LETTER OF INTEREST

March 4, 2015

Escambia County, Florida
Office of Purchasing, Room 11.101
Matt Langley Bell III Building
P.O.Box 1591
Pensacola, Florida 32597-1591
Tel 850.595.4918
submitted via GovernmentForms.software®

Attn: Mr. Paul R. Nobles, CPPO, CPPB, FCN, FCPM, FCCM
Purchasing Coordinator

Dear Mr. Nobles,

REQUEST FOR LETTERS OF INTEREST
PERDIDO KEY MASTER PLAN
SOLICITATION IDENTIFICATION NUMBER PD 14-15.036

Thank you for this opportunity to represent to Escambia County the qualifications of our team, comprising Duany Plater-Zyberk & Company, LLC (DPZ), Fabre Engineering & Surveying (Fabre), Hall Planning & Engineering (HPE), MRD Associates (MRD) and the Gibbs Planning Group (GPG) for the above captioned endeavor. As you are aware, our Team was awarded the Perdido Key Master Plan RFP issued in 2012 and we produced a considerable amount of information and deliverables that are also being requested in this subsequent RFP. Our contract was terminated in 2013 and the work was never finalized. Now, two years later, we understand the political and physical landscape has changed enough, that this effort merits a serious review and another concerted collaborative effort and outreach to reach a public consensus on a vision plan for Perdido Key. As a result, we have been encouraged to resubmit for this RFP.

We look forward to continuing to help Escambia County in the development of a viable and sensitively-designed master plan and supporting planning documents for Perdido Key, and to play a major role in your collective efforts for realizing Perdido Key’s full potential as a unique and lively local destination; a great place to live, work, shop, visit and recreate; a model of sustainable and environmentally responsive growth; an important focus of community pride; and an economically successful development.

DPZ has assembled a team that brings the essential blend of strengths, experience, understanding and commitment to the development of the Perdido Key Master Plan. As evidenced by our collective body of work, and of course, our recent work in Perdido Key two years ago, we offer a comprehensive, collaborative approach with a team of professionals who share our perspective that sound planning and urban design, matched with the proper implementation tools, form the groundwork for the creation of vital, sensitively planned and designed communities. We understand and respect Escambia County’s commitment to an open process, and maintain a deep appreciation for the dynamic vitality of public planning and design efforts. We will collaborate with the County on the development of a work plan, which draws from the scope of work as outlined in the solicitation document, as well as the work that was produced as part of the original Perdido Key RFP, and that remains relevant. We have organized the tasks around a series of analytical tasks, meetings, presentations and a week-long public charrette, allowing for the careful evaluation of existing conditions, the public testing of design approaches and strategies, and ultimately, the adoption of a Master Plan document ready for implementation. It is our understanding that a more phased approach for this master planning effort may be more appropriate and desirable. Our team hopes to build upon, and refine the collective vision plan that begun in 2012, but was never completed.

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Expert Town Planning and Urban Design

DPZ’s founding principals, Andres Duany and Elizabeth Plater-Zyberk, are founding members of the Congress for the New Urbanism (CNU), a non-profit organization established with the goal of reforming the built environment. The term itself, New Urbanism, was a conscious invention to bring attention to the crisis of ad hoc suburban development, and to propose a less wasteful alternative to sprawl. DPZ is a recognized leader in New Urbanism, Traditional Neighborhood Development (TND) design and Smart Growth/sustainable development. Our many built examples of authentic TNDs have been used as models throughout the global industry to effect change in development, planning, marketing and financing practices. Since its founding in 1980, DPZ’s growing body of work has exerted a major influence on the practice and direction of urban planning in North America and increasingly overseas. We promote the creation of real communities with pedestrian-oriented neighborhoods, mixed uses and streets shaped by buildings and landscape. Our planning and design principles project an ideal of a sustainable quality of life that replaces suburban sprawl and provides a conceptual framework for contemporary development, applicable to all scales of planning, from the region to the community to the block and building.

DPZ has extensive experience master planning over 300 new and existing communities across the United States and internationally. Our portfolio of projects includes master plans for various mixed-use communities, traditional neighborhood developments, coastal villages, campuses, new towns and regional master plans, beginning with our landmark project of Seaside in the Florida Panhandle.

The New Urban principles for planning and urban design were developed under the leadership of DPZ, and are aligned with many sound energy and environmental strategies, such as those advocated by the U.S. Green Building Council (USGBC). DPZ’s projects employ sustainable development strategies, including but not limited to, increased development densities; redevelopment and infill; transit oriented development and walkable communities; and the integration of development with open space frameworks. DPZ was actively involved in the development and fine-tuning of the LEED standards for Neighborhood Development (LEED-ND); these standards provide the first national standard for environmentally sustainable neighborhood design/master planning. In addition, DPZ has also developed the Light Imprint (LI) initiative (see Part I Section H of our SF330), a comprehensive development approach for the sensitive placement of development via coordinated sustainable engineering practices and New Urbanist design techniques.

Ultimately, DPZ projects’ goals are to create benevolent urbanism in the form of cities, towns and villages, which encourage walking, diversity and complexity. Safe, mixed use, pedestrian-friendly streets encourage people to walk and interact with the built and natural surroundings. Furthermore, a well-designed public realm allows citizens to create and reinforce social and cultural networks and affiliations, which are important considerations in an established, historic development context. Thus, the objective for each of DPZ’s projects is to create places that reweave the fabric of traditional urbanism and generate the physical framework for a fulfilling human existence. DPZ’s wide-ranging portfolio of built projects consistently demonstrates that, given the choice, people prefer to live in sustainable communities, not only because doing so is environmentally responsible, but also because neighborhoods engender connectivity, conviviality, happiness and delight. This is precisely what we infer from the solicitation document and in the Future Land Use Element of the Escambia County 2030 Comprehensive Plan.

Descriptions of those projects by DPZ most pertinent to the envisioned Perdido Key Master Plan are provided in Part I Section F of our SF330.

Perdido Key Master Plan Team

DPZ operates as a “virtual firm,” collaborating with a large network of professionals in the various places we work. These affiliates (including many able resources in Escambia County/the Florida Panhandle) provide valuable assistance in educating the team on regional development conditions and regulations, allowing DPZ to provide design services at a national and international scale. DPZ will remain as the lead proponent of the study and manage the entire effort; we shall employ local resources not only to bolster our understanding of local issues, but also to act as liaisons between the local community and the design team.
DPZ believes that we have assembled the right mix of specialized expertise, local expertise, informed outlook and creative spirit. All, but one of our consultants, were part of our original 2012 RFP response. Collectively, our team possesses the pertinent experience to help the County and local community find creative, sound, market-real solutions to the complex planning, design and development challenges. We can help you develop a Master Plan that can be phased and is as technically sound as it is responsive to the community's interests, ideas, values and visions.

**DPZ** shall be the Prime Consultant for this master planning effort. Supporting consultants comprise:

**Fabre Engineering & Surveying (Fabre)** - Fabre is a 33-year old engineering firm located in Pensacola, Escambia County, Florida. They have undertaken many projects for, and are well-recognized within, the County. Fabre shall be responsible for local land surveying, and aspects of the master plan pertaining to civil works, stormwater/drainage, capital improvements and fund sourcing/financing.

**Hall Planning & Engineering Inc. (HPE)** - HPE's practice centers on transportation planning for pedestrian scale, compact urban design. HPE is a nationally-recognized expert in walkable thoroughfare design and urban complete streets, traffic engineering, growth management and concurrency analysis, and parking and circulation studies (including pedestrian and bicycle movement). HPE is located in Tallahassee, Florida. HPE President Rick Hall formerly worked with the Florida Department of Transportation; his research work at FDOT initiated the Department's urban travel modeling process in wide use today.

**Gibbs Planning Group (GPG)** - GPG helps communities create vibrant, dynamic downtowns and neighborhoods. Gibbs Planning Group (GPG) will offer professional services in Commercial Urban Retail Consulting, Market Research and Town Planning. GPG believes that sustainable development and vibrant community life are only possible with a vital commercial life, and that new and old towns alike need intelligent strategies for its survival. Foremost among these strategies are a well-planned retail mix, advantageous pedestrian and vehicular circulation patterns, and arresting storefront designs. GPG shall be responsible for aspects of the master plan pertaining to economics research, forecast and recommendations.

**MRD Associates, Inc. (MRD)** - MRD is a company specializing in innovative, cost-effective and environmentally sound coastal and waterfront planning and engineering. The firm was founded in 2002 by Michael Dombrowski, P.E. with over 20 years of experience in providing consulting services to governmental, industry and private entities. MRD is based in Destin, Florida and has done extensive work throughout the Florida Panhandle, with focus on coastal, oceanographic and structural engineering. MRD shall be responsible for aspects pertaining to coastal engineering, water quality assessment (in coordination with Fabre) and beach studies (ecology, access etc). MRD shall provide their ecological expertise for the Perdido key Master Plan.

Members of our proposed team have worked on numerous other projects of similar scope and/or location. DPZ, HPE and Gibbs Planning group, as New Urbanist firms, are frequent collaborators. DPZ, HPE and Fabre collaborated on the Seaside DRI. DPZ and MRD Associates had collaborated on Bon Secour Village in Gulf Shores. Last, but not least, all firms, with the exception of Gibbs Planning Group, collaborated on the 2012 Perdido Key Master Plan effort.

**Cost- and Time-Effective Process and Design Methodology**

The cornerstone of our design approach and methodology is the charrette. This onsite, interactive design workshop will involve members of our team; the County team; other pertinent officials, staff, other decision-makers and the public in order to quickly assess the development proposals as they are prepared in real time. Through presentations, meetings and pin-up sessions, the planning and design team is able to keep the County team and the community at large continually informed as the planning proposals unfold. This process, which produces full documentation in a compressed work session, has proven to be the most efficient and cost-effective means of arriving at consensus for a plan. As a result of the charrette, the project tends to move more quickly through proposal development, finalization and the approval process in less time and with reduced costs. The DPZ charrette has become well known throughout the global planning industry as an extremely effective means of transforming vision into reality, towards the creation of comprehensive and realistic/implementable master plans such as that envisioned for Perdido Key.
A more detailed description of the charrette methodology is provided in Part I Section H of our SF330.

Responses to the Evaluation Criteria

As evidenced by our team's collective work with many municipalities across the United States (including several coastal communities along the Gulf), our team encourages and offers a dynamic design process; we have a deep appreciation for the vitality of multi-disciplinary approach to planning and design that engages the County, other decision-makers and the public at large, towards the realization of informed stakeholders and consequently a set of viable, implementable master plan strategies.

The County's solicitation lists a number of factors to be considered by the selection committee; we would like to directly respond to those criteria herein (the solicitation criteria are provided in bold italics).

**Does the firm and the team have experience in Master Planning for mixed use communities? Are they skilled in urban design and land use planning analysis?**

As described at the beginning of this Letter of Interest, DPZ is a major leader in the practice and direction of urban planning, having designed over 300 new and existing communities in the United States and overseas. DPZ is among the first firms to advocate a return to sustainable, environmentally-responsive, pedestrian-oriented, mixed-use and compact urban growth. A significant aspect of DPZ's work is its innovative use of planning regulations, which accompany the designs. Tailored to the individual project, the codes address the manner in which buildings are formed and located to ensure that they create useful and distinctive public spaces. Architectural style, often based upon local building traditions and techniques, are also codified within the regulations. In the last decade, DPZ has also been continually developing a new model use zoning and use code called the SmartCode. This is based on an analytical tool called the Transect, which classifies degrees of urbanism within a continuum from urban core, through general urban neighborhoods to rural wilderness, and promotes a system of zoning and degrees of mixed use according to that structure. The growing acceptance of traditional neighborhood development and of form-based regulation has inspired many municipalities across the country to adopt the SmartCode (please refer to Part I Section H of our Standard Form 330).

Meanwhile, HPE has performed over 100 DRIs in Florida focusing on the required transportation analysis. The most relevant DRIs include the Cordova Mall, Seaside, Sandestin Resort, Tops'l Hill Resort and numerous other coastal resorts from Pensacola through the Keys and to the east coast. HPE focused on trip generation, distribution and level of service analysis for mixed use developments in significant tourist areas. HPE's Rick Hall has also performed Hurricane Evacuation Studies including Key West to West Palm and the Tampa Bay region.

GPG has provided economic guidance during the planning and realization of many vibrant, mixed-use communities and neighborhoods, and will do so for Perdido Key. They will review the area's demographics (household income, ages, growth rates, etc.) for their effect on the site's redevelopment potential, and evaluates nearby shopping centers, residential developments and traffic patterns for their regional impact on Perdido Key, and will provide demographic data, review past market studies and analyze existing retail conditions to understand Perdido Key's commercial market potential. GPG will provide a qualitative analysis of existing retail and, when appropriate, make recommendations for improvement, and for the designers to consider during the master plan phase.

Last but not least, Fabre previously worked on the Magnolia West development and the Perdido Key Island Report.

**Does the firm have experience in Traffic Data Analysis and design of infrastructure improvements in accordance with FDOT and Escambia County Standards?**

In DPZ's planning and urban design efforts in Florida, it has successfully integrated traffic data and infrastructure analysis in its master plan proposals, closely coordinating with HPE.
Our team is acutely aware of the relationships between urban design and multi-modal transportation mobility. HPE consistently balances motor vehicle travel demand with the needs of pedestrians, bicyclists and transit riders. HPE designs traffic mitigation projects, estimates their cost and performs level of service analysis. Our walkable community designs consistently focus on creating economically viable development patterns.

HPE’s Rick Hall formerly worked with FDOT and has performed over 100 traffic data analysis on Florida DRIs which also required the design of infrastructure improvements, in accordance with FDOT and local jurisdiction standards. After 1984 when he performed Seaside’s DRI, Rick Hall worked with leading New Urbanist firms on over 80 projects, for which walkability was assured through compact dimensions for streets, parking and sidewalk elements of the community design. Rick Hall has articles published with ITE regarding compact urban designation within the functional classification system and the Walkability Index developed by HPE to analyze urban street block designs. He also performed the CR 30-A Transportation Study in South Walton County, which involved a pedestrian bikeway path, parking for beach access points, and conceptual streetscape design, including design speed and posted speed limits. Today’s extensive pedestrian and bicycle use along 30-A proves the validity of design. Rick Hall has performed numerous corridor studies including the Creighton/Burgess Road PD&E Study, Garcon Point Bridge Traffic Analysis, and the Acosta Bridge EIS in Jacksonville. He also performed a by-pass trip capture analysis for Cordova Mall, and several traffic operation analyses of intersections in Escambia County.

Meanwhile, Fabre has successfully completed over $25 million of roadway and drainage improvements for Escambia County, over the last fifteen years; consequently, Fabre have established an excellent working relationship with County Staff, particularly those in the Engineering Department and the Public Works Department. The firm has extensive, recent experience in roadway and associated drainage infrastructure work including surveying, right-of-way acquisition, utility coordination, evaluation, public involvement, planning, design, permitting, preparation of construction documents, bidding, inspection and construction monitoring and contract administration/inspection. These projects include numerous dirt road paving projects such as Bratt Area Hilltop to Hilltop, Mathison Road Paving and Drainage Improvements; and roadway widening (safety upgrade) projects such as County Road 297A, E & Jordan Radius Improvements, Addison Drive Re-Alignment, and Ogden/Hartung Drainage Improvements to name a few.

**Does the firm have experience in Stormwater modeling for Escambia County through Basin Studies and Water Quality enhancement projects for Escambia County and FDEP?**

DPZ Team member Fabre is also experienced in use of ICPR stormwater analysis and drainage design software, and has completed drainage basin studies for Escambia County, Okaloosa County, the Town of Century, Santa Rosa County and numerous other clients. These basin studies have ranged in size from several to many hundreds of acres of contributing drainage area. The studies have included the assessment and modeling of stormwater conveyance and treatment systems, design and permitting of stormwater infrastructure improvements of all sizes including piping, ditching, outfalls, stormwater treatment, attenuation/flood control, dry retention/detention, wet retention/detention, offline/online stream treatment and erosion and sediment control. Relevant projects completed directly for Escambia County include the Century Drainage Basin Study, in Century, Florida and the Escambia County Commerce Park – Phase II study, in Pensacola, Florida.

DPZ has also developed the Light Imprint (LI) initiative, a comprehensive development approach for the sensitive placement of development via coordinated sustainable engineering practices and New Urbanist design techniques, calibrated across the Transect. Light Imprint planning/engineering techniques balance environmental considerations with design objectives such as connectivity and a well-defined public realm. Light Imprint provides a toolkit for stormwater management using natural drainage, traditional engineering infrastructure and filtration practices, employed collectively at the scales of the sector, the neighborhood and the block. The toolkit offers a set of context-sensitive design solutions that generate a range of environmental benefits combined with an aesthetic approach to green infrastructure, while significantly lowering construction and engineering costs.

**Does the firm have experience working with US Fish & Wildlife and the Endangered Species Program?**

MRD has extensive experience in working with the U.S. Fish & Wildlife Service (USFWS) and the Endangered Species
Program throughout Northwest Florida and Alabama. They have worked with USFWS staff in resolving issues involving beach mouse, sea turtle nesting and shorebird habitat which are similar in nature to the issues that face Perdido Key. They recently developed a plan with USFWS staff to provide travel corridors for beach mice to move safety along an existing revetment and proposed expansion. By working with staff a Federal permit can now be issued for the coastal structure. MRD has a long history of working together with the agencies to result in win-win situations.

MRD also has a good working relationship with the Bureau of Impeled Species program administered by the Florida Fish & Wildlife Conservation Commission (FWC). MRD’s coastal projects have involved the need to address potential impacts and subsequent protection of shorebirds, beach mice and sea turtle nesting, all of which we have resolved to the satisfaction of all parties. MRD’s approach has always been to work with these agencies to comply with the mission of their programs, but also provide some flexibility in the project design, construction methodologies and timeframes to result in a cost-effective project for the Client. For example, MRD coordinated with the ACOE, USFWS, DEP and FWC on the Alligator Point Beach Restoration Project. Through their efforts, the County was authorized to construct the project during sea turtle and shorebird nesting season based on MRD working with these agencies to develop a comprehensive monitoring and relocation program and providing detailed construction methodologies to ensure that any potential impacts to the endangered species was minimized. Based on the bidding process, this reduced the cost by over $1.25 million.

Fabre worked on the studies for the Magnolia West development on Perdido Key. The planning, ecological studies and permitting required extensive coordination with US Fish & Wildlife and the Endangered Species Program, as they related to the Perdido Key Beach Mouse.

Does the firm have experience in communicating with residents and holding public meetings for Escambia County? Does the firm effectively communicate with the County staff and the public? Does the firm have experience in working with FDEP, ACOE, USF&WS, and all other State and Federal Agencies?

The 2012 Perdido Key Master Plan gave the vast majority of the team members a solid experience with a highly public charrette in Escambia County. In fact, the degree to which the public was engaged throughout the process was impressive.

The DPZ Team has worked with various authorities and agencies in venues with a great degree of public engagement – a method that is critical to successfully navigating the complex physical/technical, politico-economic, socio-cultural and ecological issues associated with the preparation of the next Perdido Key Master Plan. In carrying public sector projects forward, DPZ intensively coordinates all levels and agencies of government from work order through the approval processes. Our public sector work includes the development of regional, county-wide, sectoral, city-wide, downtown and neighborhood master plans as well as the writing of development codes for various local, state and federal agencies (e.g. HUD, CPD, the n4a, the United States Navy, the VA etc.). In addition, a portion of our public sector work involves the teaching of the calibration of the SmartCode for municipalities across the United States.

As stated above and discussed in more detail in Part 1 Section H of our SF 330, years of planning experience have taught DPZ the value of the charrette process. The charrette brings together all interested parties who are invited to offer direction and feedback while the plan is being created. Through presentations, meetings and pin-up sessions, the charrette team is able to keep the community continually informed as the plan unfolds. The DPZ charrette has become well known throughout the industry as an extremely effective means of transforming vision into reality, and has effectively been used for master planning efforts with similar scopes for other cities, towns and counties, including but not limited to Escambia County, Walton County, Calhoun County, Flagler County, Sarasota County, Hillsborough County, Sarasota County, Miami-Dade County, Panama City (FL), the City of Freeport, the City of Gainesville, the Town of Jupiter, the City of Stuart, the City of Sarasota, the City of Naples, the City of Fort Myers, the City of West Palm Beach, and the City of Miami. In all instances, DPZ has effectively communicated with municipal staff and the public in establishing the planning framework, developing the proposals and forging the way forward for implementation.

In addition, DPZ Team member HPE/Rick Hall performed an MPO Transportation Plan Update for Escambia County and the West Florida Regional Planning Council, which included extensive public meetings. He has also participated in over 80 new urbanism charrettes, all designed with extensive public participation. The charrette process is significantly more effective
than routine transportation public hearings for system plans and corridor design. HPE staff also routinely communicates with City and County staff and the general public.

Meanwhile, attending and heading up public meetings and presentation to governmental officials is also a service that Fabre frequently provides and has done successfully for projects within Escambia County. Fabre delivered a set of presentations for Chimes Way Park. Fabre's regulatory experience includes County development review for public works, commercial/residential developments and other projects; coordination with FDEP on dredge and fill permitting (jointly with ACOE), wetland mitigation (joint with ACOE), environmental resource permitting, NPDES permitting and water/wastewater permitting; coordination with FDOT on driveway connection permits, utility permits, drainage connection permits and 211/279 turn lane analyses; and coordination with the Northwest Florida Water Management District on environmental resource permitting and consumptive use permitting.

Fabre is thoroughly familiar with all applicable Escambia County, City, State and Federal regulations and have a close working relationship with representatives of all regulatory agencies as well as a successful record in obtaining permits. The firm has a good rapport with ACOE, NWFWMD, FDEP and FDOT staff and are respected as being tough but fair negotiators focused on protecting the environment, as well as protecting our clients against unreasonable regulatory requirements.

Similarly, MRD was extensively involved with the Community Maritime Park for the City of Pensacola, located in Escambia County. MRD led and/or participated in numerous public workshops, presentations to the Community Maritime Park Associates board meetings and meetings with adjacent property owners to address concerns on flood zones, storm surge and coastal issues.

MRD has a good working relationship with FDEP, ACOE, USF&WS and all other State and Federal Agencies in the evaluation of coastal impacts and processing of permit applications. MRD typically takes the lead in preparing, submitting and processing permit applications which includes coastal restoration, coastal structures, marinas and docking facilities and water quality assessments. Our success is measured, in part, in the timing to obtain regulatory permits and what modifications were made to the design for the issuance of the permits. For example, the permit applications were deemed complete within 1 year for the St. Joseph Peninsula Beach Restoration Project with no modifications, less than 18 months for the Alligator Point Beach Restoration Project with no modifications, and less than 6 months for the 1,500 linear foot Stumphole Revetment Improvement Project with no modifications. We accomplish this by meeting with all regulatory and commenting agencies, stakeholders, owners and local governments to ensure there is a clear understanding of the project goals and design, understand the concerns of these agencies, and when appropriate incorporate design changes and construction methodologies address these concerns.

**Does the firm have a clear understanding of the project and knowledge of the project area?**

DPZ possesses in-depth knowledge of the Florida Panhandle and has a very solid knowledge of Escambia County’s Perdido Key’s unique issues. DPZ and our team’s efforts in 2012 and 2013, as part of the original Perdido Key Master Plan effort have given us a robust foundation for this subsequent effort. It is our understanding that a more phased approach for the master plan may be more appropriate and desirable. DPZ has gained a significant understanding of the development framework for Perdido Key and Escambia County. Since the October 2012 charrette, DPZ has kept abreast of the changes in Escambia County, and had been communicating with several stakeholders, from both the private and public sectors, in Perdido Key/Escambia County.

In addition to the above, many other members of the DPZ Team possess deep knowledge of the project area and experience with other relevant projects similar in scope to that contemplated for the Perdido Key Master Plan.

Meanwhile, HPE’s Rick Hall spent many years in the Destin/Fort Walton area growing up, and made frequent trips to Pensacola. His transportation design experience includes but is not limited to, the Seaside DRI, as stated previously, performed in 1984 with Frank Fabre; the 1996 Destin’s Vision 2000 study; and streetscape/parking design for the Gulf Place Commercial Center at CR 30-A and Highway 393 (the Walton County public beach access point just across the intersection from Gulf Place was incorporated into the designs). HPE fully understands the intricacies of multimodal transportation network designs through its work on the Publix Store at the foot of Brooks Bridge in Fort Walton and the firm’s detailed
study of circulation, parking and transit for Fort Myers Beach, Florida. We have developed capital improvement tables for numerous MPO studies and private community developments. Finally, in addition to HPE’s many corridor studies, we performed detailed level of service analyses for a proposed four-lane highway in the Johns Island community in South Carolina.

Fabre provided Civil Engineering and Surveying Services associated with the design and permitting of the Treasure Hills Park Practice Fields, which are located near the boundaries of the Perdido Key Master Plan project. The firm’s scope of services included surveying, preliminary planning and engineering, development of civil construction plans and specifications, permitting, construction administration and project closeout. Moreover, Fabre serves as the Town of Century’s Engineer and works with Escambia County on projects for the Town. The firm has completed numerous other engineering and surveying projects throughout Escambia County.

As far as local presence is concerned, Fabre Engineering & Surveying has been located in Downtown Pensacola over 30 years. Fabre’s employees not only work in Escambia County, but also reside in the County. They are extremely familiar not only with the area but also with the people throughout the County; and share their concerns as well.

Ultimately, the proposed Perdido Key Master Plan must focus on what is unique to itself towards developing and nurturing the appropriate balance of uses and activities; leveraging investments, if possible, in civic/community facilities and spaces to complement and enhance the private initiatives; and protecting culturally and/or environmentally significant areas. The development framework must create places to live, work, shop and eat; provide opportunities for cultural enrichment, learning and recreation; and present the community at large with an identifiable center, gathering places and common grounds for celebration during both daytime and evening hours, while concurrently providing physical and/or visual linkages with other neighborhoods and the community at large, and enhancing the local sense of place. Our team hopes to build upon what was begun in 2012, but never completed.

Master planning and urban design efforts for the proposed urban development must also promote the creation of a memorable, beautiful public realm. A properly planned open space network is one that seamlessly integrates with the civic network of facilities and amenities. Enhancement of existing features and creation of linkages and access to in-town and surrounding/nearby open spaces and natural features (e.g. the beach) create opportunities for a diverse array and network of public spaces and amenities (Note: While the study area is currently surrounded by a fair amount of open land, there are actually very few meaningful public open spaces). Meanwhile, anticipated facilities such as “common”/civic buildings should perform roles not just as providers of development-wide services, but also, being sites where the community gathers, as centers within neighborhoods and sub-neighborhoods. Planning for any squares, parks, other open spaces and community facilities should therefore recognize their utilitarian/recreational function together with their “placemaking” potential. Public parks, spaces and structures must therefore be thought of as gathering places as well as settings for the interpretation of local identity, history and culture; stages for events and activities; and bridges linking the community to other developments and even other parts of the area.

Team members Fabre and MRD are well-versed in the various initiatives (e.g. the Perdido Key Beach Restoration Project, the HCP) programs and other issues concerning the beach and potential additional access points. The 2012 Perdido Key Master Plan and the “Access Points and Public Lodging Facilities” (Table 3) presented in the Perdido Key, FL Beach Restoration Project Local Government Funding Request (dd July 18, 2011) may provide the foundation to identify additional beach access points. Each beach access point and eligible shoreline length will be mapped to identify “gaps” in accessible shoreline which to focus on possible acquisition of gulf-front properties.

The DPZ Team recognizes that connecting places and destinations, promoting pedestrian activity and other means of circulation, providing ample and convenient parking and ensuring local, and regional, accessibility are critical to the proposed Master Plan’s success. Often, density is blamed for traffic congestion and all the associated inconveniences. However, this is true only when uses are segregated and the places that people live are separated from the places that people need to go. In mixed-use developments, most of the daily necessities are within walking distance, eliminating or greatly shortening vehicular trips.

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The study area and its environs are presently given to car-oriented suburban sprawl with non-pedestrian friendly streets. The intersection of Sorrento Road/Perdido Key Drive and CR-297 potentially allows for the introduction of a true development node at this crossing, capturing traffic coming from all directions. Other emergent opportunities for examination include the introduction of a rationalized, more walkable street and block network and, if possible, introducing a system of thoroughfare standards.

Reviewing market opportunities and the competitive position of Perdido Key, especially with respect to local and regional economics and development trends (e.g. market forces in Pensacola, the County and the Gulf Coast at large) would be integral to formulating a new Master Plan. Similar work was completed in 2012 but now two years later, the economic development picture needs to be updated and reassessed. Possible uses, development mix and development intensities will be reviewed against prevailing market conditions towards an optimal development scenario. Gibbs Planning Group has significant experience in helping guide communities and resort towns through the complexities of economic and market uncertainties, in translating market projections into master plans for resilient growth.

DPZ’s planning and design philosophy, by its very definition, is embedded in sustainable and implementable development strategies, not just from an environmental and energy standpoint, but equally important, from land use, environmental, economic viability and construction standpoints as well. The DPZ Team envisions that there be a green underpinning for the proposed Master Plan, occurring at several levels and scales of planning and design and throughout the design process.

User-friendly standards and guidelines are essential elements to neighborhood planning and design. A well-organized, clearly presented implementation plan is perhaps the most important product of any planning and design effort. Effective action plans help ensure that each plan is a living guide for decision-makers. Providing all users – including Escambia County, as well as any other potential developer and builder partners you might have – with easy-to-interpret regulating plans, standards and graphic guidelines assures that the vision for this proposed development is met with an equivalent measure of “bricks and mortar” and sets the tone for the community well into the future.

A successful, resilient master plan will be one that has broad support, is implementable, is flexible and can be phased over time, as needed.

Other Letter of Interest Requirements

DPZ currently does not have any active contracts or task orders with Escambia County, Florida.

The only project DPZ (and as a result DPZ Officers and Partners within the firm) has not completed in the last five years was the 2012 Master Plan for Perdido Key. Escambia County terminated our contract when we were over 90% complete. Our repeated letters to the Development Services Director requesting a written explanation for such a decision went unanswered. Despite our dismay over the termination, DPZ opted to not challenge the decision. You have a record of the termination in your records.

Finally, DPZ (whether the firm or individuals of our firm) has not been directly involved in any lawsuits relative to services performed or failed to perform over the last five years. DPZ was party in a lawsuit, however we were not named in the lawsuit. It was filed on January 11, 2011 and we are now in the process of being dismissed with prejudice. The Military Department in Louisiana filed a lawsuit against Cypress Realty Partners (the developer) over construction problems on “Katrina Cottages – An Alternative Housing Pilot Program at Jackson’s Barracks, New Orleans, LA”.

Currently, none of DPZ’s consultants have any active contracts with Escambia County, except for Fabre who has the following:

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<tr>
<td>Design of Quintette/CR95A Re-Alignment</td>
<td>140041</td>
</tr>
<tr>
<td>Englewood Park &amp; L Street Pond</td>
<td>140008</td>
</tr>
<tr>
<td>Ferlon Avenue Roadway Failure</td>
<td>140034</td>
</tr>
<tr>
<td>Merlin Road Area Drainage Improvements</td>
<td>120068-01</td>
</tr>
</tbody>
</table>
Additionally, none of DPZ consultants are directly involved in any lawsuits relative to services performed or failed to perform over the last five years.
Closing
In closing, allow us to summarize what we consider to be the primary advantages of working with the DPZ Team:

The DPZ Team is the recognized leader in the New Urbanism; Traditional Neighborhood Development planning and design; and Smart Growth/sustainable development. DPZ is among the founders of the New Urbanism movement, and no firm has as many built examples of authentic TNDs that arise from our effective and robust plans and the associated regulatory documents. These have been used as models throughout the industry to effect change in development, planning, marketing and financing practices. DPZ has also consistently been at the cutting edge of Smart Growth, leading with the most current initiatives and exerting influence upon the development/planning industry worldwide; these include the Transect, form-based coding and Light Imprint development among others.

DPZ Team members HPE and The Gibbs Planning Group are also New Urbanists, ensuring a seamless coordination across the disciplines of planning and design, economics and transportation.

The DPZ Team has unequalled skill at orchestrating an interactive, multi-disciplinary design process within a public sector framework. With experience in nearly 300 design workshops, DPZ believes that we have a uniquely rich perspective on the most effective ways to manage and coordinate the vast amounts of information presented at these sessions. DPZ has extensive experience in working with various authorities and agencies in venues with a great degree of public engagement. In carrying public sector projects forward, DPZ intensively coordinates all levels of municipal and state governments from work order through the approval processes. In addition, a portion of our public sector work involves the teaching of the calibration of the form-based SmartCode for municipalities across the United States.

DPZ’s charrette process can radically shorten design time and the associated costs of a long, extended design process. Because of the interactive nature of the charrette, the concerns of regulators and other approving agencies are incorporated into the original, first-generation design drawings. The design-submit-redesign-resubmit (repeat) process that typifies most projects in the public realm is shortened radically. Often, over time, this has the net effect of making our fee substantially less expensive than that of firms using conventional processes.

The DPZ Team works effectively in extremely politically and environmentally sensitive contexts. Development is always potentially controversial because all design recommendations have major development impacts with the immediate project area. These highly charged situations are our typical working environment. We have found that real progress can only be made by bringing all parties together, defining common values and incorporating these values into the design. With experience in nearly 300 design charrettes and workshops, DPZ believes that we have a uniquely rich perspective on the most effective ways to manage and coordinate the vast amounts of information presented at these sessions. We know which battles to fight and which battles are less important to the overall success of the project. Because of the interactive nature of our charrettes and public workshops/technical workshops, the concerns of regulators, other approving agencies and the community at large are incorporated into the original, first-generation planning proposals, and the design process that typifies most projects in the public realm is shortened radically.

Moreover, our team has worked extensively in Escambia County and the surrounding areas along the Gulf Coast, coordinating with regulatory bodies at the municipal, state and federal levels. HPE brings unparalleled expertise in transportation and traffic planning in the State of Florida, with Rick Hall having worked in, and developed many of the standards for, FDOT. Fabre and MRD similarly bring expertise in local technical considerations, including but not limited to, capital improvements and funds sourcing, stormwater management, water quality, and beach ecology/endangered species and habitats. Rounding out our team, Gibbs Planning Group will bring a fresh and highly skilled look at the economic development considerations for this effort.

DPZ tends to bring very favorable publicity to projects that we design. During the last fifteen to twenty years, DPZ has received tremendous media exposure. At any given time, we have local and international media inquiries regarding our current projects. We often direct the growing international network of reporters interested in traditional neighborhood design to visit and report on our projects and, as appropriate, upcoming design charrettes (i.e. when we plan a charrette, we generally alert our local colleagues in media to its schedule. Many clients have made the charrette into their project’s first real

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marketing event, at which interest in the work and promotion can be maximized. At the other end of the spectrum, we have also worked effectively with clients who have demanded absolute privacy and confidentiality.

**DPZ projects have a documented premium over comparable projects within a particular market.** There has been substantial documentation on the comparative values and cost differentials between projects designed with a New Urbanist approach and those that are planned conventionally (e.g. “Valuing The New Urbanism”, Mark J. Eppli and Charles C. Tiu, ULI). This largely has to do with the intrinsic, increased market value of a TND project, as well as the branding of the development especially if designed by a known New Urbanist, such as DPZ (which would then attract potential development partners for the BID/the City). Our reputation and high standards of design also create an increased premium for the communities we help create, and ultimately, favorable returns for our clients; for municipal clients, this translates into a richer tax base and consequently better overall quality of life in the community. According to a GWU study, the average homebuyer is willing to pay a premium of between $30,000 and $40,000 for a home in Kentlands, Maryland (a DPZ project), over comparable homes within the immediate market. The town of Seaside has seen property appreciation of 40% per year over the last 11 years. Medium sized sites in our project of Habersham increased from $280,000 to $450,000 in the first five years, while lot prices in Cheshire increased from $65,000 to $165,000 in 2005. Most recently, new studies and news reports assessing the impact of the downturn real estate market on TNDs across the country indicate that while the current, strained market has affected developers of all types, TNDs are still outperforming conventional suburban developments (CSDs).

The DPZ Team is excited about the prospect of re-collaborating with Escambia County, and looks forward to discussing our qualifications with you in greater detail as the consultant selection process moves forward. Please feel free to contact us at 301.948.6223 or at marina@dpz.com for any questions or requests for additional information.

Regards,

Marina Khoury
Partner, DPZ