1	ORDINANCE NO		
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3	AN ORDINANCE TO DECLARE IT IMPRACTICAL AND UNFEASIBLE		
4	TO BID; TO AUTHORIZE THE CITY MANAGER TO AWARD A		
5	CONTRACT TO CRAFTON TULL & ASSOCIATES, INC., TO DEVELOP		
6	A BRANDING PROGRAM FOR THE 12 <sup>TH</sup> STREET CORRIDOR;		
7	TO DECLARE AN EMERGENCY; AND FOR OTHER PURPOSES.		
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9	WHEREAS, in 2009 the City concluded that it was necessary to develop a vision for the 12th Street		
10	Corridor; and,		
11	WHEREAS, the firm of Crafton Tull & Associates, Inc., was authorized to provide initial		
12	development consultation pursuant to Little Rock, Ark., Ordinance No. 20,731 (May 21, 2013), which was		
13	passed as a Sole-Source Ordinance because of the unique funding to be provided by the City in conjunction		
14	with other entities; and,		
15	WHEREAS, there are still funds in this particular account, and a need now to develop a branding		
16	study for the 12 <sup>th</sup> Street Corridor to accomplish this work; and.		
17	WHEREAS, in light of the prior area-specific work done by Crafton Tull & Associates, Inc., it is		
18	impractical and unfeasible to subject this new requirement to a competitive selection process.		
19	NOW, THEREFORE, BE IT ORDAINED BY THE BOARD OF DIRECTORS OF THE CITY		
20	OF LITTLE ROCK, ARKANSAS:		
21	Section 1. The City Manager is authorized to enter into an agreement with Crafton Tull & Associates,		
22	Inc., in an amount not to exceed Fifty Thousand Dollars (\$50,000.00), to develop a branding plan for the		
23	further development of the 12 <sup>th</sup> Street Corridor.		
24	<b>Section 2.</b> Funds for this agreement are available in Account No. 12 <sup>th</sup> Street Jump Start, Account No.		
25	331409-B0B001, and include funds that have been provided to the City by other entities to work in		
26	cooperation on this project.		
27	Section 3. Due to the unique nature of this funding mechanism, and the area specific information that		
28	is required for such a contract, the Board of Directors finds that it is impractical and unfeasible to subject		
29	this contract to a competitive selection process.		
30	Section 4. Severability. In the event any title, section, paragraph, item, sentence, clause, phrase, or		
31	word of this ordinance is declared or adjudged to be invalid or unconstitutional, such declaration or		
32	adjudication shall not affect the remaining portions of the ordinance which shall remain in full force and		
33	effect as if the portion so declared or adjudged invalid or unconstitutional was not originally a part of the		
34	ordinance.		

1	<b>Section 5.</b> <i>Repealer.</i> All laws, ordinances, resolutions, or parts of the same, that are inconsistent wi		
2	the provisions of this resolution, are hereby repealed to the extent of such inconsistency.		
3	Section 6. Emergency Clause. The further development of the 12th Street Corridor as a viable are		
4	for economic development, to answer questions about food deserts, and to deal with an overall plan fo		
5	redevelopment, is essential to the public health, safety and welfare; an emergency is, therefore, declared		
6	to exist and this ordinance shall be in full force and effect from and after the date of its passage.		
7	PASSED: March 5, 2019		
8	ATTEST:	APPROVED:	
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10		E I C W I M	
11	Susan Langley, City Clerk	Frank Scott, Jr., Mayor	
12	APPROVED AS TO LEGAL FORM:		
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14 15	Thomas M. Carpenter, City Attorney		
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