

# Prioritization of ULI Recommendations



City Council Study Session

February 23, 2015

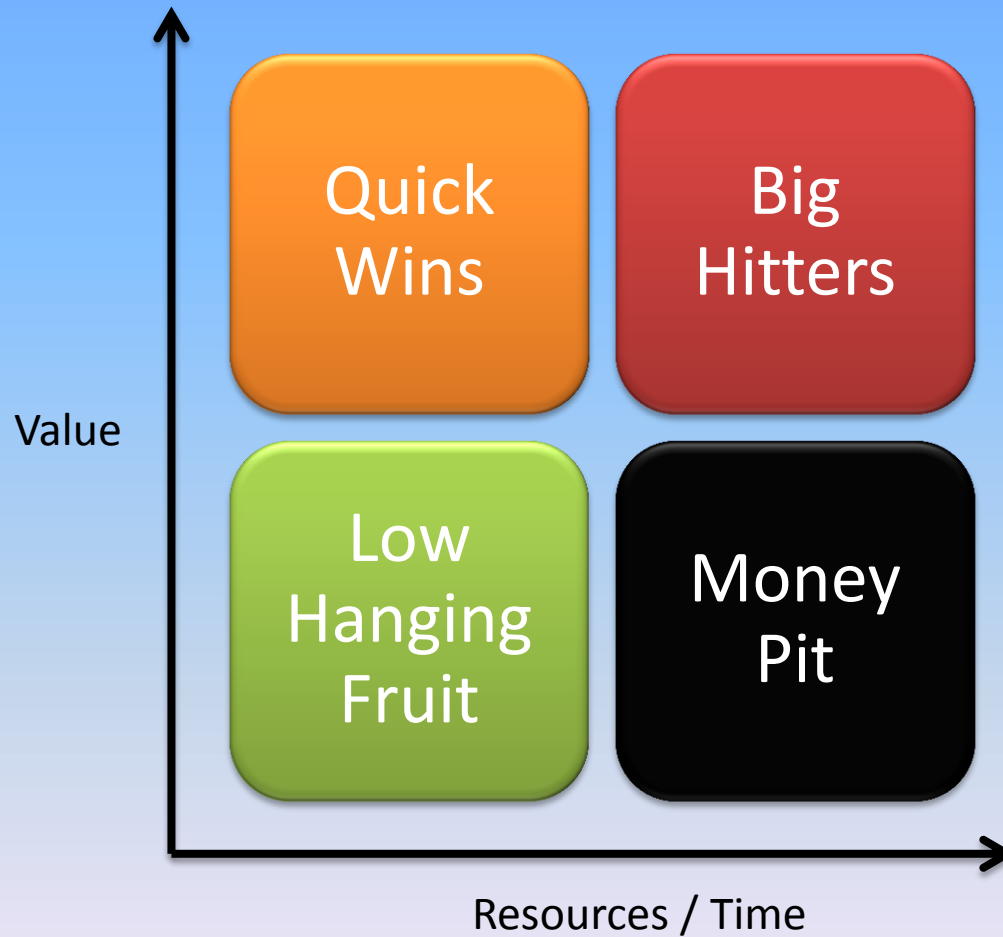
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# Presentation Overview

- Prioritization of ULI Recommendations
- Pacific Municipal Consultants (PMC)
- Summary of Specific Plan Components
- Summary of Scope of Work Phases
- Specific Plan timeline
- Staff's Recommendation

# Prioritization of ULI Recommendations



# Low Hanging Fruit

( 1-3 months)

## Public Sector Role

- Evaluate pricing and improvements to the parking system
- Identify opportunities for public-private partnerships to develop key Downtown redevelopment sites
  - Wider sidewalks (outdoor dining/parklets)
- Be Proactive - Conduct outreach to businesses to ensure a healthy Downtown Commercial base
- Construct Streetscape Improvements
  - Crosswalk/tile replacement

## Private Sector Role

- Create informal Downtown Residents group
- Create a public art plan (initiate)



# Quick Wins

( 4-12 months)

## Public Sector Role

- Design streetscape improvements
- Develop Downtown Urban Design Guidelines
- Fill Economic Development Manager Position
- Focused zoning text amendments
  - Consolidation of lots
  - Ground floor uses

## Private Sector Role

- Property and Business Improvement District (PBID) formation
- Downtown retail strategy
- Local retail marketing strategy/Downtown events strategy
- Create a public art plan (completion)



# Big Hitters

( 12-18+ months)

## Public Sector Role

- Create a Downtown Specific Plan
- Construct streetscape improvements (24+ months)
- Invest in City's future: Issue a bond to fund key infrastructure
- Adopt a Parking Management Plan



## Private Sector Role

- N/A



# Pacific Municipal Consultants (PMC)

Full-service Planning firm-team specifically dedicated to downtown urban revitalization and design and functions of downtowns, corridors and districts.

- Submitted Proposal for Downtown Plan
  - July 2014 for \$100,000
- Submitted Proposal for Specific Plan
  - October 2014 for \$375,000
- PMC Staff shadowed during ULI Visioning Week
- Recommend Award PSA
- Project Manager: Loreli Cappel



# Specific Plan Scope of Work

## **Introduction and Background**

- Plan area, purpose and relationship to other important City documents

## **Existing Conditions**

- Synopsis of Downtown's current setting, conditions and key issues

## **Downtown Outreach / Visioning and Public Input**

- Describes the engagement and visioning process

## **Land Use Plan**

- Clarifies the allowed and identifies strategic zoning provisions to be implemented through standards

## **Private development standards and private property design guidelines**

- Standards and guidelines to address land use and design issues



# Specific Plan Scope of Work

## **Downtown Economic Revitalization Strategies**

- List and description of revitalization strategies for Downtown

## **Parking, Access and Multi-modal Circulation**

- Parking, access and linkage study, and parking management strategies

## **Public Streetscape Improvement Plan and Recommendations**

- Public realm recommendations
- Cross sections of Downtown streets
- Streetscaping concepts

## **Infrastructure Plan**

- Analysis of the water and sewer systems
- Develop a mitigation projects & estimated implementation costs

## **Implementation Strategy and Funding Plan**

- Implementation strategies (projects, actions, policies, and programs)
- Financing mechanisms

# Phase 1: Project Commencement and Analysis

Engage in a due diligence process to inform planning team on primary issues to be addressed, gather data, obtain initial input from public, stakeholders and decision-makers.

- Kick-off with Staff
- Data collection, review and evaluation
- Site visit
- Base mapping
- Outreach and engagement strategy
- Stakeholder discussions/focus groups
- Form Specific Plan Advisory Committee
- Downtown market analysis
- Interactive project website
- Downtown parking and mobility study



# Phase 1 Cost Savings: \$26,592

## Project Commencement and Analysis

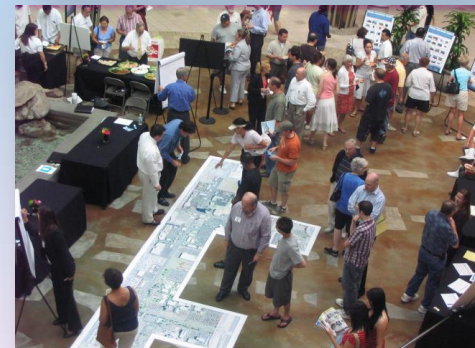
Cost savings mainly in removing stakeholder interviews and Downtown market analysis , basemapping, and data collection and review.

Phase 1 Project Commencement and Analysis	October 2014	February 2015	Cost Savings
1.1 Kickoff Meeting with City Staff	\$11,714	\$11,714	
1.2 Data Collection, Review, and Evaluation	\$7,545	\$1,545	\$6,000
1.3 Site Visit	\$6,264	\$6,264	
1.4 Basemapping	\$5,592	\$1,000	\$4,592
1.5 Outreach and Engagement Strategy	\$2,510	\$1,510	\$1,000
1.6 Key Stakeholder Interviews and/or Focus Groups	\$6,470	\$1,470	\$5,000
1.7 Form a Specific Plan Advisory Committee	\$1,530	\$1,530	
1.8 Downtown Market Analysis	\$17,110	\$7,110	\$10,000
1.9 Interactive Project Website	\$4,410	\$4,410	
1.10 Downtown Parking and Mobility Study	\$15,317	\$15,317	
<b>Phase 1 Total:</b>	<b>\$78,762</b>	<b>\$52,170</b>	<b>\$26,592</b>

# Phase 2: Downtown Design Concepts

Use ULI vision information to create market-based Downtown design concepts and strategies as a starting point. Identify clear vision concepts that define the community's desired future for Downtown.

- Internal charrette
- Develop preliminary Downtown design alternatives
- Develop preliminary Downtown streetscape concepts
- Steering Committee Meetings (2)
- Public Workshops (3)
- City Council / Commission Study Session (2)



# Phase 2 Cost Savings: \$32,690

## Downtown Design Concepts

Cost savings mainly in reduction of community visioning and charrette and the development of preliminary Downtown alternatives.

Phase 2 Downtown Design Concepts	October 2014	February 2015	Cost Savings
2.1 Steering Committee #1: Project Initiation and Visioning	\$7,938	\$7,938	
2.2 Public Workshop #1- Community Visioning	\$17,268	\$5,268	\$12,000
2.3 Internal Charrette - Preliminary Downtown Design Elements and Strategies	\$10,878	\$4,878	\$6,000
2.4 Develop Preliminary Downtown Alternatives	\$9,880	\$4,880	\$5,000
2.5 Develop Preliminary Downtown Streetscape Concepts	\$9,115	\$9,115	
2.6 Public Workshop #2– Downtown Alternatives and Streetscape Concepts	\$15,290	\$15,290	
2.7 Public Council/Commission Study Session #1	\$6,690	\$1,000	\$5,690
2.8 Steering Committee Meeting #2	\$5,210	\$5,210	
2.9 Preferred Downtown Vision and Strategies	\$6,430	\$2,430	\$4,000
2.10 Community Workshop #3 - Present Preferred Downtown Vision and Strategies	\$13,978	\$13,978	
2.11 Public Council/Commission Study Session #2	\$6,690	\$6,690	
<b>Phase 2 Total:</b>	<b>\$109,367</b>	<b>\$76,678</b>	<b>\$32,690</b>

# Phase 3: Specific Plan Development

Finalize tools and programs for how MB will achieve its desired outcome. Provide regulatory and funding framework to achieve Downtown vision.

- Access economic revitalization strategies
- Develop draft Specific Plan
- Steering Committee (1)
- Community Workshop (1)
- City Council / Commission Study Session (1)
- Local Coastal Plan memorandum
- Updates to relevant City documents



# Phase 3 Cost Savings: \$10,000

## Specific Plan Development

ULI completed some of the economic revitalization strategies. PMC to review and supplement product.

Phase 3 Specific Plan Development	October 2014	February 2015	Cost Savings
3.1 Assess Economic Revitalization Strategies	\$20,765	<b>\$10,765</b>	<b>\$10,000</b>
3.2 Develop the Administrative Draft Specific Plan	\$65,641	\$65,641	
3.3 Specific Plan Steering Committee Meeting #3	\$5,080	\$5,080	
3.4 Community Workshop #4 - Key Specific Plan Components	\$12,355	\$12,355	
3.5 Public Council/Commission Study Session #3	\$6,690	\$6,690	
3.6 Prepare Local Coastal Plan Update Memorandum	\$1,560	\$1,560	
3.7 Prepare Updates to Relevant City Documents	\$6,440	\$6,440	
<b>Phase 3 Total:</b>	<b>\$118,531</b>	<b>\$108,531</b>	<b>\$10,000</b>

# Phase 4: Plan Adoption & CEQA Compliance

Finalize public draft Specific Plan and CEQA documentation and bring to City Council and public for final adoption.

- Prepare public draft Specific Plan
- CEQA compliance
- Planning Commission Hearing (1)
- City Council Hearing (1)
- Final Specific Plan





# Phase 4 Cost Savings: \$9,210

## Plan Adoption & CEQA Compliance

Cost savings will be realized in overall project management as a result of a shorter timeline of 14 months.

Phase 4 Plan Adoption & CEQA Compliance	October 2014	February 2015	Cost Savings
4.1 Prepare Public Draft Specific Plan	\$7,190	\$7,190	
4.2 CEQA Compliance	\$29,980	\$29,980	
4.3 Planning Commission Public Hearing	\$4,710	\$4,710	
4.4 City Council Public Hearing	\$4,710	\$4,710	
4.5 Final Specific Plan	\$5,705	\$5,705	
4.6 Project Management	\$17,190	\$7,980	\$9,210
<b>Phase 4 Total:</b>	<b>\$69,485</b>	<b>\$59,485</b>	<b>\$9,210</b>

# Cost Savings

Originally scoped Specific Plan: \$375,845

Revised Specific Plan: \$297,353

Total cost reduction: \$78,492

Project schedule shortened four (4) months:  
14-month timeline

# Next Steps

<b>Milestones</b>	<b>Tentative Date</b>
<b>Award Contract for Downtown Crosswalk / Streetscape Preparation</b>	<b>February 17, 2015</b>
<b>City Council Study Session &amp; Award PMC Contract</b>	<b>February 23, 2015</b>
<b>City Receives Draft Report from ULI</b>	<b>Late February 2015</b>
<b>Prepare Plan</b>	<b>March 2015</b>
<b>City Council Adopt Plan</b>	<b>TBD</b>

# Staff Recommends:

1. Accept presentation and prioritization of ULI recommendations
2. Appropriate \$277,000 from General Fund
3. Award Professional Services Agreement to Pacific Municipal Consultants (PMC) for not-to-exceed amount of \$357,000 to prepare Specific Plan