



11/20/2019

Diana Pancholi, Senior Planner
City of Mountain View
500 Castro Street, Mountain View CA. 94039

Re: Proposal for the Downtown Plan Update Scope and Budget Proposal

Diana,

The following Proposal including Scope of Work and Budget is provided in response to your RFP as well as requests for refinements to include Historic and Economic/Feasibility Evaluation support for the original Planning and Urban Design Scope requested in the RFP for the focused Downtown Plan Update. The consultant Team includes Van Meter Williams Pollack, Urban Design; TreanorHL, Historic Preservation Consulting and Seifel Consulting Inc., Economic Consulting.

SCOPE OF WORK

A. Historic Preservation

While it is our understanding that the Historic mapping and review will be provided by a consultant outside of this scope of work VMWP will provide support for evaluations, diagrams, illustrations with regards to the historic character of the downtown and the current buildings, their historic category and how any development if desired will be required to relate to the historic evaluation.

Working closely with the City and historic resource consultant, the parameters will be developed as 3D massing and illustrative to show the intent of how new developments or additions will relate to existing buildings of historic importance. Translating how modifications and changes can or cannot be made to structures of historic important is critical to articulating the desires of the City and community, while allowing for updating and change within this sensitive area.

A1. Historic Preservation Consultant (Treanor HL)

Treanor HL will evaluate and provide recommendations to strengthen the historic resource preservation policies in the DPP. The scope includes:

- Review concepts of the proposed development types in relation to the historic districts and/or historic buildings prepared by VMWP.
- Review the design guidelines and standards developed by VMWP for their compatibility with the historic buildings and/or historic districts.
- Analyze potential impacts of the proposed development schemes and guidelines on historic resources. If impacts are identified, recommend plan-level mitigation measures. TreanorHL will follow the format of the CEQA document.
- Prepare three memoranda. We will prepare up to three memoranda of our reviews, the topics of which will be decided with VMWP, with City input.
- Attend four working sessions with VMWP, including two with the City staff.
- Attend one meeting with the City Council.

Note: Historic preservation as part of CEQA review of the update; is not included.

B. Land Use

1. Limit Amount and Location of Office Uses: The value of office uses is so great in the mountain view area that it will naturally be the economic land use of choice for most large scale development sites. As the City has other land use objectives, they can minimize, office uses or can consider using the valuable office use as an incentive to obtain other active street uses or residential uses which might otherwise be of marginal development value.

There have also been code changes in construction in recent years which make mixed use and mixed office and residential uses more viable and compatible relative to the costs of construction. This allows multiple stories of concrete construction for commercial uses and still allows Type V or Type 3A wood frame construction over multiple floors of concrete construction. These construction types also allow from 70' height for Type V and 85 to 90' in height for Type 3A construction making them more cost effective than concrete or steel.

VMWP will evaluate the various sub areas, existing developments/uses and potential development on each sub area and larger property or potential aggregation of parcels to anticipate the current and future development potential for key sites.

2. Incentivize Residential Development and Use: Based on the discussion above VMWP will evaluate the various sub areas and sites anticipated to be available for development and evaluate the current DPP development standards relative to the potential for residential uses. VMWP will provide a set of scenarios which maximize residential development potential at various tiers of development; and illustrate these scenarios with massing diagrams and relative development standards such as height, FAR, parking etc. for each scenario. These can then be evaluated by City leaders as well as design review board, stakeholders and community as deemed appropriate by City staff.

3. Incentivize ground floor Retail and other Active Uses: Ground Floor Retail and other active uses are often the most difficult program elements to realize in a mixed use development. While many areas have questionable market for retail other than food / restaurant uses these can be realized in these sub areas provided sufficient access and visibility. Also required for success is the desire of the developer to realize these secondary uses and provide the appropriate infra-structure required for retail uses: plumbing, vents, mechanical and ceiling height and visual interest and façade frontage design. Retail and particularly food businesses requires these characteristics. Also, as part of the parking district, wayfinding to and from parking is also an essential component for success. The last remaining ingredient is desire. The success of retail uses is often measured by the developer's desire to curate these uses, find the right business, operator and fit for their development. This is important criteria, when these active uses are a minimal amount of the development equation, though a large part of the perceived success by the City and community.
4. Modernize and Expand Use Lists in the Various Sub Districts: discuss the potential refinements in the allowable and conditional active uses which may be desired based on more recent definitions such as in the ECR Precise Plan. Community servicing commercial businesses as well as clarity on where retail is required and where active uses are required will be important in this very detail site specific conditions.

C. Design:

Clarify and/or amend design standards and expectations in the three subdistricts including a potential focus on a form based code regulations.

As codes and policies desire and allow greater intensity in developments, the design of such larger developments becomes of greater importance particularly in regard to community acceptance. Mountain View has realized a great amount of change in a variety of areas of the City. The downtown area as discussed in previous updates has a variety of areas of character. These particular sub areas have been considered more sensitive in the past with regards to "fitting in" to the fabric of downtown.

There are a variety of strategies for defining design and design character: Form based coding can provide the overall envelope for the development with more detail emphasis on building form and articulation, to break down the mass of the new building(s). While Mountain View has not generally specified a style or design vocabulary, they have considered style and community acceptance when evaluating transitions to residential neighborhoods and how a new development "fits into the historic fabric of surrounding buildings. The importance of these particular sub areas means that new design guidelines will assist the development community to develop a design which addresses

the key issues the City and community feel are important to the character of these areas.

VMWP will develop a form based approach to these sub areas for the key sites anticipated to undergo change to while also allowing flexibility in massing within an envelope of development. This will include both massing and key elements or features anticipated to be part of the vocabulary of any development

VMWP will assist the City and community in defining these elements and features allowing for multiple styles, with a level of detail which suggests a quality development with attention to these details throughout the project. We will develop form based code diagrams which overlay key elements to provide greater design direction for future proposals. Setting expectations of design quality is important within this sensitive area of the downtown.

- D. Development Standards:** Evaluate the current relevance of the DPP Development standards and provide recommendations if height, or intensities may incentivize development in various sub districts, on key sites, or for certain land uses is required.

VMWP will work with the City Community Development Department to evaluate the DPP standards as they relate to the consensus on the refined development potential, massing and form based code and elements which the City and community agree on.

Note: Recent state legislation regarding housing and requirement for quantitative standards is to develop standards which meet the state requirements for housing developments. VMWP will work to define regulatory framework which meets the thresholds of quantitative standards for these sub areas as encouraging residential development is desired. The role of the design review board may change in the future which will require

Each task and subtask includes 1-2 staff meetings for coordination.

- E. Community Outreach:** Provide a Public Outreach Program and Schedule to gather community input and guide residents and stakeholders through the proposed changes.

VMWP will support the City's community outreach strategy. We have often provided attendance and presentations for public presentations as well as DRB, Planning Commission and City Council Hearings for the City on design, building type presentations and Precise Plans and other policy documents. For the previous DTPP Update we supported staff vis a vis:

- Stakeholder Meetings: (5 in base) (5 optional)
- Downtown Committee Meetings (4 meetings/updates or presentations)
- Community Meeting / Open House Sessions: (2)

- Design Review Board Study Session(s) (2)
- Planning Commission Study Session(s) (2)
- City Council Study Session(s) (2)
- 4 Public Hearings (2 PC and 2 CC)

We anticipate approx. 21 to 26 Meetings and Hearings over a 6 to 12 month timeframe. VMWP will work with the City to develop an overall project schedule which fits your strategy and timeline.

- F. CEQA Process / Support:** VMWP will support the City’s CEQA process by providing and support information required regarding holding capacities or others areas covered by the scope above.

Note: If this allowance is not required VMWP would recommend as a potential use the update of other DTPP diagrams and graphics for the remainder of the document to compliment any new graphics so that the document maintains a complete and comprehensive appearance.

Otherwise the allowance may be used for may other tasks which the City deems of greater importance.

B1/C1 Economic Feasibility Evaluation (Seifel Consulting, Inc.):

The purpose of this work program is to advise the City of Mountain View related to the update of the Downtown Precise Plan. Seifel Consulting, Inc. will leverage our prior and current work for the City of Mountain View regarding the development of downtown parcels, work on other Precise Plan preparation and the provision of affordable housing. Seifel Consulting, Inc. will collaborate with VMWP during Tasks B and C, to prepare the following scope of work:

Task 1. Site Analysis and Work Program Refinement

The focus of this task will be to identify two prototypical development sites to analyze, review background information and analysis compiled with VMWP on the site opportunities and constraints, clarify the scale of development that could likely occur on the sites, and develop an approach to the financial analysis, as needed. Seifel Consulting will facilitate conference calls and/or meetings with VMWP and City staff to refine how best to approach the financial analysis.

Task 2. Financial Analysis

Working in close collaboration with VMWP and City staff, Seifel would undertake the following steps to evaluate the financial considerations for future development, which may be refined during Task 1:

- Working with VMWP, develop two alternative development scenarios for each site that may include alternative densities, heights, number of units, unit mix/size, ground floor commercial/community space and/or parking configurations. VMWP will provide key development program assumptions, which will include an evaluation of whether State Density Bonus law might be used to allow additional housing and density.
- Based on feedback from staff, select the most likely development scenarios to be further tested.
- Produce a set of development revenue and cost assumptions, including market rate rent levels, site improvement costs and the hard construction costs for the residential and commercial uses as well as parking components. (We will also obtain relevant development information from developers who are active in Mountain View and surrounding cities.)
- Evaluate the financial effect of including alternative amounts of commercial and residential space, which will take into account the required provision of parking to serve these uses as well as the provision of parking.
- Analyze the effect of other development and policy considerations associated with the Downtown Precise Plan, including alternative development considerations as needed to achieve financial feasibility.
- Hold up to three check-in meetings or conference calls with staff to discuss preliminary findings, issues and refinements to determine the final scenarios to analyze.
- Prepare up to six alternative development scenarios for the final analysis, which take into account various potential land use scenarios.
- Prepare a set of summary draft tables and graphs as we progress through the analysis.

Task 3. Findings and Presentations

Seifel Consulting will work with VMWP to prepare a summary of findings and recommendations regarding the outcome from the financial analysis for presentation to City staff and then at a City Council meeting. This will include review of the draft staff report for the Council meeting and preparing text, tables and presentation slides to summarize key findings.

- G. Contingency:** is for additional Task requests as needed throughout the project process to be determined by the City. VMWP will provide a scope and budget for any additional services requested and receive authorization for those services prior to undertaking any additional services.

SCHEDULE

VMWP anticipates that the DTPP update will take approximately 12 months to complete. Based on the scope of work and budget we anticipate that the work can be completed in approximately 6 months however we understand that the overall process will extend that timeframe. Many of the tasks may be concurrently developed.

We anticipate the following general timeline:

Task A. Historic Preservation: (Evaluation of change potential, studies and standards and guidelines)	(concurrent with B,C,D)
Task B. Land Use: Evaluation and Studies including (Standards and guidelines for Office Uses, Residential Incentives, Active Uses and Land Use List)	4-6 months
Task C. Design: Clarify and Amend Design Standards:	2-3 months.
Task D. Development Standards	1 month
Task E. Community Outreach: Throughout the process anticipated as 1-2 meetings per month. Hearings: (2 Planning Commission and 2 City Council	3 months
Task F. CEQA: Coordination and support of CEQA Process	As Required

BUDGET

Mountain View DPP Update Summary Fee Budget

11/15/19 (updated)

TASK	TASK DESCRIPTION	STAFF / RATES			TASK TOTAL
		VMWP Partner	UD	UD 1	
	Rate	\$215	\$155	\$135	
TASK A	Historic Preservation	20	46	64	130
		\$4,300	\$7,130	\$8,640	\$20,070
TASK B	Land Use				
	1. Limit Office Uses	16	44	72	132
		\$3,440	\$6,820	\$9,720	\$19,980
	2. Incentivize Residential Uses	28	52	80	160
		\$6,020	\$8,060	\$10,800	\$24,880
	3. Incent. Ground Floor Retail and Active Uses	14	42	24	80
		\$3,010	\$6,510	\$3,240	\$12,760
	4. Update Land Use List for Sub Areas	14	32	24	70
		\$3,010	\$4,960	\$3,240	\$9,460
TASK C	Design				
	Clarify & Amend Design Standards	36	68	80	184
		\$7,740	\$10,540	\$10,800	\$29,080
TASK D	Development Standards	28	68	64	160
		\$6,020	\$3,128	\$4,096	\$13,244
Task E	Community Outreach	63	84	63	210
	21 meetings and Prep Time (Average)	\$13,545	\$13,020	\$8,505	\$35,070
Task F	CEQA				
	CEQA Coordination	12	32	40	84
	Allowance if Needed	\$2,580	\$4,960	\$5,400	\$12,940
Total Fee including allowance for CEQA any reimburbables as part of the hourly rate.					\$177,484

Task A1/C1 Historic Preservation Review by Historic Consultatnt \$ 15,000
(See Full Proposal Description)

Task B1/C1 Economic Feasibility Evaluation \$ 26,000
(See Full Proposal Description)

Total Fee: including Tasks B1 Historic Eval and B1/C1: Feasibility Evaluation \$218,484

OPTIONAL TASK		STAFF / RATES			TASK TOTAL
		VMWP Partner	UD	UD 1	
Task E (Optional)	5 Additional Stakeholder Meetings	\$215	\$155	\$135	
		15	20	20	55
		\$3,225	\$3,100	\$2,700	\$9,025
Total Fee including Optional Task E Optional Meetings					\$227,509

Task G Contingency: 15% of Total Contract \$ 34,126

Total Fee including Optional Task E and Contingency \$261,635

We look forward to your further review and any refinements to the above proposal scope of work and budget, which you would like to address regarding the Downtown Precise Plan Update.

Please let us know if there are any further questions,

Rick W Williams, Partner