

City of Hollywood

Planning Services

RFQ-4611-19-AP

Calvin, Giordano & Associates, Inc.
with Lambert Advisory

October 30, 2019



OUTLINE

- Company Overview
- Methodology
 - Understanding
 - Approach
- Interaction with City staff
 - Project Updates to City
 - Expectations of City staff
- Staff Location and Roles
- Case Studies, Innovation and Local Focus
- Public Outreach Strategies



COMPANY OVERVIEW

Founded in Hollywood

1937



350⁺

EMPLOYEES

Serving

60⁺

Municipalities Throughout Florida

- Multi-disciplinary/full-service firm
- Florida-based
- 350+ employees
- 25+ types of professional services to municipalities including:
 - ✓ Planning
 - ✓ Urban design
 - ✓ Environmental
 - ✓ Landscape architecture
 - ✓ Civil engineering
 - ✓ Transportation planning & engineering
 - ✓ Data technology & development
 - ✓ Multimedia and Web Design Services



PLANNING EXPERTISE



- 13 AICP Certified Planners
- Integrated and collaborative approach
- Full range of planning expertise including:
 - Comprehensive Planning and Amendments
 - Land Development Code Updates and Amendments
 - Municipal Planning Services
 - Development Review and Services
 - Environmental Planning / Climate Resiliency & Adaptation
 - Transportation Planning



METHODOLOGY

PROJECT UNDERSTANDING

- Address changes in local conditions
- Incorporate relevant goals, objectives and policies from BrowardNEXT
- Link and integrate recent, current and imminent planning into Citywide policy framework
- Address new priorities in the areas of sustainability/resilience, conservation, and climate-change
- Develop an implementable plan, with a clear action agenda



METHODOLOGY

PROCESS APPROACH

- Articulate the City's Vision
- Fulfill prerequisites and requirements
- Transparent, inclusive, accessible process
- Comp Plan for the 21st century



Process Framing Questions

- What do we aspire to be in 5, 10, and 20 years?
- What is our shared Vision for the future?
- What are we actually in the process of becoming if we stay the current course?
- Does this "trend" resemble our Vision?
- What alternate paths could take us closer to our Vision?
- How do we get there? What are our immediate priorities? What is our game plan?



PROCESS HIGHLIGHTS

- [illegible]

Goal, Policy, Strategy, Action, Rule or Requirement	Relates to Vision Themes?						Baseline Indicator(s) (if any)	Implementation Status/Progress	Comments
	IND1	IND2	IND3	IND4	IND5	IND6			
Residential Development: Promote supportive urban design and quality of life									
Implement standards that create residential zones featuring single or mixed-use, street-level, visible uses, and appropriate bicycle design to decrease travel times and improve safety for new neighborhoods, primarily in conjunction with a residential incentive program.							See table p. 11 – Development Required to Achieve a Population of 20,000	City to confirm	See figure on p. 10- Parking Diagram
Encourage the ground floor mix or street residential and amenities to avoid “dead” storefronts, such as those that occur when ground-floor storefront parking lots for stores, restaurants, design studios fail to transition.							See table p. 11 – Development Required to Achieve a Population of 20,000	City to confirm	See figure on p. 10- Parking Diagram
Reduce conflicts between motorists and residents through low volume of existing lots and manage tree canopy to encourage comfortable residential urban transit alignments.							See table p. 11 – Development Required to Achieve a Population of 20,000	City to confirm	
Determine maximum lot size, street frontage, and lot width for schools, playgrounds, other non-automated recreation and dog parks.							See table p. 11 – Development Required to Achieve a Population of 20,000	City to confirm	See figure on p. 11- Schools Proximity to Downtown



INTERACTION WITH CITY STAFF

STATUS UPDATES TO CITY STAFF

- Provide weekly status updates at a minimum
- CGA's Project Manager will be the day-to-day point of contact
- Not required, but a point of contact/contacts assists in disseminating information

EXPECTATIONS OF CITY STAFF

- Provide digital files of Comprehensive Plan, mapping and relevant recent studies
- Assist in scheduling key interviews and Committee meetings
- Coordination on public outreach strategy
- Identify stakeholders, thought leaders, etc.
- Secure venues for public meetings
- Provide/schedule dates/times for public meetings



STAFF LOCATION AND ROLES

Core Team



Silvia Vargas, AICP, LEED AP
Project Manager



Robert Collins, AICP
Principal Planner



James Hickey, AICP
Planning Administrator



Sandra Lee, AICP CEP, LEED AP BD+C, CFM
Principal Planner

Gavin Jones AICP/PE | Transportation Planning

Casey Ogden GISP | GIS Mapping

Comprehensive Planning | Daniel Mantell

Adrian Santella | Website & Graphics

Paul Lambert | Economic Development

Expert Resources

All staff located in Fort Lauderdale or Miami offices



CASE STUDY: CITY OF POMPANO BEACH

PLANITPOMPANO! (2019)

Description: Update the City's Comprehensive Plan based on changes in local conditions since the last update focusing on climate resiliency and sustainability including BrowardNEXT.



Relevance:

- New Climate Change Element
- GOPs for Intergovernmental Coordination Element
- DIA for six elements
- Tailored community engagement activities using innovative techniques to interactively engage the attendees
- Multi-platform outreach and engagement methods
- Presentations to Planning and Zoning Board and City Commission



CASE STUDY: CITY OF SOUTH MIAMI

COMPREHENSIVE PLAN AND LDC REVISIONS (2016-PRESENT)

Description: Update both the City's Comprehensive Plan and Land Development Code relative to current best practices and laws.



Relevance:

- Emphasis on protection of existing single-family neighborhoods; infill and redevelopment in City core; sustainability and resilience
- Hybridized form-based approach to certain sectors within the City
- CGA work includes “special studies”
 - modernization of Transit-Oriented Development District
 - new mixed-density residential district to address “missing middle.”



CASE STUDY: TOWN OF SURFSIDE

TOWN PLANNING (2006-PRESENT)

Description: CGA has served as Town Planner for 13 years, providing a variety of long-range planning and regulatory planning and development review services

Aggregation Analysis



- High probability for aggregation
- Medium probability for aggregation
- Low probability for aggregation
- Recently developed parcels
- Town-owned parcels



Existing Massing



Possible Massing



Relevance:

- Sea level rise and resilience policies
- EAR-Based Comprehensive Plan Amendments
- Hybrid approach to regulations
 - Form-based principles
 - Height-regulated districts
 - Building articulation standards
- Increased freeboard
- Redevelopment opportunities analysis (Collins and Harding Avenues) and zoning criteria.



INNOVATION AND FORESIGHT

PLANNING FOR CLIMATE DISRUPTION AND RESILIENCE

City of Pompano Beach

- New Climate Change Element
- Resiliency Updates to DIA and Proposed Changes to GOPs

Town of Surfside

- Beach and Dune Report
- Sustainability and Analysis Report
- Sea Wall Regulations
- Sustainability and Resilience Committee

Florida DEO

- 163.3178 F.S. Sea Level Rise Requirements

City of Wilton Manors

- ULDR – Green Building Programs
- Update Sea Wall Regulations
- Flood Plain Analysis
- Climate Resiliency



Broward County

- Sea Wall Regulations



FOCUS ON LOCAL PRIORITIES

Development and Economy

- Encourage commercial development and redevelopment in target areas
- Streamline development review process to support quality growth



Quality of Life

- Protect Hollywood's residential neighborhoods
- Improve/expand necessary infrastructure to support future growth and protect the environment
- Strengthen the City's many cultural and recreational assets
- Support equitable development approaches

Regional Planning/Intergovernmental Coordination

- Enhance collaboration with federal, state and local agencies to address regional issues: transportation, water supply, etc.
- Foster partnerships to protect/enhance Hollywood's regional position



PUBLIC OUTREACH STRATEGIES

Principles

- Adaptable/flexible
- Transparent and inclusive
- Hollywood-tailored
- Balanced
- Interactive and fun

Sample Tools

- Key Informant interviews
- Website
- Branding
- Open Houses
- Focus Groups
- Games
- Surveys
- Social Media Campaigns
- Newsletters
- Mailers
- Videos



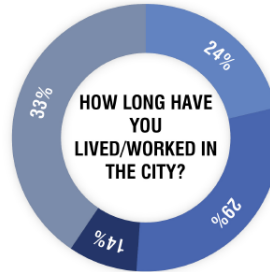
PUBLIC OUTREACH STRATEGIES



Balance of high tech/low-tech/soft touch approaches

URBAN FORM & INTENSITY REPORT

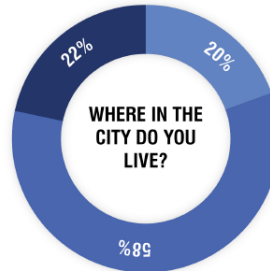
PUBLIC OUTREACH DATA FINDINGS



51 responses

LESS THAN 5 YEARS	12
BETWEEN 5-10 YEARS	15
BETWEEN 10-15 YEARS	7
MORE THAN 15 YEARS	17

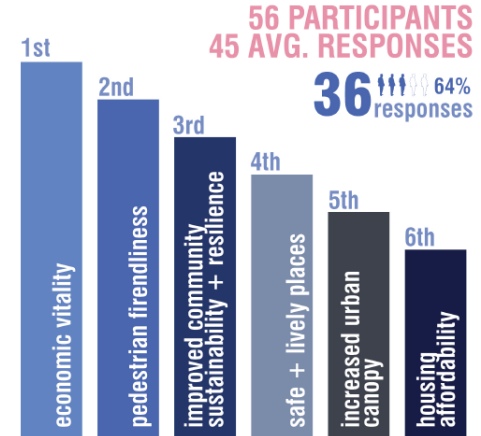
**percentages are rounded according to nearest whole number
**answers are consolidated into one data result from two separate public business meeting results and public meeting results



51 responses

WEST OF ANDREWS AVE	10
BETWEEN ANDREWS AVE AND THE FEC RAILWAY	30
BETWEEN 10-15 YEARS	11

**percentages are rounded according to nearest whole number
**answers are consolidated into one data result from two separate public business meeting results and public meeting results



RANK THE FOLLOWING 'POTENTIAL OUTCOMES' IN TERMS OF IMPORTANCE TO YOU (FROM MOST IMPORTANT, TO LEAST IMPORTANT)



Calvin, Giordano & Associates, Inc.



WHY CHOOSE CGA

THE RIGHT TEAM FOR THIS PROJECT

- Skills and experience of Core Team and Firm
- Experts in coastal communities with sea level rise and resiliency strategies
- In-house range of services and perspective = value added
- Long-time local presence in Broward and Miami-Dade = local insight
- Extensive, successful experience navigating Broward's and Florida's Comprehensive Planning Process
- Local values-driven process
- Public participation tailored to Hollywood's unique needs
- Attention focused on you!



THANK YOU

City of Hollywood RFQ-4611-19-AP
Comprehensive Plan

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