



DATE: March 20, 2018

CATEGORY: New Business

DEPT.: Community Development

TITLE: **Terra Bella Area Visioning and Guiding Principles Scope of Work**

RECOMMENDATION

1. Appropriate an additional \$35,000 in the Development Services Fund from the Land Use Document Reserve for the Terra Bella Area Visioning. (Five Votes Required).
2. Authorize the City Manager or designee to execute a contract with Raimi + Associates, a planning consulting firm, to prepare a Terra Bella Area Visioning and Guiding Principles Plan in an amount not to exceed \$185,000.

BACKGROUND

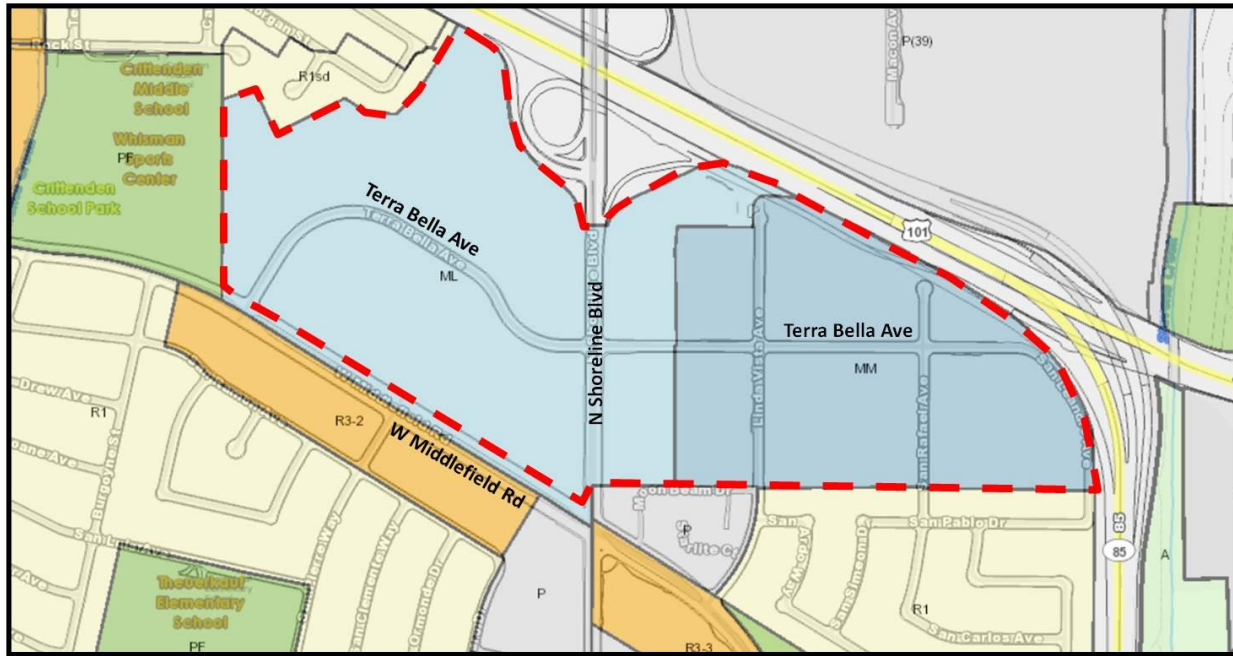
The City Council prioritized the Terra Bella Visioning and Guiding Principles Plan as a key work plan item of the Fiscal Year 2017-18/Fiscal Year 2018-19 City Council Major Goals and appropriated \$150,000 for this purpose in the Fiscal Year 2017-18 Adopted Budget. This work was authorized as a targeted community outreach effort to gather community input on the future vision for the area and develop strategies to guide future development in the area.

ANALYSIS

Terra Bella Visioning and Guiding Principles Plan Process

The Terra Bella Visioning and Guiding Principles Plan Process is planned as a targeted community outreach process to help define a vision for future change in the area and create development principles which will provide a foundation for guiding review of future development projects in the area. The Terra Bella Visioning and Guiding Principles Plan Process is a focused study expected to take 10 to 12 months, beginning next month.

The general study area boundary is shown below:



The scope of work and deliverables are attached and summarized in the following elements:

- **Targeted Study:** The work plan is a focused analysis of potential opportunities and constraints for the future development in the area. The breadth and depth of analysis will be much less than a typical Precise Plan process. The process will not include any environmental review.
- **Community Engagement.** Two community workshops are planned. At the first community workshop, the public will discuss their vision for the Terra Bella area. This workshop will focus on identifying key opportunities and issues, understanding priority community benefits, and creating guiding principles for the area. Guiding Principles may include key development metrics such as land use, building height, setbacks, and floor area ratio.

The second community workshop will solicit feedback on the planning and urban design alternatives for the Terra Bella area. The project team will present the plan alternatives, which will include transportation, fiscal assessment, and urban design analysis. A project website will also be used to help communicate information and gather input.

- **Plan Area Analysis.** This task will include land use and urban design analysis, mobility analysis, and analysis of development opportunities and constraints. All the analysis, including urban design work, will be done by Raimi + Associates. Nelson\Nygaard will be the transportation subconsultant assisting the project team with mobility analysis and Siefel Consulting, Inc. will serve as the economic subconsultant. The major areas of analysis are as follows:
 - Land Use and Urban Design Profile

The project team will evaluate the land use and urban design characteristics in the Terra Bella area, as well as any known issues related to physical constraints that need to be considered or addressed during the planning process. The profile may include a high-level review of the existing General Plan, Zoning Code, and other relevant plans and regulations to better understand the vision, key design principles, and land use designations within each of these key plans.
 - Development Opportunities and Considerations

The project team will evaluate the development opportunities and constraints of the Terra Bella area and will summarize the key real estate, economic, and fiscal considerations related to development in the Plan area.
 - Mobility Analysis

The project team will evaluate transportation and access in the project area for all modes of transportation. The evaluation will consider internal circulation within the Terra Bella area, identify gaps in infrastructure, and evaluate parking policy mechanisms that would be supportive of planned developments and changes in land uses, in addition to anticipated trends that will reduce parking demand over the long term.
- **City Council and Environmental Planning Commission Meetings:** Environmental Planning Commission (EPC) and City Council meetings are planned in the initial phase to discuss the vision for the Terra Bella area and then again during a later stage to review the plan alternatives. These meetings could be held as a joint Study Session.

- **Terra Bella Visioning Plan Report.** A final report will summarize the plan's vision and guiding principles. This report will be presented to the Environmental Planning Commission and City Council in early 2019. The final report will be used by the City Council, Environmental Planning Commission, staff, and property owners, developers, and community to guide and help evaluate new development in the area. Gatekeepers would still be required for any project that does not comply with the underlying zoning, but the vision plan would provide guidance to Council and developers.

Staff proposes to use Raimi + Associates, for this work based on their background knowledge of this area and their policy work on the City's General Plan, North Bayshore, and East Whisman Precise Plans.

FISCAL IMPACT

The Fiscal Year 2017-18 Adopted Budget includes \$150,000 in the Development Services Fund from Land Use Development Fees, for this project. An additional \$35,000 is requested to be appropriated to fund the \$185,000 requested for the plan. There are sufficient funds in the Land Use Documents Reserve for this request.

CONCLUSION

The recommended consultant and scope of work will help the City develop a new Terra Bella Vision to implement the City Council goals and develop principles for future development for this key area. The visioning process is expected to take 10 to 12 months.

ALTERNATIVES

1. Do not accept the recommendation to enter into contract with Raimi + Associates and direct staff to select another planning consulting firm for this work.
2. Provide any additional direction to staff on the proposed project.

PUBLIC NOTICING

Agenda posting, including on the City's website and on Channel 26.

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Attachment: 1. Terra Bella Visioning Scope of Work