



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.