



February 23, 2022

Shyanne Harnage  
Economic Development Manager  
City Manager's Office  
City of Fort Pierce  
100 North U.S. 1 Fort Pierce, FL 34950

Reference: **Fort Pierce Downtown Master Plan**  
Fort Pierce, Florida

Dear Ms. Harnage,

S&ME, Inc. (S&ME) appreciates the opportunity to submit this proposal for the preparation of a Downtown Master Plan for the City of Fort Pierce. This proposal is based on previous discussions and a virtual meeting with City staff on December 9th, 2021, and provides a brief discussion of our understanding of the project, our proposed scope of work, and our associated fees.

This proposal is solely intended for the services described below. Use of this proposal and resulting documents, including the final deliverables, is limited to the above referenced project and client. No other use is authorized by S&ME, Inc.

## ◆ PROJECT INFORMATION

It is our understanding that the City of Fort Pierce (Client) desires S&ME to prepare a Downtown Master Plan (Project) to develop a shared community vision for the downtown Study Area. Through this effort, the City seeks to establish a vision for future development within the Study Area and adopt an implementation strategy to guide the (re)development of the City's Central Business District. Our approach will seek to foster sustainable growth while preserving and enhancing the City's unique character, in accordance with the recently adopted revisions of the City's Future Land Use designation for the Study Area. The proposed Downtown Master Plan Study Area is bordered by A E Backus Avenue to the north, Easter Avenue/Citrus Avenue to the south, North 7<sup>th</sup> Street to the west, and Indian River Lagoon to the east – see Exhibit A.

## ◆ SCOPE OF SERVICES

### Task 1 – Kick-off, Data Collection and Project Management

#### Task 1.1: Kick-off Meeting

S&ME will conduct a formal project kick-off meeting with City staff. The purpose of the kick-off meeting is to review the project workflow and process and introduce team members to City staff. A preliminary agenda for the kick-off meeting includes:

- Team responsibilities & resources
- Coordination with other consultants to the City
- City responsibilities & resources
- Stakeholder involvement
- Project Schedule
- Critical Meeting Dates
- Program & Objectives
- Administration – budget, billing, progress reports, additional services requests, collections process
- Communication plan
- Approval Process
- Base Data review- identify any gaps in the Base Data Collection efforts
- Deliverables/final product(s)
- QA/QC process

### **Task 1.2: Data Collection**

The data collection component of this effort will include two areas of focus: 1) the Study Area and immediate context information and 2) comparable project research. S&ME will coordinate with the City to collect base data information to include GIS Information/Shapefiles of the Downtown area and attributes, Brownfield designations and a summary list of planned and/or pending projects. S&ME will review previous planning studies that address the downtown including the 2020 FPRA Redevelopment Plan, the 2020 Parking Study, the 2021 Retail Market Study and Strategies, the 2008 Downtown Waterfront Charrette-A Community's Vision, the 2020 Port of Fort Pierce Master Plan, the 2014 Martin and St. Lucie Regional Waterways Plan and other pertinent planning documents provided by the City. S&ME will research and compile comparable downtown project examples to establish precedent imagery that will be used to facilitate architectural and urban design preference discussions with the City and the community.

The S&ME Team will coordinate with the City's other planning and infrastructure consultants during this phase. The S&ME Team will include the data and recommendations provided by the consultants within the context and background evaluation.

Our data collection will include the following categories and they will serve as basis for foundational frameworks of the final master plan:

- Land Use and Zoning
- Transportation
- Parks and Open Space
- Public Utilities
- Redevelopment/Catalyst Sites

### **Task 1.3: Project Management**

S&ME will conduct bi-weekly progress meetings for the duration of the project throughout the project. During these regularly scheduled calls with the City's Project Manager, we will discuss the study progress, public involvement process, general project coordination and expectations for forthcoming deliverables.

#### *Task 1 Deliverables:*

- Kick-off Meeting Summary
- Downtown Precedent Summary

- Bi-weekly progress meetings

## **Task 2 – Public Engagement**

As part of a robust public engagement process, S&ME will develop and maintain a Downtown Master Plan website that will provide multiple functions. The site will provide a landing page for anyone seeking information about the project and wishing to provide valuable public input on the Downtown Master Plan. S&ME will be utilizing Social Pinpoint as the web-based platform to house the website. The following items will be included on the landing page:

1. Online Survey – Developed by S&ME and City staff.
2. Online Forum Space – this will include a public engagement space. There are several options that exist with the software, including idea walls, general discussion forums, crowdsourced engagement, or community preference. S&ME will work with City staff to select visioning exercises that reinforce the goals of the Downtown Master Plan.
3. Interactive Mapping – this will include the Downtown Master Plan Study Area and will allow participants to provide specific comments on the map in specific geographic locations.
4. Additional Content – S&ME will include the project schedule, goals of the study, key dates, opportunities for public input, draft documents, upcoming events/meetings, meeting summaries and other relevant project related information as it becomes available.

Additionally, S&ME can assist the City by developing a Social Media Campaign to provide City Staff with tools, guidance and expertise needed to develop and maintain a social media campaign for the project across each of the City's preferred social media platforms. As part of this effort, S&ME will provide a recommended posting schedule, branded and formatted images designed for posting on social media (including five (5) post images for the City's preferred platforms and FB Event images for public workshops), and assistance in drafting the messaging for each post.

S&ME will work with City Staff to develop a flyer to promote upcoming project-related public input opportunities and business cards highlighting the project website address and QR code. One (1) round of revisions for these materials will be performed upon request by Staff. To increase awareness of the project, Staff should plan to disseminate these materials to elected officials, on reception desks at City services buildings, at local events, and within popular local venues.

### *Task 2 Deliverables:*

- Downtown Master Plan Landing Page (Project website)
- Online Forum Space
- Interactive Map with Public Input Function
- Survey in Collaboration with City Staff
- Social Media Campaign template
- 8-1/2" x 11" Project flyer (pdf)
- 3-1/2" x 2" business cards (pdf)
- Summary of Public Input (a ledger of public comments and the plan's responses to those comments will be addressed in the study reports and recorded in Appendices)

## **Task 3 – Frameworks**

### **Task 3.1: Market Study**

S&ME will conduct a real estate evaluation and retail market assessment for the Study Area. This effort will identify current and planned development, current market rates (lease/rent) for residential and non-residential products in the Study Area, vacancy rates, a retail market analysis, applicable demographic data, and the identification of targeted opportunity sites (future development or redevelopment) within the Study Area. This assessment effort will include the following elements:

- Study Area Site assessment
- Real estate market evaluation
- Preliminary research on existing and planned projects
- Demographic analyses
- Retail Market assessment
- Interviews with local real estate professionals/stakeholders

### **Task 3.2: Framework Overlays**

#### Land Use and Zoning

S&ME will perform an evaluation of the existing land use conditions, future land use designations and zoning regulations to identify development options and constraints within the downtown Study Area. This evaluation will provide insight into the build-out capacities of the Study Area and the Area's ability to accommodate different types (uses) of future development. S&ME will also utilize data and information prepared for the City's recent Future Land Use Amendment affecting the Central Business District to complement the land use and zoning evaluation. The evaluation of the development regulations affecting the Study Area will assist in the determination of whether the existing development regulations hinder or support the development and redevelopment objectives articulated in the previous planning studies (Task 1.2) and identified during the Community Engagement activities (Tasks 2 and 4) and what potential modifications or revisions to the development regulations may be needed.

#### Mobility and Parking

S&ME will perform an evaluation of current mobility conditions within the Study Area, supplemented by the findings of the 2020 Parking Study, to identify potential actions/projects to improve mobility (particularly through non-motorized modes) throughout Study Area. S&ME will also utilize data and information prepared for the City's recent Future Land Use Amendment affecting the Central Business District to complement the mobility and parking evaluation. This effort will include a Streets Typology Analysis for the existing network within the study area boundaries.

#### Parks and Open Space

S&ME will evaluate existing and planned park/open space facilities and improvements within the Study Area. S&ME will also utilize data and information prepared for the City's recent Future Land Use Amendment affecting the Central Business District to complement the parks and open space evaluation. S&ME will develop a conceptual plan for a connected parks and open space system to and through the Study Area. This conceptual plan will propose park/open space connections and public realm improvements that may be incorporated into the Downtown Master Plan.

## Infrastructure

S&ME will conduct an evaluation of existing infrastructure (potable water, stormwater, sanitary sewer, reclaimed water, fiber/Wi-Fi, etc.) serving the Study Area and future infrastructure development plans. S&ME will also utilize data and information prepared for the City's recent Future Land Use Amendment affecting the Central Business District to complement the infrastructure evaluation. This evaluation will identify current infrastructure capacities and where potential infrastructure service gaps may be located.

### *Task 3 Deliverables:*

- Market Study
- Framework Overlay Plans

## **Task 4 – Design Charette**

S&ME will facilitate and staff a five-day design charrette, in Fort Pierce, that will include the following activities through the week:

*Monday: Walking Site Tour and Evening Public Open House*

*Tuesday: Stakeholder Interviews and Design*

*Wednesday: Design and Evening Public Meeting to share initial concepts*

*Thursday: Design refinement*

*Friday: Final Charrette presentation*

A detailed schedule for this comprehensive design effort will be finalized with City staff. This scope assumes that the City will procure all necessary venues and working space needed for the design charrette.

### *Task 4 Deliverables:*

- Preliminary Concept Plan drawings showing streets, blocks, buildings, open space locations, parking
- Explanatory Diagrams
- Simplified SketchUp model (context will be modeled prior to the charrette)
- Precedent images to describe key elements of the plan
- Charette Summary

## **Task 5 – Final Master Plan**

S&ME will prepare the Fort Peirce Downtown Master Plan document, comprised of the study process, relevant findings, conceptual master plan and recommendations, into a final study/plan document in a clear and concise format that includes the following sections:

- Executive Summary
- Process Overview
- Study Area Analysis

**Proposal for Planning and Design Services**  
**Downtown Fort Pierce Master Plan**  
Fort Pierce, Florida

- Vision Statement/Guiding Principles
- Frameworks
- Massing Plan Models
- Corridor Visions
- Opportunity Site Before/After (Illustrative site renderings)
- Prioritized Work Plan and Implementation Strategies
- Appendices: Online Public Engagement summaries (Two Public Workshops) and Design Charrette summary.

S&ME will participate in one (1) virtual review meeting with City staff to conduct a page turn of the document and receive comments. S&ME will also provide a PDF of the document to City staff for comment markup.

Based upon the comments received, S&ME will develop a final master plan report.

S&ME will attend a City Commission meeting to present the final master plan document.

*Task 5 Deliverables:*

- Final Master Plan
- 3D Massing Plan Model(s) in Sketchup (Low Intensity-Medium Intensity-High Intensity)
- 3 block Corridor Modeling (Photo realistic rendering) for two (2) corridors (Orange Avenue and US-1)
- 6 (six) Illustrative Opportunity Site renderings

◆ **FEE**

Our professional fee for the services-described above will be a lump sum of \$158,500, invoiced monthly on a percent complete basis. Included in the fee are direct expenses incurred on the Project’s behalf, including mileage, printing, plotting, photocopies, reproduction, postage, long distance telephone, facsimile, express mail and/or courier services. Unpaid invoices after 30 days will accrue service charges at 1 1/2% per month and include any costs of collections and reasonable attorney’s fees.

Task	Fee
Task 1: Kickoff, Data Collection and Project Management	\$24,000
Task 2: Public Engagement	\$19,500
Task 3: Frameworks	\$25,000
Task 4: Design Charette	\$60,000
Task 5: Final Master Plan	\$30,000
<b>TOTAL</b>	<b>\$158,500</b>

Should conditions be encountered such that additional services appear to be in the best interest of the project, we would contact you with our recommendations prior to proceeding with any services beyond the scope of this proposal. We will not exceed this proposal amount without written authorization from the City.

## ◆ SCHEDULE

The proposed services will be completed within six (6) months. The following timeline shows the anticipated project schedule broken down by Task.

Task 1: Kickoff, Data Collection and Project Management	Months 1-6
Task 2: Public Engagement	Months 1-5
Task 3: Frameworks	Months 1-3
Task 4: Design Charette	Month 2
Task 5: Final Master Plan	Months 3-6

## ◆ ADDITIONAL SERVICES AVAILABLE

The following Additional Services are available as needed:

- Additional meetings with property owners, business owners and other key stakeholders
- Additional rounds of revisions
- Survey services
- Geotechnical services
- Civil Engineering Site Design Services

Detailed Scopes and Fees may be developed for these Additional Services at the direction of the City's Project Manager.

## ◆ CLIENT RESPONSIBILITIES

It is our understanding that the client will provide electronic copies of the following:

- GIS Information/Shapefiles of Study Area and attributes
- Brownfield designations
- Previous studies
- Summary list of planned and/or pending projects under review or submitted to the City for consideration.

## ◆ AUTHORIZATION

If you elect to accept our proposal by issuing a purchase order, then please specifically reference this proposal date. Your purchase order will be our authorization to proceed with the performance of our services. The terms and conditions included in the contract between the City and S&ME dated March 12, 2019 shall apply to this project.

If you choose to accept this proposal by e-mail, your reply e-mail acceptance will serve as your representation to S&ME that you have reviewed the proposal and accept it as written.

◆ **CLOSURE**

S&ME appreciates the opportunity to be of service to you. If you have any questions regarding the outlined scope of services, or if we may be of further assistance, please do not hesitate to contact us.

Sincerely,

**S&ME, Inc.**



George M. Kramer, AICP, LEED AP  
Vice President



John Jones, AICP  
Project Director

Exhibit A – Study Area

