

August  
**2016**



**Proposal for**  
**Code Development Services**  
**for the US 19 Corridor District**  
**Development Standards**  
Clearwater, FL





# Contents

- 00 Cover Letter**
- 01 Scope of Services & Project Budget**
- 02 Project Team**
- 03 Project Experience**



August 5, 2016

Michael Delk, AICP  
Planning and Development Director  
City of Clearwater, Florida  
Municipal Services Building,  
100 S. Myrtle Ave, 2nd Floor  
Clearwater, FL 33756

**RE: Proposal to Provide Code Development Services for the US 19 Corridor District Development Standards**

Dear Mr. Delk,

We are pleased to submit this proposal to provide planning and code development assistance to the City as you work towards completion of the US 19 Corridor Development Code. Given our past involvement with the City in completing the US Corridor Redevelopment Plan and early stages of the US 19 Corridor Development Code process, we are uniquely qualified to assist in moving the code toward finalization and adoption.

Attached please find a description of services to be provided, related fees, and information regarding our team's skills and experience completing such work.

Please let us know if you have any questions. We look forward to working with you and your team.

Sincerely,  
HDR Engineering, Inc.

A handwritten signature in black ink, appearing to read 'Steven Schukraft', written over a horizontal line.

Steven Schukraft  
*Section Manager, Community + Transportation Planning*

# **01** Scope of Services & Budget



## Scope of Services

The following scope of work identifies tasks HDR will complete to help City staff complete refinements to the final stakeholder review draft of the US 19 Corridor District Development Standards. As discussed with staff, these refinements will include changes and additions to sections of the draft to address questions and concerns raised during stakeholder work sessions.

A summary of code provisions to address in the refinement process follows:

- **Section 2. Street Frontage Standards.** Review and revise street frontage standards to address concerns raised in stakeholder meetings.
- **Section 3. Site Design Standards.** Review and revise provisions under subsections on circulation parking and service areas, and large sites (including possibly restructuring and moving to Section 5).
- **Section 4. Building Design Standards.** Review and revise subsections addressing façade design, building material, building entries, large-scale retail buildings, and drive through facilities.
- **Section 5. Compliance & Flexibility.** Review and restructure to focus standards on development types. This will involve a major re-write of the draft provisions.
- **Code Illustrations & Precedent Images.** Identify photographs to illustrate development objectives and revise existing or prepare new concept sketches and diagrams to include in code sections or in the code appendices.

In completing this effort, HDR will participate in a series of work sessions with City staff and key stakeholders. The fee estimate below provides for HDR project manager participation in up to 9, 2 hour work sessions, work session, or hearings, inclusive of time for preparation with the HDR urban designer participating in up to 4 of the sessions by conference call.

## Project Budget

The labor budget for completing the services described above is \$28,989 based on the break down of hours and staffing presented in the following table plus an estimated \$200 in direct reimbursable expenses.

Task	Proj Mgr/ Chief Planner	Sr. Designer	Sr. Planner	Total Hours
Code Revisions	32	24	16	72
Code Graphics & Precedent Images	8	32	4	44
Code Work Sessions	36	10	0	46
Total Hours	76	66	20	162

This budget is based on an understanding that staff will provide planning, communications, presentation preparation, and logistics for meetings and work sessions, and coordination and communication with key stakeholders.

## 02 Project Team





## Steven W. Schukraft, AICP, ENV SP

### Project Manager

Steve Schukraft is an accomplished city planner with experience helping communities improve mobility and livability, and encourage more sustainable patterns of growth and development. He has managed a range of revitalization, community planning, and transit-oriented development projects; led dozens of public planning charrettes and workshops; and designed and managed large-scale public visioning, goal setting, and planning initiatives.

Mr. Schukraft's experience includes work on such high profile projects as the post-Ike planning effort for Galveston, Texas and the post-Katrina planning efforts for Gulfport and Moss Point, Mississippi and the Framework for Regional Growth for Erie and Niagara Counties in New York. He is the primary author of several new urbanist and transect-based codes and guidelines, including the SmartCode plans for Downtown Moss Point and the West Side Neighborhood in Gulfport, Mississippi; the US 19 Corridor in Clearwater, Florida; the Riverfront Crossings Form-based Code for Iowa City; the Arapahoe Urban Center Form-based Code for Centennial, Colorado; the urban guidelines for redevelopment of the historic Indian School Property in Albuquerque, New Mexico; and the Activity Center Design Guidelines for the City of Largo, Florida.

Prior to entering consulting practice, Mr. Schukraft was Program Coordinator for the Mayors Institute on City Design, an award-winning educational initiative of the National Endowment for the Arts, project manager for the Florida Center for Urban Design and Research, and staff planner for local governments in Maryland and Florida. Mr. Schukraft coauthored Pulling Together: A Planning & Development Consensus Building Manual, a publication of the Urban Land Institute and Program for Community Problem Solving introducing the theory and practice of consensus-based planning and decision making processes.

#### EDUCATION

Master of Arts, Planning,  
University of Virginia, 1992

Graduate Study in  
Architecture, University of  
South Florida, 1990

Bachelor of Arts, Political  
Science University of South  
Florida, 1985

#### PROFESSIONAL

##### CERTIFICATIONS

American Institute of  
Certified Planners

#### PROFESSIONAL

##### AFFILIATIONS

American Planning  
Association

Congress for New Urbanism

Urban Land Institute

#### HDR TENURE

10 years

#### INDUSTRY TENURE

29 years

#### RELEVANT EXPERIENCE

- US 19 Corridor Redevelopment Plan and Code, Clearwater, FL
- Dunedin Causeway Boulevard Corridor Plan & Code - Dunedin, FL
- Progress Galveston Plan & Land Development Regulations - Galveston, TX
- Economic Development Areas Analysis - Hillsborough County, FL
- Cedar Hill City Center TOD Study - Cedar Hill, TX
- 30th Street Specific Area Plan, Boise, ID
- Ybor City CRA2 Vision Plan - Tampa, FL
- North/South Corridor Bus Rapid Transit (BRT) - Hillsborough County, FL
- Downtown Omaha Master Plan - Omaha, NE
- Arapahoe Urban Center Form-Based Code - Centennial, CO
- Largo Activity Center Guidelines - Largo, FL
- Waller Livable Centers Station Area Plan - Waller, TX
- Gulfport Downtown Streetscape Design - Gulfport, MS
- Bus Rapid Transit Corridor Alternatives Analysis - Sarasota County, FL
- Hillsborough County Redevelopment Strategies - Hillsborough County, FL
- Downtown Special Area Plan & Form-Based Code - Treasure Island, FL
- West Side SmartCode Community Plan - Gulfport, MS
- Braddock Road Metro Sector Plan - Alexandria, VA
- Big Pine Key Corridor Enhancement Plan - Monroe County, FL
- Clarendon Metro Station Urban Village Sector Plan - Arlington County, VA
- 12th & Menaul Master Plan & Guidelines - Albuquerque, NM
- Ashley Drive Corridor Enhancements - Tampa, FL
- Hiawatha Light Rail Transit Station Designs - Minneapolis, MN
- Cross-County MetroLink LRT Planning & Public Engagement - St. Louis, MO



## Oliver Kuehne, LEED AP

### Senior Town Planner

Oliver has over thirteen years of professional design and project management experience in urban design, town planning, and architecture. His project experience includes: architectural design, site plans, neighborhood and town master plans, downtown and district master plans, urban design, form-based codes and development standards. The integration of architecture and planning in his studies and work experience has shaped Oliver's perspective of the built environment. He thinks of a building not merely as an isolated object but as an object within a context, be it physical or socioeconomic. Oliver is convinced that teamwork helps to promote better results by taking advantage of each team member's individual strengths. In addition, he is an experienced public facilitator and has participated in well over thirty design charrettes.

### RELEVANT EXPERIENCE

#### EDUCATION

Architecture and Town Planning University of Stuttgart, Germany Master of Architecture, 1997

#### PROFESSIONAL

##### AFFILIATIONS

Congress for the New Urbanism

##### HDR TENURE

17 years

##### INDUSTRY TENURE

19 years

- US 19 Corridor Redevelopment Plan and Code, Clearwater, FL
- Damascus TSP/Highway 212 Corridor Plan - Damascus, OR
- Arapahoe Urban Center Form-Based Code - Centennial, CO
- Waller Livable Centers - Waller, TX
- South Omaha Development Project - Omaha, NE
- Downtown Omaha Master Plan - Omaha, NE
- Foster Road Transportation & Streetscape Plan - Portland, OR
- Zhangjiang High Tech Park Master Plan - Shanghai, China
- March LifeCare Campus Specific Plan - Riverside County, CA
- King City Downtown Addition Specific Plan - King City, CA
- East Area 1 Specific Plan - Santa Paula, CA
- Interim Community Design Program - Tehachapi, CA
- City Center Building Design Guidelines - Caldwell, ID
- Washington State Public Health Lab Master Plan - Shoreline, WA
- Playland Park Master Plan - Council Bluffs, IA
- Gulfport SmartCode - Gulfport, MS
- University Avenue Streetcar Plan - Albuquerque, NM
- Ashland South – A Sustainable Mixed-Use Community - Ashland, OR
- Ten Mile Area Plan - Meridian, ID
- Midtown District Plan - Anchorage, AK
- Delano Block H Master Plan - Delano, CA
- 2020 Comprehensive Plan Update - Redmond, OR
- Wastewater Treatment Facility Reuse Plan - Lincoln, CA
- Community Complex Master Plan - Springville, AZ
- Village of Taos Ski Valley Master Plan - Taos Ski Valley, NM
- Revisions to the Land Development Ordinance Section on Design Review - Happy Valley, OR
- North-Central Sector Plan - Rio Rancho, NM
- Development Code Amendments - Oakridge, OR
- North City Subarea Plan - Shoreline, WA
- Central Shoreline Subarea Plan - Shoreline, WA
- El Sobrante Revitalization Plan - Contra Costa County, CA
- E-Street Transit Center - Chula Vista, CA





## Stefanie McQueen, AICP

### Urban Planner

Ms. McQueen is an urban planner with over 11 years of professional experience in several planning disciplines including land use and community planning. She is skilled in compiling and assessing land use, demographic, socioeconomic, and environmental data for planning policy and community design projects; designing and facilitating public engagement events and activities; preparing analytical and presentation maps and graphics; presenting planning proposals to community stakeholders, public officials, and peer professionals; and creating planning reports, codes, and regulations. Ms. McQueen utilizes industry-standard geographic information system (GIS) and graphic communication tools. She has experience in historic preservation planning and a strong knowledge of architectural history.

#### EDUCATION

Master of Regional Planning,  
Cornell University, 2006

Bachelor of Arts, History,  
University of Virginia, 2002

#### PROFESSIONAL

##### CERTIFICATIONS

American Institute of  
Certified Planners

##### PROFESSIONAL

##### AFFILIATIONS

American Planning  
Association

Urban Land Institute

#### HDR TENURE

6 years

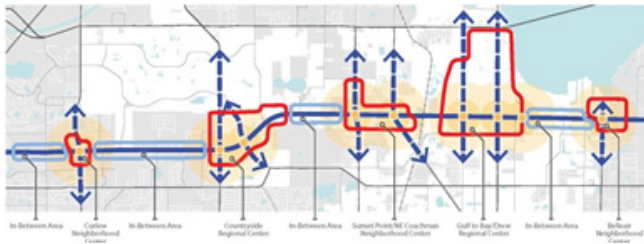
#### INDUSTRY TENURE

11 years

#### RELEVANT EXPERIENCE

- US 19 Corridor Redevelopment Plan and Code, Clearwater, FL
- Dunedin Causeway Boulevard Corridor Plan & Code - Dunedin, FL
- Progress Galveston Plan & Land Development Regulations - Galveston, TX
- Waller Livable Centers - Waller, TX
- Cattlemen Road Mixed-Use Development Concepts - Sarasota County, FL
- SCAT Bus Rapid Transit (BRT) Alternatives Analysis - Sarasota, FL
- Galveston Planning & Development Regulations - Galveston, TX
- Gulfport Zoning & Design Standards – Gulfport, MS
- Cedar Hill City Center TOD Study - Cedar Hill, TX
- Economic Development Areas Analysis - Hillsborough County, FL
- Grant-writing for Sustainable Communities Initiative Grants - Various communities, NC, SC, & PA
- Gulfport 2030 Plan - Gulfport, MS
- Gulfport West Side SmartCode Community Plan - Gulfport, MS
- Largo Activity Center Guidelines - Largo, FL
- Downtown Special Area Plan & Form-Based Code - Treasure Island, FL
- Arapahoe Urban Center Form-Based Code - Centennial, CO
- EECBG Application Assistance - Various Cities and Counties, FL
- Christopher C. Ford DRI Notice of Proposed Change - Lake County, FL
- North Fort Myers Community Plan - Lee County, FL
- Broward County Downtown Campus - Broward County, FL
- Rockland Mine Recycling & Disposal Facility - Osprey Industrial Park LLC, FL
- Lithia Pinecrest Road PD&E Study (CR 640) from SR 60 (Brandon Boulevard) to CR 39 - Hillsborough County, FL
- Capital Region Regional Transit Study - Capital Region Transportation Planning Agency, Gadsden, Leon, Jefferson, and Wakulla Counties, FL

## **03** Project Experience



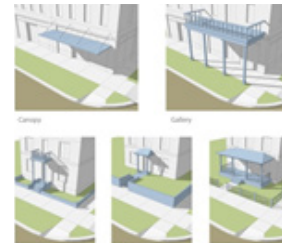
## US 19 CORRIDOR REDEVELOPMENT PLAN & CODE | CLEARWATER, FL

HDR worked with the City of Clearwater to prepare a redevelopment plan and form-based code standards for sites along the U.S. 19 corridor. Plan recommendations define the preferred mix of land uses, intensity of development, and the character of building, site, and landscape improvements; offer strategies to improve vehicle, pedestrian and bike connections, and leverage planned investment in Bus Rapid Transit (BRT) service; and promote low impact and resource-efficient site and building designs. Engagement efforts included hands-on listening sessions, briefings, public workshops, and a virtual town hall to support an open exchange of ideas. Using the MindMixer platform, community members participated in an on-line dialogue around a range of important topics. The second phase of the process, drafting a form-based code to guide redevelopment, is underway. *REFERENCE: Michael Delk AICP, Planning and Development Director, 100 S. Myrtle Ave, 2nd Floor, Clearwater, FL 33756, michael.delk@MyClearwater.com, 727- 562-4561.*



## RIVERFRONT CROSSINGS SUB-AREA PLAN & FORM-BASED CODE | IOWA CITY, IA

In 2010, Iowa City was selected as one of five cities in the nation to receive a Sustainable Community Partnership Brownfields Pilot Grant from the Partnership for Sustainable Communities. This grant helped Iowa City continue its work on post-recovery efforts from a 2008 flood that inundated significant areas adjacent to the Iowa River. Together with SRA International, HDR created a master plan for 70 acres along the southern portion of the Riverfront Crossings District, an area envisioned for future growth just south of Downtown Iowa City. Working with City staff and key stakeholders, the HDR team designed a new mixed-use, pedestrian-oriented neighborhood and riverfront park. The neighborhood will include a range of residential and commercial uses with an interconnected mobility network. Stations for future high-speed rail and light-rail are designated within the area. When the wastewater treatment plant is relocated, a new riverfront park will be developed on the site to better absorb flood waters from the adjacent Ralston Creek and Iowa River. *REFERENCE: Bob Miklo, Planning Department, City of Iowa City, 410 E. Washington St., Iowa City, IA 52240, (319) 356-5240; Completed 2011.*



## CAUSEWAY BOULEVARD CORRIDOR STUDY & FORM-BASED CODE | DUNEDIN, FL

Building on an HDR-led Community Visioning Process completed in 2004, the City of Dunedin engaged HDR to explore ideas for land use and development along Causeway Boulevard between Bayshore Boulevard and the bridge to Honeymoon Island. Planning, regulatory, and economic development recommendations for the corridor grew out of an intensive and collaborative process. Through a series of listening sessions and a multi-day design charrette, Dunedin residents and business owners shared ideas for the future of the area. Participants talked about the district's special qualities and emphasized the value of proximity to Honeymoon and

Caladesi Islands, the ability to walk and bike to local destinations, and the protection of views to the water. Residents shared ideas for improving pedestrian and bicycle facilities, managing traffic, and transforming strip commercial properties into attractive, walkable destinations. The HDR Team used ideas from the workshop as the basis for design sketches, the testing of market and development strategies, and the development of recommendations for incorporation in a Framework Plan and Form-based Code. *REFERENCE: Greg Rice, Director of Planning & Development, City of Dunedin, P.O. Box 1348, Dunedin, FL 34697, (727) 298-3199.*



## YBOR CITY CRA2 VISION PLAN | TAMPA, FL

In 2010, HDR was retained by the City of Tampa and the Ybor City Development Corporation to update the Vision Plan for Ybor City's CRA 2 district. The Vision Plan, addressing conditions in historic neighborhoods and mixed use districts to north and south of 7th Avenue, offers recommendations to protect the area's unique qualities, enhance livability, attractive appropriate forms of investment, and improve connections to the City and region. Organized around an intensive process of public engagement, plan strategies were designed to address issues and opportunities explored during listening sessions and workshops with neighborhood stakeholders, representatives of Ybor's neighborhood and business associations, and members of the general public. The Vision Plan Amendment is organized in five chapters, the first of which provides information regarding the scope of the study, the planning process, and a summary of information presented in past plans. Chapters II and III provide a summary of issues and an assessment of existing conditions. Planning strategies and recommendations are presented in Chapter IV, and Chapter V includes an Action Plan matrix identifying priorities, responsibilities, and target completion dates for key strategies. *REFERENCE: Tony Garcia, Hillsborough County City-County Planning Commission, County Center Building, 601 E. Kennedy Blvd, 18th Floor, Tampa, FL 33601-1110, garciat@plancom.org, 813 273-3774.*



## INTEGRATED COMMUNITY SUSTAINABILITY PLAN | CORPUS CHRISTI TX

In 2010, the City of Corpus Christi TX selected HDR to develop an Integrated Community Sustainability Plan as part of the implementation of its Energy Efficiency and Conservation Block Grant (EECBG) program. This plan builds on HDR's integrated, systems approach to community planning, wherein an interdisciplinary team of technical specialist—who understand the ways in which changes in one community system affect other systems within the whole—work together to plan for the sustainable growth and re-development of our communities. The plan's mobility and place-making strategies focused on applying Complete Streets concepts to key transportation corridors, intersections, hike/bike trail connections, and a downtown transit circulator. *REFERENCE: Oscar Martinez, City of Corpus Christi, (361).826.3235.*





## JONES PARK MASTER PLAN & DESIGN | GULFPORT, MS

The remaking of Jones Park, the largest waterfront park on the Mississippi Gulf Coast, is a central part of Gulfport's rebuilding and renewal efforts in the wake of Hurricane Katrina. Building on the pre-Katrina work of Friends of Jones Park, HDR's Tampa-based design team prepared conceptual plans, preliminary designs, and construction documents for an outdoor amphitheater for large concerts and special events; a promenade with seating, lighting, and landscaping along the small craft harbor; a children's play area with splash pad fountain, playground equipment, and restroom structure; and a reconfigured Jones Park drive providing access to boat launch and trailer parking locations. As envisioned by the City and the Friends of Jones Park, the 30-acre waterfront park has become a popular regional destination for a wide range of community events and activities. *REFERENCE: Lisa Bradley, Director, Downtown Development, City of Gulfport, 1410 24th Avenue, Gulfport, MS 39502, lbradley@gulfport-ms.gov, (228) 575-7794.*



## PROGRESS GALVESTON PLANNING & DEVELOPMENT REGULATIONS | GALVESTON, TX

The City of Galveston, Texas selected HDR for an ambitious planning project designed to ensure public and private actions align to improve the community's livability, sustainability, and competitiveness. This planning effort, known as Progress Galveston, is organized in three parts: 1) completing an update to the City's Comprehensive Plan; 2) preparing a series of Specialized Plans addressing important issues such as historic preservation, mobility, parks and recreation, disaster recovery, and coastal management; and 3) rewriting and streamlining ordinances and regulations affecting the development of private property. As a central component of the City's post-Hurricane Ike recovery process, the project was funded through a grant from the U.S. Department of Housing and Urban Development. *REFERENCE: Lori Schwarz, AICP, (Former Assistant Planning Director City of Galveston) Comprehensive Planning Manager, City of Plano, 1520 K Avenue, Suite 250, Plano, TX 75074, lorisc@plano.gov, (972) 941-5314.*

## ARAPAHOE URBAN CENTER FORM-BASED CODE | CENTENNIAL, CO

HDR prepared a form-based code to guide the redevelopment of strategically-located sites within the City of Centennial's Arapahoe Urban Center. Prepared and refined during a four-day public charrette process, the code provides site configuration and building disposition standards for transect-based districts; a menu of appropriate street, public space, frontage, and building types; and a preliminary regulating plan and illustrations showing potential development under the code. *REFERENCE: Todd Messenger, Kendig Keast Collaborative, 6860 South Yosemite Court, Suite 2000, Centennial, CO 80112, (720) 255-2837; Adopted 2009.*