



# City of Hollywood

Hollywood City Hall  
2600 Hollywood Blvd  
Hollywood, FL 33020  
<http://www.hollywoodfl.org>

## Legislation Text

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**File #:** R-2020-249, **Version:** 1

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A Resolution Of The City Commission Of The City Of Hollywood, Florida, Approving And Authorizing The Appropriate City Officials To Issue An Authorization To Proceed With Bermello Ajamil & Partners, Inc. To Provide Professional Landscape Architecture and Planning Services For The Hollywood Downtown Streets Pilot Project And Develop A Design Guideline Reference Manual For Public Rights -Of-Way In An Amount Not To Exceed \$203,375.00.

### *Infrastructure & Facilities*

Staff Recommends: Approval of the attached Resolution.

### Explanation:

In October of 2016, the City Commission adopted rezoning of the Hollywood Regional Activity Center (RAC) and its zoning regulations. The goals of the RAC zoning were to attract mixed-use developments that promote a downtown urban lifestyle and encourage the use of mass transit.

The on-street parking demand within the RAC area has become increasingly higher. This has triggered the need for the City to analyze the right-of-way conditions relating to on-street parking, access and landscaping within the RAC and the Hollywood Downtown Community Redevelopment Area (CRA). A set of public right-of-way streetscape design guidelines have also become necessary and crucial in order to bring consistent design and uniformity within the right-of-way, and to simplify the right-of-way design process as redevelopment emerges and the number redevelopment projects increase in the RAC.

Bermello Ajamil & Partners, Inc. is one of the City's professional services consultants from the library for continuing services contracts and was requested to provide a proposal. The proposal generally consists of two components - Project Component #1: Downtown Street Pilot Project Comparison, and Project Component #2: Public Right-of-Way Streetscape Design Guidelines. The CRA requested that the consultant's scope of services include detailed analysis of existing conditions relative to Neighborhood Master Planning for the project area within CRA boundaries. The proposal's complete breakdown is outlined below. Tasks 1, 3, 4 and the Reimbursable Expenses totaling \$65,885.00 will be paid in equal shares by the City and the CRA. Task 2 & 5 apply to the additional CRA requested services and will be funded by CRA accordingly. Altogether, the City's funding amount totals \$32,942.50, and the CRA's funding amount totals \$170,432.50. The CRA will reimburse the City for its portion of the project's cost.

TASK 1 - DATA COLLECTION AND PROJECT KICK-OFF .....	\$ 6,670.00
TASK 2 - ANALYSIS OF EXISTING CONDITIONS .....	\$ 100,550.00
TASK 3 - COMPONENT #1: DOWNTOWN STREETS PILOT PROJECT COMPARISON .....	\$ 17,385.00
TASK 4 - COMPONENT #2: ROW PUBLIC STREETScape DESIGN GUIDELINES .....	\$ 40,830.00
TASK 5 - OPTIONAL SERVICES .....	\$ 36,940.00
TOTAL (TASK 1-5).....	\$ 202,375.00
Reimbursable Expenses (estimated, not to exceed) .....	\$ 1,000.00

*Project Component #1:* Analyze the street conditions and determine the feasibility of improving the rights-of-way. A further detailed analysis will be done for two Pilot Project Roadways, Buchanan Street and Madison Street between 21<sup>st</sup> Avenue / Dixie Highway and Federal Highway. In this detailed analysis, functional design for sidewalks, on-street parking, travel lanes, landscaping and street tree canopy alternatives will be reviewed.

*Project Component #2:* Create a reference document that provides design guidance for streetscape elements within public rights-of-way between Johnson Street and Fletcher Street from Federal Highway to 21<sup>st</sup> Avenue / Dixie Highway. Streetscape elements reviewed shall include sidewalk / crosswalk treatments, street tree and street side furnishings (benches, trash receptacles, bike racks and bollards).

In conclusion, staff recommends the approval of the attached proposal from Bermello Ajamil & Partners, Inc.

Fiscal Impact:

Funding for the City's portion, \$32,942.50, is available in the FY 2020 Operating Budget account number 336.149901.54100.540040.000000.000.000.

The CRA's portion, \$170,432.50, is available in account number 166.668605.55200.531170.000000.000.000

Recommended for inclusion on the agenda by:

Azita Behamardi, PE, City Engineer

Shiv Newaldass, Director, Development Services

Gus Zambrano, Assistant City Manager of Sustainable Development