

CITY OF MARGATE, FLORIDA

RESOLUTION NO. 18-124

A RESOLUTION OF THE CITY OF MARGATE, FLORIDA, AWARDING AN AGREEMENT WITH THE MELLGREN PLANNING GROUP, INC., FOR REQUEST FOR PROPOSALS (RFP) 2018-022A - COMPREHENSIVE PLAN AMENDMENT CONSULTING SERVICES; PROVIDING FOR AN EFFECTIVE DATE.

BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF MARGATE, FLORIDA:

SECTION 1: That the City Commission of the City of Margate, Florida, awards an Agreement with The Mellgren Planning Group, Inc. for RFP 2018-022A - Comprehensive Plan Amendment Consulting Services.

SECTION 2: That the Mayor and City Manager are hereby authorized and directed to execute an Agreement for the above, or the administration is authorized to issue a purchase order to implement same.

SECTION 3: That this Resolution shall become effective immediately upon its passage.

PASSED, ADOPTED AND APPROVED THIS 3RD day of OCTOBER, 2018.

ATTEST:


JOSEPH J. KAVANAGH
CITY CLERK


MAYOR ARLENE R. SCHWARTZ

RECORD OF VOTE

Peerman	<u>YES</u>
Simone	<u>YES</u>
Ruzzano	<u>YES</u>
Caggiano	<u>NO</u>
Schwartz	<u>YES</u>

ID: 2018-524



CONTRACT

THIS CONTRACT, made and entered into this 3rd day of October, 2018, by and between:

CITY OF MARGATE, FLORIDA, a municipal corporation organized and existing under the laws of the State of Florida, 5790 Margate Blvd., Margate, Florida, 33063, (hereinafter referred to as "CITY"); and The Mellgren Planning Group, Inc., 3350 NW 53rd Street, Suite 101, Fort Lauderdale, Florida 33309 (hereinafter referred to as "CONTRACTOR").

WITNESSETH:

IN CONSIDERATION of the mutual covenants and conditions as herein expressed and of the faithful performance of all such covenants and conditions, the parties do mutually agree as follows:

ARTICLE I

THE CONTRACT DOCUMENTS

The Contract Documents consist of all of the following: Request for Proposal (RFP) 2018-022a document in its entirety, CONTRACTOR'S executed RFP Proposal Form, Offeror's Certification Form, Non-Collusive Affidavit, CONTRACTOR'S response and submissions related to RFP 2018-022a which are inclusive of the twelve (12) page negotiated scope of work summary (2.0) and pricing, all addenda and acknowledgements, which are made a part of this contract, and any additional documents which are required to be submitted under the Contract, and all amendments, modifications and supplements issued on or after the effective date of the Contract.

ARTICLE 2

SCOPE OF THE WORK

CONTRACTOR shall furnish all of the labor, materials, equipment, transportation, supplies, and services necessary to perform all of the work required by the Contract Documents for:

**RFP NO. 2018-022a
CITY OF MARGATE
COMPREHENSIVE PLAN AMENDMENT CONSULTING SERVICES**

ARTICLE 3

CONTRACT TIME

TIME IS OF THE ESSENCE OF THIS CONTRACT. The work to be performed under this Contract shall be commenced upon the date of Contract Commencement specified in the Notice to Proceed and subject to authorized adjustments shall be totally complete and ready for final payment within 365 days from the date of Contract Commencement. Failure to achieve timely final completion shall be regarded as a breach of this Contract and subject to appropriate remedies.

ARTICLE 4

CONTRACT SUM

1. THIS IS A LUMP SUM CONTRACT BASED ON STANDARD BASE SERVICES AND DELIVERABLES PLUS OPTIONAL SERVICES AND DELIVERABLES. CITY shall pay to CONTRACTOR for standard base services and deliverables the amount of \$99,985 (Nine hundred ninety-nine thousand nine hundred eighty-five dollars) upon its determination that all associated work has been completed.

CITY shall pay to CONTRACTOR for optional services and deliverables a maximum amount of \$35,600 (Thirty-five thousand six hundred dollars) upon its determination that all associated work for a given optional service or deliverable has been completed.

2. Progress payments and optional services shall be provided for and compensated under this Contract based upon the following progress payment schedule.

Progress Payment Schedule			
TASKS		Billing Costs	Optional/ Add-On Costs
Existing Conditions		\$ 4,625.00	
Additional Data Collection			\$ 17,000.00
Amendments to Other Elements		\$ 1,250.00	
Public Outreach		\$ 38,175.00	
Enhanced Public Involvement 1			\$ 3,600.00
Enhanced Public Involvement 2			\$ 15,000.00
Vision Statement		\$ 7,455.00	
Future Land Use Element		\$ 19,775.00	
Design Statement		\$ 6,215.00	
Progress Reports		\$ 9,400.00	
Dynamic, Digital Version		\$ 13,000.00	
Total Cost without Add-Ons		\$ 99,895.00	
Optional/Add-On Costs			\$ 35,600.00
Total Cost with Add-Ons			\$ 135,495.00

3. Payment shall be made at the Contract lump sum price with allowance for progress payments. This price shall be full compensation for all costs associated with completion of all the work in full conformity with the requirements as stated or shown, or both in the Contract Documents.

ARTICLE 5

PAYMENT

1. The CONTRACTOR shall requisition payment for work completed. Payment shall be made as above provided upon full completion of the job as determined by CITY together with properly executed releases of liens by all subcontractors, suppliers and

materialmen as may be required by CITY. CITY shall make payment to CONTRACTOR within 45 calendar days after its approval.

2. CITY may withhold in whole or in part, payment to such extent as may be necessary to protect itself from loss on account of:
 - a. Defective work not remedied.
 - b. Claims filed or unreasonable evidence indicating the probable filing of claims by other parties against the CONTRACTOR.
 - c. Failure of the CONTRACTOR to make payment to subcontractors or suppliers for materials or labor.
 - d. Damage to the CITY or to another contractor not remedied.
 - e. Reasonable evidence that the work cannot be completed for the unpaid balance of the Contract time.
 - f. Reasonable evidence that the work will not be completed within the Contract Time.
 - g. Persistent failure to carry out the work in accordance with the Contract Documents.

When the above grounds are removed or resolved or the CONTRACTOR provides a surety bond or a consent of surety satisfactory to the CITY which will protect the CITY in the amount withheld, payment may be made in whole or in part.

ARTICLE 6

FINAL PAYMENT

Final payment, constituting the entire unpaid balance of the Contract Sum, shall be paid by the CITY to the CONTRACTOR when all outstanding work has been completed and all controversy regarding the preceding has been settled to the CITY'S satisfaction.

ARTICLE 7

MISCELLANEOUS PROVISIONS

1. Terms used in this Agreement which are defined in the Special and General Conditions of the Contract shall have the meanings designated in those Conditions.

2. This agreement shall have been deemed to have been executed within the State of Florida. The validity, construction, and effect of this Agreement shall be governed by the laws of the State of Florida. Any claim, objection or dispute arising out of this Agreement shall be litigated only in the Seventeenth Judicial Circuit in and for Broward County, Florida.
3. No waiver of any provision, covenant or condition within this agreement or of the breach of any provision, covenant or condition within this agreement shall be taken to constitute a waiver of any subsequent breach of such provision, covenant or condition.
4. CONTRACTOR shall not assign or transfer the Contract or its rights, title or interests therein without CITY'S prior written approval. The obligations undertaken by CONTRACTOR pursuant to the Contract shall not be delegated or assigned to any other person or firm unless CITY shall first consent in writing to the assignment.
5. CONTRACTOR in undertaking its obligations pursuant to this Contract shall not substitute any partnership identified in its original RFP response dated August 6, 2018 unless CITY shall first consent in writing to said partnership substitution.
6. Violation of the terms of Paragraph 4 and/or 5 shall constitute a breach of Contract by CONTRACTOR and the CITY may, at its discretion, cancel the Contract and all rights, title and interest of CONTRACTOR shall thereupon cease and terminate.
7. This agreement, and attachments, represents the entire understanding of the parties as to the matters contained herein. No prior oral or written understanding shall be of any force and effect with respect to those matters covered hereunder. This agreement may only be modified by amendment in writing signed by each party.
8. **CITY AND CONTRACTOR HEREBY KNOWINGLY, IRREVOCABLY, VOLUNTARILY AND INTENTIONALLY WAIVE ANY RIGHT EITHER MAY HAVE TO A TRIAL BY JURY IN RESPECT TO ANY ACTION, PROCEEDING, LAWSUIT OR COUNTERCLAIM BASED UPON THE CONTRACT, ARISING OUT OF, UNDER, OR IN CONNECTION WITH THE CONSTRUCTION OF THE WORK, OR ANY COURSE OF CONDUCT, COURSE OF DEALING, STATEMENTS (WHETHER VERBAL OR WRITTEN) OR THE ACTIONS OR INACTIONS OF ANY PARTY.**
9. **PUBLIC RECORDS:** The Contractor shall comply with Florida's Public Records Act, Chapter 119, Florida Statutes, and specifically agrees to:
 - A. Keep and maintain public records required by the City of Margate to perform the service.

- B. Upon request from the City of Margate's custodian of public records, provide the City of Margate with a copy of the requested records or allow the records to be inspected or copied within a reasonable time at a cost that does not exceed the cost provided in this chapter or as otherwise provided by law.
- C. Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law for the duration of the Agreement term and following completion of the Agreement if the Contractor does not transfer the records to the City of Margate.
- D. Upon completion of the Agreement, transfer, at no cost, to the City of Margate all public records in possession of the Contractor or keep and maintain public records required by the City of Margate to perform the service. If the Contractor transfers all public records to the City of Margate upon completion of the Agreement, the Contractor shall destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. If the Contractor keeps and maintains public records upon completion of the Agreement, the Contractor shall meet all applicable requirements for retaining public records. All records stored electronically must be provided to the City of Margate, upon request from the City of Margate's custodian of public records, in a format that is compatible with the information technology systems of the City of Margate.

**IF THE CONTRACTOR HAS QUESTIONS
REGARDING THE APPLICATION OF CHAPTER
119, FLORIDA STATUTES, TO THE
CONTRACTOR'S DUTY TO PROVIDE PUBLIC
RECORDS RELATING TO THIS CONTRACT,
CONTACT THE CUSTODIAN OF PUBLIC
RECORDS AT:**

**Telephone number:
(954) 954-972-6454
E-mail address:**

recordsmanagement@margatefl.com

Mailing address:

5790 Margate Boulevard

Margate, FL 33063

10. Scrutinized Companies. In accordance with section 278.135, Florida Statutes, as amended, a company is ineligible to, and may not bid on, submit a proposal for, or enter into or renew a contract with an agency or local governmental entity for goods or services if:

- a. Any amount of, at the time of bidding on, submitting a proposal for, or entering into or renewing such contract, the company is on the Scrutinized Companies that Boycott Israel List, created pursuant to section 215.4725, Florida Statutes, or is engaged in a boycott of Israel; or
- b. One million dollars or more, if, at the time of bidding on, submitting a proposal for, or entering into or renewing such contract, the company:
 - i. Is on the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, created pursuant to section 215.73, Florida Statutes; or
 - ii. Is engaged in business operations in Syria.
- c. By submitting a bid, proposal or response, the company, principals or owners certify that they are not listed on the Scrutinized Companies that Boycott Israel List, Scrutinized Companies with Activities in Sudan List, Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or is engaged in business operations in Syria.

11. Legal Representation. It is acknowledged that each Party to this Agreement had the opportunity to be represented by counsel in the preparation of this Agreement and accordingly, the rule that a contract shall be interpreted against the party preparing same shall not apply herein due to the joint contributions of both parties.

12. Force Majeur. Neither Party will be liable for any delay or failure to perform any obligation under this Agreement where the delay or failure results from any cause beyond the Parties' reasonable control, including acts of God, labor disputes or other industrial disturbances, systemic electrical, telecommunications, or other utility failures, earthquake, storms or other

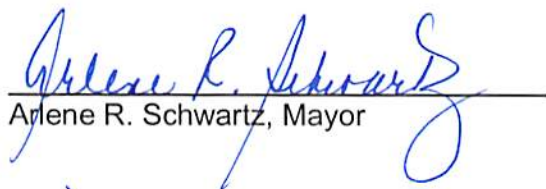
elements of nature, blockages, embargoes, riots, acts or orders of government, acts of terrorism, or war.

13. **Indemnification.** Contractor will indemnify and defend the City's officers, directors, and employees ("Agency Indemnitees") from and against all claims, demands, losses, liabilities, reasonable costs and expenses arising out of a claim by a third party against an Agency Indemnatee resulting from any negligent act, error or omissions, or willful misconduct of the Contractor under or related to this Agreement, except in the case of negligent acts, omissions, or willful misconduct of the City or claims that fall under Workers Compensation Coverage.
14. **No Third Party Beneficiaries.** This Agreement does not create any third-party beneficiary rights in any individual or entity that is not a party to this Agreement.
15. **Non-Discrimination and Equal Opportunity.** During the performance of this Agreement, neither of the Parties nor the Parties' employees will discriminate against any person, whether employed by a Party or otherwise, on the basis of race, color, religion, gender, age, national origin, handicap, marital status, or political affiliation or belief. In all solicitations or advertisements for employees, agents, subcontractors or others to be engaged by a Party or placed by or on behalf of a Party, the solicitation or advertisement shall state all qualified applicants shall received consideration for employment without regard to race, color, religion, gender, age, national origin, handicap, marital status, or political affiliation or belief.
16. **Counterparts.** If this Agreement requires the signature of the Parties, then this Agreement may be executed by electronic signature in multiple counterparts, each of which is considered an original.

IN WITNESSETH WHEREOF, CITY and CONTRACTOR have signed this Contract in duplicate. One counterpart each has been delivered to CITY and CONTRACTOR. All portions of the Contract Documents have been signed or identified by CITY and CONTRACTOR.

IN WITNESS WHEREOF, the parties have hereunto set their hands and seals the day and year first above written.

CITY OF MARGATE


Arlene R. Schwartz, Mayor

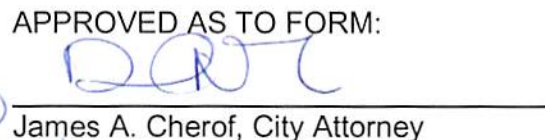
3rd day of October, 2018


Samuel A. May, City Manager

8th day of OCTOBER, 2018

ATTEST: 
Joseph J. Kavanagh, City Clerk

9 day of October, 2018

APPROVED AS TO FORM: 
James A. Cherof, City Attorney

17th day of October, 2018

FOR CONTRACTOR

FOR CORPORATION:

Michael Chelgren
President

25th day of Sept., 2018

(CORPORATE SEAL)

Michael Chelgren
Secretary

25th day of Sept., 2018

AGREEMENT BETWEEN CITY OF MARGATE AND CONTRACTOR FOR THE
PROPOSED CITY OF MARGATE COMPREHENSIVE PLAN AMENDMENT
CONSULTING SERVICES

Margate 2.0: The Next Progression of Community Development in the City of Margate

Objectives

Margate's current Comprehensive Plan was created in the midst of decades of unparalleled population growth within the City. Related residential and economic development primarily focused on vacant, greenfields. By contrast, Margate today is essentially built-out and future progression of economic development will necessarily involve repurposing properties and/or potential changes in land use.

Strategies envisioned in the existing Comprehensive Plan are no longer compatible with today's demands. Meeting these demands over the next 50-year planning horizon will require a new approach – namely Margate 2.0. To accomplish this challenge, a robust public participation program is required to identify key issues that will shape the future. The new Comprehensive Plan will then be structured to respond to those issues including a discussion of effected Elements; their Goals, Objectives, and Policies (GOPs) as required by Chapter 163 Intergovernmental Programs of the Florida State Statutes.

Of the required Elements, only the Future Land Use Element will be completed as required by Chapter 163. The other required Elements may include the GOPs as identified for each issue, however, these other requirements are intended to be addressed at a later date.

Conceptually, the idea is to break the US441/SR7 Corridor into a series of activity nodes. Starting at the north end with Uptown dominated by retail areas. Next is the vicinity surrounding Northwest Medical Center to be addressed as a Medical Village. Between the Medical Village and the old City Center is Midtown. The City Center is expanded to Atlantic and becomes the Downtown. Finally, south of Atlantic Boulevard is Southgate. Of course, this classification depends on the results of the public input.

Assessment of Existing Conditions/Public Input

Through an assessment of existing conditions, the key planning issues will be identified. This will be based on public, special interest group, and technical staff input.

Conceptually, the key issues could include:

- 1) Repurposing the US 441/SR 7 Corridor
- 2) Diversifying the housing Supply
- 3) Sustaining Potable Water Supply
- 4) Maintaining Stormwater Management, and
- 5) Maintaining Disaster Preparedness/Recovery capabilities

Again through the public input and participation process, these issues will be further identified and prioritized. It is anticipated that from this list up to 5 to 7 top issues will be fully addressed in 2.0 Plan.

Vision Statement

The Vision Statement will provide an overall guidance to the future progression of the City. The intent is to avoid jargon and create statements in language that is clear and easily understood by people of many different cultural backgrounds, social-economic groups, and education levels. It is anticipated that this task will require significant public involvement.

Design Statement

The Design Statement will focus on the design of the commercial and industrial areas of the City. Margate's image blends into the surrounding communities with no real There – there in terms of destination or experience! The US 441/SR7 corridor is presently zoned TOC. Even with the three sub-categories of City Center, Gateway, and Corridor, the end result is a homogeneous, uninteresting place with limited character. The purpose of this task is to develop design standards that instill a sense of place for Margate's commercial and industrial areas. Conceptually each node described above will have a different sense of place.

Future Land Use Element

As stated above, each of the required elements will be included in Margate 2.0. However, only the Future Land Use Element will have all the statutory requirements addressed. The intent is to address the requirements but the main focus of the plan are the Key issues.

Comprehensive Plan Structure

The following is the functional outline for the Comprehensive Plan as required by Chapter 163:

- I. Introduction
 - a. Population Projections
 - b. Planning Period
- II. Vision Statement
- III. Design Statement
- IV. Key Issues
 - a. Key Issue Description
 - b. Key Issue Related Element's Goals, Objectives, and Policies
 - c. Key Issue Implementation Strategies
- V. Future Land Use Element
 - a. Existing Conditions
 - b. Future Conditions
 - c. Goals, Objectives, and Policies
 - d. Implementation Strategies
- VI. Capital Improvements Element
 - a. Related Key Issue Goals, Objectives, and Policies
 - b. Related Key Issue Implementation Strategies

- VII. Transportation Element
 - a. Related Key Issue Goals, Objectives, and Policies
 - b. Related Key Issue Implementation Strategies
- VIII. General Sanitary Sewer, Solid Waste, Drainage, Potable Water, and Natural Aquifer Recharge Element
 - a. Related Key Issue Goals, Objectives, and Policies
 - b. Related Key Issue Implementation Strategies
- IX. Conservation Element
 - a. Related Key Issue Goals, Objectives, and Policies
 - b. Related Key Issue Implementation Strategies
- X. Recreation and Open Space Element
 - a. Related Key Issue Goals, Objectives, and Policies
 - b. Related Key Issue Implementation Strategies
- XI. Housing Element
 - a. Related Key Issue Goals, Objectives, and Policies
 - b. Related Key Issue Implementation Strategies
- XII. Intergovernmental Element
 - a. Related Key Issue Goals, Objectives, and Policies
 - b. Related Key Issue Implementation Strategies
- XIII. Public Involvement Summary
- XIV. Monitoring, Evaluation, and Appraisal
- XV. Appendices

Task 1: Assessment of Existing Conditions/Public Input

Project Organization & Background Research. The purpose of this phase is to organize the project structure, develop an overall schedule and establish the project's outreach and public participation plan. It includes specific actions, such as:

- Identification of key stakeholder groups and resources
- Establishment of web-site-and social media content
- Project event scheduling

Topics for background research include:

- Plans for the future of relevant public entities such as the County, adjacent cities, planning entities
- The City's comprehensive plan, CIP, budget, other master plans
- Demographic trends

Deliverable:

- 1) Public Outreach Plan

- 2) Monthly Summary of Ongoing Public Participation
- 3) Schedule for Amendment Adoption Process

Task 2: Vision Statement

The proposed Vision Statement will provide essential guidelines within the Future Land Use Element that can be utilized to formulate future planning, zoning, and land development policy requirements. This Statement will affirm time-tested community policies generally held as positive "community standards".

This Statement will include a strategy for addressing growth management taking into account the requirements of the Comprehensive Plan, Zoning Code, and Community Redevelopment Plan. It will further guide City staff in their provision of responsive municipal services, and the Commission; its advisory bodies and the community-as-a-whole may proceed with a common understanding of the quality of life values or themes that will shape the community for years to come.

Phases of the Visioning Process. This visioning process includes one highly visible event and one less visible event. These phases can overlap to include the following events.

Topics to be addressed in Community Engagement 1 and 2 include:

- Features of the City the residents want to maintain
- Features of the City the residents want to change
- Key challenges facing the City
- Opportunities and key issues to be addressed
- Ideas for creating community wealth and improving the City
- Values that the residents want to build upon for the future
- A summary positioning statement which describes the preferred future community

Events. As indicated above, the visioning process is designed as overlapping events described below.

Community Engagement I - Initial Community Outreach. The purpose of this initial outreach phase is twofold. First, it begins the process of identifying community concerns and hopes for the future. Second, it begins the process of creating "buzz" about the vision process and generating a list of email/mail contacts who can be directly invited to the Vision Week events. These activities include:

- **Formal Interviews.** These are interviews with identified key stakeholders who have been active in the community, have networks of their own and bring the ability to develop support for the vision. 30 to 40 persons will be interviewed including the elected officials

and senior city staff. Interviews may be done in a group/roundtable discussion, while others may be scheduled for one-on-one telephone interviews.

- **Special Outreach Measures.** Our aspirational goal for public engagement is to involve every City of Margate citizen, property owner, and business owner in the planning process. Using City staff as a resource, we will translate surveys and other written communications for use by the Haitian and Hispanic population in Margate. As opportunities for collaboration are brought forth, we will also engage young adults and students in the local schools; and, senior citizens through local recreation programs. Of course, social media content will be provided to engage several facets of the community.

Community Engagement II - Vision Week 1. Given the intense media messages of our society, and the general busyness of people's lives, it is difficult to get the attention of residents. One effective method we have found which can capture attention is to have a concentrated vision week which can be communicated to residents via various tools and can bring some media attention.

- **Table Top Maps.** This activity requires a dedicated space. In this activity, maps of the city are placed on tables and residents can markup the maps for features they would like to see (such as bike trails for example), where they would like to see new forms of residential growth or any features they believe would make the City better.
- **The Roadways and Transit Options of the Future.** In the same dedicated space as the event listed above, we propose a visual map of future roadways, bikepaths, or transit options linking the City to the region. At certain times this map would be staffed for public comment.

Community Engagement III – Service and Experience Priorities. In this stage of community engagement, we seek to understand what governmental services (recreation, public safety, libraries, etc) and private sector experiences (restaurants, movies, theater, etc) the residents find to be of significant value that they are willing to pay for them. The issue is that we often want more than we are willing to pay for. Only by determining what we find to be so valuable to us that we will pay for it can we develop a truly executable Vision Plan. While the vision itself may cover 25 or more years, the Vision Plan must focus on what can be done in the next five years to move toward that vision. This means we must plan within realistic resource constraints.

At this stage of community engagement there should be a good contact list of residents who have indicated some interest in the future of their city. These persons will be invited to budget simulation meetings in which they will be asked to allocate a theoretical budget for public services (with the numbers scaled to make the discussion easier).

This simulation is developed by and with City staff to ensure its realism. It will focus on general choice categories such as law enforcement, fire, recreation, etc.

Concurrent with the budget simulation meetings, a survey of city services in which respondents are asked to rate/select services based on a preference level (such as Corolla, Camry, Lexus) can be conducted. This survey should be available both on the web and as a paper copy at the simulation meetings.

This is one of the most significant conversations of the process. In this conversation the intent/goal is to frame the conversation as one of citizenry. You own this community. What do you want it to be? What are you willing to invest to make it so? What activities are you willing to support to make it the desired community?

Deliverables:

- 1) Memo Describing Analysis of Public Input and Survey results
- 2) Draft Vision Statement
- 3) Integration Strategy with Zoning Code
- 4) Integration Strategy with Community Redevelopment Plan
- 5) Narration of Future Planning and Zoning Focus

Task 3: Design Statement

Create a Design Statement that articulates City's intent in guiding future development and redevelopment on a city-wide basis.

Visual Preference Survey. This activity also requires a dedicated space for the activity. In this activity a series of images will be provided for residents to select their preferences on design features (frontage, public space, height) for distinct areas of the City (Medical Village, Downtown). Throughout the week, residents can come by and vote for their favorite images. The vision document and design statement will reflect the selected images.

Deliverables:

- 1) Memo Describing Analysis of Public Input and Survey Results
- 2) Draft Urban Design Statement
- 3) Integration Strategy for Zoning Code
- 4) Integration Strategy for Community Redevelopment Plan

5) Narration of Future Urban Design Goals and Objectives

Task 4: Future Land Use Element

The goal in creating a revised Future Land Use Element is to create a framework for assessing perspective land use, zoning, and growth management decisions. It will establish standards for allowable use, intensity and density of land and provide for consistency between land use classifications and zoning districts.

This element will also provide a citywide design structure and hierarchy of uses and developments to guide stakeholders and the Commission when deliberating future development proposals.

Margate is essentially a “built-out” community so the focus of the element will provide for sustainable redevelopment and infill development opportunities, as well as neighborhood preservation.

Update Future Land Use Plan designating future general distribution, location, and extent of all land use categories including residential, commercial, industry, agriculture, recreation, conservation, education, public facilities, and other public and private land use.

This assessment shall include approximate acreages and the general range of density or intensity of use provided for the gross land area included in each existing land use category.

The element shall establish the long-term end toward which land use programs and activities are ultimately directed.

Each future land use category must be defined in terms of uses included, and must include standards to be followed in the control and distribution of population densities and building and structure intensities.

The proposed distribution, location, and extent of the various categories of land use shall be shown on a land use map or map series, which shall be the graphic depiction of the Goals, Objectives and Policies that explain how the land uses are managed. The policies also provide the basis for land development regulations, including the Land Development Code. City staff will provide current copies of all existing Comprehensive Plan Elements in Microsoft Word format.

Deliverables:

- 1) 10 final copies of draft Amended Future Land Use Element (provided in Word/PDF and digital format)
- 2) A dynamic, digital version of the entire Amended Comprehensive Plan capable of being integrated into the Margate Development Services Department website, as described below:
 - a. A fully formatted Future Land Use Element using Adobe InDesign or similar software to provide a high-level graphic layout and production.
 - b. The FLUE will be easily navigable with hyperlinks and cross references to supplemental policies and elements.
 - c. All other elements will be formatted with an updated page layout to include a compatible header and footer.

Task 5: Local Planning Agency Workshops

Two workshops will be held with the Local Planning Agency. The first will occur after the public input on the key issues. The Local Planning Agency will review the key issues and provide comments and recommendations.

At the second workshop, the Local Planning Agency will review the Draft Comprehensive Plan and make recommendations.

City staff will provide the staff reports for the workshops.

Deliverables:

- 1) The consultant will prepare and present a PowerPoint presentation summarizing the results of the public input.
- 2) The consultant will prepare and present a PowerPoint presentation summarizing the recommendations of the Comprehensive Plan.

Task 6: Local Planning Agency Public Hearing

A public hearing will be held by the Local Planning Agency to make recommendations to the City Commission regarding the adoption of the Comprehensive Plan.

City staff will provide the staff reports for the public hearing.

Deliverables:

- 1) The consultant will prepare and present a PowerPoint presentation summarizing the recommendations of the Comprehensive Plan.

Task 7: City Commission Workshop

The City Commission will hold a workshop to review the draft Comprehensive Plan and identified revisions to the Plan.

City staff will provide the staff reports for the workshop.

Deliverables:

- 1) The consultant will prepare and present a PowerPoint presentation summarizing the recommendations of the Comprehensive Plan.

Task 8: City Commission Transmittal Hearing

A public hearing will be held by the City Commission for the transmittal of the Comprehensive Plan.

City staff will provide the staff reports for the public hearing.

City staff will transmit the amendments to DEO, and respond to the ORC. City staff will also apply for and oversee all processes pertaining to BCPC Recertification of the amended Plan.

Deliverables:

- 1) The consultant will prepare and present a PowerPoint presentation summarizing the recommendations of the Comprehensive Plan.

\$99,895

Enhanced Public Involvement 1 (Optional)

The level of public participation increases when the issue impacts their neighborhood. Margate is divided into 12 planning areas based on neighborhoods and related development (Figure 1). The enhanced public involvement task will involve a community town hall meeting for each of the 12 planning areas. The focus of the meeting will be:

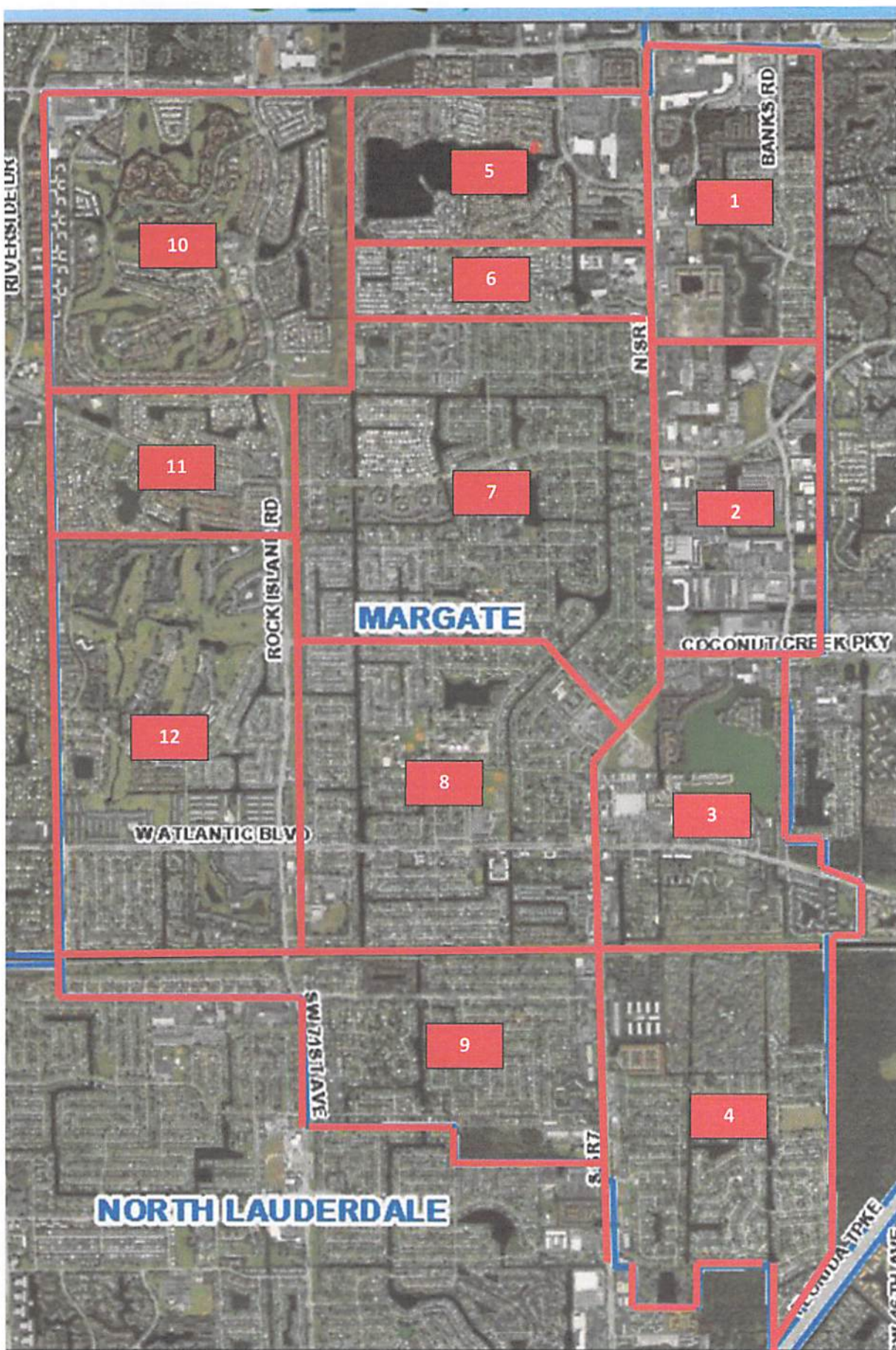
- Features of the City and their neighborhood the residents want to maintain
- Features of the City t and their neighborhood he residents want to change
- Key challenges facing the City and their neighborhood
- key issues to be addressed
- Ideas for creating community wealth and improving the City and their neighborhood
- Opportunities and Values that the residents want to build upon for the future
- A summary positioning statement which describes the preferred future community

\$3,600

Enhanced Public Involvement 2 (Optional)

- **Focus Groups.** Various focus group meetings will be conducted. These focus groups will discuss questions such as: What features do we need as a city to attract more visitors, businesses, residents? How can we create more jobs? What additional services would be of value? Some of the groups that could be held include (new ones may be added as identified in the initial outreach phase):
 - High school students – What would make Margate an attractive place to remain in as a resident.
 - Middle school students/recreation program participants – “the city I would like to live in”
 - Recreation program parents
 - Senior centers
 - Businesses
- **Individual Listening Sessions.** At scheduled times residents can come to either the dedicated site or at various sites in the City for an individual discussion of their vision for the City. We suggest this method because some people simply do not like a town hall format.

\$15,000



Additional Data Collection (Optional).

This optional phase would be a scientific survey developed using the data from Engagement 1 and 2. Its purpose is to provide valid information about the views and preferences of a reliable sample of residents. Its value lies in ensuring the vision is consistent with the broad vision of the community.

\$17,000