

**Attachment A: Updated Pricing Table**

Phase	Task Deliverable	Total Fee (Lump Sum)
<p><b>Phase I: Initial Zoning Review and Alignment with the Comprehensive Plan</b></p>	<p><b>Proposed Zoning Code Structure:</b> An outline of the updated Zoning Code’s organization and structure.</p>	<p align="center">\$ 180,750.00</p>
	<p><b>Zoning Market Analysis Feasibility Findings and Recommendations:</b> A discussion pertaining to the findings of the market and economic analysis done for all City zoning districts. This will include recommendations for underperforming zoning districts, including the use of new or existing zoning tools and incentives.</p>	
	<p><b>Conflicting Regulations Report:</b> A comprehensive analysis that identifies inconsistencies, contradictions, or ambiguities within the Zoning and Land Development Regulations and associated chapters of the Code of Ordinances. The report evaluates areas where regulatory language may create confusion, hinder efficient decision-making, or result in conflicting interpretations. The report must provide clear, actionable recommendations for text amendments to resolve the conflicts.</p>	
	<p><b>PDs/PUDs Analysis Report:</b> A focused analysis of the City’s existing PD/PUD practices, including an inventory of all districts and their applicable development regulations. The report should also compare these practices with the City of Miami’s Special Area Plan process and recommend ways to adopt transparent PD/PUD procedures into the ZLDRs update.</p>	
	<p><b>SWOT Analysis Report:</b> A Strengths, Weaknesses, Opportunities, and Threats analysis evaluating zoning challenges and opportunities. The SWOT analysis must include a jurisdictional scan of neighboring municipalities and recommendations for improving inclusive zoning practices.</p>	
	<p><b>Variance Analysis Report:</b> A focused analysis of past variance approvals to identify trends and propose solutions to reduce reliance on variances.</p>	
	<p><b>Legal and Best Practices Discussion Papers with Recommendations:</b> Reports highlighting innovative zoning tools and legal foundations for zoning reforms.</p>	
	<p><b>Internal Stakeholder Engagement Summary:</b> Documentation of internal stakeholder input gathered through meetings, interviews, and workshops.</p>	

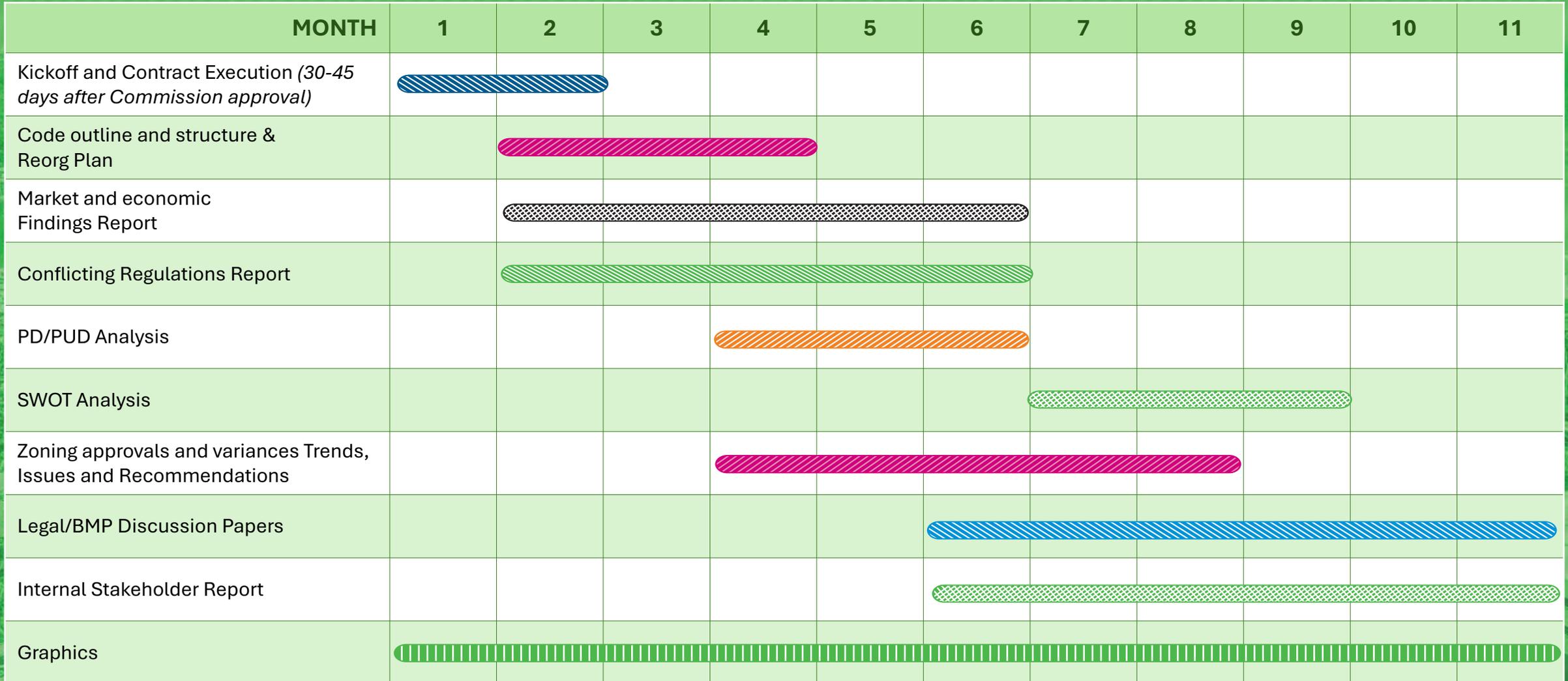
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Phase	Task Deliverable	Total Fee (Lump Sum)
<p align="center"><b>Phase II: Zoning Code Modernization and Policy Development</b></p>	<p><b>Modernized Draft Zoning Code:</b> A comprehensive draft of the updated zoning regulations, integrating modern tools like form-based codes, sustainability standards, and equitable zoning principles.</p>	<p align="center">\$ 198,631.00</p>
	<p><b>Development Standards and Design Guidelines Matrix:</b> Matrix to demonstrate how to best align modern development standards with the goals and objectives of the city’s urban design guidelines.</p>	
	<p><b>Incentive Calibration Strategy:</b> A strategy to ensure development incentives produces the goals and objectives of the city’s comprehensive plan and the urban design guidelines.</p>	
	<p><b>Scenario Testing Report:</b> Results of scenario testing used to assess the practical application of proposed zoning regulations and recommend necessary adjustments.</p>	
	<p><b>Updated Interactive Zoning Map:</b> An interactive, GIS-based zoning map that visually represents the zoning updates. Developed in collaboration with the City’s GIS and Gridics teams.</p>	
	<p><b>Community Engagement Summary:</b> Documentation of all community engagement activities and feedback, including summaries of workshops, surveys, and public meetings.</p>	
	<p><b>Implementation and Training Plan:</b> A phased adoption plan for updates to the Zoning and Land Development Regulations and associated chapters of the Code of Ordinances, including informational and training materials for City staff.</p>	

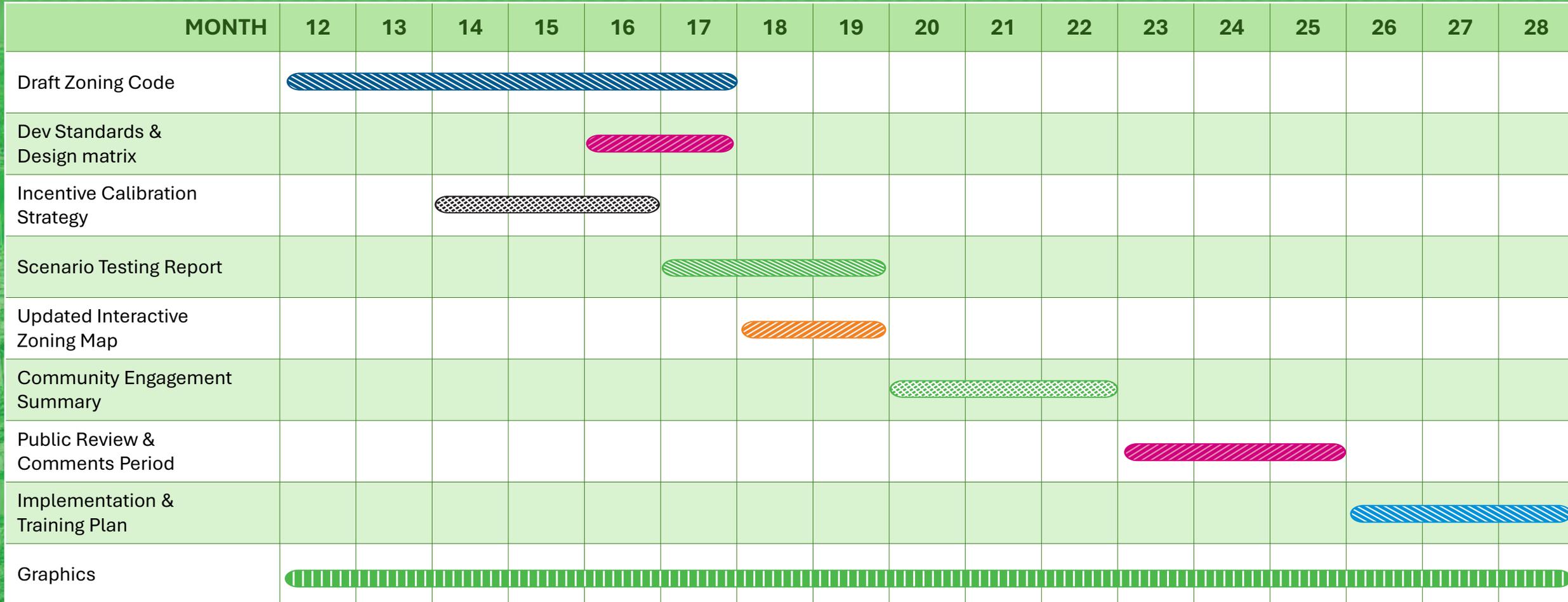
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Phase	Task Deliverable	Total Fee (Lump Sum)
<p align="center"><b>Phase III: Monitoring, Evaluation, and Continuous Improvement</b></p>	<p><b>Performance Metrics and Benchmarking Report:</b> A report defining performance metrics and benchmarks to monitor the success of the Zoning Code post-implementation.</p>	<p align="right">\$ 127,018.00</p>
	<p><b>Annual Zoning Code Evaluation Report Template:</b> Yearly reports assessing the effectiveness of the new zoning regulations, identifying areas for adjustment.</p>	
	<p><b>Stakeholder Feedback Summary:</b> A summary report of ongoing feedback collected from stakeholders during the monitoring phase.</p>	
	<p><b>Targeted Code Amendments:</b> Recommendations for any necessary zoning code amendments based on monitoring and evaluation findings.</p>	
	<p><b>Training and Educational Materials:</b> Training resources, presentations, and user guides for City staff and stakeholders to ensure proper understanding and implementation of the updated Zoning Code.</p>	
	<p><b>Graphics:</b> Visual representations, including diagrams, maps, and renderings that illustrate zoning concepts, building forms, and land use regulations.</p>	
	<p><b>Administrative Rules Document:</b> A procedural document that clarifies zoning application evaluations, variance processes, compliance monitoring, and public participation guidelines.</p>	
	<p><b>Administrative Record:</b> A complete collection of project materials, including reports, drafts, engagement summaries, visuals, and legal documentation compiled for internal City use and public access.</p>	
<p align="right"><b>Grand Total:</b> \$</p>		<p align="right">506,399.00</p>

# Phase I



# Phase II



# Phase III

MONTH	29	30	31	32	33	34	35	36	
Performance Metrics & Benchmarking Report									
Zoning Eval Report Template									
Stakeholder Feedback Summary									
Targeted Code Amendments									
Training & Educational Materials									
Administrative Rules									
Administrative Record									
Graphics									



## Comprehensive Zoning and LDR and Code of Ordinances Updates

As a result of the TEAMS meeting of January 28, 2026, the overall cost for all phases of the project has changed from **\$496,920** to **\$506,399**. The details below define the quantities and particulars that are included in the updated cost. Phases 1 and 3 have been decreased in total, and Phase 2 has increased. This detailed attachment is aimed to communicate in more detail the tasks included and services that have been enhanced.

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### Phase 1 Scope Updates

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The original **Phase 1** cost of **\$185,387** has been adjusted down to **\$180,750**. This reduction reflects a shift of funds from **Phase 1 to Phase 2** with no reduction of services.

**Discussion Papers** - The discussion papers were a key focus of the meeting with Planning staff. While the scope portion of RFP-339-25-SA provided a few examples of the themes for these papers, the meeting provided more clarity with a detailed list of issues that for which the City would like us to cover.

The final scope will specify that there will be six (6) discussion papers on the following topics:

- Stormwater
- Parking (legal nonconformity, supply/demand)
- Historic Preservation (Regulating zoning correctly; respecting character, allowing for change)
- Housing (Supply/Demand, Residential categories)
- Employment Areas (Brevard County Land Use Plan, Market Responsive)
- Mixed Use Areas

The above list of discussion paper topics is included at no increase to the cost in the original scope:

We understand the important of these papers as they will provide a foundation for the code structure and the public engagement.

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## Phase 2 Scope Updates

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The original **Phase 2** cost of \$144,048 has been adjusted to up \$198,631 to reflect supplemental services, additional legal cost for inclusion of the Legal Team throughout the drafting of the Code, and more details related to the approach in public outreach.

### **Modernized Draft Zoning Code**

The initial scope included the Legal team's review of the final draft code. The final scope will include additional review by the Legal team throughout the drafting of the Code as well as their attendance to project meetings. We agree that early and ongoing legal review is a good investment as it will identify any legal issues early in the project which avoids more costly changes later in the project.

### **Community Engagement**

The original scope anticipated the design of one meeting agenda, one presentation and one set of activities that would be duplicated at a multiple meeting sites throughout the City. It is our understanding that the Planning Staff would like each meeting individually designed for each geographic location. The final scope will include custom designed presentations for up to 5 geographic area with topics specific to each location. For many of these, the presentation will be rooted in or more discussion papers. (e.g., parking challenges for downtown workshops, tourism and resiliency considerations for the beaches and historic preservation considerations for the Historic Liberia meeting).

### **Incentive Calibration Strategy**

The original scope anticipated a pro forma analysis of the impact of community benefits and other incentives on development feasibility at key locations within the City. This will be demonstrated graphically in charts and matrix formats in order to help educate city leadership, staff, and residents, and inform overall decision-making and zoning updates. The updated scope will include additional time and effort to produce a more robust financial analysis and adjustment framework with additional graphics than originally contemplated. This will include a pro forma analysis of the impact of community benefits and other incentives on development feasibility at key locations within the City.

### **Scenario Testing Report**

The original scope includes a Scenario Testing Report that demonstrates how proposed zoning regulations perform when applied to real-world development conditions with one development scenario contemplated. The final scope will include up to three development scenarios. The scenarios may differ in size and mix of land uses to best test the interplay of different zoning restrictions and other planning tools have on the development viability and the ability to provide community benefits via by-right or incentives development projects.

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### Phase 3 Scope Updates

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The original Phase 3 cost of \$167,487 has been revised down to \$127,018, reflecting in a shift of hours from this phase to Phase 2. All deliverables and quantities remain the same with a reduction of cost for this phase and no reduction of services.

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### Closure

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Lump sum fees will be invoiced monthly based upon the overall percentage of services performed.

We appreciate the opportunity to provide these services to the City of Hollywood and look forward to kicking off this important project. Please contact me if you have any questions.

Sincerely,



Bonnie C. Landry, AICP  
President  
BCLA

### Details on Graphics included in Scope

On February 3, Nicole Moyo, through Simone Alci, emailed a list of desired graphics to ensure the project team considers all requested items (listed below). All items are included in the initial scope, with the exception of those in bold. Cost for additional graphics are included in this attachment.

Context & Analysis	Regional & City Context; Existing Conditions; Socio-Economic Analysis; Environmental & Risk Analysis
<b>Vision &amp; Framework</b>	Vision diagrams; Framework/Guiding Principles graphics
<b>Proposed Zoning</b>	Zoning maps (existing vs. proposed); Overlay and Special Policy Districts; Form-based districts; Conservation/Heritage Overlays; Affordable Housing Incentive Zones; Height & FAR maps; Setback & Build-To Diagrams; Frontage Types; Permitted uses, Mixed Use Areas (assumed to be included within the Intent/Place Type diagrams)
<b>Mobility &amp; Public Realm</b>	Street networks (For Form-based areas); Multimodal Circulation; Typical Street sections for Form based areas
<b>Open Space &amp; Environment</b>	Parks; Green networks; Environmental systems
<b>3D &amp; Visualization</b>	Massing; Before/after; <b>Shadow Studies; Skyline Impact Views;</b> Perspectives; Block prototypes
<b>Implementation</b>	Phasing plan; <b>Infrastructure alignment</b>
<b>Technical &amp; Compliance</b>	Code legend; Dimensional tables; Use matrices; Parking ratios; Resilience standards
<b>Engagement &amp; Process</b>	Community input; Stakeholder diagrams; Scenario comparisons

**Supplemental Graphic Services:** The graphics identified above were not contemplated or included in the original scope of services. The associated costs are as follows:

- **Shadow Studies** – We have the capacity and ability to provide Shadow Studies Analysis for three scenario typologies. **Cost \$11,000**
- **Skyline Impact Views** - We have the capacity and ability to provide Skyline Impact Views. **Cost is from \$9,000 to \$15,000.** *Note: Cost is highly dependent upon scale. Would need to further refine to get a final cost.*
- **Infrastructure Alignment** – An infrastructure capacity assessment can be performed for the three scenario test locations. This would include a high-level assessment of whether existing infrastructure is supportive of the proposed zoning development potential. **Cost estimate is \$22,000.** *Note: Any additional infrastructure alignment capacity analysis for other areas of the City would be an additional cost.*

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### Phase 1 Optional Tasks

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**Discussion Papers:** The final scope will specify that there will be six (6) discussion papers on the following topics: Stormwater, Parking, Historic Preservation, Housing, Employment Areas, and Mixed Use Areas.

We understand the importance of these papers, as they will establish a foundation for the code structure and inform the public engagement process. Additional topics that may warrant consideration for discussion papers include: Changes to Florida Law affecting Local Regulations, Resilience, Tourism, and Issues Raised in Public Workshops.

**Cost: \$12,00 each**

**Video Diary:** BCLA recommends a video diary for the project that provides dynamic first-hand accounts of what all stakeholders seek in the Code updates. This optional service personalizes the project with video and/or auditory interviews with stakeholders which brings the code to life. These videos and audios will be conducted over the evolution of the project and compiled into a video which would be accessible from the project webpage. This optional service is not included in the cost estimate.

For an example of a video diary, please follow this link to the US-1 Congestion Management Project Video Diary: <https://martinmpo.com/us-1-congestion-management-public-outreach-study/>

**Cost: \$12,000**

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### Phase 2 Optional Tasks

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**2<sup>nd</sup> Series of Public Workshops:** The City could consider a second public workshop series of meetings at each of the five locations included in the original scope to truth check the final documents so they can be adjusted accordingly. The second series of meetings will include a final report, soliciting feedback to truth check with the audience and adjust the recommendations accordingly. Adjusted increase for this task is

**Cost: \$30,785**