TREASURE COAST REGIONAL PLANNING COUNCIL

MEMORANDUM

To: Council Members  
From: Staff  
Date: July 21, 2017 Council Meeting  
Subject: City of Hollywood Transit-Oriented Development Charrette Interlocal Agreement

Introduction

The purpose of this item is to request Council approval of an interlocal agreement with the City of Hollywood pursuant to a funding award through the Southeast Florida Transit-Oriented Development (SFTOD) Pilot Program Grant to conduct a planning charrette for the anticipated Hollywood Tri-Rail Coastal Link (TRCL) station on the Florida East Coast (FEC) rail corridor. Funding for this effort has been secured through a transit-oriented development (TOD) planning grant from the Federal Transit Administration (FTA) and is included in Council’s work program via an agreement between Council and the South Florida Regional Transportation Authority (SFRTA).

Overview and Analysis

For more than a decade, Council has been assisting the SFRTA, Florida Department of Transportation, agencies, and local governments with planning and technical assistance in support of the expansion of Tri-Rail service onto the FEC rail corridor. The TRCL project is currently anticipated to include up to twenty-five stations between Miami and Jupiter. Land use patterns around these stations and along the corridor, particularly in support of TOD, are critical to the success of passenger rail service. To enhance the effectiveness of future Tri-Rail service, Council is administering FTA grant funding to provide designated Coastal Link cities with station area planning assistance.

At its May 2017 meeting, Council approved the grant selection as recommended by Council’s SFTOD Technical Selection Committee and authorized the allocation of $200,000 to the City of Hollywood for the development of a station area plan through a planning charrette process. The City, in partnership with the Hollywood Community Redevelopment Agency, will provide $41,000 in matching funds towards the project. A scope of services has been prepared to execute the work, which anticipates a planning charrette conducted in the Fall of 2017 (see Attachment A). All grant-funded work will be completed by June 2018 as required by the FTA grant. Also at the May 2017 meeting, Council approved a model interlocal agreement to use with each grant awardee.
In accord with the interlocal agreement and the scope of work, Council will invoice the City of Hollywood and the Hollywood Community Redevelopment Agency as certain tasks are completed, up to the their total share of $41,000. Council will also periodically invoice SFRTA, drawing on the grant funds ($200,000) as work progresses.

Conclusion

Improving the relationship between land use patterns and transportation planning will improve the efficiency and effectiveness of the transportation network, create better opportunities for multi-modal success, and enhance quality of life throughout the Region. Council’s participation in the delivery of station area planning services as described in the proposed scope of services will assist in the advancement of these goals, enhance the transit-supportive land use and policy framework, provide direct assistance to local governments, and help implement Council’s Strategic Regional Policy Plan.

Recommendation

Council should authorize the Executive Director, in consultation with Council’s attorney, to execute an interlocal agreement with the City of Hollywood for the provision of planning assistance in support of a future Tri-Rail Coastal Link station.

Attachment
PROJECT DESCRIPTION

The City of Hollywood (City), in collaboration with the Hollywood Community Redevelopment Agency (CRA), Treasure Coast Regional Planning Council (TCRPC), and the South Florida Regional Transportation Authority (SFRTA), seek to study and implement ways to improve mobility, quality of life, economic vitality, and improve transit-oriented development (TOD) around the planned Tri-Rail Coastal Link station in downtown Hollywood. The SFRTA has secured a Pilot Planning Grant from the Federal Transit Administration (FTA) to fund station area planning activities along the planned Tri-Rail Coastal Link Corridor. Funds from this grant program will be matched in part by funds from the City to fund the station area planning activities described in this scope of services.

The Treasure Coast Regional Planning Council (TCRPC) has been requested to prepare a scope of services to assist the City, CRA, and SFRTA to coordinate a meaningful public involvement process and conduct an economic development and urban design charrette to assist the City, CRA, and SFRTA in improving transit-oriented development conditions around the planned station and contributing to future mobility and system ridership. This planning effort is also designed to advance the implementation of “Complete Streets,” which is a local, regional, and national priority to improve transportation facilities in a multi-modal design to provide the best and safest accommodations for all users – motorists, cyclists, pedestrians, and transit users.

The project area for the Hollywood Station Area TOD Charrette and Master Plan is focused on, but not limited to, that area in downtown Hollywood centered around the intersection of the FEC railroad and Polk Street, extending a half-mile in all directions. This area is generally bounded by Hayes Street to the north, Adams Street to the south, 26th Avenue to the west, and 17th Avenue to the east. Additional areas may be included when additional analyses would benefit the master planning efforts.

The key elements of the Hollywood Station Area TOD Charrette and Master Plan shall include:

- The creation of a physical master plan for the anticipated Hollywood Tri-Rail Coastal Link Station Area, which considers roadway reconfigurations and desirable infill and redevelopment opportunities that support transit-oriented development, advance Complete Streets initiatives, and reflect the community’s vision for the future of the City;
• A review of the land use and development regulations in order to recommend improvements and ways to encourage desired redevelopment and business creation;

• The development of a Market Overview which reviews existing market conditions and demographics, and analyzes key market trends within the study area, the City of Hollywood, and relevant areas within the region;

• A detailed assessment of the current and future vehicular, pedestrian, bicycle, and other non-motorized vehicle infrastructure and circulatory patterns on the surrounding roadway and sidewalk network;

• Coordination with all relevant agencies, including but not limited to the City, SFRTA, Florida Department of Transportation (FDOT), Broward Metropolitan Planning Organization (MPO), Broward County, Broward County Transit, Hollywood CRA (CRA), and adjacent municipalities.

SCOPE OF SERVICES

I. Project Coordination

Project Meetings

TCRPC will facilitate all project coordination meetings needed for project development and as requested by the City and SFRTA. The initial meetings will ensure clarity and consistency among all team members of the project mission and goals. TCRPC will also encourage other agency meetings including:

City staff;
CRA staff;
FDOT staff;
Broward MPO staff;
Broward County and Broward County Transit staff; and
Staff of adjacent municipalities and other agencies as appropriate.

TCRPC anticipates periodic project meetings to occur throughout the project's development and submittals of the master plan.

To address the project parameters as identified by the City, CRA, and SFRTA, TCRPC will assemble a Project Team that includes the following disciplines: economic and market analysis, retail/development and marketing, economic development, traffic engineering, multimodal transportation planning, urban design, architecture, planning, redevelopment, and policy analysis. TCRPC will manage all sub-consultants as part of this work effort, and all sub-consulting fees are included in the estimated fees presented in this scope. TCRPC will also provide all coordination necessary with FTA to satisfy the needs of the Pilot Planning Grant.
Anticipated timeline for the Project Coordination phase is August 2017 through June 2018.

II. Due Diligence

Base Documentation

TCRPC will begin developing, with assistance from the City, CRA, SFRTA, FDOT, Broward MPO, Broward County, and other agencies, necessary base documentation for the project, to include: GIS databases, aerial photography, ownership maps, residential and non-residential intensity maps, utilities, and other data as appropriate.

Data Collection

TCRPC will begin assembling, with assistance from the City, CRA, SFRTA, FDOT, Broward MPO, Broward County, and other agencies, data pertinent to the project to include: previous and current economic development, redevelopment, and planning studies and activity within the study area; historical and cultural information; business and economic profiles; and regulatory documents for the City of Hollywood, FDOT, Broward County, and other agencies as appropriate.

Field Work

TCRPC will conduct field work and site visits to develop a photo database and review on-site conditions. During field visits, TCRPC team members may schedule to meet with City, CRA, FDOT, SFRTA, Broward MPO, and County representatives to tour specific areas to gain a greater understanding of particular issues.

Regulatory Review

TCRPC will provide a review and assessment of the City’s Comprehensive Plan and Land Development Regulations. This assessment will identify areas where potential modifications may be necessary to fully implement the vision and policies of transit-oriented development and Complete Streets. Specific recommendations for revisions, if needed, will be part of the master plan document.

Market Overview and Economic Development Analysis

The economic analysis for the Hollywood Station Area TOD Charrette and Master Plan is intended to focus on those “building blocks” that will guide the City in prioritizing future redevelopment decisions and asset allocation. In short, the five key components of the economic analysis will include:

- Demographic & Economic Profile
- Real Estate Market Conditions
- Economic Development Potentials
- Target Industry Analysis Update
• Measuring Economic Impacts of the Plan

These elements are important to establishing realistic development expectations that implement the tenets of transit-oriented development and Complete Streets policies.

*Anticipated timeline for Due Diligence phase is September through December 2017.*

III. Pre-Charrette Phase

**Creation of Charrette Host Committee**

TCRPC will, with the assistance of the City, elected officials, and partner agencies such as SFRTA and FDOT, assemble a Charrette Host Committee, which is essential for successful charrette and pre-charrette planning logistics (e.g., meeting/charrette venues, notification, public outreach). The committee will be comprised of approximately ten residents, business owners, community leaders, and similar local representatives. Host Committee members are also encouraged to participate in the public charrette activities. TCRPC will schedule four-to-six Host Committee meetings prior to the charrette process.

**Public Outreach Efforts**

There will be coordinated public outreach efforts during the pre-charrette period to engage public interest and a sense of authorship in the process. The public outreach efforts will continue, periodically, throughout the development of the Hollywood Station Area TOD Charrette and Master Plan.

**Stakeholder Interviews**

TCRPC, with members of the consultant team, will conduct between 40-60 individual stakeholder interviews. The interviews will include elected officials, local property and business owners, public officials, and other members of the community as recommended by the City. The interviews will be conducted at a location in the City and will be scheduled by TCRPC in coordination with City staff.

*Expected timeline for Pre-Charrette phase is September through November 2017.*

IV. Public Design Charrette

In order to address the unique characteristics in the City of Hollywood and the Hollywood Station Area, and to provide adequate public involvement and engagement, TCRPC will conduct a week-long, on-site, public design charrette. The charrette will be open to all who are interested, and attendance will not be restricted to one segment of the community or another. The TCRPC team will establish an on-site “studio” where the team will work for the entire charrette week. The following is a detailed description of the charrette process.
Saturday Public Design Workshop

The public design workshop will be held on a Saturday morning in an easy-to-find, well-known location within the City suitable for group gatherings and PowerPoint presentations. TCRPC staff will work closely with the City and Host Committee to best estimate projected attendance at the workshop in order to provide enough space and refreshments. The workshop space will be organized around 8-10 banquet tables (that accommodate 8-10 people each) with ample space for ease of movement around the tables. TCRPC will provide a team of architects and urban designers (10-12) who will serve as facilitators at each table. Their role will be to assist the participants in recording their ideas on paper. The workshop and presentations will be videoed and photographed. The agenda for the Saturday workshop is as follows:

1. Greetings and opening presentation
   a. TCRPC staff to deliver a PowerPoint presentation on the workshop purpose, initial reconnaissance findings, and expectations of the day;
   b. Coffee, water, and refreshments to be provided.

2. Table sessions
   a. After the opening presentation, each table of participants will be asked to develop a map/drawing/list of their ideas and desires as related to the workshop program and study area. Each table will be provided with a detailed base map on which to develop their ideas;
   b. Each table participant will sign their name on the document, and one member from the table (not a facilitator) will be selected by the group to present their ideas after lunch;
   c. The TCRPC design team will work with each table to discuss and articulate their ideas. The design team will have been briefed on the area/regional findings beforehand.
   d. Table sessions will last for 2-3 hours, until lunch is provided.

3. Lunch
   a. Lunch and beverages will be provided to the workshop location;
   b. Typically teams will work through lunch if necessary.

4. Table Presentations
   a. Each table will be asked to pin-up and present their ideas to the rest of the group via their selected presenter;
   b. All workshop participants are asked to listen to each table presentation and provide comments and questions after each presentation;
   c. The table presentations are a very valuable tool in getting community members to see consensus in seemingly disparate ideas.

5. Wrap-up
   a. After the table presentations and all questions have been addressed, TCRPC staff will conclude by outlining the next steps for the process;
b. During the conclusion of the public design workshop, TCRPC staff will give clear instructions for the location of the public design studio and invite all to visit the studio during the following charrette week.

**Charrette Design Studio**

The charrette design studio is a workspace within the study area where the team will develop the ideas and solutions to issues discussed during the public design workshop. The team will work in the studio from Sunday until Friday evening when the Work-in-Progress presentation will be delivered. The studio will typically be open to the public from 9:30 am until 9:00 pm (with breaks for lunch and dinner). This open studio environment is a critical component of the public outreach process for developing the Hollywood Station Area TOD Charrette and Master Plan. Individuals who may have missed the Saturday session, or who have more to discuss, can come to the studio at their leisure. Experience has shown that providing this open working environment is greatly appreciated by the public who attend. Often community issues or concerns are revealed and addressed in the studio while working with the citizens.

**Work-in-Progress Presentation**

On the Friday at the end of the charrette week, the team will provide a Work-in-Progress presentation. This presentation will identify the issues raised the previous Saturday and chronicle how those issues were addressed throughout the week. This will be the first comprehensive look at the developing Hollywood Station Area TOD Charrette and Master Plan. The presentation will be open to the public, there will be time for questions and answers, and it will be centrally located (possibly at City Hall).

**Deliverables**

Specific deliverables will include:
1. Complete the week-long, on-site, public design charrette;
2. Deliver the charrette work-in-progress presentation;
3. Finalize Market Overview and Economic Development Analysis;
4. Finalize Station Area Traffic Analysis and Potential Design Alternatives; and
5. Provide Implementation Recommendations and Next Steps.

*Anticipated timeline for Charrette phase is October – December 2017.*

**V. Post-Charrette Phase**

**Develop DRAFT Community Master Plan**

Ten to twelve weeks after the Work-in-Progress presentation, TCRPC will deliver the first draft of the Hollywood Station Area TOD Charrette and Master Plan report. This document will consolidate and fully describe the master plan processes including the charrette, public input, and public involvement, and it will highlight all recommendations in considerable detail. All data and analysis developed during
the process (including but not limited to the Market Overview and Economic Development analysis, public design plans, and traffic and engineering assessments) will be incorporated into the document. All of the various “special projects” identified during the process will be addressed and prioritized in the Implementation section of the report. The Implementation chapter will identify and prioritize (by time and necessity) the necessary steps to bring the Hollywood Station Area TOD Charrette and Master Plan to fruition.

Submit Final Hollywood Station Area TOD Charrette and Master Plan

The first draft of the Hollywood Station Area TOD will be delivered, in hard copy format (up to 5 copies total) and in PDF format, to the City for its review. A review period of four weeks will be provided to allow for review of the document and submittal of revisions to TCRPC. Once the final revisions are incorporated, TCRPC will deliver the final Hollywood Station Area TOD Charrette and Master Plan document to the City in hard copy (up to 5 copies total) and in digital PDF format. Additional hard copies will be made available for the cost of reproduction and administrative time.

Deliverables

Specific deliverables will include:
1. Develop Hollywood Station Area TOD Charrette and Master Plan;
2. Deliver DRAFT Hollywood Station Area TOD Charrette and Master Plan report for review; and
3. Revise and submit FINAL Hollywood Station Area TOD Charrette and Master Plan report.

Expected timeline for Post-Charrette phase is December 2017 through June 2018.

VI. Project Approvals and Meetings

Additional Meetings

TCRPC will attend as many staff-level meetings through June 2018 as necessary to ensure the Hollywood Station Area TOD Charrette and Master Plan process is a successful endeavor. TCRPC will provide one presentation to the CRA Board and up to two neighborhood/community presentations (in addition to the public design workshop process outlined above). TCRPC and the design team will be available to make presentations to the City and other project partners upon request.

Project Approval Hearings

TCRPC will attend up to three public hearings for the adoption of the Hollywood Station Area TOD Charrette and Master Plan

Expected timeline for Project Approvals phase is January through June 2018.

VII. Project Deliverables

1. TCRPC shall provide the City with the following deliverables as final work products:
a. Study Area Map and Boundary Confirmation;

b. Facilitation of Project Host Committee and Conduct Interview Process;

c. Coordinated Review and Assessment of Comprehensive Plan and Land Development Regulations as related to Master Plan recommendations;

d. Existing and Future Land Use Assessment;

e. Existing and Future Transit Stop and Mobility Options Assessment, including bicycle, pedestrian, and transit circulation;

f. Development of Alternative Thoroughfare Sections as needed for the roadway network within the Study Area;

g. Neighborhood and Community Assets Assessment;

h. Market Overview and Economic Development Study;

i. Urban Design Charrette
   
   i. Conceptual master plan drawing (1) for the study area, rendered in color at an appropriate scale and suitable for publication.

   ii. Perspective sketches or diagrams (as many as needed) illustrating significant plan features or explaining design ideas consistent with the respective plan. Each sketch or diagram will be rendered in color or black and white, at an appropriate size, and suitable for publication.

   iii. Street Sections: (as many as needed) illustrating in diagrammatic form the relationships among the various elements within, and adjacent to the right of way. Each section will be rendered in color or black and white, at an appropriate size, and suitable for publication.

j. PowerPoint Presentations: All presentations (kick-off, work-in-progress, final) will be available in PowerPoint format immediately after they are presented. The presentation of work-in-progress will contain initial draft recommendations and will be available on Friday evening, at the conclusion of the work-in-progress presentation.

k. Project Report

   i. The final Hollywood Station Area TOD Charrette and Master Plan (report) will summarize items a through j (above) and include a project narrative and conceptual design ideas and analysis based upon community and professional input. The master plan report will include market analyses and provide realistic redevelopment expectations to be aligned with City priorities. Priority items, and methods for their implementation, will be discussed in
detail. The implementation recommendations will include conceptual design ideas, to-scale, that test initiatives recommended through the process. The master plan will also summarize the findings of all traffic analyses and studies developed during the master-planning process.

ii. Five color copies and one electronic copy (PDF format) of the draft Hollywood Station Area Charrette and Master Plan will be provided to City staff for distribution. Five color copies and one electronic copy (PDF format) of the final Hollywood Station Area TOD Charrette and Master Plan will be provided to City staff for distribution. The master plan shall be in color and suitable for publication and reproduction. The master plan shall be available ten to twelve weeks after the charrette and workshops.

iii. TCRPC will deliver work-in-progress reports and presentations and final reports and presentations to all requisite agencies and local governments upon request.

1. Electronic copy of all pictures (jpg or png format) and video footage (mp4 format) taken during the charrette and collected as part of the research.

NOTE: Any changes to municipal comprehensive plan(s), Land Development Regulations, CRA redevelopment plan(s), or any other policies necessary for the implementation of the Community Master Plan are not part of this contract.

2. Format of Deliverables: TCRPC shall provide the City final work products in the following format:

a. TCRPC shall print written documents on paper, as appropriate, and shall also provide a digital copy of such documents in an appropriate format (InDesign or PDF).

b. TCRPC shall provide graphic documents, including drawings, diagrams, maps, perspective renderings, or other comparable materials as requested in a digital format suitable for reproduction. Individual printed copies will also be available at the cost of reproduction.

c. TCRPC shall provide the City with a digital copy of all the PowerPoint presentations used for this project.

d. The City may request additional copies of deliverables upon payment to TCRPC of the actual reproduction cost.

VIII. Fees and Reimbursable Expenses

1. Fees: The total fee for the Hollywood Station Area TOD Master Plan, as described in the scope above, shall be $241,000 (two-hundred forty-one thousand dollars). Funding for this effort will come from the FTA Pilot Planning Grant ($200,000), the City of Hollywood ($16,400) and the Hollywood CRA ($24,600). The total fee includes travel, out of pocket expenses (printing and reproduction costs) film processing, mail, couriers, and other costs related to the professional services to be provided, including all sub-consultant costs.
2. **Payment Schedule:** The fee payments from the City of Hollywood and the Hollywood CRA (shared 40/60) to TCRPC shall be according to the following schedule:

- **20% ($8,200) ($3,280 City & $4,920 CRA)** of the professional fees due upon execution of this agreement.

- **50% ($20,500) ($8,200 City & $12,300 CRA)** of the professional fees due upon completion of the Hollywood Station Area TOD Charrette.

- **20% ($8,200) ($3,280 City & $4,920 CRA)** of the professional fees due upon submittal of draft Hollywood Station Area TOD Charrette and Master Plan and findings.

- **10% ($4,100) ($1,640 City & $2,460 CRA)** of the professional fees due upon submittal of final, revised Hollywood Station Area TOD Charrette and Master Plan.

3. **Grant Funds:** TCRPC shall periodically invoice SFRTA drawing on the grant funds ($200,000) as the work progresses and in accord with the agreement between TCRPC and SFRTA.

IX. **Anticipated Timeline (contingent upon execution of interlocal agreement in July 2017)**

**JULY – NOVEMBER 2017:**
Execute Agreement and begin Due Diligence and Pre-Charrette work and analysis.

**NOVEMBER/DECEMBER 2017:**
Conduct seven-day Hollywood Station Area TOD Charrette.

**FEBRUARY 2018:**
Deliver DRAFT Hollywood Station Area TOD Master Plan and Report, including findings and recommendations

**APRIL 2018:**
Deliver FINAL Hollywood Station Area TOD Master Plan and Report, including findings and recommendations

**MAY/JUNE 2018:**
Master Plan Adoption Hearings