

CITY OF OAKLAND PARK DESIGN GUIDELINES

ZYSCOVICH SCOPE OF WORK *

PHASE 1: OP3D DESIGN GUIDELINES RECOMMENDATIONS

TASK 1.0 PROJECT ORGANIZATION

The initial mobilization phase and management of the project over a six-month period comprises two key elements:

1. Project Organization Plan including Stakeholder Advisory Committee Formation
2. Kick-off Meeting and Stakeholder Input Plan

SubTask 1.1 Project Organization Plan and General Project Management

The preparation of a detailed Project Organization Plan will include the organization of the project scope to guide and support the planning process, the creation of a stakeholder advisory committee, as applicable, the development of a stakeholder input plan and the collection and assessment of applicable and available data to inform the planning process. The second element of the initiation phase is the Project Kickoff, a period of mobilization activities as part of project initiation. The output of this task will drive the management and communication protocols for the project over a six-month period.

SubTask 1.2 Stakeholder Input Plan

Zyscovich will develop a Stakeholder Input Plan. We will closely coordinate with the Project Manager and other City staff to implement a process for stakeholder input to include various stakeholders as determined by the City and determine priorities and objectives for proposed amendments. The Plan will include a proposed timeline and calendar of possible dates for stakeholder activities including visioning and design meetings, interviews, etc. The objective, format, and logistics of each activity will be discussed and tentatively outlined.

Deliverables: *Project Initiation and Project Admin Meeting agenda and minutes; Project Timeline; Stakeholder Input Plan; Summary of minutes from meetings, as applicable.*

TASK 2.0 NEW DESIGN GUIDELINES

Design Guidelines can define the expectations of new development and redevelopment from the perspective of adaptive reuse; permitted uses; scale transitions; building street presence; and architectural character. As architects, we are uniquely qualified to craft realistic standards that are applicable to numerous building types and ensure compatible building and development patterns. Given our extensive knowledge in creating zoning and design guidelines, we understand that new provisions need to be respectful of existing property rights; need to strike a balance between predictability and flexibility; and ultimately need to serve as an incentive to the private development community to invest.

The City of Oakland Park Downtown Mixed-Use District (DMUD) is a Local Activity Center (LAC) spanning approximately 1 square mile centered by Dixie Highway and the Florida East Coast Railway (FEC). In 2004, the City of Oakland Park amended its Land Development Code to establish the DMUD and adopted the accompanying Oakland Park Mixed Use District Design Guidelines. In 2011, the DMUD was branded as Culinary Arts District and since that time the City has been working to boost private investment in the downtown through a series of plans, programs, and projects focused in the downtown district.

Currently, the Mixed-Use District Guidelines that were established in 2004 no longer embody the urban form and sense of place that has successfully taken root through private establishments like Funky Buddha Brewery, Switchbox coffee, Konzept Events, and Allied Kitchen and Bath, etc. The City desires to establish new Design Guidelines and Design Review Tool that will assist the City:

- to establish the character of the Downtown and ensure that new development sensitively fits into surrounding neighborhoods;
- to provide flexibility in the application of development standards; and
- to improve communication and participation among developers, neighbors and the City early in the design and siting of new development.

SubTask 2.1 Assessment of Existing Design and Regulatory Framework

The Zyscovich Team will complete the following Initial Research and Analysis to develop an understanding of the existing conditions, character, and issues as they relate to the current regulations. These would include:

1. Review the existing related studies and documents, including, but not limited to, the City's Downtown Mixed-Use District (DMUD) guidelines, the City's Comprehensive Plan, the R. Miller analysis, the Mobility Study by the Corradino Group and the Community Redevelopment Agency 5-year plan;
2. Analyze the Downtown Mixed-Use District (Oakland Park Downtown Development District/OP3D) regulations including an understanding of existing zoning and future land use as relates to common zoning variances and parking regulations;
3. Compare current Regulations to proposed development projects and review planned and proposed private development projects including review and identification of potential incentives for residential and commercial mix of uses;
4. Review the allowable uses within the Downtown to understand the potential to attract an ideal mix of businesses as envisioned by the City and identified during the visioning process in subsequent tasks.
5. Analyze future land use and identify future development patterns including:
 - a. Ownership patterns; Vacant land; Open space / Recreation; Residential; Commercial;
 - b. Identify future development patterns including significant land assemblies; and development trends and desires of the community
6. Documenting planned public improvements

Deliverables: Preliminary assessment memorandum to staff including assessment maps and drawings.

Subtask 2.2 Design Guidelines Development and Testing

Our unique visioning, development and testing process will be based on a rigorous analysis of development potential and how best to accommodate appropriate new development. This analysis will start with a comparison of prevalent development patterns and any proposed projects and the existing Oakland Park Downtown Mixed-Use District Regulations (OP3D).

The following section describes the scope of work under this task in more detail and will be formally presented during the stakeholder group forums for input.

1. **Inventory of Existing Conditions.** Examine the existing conditions of the built environment. This inventory will provide the consultant with an overall understanding of:
 - a. Overall intensity of the urban fabric
 - b. Overall assessment of use distribution and use clusters
 - c. Existing building height and massing
 - d. Existing building density and estimated floor area ratios (FAR)
 - e. Existing building condition
 - f. Potential historic structures
 - i. Review historic and character defining assets
 - ii. Evaluate the historic value of existing building stock

In addition, the consultant will prepare an onsite analysis of:

1. Existing infrastructure studies including parking
2. Circulation patterns

3. Streetscape and Inventory of recent and planned public improvements

2. Issues and Opportunities Analysis

- a. Character-based neighborhood assets addressing mixed use and residential uses
- b. Public realm improvements, including streetscape and gateways
- c. Pedestrian and bicycle mobility
- d. Parking and circulation
- e. Architectural character
- f. Street Hierarchy and Character to determine pedestrian interaction at the street level.

3. Architectural and Guidelines. Based on the detailed inventory, the assessment of issues and opportunities relating to establishing a new Urban Aesthetic for The Downtown Culinary Arts District, and on input from the Visioning and Design Forums with the stakeholder advisory committee, our team will develop and test concepts that have the potential to impact the built environment, building forms and uses by reinforcing the existing character of the district and creating a Downtown thematic zone(s), in terms of:

- a. Transitional zones
- b. Building variation and design
- c. Strategies for promoting interaction at street level
- d. Massing, height and building scale transitions
- e. Setbacks/Build-To Lines
- f. Density, FAR and potential incentives
- g. Lot coverage/Open Space
- h. Building separation
- i. Relationship of parking areas to buildings
- j. Parking ratios
- k. Architectural Character

All recommendations will be tested to ensure their feasibility. Accompanying graphics will provide a visual explanation of the recommendations.

Deliverables: Each of the strategies and initial draft concepts will be communicated through descriptive narratives and by accompanying plans, diagrams, photographic images, sections, elevations, and 3-dimensional ss; Draft Design Guidelines with graphic representations and multiple text will be submitted for City Staff review and approval; Final Design Guidelines; Presentations as required.

Subtask 2.3 Design Guidelines Recommendations

This task will provide overall recommendations, beginning with a new vision and culminating with specific regulatory recommendations which will impact the built environment and its surroundings.

We understand that the design guidelines and resulting design-based code need to provide for enhancement and preservation of existing downtown assets and perpetuate the character of those assets through new development. It is also critical that the standards provide a welcoming regulatory environment that spurs private investment in the district. Balancing these issues is the key to the creation of effective design guidelines that preserve and enhance character and have the impact of catalyzing private investment. The Zyscovich Team will translate the concepts developed in the previous sub-tasks into a final document with recommendations, drawings, and images. The final report will be a presentation of required character-based design elements for the “Culinary Arts District”. The final manual will be formally presented to the Planning and Zoning Board and City Commission for approval.

We can work with the City to develop standards that implement non-monetary incentives like density, FAR, and height bonuses in exchange for community benefits such as workforce housing, and other specific uses that arrive from stakeholder groups input, which would help with redevelopment. Zyscovich would consider recommendations that can also be geared towards creating bonus provisions to promote appropriate development.

Based on the City’s review comments and final approved recommendations, our team will prepare the New Design Guidelines in both narrative and graphic format such as diagrams and or “mood” images depicting character. The new design-based guidelines will include recommendations for updating the existing Zoning Regulations to be addressed under Phase 2. Recommendations will guide intent, building form and use for all building components, including adjacent right of way/streetscape improvements, pedestrian and vehicular access and will be clearly illustrated with additional explanatory diagrams and sample imagery.

Deliverables: *Design Guidelines Recommendations*

TASK 3.0 PUBLIC ENGAGEMENT **Visioning - Establishing the Design & Regulatory Framework**

During this task, the Zyscovich Team will establish a vision for the DMUD design guidelines update and/or replacement by identifying issues, opportunities and major principles for moving forward with the character driven and design-based intent of creating a visual plan for the desired future of Downtown.

The character-driven, design-based guidelines for the Downtown “Culinary Arts District” will include a new vision, guiding principles, and recommendations which will enhance the built environment of the Downtown and its surroundings. The new Design Guidelines will include design review tools that will provide flexibility in the application of development standards; improve communication and participation among developers, neighbors and the City early in the design phases of new developments.

The Zyscovich Team will provide solutions for reinforcing these planning elements to create a Downtown character zone(s). The Design Guidelines will be organized by these elements and may change and evolve as they are further evaluated during this process.

Community stakeholders play a vital role in every planning process and effective communication and coordination is paramount. Our team is capable of employing any combination of outreach and engagement techniques customized to meet the specific needs of the City, and the project’s stakeholders. While we will remain flexible in this regard, our approach for this effort is intended to help define the vision and planning framework and maximize participation and input into the process.

As part of this task, we propose to facilitate up to (2) two Visioning and Design Forums with a selected group of stakeholders or selected advisory committee group to coincide with key milestones in the planning process outlined under Task 2 above. The forums will discuss and prioritize near- and long-term values and goals that will impact the Downtown, including vision for the future and potential growth objectives, cultural, artistic, technological, aesthetic, economic, environmental, safety, sustainability, and other relevant criteria.

Deliverable: *Documentation of the visioning and stakeholder engagement process will be consolidated into a comprehensive Visioning and Design Guidelines recommendations document. Each of the strategies will be communicated through descriptive narratives and by accompanying graphics and visuals.*

PHASE 2 OAKLAND PARK DMUD REGULATIONS UPDATE

The formulation of regulatory provisions is a critical step in the implementation of the design guidelines recommendations. The New Design Guidelines will guide and form the basis for updating the OAKLAND PARK DOWNTOWN MIXED-USE DISTRICT REGULATIONS under this Phase 2 work.

Based on knowledge of the City’s existing DMUD Regulations, we will evaluate and advise on the most effective means of implementing the New Design Guidelines, whether it’s a special district overlay, or an entirely new district. We have accomplished both with success. Our work examples include new districts, as well as our work in Midtown Miami as an

overlay that was an extremely successful redevelopment project in and of itself, but also dramatically catalyzed redevelopment in surrounding neighborhoods such as the Design District and the Wynwood Arts District.

Phase 2 work will consist of the following three tasks:

Task 1: Design Guidelines Revisions

Task 2: Draft Oakland Park DMUD Regulations Language

Task 3: Final Oakland Park DMUD Ordinance Language

Phase 2 will translate the Vision and Design Guidelines into an updated/new design-based code. The new code will be based on policies for new development and redevelopment, opportunities to connect existing assets, improvements to the infrastructure and public realm, and policy for downtown development. Based on the approved recommendations, our team will prepare land development regulations, standards and guidelines in both narrative and graphic format. The new design-based code will include Intent, Building Form and Use Regulations/Standards and Design Guidelines for buildings, including adjacent right of way/streetscape improvements, pedestrian and vehicular access. The documents will be prepared in the specified formats.

Our team will work with City staff to develop and review an appropriate approach and anticipate working with the City's legal department to provide additional oversight in crafting appropriate language for use in the preparation of the Zoning Ordinance. Any Land Use Amendments work, if necessary, will be developed under a separate scope of work.

The final deliverable should be a user-friendly, intuitive, well-organized, state-of-the-art document that can be easily understood by not only design professionals and attorneys, but also residents, property owners and laypersons alike. A web-based interface, which provides an online and interactive experience to browse, search, and download the new design guidelines can:

1. provide the public a customized experience of the City's regulatory framework;
2. make the guidelines easy-to-use and accessible for the general public;
3. provide all the relevant zoning information for a property in one centralized place; and
4. offer enhanced tools for internal coordination and code administration within the City.

Deliverables: *Design Guidelines Recommendations and Zoning Ordinance changes with graphic representations. Final Presentation; City Staff Training Session.*

** The above tasks may be expanded upon, as needed, to include additional tasks/scope identified within the Request for Qualifications.*

Oakland Park Downtown Urban Planning and Design Services: Scope & Fees

SUB-TASKS	ZYSCOVICH Staff	BZ	SY	GP	Support	TOTAL
	Billing Rate	\$ 450.00	\$ 330.00	\$ 210.00	\$ 135.00	
	Contract Negotiations/Notice to Proceed					
	Project Kick-off Meeting					
PHASE 1: VISIONING AND OP3D DESIGN GUIDELINES RECOMMENDATIONS						
PHASE 1 TASK 1 - PROJECT ORGANIZATION						
1.1	Project Admin over six month project period	0	0	40	0	40
1.2	Project Kick-off Meeting & Stakeholder Input Plan	2	2	4	0	8
	Deliverables -					
Task 1 Subtotal Hours =		2	2	44	0	48
Task 1 Subtotal Fees =		\$ 900	\$ 660	\$ 9,240	\$ -	\$ 10,800
PHASE 1 TASK 2 - NEW DESIGN GUIDELINES						
2.1	Assessment - Establishing the Design & Regulatory Framework					
	Initial Research	0	0	4	4	8
	Review Existing DMUD Guidelines	2	2	8	8	20
	Analysis of DMUD Guidelines and Impact on Built Environment	2	2	12	12	28
	Deliverables					
	Subtask 2.1 - Subtotal Hours	4	4	24	24	56
	Subtask 2.1 - Subtotal Fee	\$ 1,800	\$ 1,320	\$ 5,040	\$ 3,240	\$ 11,400
2.2	Design Guidelines Development and Testing					
	Inventory Existing Conditions	0	4	8	24	36
	Issues and Opportunities Analysis	2	4	8	24	38
	Architectural Guidelines	2	4	16	48	70
	Deliverables					
	Subtask 2.2 - Subtotal Hours	4	12	32	96	144
	Subtask 2.2 - Subtotal Fee	\$ 1,800	\$ 3,960	\$ 6,720	\$ 12,960	\$ 25,440
2.3	Design Guidelines Recommendations					
	Testing / Refinements based on Input		4	8	40	52
	Draft Design Guidelines and Final Recommendations	2	4	12	40	58
	Deliverables					
	Subtask 2.3 - Subtotal Hours	2	8	20	80	110
	Subtask 2.3 - Subtotal Fee	\$ 900	\$ 2,640	\$ 4,200	\$ 10,800	\$ 18,540
Task 2 Subtotal Hours =		12	26	120	200	358
Task 2 Subtotal Fees =		\$ 5,400	\$ 8,580	\$ 25,200	\$ 27,000	\$ 66,180
PHASE 1 TASK 3 - PUBLIC ENGAGEMENT						
3.1	Visioning & Design Forum 1 - Stakeholder Input					
	Under Task 2.1 - Visioning	4	4	12	8	28
3.2	Visioning & Design Forum 2 - Presentation					
	Under Task 2.2 -DG Development	4	4	12	8	28
3.3	Visioning & Design Forum 3 - Session with City Staff / Commission					
	Under Task 2.3 - DG Toolsand Recommendations	4	4	12	8	28
Task 3 Subtotal Hours =		12	12	36	24	84
Task 3 Subtotal Fees =		\$ 5,400	\$ 3,960	\$ 7,560	\$ 3,240	\$ 20,160
TOTAL Tasks 1, 2 and 3 Hours =		26	40	200	224	490
TOTAL Tasks 1, 2 and 3 Fees =		\$ 11,700	\$ 13,200	\$ 42,000	\$ 30,240	\$ 97,140
TOTAL Tasks 1, 2 and 3 REIMBURSABLES =						\$ 2,500
GRAND TOTAL Tasks 1, 2 and 3 Fees =						\$ 99,640

Oakland Park Downtown Urban Planning and Design Services: Scope & Fees

SUB-TASKS	ZYSCOVICH Staff	BZ	SY	GP	Support	TOTAL
	Billing Rate	\$ 450.00	\$ 330.00	\$ 210.00	\$ 135.00	
PHASE 2: OAKLAND PARK DMUD REGULATIONS UPDATE						
PHASE 2 TASK 1 DESIGN GUIDELINES & ZONING ORDINANCE						
1.1	Design Guidelines Revisions					
	Draft Revisions for Review	2	12	48	40	102
1.2	Draft Zoning Regulations Language					
	Final Design Guidelines incl Draft Ordinance Recommendations and Changes	2	16	24	80	122
1.3	Final Zoning Regulations Language					
	Final Zoning Ordinance for adoption	8	16	24	40	88
	Deliverables -					
Task 1 Subtotal Hours =		12	44	96	160	312
Task 1 Subtotal Fees =		\$ 5,400	\$ 14,520	\$ 20,160	\$ 21,600	\$ 61,680
LAND USE AMENDMENTS (To be Determined / As Necessary)						