



Request for Proposals

OLF8 Master Plan

1. PURPOSE

Escambia County is seeking a qualified firm to create a master plan for a 640-acre parcel called Outlying Landing Field 8 (OLF8) in the Pensacola suburb of Beulah. Expertise in Florida land use planning, Geographic Information Systems, economic analysis, planning for commercial as well as housing development and public participation is required. The master planner will determine and balance the highest and best economic use for the property with uses that enhance the quality of life for those who live or work in Beulah, while maximizing the creation of jobs with wages higher than the Escambia County median income. All uses compatible with the surrounding community are to be considered including the potential for public uses (School, Post Office, Fire Station).

The master plan should: establish a vision for OLF 8; provide ample opportunities for stakeholder engagement; analyze the commercial and residential markets and identify needs and opportunities; complete a site-specific development opportunity analysis; recommend and prioritize strategies and projects for place-making and public spaces; provide initial wayfinding signage recommendations; recommend strategies for addressing parking needs; and provide a plan for implementing recommendations.

2. GENERAL INFORMATION

Location - OLF8 is an approximately 640-acre parcel in the Beulah community of Escambia County, Fla., 15 miles northwest of downtown Pensacola. Approximately 425 acres are cleared uplands and the rest is wetlands, forest and lowlands. OLF8 fronts Nine Mile Road (Alt-Highway 90) to the South and Frank Reeder Road to the North. The parcel is adjacent to the Beulah campus of Navy Federal Credit Union (NFCU), which is anticipated to employ over 10,000 people by 2022.

Parcel ownership - The U.S. Department of the Navy currently owns OLF8 and uses it as a Navy helicopter training field. Escambia County and the U.S. Department of the Navy have executed a Land Exchange Agreement (LEA) to transfer title to the property to Escambia County. Title transfer is expected to occur by January 2019.

Negotiations with Navy Federal Credit Union - Escambia County has entered negotiations with NFCU to sell the eastern-most 100 acres of the OLF8 property to them at market price subject to NFCU's commitment to a mutually agreed upon number of jobs to be added to their existing campus. Navy Federal Credit Union has presented a concept design that includes preservation of the wetlands, parking to support their existing operations and recreation facilities (pavilions, multi-purpose fields, walking trails and stormwater ponds). Navy Federal has agreed that upon reasonable conditions, the recreation facilities will be available for use by the public.

Mid-West Sector Plan – North of Interstate 10, west of Highway 29 and south of Highway 196, there is a 15,000-acre Sector Plan with a large swath of land set aside for commerce just north of OLF8 in Cantonment. The "Regional Employment" area on the sector plan map is between I-10 and Muscogee

Road. Additional information on the Sector Plan can be found at <https://myescambia.com/our-services/development-services/planning-zoning/optional-sector-plan>.

Changing Conditions in Beulah - Escambia County pursued the acquisition of OLF8 in 2013 with the intent to enhance economic development opportunities for the region. Since that process was initiated, conditions near OLF8 have changed. Navy Federal Credit Union's growth along with 7,000 residences being built, approved or under development since 2010 has degraded the capacity of Nine Mile Road. FDOT is currently improving 9-Mile Road to make this a four-lane roadway, and this project is expected to be completed in 2019. Brantley & Associates completed a property appraisal of OLF8 in 2016 that estimated the population within five miles of OLF8 will grow to 32,993 by 2020, with a median household income of \$63,471. The median home value within a five-mile radius of OLF8 was projected to be \$209,814 by 2021.

Beulah Community Assets and Goals - Beulah has natural assets like the Perdido River, an Outstanding Florida Waterway, with a new park and boat ramp, and the Perdido River Wildlife Management Area with hiking trails, a small park and canoe launch. From Nine Mile Road across OLF8, there are views of sunsets over the open field, undulating sweeps of trees on the eastern and western edges and wetlands along the road. There are horses, donkeys, goats, chickens and remnants of agriculture like pecan orchards and home gardens. On Nine Mile Road, a new middle school opened this fall. Other assets include a Dollar General, two gas stations, a veterinarian, a small used car lot, a garden center and a recreational vehicle park. On Mobile Highway, there is a small community park with a playground and a dog park, a large equestrian center with a covered show ring and stables, and a small, older senior center is nearby.

Community goals and topics under discussion include alleviating traffic, greater street connectivity, a second elementary school, a local high school or smaller magnet high school, replacing the dilapidated fire station with no shower, a police substation, a library, a post office, a community center, a multipurpose government building that combines many uses, an outdoor concert venue, walking trails and sidewalks and a medical clinic.

Transportation – As previously mentioned, Nine Mile Road is widening from two lanes to four lanes and efforts are underway to eventually add a new Beulah interchange on Interstate 10. Widening Beulah Road is also planned, as well as a likely traffic light at the intersection of Frank Reeder Road and Beulah Road in the future. The Florida Department of Transportation is also studying ways to improve traffic flow along Nine Mile Road from Foxtail Loop to I-10 Exit 5 section of roadway in front of Navy Federal Credit Union, Nature Trail residential neighborhood and multiple commercial developments that are under permitting and construction. Throughout the area, subdivisions with hundreds of homes have been approved or built that are exacerbating traffic congestion - with one or two exits dumping cars onto Frank Reeder Road, Beulah Road, Nine Mile Road and Mobile Highway. Within walking distance of NFCU's campus on Nine Mile Road, there are currently more than 2,000 apartments, condominiums, and single-family residences approved or currently under construction.

3. GRANT REQUIREMENTS

The 2010 Deepwater Horizon oil spill led to passage of the RESTORE Act in 2012. The Act dedicates 80 percent of all Clean Water Act penalties related to the spill to the Gulf Coast Restoration Trust Fund. The

Escambia County Board of County Commissioners selected the OLF8 Master Plan as one of ten initial projects to fund with Escambia County's RESTORE Direct Component (Pot 1) allocation.

The OLF8 Master Plan shall be consistent with Escambia County's RESTORE Direct Component Multi-Year Implementation Plan (MYIP) and Treasury Grant Application (awaiting approval). The plan shall not prejudice the RESTORE Act and all applicable rules and laws. For more information on Escambia County's Direct Component projects please visit <https://myescambia.com/our-services/natural-resources-management/restore/multi-year-implementation-plan>.

Valuable public comments were provided as part of the application process and the net result was that the MYIP states on page 74 that although the initial concept for developing OLF 8 was a traditional commerce park, all options are available.

Regarding the Triumph Gulf Coast grant, the planner shall fully consider the BCC's pre-application to Triumph Gulf Coast whereby the county may win a significant monetary award approaching \$30 Million dollars if the goal of creating a minimum of 1,000 good-paying jobs is achieved utilizing this property. (Escambia's pre-application can be accessed here <https://www.myfloridatriumph.com/proposal-details/404/>)

4. SCOPE OF SERVICES

The Master Plan will balance the highest and best economic use of the OLF8 property with the needs of the County, region, and the Beulah community in creating a plan for a sustainable and resilient development with a plan for implementation. The master plan will be based on an Existing Conditions Analysis, Technical Analysis, and on Stakeholder Engagement and Community Participation. The Existing Conditions Analysis will analyze historic and current site attributes, the character of the community and the site's connectivity and compatibility with the surrounding community. The Technical Analysis will weigh the listed considerations in determining the arrangement, use, and form of the site. Specifically, the Economic Impact Analysis will analyze supportable industries based on market demand and economic sustainability, and the Natural Assets Analysis will look at existing natural amenities that can be preserved and integrated into the design. Stakeholder Engagement and Community Participation will be key to the Master Plan; Interactive public stakeholder meetings will be held throughout the master planning process.

All data and mapping for the site and surrounding area shall be delivered in a Geographic Information System (GIS) compatible format such as a shapefile or a file geodatabase format in an ARCMAP 10.1 or higher version. Escambia County will provide base data to firms interested in submitting a proposal. It is expected that the submittals for this project provide maps and data in said format, which will demonstrate that the interested firm or firms has the GIS capabilities to deliver the desired data.

Master Plan Tasks

The Master Plan will include at least the following tasks:

1. Existing Conditions Analysis

- a. Project Site & Context
- b. History, Culture and Character of the Beulah community
- c. Regional Context/Impacts (Development of Regional Impact)
- d. Site Conditions and proposed offsite projects in the subject area
- e. Constraints & Opportunities

2. Technical Analysis

- a. Environmental Analysis
- b. Land Use – preserving natural assets like wetlands and forests, recreational open space, walking/hiking trails, landscaping with trees and native vegetation
- c. Economic Impact Analysis – quantitative and qualitative information including economic trends, need for economic incentives, employment forecasting and uses; property and retail tax analysis using 3-D fiscal analysis; compatibility with the Mid-West Sector Plan
- d. Beulah Community Needs – for public facilities, retail, housing, professional services and others as identified; housing densities, zones and codes
- e. Infrastructure Analysis
- f. Transportation Analysis – Review of all existing roads and streets along with their level of service; review current transportation plans and maps; review capital improvements that are associated with the project area; review all existing transportation studies and models and analyze parking needs; circulation within OLF8 and pedestrian accessibility; compatibility with the Mid-West Sector Plan
- g. Architectural Standards and Design Considerations Plan

3. Stakeholder Engagement and Community Participation

The firm must develop a Stakeholder Engagement and Community Participation Plan that actively and fully engages the citizens and stakeholders in the preparation of the master plan. They are also to be included as the Land Development Code regulations and architectural standards in support of the master plan are created and implemented. It is expected that the firm will utilize a charrette process and/or any other similar smart planning citizen engagement process. It is essential that all residents, stakeholders, government, and non-governmental entities, including the Northwest District One Advisory Committee, have adequate opportunity to comment on the Plan and that those comments be well documented. It is equally important that due consideration be given to those comments.

4. Master Plan and Implementation Plan

The firm should utilize information obtained from Tasks 1 through 3 for the preparation of the Master Plan. The Master Plan should determine the highest and best economic use of the OLF8 property as well as the best uses that are in the public interest of stakeholders like regional, County, and nearby Beulah residents and those who work there, while maximizing economic impact through job creation.

The firm should strive to balance the desires of the stakeholders with the results of the Economic Impact Analysis. The firm should prepare an actionable Implementation Plan, including supplemental architectural and developmental standards for the Master Plan area.

Deliverables - Key deliverables include, but are not limited to (electronic and hard copies):

- Project Schedule
- Existing Conditions Analysis Report
- Technical Analysis Report
- Economic Impact Report
- GIS Data and analysis results which will allow county staff to continue future analyses and maintenance for tracking and maintaining the OLF8 facility as it evolves
- Stakeholder Engagement & Community Participation Plan

- Draft Master Plan & Implementation Plan, including supplemental architectural and developmental standards for the Master Plan area. These recommended standards shall be in a format consistent for inclusion in the Land Development Code.
- Final Master Plan & Implementation Plan, including supplemental architectural and developmental standards for the Master Plan area. These recommended standards shall be in a format consistent for inclusion in the Land Development Code.

5. PROJECT APPROACH

Firm should demonstrate with RFP submittal a conceptual approach for developing the OLF8 Master Plan. The conceptual approach should consider the following factors:

1. Strategy for addressing Plan Objectives.
2. Approach to conducting the Existing Conditions Analysis and Technical Analysis.
3. Approach to conducting the Economic Impact Analysis.
4. Demonstration of innovative methods for soliciting, assessing, and using community input, comments, and suggestions during project development and for working with diverse stakeholders to achieve Plan Objectives.
5. Demonstration of successfully implementing other similar master plans.
6. Strategy for implementing the OLF8 Master Plan.

Funding Availability:

Funding is available in Fund 118, Gulf Coast Restoration Fund, Cost Center **XXXXXX**.

Project Timeline:

Project should be substantially completed by January 2020.

Anticipated Disciplines (Function Codes SF 330):

	<u>GSA Code</u>	<u>Description</u>
<u>Primary Disciplines</u>	12	Civil Engineer
	20	Economist
	47	Planner: Urban/Regional
<u>Secondary Disciplines</u>	06	Architect
	18	Cost Engineer/Estimator
	23	Environmental Engineer
	29	Geographic Information System Specialist
	38	Land Surveyor
	39	Landscape Architect
	48	Project Manager
	60	Transportation Engineer
<u>Primary Experience</u>	<u>GSA Code</u>	<u>Description</u>
	P05	Planning (Community, Regional, Areawide, and State)
	P06	Planning (Site, Installation, and Project)
<u>Secondary Experience</u>	C08	Codes; Standards; Ordinances

C10	Commercial Building; Shopping Centers
C18	Cost Estimating; Cost Engineering and Analysis
E09	Environmental Impact Studies, Assessments
E11	Environmental Planning
G04	Geographic Information System Services
H07	Highways; Streets
L02	Land Surveying
L03	Landscape Architecture
O01	Office Buildings; Industrial Parks
P100	Deliverables for Government Facilities https://www.gsa.gov/cdnstatic/GSA_GIS_Standards.pdf
R04	Recreational Facilities
S11	Sustainable Design
S13	Stormwater Handling & Facilities
Z01	Zoning; Land Use Studies

Evaluations and Selection:

Escambia County shall follow the procedures outlined in the Consultants’ Competitive Negotiation Act, Title XIX, Chapter 287, Section 055 of the Florida Statutes. The Selection committee shall consider the following factors:

County Staff - Shortlisting Committee Criteria

	<u>Points</u>
1. <u>Project Approach:</u> Firm should demonstrate a clear understanding of the project goals and objectives. Firm should address with their submission a thorough response to the items requested in Section 5, Project Approach.	10
2. <u>Regional and Site Context:</u> Firm should demonstrate a clear understanding of the regional and site context and significance of the project on the surrounding community.	10
3. <u>Past Record and Performance of the Team:</u> Firm should document past record and performance of the project team. Firm should document successfully implemented similar scale master plans including economic analysis. Consultant evaluation records should be positive. Any previous negative consultant evaluations should result in significantly lower scores. A previous working relationship with Escambia County should not be considered a prerequisite for selection. A positive record of performance may also be demonstrated within the firm’s submittal.	8
4. <u>Experience and Technical Expertise of the Team:</u> Firm should document background experience of the project team. Team experience should specifically address master planning and economic analysis and any other experience the firm identifies as relevant to the project. Experience of the firm shall be considered with respect to the project specific GSA codes identified above. Firm should document technical expertise of the team. Firm should address the following 5 Subtasks found in Section 4.2:	19
a) Environmental Analysis (3 points)	
b) Transportation Analysis (3 points)	
c) Infrastructure Analysis (3 points)	

- d) Economic Impact Analysis (5 points)
- e) Master Plan Considerations (5 points)

5. Ability to Meet Project Schedule and Be Readily Accessible: Project schedule is determined by terms and conditions of the grant agreement. Firm should demonstrate their understanding and need for flexibility to meet the project and grant schedule. Project team members should be readily accessible to avoid unnecessary delays. Firm should demonstrate how their team will be readily accessible to the County. **3**

Board of County Commissioners - Selection Committee Criteria

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| 1. Strategy for addressing Plan Objectives. | 15 |
| 2. Approach to conducting the Existing Conditions Analysis and Technical Analysis. | 15 |
| 3. Approach to conducting the Economic Impact Analysis. | 20 |
| 4. Demonstration of innovative methods for soliciting, assessing, and using community input, comments, and suggestions during project development and for working with diverse stakeholders to achieve Plan Objectives. | 20 |
| 5. Demonstration of successfully implementing other similar master plans. | 15 |
| 6. Strategy for implementing the OLF8 Master Plan. | 15 |

Award(s) resulting from this solicitation shall be subject to provisions of Chapter 1-9-5, CONSULTANTS of the Ordinances of Escambia County and Procedure PP-250 VENDOR PERFORMANCE EVALUATIONS of the Purchasing Policies and Procedures of Escambia County.

