



January 20, 2021

City of New Port Richey
Debbie Manns, City Manager

Proposal for Land Development Code Review and Advisory Services
Frank Starkey, President
People Places, LLC

Dear Ms. Manns:

People Places, LLC is pleased to present this proposal to assist the City of New Port Richey in updating its Land Development Code (the "Code"). I propose to spend a focused amount of time reviewing and redrafting the current Code, as found on Municode.com.

Process:

Because different components of the Code interlock with one another it makes sense to review the entire Code all at once, rather than one chapter or subject at a time. This will result in a lengthy list of suggestions for changes that would fall into the following categories:

1. Reformat – compile and relocate items that appear in multiple locations; locate and title items to make them easier to find, etc.;
2. Revise – reconcile conflicting provisions; clarify confusing language, etc.
3. Reconcile – match zoning provisions to the underlying plat, considering the building form (e.g. urban or suburban) indicated by the plat; eliminate requirements or limitations that result in frequent variance requests, etc.;
4. Reform – suggest substantive changes to improve the development patterns of the City, such as changes to building types, setbacks, allowable uses, architectural provisions, parking standards, tree requirements, etc.

Once the Code review and redraft has been conducted it may be preferable to present the changes to the Land Development Review Board and the City Council in smaller, more manageable pieces. Moreover, that process will need to be managed in accordance with State and City requirements for amending Code, which would need to be facilitated by City staff with assistance from the consultant. People Places, LLC is providing advisory services only and shall assume no legal liability for the Code as implemented by the City.

Scope and Deliverables:

Phase 1 – Complete Code Markup

1. Preliminary and as-needed meetings or phone calls with the City Manager and city staff as assigned and City’s consultant(s) – estimate 3 to 5 hours of meetings total;
2. Code Redraft:
 - a. Microsoft Word® document with “track changes” in strike-through/underline format, with comments;
 - b. “Clean” version in Microsoft Word® and Adobe® PDF
3. Code Review general commentary – a separate document outlining some general areas for the City’s consideration as well as recommendations on potential changes;
4. Illustrative graphics such as sketches, diagrams, photographs, etc. (produced in-house or collected from outside sources) to help explain certain code concepts and proposals – estimate 15-20 drawings and diagrams and 20-30 photos;
5. Presentation meetings to present the draft documents to City staff, answer questions, discuss changes – estimate 8-10 hours of meetings
6. Make final edits to Code Review in light of conversations with staff before final presentation to City (keep in mind, this will still be only a recommended draft at this point, subject to adjustment in Phase 2)

Phase 2 – Adoption

1. Coordination meetings with the City Manager to mobilize additional public input and adoption strategy;
2. Attend and make presentations at meetings, as needed, with Development Review Committee, Land Development Review Board, and City Council (workshops and public hearings) as coordinated by the City;
3. Provide feedback, revisions, and research as requested by City during the adoption process;

Phase 3 – Publicity

1. Assist City’s Public Relations team with information for press releases, give interviews as requested, make referrals for industry-related press outlets;

Fees:

Phase 1 Fee:

1. Flat fee of \$10,000
2. \$5,000 will be billed upon delivery of initial draft
3. \$5,000 will be billed upon delivery of final draft
4. Additional rounds of drafts requiring significant changes may incur additional billing at the rates set out in Phase 2 below.

Phase 2 Fee:

Hourly fees at the following rates:

1. Frank Starkey:
 - a. \$200/hour for attendance at meetings and presentations
 - b. \$150/hour for drawing and text editing time
2. Associate:
 - a. \$125/hour for drawing and text editing time

Billing:

1. Billing will be provided monthly and payable within 30 days;
2. Hours billed during each billing period will not exceed \$2,000 without prior approval by City;
3. Expenses for printed presentation materials, if requested, and other customary direct expenses shall be reimbursed by City at cost plus 15%

Additional Services:

In order to present the changes to the Land development Code to the public in user-friendly formats we recommend a number of new or revised explanatory and application documents. People Places can assist staff with producing these documents but would be doing so beyond the scope of this agreement and therefore would be facilitated at that time exclusively through a separate services agreement. Some suggested documents include:

1. Flyers on single subjects explaining different aspects of the Code in a concise, easy-to-understand format:
 - a. Potential subjects include Fences, Building Requirements (e.g. setbacks/heights, entry and garage location, windows), Porches, Accessory Structures, On-Site Parking, Pools/Decks/Pool Screens, Trees/Landscaping, Maintenance Standards, Signage, etc.
2. Permit Application forms and checklists;
3. Application Review checklists for staff;
4. Series of short videos (for YouTube, website, social media, etc.) explaining the Code overview, as well as specific aspects such as those dealt with in the flyers above.

I, serving as President of People Places, LLC, would be personally responsible for this effort and, at no additional cost to the City, may also call on my extensive network of other professionals in the fields of urban design, planning, and coding. My experience in the field of writing, administering, and reviewing codes, as well as my familiarity with



conditions in New Port Richey make me uniquely well qualified to the task. For your reference here is a list of related efforts I've been involved in:

- Planning, permitting and entitlements for Longleaf, a 568 acre Traditional Neighborhood Development (TND) – the first of its kind in Pasco County – including “new” street and alley design standards, building types, mix of uses, and open space standards;
- Co-wrote and Administered, as Town Architect, a comprehensive Design Code for Longleaf, including Accessory Dwelling Units, townhouses, mixed-use buildings, live-works, and public buildings;
- Served on Pasco County’s Land Development Review Board and Land Development Code Rewrite Stakeholders Committee;
- Guided planning for 2500 acre Starkey Ranch DRI, DRI rescission, MPUD, and sale;
- Served on Urban Land Institute’s Technical Advisory Committee for BB&T in Bradenton;
- Participated in peer reviews of codes for Treasure Coast Regional Planning Council and Pinellas County Planning Department;
- Form Based Codes Institute (FBCI) Advisory Board member;
- Congress for the New Urbanism – Board member and Secretary;
- National Town Builders Association – Past Board member and past President;

In closing, I am hopeful to be awarded the opportunity to work on this exciting project. In particular I look forward to playing an active role in the advancement of the processes and standards relating to development in the fine city I choose to call home.

Sincerely,

Frank Starkey,
President
People Places LLC – a Florida Limited Liability Company

ACCEPTANCE:

Debbie Manns, City Manager

Date