



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#14-0832

TO: Honorable Mayor & Members of the
Fort Lauderdale City Commission

FROM: Lee R. Feldman, ICMA-CM, City Manager

DATE: August 19, 2014

TITLE: Motion to award a contract for a consultant to update and finalize the
Central Beach Master Plan – Request for Proposal (RFP) 745-11393 -
\$197,000

Recommendation

It is recommended that the City Commission award a contract for updating and finalizing the Central Beach Master Plan to Redevelopment Management Associates, LLC in the amount of \$197,000 utilizing the City's contract (Form P-0001).

Background

On March 24, 2014, the City Commission approved issuance of a Request for Proposals (RFP) for selecting a consultant to update and finalize the Central Beach Master Plan including a focus on the North Beach Village area. Proposals were reviewed by an evaluation committee made up of City staff from the Departments of Sustainable Development, Public Works, and Transportation and Mobility. The evaluation committee interviewed three consultant teams led by Redevelopment Management Associates (RMA), Skidmore, Owings & Merrill (SOM) and Marcela Cambor and Associates, Inc. (MCA). Based upon scoring after presentations by the three teams, the evaluation committee ranked RMA as the top team, and therefore recommends that the City Commission award the contract to Redevelopment Management Associates, LLC for completing the Central Beach Master Plan.

The consultant will build upon the previous work of the draft Central Beach Master Plan and confirm community preferences in order to set clear building and streetscape design standards for future development. The Central Beach Master Plan project shall meet the objectives outlined in the remainder of this memorandum which encompass the full Central Beach Regional Activity Center (RAC) area as well as the North Beach Village area:

Develop a Public Participation Plan and Build Consensus

- Communicate existing master plan concepts including design guidelines to the public in order to obtain consensus from the development community, Fort

Lauderdale Beach neighbors including the Central Beach Alliance, and the City Commission.

Preserve the Unique Character of Central Beach Character Areas

- Update and finalize master plan principles and design standards that will guide future private development while preserving and enhancing neighborhood character.
- Incorporate sustainability and resilience concepts to complement the design guidelines in a holistic approach.
- Update renderings to illustrate desired building form and streetscape design including the following:
 - Principles of building and street design including streetscape sections;
 - Principles of quality architecture;
 - Principles of storefront and sidewalk café design;
 - Principles for quality public gathering spaces;
 - Recommendations for appropriate building type and massing configurations;
 - Recommendations for improved connectivity to adjacent destinations and nearby attractions;
 - Form-based design standards illustrating proposed recommendations; and
 - Recommendations for sustainable green construction and streetscape design including strategies for climate change resilience.

Encourage Design Elements that Promote Public Interaction

- Develop graphic comparisons of building typologies in terms of scale and massing proposed in the new Central Beach Master Plan Design Guidelines with the existing allowable zoning regulations.

Provide Streetscape Standards and Identify Improvements

- Identify potential capital improvements and develop streetscape standards that will complement planned capital improvements, guide future investment in the public realm and stimulate interest in the Central Beach area.
- Examine potential funding sources such as grant opportunities to create an exemplary project along a portion of Breaker's Avenue in the North Beach Village area.
- Provide streetscape standards that promote an attractive, sustainable, pedestrian-oriented environment framed with appropriately-scaled mixed use buildings that help create a vibrant, active resort and residential community.

Streamline Central Beach Zoning Regulations

- Identify and prepare ordinance amendments to the City's Unified Land Development Regulations to implement design standards from the Central Beach Master Plan, as well as short-term changes to the City's Interim Use Ordinance.
- Create a form-based zoning code with graphic images and photos to help the user understand the implications of the code language and improve predictability of the development process.

Develop North Beach Village Area Plan

- Prepare a holistic implementation plan for the North Beach Village area with immediate and long term public realm, infrastructure, and resiliency concepts to complement the design guidelines including:
 - Identification of specific capital improvements within the right-of-way phasing plan identifying immediate, short term and long term projects and associated funding opportunities;
 - Sustainable yet practical and feasible engineering solutions to address stormwater elements / flooding issues / availability of water supply;
 - Multi-modal transportation;
 - Parking issues (existing back-out parking conditions and availability of parking);
 - General cost estimates for capital improvements in the North Beach Village area; and
 - Detailed cost estimates for a Breakers Avenue exemplary project.

The background for the solicitation process included the following:

March 2014 – An RFP was issued for a consultant to update and finalize the Central Beach Master Plan.

April 2014 – The RFP closed with a total of three firms submitting proposals in response to the RFP. Proposals were received from Redevelopment Management Associates (RMA), Skidmore, Owings & Merrill (SOM) and Marcela Cambor & Associates (MCA).

May 2014 – The evaluation committee consisting of Todd Okolichany, Principal Planner; Lorraine Tappen, Planner III; Elizabeth Van Zandt, Mobility Manager; and Alex Scheffer, Senior Project Manager met with Richard Ewell, Procurement Specialist II, to listen to oral presentations from all three proposers.

June 2014 – Best and final offers were received from all three proposers and the evaluation committee met to evaluate the proposals and rank the firms according to the evaluation criteria.

		RMA	SOM	MCA
Evaluation Criteria	Weighed Factor	RANK	RANK	RANK
Total Project Cost	30%	1	3	2
Previous Experience	20%	1	2	3
Scope of Services	15%	1	2	3
Statement of Qualifications	15%	1	2	3
Consultant Team	10%	1	2	3
Ability to Meet Schedule	10%	1	2	3
OVERALL RANKING		1	2	3

Resource Impact

There will be a fiscal impact to the City in the amount of \$197,000.

Funds available as of July 24, 2014					
ACCOUNT NUMBER	INDEX NAME (PROGRAM)	OBJECT CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Object Code)	AVAILABLE BALANCE (Object Code)	PURCHASE AMOUNT
001-DSD010101-3199	Urban Design & Planning	Services & Materials/ Other Professional Services	\$630,185	\$260,386	\$197,000
				PURCHASE TOTAL ►	\$ 197,000

Strategic Connections:

This item is a *Press Play Fort Lauderdale Strategic Plan 2018* initiative, included within the Neighborhood Enhancement Cylinder of Excellence, specifically advancing:

- Goal 6: Be an inclusive community made up of distinct, complementary, and diverse neighborhoods.
- Objective 1: Evolve and update the land development code to balance neighborhood quality, character, and livability through sustainable development.
- Strategic Initiative 8: Codify the Central Beach Master Plan design guidelines.

This item advances the *Fast Forward Fort Lauderdale 2035 Vision Plan: We Are Ready*.

Attachments

Exhibit 1 – Bid Tabulation 745-11393
Exhibit 2 – Final Rankings 745-11393
Exhibit 3 – RMA Proposal
Exhibit 4 – SOM Proposal
Exhibit 5 – MCA Proposal
Exhibit 6 – RMA Best Final
Exhibit 7 – SOM Best Final
Exhibit 8 – MCA Best Final

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Department Director: Greg Brewton, Sustainable Development