

TOWN OF DAVIE

TOWN COUNCIL AGENDA REPORT

TO: Mayor and Councilmembers

FROM/PHONE: Will Allen, Redevelopment Administrator/797-2093

SUBJECT: Resolution

AFFECTED DISTRICT: District 1 District 2

TITLE OF AGENDA ITEM: A RESOLUTION OF THE TOWN OF DAVIE, FLORIDA, RATIFYING A PERSONAL SERVICES AGREEMENT BETWEEN THE DAVIE COMMUNITY REDEVELOPMENT AGENCY AND PMG ASSOCIATES, INC. TO PROVIDE MARKETING SERVICES FOR DAVIE ROAD.

REPORT IN BRIEF: This resolution approves an agreement for services to be provided for marketing services for Davie Road. The agreement is between the Davie Community Redevelopment Agency and PMG Associates, Inc. The firm of PMG Associates, Inc. was selected to provide the marketing services by Resolution No. 2003-2 adopted by Town Council on January 2, 2003. The firm was selected as being best qualified to provide the services in response to the RFP for such services. The adopted resolution authorized the Town Administrator or his designee to negotiate an agreement for such services and present that contract for approval at a future meeting. The agreement was assigned to the CRA and the agreement was prepared by Holland & Knight.

Highlights of the agreement include a listing of the scope of work as previously stated in the RFP; breaking the compensation to the contractor into three phases of work with 90% paid at the completion of each phase and 10% held until all work is completed; setting the term to complete the work at approximately four months; clearly stating that Chris Brown is to be the marketing director and not allowing a substitution; and providing the usual insurance and indemnification clauses. The cost for the contract totals \$62,300.00.

PREVIOUS ACTIONS: Resolution No. 2003-2 adopted on January 2, 2003 selected the firm of PMG Associates, Inc. as the firm best qualified to provide the marketing services for Davie Road as described in a Request For Proposals process. The resolution authorized an agreement to be negotiated for such services.

CONCURRENCES: The Davie CRA approved the personal services agreement at their January 27, 2003 meeting.

FISCAL IMPACT:

Has request been budgeted? yes

If yes, expected cost: \$62,300

Account Name: Special Projects 001-0405-515-0502

RECOMMENDATION(S): Motion to approve the Resolution.

Attachment(s): Resolution
Professional Services Agreement

RESOLUTION NO. _____

A RESOLUTION OF THE TOWN OF DAVIE, FLORIDA, RATIFYING A PERSONAL SERVICES AGREEMENT BETWEEN THE DAVIE COMMUNITY REDEVELOPMENT AGENCY AND PMG ASSOCIATES, INC. TO PROVIDE MARKETING SERVICES FOR DAVIE ROAD.

WHEREAS, the Town solicited proposals on behalf of the CRA for marketing services for Davie Road; and

WHEREAS, the selection committee selected PMG Associates, Inc. as the firm best qualified to provide the required services; and

WHEREAS, the Davie Community Redevelopment Agency selected PMG Associates, Inc. as the firm best qualified to provide the required services and the Town Council selected the firm of PMG Associates, Inc. by approval of Resolution No. 2003-2 on January 2, 2003 to provide the required services and authorized the Town Administrator or his designee to negotiate an agreement for such services and present that contract for approval at a future meeting date; and

WHEREAS, an agreement for such services has been prepared and agreed upon by the Davie Community Redevelopment Agency and PMG Associates, Inc. which is attached hereto and identified as Exhibit "A".

NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COUNCIL OF THE TOWN OF DAVIE, FLORIDA:

SECTION 1. The Town Council ratifies the personal services agreement between the Davie Community Redevelopment Agency and PMG Associates, Inc. to provide marketing services for Davie Road. A copy of the agreement is attached hereto and identified as Exhibit "A".

SECTION 2. This resolution shall take effect immediately upon its passage and adoption.

PASSED AND ADOPTED THIS _____ DAY OF _____, 2003

MAYOR/COUNCILMEMBER

Attest:

TOWN CLERK

APPROVED THIS _____ DAY OF _____, 2003

PROFESSIONAL SERVICES AGREEMENT

This Professional Services Agreement (the "**Agreement**") is made this 27th day of January, 2003, by and between the **TOWN OF DAVIE COMMUNITY REDEVELOPMENT AGENCY** (the "**CRA**") and **PMG ASSOCIATES, INC.**, a Florida corporation ("**PMG**").

WHEREAS, on behalf of the CRA, the Town of Davie solicited proposals from qualified consultants to prepare a market analysis focused on Downtown Davie;

WHEREAS, the selection committee for the Town of Davie selected PMG, an Economic and Management Consulting Firm, as the firm best qualified to provide the required marketing services;

WHEREAS, on January 2, 2003, the Town Council of the Town of Davie approved Resolution No, 2003-2 wherein it accepted the selection of PMG as the firm best qualified to provide the required marketing services for Downtown Davie and authorized the Town Administrator or his designee to negotiate an agreement for such services to be presented for approval by the Town Council at a future meeting date; and

WHEREAS, negotiations pertaining to the services to be performed by PMG were undertaken between PMG and the Town Administrator or his designee, and this Agreement incorporates the results of such negotiations.

NOW, THEREFORE, in consideration of the mutual promises and covenants herein contained and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the CRA and PMG agree as follows:

ARTICLE 1

Recitals

- 1.1 **Recitals**. The foregoing recitations are true and correct and are hereby incorporated herein by reference.

ARTICLE 2

Scope of Professional Services to be Provided

- 2.1 **Professional Services**. PMG shall perform all of the professional services (the "Professional Services") set forth in Exhibit "A" attached to this Agreement and made a part hereof in connection with this project (the

"Project"). PMG shall also provide all necessary, incidental and related activities and services required in connection with the Professional Services and the Project.

- 2.2 Scope of Professional Services. PMG and the CRA acknowledge and agree that the Professional Services set forth in **Exhibit "A"** do not delineate every detail and minor work task required to be performed by PMG. If, during the course of the performance of the Professional Services, PMG determines that work should be performed to complete the Project which is, in PMG's opinion, outside the level of effort originally anticipated, PMG shall notify the CRA Contract Administrator (as defined hereinafter), in writing, in a timely manner, before proceeding with the work. If PMG proceeds with said work without notifying the CRA Contract Administrator, said work shall be deemed to be within the original scope of Professional Services, whether or not specifically addressed. Notice to the CRA Contract Administrator does not constitute authorization or approval by the CRA to perform the work. Without obtaining prior written approval by the CRA and the CRA Contract Administrator, the performance of work by PMG outside the originally anticipated scope of Professional Services is at PMG's sole risk and expense.
- 2.3 Competency. PMG represents that all persons delivering the Professional Services required by this Agreement have the knowledge and skills, either by training, experience, education, or a combination thereof, to adequately and competently perform the Professional Services and to provide and perform the Professional Services to the satisfaction of the CRA for the agreed compensation.
- 2.4 Standards. PMG shall perform its duties, obligations, and services under this Agreement in a skillful and respectable manner. The quality of PMG's performance and all interim and final product(s) provided to or on behalf of the CRA shall be comparable to the best local and national standards.
- 2.5 Additional Services. The CRA or PMG may request changes that would increase, decrease, or otherwise modify the Scope of Services to be provided under this Agreement. Such changes must be contained in a written amendment, executed by the parties hereto, with the same formality and of equal dignity herewith, prior to any deviation from the terms of this Agreement including the initiation of any additional services. The CRA shall compensate PMG for such additional services as provided in such written amendment.

ARTICLE 3

Compensation

- 3.1 Lump Sum Compensation. The CRA agrees to pay PMG, as compensation for the performance of the Professional Services, a Lump Sum of Sixty Two Thousand Three Hundred and No/Dollars (\$62,300.00) ("**PMG's Compensation**"). It is understood that the method of compensation is that of Lump Sum which means that PMG shall perform all of the Professional Services for total compensation in the amount stated above. The breakdown of PMG's Compensation by task and discipline is more particularly described on **Exhibit "B"** attached hereto and made a part hereof. PMG's Compensation shall include all personnel costs, overhead, indirect and direct expenditures of PMG and there shall be no additional costs or related expenses unless incurred at the specific request of the CRA and at specific preauthorized amounts.
- 3.2 Phases. PMG's Compensation and the Professional Services provided by PMG in connection with the Project shall be paid and performed in "Phases" as set forth in **Exhibit "C"** attached hereto and made a part hereof (the "**Phasing Schedule**").
- 3.3 Work Product Approval. The CRA Contract Administrator shall have the opportunity to review any documentation prepared by PMG in connection with PMG's performance of the Professional Services. At the time of, or prior to, the submission of invoices by PMG, PMG shall prepare and submit to the CRA Contract Administrator such documents as required to illustrate the completion of each Phase of the Project in accordance with the Phasing Schedule. The CRA Contract Administrator shall review and approve the documents submitted. In the event that the CRA Contract Administrator does not approve the documents submitted by PMG, PMG shall modify and re-submit such documents for approval by the CRA Contract Administrator.
- 3.4 Method of Billing. Upon the completion of each Phase of the Project as set forth in the Phasing Schedule, PMG shall submit invoices to the CRA in a timely manner. The invoice shall identify the nature of the Professional Services and tasks performed, the time associated with each task and the estimated percentage of work accomplished (the "**Invoice**"). When requested, PMG shall provide backup for past and current Invoices that record hours, costs and expense costs on a task basis, so that total hours and costs by task may be determined. In addition, PMG shall submit for reimbursement a separate invoice for any Printing Costs incurred in connection with the Professional Services ("**Printing Costs Invoice**").

- 3.5 Method of Payment. Upon the approval of the CRA Contract Administrator as set forth in paragraph 3.3 above, and, within thirty (30) calendar days from receipt of an Invoice from PMG indicating that a Phase of the Project has been completed, the CRA shall pay PMG ninety (90%) of the total cost for the completion of such Phase in accordance with the Phasing Schedule. No amount shall be withheld from payments for Printing Costs. Upon PMG's satisfactory completion of all of the Phases of the Project, and, after the Contract Administrator's review and approval of same, the CRA shall remit to PMG that ten percent (10%) portion of the amounts previously withheld in the amount of Six Thousand Two Hundred Thirty (**\$6,230.00**) and No/100 Dollars (the "**Final Payment**"). The Final Payment for the Project must be approved by the CRA Contract Administrator. Payment shall be made to PMG at the address contained in the Notices section of this Agreement.
- 3.6 Printing Costs. Anything to the contrary notwithstanding, the costs for the printing of marketing materials prepared in connection with the Project (the "**Printing Costs**") are not included in PMG's Compensation. PMG must receive written approval from the CRA Contract Administrator prior to PMG printing any marketing materials or incurring such expenses in connection with the Project. Upon approval by the CRA Contract Administrator and upon receipt of the Printing Costs Invoice from PMG, the CRA agrees to reimburse PMG for the Printing Costs provided that such costs shall be at a rate not higher than the standard rate paid therefor in Broward County, Florida.
- 3.7 Records. PMG shall keep full and detailed records of the invoices provided to the CRA and of all expenses incurred in connection with the Project.

ARTICLE 4

Term and Termination

- 4.1 The term of this Agreement shall begin upon the issuance of a Notice to Proceed from the CRA and shall end on June 30, 2003.
- 4.2 This Agreement may be terminated for cause by the CRA or PMG upon three (3) days advance written notice by the party that elected to terminate, or for convenience by action of the CRA upon not less than fourteen (14) days written notice by the Contract Administrator.
- 4.3 Termination of this Agreement for cause shall include, but not be limited to, failure to suitably perform the Professional Services, failure to continuously perform the Professional Services, failure to continuously perform the

Professional Services in a manner calculated to meet or accomplish the objectives of the CRA as set forth in this Agreement.

- 4.4 In the event this Agreement is terminated for cause by the CRA, the CRA shall compensate PMG for all services rendered through the date of termination. Under no circumstances shall the CRA make payment for services which have not been performed. The CRA shall withhold the Compensation until all documents required herein are provided to the CRA.
- 4.5 If the Agreement is terminated for cause by PMG, PMG shall complete all services through the date of termination. Upon being notified of the CRA's election to terminate, PMG shall refrain from performing further services or incurring additional expenses under the terms of this Agreement.
- 4.6 In the event this Agreement is terminated for convenience by the CRA, PMG shall be paid for any services performed to the date the Agreement is terminated. Compensation shall be withheld until all documents required herein are provided to the CRA. Upon being notified of the CRA's election to terminate, PMG shall refrain from performing further services or incurring additional expenses under the terms of this Agreement. Under no circumstances shall the CRA make payment for services which have not been performed. PMG acknowledges and agrees that ten dollars (\$10.00) of the compensation to be paid by CRA, the adequacy of which is hereby acknowledged by PMG, is given as specific consideration to PMG for CRA's right to terminate this Agreement for convenience.
- 4.7 Notice of termination of this Agreement shall be provided in accordance with the "Notices" section of this Agreement.

ARTICLE 5

Contract Administrator, Staff, Marketing Director and Subconsultants

- 5.1 Contract Administrator. The CRA and PMG shall each appoint a contract administrator for the Project (individually, the "**Contract Administrator**"). The Contract Administrator shall be the representative for each of the parties concerning the Project. In the administration of this Agreement, all parties may rely upon instructions or determinations made by the Contract Administrator; provided, however, that such instructions and determinations do not change the scope of the Professional Services to be provided for the Project.
- 5.2 PMG's Staff. PMG will make available the key staff identified in PMG's proposal to the CRA to provide the Professional Services for the Project, so

long as said key staff are in PMG's employment. PMG's proposal is attached hereto as **Exhibit "D"** and made a part hereof (the "**Proposal**").

- 5.3 Marketing Director. PMG shall appoint Chris Brown, a Principal of Civic Design Associates, as the Marketing Director for the Project (the "**Marketing Director**") in accordance with the Proposal. Since Chris Brown's involvement in this Project was a material part of the selection of PMG to provide the Professional Services for this Project, the position of Marketing Director shall not be assignable.
- 5.4 Subconsultants. PMG shall utilize the subconsultants identified in the Proposal that was a material part of the selection of PMG to provide the Professional Services for this Project, including, but not limited to, Civic Design Associates. PMG shall obtain prior written approval from the CRA Contract Administrator prior to changing or modifying any subconsultants.
- 5.5 Staff and Subconsultant Changes. PMG shall obtain prior written approval of the CRA to change key staff or subconsultants. PMG shall provide the CRA with such information as necessary to determine the suitability of proposed new key staff or subconsultants. The CRA will be reasonable in evaluating key staff and subconsultant qualifications when changes are requested by PMG.

ARTICLE 6

Audit Right and Retention of Records

- 6.1 Audit Right and Retention of Records. The CRA shall have the right to audit the books, records, and accounts of PMG that are related to this Project. PMG shall keep such books, records, and accounts as may be necessary in order to record complete and correct entries related to the Project.
- 6.2 Preservation. PMG shall preserve and make available, at reasonable times for examination and audit by CRA, all financial records, supporting documents, statistical records, and any other documents pertinent to this Agreement for the required retention period of the Florida Public Records Act (Chapter 119, Fla. Stat.), if applicable, or, if the Florida Public Records Act is not applicable, for a minimum period of three (3) years after termination of this Agreement. If any audit has been initiated and audit findings have not been resolved at the end of the retention period or three (3) years, whichever is longer, the books, records, and accounts shall be retained until resolution of the audit findings. If the Florida Public Records Act is determined by CRA to be applicable to PMG's records, PMG shall comply with all requirements thereof; however, no confidentiality or non-disclosure requirement of either

federal or state law shall be violated by PMG. Any incomplete or incorrect entry in such books, records, and accounts shall be a basis for the CRA's disallowance and recovery of any payment upon such entry.

ARTICLE 7

Insurance

7.1 Required. Prior to the commencement of the Professional Services and until completion thereof, PMG shall, at PMG's sole cost and expense and without reimbursement by the CRA, take out, maintain and pay for the following insurance in a form or forms and with a company or companies reasonably satisfactory to the CRA covering all of the Professional Services undertaken by PMG as follows:

7.1.1 Workers' Compensation Insurance to apply for all employees in compliance with the Workers' Compensation Law of the State of Florida and all applicable federal laws. [Such policy must include Employers Liability insurance in the amount of \$100,000.00 for each accident, \$500,000.00 disease (policy limit), and \$100,000.00 disease (each employee).

7.1.2 Comprehensive General Liability Insurance with minimum limits of \$1,000,000.00 per occurrence combined single limit for Bodily Injury Liability and Property Damage Liability. Coverage must be afforded on a form no more restrictive than the latest edition of the Comprehensive General Liability Policy, without restrictive endorsements, as filed by the Insurance Services Office, and must include:

Owned vehicles.

Hired and non-owned vehicles.

Employers' non-ownership.

7.1.3 Business Automobile Liability Insurance with minimum limits of \$1,000,000.00 per occurrence combined single limit for Bodily Injury Liability and Property Damage Liability. Coverage must be afforded on a form no more restrictive than the latest edition of the Business Automobile Liability Policy, without restrictive endorsements, as filed by the Insurance Services Office and must include:

Owned vehicles.

Hired and non-owned vehicles.

Employers' non-ownership.

- 7.1.4 Professional Liability Insurance with the limits of liability provided by such policy to be no less than \$1,000,000.00.

PMG shall notify the CRA in writing within thirty (30) days of any claims filed or made against the Professional Liability Insurance Policy.

- 7.1.5 Other. Any and all other insurance coverages required by applicable law.

- 7.2 Policies. Such policy or policies shall be issued by companies authorized to do business in the State of Florida and having agents upon whom service of process may be made in the State of Florida. All such insurance coverages shall name the CRA as an additional insured and shall provide the policy is not cancellable and may not be materially changed until the CRA has received at least thirty (30) days prior written notice thereof. The CRA shall be given duplicate copies of all such insurance policies containing such coverages or appropriate certificates evidencing such coverages. The amount of insurance contained in any of the aforementioned insurance coverages shall not be a limitation of the liability on the part of PMG or any of its subconsultants. Any type of insurance or any increases of limits of liability not described herein which PMG requires for its own protection on account of statute shall be its own responsibility and its own expense.

ARTICLE 8

Indemnification

- 8.1 Indemnification of the CRA. PMG shall at all times hereafter indemnify, hold harmless and, at the CRA Attorney's option, defend or pay for an attorney selected by the CRA Attorney to defend the CRA, its officers, agents, servants, and employees against any and all claims, losses, liabilities, and expenditures of any kind, including attorney fees, court costs, and expenses, caused by negligent act or omission of PMG, its employees, agents, servants, or officers, or accruing, resulting from, or related to the subject matter of this Agreement including, without limitation, any and all claims, demands, or causes of action of any nature whatsoever resulting from injuries or damages sustained by any person or property.

- 8.2 The provisions of this section shall survive the expiration or earlier termination of this Agreement. To the extent considered necessary by the CRA Attorney, any sums due PMG under this Agreement may be retained by the CRA until all of the CRA's claims for indemnification pursuant to this Agreement have been settled or otherwise resolved; and any amount withheld shall not be subject to payment of interest by the CRA.

ARTICLE 9

Notices

- 9.1 **Notices.** Whenever either party is required to give notice pursuant to this Agreement, such notice shall be in writing, sent by certified U.S. mail, return receipt requested, addressed to the party for whom it is intended as follows:

As to **CRA:** _____, Chair
Davie Community Redevelopment Agency
6591 Orange Drive
Davie, Florida 33314

Mr. Will Allen, Contract Administrator
Davie Community Redevelopment Agency
6591 Orange Drive
Davie, Florida 33314

As to **PMG:** Ms. Kathleen R. Gonot
3880 NW 2 Court
Deerfield Beach, Florida 33442

Ms. Kathleen R. Gonot, Contract Administrator
3880 NW 2 Court
Deerfield Beach, Florida 33442

ARTICLE 10

Miscellaneous

- 10.1 **Public Entity Crimes Act.** PMG represents that the execution of this Agreement will not violate the Public Entity Crimes Act (Section 287.133, Florida Statutes), which essentially provides that a person or affiliate who is a contractor, consultant or other provider and who has been placed on the convicted vendor list following a conviction for a Public Entity Crime may not submit a bid on a contract to provide any goods or services to CRA, may not

submit a bid on a contract with the CRA for the construction or repair of a public building or public work, may not submit bids on leases of real property to the CRA, may not be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a contract with the CRA, and may not transact any business with the CRA, in excess of the threshold amount provided in Section 287.017, Florida Statutes, for category two purchases for a period of 36 months from the date of being placed on a convicted vendor list. Violation of this Section shall result in termination of this Agreement and recovery of all monies paid hereto.

In addition to the foregoing, PMG further represents that there has been no determination, based on an audit, that it committed an act defined by Section 287.133, Florida Statutes, as a "public entity crime" and that it has not been formally charged with committing an act defined as a "public entity crime" regardless of the amount of money involved or whether PMG has been placed on the convicted vendor list.

- 10.2 Bona fide Employees. PMG warrants that it has not employed or retained any company or person, other than a bona fide employee working solely for PMG, to solicit or secure this Agreement and that it has not paid or agreed to pay any person, company, corporation, individual or firm, other than a bona fide employee working solely for PMG, any fee, commission, percentage, gift, or other consideration contingent upon or resulting from the award or making of this Agreement. For a breach or violation of this provision, the CRA shall have the right to terminate this Agreement without liability at its discretion, or to deduct from the Agreement price or otherwise recover the full amount of such fee, commission, percentage, gift or consideration.
- 10.3 Compliance. PMG shall comply with all federal, state, and local laws, codes, ordinances, rules, and regulations in performing its duties, responsibilities, and obligations related to this Agreement.
- 10.4 Assignment. This Agreement may not be assigned or transferred by PMG, but shall inure to the successors and assigns of the CRA. PMG shall not subcontract any portion of the work required by this Agreement except as authorized herein.
- 10.5 Independent Contractor. PMG is an independent contractor under this Agreement. Services provided by PMG shall be subject to the supervision of PMG. In providing the services, PMG or its agents shall not be acting and shall not be deemed as acting as officers, employees, or agents of the CRA. The parties expressly acknowledge that it is not their intent to create any rights or obligations in any third person or entity under this Agreement.

- 10.6 Third Party Beneficiaries. Neither PMG nor CRA intend to directly or substantially benefit a third party by this Agreement. Therefore, the parties agree that there are no third party beneficiaries to this Agreement and that no third party shall be entitled to assert a claim against either of them based upon this Agreement.
- 10.7 Discrimination. During the term of this Agreement, PMG agrees that it shall not discriminate on the basis of race, color, religion, gender, national origin, ancestry, age, marital status, physical or mental disability.
- 10.8 Governance. This Agreement shall be governed by the laws of the State of Florida.
- 10.9 Construction. The language of this Agreement has been agreed to by both parties to express their mutual intent and no rule of strict construction shall be applied against either party hereto. In construing this Agreement, the singular shall be held to include the plural, the plural shall be held to include the singular, the use of any gender shall be held to include every other and all genders, and captions and paragraph headings shall be disregarded. Terms such as "herein," "hereof," "hereunder," and "hereinafter" refer to this Agreement as a whole and not to any particular sentence, paragraph, or section where they appear, unless the context otherwise requires. Whenever reference is made to a Section or Article of this Agreement, such reference is to the Section or Article as a whole, including all of the subsections of such Section, unless the reference is made to a particular subsection or subparagraph of such Section or Article.
- 10.10 Priority of Provisions. If there is a conflict or inconsistency between any term, statement, requirement, or provision of any exhibit attached hereto, any document or events referred to herein, or any document incorporated into this Agreement by reference and a term, statement, requirement, or provision of this Agreement, the term, statement, requirement, or provision contained in Articles 1 through 10 of this Agreement shall prevail and be given effect.
- 10.11 Severance. In the event this Agreement or a portion of this Agreement is found by a court of competent jurisdiction to be invalid, the remaining provisions shall continue to be effective.
- 10.12 Entire Agreement. This Agreement represents the entire and integrated agreement between the CRA and the PMG and supersedes all prior negotiations, representations or agreements wither written or oral. The parties agree that there are no commitments, agreements or understandings concerning the subject matter of this Agreement that are not contained in

this document. This Agreement may be amended only by written instrument signed by the CRA and PMG.

This Agreement is entered into as of the day and year first written above.

THE TOWN OF DAVIE COMMUNITY
REDEVELOPMENT AGENCY

By: 
Its Chair

PMG ASSOCIATES, INC., A FLORIDA
CORPORATION

By: 
Name: KATALIN R. COURT
Title: PRESIDENT



EXHIBIT "A"

PROFESSIONAL SERVICES

The market analysis for Downtown Davie to be performed by PMG shall include the following:

1. Analyze the most recent demographic data to determine the trade area and potential for retail, office and mixed uses including residential uses for Downtown Davie. The trade area should be defined by primary and secondary markets with an analysis of population trends, age distribution, and income characteristics as well as commuting characteristics, educational and other relevant factors in defining a trade area. Information comparing Downtown Davie with its competition in the region shall be provided.
2. Analyze Trends – the study will identify and discuss trends in retail, office and potential for retail, office and related uses and mixed use developments including residential uses which will have an impact on existing and future development in Downtown Davie.
3. Key interviews with business and property owners, public officials, residents and other agencies will be conducted to gain insights from a broad cross-section of interested people in the Town. The purpose will be to identify the market strengths, weaknesses, opportunities and threats facing Downtown Davie.
4. Provide a demographics profile to examine the interests and needs of the people who live in the area and who shop in Downtown Davie.
5. Identify local and regional growth sectors based on the trends in the area.
6. Realistically evaluate the existing tenant and land use mix to determine the segments of the market which are under-served and which segments are saturated and make recommendations for a strategy for implementing targeted marketing tools which the Town could use to attract targeted uses to fill in the gaps identified in the market.
7. Evaluate the opportunities and problems of Downtown Davie. Examples include competitive advantages or disadvantages which may exist such as being located within a Regional Activity Center, not having to meet traffic concurrency requirements, proximity to the South Florida Educational Complex, location within the region in terms of proximity to transportation, etc.

8. Recommendations should include specific implementation tools to retain existing businesses, expand existing businesses, and attract new businesses. A "Marketing Director" is to be assigned to the Davie CRA for the purpose of making specific recommendations for:
- A. Marketing of a one acre parcel owned by the Davie CRA at the southeast corner of Davie Road and 41st Street.
 - B. Providing specific recommendations for effective marketing materials for Downtown Davie, including, but not limited to, the creation of text, graphics, artwork, sketches, and photographs (not including aerial photographs or other special art work generally executed by a commercial artist), to be included in such marketing materials all to be developed in consultation with the Redevelopment Administrator. It is understood that such materials shall constitute a basic marketing document that can be tailored for varying target audiences and consumer groups. *JA 1/30/03*
JK 1-30-03
 - C. Providing specific recommendations for special events to help market Downtown Davie.
 - D. Providing specific recommendations for advertising and promoting Downtown Davie.

EXHIBIT "B"

ALLOCATION OF COSTS BY DISCIPLINE

TASK	RESEARCH	MARKETING	TOTAL
1	\$1,500.00	\$0	\$1,500.00
2	\$1,500.00	\$0	\$1,500.00
3	\$4,000.00	\$8,250.00	\$12,250.00
4	\$6,300.00	\$0	\$6,300.00
5	\$1,500.00	\$0	\$1,500.00
6	\$3,000.00	\$5,500.00	\$8,500.00
7	\$4,000.00	\$2,750.00	\$6,750.00
8A	\$0	\$13,750.00	\$13,750.00
8B	\$0	\$2,750.00	\$2,750.00
8C	\$0	\$2,750.00	\$2,750.00
8D	\$0	\$2,750.00	\$2,750.00
Report	\$2,000.00	\$0	\$2,000.00
TOTAL:	\$23,800.00	\$38,500.00	\$62,300.00

EXHIBIT "C"

PHASES OF PMG'S COMPENSATION AND TASKS BY DISCIPLINE

PHASE 1

TASK	RESEARCH	MARKETING	TOTAL
1	\$1,500.00	\$0	\$1,500.00
2	\$1,500.00	\$0	\$1,500.00
3	\$4,000.00	\$8,250.00	\$12,250.00
4	\$6,300.00	\$0	\$6,300.00
TOTAL:			\$21,550.00
90%			\$19,395.00
10%			\$2,155.00

PHASE 2

TASK	RESEARCH	MARKETING	TOTAL
5	\$1,500.00	\$0	\$1,500.00
6	\$3,000.00	\$5,500.00	\$8,500.00
7	\$4,000.00	\$2,750.00	\$6,750.00
TOTAL:			\$16,750.00
90%			\$15,075.00
10%			\$1,675.00

PHASE 3

TASK	RESEARCH	MARKETING	TOTAL
8A	\$0	\$13,750.00	\$13,750.00
8B	\$0	\$2,750.00	\$2,750.00
8C	\$0	\$2,750.00	\$2,750.00
8D	\$0	\$2,750.00	\$2,750.00
Report	\$2,000.00	\$0	\$2,000.00
TOTAL:			\$24,000.00
90%			\$21,600.00
10%			\$2,400.00

EXHIBIT "D"

PROPOSAL

FTL1 #614343 v3

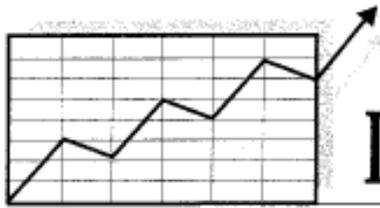


EXHIBIT "D"

**MARKETING SERVICES
DAVIE ROAD
DAVIE CRA**

PMG Associates, Inc.

ECONOMIC, MARKETING AND MANAGEMENT CONSULTANTS



PMG Associates, Inc.

Economic, Marketing and Management Consultants

Deerfield Beach

Altamonte Springs

November 25, 2002

Herb Hyman, Procurement Manager
Town of Davie - Budget and Finance Department
6591 Orange Drive
Davie, Florida 33314-3399

RE: Marketing Services-Davie Road, B-02-133

PMG Associates, Inc. (PMGA) in association with Civic Design Associates (CDA) is pleased to submit this proposal to complete Marketing Services for the Davie CRA. The firms included in our Project Team have extensive experience with CRAs, determination of market demand and promotion and marketing of commercial properties.

PMGA is an Economic and Management Consulting Firm that has successfully completed analysis of the market demand for commercial and residential uses throughout Broward County and South Florida. Our previous experience includes completion of projects for governmental agencies as well as for private developers. Among the experience of PMGA is an analysis of the efforts in the Fort Lauderdale CRA that led to a comprehensive development initiative.

CDA specializes in urban redevelopment and economic development projects that focus on the special nature and theme of the neighborhood. Mr. Christopher Brown of CDA will serve as the Marketing Director for this project. Mr. Brown's background includes experience as the CRA Director for Delray Beach as well as Real Estate Marketing for commercial and residential projects.

Understanding of the Project

This project entails a strong commitment to research in the identification of the market potential for the project site as well as for the entire Downtown Davie area. The research will identify the advantages of the Davie area as well as competitive markets. Items of a specific nature include the measurement of local demand and desires of the public, both local and non-Davie shoppers. The Project Team will complete the Demographic Profile with examination of the needs and interests of the shoppers, through intercept interviews and surveys at selected locations in the study area.

The second element of the project is the provision of a Marketing Director that will assist the CRA in marketing a specific parcel of land along Davie Road. In addition, this Marketing Director will also assist in the development of materials that will be used to promote the specific parcel as well as other commercial areas of Davie.

We have provided the information requested in the RFP in the attached package. We look forward to meeting with you and discussing this engagement in more detail.

Very truly yours,
PMG Associates, Inc.



Kathleen R. Gonot
President

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STATEMENT OF QUALIFICATIONS/MANAGEMENT PLAN

The Project Team assembled for this engagement is comprised of various disciplines that will combine to provide a comprehensive approach to the assignment. PMG Associates, Inc. (PMGA) will serve as the Prime Consultant and will contract directly with the Town of Davie. Civic Design Associates (CDA) will subcontract to PMGA and will perform planning, targeted marketing and attraction, expansion, and retention of businesses.

Both businesses are located in South Florida; PMGA - Deerfield Beach, Florida and CDA - Delray Beach, Florida.

The key personnel that will be assigned to this project are listed below. Other staff will be assigned to the project as required.

Principal-in-charge/demographics:

Kathleen R. Gonot (PMGA) - Responsible for client relations and coordination of the project and analyzing the demographics of the area. She will also be responsible for the identification of interests and needs of the people who live in Davie and shop in Downtown Davie.

Project Marketing Director:

Chris Brown, (CDA) - will be assigned as the Project Marketing Director. Mr. Brown has vast experience in the CRA community, as he served as Executive Director of the Delray beach CRA. His resume outlines his experience with CRA initiatives and real estate issues facing CRAs.

Planning/Real Estate Analysis:

Chris Brown is a Licensed Real Estate Broker and General Contractor.

Fiscal Analysis:

Philip Gonot, CPA (PMGA) - Responsible for impact analysis, fiscal evaluations, feasibility and revenue projections.

**KATHLEEN R. GONOT
PMG ASSOCIATES, INC.****GENERAL OVERALL EXPERIENCE:**

Responsible for general management of the firm. Duties include budgetary control of projects, maintenance of company records, coordination of marketing and contract administration. Performs market analysis on projects ranging from commercial activities to utility systems. Assists in the evaluation of economic impacts of capital projects. Conducts public opinion/surveys for various public and private clients.

EXPERIENCE:

Performs competition studies, as well as a determination of supply and demand for various types of developments. Data collected included size and type of developments (current and future), pricing, absorption rates and other amenities.

Assisted with the development of the Broward County Economic Impact Model. This study evaluated the costs and benefits accrued to the county and municipalities associated with business relocation or expansion.

Completed a Citywide database for the City of Margate Redevelopment Agency. This database consisted of all commercial, industrial and manufacturing lands and buildings, their current occupancy, zoning designations, contact persons, and details on square footage, ceiling heights and rental amounts. This database has allowed the agency to quickly and efficiently answer all inquiries from potential businesses as to the availability and pricing of buildings and land.

Completed analysis of fiscal impact of commercial development in Margate, Florida. The examination included determining market demand, analyzing tax revenues and measuring the impact of surrounding property values.

Completed market and feasibility study for the City of Pompano Beach. This projects goal was to determine the marketability and feasibility of a proposed 70,000 square foot commercial center in the redevelopment area. Second phase of this project is to assemble investors and developers to work jointly with City staff to build this project.

East Miramar, Florida had challenges that necessitated an analysis of the potential attraction of businesses and rehabilitation of existing housing stock. The area faced numerous challenges from the expansion of SR 7 to the changed neighborhood and its unique and new needs. Report detailed current businesses, demographics of area, commuting characteristics and needs of current population.

Conducted numerous feasibility studies involving projects throughout Florida. Completed intensive analysis of the feasibility of a County-wide business incubator study for the Workforce Development Agency of Palm Beach County. Results were a blueprint for the various governmental entities to enact this plan.

Completed annexation/incorporation studies throughout Florida. These studies analyzed all costs and benefits derived from the possible annexation of areas into existing municipalities or incorporation. Financial evaluations and projections were completed along with examination of levels of service and comparisons with other municipalities. Studies were completed for:

- North Area - Broward County
- North Central Area - Broward County
- City of North Lauderdale
- Southwest Ranches
- United Ranches
- Pine Island Ridge
- City of Largo
- City of Cocoa
- Town Of Wellington

Responsible for a year-long economic impact study for the City of Cocoa Beach. This study will determine the impact of tourism on the City. Examination will include not only the benefits to the City but also the costs to serve this population.

Responsible for economic comparisons that were involved with the Village of Tequesta's Institute of the Arts and new Village Center. Gathered the direct and indirect economic information to evaluate and analyze the total impact of this large development. Research included costs, employment and revenues for various parts of the development such as tourist, theater, commercial, retail, educational, governmental and housing elements.

Assisted with the development of the Capital Improvements and Economic Development Elements of the Comprehensive Plans for Cities. Establishment of the goals and objectives portion of the plans were completed as well as research, analysis and recommendations. A ranking of infrastructure needs was also achieved.

Conducts visioning sessions for various municipal clients throughout South Florida. The goal of these sessions is to solicit community input, generate priority lists of projects and to assist the municipalities in optimum functioning. Conducted an all day visioning session for the City of Lighthouse Point.

Conducted an attitude and market study for business service requirements in downtown Fort Lauderdale, Florida. The study measured the interests and needs of the business population of the area. Recommendations were in the form of the types of facilities needed in downtown Fort Lauderdale in the areas of residential and commercial development.

Past chairperson of the Deerfield Beach Economic and Redevelopment committee. This citizen committee is charged with review of current plans for the expansion and redevelopment of the Dixie Highway Corridor and the "redevelopment area." Part of the chairs responsibility is to hold public meetings and gather input to achieve the goals of the citizens and the City.

EDUCATION: B.S. Sociology, M.S. Sociology

PHILIP M. GONOT
PMG ASSOCIATES, INC.

GENERAL OVERALL EXPERIENCE:

Professional responsibilities include over 30 years experience with economic planning studies including redevelopment plans based on market driven analysis. Performs economic evaluations, along with projection of direct and secondary impacts of a variety of capital intensive projects.

EXPERIENCE:

Developed an Economic Model for Broward County, which was designed to measure the benefits and costs associated with business incentives for relocation and expansion of business enterprises. The model is used to determine the effective return to the County and Cities derived from offering incentives to new businesses. The measurement identified all direct and indirect revenues from tax generations as well as additional employment. All direct and indirect expenses related to serving the new business enterprise are also included in the model.

Assists the CRA of the City of Fort Lauderdale with evaluations of proposed projects in redevelopment area. Prepares the financial analyses of the impacts of developments including projections of TIF and other revenues. Projects to date include over \$41 million in developer investment in the minority portion of the CRA.

Completed fiscal analysis of future developments in the Fort Lauderdale CRA district in order to obtain business incentives from the CRA. Studies included the identification of all revenues generated by the projects including additional taxes and fees. Also determined the additional costs incurred by the City to provide municipal services.

Completed project involved the analysis of development proposals for the central business district for the City of Margate. The analysis consisted of determining market demand, analyzing tax revenues and measuring the impact of surrounding property values. Also completed economic assessment and evaluation of zoning changes. The study included comparisons of land values before and after the proposed change.

Economic Consultant for the Central Florida Regional Planning Council responsible for the evaluation and analysis of economic issues. Analysis of projects include an assessment of the impacts created and the benefits obtained from the activity.

Responsible for conducting market studies to determine the financial capabilities of housing development projects. The projects include a determination of demand, analysis of potential supply and fiscal analysis of the prospects for success. Other duties include the analysis of the economic impact of major developments including business and employment potential.

Performed market studies to determine the feasibility of various commercial development endeavors throughout Broward County. Duties included the determination of the market study area, demand characteristics of the development, assessment of competition, report of findings and presentation of those findings to governmental bodies during quasi-judicial proceedings.

Consultant for the City of Pompano Beach regarding the redevelopment of a key portion of the "target area" for the City. Duties include the development of a master plan for the shopping center, completion of a market demand analysis, identification of investors and master developer and conducting focus groups to insure that the interests of the community are met.

Performed financial and market analyses for redevelopment projects in Key West, Cocoa and Miami Beach, Florida. Projects included an analysis of the infrastructure needs and the best means to meet the requirements. The Miami Beach program included an analysis of the best methods to replace low income housing that was to be eliminated due to the redevelopment plans.

Completed various Annexation/Incorporation studies throughout Florida. Included was the determination of financial evaluations and projections, identification of possible future funding sources, establishment of levels of service, preliminary budget and staffing projections. Comparisons were conducted of the adjacent municipalities (financial, lifestyle, planning issues) and the long term impacts of the unincorporated areas (1) staying unincorporated, (2) being annexed into an adjacent municipality, or (3) incorporating in to a city. Studies were completed for:

- City of Largo
- City of North Lauderdale
- City of Cocoa
- Broward County Areas: North, North Central, Pine Island, Riverland, Southwest Ranches, United Ranches

Economic analysis of the benefits and costs generated by the completion of a major industrial complex in DeSoto County, Florida. The project included the development of a baseline report to identify the demographic patterns and business activity in the region. Impacts from the project including employment, income and additional tax revenues and additional infrastructure demands on the community. Development of a multiplier led to the estimation of the indirect impacts of the project.

Preparation of the economic evaluation of the redevelopment plan for the Village of Cocoa. The plans called for a restructuring of the business core surrounding the marina and commercial district. The project included assembly of properties for the new ventures and architectural design controls.

Conducted the economic impact analysis of the facilities at the Fort Lauderdale/Hollywood International Airport. This analysis included the development of a model to identify the total impact of sales, employment, income and other elements of the industries located at the airport. Using a regional multiplier, the indirect impacts of the facility was also identified. Another element of the project was the determination of the source of all labor employed within the vicinity of the facility.

EDUCATION:

B.BA. Economics, M.S.M. Finance, M.Acc. Accounting

REGISTRATIONS: C.P.A. certification in Florida



Christopher J. Brown, APA
Principal

*Specialized Skills: CRA Planning and procedures, economic development, affordable housing,
community planning and charrettes*

Mr. Brown specializes in urban planning, economic development, and real estate consulting for both private and public entities. He served as the Executive Director of the Delray Beach, Florida, Community Redevelopment Agency (CRA), a tax increment-financing district some 2000 acres, for nine years. Under his direction, the CRA generated over \$30 million renovated and revitalized projects in Delray Beach. As CRA director, he implemented an affordable housing program, established a micro-loan program for small-businesses, developed parking lots in the downtown, completed extensive street beautification, attracted urban housing projects, promoted residential neighborhood revitalization, created a Saturday morning Green Market, and co-ventured a million dollar a year, successful downtown marketing program. The CRA is known for its land assemblage capabilities in which developers purchase assembled property from the agency for redevelopment purposes and for its aggressive business recruitment program. The Agency also received over \$3 million in grants for redevelopment over the past nine years. Prior to the CRA, Mr. Brown spent fifteen years as a real estate developer and worked for two public companies, Mitchell Energy and Development (Houston) and Campeau Corporation (Toronto). In 2002, Mr. Brown will serve as president of the Florida Redevelopment Association.

Education and Certification

Licensed Real Estate Broker, State of Florida
Licensed General Contractor, State of Florida
Master of Architecture, Yale University
Master of City and Regional Planning, University of Pennsylvania

Professional Societies

Congress for the New Urbanism
Council of Urban Economic Development
The Urban Land Institute
The International Council of Shopping Centers
Florida Redevelopment Association
- Board of Directors, 1996-2001
- President-elect, 2001
Chairman, Palm Beach County Impact Fee Review Board
Board of Directors, Business Loan Fund of the Palm Beaches, Inc.

Teaching Experience

Adjunct Professor, Department of Architecture, Rice University, 1977-83
Adjunct Professor, University of Houston Bates College of Law, 1977-83

Recent Projects Include:

- **Finding of Necessity Study**, American Beach, Nassau County, Florida
- **Community Redevelopment Plan**, Fort Pierce, Florida
- **Community Redevelopment Plan**, Delray Beach, Florida
- **West Atlantic Avenue Redevelopment Plan**, Delray Beach, Florida
- **North Federal Highway Redevelopment Plan**, Delray Beach, Florida
- **Finding of Necessity Study**, Ft. Pierce, Florida
- **Fiscal Impact Analysis**, Stuart, Florida

ARCHITECTURE | URBAN DESIGN | TOWN PLANNING



James Douglas Hill, AIA, NCARB Certified
Principal

Specialized Skills: Community Planning and Charrettes, TND planning, Project management, mixed-use and civic architecture
During his career, Mr. Hill has been involved in all aspects of the practice of architecture and urban design. His experience includes several urban design plans in established inner-city areas, a number of facility and campus master plans for institutional and civic clients, as well as a diverse range of institutional and commercial projects, including schools, municipal facilities, research laboratories, medical facilities, recreational facilities, office and commercial buildings. His background in both engineering and architecture gives him the broad, multi-disciplinary skills crucial for success in large, complex urban design projects. He is a specialist in AutoCAD, computer standards and procedures, and developed a complete architectural add-on package for AutoCAD to streamline production tasks. He has extensive experience with project management, client and consultant coordination, and construction documents. Mr. Hill has written extensively and spoken publicly on planning and urban design issues, has been published in the *Houston Chronicle*, *Texas Architect*, *ALA Perspective*, and has appeared on several local radio and television stations. He has been an active member of the AIA and promoted the New Urbanism within the organization.

Education and Certification

Bachelor of Science in Civil Engineering, Rice University, Houston, Texas, 1979
Master of Architecture, Rice University, Houston, Texas, 1983
Registered Architect, State of Texas, 1988
Certificate, National Council of Architectural Registration Boards, 1989

Professional Societies

American Institute of Architects, Houston Chapter
- President, 1999
- Board of Directors, 1997-2000
- Chairman, Urban Design Committee, 1995-1996.
Texas Society of Architects - Vice President and Public Activities Commissioner, 2000-2001.
Houston Architecture Foundation - Board of Directors, 2000-2002.
Congress for the New Urbanism

Awards and Honors

President's Citation, AIA Houston, 1997.
Appreciation Award, Second Ward Task Force, 1996
Louis Sudler Prize in the Arts, Rice University, 1983.
John Crowder Traveling Fellowship, Rice University, 1981.

Recent Projects Include:

- CRA plan for Pompano Beach, Pompano Beach, FL
- Museum District Master Plan, Houston TX
- Main Street Redevelopment, Houston TX
- Urban Code and CRA expansion plan, City of Stuart, FL
- North Broadway TIRZ, Galveston, TX



Peter H. Brown, AIA, AICP, NCARB Certified
Principal

Specialized Skills: Urban Design, Residential Architecture, Environmental Planning

An award-winning architect, planner and civic designer, Peter Brown, AIA, AICP, has more than 30 years experience in town planning, urban design, residential, and institutional architecture. After two decades as a designer of innovative PUD's, planned communities, two "new towns", numerous parks, public buildings and residential communities, in 1987 he introduced the neo-traditional "village concept" for mixed-use communities and residential neighborhoods throughout the East Coast. He has become nationally recognized for his work in neo-traditional town, village design, and is currently designing mixed-use communities reflecting traditional design and principles in Texas, Michigan, Florida, and Oklahoma. Throughout his career, Peter Brown has maintained a steadfast commitment to professional and community service. A special concern for Mr. Brown is the restoration of declining neighborhoods, and combating the adverse impact of suburban sprawl on our cities, suburbs and the environment. He is a frequent author of articles on urban affairs, emphasizing improving the quality of life in our cities and suburbs. As a land use planner, he has designed large-scale planned communities in Colorado, Florida, Pennsylvania, New Jersey, Texas, and Utah. His expertise has provided litigation support and expert testimony on a variety of land use issues.

Education and Certification

Certificate, National Council of Architectural Registration Boards
Registered Architect, States of Texas, Florida, New Jersey, Michigan, Colorado
Certified Planner, New Jersey
Master of Architecture and City Planning, University of Pennsylvania, 1966
Bachelor of Architecture, University of Pennsylvania, 1964
University of California at Berkeley, MA 1960 (Romance Languages)
University of Houston, BA 1959 (French)
Studies at la Sorbonne, l'Institute d'Art et d'Archeologie, Paris France, 1956-1957

Professional Societies

American Institute of Architects, Houston Chapter
- President, 1988
- Board of Directors, 1984-1989
- Founder, Annual Urban Design Symposium, 1986
American Institute of Certified Planners
American Planning Association
Congress for the New Urbanism
Fellow, Institute of Urban Design

Accomplishments and Honors

ALA Awards; 1978, 1980, 1984, 1989, 1999.
President's Citation, ALA Houston, 1999
Founder, Making Main Street Happen Foundation, Houston, TX 1995

Some Recent Projects include:

- **The Plan for Midtown**, Oklahoma City, OK
- **Cotton Crossing TND**, New Braunfels, TX
- **City Center**, West University Place (Houston), TX
- **Lamar Terrace TND**, Houston, TX
- **Beachtown TND**, Galveston, TX (with DPZ)
- **Founders Park TND**, Houston, TX (with DPZ)

**PMG ASSOCIATES, INC.
OVERVIEW OF THE FIRM**

The basic business premise of **PMG Associates, Inc. (PMGA)** is to provide economic, management and marketing services to a variety of public and private clients. Our firm was founded in 1984 and has been serving clients throughout Florida, the Caribbean and Mexico since that time. **PMGA** is a Minority Business Enterprise (Woman Owned Business) which specializes in the financial and planning aspects of development.

PMGA strives to provide our clients with the most cost effective solution to the questions they face. Economic Impact analyses are performed not only to meet an academic measurement of data, but also to identify the meaning of the numbers and how they effect the complimentary industries. In the area of statistics and surveys, emphasis is placed on correct selection of the survey sample to avoid errors.

In addition to citizen surveys **PMGA** also provides municipal consulting services in the area of urban planning, infrastructure analysis, financial planning and economic evaluation. These additional services will enable us to fully understand the magnitude of the surveys to be conducted and provide better results. Other services include:

Statistics and Surveys address the current and future needs of individuals and populations to ascertain goals, marketing potential and trends.

Economic Impact of projects are analyzed to determine the impact on the surrounding area including the economy, employment and other aspects of the business community.

Visioning Sessions/Focus Groups of projects and issues to secure community input, involvement and consensus building.

Public Participation including workshops and meetings to solicit and address community needs, perceptions and initiate goal setting strategies.

Demographic Analysis and Projections are performed on many projects to identify the population expected and the characteristics of this group including income, age, housing and other factors.

Feasibility Studies, which examine the potential revenues as well as the costs of developing and operating the project.

Financial Planning, including an analysis of the return on investment, funding for the project and overall financial operation.

Infrastructure Requirements are addressed through an evaluation of the needs of the community and the subsequent capital projects required to meet these needs.

CRA RELATED EXPERIENCE - PMG ASSOCIATES, INC.

PROJECT: CRA Consultant, City of Fort Lauderdale, Florida

Contact: Kim Jackson (954) 828-4514, Fort Lauderdale CRA

Contract Per Hour Basis: \$100/hour

DESCRIPTION: Assists the CRA with evaluations of proposed projects in redevelopment area. Prepares the financial analyses of the impacts of developments including projections of TIF and other revenues. The purpose of the analysis was to determine the total amount of revenues that were available to the City and the CRA and the ability to fund the required infrastructure improvements. Projects were on time and within budget.

PROJECT: CRA Consultant, City of New Smyrna Beach

Contact: Tom Harowski, (386) 424-2100, New Smyrna Beach CRA

Contract Per Hour Basis: \$100/hour

DESCRIPTION: Project consists of market study for the West Canal Street Market Area of New Smyrna Beach. Consultant will inventory businesses, identify current and projected square footage, identify shortfalls and analysis the sustainability and the market demand of the area. Projections of TIF and other revenues will result from the evaluation. Project will be completed on time and within budget.

PROJECT: East Miramar Redevelopment Strategies, Miramar

Contact: Gus Zambrano, (954) 968-1637

Contract Per Hour Basis: \$100/hour

DESCRIPTION: The redevelopment of East Miramar requires the analysis of the potential attraction of business and the rehabilitation of the existing housing stock. The study area is facing significant changes due to expansion of the highway (S.R. 7) and the modification of the business flow. Housing issues include the identification of substandard conditions and the impact on property evaluations. The plan was designed to address the deteriorating conditions of the area, and suggest programs to revitalize the area. Project was on time and within budget.

PROJECT: Economic Model, Broward County Office of Economic Development

Contact: Sheila Pitts-Howard, Broward County, (954) 357-5673

Contract Per Hour Basis: \$100/hour

DESCRIPTION: Developed an Economic Model for Broward County designed to measure the benefits and costs associated with business incentives for relocation and expansion of business enterprises. The model is used to determine the effective return to the County and Cities from offering incentives to new businesses. The measurement identifies all direct and indirect revenues from tax generations as well as additional employment. All direct and indirect expenses related to serving the new business enterprise are also included in the model. Project was on time and within budget.

PROJECT: Fiscal Impact of Commercial Development - City of Margate

Contact: Jeff Oris, (954)972-6454

Contract Per Hour Basis: \$100/hour

DESCRIPTION: This project involved the analysis of development proposals for the central business district. The analysis consisted of determining market demand, analyzing tax revenues and measuring the impact of surrounding property values. Project was on time and within budget.

PROJECT: South Dixie Highway Corridor Redevelopment Plan, West Palm Beach

Contact: David Barth, Glatting Jackson, (561) 656-6552

Contract Per Hour Basis: \$100/hour

DESCRIPTION: Analysis of the development and redevelopment options available for this older neighborhood in the City of West Palm Beach. The project included the evaluation of the housing and business sectors that are contained within the study area and those that impact from outside the target area. The analysis included the determination of the market demand for additional business, specific business for attraction and changes in evaluations of the property. Estimates of changes in the market were used to assist in determining financing options. Project was on time and within budget.

PROJECT: Economic Impact Study of Tourism on Cocoa Beach - City of Cocoa Beach

Contact: Jerry Stansfield, (321) 868-3329

Contract Per Hour Basis: \$100/hour

DESCRIPTION: - This year long study will evaluate the costs to serve the annual tourist population through interviews at hotels/time shares/seasonal properties and at events and "Visitor attractors" in the City. Evaluation and review of departmental expenditures will also be examined to determine the impact of tourists on police, fire, parks, administration, public works, sanitation, etc. Project was on time and within budget.

PROJECT: Annexation Studies - Broward County, Florida

Contact: Don Stone (954) 357-6673

Contract Per Hour Basis: \$100/hour

DESCRIPTION: Completed the evaluation and updates for various unincorporated areas of Broward County. Duties included financial evaluations and projections, identification of possible future funding sources, establishment of levels of service, preliminary budget and staffing projections. Comparisons were conducted of the adjacent municipalities: (financial, lifestyle, planning issues) and the long term impacts of the unincorporated areas (1) staying unincorporated, (2) being annexed into an adjacent municipality, or (3) incorporating in to a city. Projects were completed on time and within budget.

Completed four different and distinct studies where PMGA was the prime contractor. These studies were for; North Area, Riverland Area, Southwest Ranches and United Ranches. Completed financial analysis for other Broward County studies that included: Pine Island Ridge Area and North Central Area.

PROJECT: Shopping Center Development, City of Pompano Beach, Florida

Contact: Joe Greco, Program Specialist, (954) 786-4659
Contract Per Hour Basis: \$100/hour

DESCRIPTION: Organized and moderated a community focus group designed to gain input into the planning process to determine community needs and interest in a neighborhood based shopping center and focal point. This City proposed project is in a minority community. Tasks included the identification of stake holders, community leaders and representatives from each portion of the affected neighborhood which was a Community Development Target Area. Discussed needs of the community and means to achieve the desired goals. Input led to the development of an overall plan for the community. The input from this process was added to the market demand analysis and feasibility study for the shopping center.

Also responsible for the development of a RFP for a developer for the shopping center. Assisted City with the writing of the proposal and development of selection criteria, the development of the mailing list of developers, pre-bid conference, bid openings and short listing.

PROJECT: Economic Impact Assessment - Portofino Project, Miami Beach, Florida
Contact: Cathy Colonnese, (305) 531-3300 or Chris Macy, URS, (561) 994-6500
Contract Per Hour Price: \$100/hour

DESCRIPTION: Evaluation of the impacts generated by the development of the Portofino project in South Miami Beach. The analysis consisted of the determination of the revenues generated from all tax and fee sources and all costs to provide services. Analyzed the projected demand for residential, commercial and retail space.

PROJECT: JPI Development, Fort Lauderdale, Florida
Contact: Andy Burnham (561) 417-5665, Cell number (561) 629-4693
Contract Per Hour Price: \$100/hour

DESCRIPTION: Determined the marketability of a 300 unit apartment complex in the CRA area of the City of Fort Lauderdale. Included in the analysis is the measurement of the revenues generated by the project. The analysis was used in the negotiations with the CRA over the amount of incentives to be returned to the developer from TIF monies.

PROJECT: Long Lake II, GL Homes, Davie, Florida
Contact: Kevin Ratterree, (954) 753-1730
Contract Per Hour Basis: \$100

DESCRIPTION: Analyzed housing projects for this developer used in the negotiations with the Town of Davie over site approval. The project consisted of market analysis of the project and identification of the revenues generated by the Town due to additional taxes and fees. Another portion of this analysis was the determination of the additional costs incurred by the Town for providing municipal services to the project.

PROJECT: St. Regis Hotel, Fort Lauderdale Beach CRA

Contact: John McDonald, (954) 568-4623
Contract Per Hour Basis: \$100/hour

DESCRIPTION: Determined the value of the project based on estimation of the revenue stream and calculating the Net Present Value of the project. Prepared an "Offering of Investment" package that identified the revenue stream and documented the value of shares of the project.

PROJECT: Avenue Lofts, Fort Lauderdale, Florida
Contact: Alan Hooper, (954) 761-8439
Contract Per Hour Price: \$100/hour

DESCRIPTION: Prepared financial analysis for this "fee simple" mixed use loft project in the CRA area of Fort Lauderdale. The project initiated with a market demand analysis for the project and the assistance in negotiations with financial institutions. Analysis for the CRA resulted in awarding of incentives to locate the project within the CRA boundaries.

PROJECT: Reuse of Old Downtown Post Office Site, Fort Lauderdale, Florida
Contact: Alan Hooper, (954) 761-8439
Contract Per Hour Price: \$100/hour

DESCRIPTION: Evaluated the potential for the reuse of this Post Office site located in downtown Fort Lauderdale, Florida. Completed analysis that would allow the developer and the CRA to determine the positive potential of the proposed development. This project is for a mixed use development of retail and housing units.

PROJECT: Courtyards at Flagler Village, Fort Lauderdale, Florida
Contact: Peter Feldman, (954) 523-4050
Contract Per Hour Price: \$100/hour

DESCRIPTION: Completed the measurement of the revenues generated by this 200 unit rental housing project. The units included both market rate and subsidized housing product. The analysis was used in the negotiations with the CRA over the amount of incentives to be returned to the developer from TIF monies.

PROJECT: Marina Village, Boynton Beach, Florida
Contact: Bruce Jarvis, (561) 330-9106
Contract Per Hour Basis: \$100/hour

DESCRIPTION: Determined the economic impacts of the multi-use development that included marina, condominium and commercial segments. Determined the revenues generated by the CRA, as well as all other fiscal impacts of the project.



CIVIC DESIGN ASSOCIATES

Firm Profile

2136 Kipling Street
Houston, Texas
77098
tel: 713.520.6606
fax: 713.520.7797

75 N.E. 6th Avenue
Suite 215
Delray Beach, Florida
33483
tel: 561.265.1148
fax: 561.265.1419



Civic Design Associates (CDA) specializes in an integrated approach to town planning, urban design, economic development, and architecture. The firm has become nationally recognized, particularly in Colorado, New Jersey, Oklahoma, Texas, and Florida, for its comprehensive approach to planning and design for both new communities, traditional neighborhood design, and urban redevelopment. Our work demonstrates, at various scales, the critical relationship between land use and transportation, transit, parking, walkability, appropriate building types and mixed-use, the vitality of an active street life, street design, and land development codes.

The firm's work over the last several years includes a diverse range of assignments for a variety of public and private clients, generally categorized as follows:

- Urban redevelopment and economic development
- Traditional neighborhood development (TND) planning and town planning
- Mixed-use architecture, generally with a residential component
- Urban streetscape design, including civic spaces
- Urban codes, design standards, and development regulations

Many of the firm's projects involve more than one of these categories, demonstrating the flexibility and versatility of the principals.

As architects and urban planners, the three principals of CDA are well versed in the physical economic and social dynamics of urbanism. However we strongly believe that the physical environment has a critical influence on human behavior and healthy community life. Beyond that, we bring together multi-disciplinary experience ranging from public administration, to engineering to real estate development, so that CDA approaches its projects as more than simply physical design exercises. We recognize the critical importance of economic development, marketing, and public policy in shaping the urban realm.

The firm's work demonstrates a commitment to sustainable regional planning, and to complete, integrated neighborhoods that are compact, walkable, and contain a diverse mix of uses. To that end, our methodology involves a recognition of the basic elements of towns and cities - The District, Urban Core, the Corridor and the Neighborhood. Within this frame, we strive for a careful classification of urban form by street hierarchy, building types, and a respect for the elements of existing historic and cultural resources. We also specialize in implementation strategy, as well as crafting the land use regulations and development standards necessary to realize our plans.

CDA is committed to a community based design process by means of *charrettes*, short, but intensive interactive public workshops where the essential concepts of future plans are worked out. The Charrette is an important tool in building community consensus and in conflict resolution. This process gathers all of the stakeholders with the key decision makers as well as the technical expertise to quickly resolve complex issues. The process is open, participatory, and generally results in a high degree of ownership and commitment on the part of the stakeholders.

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Urban Redevelopment and Economic Development

Some of the greatest challenges facing American cities today lie in their traditional downtown areas and the older, inner-city neighborhoods. The steady suburbanization of the last 50 years has gradually sapped the vitality from these formerly thriving areas. With the growing concern for ever-increasing suburban commutes, the steady development of rural open space, and the monotonous placelessness of sprawl, new attention is being focused on the inner city.

Civic Design Associates has a wealth of experience working in inner-city areas, particularly with the redevelopment agencies such as the Florida CRAs and the Texas TIRZs. This experience has taught us that these projects, to be successful, must incorporate a comprehensive strategy that involves an appropriate physical plan as well as an economic development strategy. These inner city areas can potentially be the vital, active urban neighborhoods offering the quality of life amenities favored by younger professionals as well as older empty-nesters.

CDA understands that such successful urban environments are composed of a number of elements that must be seamlessly integrated. Development must be pedestrian friendly and encourage street level activity. Vehicular circulation must be carefully orchestrated to calm traffic and provide a variety of discrete parking solutions that maintain the urban fabric and promote density. Historic structures must be preserved and civic spaces revived. Identity and clarity should be enhanced with streetscape improvements, attractive landscaping, and wayfinding systems. Business development must be aggressively pursued with a variety of strategies. Programs must be implemented to promote affordable housing, small business loans, land assembly and acquisition, recruitment of developers, and marketing the area.



Asian District, Oklahoma City, OK



Pompano Beach, FL



Jacksonville, FL



Delray Beach, FL sidewalk



Traditional Neighborhood Development and Town Planning

Community builders, land developers, and planning officials have increasingly realized that our predominant development pattern of endless suburban sprawl based on segregated, often isolated, land uses is not workable for large metropolitan areas, or for healthy neighborhood life. It often results in over-dependence on the automobile and the high-pressure commuter lifestyle.

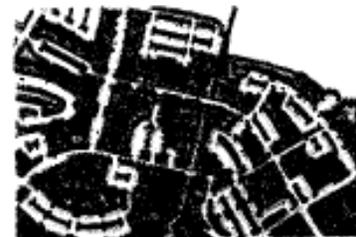
Traditional Neighborhood Design, or TND, advocates community design based on the traditional "hometown" concept of a complete, self-contained community. TNDs have a well-defined center that incorporates a mix of uses, including, where possible, neighborhood retail and other services, as well as a mix of housing options and civic focal points. The surrounding neighborhood is closely related to the center through the design of the street network, and all points are located within a five-minute walk of the center. In some metropolitan areas, the neighborhood center can be organized around a mass-transit stop.

TNDs are walkable, diverse, and are typically more densely developed than conventional suburban developments. Because they are conceived as complete communities, there is a discernible sense of place, a place to live and work where residents and shop keepers know each other. The emphasis on community civic amenities allows the units to be smaller and more densely developed, with no loss in marketability.

Civic Design Associates has completed a number of TND projects all over the country. While the minimum size of such a development should be at least 50 acres, many of the characteristics can be achieved on smaller sites.



Cotton Crossing TND New Braunfels, TX



Montgomery Village TND



Cottage Green TND, The Woodlands, TX



Cotton Crossing Illustrative Site Plan



Urban Housing and Mixed-Use Architecture

As architects, the principals of Civic Design Associates recognize the key role that buildings play in defining the urban environment. While CDA has completed a wide range of residential, commercial, and institutional projects in the past, the firm prefers to design buildings within a strong urban context. This urbanistic view takes into consideration the building's scale and its relationship to its surroundings. Buildings should promote and enhance the neighborhood; ground-level occupancies should be open and pedestrian friendly, and parking should be discretely located behind the building.

The central tenet of this philosophy is that buildings should be part of the urban fabric first. This will determine their siting, massing, scale, and relationship to the space around them. The intent is to fit in rather than to stand out, unless the building is intended to be a civic focal point in the neighborhood. Buildings should help to form successful places, as well as satisfying the programmatic requirements for interior space.

Many of CDA's urban buildings contain a ground floor commercial or retail use, mixed with office or housing above. The firm designed an innovative live-work building for a redeveloping inner city area of Houston, the first such building type in the city.



Midtown Live/Work Lofts, Houston, TX



Urban Townhomes, Delray Beach, FL



Mixed-Use, Gainesville, FL



Midtown Live/Work Lofts Streetscape



Urban Streetscape and Civic Spaces

Great neighborhoods, and by extension, great cities, are remembered for their streets rather than their buildings. This philosophy informs CDA's approach to streetscape design. Great streets form the glue that holds a successful community together.

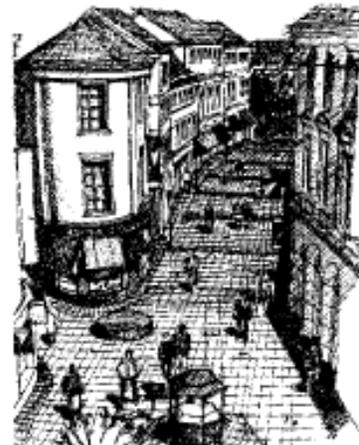
The firm's philosophy of community and street design involves organizing a hierarchy of streets to respond to the varying urban use and density conditions, and establishing appropriate standards for each street type. Generally, the streets should reflect a pedestrian and transit orientation. Traffic calming should be incorporated by means of narrower lanes, on street parking, and distinctive pavement treatments for intersections and crosswalks. Design themes that reinforce a civic identity should be carried through into the landscape elements, sidewalk paving, lighting, street furniture, and graphics.

The relationship of the building face to the street is a critical element of successful streetscape design, and underscores the importance of undertaking such projects in a comprehensive planned fashion that considers both the public realm as well as private development. Buildings play a crucial role in defining the quality of the streetscape, and the absence of building, especially as it defines the opportunities for civic open space, should be an integral part of the design process.

In a successful streetscape, landscaping should enhance the pedestrian experience and provide shade as well as a sense of scale and rhythm. Sidewalks are for walkers and shoppers and the outdoor cafe gazer. Landscaped medians should be provided on wider streets to break up the width of pavements and provide a safe spot for the pedestrian crossing the street. Wires disappear and streetlights provide nighttime guidance. Buildings front the street and provide interesting uses for the passerby. Parking is tucked away behind buildings, out of view. Great streets make for a pleasant urban experience.



Delray Beach, FL streetscape



Cotton Crossing Pedestrian Street



Pompano Beach, FL Civic Space



Urban Codes, Design Standards, and Development Regulations

Many jurisdictions faced with inner city redevelopment and encouraging denser, pedestrian and transit-oriented development are finding that their existing codes and regulations are based on low-density suburban models. These codes are not able to properly regulate urban form.

Civic Design Associates considers the codes and regulations that govern private development to be an integral part of the urban design solution for a particular jurisdiction. They are one of the fundamental implementation tools necessary to realize the planning and design principles.

The firm has extensive experience in writing innovative design standards and land use regulations, beginning with the Land Development Code for Beckett new town in the 1970s, followed by a precedent setting Comprehensive Land Development Code for Coconut Creek, Florida. These regulations have influenced traditional village planning ordinances adopted in five states. Lately, the firm has written several Traditional Neighborhood Development (TND) ordinances to be added to the code of ordinances as an alternative to conventional suburban development. Where possible, the firm incorporates incentives for favored development patterns, thereby preserving choice and avoiding an overly prescriptive approach.



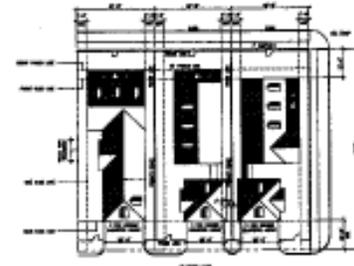
The Esplanade Street Section



DeRay Beach, FL Retail



Bira St., The Museum District, Houston, TX



Cotton Crossing Pedestrian Street



The Charrette

Civic Design Associates is a strong advocate of the charrette process in planning a community's future. The charrette is a key tool for fostering public involvement in a design process and achieving a consensus vision, thereby establishing the community's stake and ownership in the plan. We have found many times that the best planners can be the citizens themselves.

The charrette is a focused and intensive process that compresses both the investigative side and the solution side into a concentrated period of time, usually about one week. All of the necessary technical expertise is assembled together with key public officials and decision makers, and many complex issues can be resolved very quickly.

The process is interactive as well as educational. Generally, the firm begins with an opening night presentation that introduces the major issues to the community, and gives them a basis for informed decision-making. This is typically done the following day, during a facilitated public design workshop. This is the key goal setting phase of the charrette, when the community gets to draw and write out its vision for the future. This work is then synthesized into a plan by the design team, working on site over the course of the next several days. The team works across disciplines and concurrently, developing transportation schemes, social programs, economic development strategies and marketing plans as well as physical designs. The charrette week concludes with a public presentation of the plan.

Following the charrette, the plans and illustrations, together with a design narrative, are compiled into a publication, usually highly coveted by the participants.



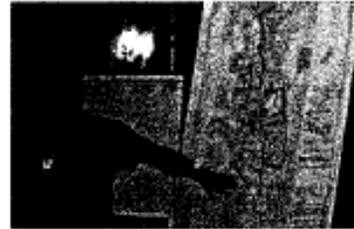
Opening Presentation, Pompano Beach, FL



Community Workshop



Planning and Illustrations



Public presenting plans and ideas



CIVIC DESIGN ASSOCIATES

Similar Projects

Gershbine Property RFP, Martin County, FL; 2002

Sale and disposition of a four acre urban water front site in Martin County.

Contact: Robert Franke, AICP, Community Development Administrator, Martin County, Florida; telephone: 561.288.5495

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County acquisition of a two acre marina and other properties, and redevelopment for numerous adjacent properties.

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Contact: Dennis Beach, City Manager, City of Fort Pierce; telephone: 772-460-2200 extension 300

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Contact: Ed Breese, Director of Lake Worth CRA; telephone: 561-586-1687

City of Stuart CRA Redevelopment Plan, FL; 2001-2002

Preparation of a CRA Redevelopment Plan for two expansion areas to the original downtown CRA, as well as an extensive revision of the existing Overlay District development regulations. The urban design plan was completed during a one-week charrette in December 2001; final revisions to the Plan are currently being completed. A new Urban Code is being drafted as well as amendments to the Comprehensive Plan. Civic Design is



CIVIC DESIGN ASSOCIATES

preparing the CRA Plan and Correa Valle and Valle co-ventured the charrette. Civic Design is continuing services for CRA Revenue Bond Issues.

Contact: David Collier, City Manager, City of Stuart; telephone: 772-288-5312 and Kim DeLaney, City Planner, City of Stuart; telephone: 561-288-5309

Central Plantation Master Plan, FL; 2002

Civic Design Associates, subcontracted to Keith and Schnars, P.A., is responsible for the Urban Design Master Plan and implementation strategy for the 860 – acre Central Plantation Development District, a suburban office park and retail concentration that wishes to transition into a denser, mixed-use town center.

Contact: Kristin M. Mory, Economic Development Coordinator, City of Plantation; telephone: 954-797-2622

City of Delray Beach CRA Redevelopment Plan, FL; 1991, 1995, 1998, and 2001

Preparation of several amendments to the CRA Redevelopment Plan for the 1,906-acre district. The amendments were important because the redevelopment goals changed over time. New projects were envisioned and some required a plan amendment. The CRA was so dynamic that the plan required regular amendments. The Delray Beach CRA was also an agency that exercised eminent domain and having a well-tuned plan was a necessity for defense in the courtroom. The plans were amended by Christopher J. Brown, serving as Executive Director, in conjunction with the City Planning Department.

Contact: Diane Dominguez, Executive Director, Delray Beach CRA; telephone: 561-276-8640

Main Street, Houston, TX; 1994

This design for Houston's Main Street was done by Peter Brown as a means of catalyzing public support for revitalizing Main Street. The project was prominently published in the *Sunday Houston Chronicle* and ultimately resulted in building momentum for the Main Street redevelopment effort currently underway. This project exemplifies not only the Architects' familiarity with the Main Street Corridor, but also attest to their strong volunteer effort on its behalf, as well as their well-established relationship with the Main Street Coalition.

Contact: Ed Wulfe, Chairman MSC, The City of Houston, telephone: 713-621-1700



Central Plantation Conceptual Master Plan

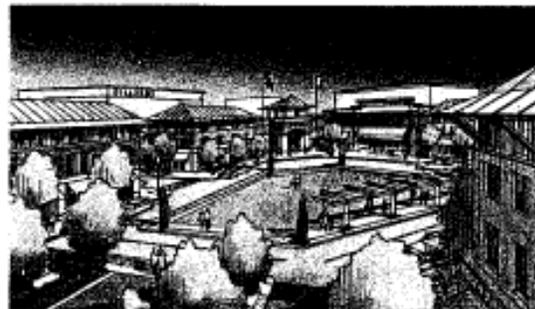
Location: Plantation, FL

Date: 2002

Project Description:

By current development standards, Central Plantation, an 860-acre suburban town center planned in the 1970's, is almost fully built-out. While it has over three million square feet of office space and three major shopping malls, the area has no sense of place. Buildings are seemingly randomly distributed among huge surface parking lots, with few internal connections and no street life.

The proposed Master Plan looks at a 20-year redevelopment scenario and proposes to create a true town center by adding a new grid of pedestrian-friendly streets lined with mixed use buildings, a significant new residential component, a transit loop, additional parks and civic facilities, and proposes a gradual densification of uses by replacing surface parking with structured parking. This pleasantly landscaped but rapidly stagnating suburban office park now has a new lease on life, with the potential for substantial new infill development, as well as the opportunity to create a vital urban neighborhood.



CIVIC DESIGN ASSOCIATES

URBAN DESIGN

Master Planning, Mixed-Use Development



Delray Beach

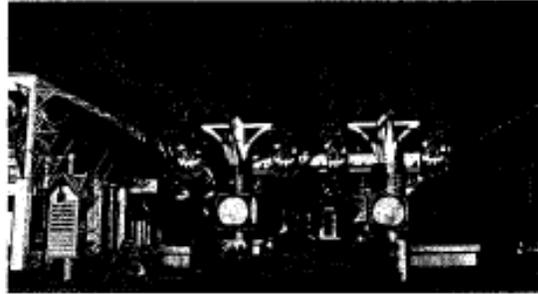
Location: Delray Beach, FL

Date: 1990-2001

Project Description:

Delray Beach, an older South Florida coastal town, is a successful example of comprehensive urban revitalization. Through its CRA, headed by town planner and Redevelopment Director Christopher J. Brown, the city has overcome the typical problems of urban decline - the loss of an in-town resident population, failing retail and shops, rising crime rates, visual blight and incompatible land uses, traffic, and economic disinvestment. Particularly disturbing was the loss of community character in this once thriving seacoast town. The fundamental precepts of successful urban redevelopment in Delray Beach are:

- meaningful citizen involvement
- a visionary but practical redevelopment plan
- effective design standards and guidelines
- the ability to attract State and Federal funding
- detailed urban design plans for special subareas of the district
- street and highway beautification
- a strong downtown housing component
- an effective implementation strategy; The CRA working closely with the private sector- property owners, businesses, lenders and developers, as well as civic groups.
- public safety and security.
- a priority emphasis on a walkable community, as a symbol of interactive neighborhood life.
- Centralized marketing of the downtown
- dispersed system of downtown parking
- Strong land acquisition strategy
- a plan which responds to the needs and interests of all citizens



CIVIC DESIGN ASSOCIATES

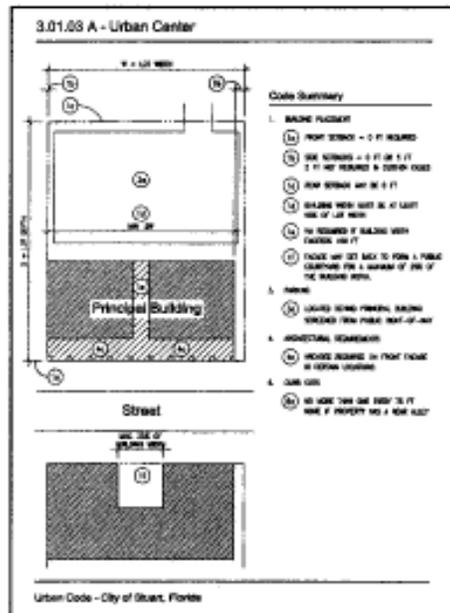
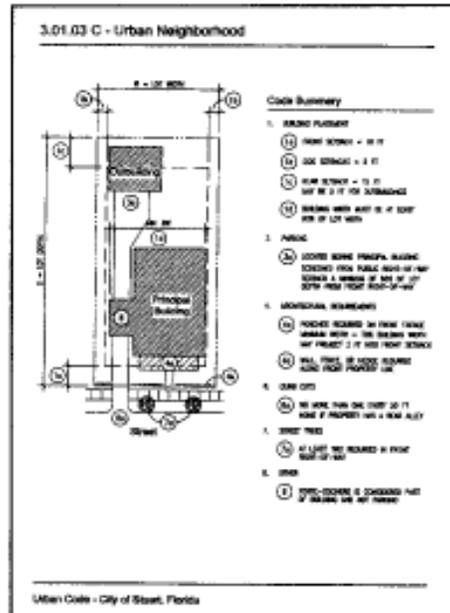
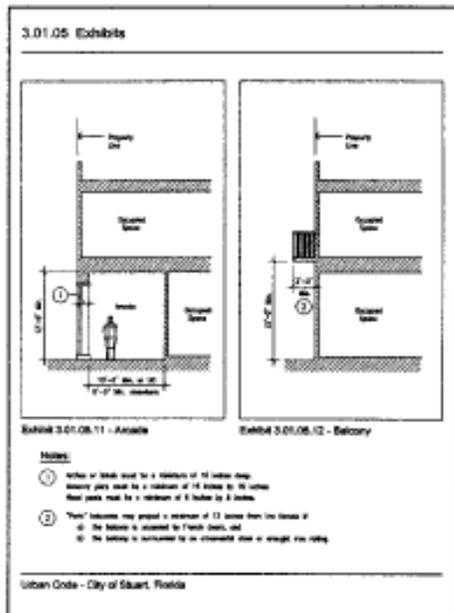


City of Stuart, FL

Urban Code Revisions
 The City of Stuart, FL

Description:

CDA, in association with Correa Valle Valle, completed a Master Plan for the Stuart Downtown CRA. An integral part of the assignment was the revision of the Land Development Regulations for the Downtown Overlay District, the "Urban Code," several pages of which are reproduced here. These illustrations were a key element in making the code more user friendly and easily understood.



URBAN DESIGN
DOWNTOWN REDEVELOPMENT
Master Planning, Mixed-Use , Infill Housing



Main Street



Location: Houston, TX
Developed by: The City of Houston, Main Street Coalition, and others
Ed Wulfe, Chairman MSC
12 E Greenway Plaza #1500
Houston, TX 77046
713-621-1700
Cost: \$500 million+

Project Description:

This design for Houston's Main Street was done by Peter Brown in 1994 as a means of catalyzing public support for revitalizing Main Street. The project was prominently published in the *Sunday Houston Chronicle* and ultimately resulted in building momentum for the Main Street redevelopment effort currently underway. Peter Brown also was a founder of the Making Main Street Happen Foundation, which, in 1999, funded the international design competition won by Ehrenkrantz, Eckstut, and Kuhn, who are currently developing the Main Street Master Plan. Both Peter and James Hill served on the selection committee and the Design Jury, as did METRO CEO Shirley de Libero, Houston Downtown Management District President Bob Eury, City of Houston Planning Director Bob Litke, and others. This project exemplifies not only the Architects' familiarity with the Main Street Corridor, but also attest to their strong volunteer effort on its behalf, as well as their well-established relationship with the Main Street Coalition.



CIVIC DESIGN ASSOCIATES



Project List

Urban Redevelopment Plans

- Fort Lauderdale CRA Redevelopment Plan; Fort Lauderdale, FL.2002
- Golden Gate CRA Redevelopment Plan; Martin County, FL.2002
- Stuart CRA Redevelopment Plan; Stuart, FL. 2002
- Fort Pierce CRA Redevelopment Plan; Fort Pierce, FL. 2001
- Museum District Concept Plan; Houston, TX. 2001
- American Beach CRA Plan; American Beach, FL. 2001
- Pompano Beach CRA Plan; Pompano Beach, FL. 2001
- Downtown Development plans and projects; Delray Beach, FL. (Chris J. Brown) 1990-2000
- Midtown Redevelopment Plan; Oklahoma City, OK. 1999-2000
- Asian District Plan; Oklahoma City, OK. 1999
- 16th Street "Plaza District" Redevelopment; Oklahoma City, OK. 1997
- Union Plaza Redevelopment Plan; El Paso, TX. 1996-98
- North Broadway Plan; Boulder, CO. 1996
- JFK Redevelopment Plan; Oklahoma City, OK. 1996
- Downtown "Transit Streets"; Houston, TX. 1995-97
- Main Street Redevelopment Plan; Houston, TX. 1995
- City of Orange Master Plan; Orange, TX. 1994-1995
- "St. George Place"; Lamar Terrace TIRZ; Houston, TX. 1992
- Founder's Park Plan; Houston, TX. 1991
- Overtown-Park West Plan; City of Miami, FL. 1984-85
- University City Renewal Area Plan; City of Philadelphia, PA. 1970
- Mantua Area Urban Renewal Plan; City of Philadelphia, PA. 1969

Traditional Village and Neighborhood Development

- "Midtown Lofts"; Mixed-use Development; Houston, TX. 2000 and 2001 (2 projects);
- Spring Branch TND; Houston, TX. 106-acre suburban neighborhood; 2001
- "Cotton Crossing"; New Braunfels, TX. 100 acre TND; 1998-2001
- "Beachtown"; Galveston, TX (with Duany Plater-Zyberk Architects) 1997
- "West Beach Village"; Galveston, TX. Mixed-use 5 acres on the Gulf; 1997
- "Cottage Green"; The Woodlands, TX. 35 acre residential TND community; 1996-1999
- "South Mountain"; Draper, UT. 2500 acres; 1994-1995 (with EDAAW)
- "Montgomery Village"; Somerset County, NJ. 200 acre TND
- "General Hancock Place"; Montgomery County, PA. 150 acre TND
- "Medford Village East"; Burlington County, NJ. 170 acre TND
- "Crystal Lake"; Burlington County, NJ. 500 acre mixed-use village
- "West Main Street"; Bucks County, NJ. 40 acre TND
- "Founders Park"; Houston, TX. (with Duany Plater - Zyberk) 600 acres, inner city;
- "Lamar Terrace"; Houston, TX. 170 acres, inner city
- "Southwyck"; Houston, TX. 2500 acres, suburban neighborhood
- "The Commonwealth"; Sugarland, TX. 700 acre TND
- "Four Mile Creek", 140 acres, suburban village; Boulder, CO
- "Abington Terrace", 50 acres, suburban village; Lafayette, CO



New Towns and Large Scale Planned Communities

- Moabacher planned community; West Houston, TX. 3000 acre PUD; 1991-1993
- "Gleannloch Farms"; Houston, TX. 2000 acres; 1997
- "The Commonwealth"; Fort Bend County, TX. An 800-acre PUD; 1992-1996
- "Mosbacher Tract"; Ft. Bend County, TX. 4000 acres; 1993-94
- "Beckett" New Town Master Plan.; Gloucester County, NJ. a title VII new community. A 10,000 acre satellite new town; 1971-1975
- "Old Bridge"; Middlesex County, NJ. 3,000 acres; 1970-82
- "The Township"; Broward County, FL. 1,500 acres; 1970-82
- "Westin"; Broward County, FL. 10,000 acres; 1970-82
- "Town of Smithville"; Atlantic County, NJ. 2,500 acres; 1970-82

Land Use Regulations, Ordinances and Design Standards

- Midtown and Asian District Urban Design Standards and Guidelines; Oklahoma City, OK. 2000
- Planned village Development ordinance (TND); New Braunfels, TX. 1999
- TND Ordinance; Suburban Street Standards, master plan amendments; Galveston, TX. 1998
- Planned Village Development Ordinance, Medford Township; Burlington County, NJ. 1992
- Consultant for Comprehensive Zoning Ordinance; Houston, TX. 1991-93
- Planned Village Development Ordinance, Montgomery Township; Somerset County, NJ. 1991
- Comprehensive Zoning Ordinance, "St. George Place"; Houston, TX. 1990-94
- Planned Village Development Ordinance and Architectural and Urban Design Guidelines, Mansfield Township; Burlington County, NJ. 1990
- "Montgomery Township", NJ. - Planned Village Development Ordinance 1990 (The first "Neo-Traditional Village" Ordinance adopted in the State of New Jersey)
- Urban Design Standards Manual; Metropolitan Transit Authority; Houston, TX. 1989-90
- Revised Comprehensive Zoning Ordinance and Subdivision Regulations, including "performance zoning" provisions; Newtown Township; Bucks County, PA. 1981
- Redevelopment plan regulations, Borough of Glassboro; Gloucester County, NJ. 1977
- Amendments to zoning and subdivision regulations, Dover Township; Ocean County, NJ. 1974-78
- Land Development Code, Woolwich Township; Gloucester County, NJ. 1974
- Land Development Code, Logan Township; Gloucester County, NJ. 1974
- Land Development Code; PUD and Community Appearance ordinances. Model code for other Broward County municipalities; City of Coconut Creek, Broward County, FL. 1974

Environmental Consulting and Planning

- White Oak Bayou, Water management and land use analysis; Houston, TX. 2001
- Sunset Farms Landfill; Austin, TX. 2001
- Juliff Gardens Landfill; Pearland, TX. 2000
- North Brazoria Landfill; Brazoria County, TX. 2000
- Weiss Landfill; Houston, TX. 2000
- Bayport Container Port, Land Use Analysis; 1999-2002
- Spring Cypress Landfill (Type IV); Houston, TX. 1998



Comprehensive Plans

- Main Street Corridor Master Plan; Houston, TX. 1999-2002
- Amendments to the Comprehensive plan for the "West End"; Galveston, TX. 2000-2001
- West University Place Comprehensive Plan; Houston, TX. 1999-2000
- Northwest quadrant plan; Boulder, CO. 1996
- Comprehensive Plan; Orange, TX. 1996
- Lamar Terrace Master Plan; Houston, TX. 1991-1993
- Overtown-Parkwest; Miami, FL. 1984-85. A Master Plan including the Miami Arena, Convention Center and 9th Street Mall. Received First Place, National Design Competition in 1984.
- Galleria-Post Oak Master Plan; Houston, TX. 1984
- Newtown Township; Bucks County, PA. 1981
- Comprehensive Plan including educational facilities and community colleges; Southern Gloucester County, NJ. 1978
- City of West Longbranch, NJ. 1977
- Comprehensive Plan; Coconut Creek, Broward County, FL. 1975

Parks and Recreation Facilities

- White Oak Bayou, "Heritage Corridor West Bikeways"; Houston, TX. 1997-2001
- "The Jack Mitchell Garden;" Hermann Park; Houston, TX. 1997-present
- "Crystal Lake"; A lake, trail and recreation facility for a 500-acre golf course community; Mansfield, NJ. 1990-1996
- "Heart of the Park", First Prize International Design Competition; Houston, TX. 1992
- "Sabine Reach"; Buffalo Bayou Park; A 1.0 mile linear bayou trail near downtown; Houston, TX. 1988
- "Tradewinds Park"; A 250-acre regional park, Concept Design; Broward County, FL. 1980
- "Winding River" Park; A 500-acre regional park, including skating rink, riding and boating facilities and an extensive trail system; Tom's River, NJ. 1978-81
- Elsmere Park; A 10-acre city park; Glassboro, NJ. 1978



CIVIC DESIGN ASSOCIATES

Similar Projects

Gershbine Property RFP, Martin County, FL; 2002

Sale and disposition of a four acre urban water front site in Martin County.

Original Contract Amount: \$5,000 Per Hour: \$125

Contact: Robert Franke, AICP, Community Development Administrator, Martin County, Florida; telephone: 561.288.5495

Rio Redevelopment Strategies, Martin County, FL; 2002

County acquisition of a two acre marina and other properties, and redevelopment for numerous adjacent properties.

Original Contract Amount: \$7,500 Per Hour: \$125

Contact: Robert Franke, AICP, Community Development Administrator, Martin County, Florida; telephone: 561.288.5495

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Original Contract Amount: \$32,500 Per Hour: \$100

Contact: David Collier, City Manager, City of Stuart; telephone: 772-288-5312 and Kim DeLaney, City Planner, City of Stuart; telephone: 561-288-5309

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CIVIC DESIGN ASSOCIATES

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Original Contract Amount: \$9,500 Per Hour: \$125

Contact: Dennis Beach, City Manager, City of Fort Pierce; telephone: 772-460-2200 extension 300

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Original Contract Amount: N/A Per Hour: N/A

Contact: Diane Dominguez, Executive Director, Delray Beach CRA; telephone: 561-276-8640



CIVIC DESIGN ASSOCIATES

Main Street, Houston, TX, 1994

This design for Houston's Main Street was done by Peter Brown as a means of catalyzing public support for revitalizing Main Street. The project was prominently published in the *Sunday Houston Chronicle* and ultimately resulted in building momentum for the Main Street redevelopment effort currently underway. This project exemplifies not only the Architects' familiarity with the Main Street Corridor, but also attest to their strong volunteer effort on its behalf, as well as their well-established relationship with the Main Street Coalition.

Original Contract Amount: N/A Per Hour: N/A

Contact: Ed Wulfe, Chairman MSC, The City of Houston, telephone: 713-621-1700

PROJECT SCHEDULE AND PRICING

Schedule:

This engagement will be completed within a time frame of three to four months from the receipt of a Notice To Proceed from the CRA. This time frame includes all research, market analysis, interviews, demographic profiles and marketing program development.

The schedule listed above does not include any time for the issuance of an RFP and the selection of a developer for the property to be marketed. This process will depend on the purchasing practices of the Town of Davie.

Pricing:

The price proposal for this engagement includes all personnel costs and any direct expenditures by the Project Team. This price proposal includes all items listed in the RFP. Not included in this proposal are costs for the actual printing of marketing materials.

The price proposed for this engagement is \$62,300. The breakdown of the cost by Task and by discipline is found on the following page.

ALLOCATION OF COSTS BY DISCIPLINE

TASK	RESEARCH	MARKETING	TOTAL
1	\$1,500	\$0	\$1,500
2	1,500	0	1,500
3	4,000	8,250	12,250
4	6,300	0	6,300
5	1,500	0	1,500
6	3,000	5,500	8,500
7	4,000	2,750	6,750
8A	0	13,750	13,750
8B	0	2,750	2,750
8C	0	2,750	2,750
8D	0	2,750	2,750
Report	2,000	0	2,000
Total	\$23,800	\$38,500	\$62,300

Research component equates to Economic and Statistical Analysis
Marketing component equates to the Marketing Director function

Registration of Lobbying Interests

Name of Individual, firm or organization: PMG Associates, Inc. and Civic Design Associates

Address: 3880 NW 2 Court, Deerfield Beach, Florida 33442

Nature of Interest: Professional Services

Names, Addresses and Titles of Individuals who will Lobby:

<u>Name</u>	<u>Title</u>	<u>Address</u>
PMG Associates, Inc.:		
Kathleen R. Gonot	President	3880 NW 2 Court, Deerfield Beach Florida 33442
Philip M. Gonot	Vice-President	3880 NW 2 Court, Deerfield Beach Florida 33442
Civic Design Associates		
Chris Brown	Project Manager	75 NE 6 th Avenue Suite 215 Delray Beach, Fl 33483

Types of lobbying activities you expect to engage in: Meeting and Presentations, as necessary

Individuals you expect to lobby: Staff and elected officials regarding selection.

I certify that, to the best of my knowledge, this registration is complete and accurate.


Signature

KATHLEEN R. GONOT
Name

11-25-02
Date

CRA References for PMG Associates, Inc.

Kim Jackson, Director
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(954) 828-4514

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