

TOWN OF PALM BEACH

Information for Town Council Meeting on: February 9, 2021

TO: Mayor and Town Council

VIA: Kirk W. Blouin, Town Manager

VIA: Jane Le Clainche, CPA, Finance Director

FROM: Dean Mealy, CPPO, Town Purchasing Manager

RE: Resolution to Approve the Award of Request for Proposal (RFP) No. 2021-01, Retail Study for Town of Palm Beach to Yard and Company in the Amount of \$94,250, a Project Budget of \$113,000 and Approve Donations in the Amount of \$103,000, **Resolution No. 025-2021**

DATE: January 31, 2021

STAFF RECOMMENDATION

Town staff recommends that Town Council approve the Award of RFP No. 2021-01, Retail Study for the Town of Palm Beach to Yard and Company in the amount of \$94,250, approve a project budget of \$113,000 and approve private donations in the Amount of \$103,000.

GENERAL BACKGROUND

The Town of Palm Beach requested proposals from qualified firms to assist the Town in its understanding of the current economic retail market and potential efforts for improving retail retention and recruitment for its existing commercial areas zoned for retail (the “Retail Areas”).

The Retail Areas include the zoning districts: C-TS – Town-Serving Commercial District, C-WA – Worth Avenue District, and C-PC – Planned Center District. The Retail Areas cover three general locations in Town: The northernmost Retail Area includes the Royal Poinciana Plaza, Royal Poinciana Way to Sunrise Avenue, the east side of Bradley Place to Atlantic Avenue, N. County Road from Royal Poinciana Way to Seminole Avenue, and the north side of Whitehall Way. The mid-town Retail Area includes S. County Road from Seaview Avenue south to Hammon Avenue, the 100, 200 and 300 blocks of iconic Worth Avenue, the area west of Golfview Road, and portions of the 100 block, all of the 200 and 300 blocks of Peruvian Avenue. The southernmost Retail Area is a small area just north of the Lake Worth Public Beach, on both sides of South Ocean Blvd. The Town wants to be strategic in its retail recruitment and retention efforts via realistic recommendations. The Town would like to better understand market trends and best practices for fostering a diverse, resilient economic environment for the Retail Areas via zoning and development review policies and procedures. We encourage the consultant to look creatively at the Retail Areas and to consider a wide range of options. The consultant will be charged to propose realistic options with possibilities for implementation.

The consultant will assist the Town by formulating a strategy to include, but not limited to, market data with existing conditions that thoroughly assess whether parcel/unit sizes, traffic flow/circulation/patterns, parking, and access can accommodate targeted tenants and uses, retailer site requirements, and the overall market viability to support the proposed uses.

The consultant will also develop a preliminary list of current impediments to such retail resilience incentives, if any, needed to implement the strategy. It is expected this analysis will result in a final retail feasibility report. If this analysis determines the Retail Areas are feasible for additional retail redevelopment, it will also identify the type and format of retail redevelopment possible and the type of retailers that would be drawn to the area. The consultant should be able to provide conceptual plans and renderings of potential re-use. If retail reduction is deemed necessary, the consultant will identify alternative land uses that would be viable to the site and geographic location as well as Zoning Code and Policy changes to effectuate the resultant strategy.

The scope had two associated tasks for deliverables, the first, a Retail Market Analysis and the second an Economic Development Strategy.

PROCUREMENT FOR THE SOLICITATION

Town Purchasing issued RFP No. 2021-06, Retail Study for the Town of Palm Beach on December 14, 2020. The solicitation was advertised on DemandStar, Public Purchase, Palm Beach Post, and the Town website. Additionally, purchasing invited eight (8) firms to participate that were recommended by Town representatives. A total of 354 firms were contacted.

The Town received a total of eleven (11) proposals of which two (2) were found to be non-responsive to the solicitation and were not considered for review by selection committee.

The following firms were put forth for initial review and ranking:

Company name
Colliers International Florida, LLC
Greensfelder Commercial Real Estate LLC
Lambert Advisory, LLC
PMG ASSOCIATES
Retail & Development Strategies LLC
RMA
Streetsense
TCG - The Chesapeake Group, Inc.
Yard & Company

The Selection Committee consisted of the following members:

- **Voting Members**
 - Michael Ainslie, Chairman of PZC
 - Paul Leone, Business Community Representative
 - Michael Pucillo, Residential Community Representative
 - Jane Holzer, Subject Matter Expert
 - Lori Berg, Subject Matter Expert
 - Wayne Bergman, Director of PZB
 - Jay Boodheshwar, Deputy Town Manager
- **Non- Voting Members**
 - Roy Assad, Board President, Palm Beach Chamber of Commerce
 - Kathie Orrico, Subject Matter Expert
 - Carolyn Stone, Director of Business Development and Operations
 - Jane LeClainche, Finance Director
 - James Murphy, Assistant Director, PZB
- **Purchasing Division Facilitators**
 - Dean Mealy, Town Purchasing Manager
 - Duke Basha, Assistant Purchasing Manager

The following four (4) firms were shortlisted for interviews via Zoom with the selection committee on January 29, 2021:

Company name
Streetsense
Lambert Advisory, LLC
Retail Development Strategies LLC (RDS)
Yard and Company

The selection committee ranked Yard and Company as the top ranked firm. Yard and Company will utilize Michael Berne of MJB Consulting as a subcontractor.

Yard and Company put forth a proposed amount of \$94,250. Purchasing will review deliverables with Wayne Bergman, James Murphy, and Jay Boodheshwar and establish a negotiation strategy for proposed pricing with the goal of securing best pricing from their initial proposal amount.

FUNDING/FISCAL IMPACT

Private donations in the amount of \$103,000, have been received. Although the contract amount is \$94,250, staff is recommending approval of \$113,000 for the project, as there may be additional project related expenses not included in the contract with Yard and Company.

PLANNING, ZONING, AND BUILDING DEPARTMENT REVIEW

This item has been reviewed by the Planning, Zoning, and Building and is approved as recommended.

TOWN ATTORNEY REVIEW

This format has been utilized by the Town in previous recommendations and was approved by the Town Attorney.

cc: Jay Boodheshwar, Deputy Town Manager
Wayne Bergman, MCP, LEED-AP, Director of Planning, Zoning, and Building
James Murphy, Assistant Director, Planning, Zoning, and Building
Duke Basha, Assistant Purchasing Manager
Eric Shibley, Senior Buyer
Selection Committee Members