

ZYSCOVICH | SCOPE OF WORK

A LAND USE, MOBILITY AND ECONOMIC DEVELOPMENT STUDY OF THE CULTURE, ART AND MIXED-USE ENTERTAINMENT DISTRICT (MXE)

OVERVIEW: Zyscovich will serve as the prime consultant responsible for developing a **District-wide Urban Design and Mobility Framework** Plan vision and strategic action plan for the City's **Culture, Art and Mixed-Use Entertainment District (MXE District)**. Under the direction of the City, Zyscovich will have lead responsibility for overall team coordination related to the development of urban design strategies and recommendations required to create and develop the Plan vision and recommended Action Plan and present the findings to the public.

We propose the tasks outlined in this proposal to be aligned with the desire to advance the following goals:

- Support the implementation of context-sensitive design and multi-modal recommendations that meet the needs of all street users throughout the City's MXE District;
- Balance community values, economic development goals and mobility needs;
- Increase safe access for people who walk and bike to and within the district and achieve higher quality user experience; and,
- Review and recommend changes to the land uses and zoning that will further the objectives of the district.

The following **Scope of Work** outlines our process for creating a strategic and implementable plan to include the following two distinct components:

1. **Ocean Drive, Street Ends and Lummus Park - Analysis and Pilot Project(s)**
2. **Culture Art and Mixed-Use Entertainment District - Analysis and Pilot Project(s)**

Both components will address creative placemaking strategies and interventions for the MXE District with a focus on the urban integration of mobility and economics related to land use, zoning and utilization of the corridors. Our approach integrates visioning, physical planning, and design with the City's ongoing and/or planned economic development and capital improvement projects, city planning efforts and overall vision for the District's future. The Zyscovich Team will work in close collaboration with the City to develop a Pilot Project for Ocean Drive for implementation and monitoring and prepare urban design recommendations for the MXE District overall that reflect the findings of the urban design and land use analysis, the economic assessment and the transit and mobility analysis, as described herein.

PROJECT AREA: The boundaries of the **Culture, Art and Mixed-Use Entertainment District (MXE District)** as defined by the City of Miami Beach encompasses the area between Washington Avenue to Ocean Drive and 5th Street to 17th Street, including Collins Avenue and side streets.

THE ZYSCOVICH TEAM: The Zyscovich Project Team (Consultant) will be the following:

- **ZYSCOVICH ARCHITECTS** – Prime Consultant – Land Use, Urban Design, Strategic Planning & Community Engagement, Pilot Projects
- **RAYMOND JUNGLES** – Landscape Architecture
- **LAMBERT ADVISORY (LA)** - Economic Development Services.
- **KITTELSON & ASSOCIATES, INC. (KITTELSON)** - Transit and Mobility Planning.
- **GEHL** - Public Space Strategies
- **TOWN SQUARE CORP.** - Programming and Branding Strategies.

The draft recommendations and final **District-wide Urban Design and Mobility Framework Plan with Action Plan** for implementation will be completed in approximately fifteen (15) months.

The final recommendations and approval processes will depend on the City. The work will be organized into tasks, each with a series of developmental sub-tasks. Each task will require input and development from identified City staff and stakeholders.

OCEAN DRIVE, STREET ENDS AND LUMMUS PARK – ANALYSIS AND PILOT

TASK 1:	OCEAN DRIVE FOCUS – CURRENT CONDITIONS ANALYSIS AND INPUT FROM STAKEHOLDERS
<i>Timeframe:</i>	<i>6-7 months</i>
<i>Deliverable:</i>	<i>Summary Presentation materials of review findings</i>

The proposed activities during this task can be summarized as follows:

- Understand the **existing conditions** of the area as relates to concerns and issues on Ocean Drive at this time.
- Define a **preferred pilot project along the corridor** for implementation and monitoring.
- **Complete a presentation and summary** based on the Consultant Team’s review and covering stakeholders’ input with City input.

During this phase of work, the Zyscovich Team will begin by **Defining the concerns and issues on Ocean Drive; Identify Key Opportunities for a Pilot Project; and, Develop a Preferred Pilot Project for implementation and monitoring.** The work during this initial task encompasses the following subtasks:

SubTask 1.1: Stakeholder and Community Virtual Meetings

During this subtask, Zyscovich will lead a series of virtual meetings that will take input from key stakeholders and community interests to define the concerns and issues on Ocean Drive at this time. This initial task is intended to develop the means by which a consensus can be formed around the objectives for a pilot project in the corridor that can address the business, tourist and local interests.

SubTask 1.2: Select and Design the Preferred Pilot Project for Implementation and Monitoring

The Zyscovich team will develop alternate scenarios for the Ocean Drive pilot project design that will be evaluated by the City and the stakeholders. The elements to be looked at initially will include the entire street section east of the eastern property line, including Lummus Park, and understand relevant components including:

- General Corridor Conditions including Context and Influences
- Existing Concentrations of Uses
- Unique Corridor Characteristics including Urban Barriers and Constraints
- Major Property Holdings
- General Density and Building Massing
- Historic Development Patterns and Structures
- Public Amenities: Parks, Open Space, and Beachfront
- Cultural and Entertainment Uses
- Tree Coverage
- General Parking Locations
- Overall Street Grid and Connectivity
- General Streetscapes and Types
- Developments Approved and in Process and Public Projects including understanding of potential impacts

- Understanding of City's vulnerabilities to sea level rise and approach through its stormwater program and land use amendments (City to address and provide information)

Once these considerations are reviewed, the Zyscovich Team will develop pilot project options to arrive at a preferred solution and take the design through concept phase at which time the City will determine the best way to design and implement the pilot project. Once implemented, the Zyscovich Team will monitor the success and issues with the pilot project and adapt the design to the objective.

The Zyscovich Team's proposed Pilot Project design shall focus on enhancing the appearance and functionality of the public right-of-way and public spaces through the use of specific design elements. Our conceptual design will take into consideration a range of urban design and landscape architecture components with the purpose of increasing vibrancy, attractiveness and safety, promote pedestrian activity, and enhance connectivity between neighboring streets and local cultural anchors within the corridor. The Preferred Pilot Project will lay out solutions for implementation and monitoring. The design components to be considered are as follows:

Urban Life and Public Realm:

- Definition of public spaces, amenities and open space including civic areas such as plazas, pocket parks, sidewalks / median etc.
- Strengthening sense of place, identity, and aesthetics through the identification of opportunities for enhancing the retail/commercial experience and for reorganizing / prioritizing public space and programming.
- Increasing vibrancy and attractiveness by use of landscape/streetscape design including strategic tree species, shrubs planting systems, art, sculpture, furniture, play and exercise equipment, and their locations.
- Development of a public landscaping approach for the corridor which interacts with the surrounding private properties as well as the historic and architectural character and scale of the corridor in order to promote pedestrian activity with a focus on both tourist and resident uses and gathering spaces in the corridor.
- Incorporating recommendations for the newly created BID that address marketing, branding, and event programming in service of a larger vision for the corridor.
- Incorporates safety and security measures including Crime Prevention Through Environmental Design (CPTED) principles.

Mobility, Connectivity and Transportation:

- Defining a corridor network and circulation for connecting shuttles, trolley, and/or bus routes, emergency vehicle access, automobiles, bicycles and pedestrians.
- Developing multi-modal connectivity solutions between destinations along the corridor through an enhanced system of bike-lanes, transit stops and pedestrian facilities.
- Producing thoughtful treatment of street intersections and medians, ensuring safe and continuous pedestrian and bicycle passage along the entire length of the corridor.
- Addressing public parking including on street parking, freight loading zones, public parking structures as a joint venture between private property owner(s) and the City, private parking facilities available for public use, parking requirements, uniform valet program (i.e. Design District).
- Considering automobile traffic and parking under the assumption that the corridor is not restricted to its current configuration and has the potential for limited parking and no loading.

Art and Landscape:

- Landscape and appropriate plant palette
- Street lighting and sidewalk / public space lighting.

- Street furniture including trash and recycling containers.
- Art in public places
- Special event programming
- Wayfinding and signage
- Developing minimum planting standards based on industry best practices for planting treatment, irrigation, suspended pavement systems, etc.
- Installing desirable environmentally appropriate groundcover, trees, and/or shrubs is of high priority. Specimens recommended must be able to thrive in a coastal environment, be drought tolerant, and strong enough to withstand the public by-way and climate forces.

SubTask 1.3: Review Existing MXE District

The physical design of the project is tied to the land use and zoning. This task will look at the way in which the regulatory issues can be changed or enhanced to predict a balanced outcome for all the constituent interests of Ocean Drive.

In addition, during this task the Zyscovich Team will also look at the economic challenges inherent in the properties in general and make recommendations for how to balance the profit centers affecting each property. This will be reviewed in the context of modifications that will look at Ocean Drive, the street ends approaching Ocean Drive and Lummus Park as well as determine of any changes should be proposed during the pilot project.

SubTask 1.4: Review of Impact to Street ends and Collins Avenue

Since the City is already moving forward with the pilot project on Washington Avenue, the decisions made for Ocean Drive will have an impact on Collins and the connecting streets between. The Zyscovich Team will review and coordinate the proposed Pilot Projects to anticipate and potentially suggest what happens in these areas.

SubTask 1.5: Presentation

During this subtask, the Zyscovich Team will present the process undertaken to define the Ocean Drive Pilot Project and final recommendations. Information will be collected and assembled into a final presentation document that will outline the process of arriving at the proposed recommendations and action items that need to be undertaken for implementation. The information will be presented at a public meeting.

CULTURE ART AND MIXED-USE ENTERTAINMENT DISTRICT – ANALYSIS AND PILOT

TASK 2A	OVERALL DISTRICT – EXISTING CONDITIONS AND MOBILITY REVIEW
<i>Timeframe:</i>	<i>3-4 months</i>
<i>Deliverable:</i>	<i>Summary Presentation materials of review findings</i>

SubTask 2A.1: Meeting with City Department leads and staff for Washington and Collins

During this task, Zyscovich will lead two-hour meeting with key City Department leads and staff to understand existing/ongoing planning efforts; establish project goals and key focus areas; and, develop a shared vision and understanding of the required Study outputs and outcomes. The meeting will enable an in-depth discussion and initial assessment of issues and opportunities for the District and result in strategic alignment of goals and objectives of the District to guide the planning process.

SubTask 2A.2: Review of Previous and Ongoing Land Use Planning, Economic and Transportation Studies

The City shall provide the Zyscovich Team with all relevant and appropriate previous studies for the City so that those findings can be incorporated as appropriate into the current research for this study. This shall not be an exhaustive study into prior work but shall be a cursory review to understand previous conclusions and recommendations as well as help establish a clear definition of the existing conditions and problems within the district and identifies the study area's issues and opportunities as relates to land use, urban design, economic vitality and placemaking conditions and goals, transportation and parking.

SubTask 2A.3: Mobility Review

The mobility trial of the Washington and Collins Pilot Projects will be reviewed and evaluated. The Zyscovich Team will provide input to the both pilot projects which will be conceptually agreed or already implemented by this time. There will be a cognitive absorption of the proposed City transportation proposals so that there can be a conceptual approach for the transportation that can be carried forward into the planning of the district. This task will include Team's observations and comments on the Pilot Projects as well as include assumptions of Future Travel Patterns and Multimodal Needs' impacts on Land Use within the district.

TASK 2B	ASSESSMENT OF CURRENT LAND USE, ZONING AND ECONOMICS FOR AN INTEGRATED CULTURE ART AND MIXED-USE ENTERTAINMENT DISTRICT
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<i>Timeframe:</i>	<i>3-4 months</i>
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<i>Deliverable:</i>	<i>Summary of Surveys and Findings Report and Sketches</i>
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SubTask 2B.1: Economic Overview and explore New Opportunities

The Zyscovich Team will analyze and lead discussions of opportunities and approach to change regarding the economic performance of buildings within the District. Based on this analysis, Zyscovich will evaluate options that would enable a more balanced and efficient means of utilizing each corridor to its potential. This evaluation will consider the review of land use concepts being proposed to advise on potential outcomes.

With an understanding of economic and market conditions that will impact planning (and revitalization) efforts, the opportunity to link the economic program to physical planning will be addressed. To this extent, we will be able to provide comprehensive insight into issues such as:

- **How can the City identify the opportunity within any given study area be strengthened?** Upon evaluation of certain architectural and design attributes within each area, we may provide recommendations as to how to make use of existing features to market the area and improve the identity by building upon existing assets.
- **How does the City provide adequate diversification of land uses to create functional clusters?** The success of a community often depends on an adequate mix of land uses. We will help to identify strengths and weaknesses in the existing mix of uses and provide insight into improvements as needed. This is particularly important within a diverse geographic study area for which land use regulation is needed to link distinct areas.
- **How does the City improve pedestrian mobility and create sense of place?** An inventory and relationship analysis of existing access routes, public transportation, landscape features, and activity centers will be integrated into the planning analysis and assessment of redevelopment opportunities to understand how to better time the implementation of capital improvements to economic and market opportunities.

- **What does the City need to do to establish the organizational framework to best manage the implementation of policy changes and provide for long term funding needs?** This component will focus on developing a budget for managing the capital and ongoing operating aspects of the district, and detailing those revenue sources (i.e. sponsorship/fees) which the City may be able to grow in order to broaden the fiscal foundation to support improvements and operations.

SubTask 2B.2: Review Land Use and Zoning Regulations and Explore Enhancements

During this task, Zyscovich will review the existing land use and zoning regulations related to permitted uses and the consequences and behaviors resulting from these uses and regulations. An assessment will be made on those parts of the regulatory framework that need change or further restriction so that the problems of the MXE district due to regulations can be identified and documented.

SubTask 2B.3: Concept for Lummus Park Improvements that enhance Ocean Drive

During this task, the Zyscovich Team will create and test design concepts that can be iconic and transformational for Lummus Park in order to establish a consensus for a redefined Ocean Drive.

TASK 3:	URBAN AND ECONOMIC DEVELOPMENT FRAMEWORK FOR MXE DISTRICT WITH ACTION PLAN FOR IMPLEMENTATION
<i>Timeframe:</i>	<i>6-7 months</i>
<i>Deliverable:</i>	<i>Workshop Presentation + Workshop Summary Report for each Workshop to include a condensed overview of all input and outcomes. Final Plan Report containing the District-wide Urban and Economic Development Framework Plan with Action Plan indicating prioritization of projects for near- and long-term implementation.</i>

SubTask 3.1: Review and Comment on performance of PILOT PROJECTS

During this task, the Zyscovich Team will review the progress and efficacy of Washington Ave, Ocean Drive and Lummus Park pilot projects and monitor the success of the temporary relocation of transit to Collins. This analysis will result in a series of recommendations for any changes and/or enhancements to ongoing projects.

SubTask 3.2: Visioning Workshop for the entire district

This task will be conducted in parallel or during work being developed under Tasks above. During this visioning workshop, invited Stakeholder Groups and BIDs will convene to discuss and define goals and priorities for the study, set a direction for the planning process and potential actions, and formulate a shared vision to serve as a baseline for the framework strategy

SubTask 3.3: Public Workshops

Zyscovich will conduct (2) two workshops to obtain stakeholder input critical to the development of the visioning, strategies, and options for an Urban Planning and Economic Mobility Framework for the MXE District. Core Activities for the (2) two Workshops shall include:

- Review existing conditions and contextual study materials, engagements and analysis to date;
- Design and prepare workshop materials and presentations;
- Facilitate ½ day virtual workshop;
- Synthesize input and initial recommendations including observations from Pilot Projects; and,

- Develop illustrated vision, principles, and success criteria based on workshop outcomes, to support the larger Urban and Economic Framework, and present back to the City for input.

We have identified the **following (2) two Workshops** with invited stakeholders to be held as input / visioning sessions. Each Workshop will focus on specific topic areas as follows:

Workshop 1 - District Characteristics, Urban Design and Placemaking
Workshop 2 – Transportation, Land Use and Zoning

Workshop 1 FOCUS - District Characteristics, Urban Design and Placemaking

Zyscovich, together with Gehl, will work with the wider project team to design and facilitate a workshop that uncovers the long-term vision for public space use in the MXE District and establish success metrics around the life the District wants to define and create, which will guide the Framework plan. The workshop purpose is to:

- Create a common understanding with the core stakeholders and wider public
- Gather input from core stakeholders to refine the criteria for success and define guiding principles that will be reflected in the Framework Plan
- Develop an engaging, focused vision for a desirable and functional District

Workshop topics shall include:

- Site walk with the team and invited stakeholders to selected areas of the District to observe behaviors and identify challenges and opportunities
- Identify interim/iterative activation projects to engage stakeholders and test the developing vision through street level, experimental projects or events.
- Success criteria, including definition of qualitative and quantitative metrics to evaluate projects and programs, once implemented. We will lay a foundation for people centered metrics that the City can refine over time and that can be included in the final Framework and Action Plan.
- A brainstorming session to capture initial ideas, concerns, and ambitions related to what success looks like.
- Questions may include:
 - What experiences do we want to have on Ocean Drive? Washington Ave? Collins Avenue? And in the wider District? How might we address challenges with perception today?
 - Who is the audience? What combination of programming/activation will invite current visitors to spend more time and anticipated future and desired future visitors to the District overall?
 - How can the design of the public realm foster the perception and behavior changes desired?
 - Where could programming be deployed and at what times of day to optimize public participation and use for specific goals/objectives?
 - Seasonality – How will programming/activation strategies need to adapt throughout the year?

Workshop 2 FOCUS – Transportation, Land Use and Zoning

Zyscovich, Kittelson and Lambert Advisory will present findings of the previous analysis and assessment work and elicit input from workshop participants on specific topics as pertains to mobility, connectivity, retail, tourism, arts, culture and entertainment uses and demands; and land use and zoning.

SubTask 3.4: Guiding Principles and Urban Design Strategies with Priorities and Action Plan

During this task, the Zyscovich Team will Develop guiding principles, urban design strategies and action plan incl project prioritization for the district and specific to Washington Ave, Collins Ave and Ocean Drive to include the following:

- **Land Use and Mobility Recommendations**
- **Economic Development Strategies**
- **Urban Design Strategies and Landscape Architecture Elements**

Project prioritization alternatives and considerations based on previous task assessments and outcomes, market and economic assessment, transportation/mobility assessment, and community/stakeholder input will be identified. Major Tasks include the following:

- Identification and on-going development of urban design strategies related to (sub)district placemaking opportunities; special district repositioning and development strategies; and, programming options. The Consultant Team will develop specific recommendations based on the selected guiding principles and priorities. The strategies will address a multitude of issues such as infill development, public/private opportunities, housing, transit and mobility, street connectivity, streetscape, the public realm and amenities, sub-districts, etc. both in terms of uses, massing, and open public space, based on the economic and transit/mobility assessments and recommendations.
- Establish targeted urban design recommendations in coordination with the Consultant Team and the City.
- Establish project priorities and program alternatives for sub-districts which address steps for implementation, planning initiatives, including policy considerations.
- Produce a comprehensive presentation, in coordination with the City, to be used in presentations and reviews.

The outcome deliverables under this subtask will be as follows:

- Identify strategies for potential land use and zoning changes and open space. This will be depicted as site plans and sketches and may include images from the case studies prepared by the economic consultant and street sections prepared by the transportation consultant;
- Articulate urban design strategies and landscape architecture features to frame the urban integration of land use, zoning and open space / streetscape design and utilization of the corridors within the district;
- Clarify major policy considerations, as applicable, in coordination with the City;
- Comprehensive Power Point presentation summarizing the recommended strategies. The presentation will include:
 - ✓ Relevant graphics, diagrams, plans, and sketches (2D & 3D)
 - ✓ Consultant team analysis summary and technical input
 - ✓ Summary of established guiding principles, urban design strategies and program alternatives.
 - ✓ Summary/bulleterd narrative of key elements and strategies.

SubTask 3.5: Final Public Presentation

Zyscovich will lead a final public presentation of Framework Plan Recommendations. This will be a unified, coordinated presentation of Consultant Team findings and recommendations in a Final Plan Report: The Urban Design and Economic Mobility Framework Plan and strategic Action Plan for guiding project development based on land use, economic, transportation and city policy recommendations, funding and implementation.

SubTask 3.6: Commission Meeting

Attend (1) one City Commission Meeting to present findings and Framework Plan Recommendations.

SubTask 3.7: Framework Plan with Action Plan

The Urban and Economic Development Framework Plan is intended to identify issues and opportunities and provide land use, mobility, and economic development recommendations for the overall MXE District and specific to each of the three major corridors: Ocean Drive, Washington Avenue and Collins Avenue.

The resulting plan will be an actionable plan and the recommendations from the study, as adopted by the City Commission, will form the basis for more detailed concept and design plans for Washington Avenue, Collins Avenue and Ocean Drive.

The Zyscovich Team will prepare Final Draft District-wide Framework Plan with Action Plan outlining specific strategies and a list of recommendations for targeted district areas as they relate to general overall scale, height, density and use as well as general guideline recommendations as they relate to the built environment and its impact on streetscapes, mobility and the public realm.

The developed listing of recommended projects and examples of how the guiding principles can be met in specific target areas will include both public and private development opportunities to reflect a comprehensive approach for the District's redevelopment. Components of the project recommendations will include:

Economic Development Recommendations

- Ocean Drive Zone, specifically.
- Collins Avenue Zone, specifically.
- Washington Avenue Zone, specifically.
- District-wide recommendations with a holistic perspective.

Land Use Recommendations (to incorporate Transportation and Mobility Recommendations)

- Ocean Drive Zone, specifically.
- Collins Avenue Zone, specifically.
- Washington Avenue Zone, specifically.
- District-wide recommendations with a holistic perspective.

Recommendations will be presented with:

- Project description
- Implementation strategies
- Sketches
- Prioritization: near and long term, and/or high, medium, low.

A comprehensive Power Point presentation will summarize the Strategies and Projects Prioritization/Development. The presentation will include:

- Relevant graphics, diagrams, plans, and sketches (2D & 3D)
- Summary of the development program and strategies
- Summary/bulleted narrative of key elements.
- The presentation will be printed and bound to serve as a Summary Document

Miami Beach | LAND USE, MOBILITY & ECONOMIC DEVELOPMENT STUDY FOR MXE DISTRICT

ZYSCOVICH TEAM - Basic Services Fees

TASK	SUB TASK	DESCRIPTION TASK	ESTIMATED TIMEFRAME AND FEES
Ocean Drive, Street Ends and Lummus Park - Analysis and Pilot			
1	OCEAN DRIVE FOCUS - CURRENT CONDITIONS ANALYSIS AND INPUT FROM STAKEHOLDERS		
	1.1	Stakeholder and Community Virtual Meetings	Month 9/10 - 2020
	1.2	Select and design the Preferred Pilot Project plan for implementation and monitoring	Month 10/11/12 - 2020
	1.3	Review existing MXE district to determine if changes should be proposed during Pilot Project	Month 10/11/12 - 2020
	1.4	Review of impact to street ends and Collins Avenue	Month 1/2/3 - 2021
	1.5	Presentation outlining process taken and final recommendations	Month 12 - 2020
	<i>Deliverables -</i>		
	Summary presentation materials of review findings.		
	TASK 1 - Subtotal Fees =		\$ 126,500.00
Culture Art and Entertainment District - Analysis and Pilot			
2A	OVERALL DISTRICT - EXISTING CONDITIONS AND MOBILITY REVIEW		
	2A.1	Meeting with City with Department leads and staff for Washington and Collins	Month 9/10 - 2020
	2A.2	Review of Previous and Ongoing Land Use Planning, Economic and Transportation Studies	Month 10 - 2020
	2A.3	Mobility Review including assumptions of Future Travel Patterns and Multimodal Needs' impact on Land Use Include observations and comments from Pilot Projects	Month 11 - 2020
	<i>Deliverables -</i>		
	Summary presentation materials of review findings.		
	TASK 2A - Subtotal Fees =		\$ 49,000.00
2B	ASSESSMENT OF CURRENT LAND USE, ZONING AND ECONOMICS OF INTEGRATED ENTERTAINMENT DISTRICT		
	2B.1	Economics Overview and explore new opportunities	Month 1/2/3/4 - 2021
	2B.2	Review Land Use & Zoning regulations and explore enhancements	Month 1/2/3/4 - 2021
	2B.3	Concept for Lummus Park Improvements that enhance Ocean Drive	Month 3/4 - 2021
	<i>Deliverables -</i>		
	Summary of Surveys + Findings Report and sketches		
	TASK 2B - Subtotal Fees =		\$ 116,000.00
3	URBAN & ECONOMIC DEVELOPMENT FRAMEWORK PLAN with ACTION PLAN FOR IMPLEMENTATION		
	3.1	Review and comment on performance of PILOT PROJECTS	Month 5/6 - 2021
	3.2	Visioning Workshop for the entire MXE district	Month 5 - 2021
	3.3	Public Workshops The Consultant shall conduct two (2) Workshops to obtain public and stakeholder input. Include observations from pilot projects Workshop 1 - District Characteristics, Urban Design and Placemaking Workshop 2 - Transportation, Land Use and Zoning	Month 6/7 - 2021
	3.4	Guiding Principles and Urban Design Strategies with Priorities and Action Plan Develop guiding principles, urban design strategies and action plan incl project prioritization for the district and specific to Washington Ave, Collins Ave and Ocean Drive to include the following: Land Use and Mobility Recommendations Economic Development Strategies Urban Design Strategies & Landscape Architecture Elements	Month 8/9 - 2021
	3.5	Final Public Presentation Presentation Framework Plan Recommendations	Month 9 - 2021
	3.6	Commission Meetings Attend one (1) City Commission Meeting presentation of findings	Month 10 - 2021
	3.7	Framework Plan with Action Plan Prepare Final Draft District-wide Framework Plan with Action Plan	Month 11 - 2021
	<i>Deliverables -</i>		
	Workshop Presentation + Workshop Summary Report for each Workshop to include a condensed overview of all input and outcomes. Final Plan Report containing the District-wide Urban and Economic Development Framework Plan with Action Plan indicating prioritization of projects for near and long term implementation.		
	TASK 3 - Subtotal Fees =		\$ 260,500.00
	TOTAL BASIC SERVICES FEES =		\$ 552,000.00

NOTES:

(1). Baseline Surveys under Task 2B.1 totaling \$60,000 are NOT included in Total Fees. Each survey is estimated to be \$30,000. Surveys to be conducted must be City-approved. The work is to be developed under the direction of Lambert Advisory.

Additional Services / Reimbursable Expenses:

- (a) The Study of TDR Options and Analysis of Competitive advantage/disadvantages of the Study Area are Additional Services to be discussed with City.
- (b). Presentation quality physical models, 3D computer models, renderings, or animations and Conceptual presentation quality renderings are not included in the Basic Services Fees.
- (c). Cost estimating services are not included in the Basic Services Fees.