

Scope of Services

Community Planning Collaborative LLC Miracle on Myrtle Community Engagement and Visioning Study

Contractor Overview:

Community Planning Collaborative LLC (“Contractor”) is an urban planning and historic preservation consulting practice whose purpose is to elevate the voices and culture of those traditionally excluded from urban planning, land use and zoning. CPC facilitates community-led, history-based planning solutions so that equitable outcomes are possible.

Background:

During the 1990s, a Hope VI planning grant, the Jacksonville Housing Authority (JHA) in partnership with a new CDC (Neighborhood Alliance Development Corporation), Durkeeville Residents Management Corporation (DRMC), the Myrtle Avenue Neighborhood Improvement Association (MANIA), the City of Jacksonville, and local social services and non-profit organizations developed a consensus plan reflective of the neighborhood’s character and desires.

Known as the “Rebirth of Durkeeville,” this plan called for the redevelopment of the existing Durkeeville public housing site and the acquisition of vacant parcels and the development of substandard and deteriorating housing in the surrounding Durkeeville/Barnett’s Subdivision neighborhood. In its place, a new “master development entity” created by a partnership of JHA, the Neighborhood Alliance Development Corporation (NADC) and private developers recognized for quality housing and management, would build and manage new and rehabilitated units for rental and for sale to mixed income families in a 0.40-square mile area of the neighborhood bounded by West 8th Street on the north, Interstate 95 on the east, Kings Road on the south, and Whitner Street on the west.

While the Oaks At Durkeeville was completed, over thirty parcels of property obtained for future infill housing was never developed. Twenty-five years later, JHA and NADC have interest in developing these properties in a manner that are consistent with the present day and future needs of the surrounding Durkeeville community.

Service Overview:

Contractor will assist the City of Jacksonville, JHA and NADC with the Miracle on Myrtle study, a visioning and master planning study that will develop an implementation strategy and plan for the equitable and inclusive revitalization of the former Rebirth of Durkeeville study area through comprehensive community engagement and consensus building.

Including the historic neighborhood commercial corridors of Myrtle Avenue and Kings Road, Miracle on Myrtle will serve as a model of community redevelopment including housing, community facilities, recreational facilities, commercial development, and supportive services for the entire neighborhood in partnership with the Durkeeville/Barnett’s Subdivision residents, business owners, property owners, descendants, institutions, and associated stakeholders.

The Miracle on Myrtle study will assist the City of Jacksonville, JHA and the NADC by providing an implementable road map for guiding the revitalization of an economically challenged, traditionally redlined section of the city’s urban core and greater Northwest Jacksonville community.

An estimated 5,000 residents (2020 U.S. Census) in Census Tracts 16 and 29.02 are anticipated to be served by the planning and visioning study. This neighborhood planning and visioning study is

Scope of Services

Community Planning Collaborative LLC Miracle on Myrtle Community Engagement and Visioning Study

intended to create an implementation plan for inclusive revitalization, redevelopment of neighborhood commercial corridors, market-rate and affordable infill housing within the study area, Myrtle Avenue, Kings Road, and the S-Line Urban Greenway. While the primary metric is implementation by stakeholders such as the City of Jacksonville, JHA and NADC, community consensus and engagement will determine desired achievements and associated metrics immediately preceding the completion of the study.

Agreement Terms:

The Term of the Agreement shall be 5/1/24 – 4/30/25.

List of Services to be Provided:

Task 1.0 – Data Collection

The study will commence with the Data Collection phase. Anticipated to be conducted over a 30-day period, tasks will include collection of documents identifying neighborhood history, cultural heritage, previous planning studies, funded and proposed infrastructure projects and relevant information, a project team kick-off meeting and the identification of a project steering committee consisting of neighborhood residents and stakeholders to guide future phases of the study. Field review will be conducted by the consulting team and neighborhood stakeholders to verify existing conditions, assets, and opportunities. A Data Collection Matrix and Field Review Technical Memorandum will serve as the Task 1.0 deliverable.

- Task 1.1 – Data Collection
- Task 1.2 – Field Review
- Task 1.3 – Project Team Kickoff Meeting
- Task 1.4 – Identification of Project Steering Committee
- Task 1.5 – Miscellaneous Meetings
- Task 1.6 – Media and Brand Narrative Data Collection
- Task 1.7 – Data Collection Phase Coordination

Task 1.0 Deliverable – Data Collection and Field Review Technical Memorandum

Task 2.0 – Existing Conditions

The Existing Conditions phase will be conducted over a 30-day period. During this phase, previous data collected and verified during field review will be analyzed. Analysis will include economic evaluation of the commercial corridors, affordable and market rate housing conditions. During this phase, the first project steering committee meeting will be held, along with existing conditions media and brand narrative coordination. An Existing Conditions Report documenting the findings will serve as the Task 2.0 deliverable. This report will include a list of identified infrastructure projects that could be considered for inclusion into the City of Jacksonville's Capital Improvement Plan.

- Task 2.1 – Existing Conditions Analysis

Scope of Services

Community Planning Collaborative LLC Miracle on Myrtle Community Engagement and Visioning Study

- Task 2.2 – Existing Conditions Report
- Task 2.3 – Project Steering Committee Meeting #1
- Task 2.4 – Miscellaneous Meetings
- Task 2.5 – Media and Brand Narrative Existing Conditions
- Task 2.6 – Existing Conditions Phase Coordination

Task 2.0 Deliverable – Existing Conditions Report

Task 3.0 – Future Conditions

The Future Conditions phase will take place following the completion of the Existing Conditions phase. Tasks associated with this phase of the study will include future conditions assessment of the study area, an analysis of countrywide best practices associated with the revitalization of similar neighborhoods. In addition, community engagement activities will include the second project steering committee meeting, on-the-ground community needs and desires engagement meetings and corresponding media and brand narrative development of the community-led future vision. This phase will take place over a 30-day period and a Future Conditions Technical Memorandum will be developed as the deliverable.

- Task 3.1 – Future Conditions
- Task 3.2 – Best Practices
- Task 3.3 – Project Steering Committee Meeting #2
- Task 3.4 – Community Needs & Desires
- Task 3.5 – Miscellaneous Meetings
- Task 3.6 – Media and Brand Narrative Future Conditions
- Task 3.7 – Future Conditions Phase Coordination

Task 3.0 Deliverable – Future Conditions Technical Memorandum

Task 4.0 – Initial Concept Planning & Analysis

The Initial Concept Planning & Analysis phase will commence at the completion of the Future Conditions phase. Expected to take place over a 30-day period, initial conceptual planning will involve working with Durkeeville residents, stakeholders, and residential development consultants to create a series of draft conceptual floor plans, elevations, renderings and cost estimates for affordable and market rate single family, duplex and townhouse product designed to integrate seamlessly into the historic and cultural built environment of the surrounding community. Public and community engagement activities will include on-the-ground community needs engagement and a Public Community Workshop to ensure equitable opportunities for stakeholder involvement. This public workshop will highlight the project, work produced to date and allow for additional public discussion, engagement, and feedback. A Draft Initial Concepts and Graphics Package will be produced as the Initial Concept Planning & Analysis phase deliverable.

- Task 4.1 – Initial Concept Planning
- Task 4.2 – Initial Planning Architectural Graphics
- Task 4.3 – Initial Concept Planning Community Needs & Desires

Scope of Services

Community Planning Collaborative LLC Miracle on Myrtle Community Engagement and Visioning Study

- Task 4.4 – Public Community Workshop #1
- Task 4.5 – Miscellaneous Meetings
- Task 4.6 – Media and Brand Narrative
- Task 4.7 – Initial Concept Planning & Analysis Phase Coordination

Task 4.0 Deliverable – Draft Initial Concepts and Graphics Package

Task 5.0 - Concept Planning & Analysis

Expected to take place over a 30-day period, Concept Planning & Analysis planning will involve working with Durkeeville residents, stakeholders, and residential development consultants to refine and finalize the series of draft conceptual floor plans, elevations, renderings and cost estimates for affordable and market rate single family, duplex and townhouse product designed to integrate seamlessly into the historic and cultural built environment of the surrounding community. During this phase, a third project steering committee meeting will be held. The Final Concepts and Graphics Package will be produced as the Concept Planning & Analysis phase deliverable.

- Task 5.1 – Concept Planning
- Task 5.2 – Planning Architectural Graphics
- Task 5.3 - Project Steering Committee Meeting #3
- Task 5.4 – Concept Planning Community Needs & Desires
- Task 5.5 – Miscellaneous Meetings
- Task 5.6 – Media and Brand Narrative
- Task 5.7 – Concept Planning & Analysis Phase Coordination

Task 5.0 Deliverable – Final Concepts and Graphics Package

Task 6.0 – Recommended Concept

The Recommended Concept phase will be conducted over a 30-day period. During this phase, a recommended concept plan and neighborhood brand narrative will be identified by Durkeeville community and project partners. This identification process will take place through the fourth project stakeholder committee meeting, community needs engagement and a second Public Community Workshop. A Recommended Concept and Graphic Package will be created as the deliverable for this phase.

- Task 6.1 – Recommended Concept
- Task 6.2 – Project Stakeholder Committee Meeting #4
- Task 6.3 – Community Needs & Desires
- Task 6.4 – Public Community Workshop #2
- Task 6.5 – Miscellaneous Meetings
- Task 6.6 – Media and Brand Narrative
- Task 6.7 – Recommended Concept Phase Coordination

Task 6.0 Deliverable – Recommended Concept and Graphic Package

Scope of Services

Community Planning Collaborative LLC Miracle on Myrtle Community Engagement and Visioning Study

Task 7.0 – Implementation Strategy

Upon identification of the recommended concept plan, an Implementation Strategy will be created. The Implementation Strategy will serve as a road map and implementation guideline for future City of Jacksonville projects, JHA and NADC development projects within the project study area. A draft implementation strategy document will be developed as the deliverable. The Implementation Strategy phase will be conducted over a 30-day period.

- Task 7.1 – Implementation Strategy
- Task 7.2 – Miscellaneous Meetings
- Task 7.3 - Implementation Strategy Phase Coordination

Task 7.0 Deliverable – Implementation Strategy Document

Task 8.0 – Final Report and Implementation Strategy

Following completion of the draft implementation strategy, a final report and implementation strategy will be produced as the final study deliverable. This Final Report will document the full Miracle on Myrtle study process. The Final Report and Implementation Strategy will take place over a 30-day period.

- Task 8.1 – Final Report
- Task 8.2 – Miscellaneous Meetings
- Task 8.3 – Final Report Phase Coordination

Task 8.0 Deliverable – Final Report and Implementation Strategy

Task 9.0 Project Wrap-Up

The final phase of the study will involve the coordination of presentations to City of Jacksonville, the Jacksonville Housing Authority, and other project stakeholders, as needed. This phase is anticipated to occur over a 30-day period. The final deliverable will be the development of a power point presentation documenting the study's outcome and findings.

- Task 9.1 – Presentations
- Task 9.2 – Miscellaneous Meetings
- Task 9.3 – Project Wrap-Up

Task 9.0 Deliverable – Final Presentation

Scope of Services

Community Planning Collaborative LLC Miracle on Myrtle Community Engagement and Visioning Study

Payment and Project Reporting:

The City's maximum indebtedness for these services shall be \$200,000. The City shall pay Contractor for completion of each Task based on the schedule provided below. Contractor shall provide the City with an invoice for each payment request, accompanied by a breakdown of hours worked by assigned professionals in accordance with the hourly rates provided herein, along with the Deliverables referenced above to reflect completion of each Task. The City Agreement Administrator shall have the authority to request additional documentation, as needed, to substantiate completion of each Task. In order for Contractor to receive disbursement for Task 9, Contractor shall have completed work on the Miracle on Myrtle study and shall have provided the City with a comprehensive report of the work performed and implementation strategy plan for the equitable and inclusive revitalization of the Durkeeville neighborhood, to include redevelopment of community housing, community facilities, recreational facilities and commercial development ("Final Report") and shall have provided a presentation of the project findings to City Council.

Payment Schedule

- Task 1.0 – Data Collection - \$26,000.00
- Task 2.0 – Existing Conditions - \$38,000.00
- Task 3.0 – Future Conditions - \$18,000.00
- Task 4.0 – Initial Concept Planning & Analysis - \$32,000.00
- Task 5.0 – Concept Planning & Analysis - \$26,000.00
- Task 6.0 – Recommended Concept - \$28,000.00
- Task 7.0 – Implementation Strategy - \$14,000.00
- Task 8.0 – Final Report and Implementation Strategy - \$14,000.00
- Task 9.0 – Project Wrap-Up - \$4,000.00

Failure by the Contractor to provide the City with the Final Report on or before 4/30/25 shall be deemed a material breach, and the Contractor shall be required to pay back to the City all funds previously disbursed under the Agreement.

Summary of Project Costs:

| | Cost/Hr | Estimated Hours | Estimated Total Cost |
|---|----------------|------------------------|-----------------------------|
| Senior Planner | \$175 | 514 | \$89,950 |
| Planner | \$150 | 267 | \$40,050 |
| Administrative Assistant | \$50 | 200 | \$10,000 |
| Community Engagement Coordinator | \$100 | 150 | \$15,000 |
| Media and Branding Consultant | \$100 | 100 | \$10,000 |
| Development Consultant | \$100 | 350 | \$35,000 |
| | | | \$200,000 |

Scope of Services

Community Planning Collaborative LLC
Miracle on Myrtle Community Engagement and Visioning Study

Other Agreement Requirements:

- The City, including the Council Auditor, shall have the right to review or audit Contractor's documents and records related to the Agreement.
- Contractor shall be required to attend all related City and Independent Authority meetings pertinent to the contracted services during the Term of the Agreement.
- All findings and reports generated as a result of this Agreement shall be the sole property of the City.