

TOWN OF PALM BEACH

Information for Town Council Meeting on:

January 10, 2023

To: Mayor & Town Council

From: Wayne Bergman, Director of PZB

Via: Kirk Blouin, Town Manager

Cc: Bob Miracle, Dep. Town Manager

Re: Probable Code Review Budget – January Through April, 2023

Date: January 4, 2023

In an effort to provide a transparent and meaningful accounting of expected consultant costs during the current Winter season of Code Review, I have requested probable budgets from our consultants and their team. This information is intended to be shared with the Mayor and Town Council and Senior Town Staff, as we head into the public engagement portion of the process. The Kick-Off Meeting is scheduled for January 17, 2023 and the weeklong Charrettes will take place February 27 through March 3, 2023. In addition, a traffic and parking study, part of the Code Review process, will begin in January, 2023. These tasks and their related expenses were expected, as the Kick-Off meeting and week of Charrettes will address the education and public outreach portion of the project, and the traffic and parking study will result in the data needed to review current and future commercial uses and possible changes to parking regulations. These three months will be the most expensive timeline of this project.

ZoneCo. LLC - \$289,000. This includes all billing for the pre-charrette public kick-off, the actual weeklong charrette, post-charrette documentation, and travel / housing expenses. This fee includes Sean Suder and his team from ZoneCo. And Joe Nickol and his team from Yard & Company. See the attached Zoning Charrette Scope and Budget.

The Corradino Group - \$75,088. This includes Joe Corradino and his team for the pre-charrette planning, kick-off meeting preparation and attendance, post-charrette meetings, charrette close out, and lodging expenses. The team includes land use attorney Rachel Streitfeld. See the attached spreadsheet from Mr. Corradino.

The Corradino Group - \$199,000. This is the estimated fee for the traffic and parking study, which is scheduled to be reviewed by Town Council at the January 10, 2023 meeting. This study will begin in January and should finish in August or September, 2023. The proposed traffic and parking study was part of the backup to Resolution 001-2023 on the January 10, 2023 Town Council agenda.

Total estimated budget of Code Review during this time frame is \$563,088. Current purchase orders encumber \$248,000 of this estimated budget.

The second half of the total Code Review project will run from April through the end of the year, with flexibility for changes (project scope and timelines) as requested by the Mayor and Town Council. During this time the consultant teams will review the public input and Town Official input, along with the previously identified issues with the code. They will calibrate the code by proposing revised base

regulations, zoning district changes (if any), prepare tables and illustrations for a clear code understanding, and review and test the code changes. After a preliminary review and conceptual acceptance by the Town, they will begin the task of codification, preparing the text and zoning district map changes, in a first and final draft presentation format. Finally, if requested by the Town, the consultant teams will assist staff with the Evaluation and Appraisal Review of the Comprehensive Plan.

The total budget for full Code Review could be around \$900,000, with \$350,000 paid or encumbered (in existing purchase orders) to date. The “lion’s share” of the total budget will be spent during the next few months, as detailed above. The second half of the project should be at a lower cost than this first phase.

A budget amendment to fund the Code Review project is to be made at your January 10, 2023 meeting, as part of Ordinance 01-2023.



PALM BEACH
ZONING CODE REVIEW

ZONECO⁺⁺

\$289,000

DECEMBER 21, 2022

Zoning Charrette Scope & Budget

Prepared by ZoneCo, LLC for:

WAYNE BERGMAN
Town of Palm Beach Planning, Zoning and Building Director
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Summary of the Job-to-be-done

A combination of market and environmental forces are impacting the quality of life and development taking place in Palm Beach, Florida. These forces are exposing deficiencies in an antiquated code that is ill-suited to today's needs and obstructing predictable and desirable results from being the path of least resistance for zoning approvals.

The Town has engaged a team led by ZoneCo to guide them in the reconstruction of its code. Built on months of research, discussions with staff and over fifty one-on-one interviews, ZoneCo has completed its due diligence phase of work and is now launching into an island-wide conversation about priorities, trade-offs, and goals for the new zoning code.

ZoneCo's sub-consultant YARD & Company has been tasked with leading the community conversation as part of its overall scope of facilitating the urban design and code document graphics for the project. Earlier this year, YARD presented a menu of interrelated tactics to engage the community and has since prepared the project look/feel as well as a website with interactive mapping/survey functionality. Now, the Town and ZoneCo is ready to shift into the next phase of work, the community code design charrette.

This scope of work is for ZoneCo and Yard's work between January and the end of March 2023 to collaboratively design, implement and document the charrette with the project team members and stakeholders.



PALM BEACH ZONING CODE REVIEW

ZONE^{CO++}

Scope

The charrette process will unfold over a three-month period from kickoff to final report out and deliverables. We propose the following approach and milestones:

Stage 1: Pre-Charrette Public Kick-Off

Tasks

- Confirm charrette and kick-off meeting location(s) as well as event planning logistics.
- Build kick-off meeting collateral using the current project identity such as on/offline marketing materials, social media posts/graphics, event exhibits/maps, signage, and other collateral, as appropriate.
- Conduct island social audit (internal) to understand current influencers, networks, information channels and reach.
- Market the survey and mapping exercise.
- Develop detailed kick-off meeting agenda, engagement exercise(s) and trip itinerary.
- Develop script, as requested, Mayor's opening presentation.
- Develop introductory presentation.
- Video pre-production
 - Confirm room setup needs for live broadcast, engagement and recording.
 - Develop major elements of storylines and script.
 - Develop shot and interview list (both for video as well as photo/character).
- Summarize findings in conjunction with survey/mapping results.

Meetings/events

- Weekly check-ins with Client (time TBD)
- Week of January 16
 - Public event: Morning of January 17
 - Additional day (+) to capture necessary footage and set necessary charrette logistics
 - 1 ZoneCo team member will be present
 - 4 YARD team members will be present

Deliverables

- Kick-off meeting agenda/itinerary
- Market materials kit
- Summary of findings and engagement snapshot



Stage 2: Charrette

Tasks

- Utilize findings from kick-off to refine and finalize Charrette itinerary, meeting agenda(s), engagement exercise(s), location(s), and other support logistics (meals, events, room setup needs, A/V needs, etc.).
- Develop necessary exhibits and slides for start of/during charrette.
- Develop marketing and meeting facilitation collateral for charrette.
- Prepare necessary draft code presentation/engagement collateral such as, but not limited to, modeling different site conditions, creating various tables of standards, concept explanations, etc. (for both internal and external communication).
- Video production
 - Confirm room setup needs for live broadcast, engagement and recording.
 - Refine storylines and script(s).
 - Develop and capture updated shot and interview list (both for video as well as photo/character).
 - Document charrette and its major events.
- In-charrette tasks
 - Assist in room setup/breakdown, as necessary.
 - Coordinating/facilitating events (in conjunction with Town Staff and team).
 - Conduct engagement exercises out in the field/remote locations.
 - Develop code concept graphics and presentation material.
 - Developing code section modules and presentation material.
 - Oversee/guide work of Fairfax & Sammons, as required, prior to and during charrette.
 - Charrette documentation (community insights, photos, and video throughout).

Meetings/events

- Weekly check-ins with Client (time TBD)
- Week of 27 February (est.)
 - Monday
 - Venue setup
 - Opening evening event
 - Tuesday
 - Workshops and check-ins
 - Remote events/meetings
 - Wednesday
 - Workshops and check-ins
 - Remote events/meetings
 - Afternoon pinup happy hour



PALM BEACH ZONING CODE REVIEW

o Thursday

ZONE^{CO}++

- Final presentation production
- Final presentation
- o Friday
 - Venue cleanup/breakdown
 - Client debrief (optional)
- 3 ZoneCo team members will be present
- 6 YARD team members will be present
- 3 Fairfax & Sammons team members will be present

Deliverables

- Charrette marketing kit
- Charrette agenda/itinerary/run of show
- Exhibits/materials to open charrette
- Graphics and code content during charrette
- Slides for final presentation

Stage 3: Post-Charrette Documentation

Tasks

- Summarize charrette process, reach and insights (peripheral but impactful to code).
- Offer feedback and guidance specific to the construction of the code modules.
- Edit and produce a charrette summary video (3-5 minutes) and 30 second short for posting/distribution/marketing of future Town/code conversations.
- Identify potential outstanding items and next steps.

Meetings/events

- Meeting (virtual unless requested otherwise) to review summaries and takeaways.

Deliverables

- Charrette summary memo (end of March, est.)
- Final video
- *Monthly Town Council update meetings and code development outside of the charrette will be performed under our current hourly agreement with Client*



PALM BEACH
ZONING CODE REVIEW

ZONECO⁺⁺

Fees and Costs

Stage

Pre-Charrette	\$56,000
Charrette	\$158,000
Post-Charrette	\$45,000
FEE SUBTOTAL	\$259,000
Estimated Expenses	\$30,000
TOTAL	\$289,000*

*The total amount does not include fees for Fairfax & Sammons

Terms

Fees and expenses will be billed monthly, as incurred. To fund Charrette preparation activities, an amount of \$80,000 shall be paid at the notice to proceed, prior to starting work. The remaining will be billed, as incurred, due within 30 days of the invoice date. Estimated expenses include travel and related service expenses only. They do not include venue/equipment rental, event furnishings, large print runs, refreshments, paid advertising, etc. Those items will either be directly billed to the Town or reimbursed in addition to the estimated travel expenses.

Town of Palm Beach
Zoning Code
Public Engagement

The Canadino Group

Task	Personelle		Rate			
	Principal in Charge	\$ 225	Principal Planner	\$ 210	Senior Planner	\$ 200
	Hrs	Cost	Hrs	Cost	Hrs	Cost
Kickoff Meeting Prep	2	\$ 450	2	\$ 420		\$ -
Kickoff Meeting	6	\$ 1,350	6	\$ 1,260		\$ -
		\$ -		\$ -		\$ -
Pre Charrette Prep	9	\$ 2,025	8	\$ 1,680	8	\$ 1,600
Charrette (4 days)	45	\$ 10,125	40	\$ 8,400	40	\$ 8,000
		\$ -		\$ -		\$ -
Post Charrette Meetings	9	\$ 2,025	4	\$ 840	4	\$ 800
		\$ -		\$ -		\$ -
Charrette Close Out	9	\$ 2,025	8	\$ 1,680		\$ -
Total	80	\$18,000	68	\$14,280	52	\$10,400
TOTAL						
\$	75,088					

Charrette: 19 hotel room nights (4 each for PIC, PP, SP, AP, 3 for Attorney)
Charrette Close: 4 hotel room nights

Planner	\$ 150	Associate Planner	\$ 100	Assistant Planner	\$ 90	Senior Engineer	\$ 238	Engineer	\$ 165
Hrs	Cost	Hrs	Cost	Hrs	Cost	Hrs	Cost	Hrs	Cost
	\$ -		\$ -		\$ -	1	\$ 238		\$ -
	\$ -		\$ -		\$ -	3	\$ 714		\$ -
	\$ -		\$ -		\$ -		\$ -		\$ -
	\$ -	8	\$ 800		\$ -	2	\$ 476		\$ -
	\$ -	40	\$ 4,000		\$ -	8	\$ 1,904		\$ -
	\$ -		\$ -		\$ -		\$ -		\$ -
	\$ -	4	\$ 400		\$ -	4	\$ 952		\$ -
	\$ -		\$ -		\$ -		\$ -		\$ -
	\$ -	8	\$ 800		\$ -	3	\$ 714		\$ -
0	\$ -	60	\$ 6,000	0	\$ -	21	\$ 4,998	0	\$ -

Attorney	\$ 250	Clerical	\$ 65	Logding	\$300
Hrs	Cost	Hrs	Cost		Cost
2	\$ 500	4	\$ 260		\$ -
6	\$ 1,500		\$ -		\$ -
	\$ -		\$ -		\$ -
8	\$ 2,000		\$ -		\$ -
24	\$ 6,000		\$ -	19	\$ 5,700
	\$ -		\$ -		\$ -
9	\$ 2,250		\$ -		\$ -
	\$ -		\$ -		\$ -
8	\$ 2,000		\$ -	4	\$ 1,200
57	\$ 14,250	4	\$ 260	23	\$ 6,900