



DATE: March 22, 2016

CATEGORY: New Business

DEPT.: Community Development

TITLE: **East Whisman Precise Plan
Scope of Work**

RECOMMENDATION

Authorize the City Manager or designee to execute a contract with David J. Powers & Associates, Inc., an environmental consultant, to prepare an East Whisman Precise Plan Environmental Impact Report in an amount not to exceed \$649,846.

BACKGROUND

On June 23, 2015, the City Council accepted and appropriated \$498,000 in Priority Development Area (PDA) Planning Grant funds from the Santa Clara Valley Transportation Authority (VTA) for preparation of the East Whisman Precise Plan (see Attachment 1—City Council Report dated June 23, 2015). Since June, the VTA has released a request for proposals, reviewed qualifications, completed interviews, and selected a primary consultant to work on the City’s grant and other PDA grants within the County, including Campbell and Morgan Hill. The lead consultant selected is Community Design + Architecture (CD+A), an Oakland-based planning and design firm.

The project team includes CD+A, with subconsultants Raimi + Associates (project management, public outreach, and policy/plan development), Strategic Economics (market demand analysis, development feasibility, implementation financing strategies), and Fehr & Peers (transportation planning). Raimi + Associates will be the primary consultant and project manager working with City staff throughout the Precise Plan process.

The Precise Plan also requires preparation of an Environmental Impact Report (EIR). Staff has prepared a recommended scope of work for the EIR with David J. Powers & Associates, an environmental consultant, which has been included as Attachment 2 to this report. City staff selected David J. Powers & Associates due to their expertise in environmental review of complex, large-scale projects, including the North Bayshore

Precise Plan; their familiarity with the East Whisman area having prepared environmental documents for development projects, including 625-685 Clyde Ave (Samsung) and 600 National Avenue (National Partners); and their availability to complete the work requested.

ANALYSIS

The East Whisman Precise Plan is one of the 2030 General Plan “change areas.” The General Plan includes goals and policies for the East Whisman area to guide development of the new Precise Plan (see Attachment 3 – East Whisman Change Area). The Precise Plan is anticipated to be completed in approximately two years.

Precise Plan Process

The proposed Precise Plan process includes the following broad work components:

- **Public Outreach**—Includes public meetings, stakeholder interviews, meetings with outside agencies, a project page on the City website, and use of Open Town Hall for interactive web-based surveys. Approximately two to three public workshops are anticipated at key points within the plan process.
- **Technical Reports and Memos**—Technical reports will analyze topic areas for development of the Precise Plan, such as land use, urban design, retail demand analysis, parking demand and transportation demand management (TDM) strategies, multi-modal analysis, and fiscal and funding analysis.
- **Plan Alternatives**—Plan alternatives will be created regarding urban design, land use, and transportation options. A preferred plan alternative will then be recommended for Environmental Planning Commission (EPC) and City Council consideration.
- **Final Plan**—A final plan will include a vision for the area, development standards and guidelines, a community benefit strategy, sustainability requirements, and maps and graphics.

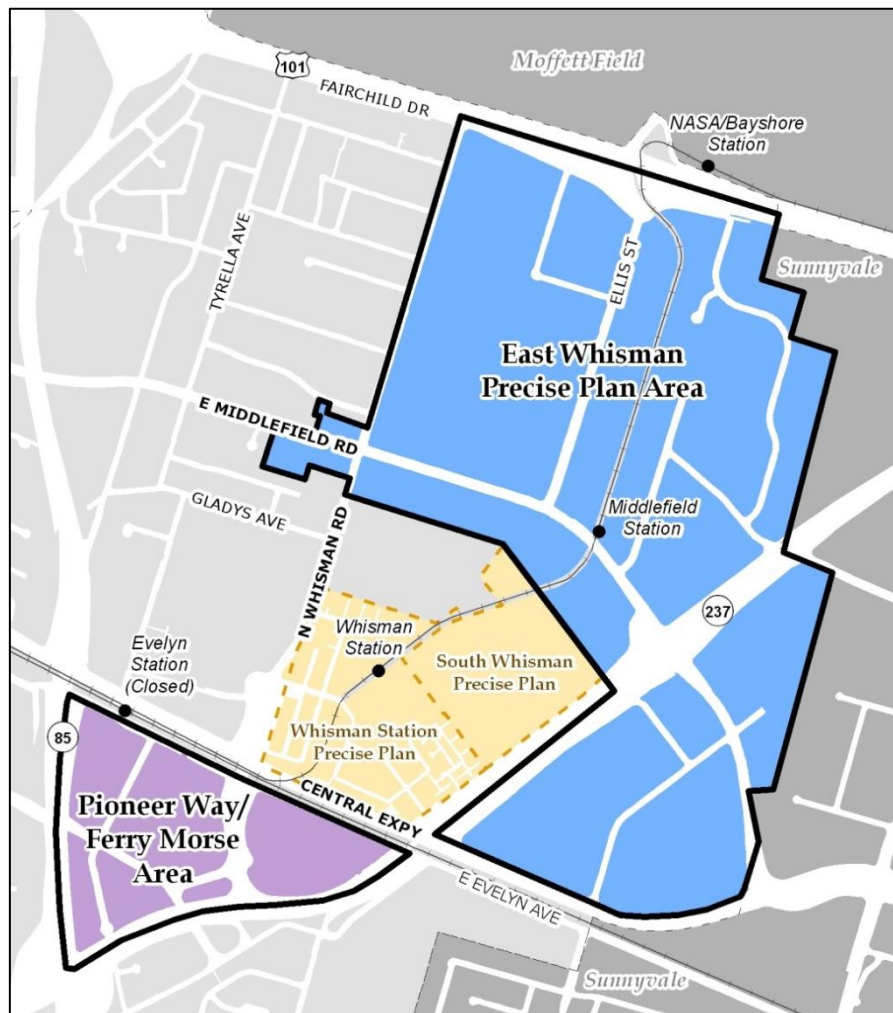
The scope of work for the East Whisman Precise Plan, based on the VTA grant, is included in Attachment 4 to this report. The study of new residential land uses for the area is also included, based on Council direction provided in February 2015 during a discussion on housing in the North Bayshore.

The project deliverables will concentrate on General Plan goals and policies, focused public outreach, and analysis from City staff and consultant teams. The EPC and City Council will review and provide direction on Precise Plan deliverables at key milestones. The project schedule will be developed with staff and the consultant team and, once finalized, will be shared with Council, the EPC, and the public. The EPC will be the recommending body on this Precise Plan. Other City boards and commissions, such as the Bicycle/Pedestrian Advisory Committee (B/PAC), may also review some project deliverables. These details will be developed as the schedule is refined.

Staff plans to return to City Council at a future date with an additional scope of work and budget request for a Precise Plan nexus study to establish a development impact fee. This scope will also include an estimate of the cost of new public improvements to support new growth in the plan area, similar to the approach used for the North Bayshore Precise Plan update.

Precise Plan Boundary

Shown in blue, the VTA Planning Grant identifies the Precise Plan boundaries as the area generally bounded by U.S. 101 to the north, the City limit to the east, Central Expressway to the south, and Whisman Road to the west. Also included within the plan area are the commercial retail areas at the intersection of North Whisman Road and West Middlefield Road. No changes to the adjacent South Whisman or Whisman Station Precise Plan areas are proposed.



The Pioneer Way/Ferry Morse area (shown in purple), bounded by Central Expressway, SR-85, and SR-237, is located adjacent to the East Whisman Precise Plan area. Both areas have the same General Plan land use designation of High-Intensity Office, permitting up to a 1.0 FAR, due to the proximity of existing VTA light rail stations. However, staff did not include the Pioneer Way/Ferry Morse area in the Precise Plan as it has different circulation, transit accessibility, and geographic limitations than the East Whisman area, particularly with the closure of the Evelyn Avenue VTA Light Rail Station (in March 2015). Excluding the Ferry Morse property on Evelyn Avenue, this area was not part of the Change Area identified in the General Plan. Due to its unique characteristics, staff believes this area warrants a separate planning and policy study effort, as previously identified in a General Plan action item.

Staff has received letters from property owners within this area who are interested in expanding the boundary of the East Whisman Precise Plan (see Attachment 5 – Letters from Property Owners). Should City Council choose to expand the plan boundaries into the Pioneer Way/Ferry Morse area, additional cost, staff resources, and time would be needed.

Future Growth

At this time, staff does not have an estimate on the number of housing units or commercial square footage to be studied in the East Whisman Precise Plan. Staff will return to the EPC and City Council with further information on this topic at a future date.

Citywide Greenhouse Gas Reduction Program Update

The City's Greenhouse Gas Reduction Program (GGRP) was completed in 2012, through a Bay Area Air Quality Management District (BAAQMD) grant, and was based on 2030 General Plan growth projections. Due to the amount of recent development activity, staff recommends updating the GGRP to comply with the latest State or BAAQMD guidance to account for growth not previously anticipated in the General Plan, such as residential growth resulting from the North Bayshore and East Whisman Precise Plans.

An updated GGRP can help the City meet sustainability goals and objectives, while also providing clarity and guidance to the development community and streamlining the environmental review process. Staff plans to return to City Council in the near future with a separate scope and work plan for updating the GGRP, and will complete any approved update in parallel with the East Whisman Precise Plan process.

FISCAL IMPACT

The environmental work to be prepared by David J. Powers & Associates, Inc., for \$649,846 will be funded through CIP 15-47. CIP 15-47 is funded with the \$498,000 VTA Planning Grant and \$50,000 each from the Water and Wastewater Funds, for total funding of \$690,000. No further funds are requested at this time.

CONCLUSION

The recommended environmental consultant, David J. Powers & Associates, Inc., will help the City develop the new East Whisman Precise Plan EIR to implement the Precise Plan efforts.

Any direction provided by City Council will be incorporated into the plan process and, if needed, the contract with David J. Powers & Associates, Inc., will be adjusted accordingly.

ALTERNATIVES

1. Direct staff to amend the revised scope of work and reauthorize the City Manager or designee to execute the contract with the revised budget amount.
2. Do not accept the recommendation to enter into a contract with David J. Powers & Associates, Inc., and direct staff to select another environmental consulting firm for this work.
3. Direct staff to include the Pioneer Way/Ferry Morse area within the Precise Plan boundary and return to City Council with a revised scope and budget.
4. Provide any additional direction to staff on the proposed project.

PUBLIC NOTICING

Agenda posting and posting on the City's project webpage:
<http://www.mountainview.gov/depts/comdev/planning/activeprojects/eastwhisman.asp>.
An e-mail notification list, through the City's *myMV* webpage, has been created to which members of the public can sign up to receive future notification of meetings or availability of materials.

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- Attachments:
1. [City Council Report dated June 23, 2015](#)
 2. David. J. Powers Scope of Work
 3. East Whisman Change Area
 4. East Whisman Precise Plan Scope of Work
 5. Letters from Property Owners