.

Following review, HDR will incorporate Town feedback and prepare a Final Comprehensive Design Plan, packaged and delivered in accordance with the RFQ's requirements for printed copies, binding, and electronic formats.

☒ TASK DELIVERABLES

- Draft Comprehensive Design Plan
- Final Comprehensive Design Plan

SUPPORTING EXAMPLES AND REFERENCES

➔ Bruce Beach Park Improvements Phase I

PENSACOLA, FL | COMPLETED 2023

The Bruce Beach Revitalization Project in Pensacola, Florida, creates a recreational and educational space for the public to learn and enjoy wildlife along the city's waterfront. With the potential to serve as a dynamic resource for Pensacola residents, HDR led the park's design and engineering to restore and enhance local ecology and allow residents to forge a stronger connection to the water.

To bolster the city's efforts to bring the community closer to the waterfront and establish a cultural and educational destination, improvements made to Bruce Beach improve the area's appeal and increase the number of attractions. Outdoor play areas invite families to gather and connect, while educational activities promote learning and connection to place. Historical exhibits, as well as interpretive signage to mark and commemorate Bruce Beach's African American heritage, invoke a sense of cultural connection to Bruce Beach and the greater Pensacola area.

Brad Hinote

City Engineer, City of Pensacola

Ph. 850.435.1646

E. bradhinote@cityofpensacola.com

Services provided:

Architecture, Engineering, Landscape Architecture



Supporting Projects

TOWN OF HOLDEN BEACH, TOWN PIER PRELIMINARY DESIGN

TOWN OF HOLDEN BEACH, NC The Town of Holden Beach acquired the Holden Beach Pier in the Spring of 2022, a 65-year-old timber structure that was closed to the public due to significant structural concerns. HDR's multi-disciplinary team provided comprehensive services, including structural, civil, coastal, and geotechnical engineering design, asset life cycle maintenance planning, and cost estimations.

A structural assessment adhering to ASCE technical guidelines was performed and delivered, followed by preliminary design plans, a 30-year lifecycle analysis plan, and the cost estimation. In order to provide a substantive not-to-exceed cost valuation that could be used for an official bond referendum, the project team was able to deliver a cost estimate that was both beyond the scoped 30%-design level and several weeks ahead of schedule.



CITY OF PORTLAND, CHRIS ANDREWS BOAT RAMP AND PIER

PORTLAND, TX The Chris Andrews Boat Ramp project consists of a new boat ramp facility for recreational boaters along the northwest side of U.S. Highway 181 causeway that connects Portland to Corpus Christi, Texas. The design includes a new parking lot with pile supported timber deck for boat mooring and access and precast concrete panels for the ramp surface.

CITY OF CHESTERFIELD, CENTRAL PARK

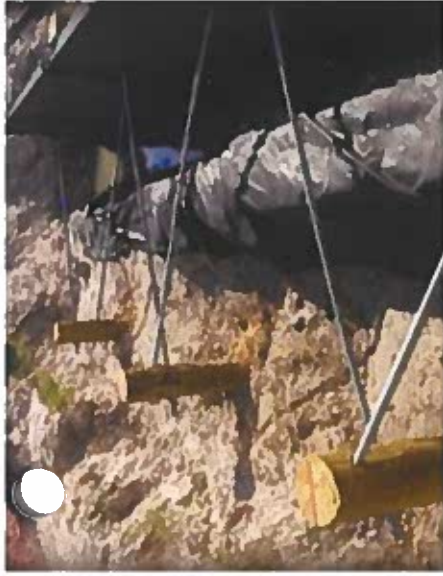
CHESTERFIELD, MO HDR completed the master plan and design for Chesterfield's 38-acre Central Park. Working closely with the City, the team created a connected recreational, cultural, and learning environment linking public and private amenities. The plan integrates diverse land uses, highlights stormwater management as an asset, and introduces a new streetscape roadway. Features include open lawns, a sculpture garden, gazebo, bridge, picnic pavilions, and a 2,000-seat amphitheater overlooking a flood-control lake, supported by shared parking to preserve open space.



NCDOT, HB-0039 CAPE FEAR MEMORIAL BRIDGE

NEW HANOVER & BRUNSWICK COUNTIES, NC NCSPA proposes to construct a new North Gate on port-owned property in Wilmington, NC. HDR is leading the effort to shift the gate entrance further north to avoid impacts to activities in the adjacent yard, which is also located on port-owned property. The current configuration causes congestion on local roads due to rail activities. NCSPA estimates over 720,000 individual crossings of the railroad tracks at the North Gate annually.

HDR has successfully completed preliminary engineering and environmental documentation for the proposed improvements. Currently, HDR is initiating scope efforts to guide the project through the final design and construction phases, encompassing activities such as site work, structures, communications and security systems, power and lighting, gate operations, water and sewer considerations, and the necessary permitting processes.



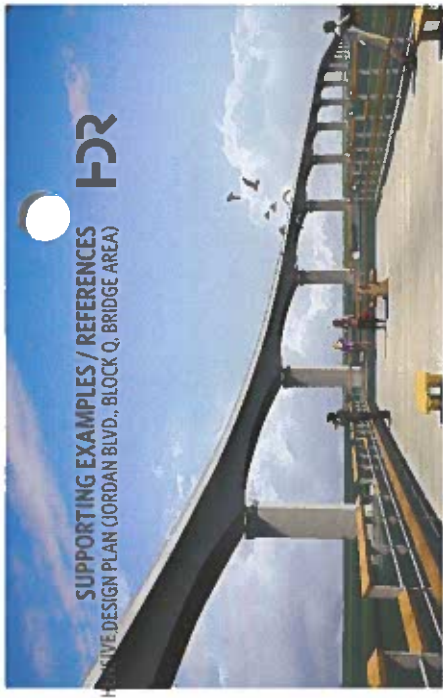
BIRD ISLAND BOAT RAMP | PADRE ISLAND NATIONAL SEASHORE

NUECES COUNTY TX The NPS commissioned HDR to prepare short-term and long-term conceptual designs for the existing Bird Island Basin boat ramp to offset previous damage from high boat launching and docking activity, increased erosion, and storm damage. HDR services included assessment of the existing boat ramp, including a geotechnical testing program, topographic and hydrographic surveying of the Bird Island Basin, and preparing a Nationwide Permit 36 Waiver application for submittal to USACE based on the development of short and long-term pre-design documents for the NPS.

In May 2021, the NPS again contracted with HDR to prepare final design documents for the short-term repairs, including drawings and technical specifications. These contract documents would allow the NPS to contract with a constructor to complete this much needed boat ramp.



TOWN OF HOLDEN BEACH | COMPREHENSIVE DESIGN PLAN (JORDAN BLVD., BLOCK Q, BRIDGE AREA)



SUPPORTING EXAMPLES / REFERENCES HDR

MOUNT PLEASANT MEMORIAL PARK

TOWN OF MOUNT PLEASANT, SC HDR provided master planning and design services for the Town of Mount Pleasant's Waterfront Park, developed on former SCDOT right-of-way at the base of the Grace and Pearman Bridges following their demolition. The completed park transforms former transportation infrastructure into a signature waterfront destination, enhancing public access, recreation, and connections to Charleston Harbor.

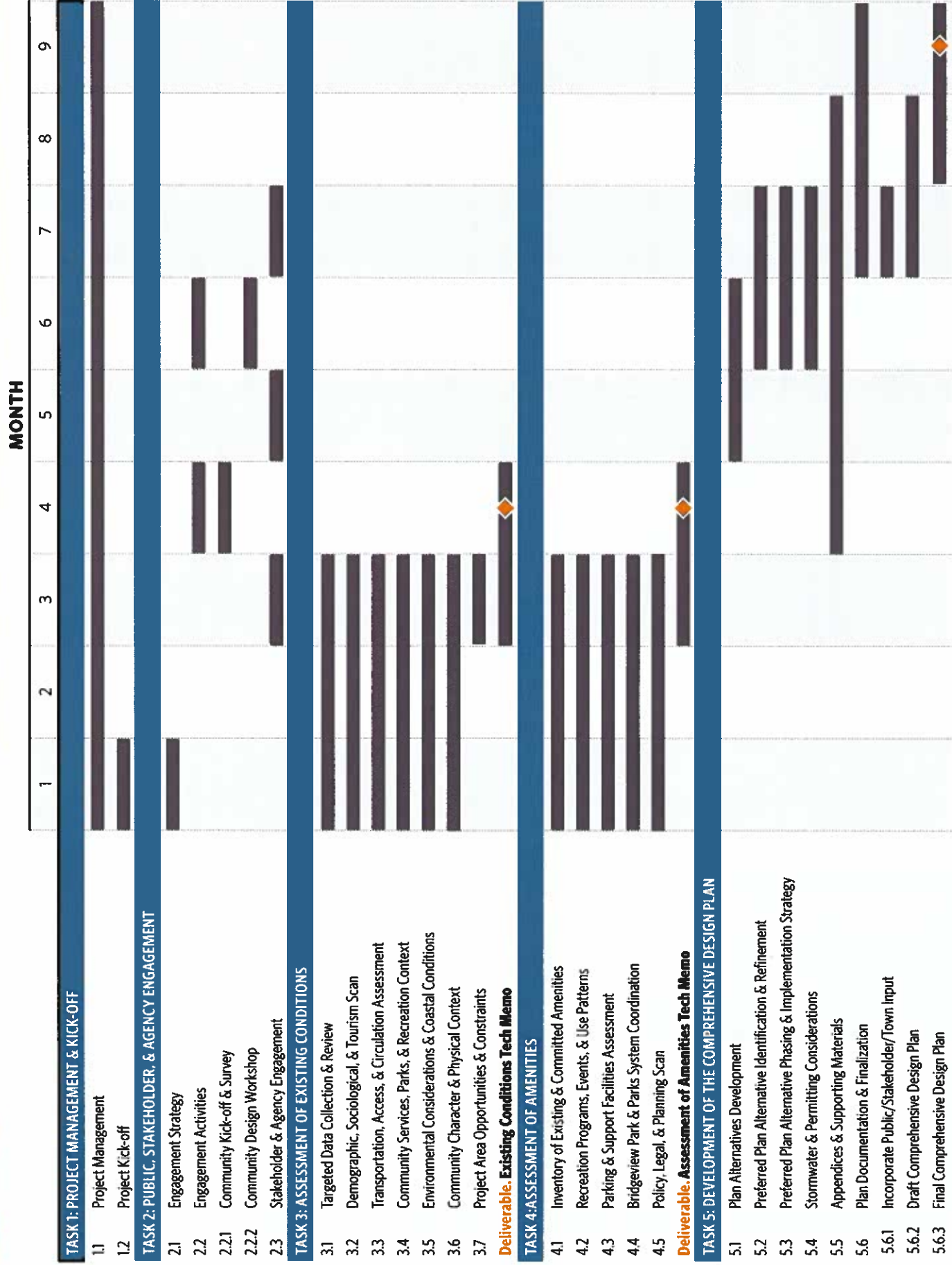
HDR's work included development of the overall park vision and layout, integration with surrounding infrastructure, and design of key amenities, including a fishing pier that reuses the former Pearman Bridge foundations and incorporates salvaged bridge materials. Opportunities for commemorative use of elements from the Grace Bridge were also incorporated to celebrate the site's historic significance.

NCDOT, BONNER BRIDGE & FISHING PIER, DARE COUNTY

DARE COUNTY, NC HDR played a key role in preserving a section of the historic Herbert C. Bonner Bridge, originally built in 1963, by transforming it into a pedestrian and fishing pier. After the opening of the new Marc Basnight Bridge in 2019, which replaced the aging Bonner Bridge, NCDOT, the National Park Service, and U.S. Fish and Wildlife Service collaborated to retain a 1,000-foot segment of the old bridge as a recreational structure. This preserved portion now serves as the Bonner Bridge Fishing Pier, allowing the public to fish, enjoy ocean views, and observe wildlife near Oregon Inlet.

The transformational project involved reinforcing the structure, adding safety features like railings, and establishing a new hard-surface walkway from the parking lot to the pier. Opened in 2021, the pier is managed by the National Park Service and has quickly become a popular site for fishing and sightseeing. It is also designed to help guide inlet currents, aiding boat navigation in the area. Through HDR's involvement, we helped turn a former traffic artery into a sustainable, community-centered space that also provides an artificial reef habitat offshore, supporting local marine life ecosystems.

PROPOSED SCHEDULE



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HDR

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We practice increased use of sustainable materials and reduction of material use.

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