



Item No. 4a

AGENDA ITEM REQUEST FORM

Town Manager

Connie Hoffmann

Department Submitting Request

Dept Head's Signature

**SPECIAL
COMMISSION MTG**
Meeting Dates - 7:00 PM

**DEADLINE TO
Town Clerk**

**ROUNDTABLE
MEETING**
Meeting Dates - 7:00 PM

April 12, 2011

- | | | | |
|---------------------------------------|---|--|---------------------------------------|
| <input type="checkbox"/> Presentation | <input type="checkbox"/> Reports | <input type="checkbox"/> Consent | <input type="checkbox"/> Ordinance |
| <input type="checkbox"/> Resolution | <input type="checkbox"/> Quasi Judicial | <input checked="" type="checkbox"/> Old Business | <input type="checkbox"/> New Business |

SUBJECT TITLE: Commission Approval of the Town's Participation in a Community Design Workshop with the University of Miami

EXPLANATION: As a result of Elizabeth Plater-Zyberk's participation in the Urban Design Series talks, the Town has been offered the opportunity to be the subject of The University of Miami School of Architecture's annual community design project. Each year the University partners with one city or community to focus the talent of a large, interdisciplinary team of architects, urban designers, planners, and real estate students and professionals on creating solutions to real urban design challenges.

Dean Plater-Zyberk observed Lauderdale-by-the-Sea's residents dedication to protecting the Town's character, human scale building profile, and livability from the pressures of overdevelopment that have plagued so many South Florida communities and felt it makes us an excellent choice for their annual project. She and her faculty are excited because it will give her students, graduate students and faculty an opportunity that they rarely get – to work in a community that is predominantly low rise buildings and is not heavily influenced by large developers.

In addition to their students and faculty, the University is reaching out to other professionals with whom they have relationships to participate in the project, particularly those who have worked in the hotel industry.

The Lauderdale-By-The-Sea Project will focus on four major issues and a tentative scope of the work is:

- 1) The revitalization of the A1A corridor from Pine Avenue to our southern boundaries through beautification of the streetscape, improvements to the pedestrian experience, and attention to the aesthetic appearance of the commercial uses that line the highway.
- 2) Specific design and market analysis of opportunities to improve four hotels along that section of A1A . The team assigned to the A1A corridor, will evaluate the possibilities – architecturally under the confines of our Code and Charter, and from a hotel financial feasibility basis - of the two anchor hotel sites on the north and south ends of A1A. In addition, the team will select two smaller hotels located on A1A and produce renderings of possible facade improvements for those hotels.
- 3) Produce drawings and urban design solutions for Commercial Boulevard that create a distinctive entryway into Town from the Intracoastal Bridge, that serve to enliven Commercial west of Bougainvillea Road, and improve the appearance and pedestrian environment along Commercial east of Bougainvillea.



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- 4) Further develop RMA's suggestions regarding the Town Hall/El Prado parking lot and park by producing architectural renderings of a civic center/plaza concept for the parcels.

The project would kick off with a community design charette on a Saturday in May; continue through the following week, with a public presentation of the ideas and renderings created at a Thursday night public session. Jarvis Hall will be used by the University team during that entire period of time and the public would be welcome to observe their work. A month later, they would return with a final report.

We had earlier talked about starting the project on Saturday, May 14, 2011, but the University is now checking with all of the participants to see whether that schedule will work for them. The alternate would be the following week, starting on Saturday, May 21st.

The University has agreed to professional fees of \$16,500, which will include the hotel industry professionals and a landscape architect they will add to their team. The Town expenses will include providing food to the team while on site, approximately \$1,500 in fees to have our Traffic Engineer participate in the design discussions to ensure the feasibility of the recommendations from the Florida Department of Transportation's (FDOT) prospective, and perhaps some cost in bringing in the Town Engineer to assist on drainage issues and road construction cost estimating.

One Commissioner asked that I estimate what doing this project will save the Town in the long run. If you take a rough estimate of the design time alone, the savings is incredible. Assuming 35 architects, planners and designers work an average of 32 hours each on this project, we are looking at over 1,100 hours of research and design time. Were we to hire an architectural and urban design firm, plus hotel consultants to do similar work, we would be looking at a contract in excess of \$100,000. Firms the caliber of DPZ (Elizabeth Plater-Zyberk's and her husband Andres Duany's firm command prices far in excess of that amount.)

I had originally suggested we would cover the cost from the Master Plan/Visioning budget we have in the General Fund, but since this will result in actual drawings and design concepts, it is more appropriate to charge the professional fees to the \$50,000 account we have budgeted in the Capital Fund for the Master Plan.

In the short three days since the Commission gave conceptual approval to the project, we have not been able to prepare a contract with the University of Miami. As a result, I would ask the Commission to give me the authorization to execute a contract that covers the scope of services I outlined above (recognizing there may be some minor changes) with the University. As soon as we have the dates settled, I will advise the Commission.

RECOMMENDATION: A motion authorizing the Town Manager to execute a contract approved as to form by the Town Attorney with the University of Miami in the amount of \$16,500 to conduct the Community Design Project.

FISCAL IMPACT AND APPROPRIATION OF FUNDS:

- Amount \$16,500.00 Acct # 300.519.500.318 Master Plan
- Transfer of funds required From Acct # _____

Reviewed by Town Attorney
 Yes No

Town Manager Initials CH