



DATE: December 3, 2019

CATEGORY: Consent

DEPT.: Community Development

TITLE: **Downtown Precise Plan Update:
Scope of Work and Consultant
Contract**

RECOMMENDATION

1. Approve the proposed scope of work for the City-initiated Downtown Precise Plan update.
2. Approve the proposed California Environmental Quality Act scope of work for the City-initiated Downtown Precise Plan update.
3. Authorize the City Manager to execute a professional services contract with Van Meter Williams Pollack, a planning consulting firm, to prepare a Downtown Precise Plan update in an amount not to exceed \$261,635.
4. Authorize the City Manager to execute a professional services contract with David J. Powers & Associates, an environmental consulting firm, to prepare environmental review documents for the Downtown Precise Plan update in an amount not to exceed \$191,745.

BACKGROUND

City Council Major Goals Work Plan

At their [March 5, 2019 Study Session](#), the Council provided initial feedback and direction on potential amendments to the Downtown Precise Plan. On May 21, 2019, the Council approved a project to update the City's Downtown Precise Plan as part of the Council Major Goal to Promote Environmental Sustainability and the Quality of Life for the Enjoyment of Current and Future Generations with a Focus on Measurable Outcomes (see Attachment 1 – Council Goal-Setting).

During the City Council goal-setting process, the Council discussed the following regarding a Downtown Precise Plan update:

- Undertake a limited review of the Downtown Precise Plan area to study and consider amendments related to parking, land use, heights and intensities, historic preservation, and architectural design;
- Focus initially only on Subareas A, G, and H in order to include all Councilmembers and limit conflicts of interest;
- Preserve historic character and provide clarity and strength to historic resource preservation language; and
- Update development standards and guidelines to preserve the character of the district (floor area ratios, heights, design guidelines for facades, pedestrian-friendly storefronts, etc.).

In 2018, the City engaged Urban Land Institute to convene a Technical Assistance Panel (TAP) to receive strategic advice on the existing condition and future success of downtown. Following several months of preparation, stakeholder interviews, and panel deliberations, [the TAP proposed some key recommendations](#) about ensuring an appealing public realm, managing parking, and using opportunity sites while maintaining the downtown core. The Downtown Precise Plan update team would utilize this TAP study and further analyze the recommended strategies in the Precise Plan update process.

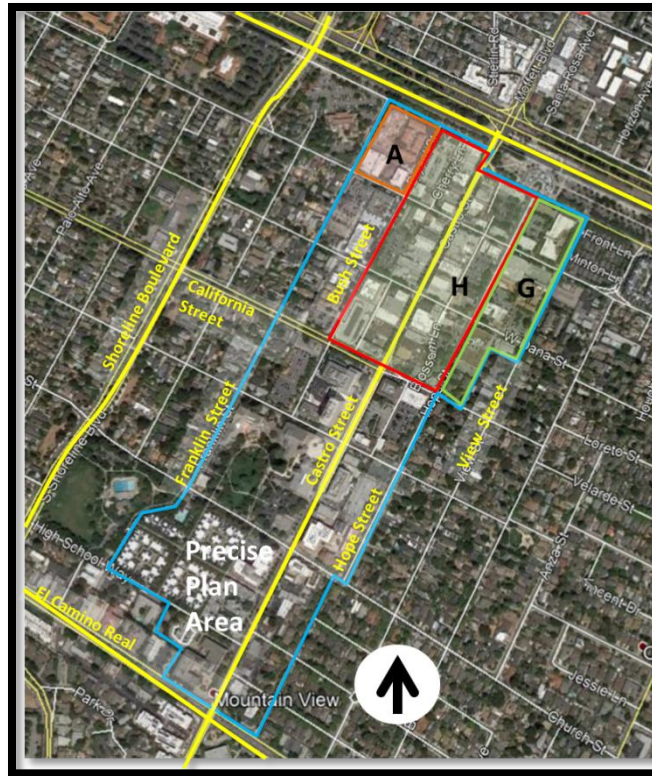
June 25, 2019 City Council Meeting

At this meeting, the City Council further discussed the general scope and direction for this work (see Attachment 2—City Council Study Session Report—June 25, 2019). A summary of this discussion is noted below:

Phasing

Council endorsed a two-phased approach to the project.

Phase I of the Precise Plan update process will focus on the goals, policies, and/or development standards for only Precise Plan Subareas A, G, and H, as shown below:



Phase I elements would include:

- Potential revisions to design guidelines, including consideration of form-based code standards;
- Feasibility of a historic district overlay; and
- Minimal ground-floor land use changes.

The public outreach and California Environmental Quality Act (CEQA) processes would also commence during this time period. Study Sessions with the EPC and City Council, as well as public outreach, would take place during this period. The overall timeline for Phase I would take approximately 18 months.

Phase II would include further discussion with the City Council about any desired additional amendments, which were previously identified at the Study Session in

March 2019, such as amendments to other Downtown Precise Plan subareas as well as the overall downtown parking strategy.

The proposed scope of work discussed in this report is limited to Phase I. Staff would return to the City Council after completion of Phase I for further direction on Phase II work and next steps.

ANALYSIS

Staff released a Request for Proposals (RFP) in August 2019 to firms on the Planning Division's qualified planning consultant list. A resident suggested two firms not on the City's list after the RFP was distributed, so they were not included. Staff received formal interest from two firms and interviewed them to assess their qualifications and experience for this work.

Based on these interviews and further research, staff is recommending Van Meter Williams Pollack (VMWP) for this project. VMWP has worked with the City of Mountain View on various projects in the past, including the last Downtown Precise Plan update in 2002, the El Camino Real Precise Plan, and various smaller studies. VMWP has a strong understanding of the City of Mountain View development context and has successful experience working on area plans for cities such as San Jose, Redwood City, San Carlos, and South San Francisco. TreanorHL and Seifel Consulting, Inc., will serve as the historic resource and economic subconsultant, respectively.

Proposed Scope of Work

- **Targeted Study:** The scope includes a focused update and analysis to three subareas (A, G, and H) of the Downtown Precise Plan as previously recommended by the City Council. The work will be completed over an approximate 18-month period.
- **Community Engagement:** The scope includes a focused, but intensive, public outreach program, including stakeholder meetings, Downtown Committee meetings, two community workshops/open-house sessions, and two Development Review Committee meetings.
- **Historic Preservation Review:** The project team will evaluate change potential and review concepts of the proposed development types, revised development standards, and guidelines for compatibility with the historic buildings in the subareas (A, G, and H). The team will further analyze the potential impacts of the proposed development schemes and guidelines on historic resources.

- **Land Use—Evaluation and Studies:** The project team will evaluate the existing development/uses, potential development in each subarea, and larger property or aggregation of parcels to anticipate the current and future development potential for key sites. The project team will also evaluate development guidelines for incentivizing residential uses in the area, limiting amount and location of office uses, incentivizing ground-floor retail and other active uses, and modernizing and expanding the land uses lists in the three subareas.
- **Design—Clarify and Amend Design Standards:** The project team will review the existing design standards and develop a form-based approach to the standards in the three subareas for the key sites anticipated to undergo change while also allowing flexibility in massing within an envelope of development.

The project team will assist the City and community in defining these elements and features allowing for multiple architectural and development styles, with a level of detail which suggests high-quality development with attention to these details throughout the project. The VMWP team will develop form-based code diagrams which overlay key elements to provide greater design direction for future proposals.

- **Development Standards:** The project team will evaluate the current Downtown Precise Plan development standards and provide recommendations regarding the use of height or intensity, as appropriate, to incentivize desired development of specific land uses, in various subareas, or on key sites. The team will further evaluate development standards for agreed-upon refinements related to potential massing, form-based code, and other elements in the study.
- **Economic Feasibility:** The project team will identify two prototypical development sites in order to analyze site opportunities and constraints. The team will also evaluate financial and policy considerations for future development associated with the Precise Plan, including a variety of development alternatives that may be needed to achieve financial feasibility. This task will be performed as part of the evaluation of land use, design, and development standards described above.
- **City Council and Environmental Planning Commission Meetings:** EPC and City Council meetings are planned to review various development strategies with potential increases in intensities, variety of land uses, and review of development feasibility analysis. Staff and the consultant would refine the project based on City Council direction.

Two Environmental Planning Commission (EPC) and two City Council Study Session meetings are planned to discuss and review land use and development assessment strategies. The project will also include one EPC and one City Council public hearing for formal adoption of the Downtown Precise Plan update report.

- **CEQA Documentation:** The City has received a scope of work from David J. Powers and Associates (DJP&A) to prepare environmental review documents for the Precise Plan update process in compliance with CEQA. Based on the outcomes of the analysis described above, the CEQA consultant will prepare the necessary documentation for the project.

The VMWP team will support the City's CEQA process by providing supporting information required regarding the capacity for development or other details covered by the scope above.

FISCAL IMPACT

CIP Project 20-66 is funded with \$1,750,000 from the Construction/Conveyance Tax Fund. The total contract for VMWP is \$261,635. This total includes all tasks related to the development standard review and analysis, community outreach, and a final report. Attachment 4 – Consultant Scope of Work – includes a breakdown by phase and project task. The total contract for DJP&A for preparing CEQA review documents is \$191,745 (see Attachment 5 – CEQA Consultant Scope of Work).

Including internal City administrative charges, the final project total amount is \$482,850, which is less than the available funding.

ALTERNATIVES

1. Do not approve the recommended scope of work and consultant, and direct staff to issue a new Request for Proposals.
2. Modify the scope of work and budget as appropriate, and authorize a contract with Van Meter Williams Pollack.
3. Modify the scope of work and budget as appropriate, and authorize a contract with David J. Powers & Associates.
4. Provide other direction.

PUBLIC NOTICING – Agenda posting.

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- Attachments:
1. [Council Goal-Setting](#)
 2. [City Council Study Session Report – June 25, 2019](#)
 3. Map of Downtown Precise Plan Update Study Area
 4. Downtown Precise Plan Update Consultant Scope
 5. Downtown Precise Plan Update CEQA Consultant Scope