



# City of Pensacola

222 West Main Street  
Pensacola, FL 32502

## Memorandum

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**File #:** 19-00297

Community Redevelopment Agency 6/10/2019

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### **ACTION ITEM**

**SPONSOR:** Jewel Cannada-Wynn, Chairperson

**SUBJECT:**

AWARD OF CONTRACT - CONSULTING SERVICES RELATED TO IMPLEMENTATION OF THE CRA URBAN DESIGN OVERLAY DISTRICT

**RECOMMENDATION:**

That the Community Redevelopment Agency (CRA) award a contract to DPZ Partners, LLC dba DPZ CoDesign in an amount not to exceed \$35,000 for consulting services related to implementation of the City of Pensacola's adopted Community Redevelopment Area (CRA) Urban Design Overlay District. Further, that the CRA authorize the CRA Chairperson to take any and all actions necessary to effectuate the contract.

**SUMMARY:**

On May 30, 2019, City Council adopted the Community Redevelopment Area (CRA) Urban Design Overlay District prepared by DPZ Partners, LLC dba DPZ CoDesign. The overlay district became effective, and implementation began, on June 7, 2019. As the City enters into the implementation phase, it is anticipated that continued technical support will be needed from the DPZ team from time to time. To ensure that this support continues to be available, the CRA must award a new contract to DPZ. It is recommended that such contract provide for on-going consulting services related to implementation of the overlay district, on an as-needed basis, for a period of up to eighteen (18) months, or as extended by the CRA Chairperson.

**PRIOR ACTION:**

October 26, 2000 - City Council adopted the Urban Infill and Redevelopment Plan.

February 9, 2004 - City Council approved the Eastside Neighborhood Plan.

October 27, 2005 - City Council amended and readopted the Urban Infill and Redevelopment Plan, incorporating therein the Eastside Neighborhood Plan.

May 24, 2007 - City Council adopted the Westside Community Redevelopment Plan.

January 14, 2010 - City Council adopted the Urban Core Community Redevelopment Plan (2010).

April 10, 2017 - The CRA approved the FY17/18 CRA Work Plan which included the development of design standards for the Urban Core, Westside and Eastside community redevelopment areas.

July 26, 2017 - The CRA issued Request for Qualifications (RFQ) No. 17-043 for Urban Design and Code

Amendment Services for a Community Redevelopment Area Overlay.

October 10, 2017 - The CRA approved the ranking of the selection committee for RFQ No. 17-043 and authorized the CRA Chair to negotiate and execute a contract with DPZ CoDESIGN.

May 7, 2018 - The CRA approved the FY18/19 CRA Work Plan which included the development of design standards for the Urban Core, Westside and Eastside community redevelopment areas.

June 12, 2018 - The Planning Board held a public hearing and recommended adoption of the CRA Urban Design Overlay District with modifications.

July 11, 2018 - The Eastside Redevelopment Board recommended adoption of the CRA Urban Design Overlay District.

July 24, 2018 - The Westside Redevelopment Board recommended adoption of the CRA Urban Design Overlay District.

September 18, 2018 - The Planning Board held a second public hearing regarding incorporation of the Board's recommended modifications and additional clarifications, and recommended adoption of the CRA Urban Design Overlay District as presented.

October 8, 2018 - The CRA voted not to recommend the proposed overlay to City Council.

October 23, 2018 - The Westside Redevelopment Board authorized the Chair to execute a letter requesting that the CRA Urban Design Overlay District be re-considered.

October 24, 2018 - The Eastside Redevelopment Board authorized the Chair to execute a letter requesting that the CRA Urban Design Overlay District be re-considered.

January 15, 2019 - The CRA recommended that the City Council adopt the proposed CRA Urban Design Overlay District Ordinance.

May 16, 2019 - City Council held a public hearing and approved the proposed CRA Urban Design Overlay District Ordinance on first reading.

May 30, 2019 - City Council adopted the proposed CRA Urban Design Overlay District Ordinance on second reading.

**FUNDING:**

Budget:     \$ 35,000

Actual:     \$ 35,000

**FINANCIAL IMPACT:**

Sufficient funding is available in the CRA Fiscal Year 2019 budget.

**CITY ATTORNEY REVIEW:** Choose an item.

[Click here to enter a date.](#)

**STAFF CONTACT:**

M. Helen Gibson, AICP, CRA Administrator  
Victoria D'Angelo, Assistant CRA Administrator

**ATTACHMENTS:**

None.

**PRESENTATION:** No