

ISSUE DATE: OCTOBER 5, 2017  
RESPONSE DEADLINE: OCTOBER 30, 2017

# REQUEST FOR PROPOSALS

## FOR PROFESSIONAL PLANNING SERVICES

WESTGATE COMMUNITY REDEVELOPMENT AREA ZONING OVERLAY  
ANALYSIS AND AMENDMENTS  
RFP #2018-001



WESTGATE/BELVEDERE HOMES COMMUNITY REDEVELOPMENT AGENCY  
PALM BEACH COUNTY  
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**REQUEST FOR PROPOSALS (RFP)  
PROFESSIONAL PLANNING SERVICES FOR  
WESTGATE COMMUNITY REDEVELOPMENT AREA ZONING OVERLAY (WCRAO)  
ANALYSIS & AMENDMENTS  
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**I. GENERAL:**

The Palm Beach County Westgate/Belvedere Homes Community Redevelopment Agency (“Westgate CRA” or “CRA”) is seeking proposals from qualified professional planning/urban design/architectural consultants to:

- Evaluate efficacy and functionality of current form-based Westgate Community Redevelopment Area Zoning Overlay (WCRAO) zoning regulations for intended purpose;
- Prepare and implement a public input plan; conduct stakeholder meetings
- Recommend amendments to the Overlay, and the County’s Unified Development Code (ULDC) and Comprehensive Plan, if necessary, based on analysis, findings and input;
- Draft zoning code amendment language in collaboration with County Staff;

This Request for Proposal ("RFP") provides a background, describes the project, the required scope of services, the consultant selection process, and the minimum information that must be included in the proposal.

**II. BACKGROUND AND PURPOSE**

The Westgate CRA, the only CRA in unincorporated Palm Beach County, was created in 1989 by the Palm Beach County Board of County Commissioners (“BCC”) pursuant to the Community Redevelopment Act of 1969, F. S. 163, Part III. The Westgate area was developed in 1921 as the most western gateway into the City of West Palm Beach, and stands as one of the oldest platted subdivisions in Palm Beach County. The area was de-annexed in 1931 by the City and has remained unincorporated since.

The redevelopment area is approximately 1,300 acres or 2 square miles, with a 2014 population of 11,433, 52% of which are of Hispanic or Latino origin. Median household income, falling far below the countywide median, was \$34,302 in 2014.



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Location remains the greatest asset of the Westgate CRA area which is centrally situated within Palm Beach County, in proximity to major urban transit networks, the Palm Beach International Airport, Interstate 95, and the cultural amenities and centers of commerce and governance in the City of West Palm Beach. The redevelopment area is bounded by Okeechobee Blvd. to the north, N. Florida Mango Rd. to the east, Belvedere Rd. to the south and N. Military Trail to the west. The boundaries of CRA were selected to encompass all neighborhoods in the redevelopment area that have interrelated drainage, transportation, land use, housing, health and safety needs that meet the criteria of slum and blight as defined by Florida Statutes.

The use of Community Redevelopment powers enables the BCC and the CRA to make substantial public improvements to remove blighted conditions, improve living conditions, and assist the revitalization of older commercial and residential areas. The CRA serves in a quasi-independent capacity receiving annual tax increment financing (TIF) from Palm Beach County based on incremental property improvement value. This revenue can be used for any project or program outlined in the CRA's Community Redevelopment Plan.

Building type, age, and street patterns differ throughout the redevelopment area. Existing land use in the CRA is predominately residential, with the majority of single family dwellings located in South Westgate Estates, the Golfview Heights/Belvedere Homes, and Belvedere Heights neighborhoods. Intense commercial uses line all four perimeter corridors as well as Congress Ave. and Westgate Ave. A small light industrial district is situated in the northeast quadrant of the CRA area. Lands which are publicly owned comprise the third largest zoning district. The Westgate Ave. Corridor, considered the primary target redevelopment area and envisioned as the "urban village" or commercial downtown, is characterized by small scale locally serving retail businesses such as convenience/small grocery stores, vehicles sales and service, and specialty contractors, with some office-warehouses, a few single family and multifamily residential parcels, and institutional uses. There is very little uniformity in use, lot size, building architecture, height or placement along the corridor.

CRA's must be responsive to fluctuations and trends in the economy, housing market, transportation, and to demographic shifts, as well as to new thinking in urban design, land use and zoning practice, and redevelopment planning. Planning is an important component of the Redevelopment Plan which allows the CRA to develop long range policies and guide the development of regulations to pursue targeted projects that increase opportunities for redevelopment, open space, economic development and housing, and that implement the goals and objectives of the Redevelopment Plan.

The Westgate CRA's Zoning Overlay (WCRAO), ULDC Article 3.B.14, utilizes new urbanism inspired form-based code and design guidelines to encourage new infill redevelopment and development within the CRA to help it grow as a vibrant and walkable and area. The Overlay is



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organized into geographical areas, called “Sub-areas,” introduced by the CRA’s 2005 Redevelopment Plan. The development objectives of each CRA Sub-area are intended to encourage specific uses, architectural typologies, and built forms and discourage others, in accordance with the vision of the 2005 Plan. Certain areas of the CRA were anticipated to remain virtually unchanged, while other areas are the focus of very exact transformational goals.

The CRA reviews and provides recommendations for applications for all development within its boundaries for consistency with WCRA Overlay regulations and the intent of the CRA’s Redevelopment Plan. The WCRA Overlay regulates uses, site configuration, building placement and orientation, access, uses by floor, and building design in most Sub-areas which contain a commercial redevelopment corridor, but in particular for infill redevelopment projects that front Westgate Avenue, in the Neighborhood Commercial (NC) Sub-area.

Amendments to the County’s ULDC and to the WCRA Overlay, initiated by the CRA, County Zoning Staff, or privately, occur regularly. Modifications to WCRA Overlay standards and regulations, and the ULDC generally, are requested by the CRA as conditions change, trends become apparent, technical glitches are found, or to accommodate or discourage specific uses. Certain regulations and standards could hinder successful redevelopment if allowed to remain as is, while other regulations may permit development that is not appropriate or compatible with the goals and objectives of the CRA’s Redevelopment Plan. Achieving the dramatic change envisioned for core focus areas of the CRA, such as Westgate Avenue, has required the implementation of strict design standards, property development regulations, and use regulations and these requirements often do not come without challenges to developers in the entitlement process which can overshadow its principal purpose: to facilitate redevelopment.

An amended CRA Community Redevelopment Plan, adopted by the BCC on October 3, 2017, re-focuses the efforts of the Westgate CRA to more effectively address outstanding redevelopment objectives and to reorganize and identify priority projects in a way that is current with area demographics, the economic climate, and market trends. The amended Plan focuses on six important areas: Economic Development and Redevelopment, Market Positioning, Housing, Community Improvement, Public Infrastructure Improvements and Public Spaces, and Planning for Redevelopment. In this Plan, the CRA has shifted from a historic focus on infrastructure improvements to economic growth and vertical redevelopment. The Plan provides a framework for strategies that incentivize redevelopment and investment to revitalize the area, increase the tax base, and improve job opportunities. All focus areas complement economic growth priorities.

The WCRA Overlay, in its current form, has been in place for nearly 12 years, since the last large-scale amendment in 2006. All subsequent amendments to the WCRA Overlay have been



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piecemeal rather than holistic in approach. The purpose of an analysis of the WCRA Overlay is to critically examine its efficacy today, both from a broad perspective and in a way which looks at the impact of specific regulation language. An evaluation of how the Overlay functions within the ULDC and a cross-comparative analysis of the Overlay within the County's Comprehensive Plan will be a focus. The project consultant will collaborate extensively with the Zoning Division, as well as with the Planning Division. As an important component of the analysis, the project consultant will be expected to gather input from key stakeholder groups representing a diversity of interests.

It is understood that much of the scope of work requested in this RFP builds upon, develops, complements, and further refines previous and on-going plans and efforts within the CRA, the Comprehensive Plan, and the WCRA Zoning Overlay. It is hoped that amendments to the WCRA Zoning Overlay will better facilitate redevelopment and economic growth.

The final product will be a summary of recommended amendments and draft modifications to WCRA Zoning Overlay code provisions; regulations and standards within other ULDC articles; and potential amendments to the Comprehensive Plan to better align current objectives and implementing policies to the CRA's priority redevelopment as outlined in the amended Redevelopment Plan. Recommended zoning code amendments should implement provisions that encourage the development of Westgate Avenue and other important commercial corridors, eliminates the proliferation of specific uses that fail to create pedestrian interest and fail to stimulate property reinvestment or that may limit economic viability, and flexible design regulations for infill redevelopment that promote the goals and objectives of the amended CRA Redevelopment Plan.

### **III. SCOPE OF WORK AND PROJECT TIMELINE**

The consultant shall serve as the Westgate CRA's representative pursuant to a contract or work assignment. The scope of services required under the contract will be defined by the following:

#### **Task A Project Initiation and Stakeholder Input**

1. Prepare a professional planning consultant project assignment and project schedule.
2. Create the WCRA Overlay Amendments Working Group consisting of CRA Staff, the CRA's professional consultant, Staff from Palm Beach County Planning and Zoning Divisions, and others, as identified.
3. Initiate meetings with the Palm Beach County Planning and Zoning Divisions to discuss project scope and gather preliminary input.



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4. Prepare a stakeholder input plan that identifies stakeholders and stakeholder groups representing a diversity of interests including public and private sector planners, builders/developers, business owners, land and property owners, investors, and other interested parties, including the County's DRAC (Development Review Advisory Committee).
  5. Obtain input on the challenges and opportunities of the WCRA Overlay from stakeholders through small group meetings, interviews, and/or surveys.
  6. Meet with Westgate CRA Board to discuss project scope and gather preliminary input.

**Due: December 15, 2017**

### **Task B Review & Analysis**

1. Prepare a written comparative analysis of goals and objectives of 1989, 2005 and 2017 WCRA Community Redevelopment Plans with a focus on "Planning for Redevelopment or the Planning Program."
2. Prepare a written analysis of the of the WCRA Overlay within the Goals, Objectives & Policies of the Future Land Use, and Transportation Elements of the County's Comprehensive Plan including the role of the WCRA Overlay within and how it relates to the policies of the Urban/Suburban Tier – Urban Service Area, the Urban Redevelopment Area Overlay (URAO), and the Redevelopment, Revitalization and Infill Overlay (RRIIO) as well as the County's Inclusionary Housing Policy and the Westgate-Belvedere Homes Community Redevelopment Area Transportation Concurrency Exception Area (TCEA). The review should consider whether priority redevelopment goals, such as, but not limited to, economic development, complete streets, and attainable workforce housing, outlined in the amended CRA Community Redevelopment Plan, could be better embodied within the sub-objective and policies of the WCRA Overlay and the Westgate-Belvedere Homes Community Redevelopment Area TCEA.
3. Prepare a written analysis of the WCRA Zoning Overlay within the County's ULDC including but not limited to development review processes, application requirements, use matrices, cross-references and relationship to other Articles.
4. Utilizing previously tendered development applications as case studies, conduct a review and technical analysis of the functionality of all elements of the WCRA Zoning Overlay (ULDC Art.3.B.14) and consistency with the goals and objectives of the amended Community Redevelopment Plan including, but not limited to: development review procedures, non-conformities, use regulations, property development regulations, supplementary standards, architectural guidelines, the bonus density program, parking and streets, landscape deviations, and drainage. The review should consider elements of



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the WCRA Overlay that may hinder redevelopment and those that encourage redevelopment.

5. Prepare a written analysis of redevelopment incentives within both the WCRA Overlay in the Comprehensive Plan and the WCRA Zoning Overlay in the ULDC.
6. Prepare an overall evaluation of the WCRA Zoning Overlay that assesses density and intensity, strengths and challenges to economic growth and redevelopment, conflicts with other ULDC regulations, standards or requirements, current laws and statutes, and language that may contrary to planning best practices.
7. Prepare a written analysis report with input and direction from the WCRA Overlay Amendments Working Group.
8. Present the analysis report to Westgate CRA Board.

**Due: January 31, 2018**

### **Task C Recommended Amendments**

1. Prepare recommendations for amendments to the ULDC and, if necessary, to the County Comprehensive Plan, based upon, and supported by summary findings from Tasks A and B, including, but not limited to, the following:
  - a. How the amendments will further the goals and objectives of the amended CRA Redevelopment Plan;
  - b. Whether the amendments would impact other UDLC Articles or Zoning Maps, and, if so, what other modifications to other ULDC articles are recommended;
  - c. How the amendments to regulations would impact the development review and public hearing process;
  - d. Whether the amendments would be consistent with the Comprehensive Plan (Future Land Use Element, Transportation Element, or Housing Element), along with any additional recommended amendments;
  - e. An evaluation of the effectiveness of existing redevelopment incentives and recommendations for new redevelopment incentives;
  - f. Whether the amendments propose modifications to the boundaries of WCRA Overlay sub-areas;
  - g. An appropriate balance of allowable uses, including mixed use, industrial, and entertainment uses; and,
  - h. Specific recommendations for:
    - i. Permitted/prohibited uses by sub-area
    - ii. PDRs – height, bulk, massing, building placement
    - iii. Architecture/design standards



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- iv. Parking, access standards
  - v. Infrastructure considerations
  - vi. Multimodal transportation opportunities
  - vii. Public spaces and streetscape design
2. Prepare a recommended amendments summary report with input and direction from the Working Group; and
  3. Present recommended amendments report to Westgate CRA Board.

**Due: March 30, 2018**

#### **Task D Public Input and Proposed Amendments**

1. Conduct one (1) public input meeting to review recommended code amendments and gather additional input from interested members of the community.
2. Prepare proposed amendments to FLUE Sub-Objective 1.2.3. Westgate/Belvedere Homes Community Redevelopment Area Overlay and corresponding policy language in the Comprehensive Plan, as identified in Deliverable #3.
3. Prepare proposed amendments to ULDC Art. 3.B.14. WCRA Zoning Overlay code provisions, and other ULDC Articles if necessary, based on recommendations identified in Task C and with input from the Working Group, Planning and Zoning Division senior staff and management, the Westgate CRA Board, and key stakeholders. The following should be included:
  - a. Changes in text to be tracked in strikethrough/underline format; and
  - b. Draft text amendments must consider format, structure, organization, clarity, consistency, ease of use.
4. Presentation of final draft amendments to Westgate CRA Board.

**Due: June 1, 2018**

#### **IV. SUBMITTAL REQUIREMENTS**

- A. Proposals shall be submitted in a sealed envelope, no later than **4:00 P.M. (EST), Monday, October 30, 2017** and addressed to:  
  
Mr. Elizée Michel, AICP, FRA-RA, Executive Director  
Westgate/Belvedere Homes Community Redevelopment Agency  
1280 N. Congress Avenue, Suite 215  
West Palm Beach, FL 33409  
RE: "WCRA Overlay Amendments RFP #2018-001"





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- B. Each firm submitting a proposal shall submit eight copies of the materials required pursuant to this Request for Proposals (RFP) (including one unbound original) and one electronic copy of their submittal on a CD. The electronic copy shall be in PDF format.
  - C. Firms responding to the RFP must be available for presentations or interviews to the Selection Committee, if required, to be held in person in West Palm Beach.
  - D. Any addendum issued will be made available on the Westgate CRA's website at <http://www.westgatcra.org>. Interested firms are advised to check the site frequently.
  - E. Provide an executive summary of the firm's interest in the project and why the firm is uniquely qualified.
  - F. A team organizational chart clearly indicating the firm's composition and capabilities, and/or each subconsultant, their role in the project, and key personnel assigned to the contract.
  - G. Listing and resumes of key personnel who will be directly involved and responsible for major project elements.
  - H. If a firm is associating itself with other firms, the firm(s) must be clearly identified and the responsibilities of each firm clearly set forth. Furthermore, the qualifications and the ability of each firm proposing to provide services and the responsibilities assigned to that firm must be specified.
  - I. Informational materials, such as marketing brochures, special reports, etc. are not considered responsive to this RFP and shall not be submitted.
  - J. Provide a breakdown of proposed fees to complete the project by task, with supporting details to justify costs and calculations. Submit hourly rates for each individual assigned to the project team.
  - K. The identification of a project lead. The lead shall have personal knowledge of the firm's performance for the specific project(s) listed.
  - L. Provide five (5) verifiable references for contract of a similar nature completed in the last five (5) years.
  - M. Provide the current workload of the firm. The Westgate CRA reserves the right to reject any and all proposals based upon the evaluation of the firm's workload.
  - N. The firm shall maintain adequate records related to all changes, expenses, and costs incurred in estimating and performing the work for at least three years



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after termination of any contract awarded, or extensions thereto. The Westgate CRA shall have access to such books, records and documents as required in this section for the purpose of inspection or audit during normal business hours, at the firm's place of business.

- O. List any and all lawsuits or arbitrations to which the firm or any of the associated firms have been a party the past five (5) years, summarizing allegations, results, and the current status of any proceeding. If there are none, a statement to that effect should be provided. A submission which does not provide this information will be deemed unresponsive and the firm submitting the RFP shall be disqualified.
- P. The RFP is a part of the RFP Response Package.
- Q. The completed RFP Response Package.
- R. The following should be included with the response to the RFP:
  - 1. GSA 330 Standard Form (Part I and II);
  - 2. SBE and/or M/WBE documentation; and,
  - 3. Other information that may be appropriate.

## V. METHOD FOR SHORT-LISTING AND FINAL SELECTION OF FIRMS

- A. A Selection Committee comprised of Westgate CRA Staff and others selected by CRA Staff which may include County Staff, will review and evaluate qualifications submitted by firms responding to this RFP. The review shall be based upon the information set forth in the response to the RFP and any interviews or background checks or references conducted by the WCRA staff regarding the firm's knowledge, skills, experience, past performance, resource availability/commitment, SBE and/or M/WBE participation, and the overall quality of the response to the RFP submitted. The Selection Committee may recommend a "short-list" to the Westgate CRA Board. The Westgate CRA shall determine the final award(s).

- B. Ranking of firms and final selection will be based on the following criteria:

### **Experience, Ability and Qualifications**

**30 Points**

- 1. General approach of the firm for successfully carrying out the project and quality of the submittal. Innovative strategies and creative solutions are desired.



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2. Reputation, past performance, and technical expertise of the firm and the project lead and staff on similar projects.
  3. Experience of the project lead and staff who will be assigned to the project.
  4. Resources of firm and workload of project lead and staff.

**Understanding of Project Scope** **30 Points**

1. Familiarity with the Palm Beach County Comprehensive Plan and Unified Land Development Code (ULDC).
2. Familiarity with Community Redevelopment Agencies (CRA's) and specifically the Westgate CRA.

**Schedule and Fees** **30 Points**

1. Ability to adhere to project schedule and meet project deadlines
2. Ability to perform the work in a cost-effective manner.

**Other** **10 Points**

1. Location of firm's office. Preference will be given to South Florida firms.
2. SBE or M/WBE Participation.

**VI. TERMS AND CONDITIONS**

- A. All responses to the RFP are public records and shall become the property of the Westgate CRA.
- B. Due care and diligence has been exercised in the preparation of this RFP, and all information contained herein is believed to be substantially correct. However, the responsibility for determining the full extent of the services rests solely with those making responses. Neither the Westgate CRA nor its representatives shall be responsible for any error or omission in this response, nor for the failure on the part of the respondents to determine the full extent of their exposures.
- C. The Westgate CRA Board reserves the right to select two firms from the responses received, to waive any and all informalities and/or irregularities; to re-advertise with either an identical or revised scope, or to cancel requirement in its entirety, to support in whole or in part the recommendation of the Selection



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Committee, to schedule interviews with one or more respondents as a prelude to preparation of a “short-list,” to schedule interviews with one or more respondents as a prelude to selection of a consultant, or to reject all proposals. In addition, the Westgate CRA reserves the right to split the project into different sections and award specific sections to the best-qualified consultant. The Westgate CRA also reserves the right to approve all subconsultants.

- D. The Westgate CRA retains the right to contact any firm to obtain supplemental information and/or clarification in either oral or written form.
- E. The selected consultant will be expected to execute the Westgate CRA standard contract for Professional Consulting Services. This document may be examined, upon request, at the Westgate CRA Office, 1280 N. Congress Avenue, Suite 215, West Palm Beach, FL 33409.
- F. The contract period, defined by the tasks outlined in the scope of work, will begin following Westgate CRA Board approval of consultant selection on November 13, 2017 and will end by June 1, 2018, unless otherwise extended. All tasks associated with the scope work are expected to be completed within the contract period.
- G. The selected firm shall provide insurance acceptable to the Westgate CRA, including but not limited to, professional liability insurance in the minimum amount of \$1,000,000 per occurrence and Business Automobile Liability at a limit of liability not less than \$500,000 each occurrence, for owned, non-owned, and hired auto liability prior to execution of a contract.

The Westgate CRA reserves the right to ensure and require that the insurance coverages provided by the successful firms are proper and that the insurers are licensed or otherwise qualified to do business in Florida. If at any time during the term of the contract, the CRA should determine that it is in its best interests to insist on an alternative insurance provider, it may do so and the firms agree to comply with the CRA's decision. The Westgate CRA also reserves the right to review, modify, or amend any required coverages, limits, and endorsements during the life of a contract and any extensions thereof. The CRA further reserves the right, but not the obligation, to review and reject any insurer providing coverage on the firms' behalf because of the insurer's poor financial condition or due to the insurer's failure to operate legally in the State of Florida.

- H. Documents prepared by the selected firms once submitted to the Westgate CRA become public records and may be subject to the CRA's reuse at a future time.



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## VII. OTHER

- A. The 2005 CRA Redevelopment Plan and 2017 amended CRA Redevelopment Plan may be accessed at <http://www.westgatecra.org>.
- B. Questions concerning this RFP shall be directed in writing via email to Denise Pennell, Senior Planner at [dpennell@pbcgov.org](mailto:dpennell@pbcgov.org) no later than 4:00 p.m. (EST), October 20, 2017, and shall include the words “WCRA Overlay Amendments RFP #2018-001 Questions” in the subject line.

## VIII. SMALL BUSINESS ENTERPRISES, MINORITY/WOMEN OWNED BUSINESS ENTERPRISES

- A. Each SBE firm utilized on this contract must be certified by Palm Beach County Office of Small Business Assistance (OSBA) in order to be counted toward the SBE participation goal. The OSBA’s telephone number is (561) 616-6840. Each M/WBE firm utilized on this contract must be certified by the State of Florida in order to be counted toward the goal.
- B. After contract award, the successful firms will only be permitted to replace a certified SBE or M/WBE subcontractor who is unwilling or unable to perform. Such substitution must be done with other certified SBE or M/WBEs in order to maintain the proposed SBE or M/WBE percentages submitted with the proposal. Requests for substitutions must be submitted to the Westgate CRA along with the required certification(s) from the OSBA and/or the State of Florida for the new SBE or M/WBE.
- C. The firms are prohibited from making any agreements with any SBE-M/WBE in which the SBE-M/WBE promises not to provide subconsultant services to other firms submitting proposals.
- D. Firms submitting proposals to provide professional planning services to the Westgate CRA will be eligible to receive points, not to exceed 5% of the total number of possible points awarded, for participation. It will be the responsibility of the firm submitting a proposal to furnish all the necessary information to the Westgate CRA in order to receive points for SBE and/or M/WBE participation.

## IX. LOBBYING

- A. Firms are advised that the “Palm Beach County Lobbyist Registration Ordinance” prohibits a Consultant or anyone representing a Consultant from communicating



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with any Palm Beach County Commissioner or Commissioner's assistant regarding responses to this RFP. This prohibition is sometimes referred to as a "Cone of Silence". For the purposes of this RFP, the same "Cone of Silence" shall include the WCRA's Board of Commissioners and any members of the WCRA staff who are Selection Committee members.

- B. The "Cone of Silence" shall be in effect from the date/time this RFP is published and shall only terminate at the time the Westgate CRA Board of Commissioners awards or approves a contract to one or more firms, or, rejects all proposals.
- C. Violations of the "Cone of Silence" shall immediately disqualify any firm contemplating the submission of a response to this RFP, and a violation of the Palm Beach County Ordinance is punishable by a fine of \$250.00 per violation.