



County of Santa Cruz

Planning Department

701 Ocean Street, 4th Floor, Santa Cruz, CA 95060
 Phone:(831) 454-2580 Fax:(831) 454-2131 TDD: (831) 454-2123
 Kathleen Molloy Previsich, Planning Director

Meeting Date: February 7, 2017
Date: January 25, 2017
To: The Board of Supervisors
From: Kathy Previsich, Planning Director
Subject: Contract for Pleasure Pt Commercial Area and County Design Guidelines

On November 22, 2016 your Board directed staff to return to your Board in January with a proposed approach, budget and funding strategy for the creation of commercial design guidelines for the Pleasure Point area. On January 10, your Board deferred further consideration of this item pending completion of the proposed approach, budget and funding strategy.

Planning staff has determined that time and money would be saved by entering into a sole source agreement with MIG, Inc. MIG, Inc. prepared the Pleasure Point residential design standards and facilitated the Pleasure Point community process that led to those standards in 2008. MIG, Inc. is a respected community planning and design firm with a strong emphasis on public involvement and outreach. They have a particular expertise in urban design and placemaking and they have a deep knowledge of the Pleasure Point area. Staff has worked with MIG to prepare a proposed scope of work that would produce commercial design standards applicable Countywide, with a particular focus on the Pleasure Point area and using Pleasure Point locations as illustrative examples for developing the guidelines. The scope also includes preparation of a streetscape for Portola Drive between 41st Avenue and 26th Avenue.

Attached is a sole source contract with MIG, Inc. in the amount of \$158,870. A scope of work and budget are attached as Attachments 1 and 2. Funding for this project is available within the Planning budget, funded by the General Plan Update Fund, in the amount of \$108,870. The remaining \$50,000 will be provided by the Live Oak Transportation Improvement fund #72625. In order to realign the budget to accommodate this contract your Board will need to accept and appropriate unanticipated revenue from the Live Oak Transportation Improvement fund #72625 to Planning. An AUD-60 Resolution Accepting and Appropriating Unanticipated Revenue is shown as Attachment 3.

It is, therefore, RECOMMENDED that your Board

1. Approve an AUD-60 Resolution Accepting and Appropriating Unanticipated Revenue in the amount of \$50,000; and

2. Authorize the Planning Director to enter into an agreement with MIG, Inc., for a not-to-exceed amount of \$158,870 to prepare Countywide commercial design guidelines, a Pleasure Point commercial area vision and a Portola streetscape plan.

Submitted by:

Recommended:

Susan A. Mauriello, County Administrative Officer

Attachments:

- a Independent Contractor Agreement with MIG
- b Scope of Work
- c AUD 60 Resolution Accepting Unanticipated Revenue

Contract No. _____

INDEPENDENT CONTRACTOR AGREEMENT
(STANDARD)

This Contract, which is effective on the date it is fully executed, is between the COUNTY OF SANTA CRUZ, hereinafter called COUNTY, and MIG, Inc., hereinafter called CONTRACTOR. The parties agree as follows:

1. **DUTIES.** CONTRACTOR agrees to exercise special skill to accomplish the following results: prepare County wide commercial and mixed use design guidelines, including Pleasure Point vision and Portola streetscape plan, for the County of Santa Cruz Planning Department (hereinafter "the project").

2. **COMPENSATION.** In consideration for CONTRACTOR accomplishing said result, COUNTY agrees to pay CONTRACTOR as follows: Payment not to exceed \$158,870, processed for payment after receipt and project manager approval of invoices

3. **TERM.** The term of this Contract shall be: February 7 through July 31, 2017. If this Contract is placed on the County's Continuing Agreement List before the Contract term expires, the parties agree to extend the terms and conditions of the Contract as set forth herein, and as reflected in any executed amendment hereto, until the Contract is thereafter terminated.

4. **EARLY TERMINATION.** Either party hereto may terminate this Contract at any time by giving thirty (30) days' written notice to the other party.

5. **INDEMNIFICATION FOR DAMAGES, TAXES AND CONTRIBUTIONS.**
To the fullest extent permitted by applicable law, CONTRACTOR shall exonerate, indemnify, defend, and hold harmless COUNTY (which for the purpose of paragraphs 5 and 6 shall include, without limitation, its officers, agents, employees and volunteers) from and against:

A. Any and all claims, demands, losses, damages, defense costs, or liability of any kind or nature which COUNTY may sustain or incur or which may be imposed upon it as a result of, arising out of, or in any manner connected with the CONTRACTOR'S negligent performance under the terms of this Contract, excepting any liability arising out of the negligence of the COUNTY. Such indemnification includes any damage to the person(s), or property(ies) of CONTRACTOR and third persons.

B. Any and all Federal, State, and Local taxes, charges, fees, or contributions required to be paid with respect to CONTRACTOR and CONTRACTOR'S officers, employees and agents engaged in the performance of this Contract (including, without limitation, unemployment insurance, social security and payroll tax withholding).

6. **INSURANCE.** CONTRACTOR, at its sole cost and expense, for the full term of this Contract (and any extensions thereof), shall obtain and maintain, at minimum, compliance with all of the following insurance coverage(s) and requirements. Such insurance coverage shall be primary coverage as respects COUNTY and any insurance or self-insurance maintained by COUNTY shall be considered in excess of CONTRACTOR'S insurance coverage and shall not contribute to it. If CONTRACTOR normally carries insurance in an amount greater than the minimum amount required by the COUNTY for this Contract, that greater amount shall become the minimum required amount of insurance for purposes of this Contract. Therefore, CONTRACTOR hereby acknowledges and agrees that any and all insurances carried

by it shall be deemed liability coverage for any and all actions it performs in connection with this Contract. Insurance is to be obtained from insurers reasonably acceptable to the COUNTY.

If CONTRACTOR utilizes one or more subcontractors in the performance of this Contract, CONTRACTOR shall obtain and maintain Contractor's Protective Liability insurance as to each subcontractor or otherwise provide evidence of insurance coverage from each subcontractor equivalent to that required of CONTRACTOR in this Contract, unless CONTRACTOR and COUNTY both initial here ___ / ___.

A. Types of Insurance and Minimum Limits

(1) Workers' Compensation Insurance in the minimum statutorily required coverage amounts. This insurance coverage shall be required unless the CONTRACTOR has no employees and certifies to this fact by initialing here _____.

(2) Automobile Liability Insurance for each of CONTRACTOR'S vehicles used in the performance of this Contract, including owned, non-owned (e.g. owned by CONTRACTOR'S employees), leased or hired vehicles, in the minimum amount of \$500,000 combined single limit per occurrence for bodily injury and property damage. This insurance coverage is required unless the CONTRACTOR does not drive a vehicle in conjunction with any part of the performance of this Contract and CONTRACTOR and COUNTY both certify to this fact by initialing here ___ / ___.

(3) Comprehensive or Commercial General Liability Insurance coverage at least as broad as the most recent ISO Form CG 00 01 with a minimum limit of \$1,000,000 per occurrence, and \$2,000,000 in the aggregate, including coverage for: (a) products and completed operations, (b) bodily and personal injury, (c) broad form property damage, (d) contractual liability, and (e) cross-liability.

(4) Professional Liability Insurance in the minimum amount of \$1,000,000 combined single limit, if, and only if, this Subparagraph is initialed by CONTRACTOR and COUNTY
H / _____.

B. Other Insurance Provisions

(1) If any insurance coverage required in this Contract is provided on a "Claims Made" rather than "Occurrence" form, CONTRACTOR agrees that the retroactive date thereof shall be no later than the date first written above (in the first paragraph on page 1), and that it shall maintain the required coverage for a period of three (3) years after the expiration of this Contract (hereinafter "post Contract coverage") and any extensions thereof. CONTRACTOR may maintain the required post Contract coverage by renewal or purchase of prior acts or tail coverage. This provision is contingent upon post Contract coverage being both available and reasonably affordable in relation to the coverage provided during the term of this Contract. For purposes of interpreting this requirement, a cost not exceeding 100% of the last annual policy premium during the term of this Contract in order to purchase prior acts or tail coverage for post Contract coverage shall be deemed to be reasonable.

(2) All policies of Comprehensive or Commercial General Liability Insurance shall be endorsed to cover the County of Santa Cruz, its officials, employees, agents and volunteers as additional insureds with respect to liability arising out of the work or operations and activities performed by or on behalf of CONTRACTOR, including materials, parts or equipment furnished in connection with such work or operations. Endorsements shall be at least as broad as ISO Form CG 20 10 11 85, or both CG 20 10 10 01 and CG 20 37 10 01, covering both ongoing operations and products and completed operations.

Attachment: Independent Contractor Agreement with MIG (3320 : Contract for Pleasure Pt Commercial Area and County Design Guidelines)

(3) All required policies shall be endorsed to contain the following clause:
“This insurance shall not be canceled until after thirty (30) days’ prior written notice (10 days for nonpayment of premium) has been given to:

Santa Cruz County
Planning Department
Attn: Fiscal
701 Ocean Street, Room 418
Santa Cruz, CA 95060

Should CONTRACTOR fail to obtain such an endorsement to any policy required hereunder, CONTRACTOR shall be responsible to provide at least thirty (30) days’ notice (10 days for nonpayment of premium) of cancellation of such policy to the COUNTY as a material term of this Contract.

(4) CONTRACTOR agrees to provide its insurance broker(s) with a full copy of these insurance provisions and provide COUNTY on or before the effective date of this Contract with Certificates of Insurance and endorsements for all required coverages. However, failure to obtain the required documents prior to the work beginning shall not waive the CONTRACTOR’s obligation to provide them. All Certificates of Insurance and endorsements shall be delivered or sent to:

Santa Cruz County
Planning Department
Attn: Fiscal
701 Ocean Street, Room 418
Santa Cruz, CA 95060

(5) CONTRACTOR hereby grants to COUNTY a waiver of any right of subrogation which any insurer of said CONTRACTOR may acquire against the COUNTY by virtue of the payment of any loss under such insurance. CONTRACTOR agrees to obtain any endorsement that may be necessary to affect this waiver of subrogation, but this provision applies regardless of whether or not the COUNTY has received a waiver of subrogation endorsement from the insurer.

7. EQUAL EMPLOYMENT OPPORTUNITY. During and in relation to the performance of this Contract, CONTRACTOR agrees as follows:

A. The CONTRACTOR shall not discriminate against any employee or applicant for employment because of race, color, creed, religion, national origin, ancestry, physical or mental disability, medical condition (including cancer-related and genetic characteristics), marital status, sexual orientation, age (over 18), veteran status, gender, pregnancy, or any other non-merit factor unrelated to job duties. Such action shall include, but not be limited to, the following: recruitment, advertising, layoff or termination, rates of pay or other forms of compensation, selection for training (including apprenticeship), employment, upgrading, demotion, or transfer. The CONTRACTOR agrees to post in conspicuous places, available to employees and applicants for employment, notice setting forth the provisions of this non-discrimination clause.

B. If this Contract provides compensation in excess of \$50,000 to CONTRACTOR and if CONTRACTOR employs fifteen (15) or more employees, the following requirements shall apply:

(1) The CONTRACTOR shall, in all solicitations or advertisements for employees placed by or on behalf of the CONTRACTOR, state that all qualified applicants will receive consideration for employment without regard to race, color, creed, religion, national origin, ancestry, physical or mental

Attachment: Independent Contractor Agreement with MIG (3320 : Contract for Pleasure Pt Commercial Area and County Design Guidelines)

disability, medical condition (including cancer-related and genetic characteristics), marital status, sexual orientation, age (over 18), veteran status, gender, pregnancy, or any other non-merit factor unrelated to job duties. Such action shall include, but not be limited to, the following: recruitment; advertising, layoff or termination, rates of pay or other forms of compensation, selection for training (including apprenticeship), employment, upgrading, demotion, or transfer. In addition, the CONTRACTOR shall make a good faith effort to consider Minority/Women/Disabled Owned Business Enterprises in CONTRACTOR'S solicitation of goods and services. Definitions for Minority/Women/Disabled Owned Business Enterprises are available from the COUNTY General Services Purchasing Division.

(2) In the event of the CONTRACTOR'S non-compliance with the non-discrimination clauses of this Contract or with any of the said rules, regulations, or orders said CONTRACTOR may be declared ineligible for further contracts with the COUNTY.

(3) The CONTRACTOR shall cause the foregoing provisions of subparagraphs 7B(1) and 7B(2) to be inserted in all subcontracts for any work covered under this Contract by a subcontractor compensated more than \$50,000 and employing more than fifteen (15) employees, provided that the foregoing provisions shall not apply to contracts or subcontracts for standard commercial supplies or raw materials.

8. INDEPENDENT CONTRACTOR STATUS. CONTRACTOR and COUNTY have reviewed and considered the principal test and secondary factors below and agree that CONTRACTOR is an independent contractor and not an employee of COUNTY. CONTRACTOR is responsible for all insurance (workers' compensation, unemployment, etc.) and all payroll related taxes. CONTRACTOR is not entitled to any employee benefits. COUNTY agrees that CONTRACTOR shall have the right to control the manner and means of accomplishing the result contracted for herein.

PRINCIPAL TEST: The CONTRACTOR rather than COUNTY has the right to control the manner and means of accomplishing the result contracted for.

SECONDARY FACTORS: (a) The extent of control which, by agreement, COUNTY may exercise over the details of the work is slight rather than substantial; (b) CONTRACTOR is engaged in a distinct occupation or business; (c) In the locality, the work to be done by CONTRACTOR is usually done by a specialist without supervision, rather than under the direction of an employer; (d) The skill required in the particular occupation is substantial rather than slight; (e) The CONTRACTOR rather than the COUNTY supplies the instrumentalities, tools and work place; (f) The length of time for which CONTRACTOR is engaged is of limited duration rather than indefinite; (g) The method of payment of CONTRACTOR is by the job rather than by the time; (h) The work is part of a special or permissive activity, program, or project, rather than part of the regular business of COUNTY; (i) CONTRACTOR and COUNTY believe they are creating an independent contractor relationship rather than an employer-employee relationship; and (j) The COUNTY conducts public business.

It is recognized that it is not necessary that all secondary factors support creation of an independent contractor relationship, but rather that overall there are significant secondary factors that indicate that CONTRACTOR is an independent contractor.

By their signatures on this Contract, each of the undersigned certifies that it is his or her considered judgment that the CONTRACTOR engaged under this Contract is in fact an independent contractor.

9. NONASSIGNMENT. CONTRACTOR shall not assign the Contract without the prior written consent of the COUNTY.

10. ACKNOWLEDGMENT. CONTRACTOR shall acknowledge in all reports and literature that the Santa Cruz County Board of Supervisors has provided funding to the CONTRACTOR.

11. RETENTION AND AUDIT OF RECORDS. CONTRACTOR shall retain records pertinent to this Contract for a period of not less than five (5) years after final payment under this Contract or until a final audit report is accepted by COUNTY, whichever occurs first. CONTRACTOR hereby agrees to be subject to the examination and audit by the Santa Cruz County Auditor-Controller-Treasurer-Tax Collector, the Auditor General of the State of California, or the designee of either for a period of five (5) years after final payment under this Contract.

12. PRESENTATION OF CLAIMS. Presentation and processing of any or all claims arising out of or related to this Contract shall be made in accordance with the provisions contained in Chapter 1.05 of the Santa Cruz County Code, which by this reference is incorporated herein.

13. ATTACHMENTS. Should a conflict arise between the language in the body of this Contract and any attachment to this Contract, the language in the body of this Contract controls. This Contract includes the following attachments:

- 1. Scope of Work "Santa Cruz Commercial and Mixed Use Design Standards: County Guidelines, Pleasure Point Vision, and Portola Streetscape Plan", dated January 24, 2017, including project schedule
- 2. Project Budget

14. LIVING WAGE. This Contract is covered under Living Wage provisions if this section is initialed by COUNTY _____.

If Item # 14 above is initialed by COUNTY, then this Contract is subject to the provisions of Santa Cruz County Code Chapter 2.122, which requires payment of a living wage to covered employees. Non-compliance during the term of the Contract with these Living Wage provisions will be considered a material breach, and may result in termination of the Contract and/or pursuit of other legal or administrative remedies.

CONTRACTOR agrees to comply with Santa Cruz County Code section 2.122.140, if applicable.

15. NON-BINDING UNTIL APPROVED. Regardless of whether this Contract has been signed by all parties, if the total compensation identified in Paragraph 2 of this Contract is greater than \$35,000, this Contract is not binding on any party until the Contract has been approved by the Santa Cruz County Board of Supervisors.

16. MISCELLANEOUS. This written Contract, along with any attachments, is the full and complete integration of the parties' agreement forming the basis for this Contract. The parties agree that this written Contract supersedes any previous written or oral agreements between the parties, and any modifications to this Contract must be made in a written document signed by all parties. The unenforceability, invalidity or illegality of any provision(s) of this Contract shall not render the other provisions unenforceable, invalid or illegal. Waiver by any party of any portion of this Contract shall not constitute a waiver of any other portion thereof. Any arbitration, mediation, or litigation arising out of this Contract shall occur only in the County of Santa Cruz, notwithstanding the fact that one of the contracting parties may reside outside of the County of Santa Cruz. This Contract shall be governed by, and interpreted in accordance with, California law.

Attachment: Independent Contractor Agreement with MIG (3320 : Contract for Pleasure Pt Commercial Area and County Design Guidelines)

SIGNATURE PAGE

Contract No. _____

INDEPENDENT CONTRACTOR AGREEMENT
(STANDARD)

IN WITNESS WHEREOF, the parties hereto have set their hands the day and year first above written.

2. Mig, Inc.

4. COUNTY OF SANTA CRUZ

By: _____
SIGNED

By: _____
SIGNED

PRINTED

PRINTED

Company Name: MIG, Inc.

Address: 800 Hearst Avenue

Berkeley, CA 94710


Telephone: 510-845-7549

Fax: 510-845-8750

Email: mukulm@migcom.com

3. APPROVED AS TO INSURANCE:

1. APPROVED AS TO FORM:



Risk Management 1/26/17

Office of the County Counsel

DISTRIBUTION:

- o Planning
- o Auditor-Controller-Treasurer-Tax Collector
- o Risk Management
- o Contractor

Attachment: Independent Contractor Agreement with MIG (3320 : Contract for Pleasure Pt Commercial Area and County Design Guidelines)

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(STANDARD)

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2. Mig, Inc.

4. COUNTY OF SANTA CRUZ

By: _____
SIGNED

By: _____
SIGNED

PRINTED

PRINTED

Company Name: MIG, Inc.

Address: 800 Hearst Avenue

Berkeley, CA 94710

Telephone: 510-845-7549

Fax: 510-845-8750

Email: mukulm@migcom.com

3. APPROVED AS TO INSURANCE:

1. APPROVED AS TO FORM:

Risk Management



Office of the County Counsel

DISTRIBUTION:

- Planning
- Auditor-Controller-Treasurer-Tax Collector
- Risk Management
- Contractor

SIGNATURE PAGE

Contract No. _____

INDEPENDENT CONTRACTOR AGREEMENT
(STANDARD)

IN WITNESS WHEREOF, the parties hereto have set their hands the day and year first above written.

2. **MIG, Inc.**
By: 
SIGNED
Christopher Beynon
PRINTED

4. COUNTY OF SANTA CRUZ
By: _____
SIGNED

PRINTED

Company Name: MIG, Inc.
Address: 800 Hearst Avenue
Berkeley, CA 94710
Telephone: 510-845-7549
Fax: 510-845-8750
Email: mukulm@migcom.com

3. APPROVED AS TO INSURANCE:

1. APPROVED AS TO FORM:

Risk Management

Office of the County Counsel

DISTRIBUTION:

- Planning
- Auditor-Controller-Treasurer-Tax Collector
- Risk Management
- Contractor

**Budget for Countywide Commercial and Mixed Use Design Guidelines,
Pleasure Point Vision and Portola Streetscape Plan**

1/24/17 Prepared by: MIG, Inc.

Phase I: Existing Conditions Analysis and Overall Vision

Labor Costs	44,715.00
Direct costs*	3,200.00
Total Phase I	47,915.00

Phase II: Development of Design Concepts and Guidelines

Labor Costs	45,920.00
Direct costs*	2,900.00
Total Phase II	48,820.00

Phase III: Production and Review of Draft and Final Documents

Labor Costs	58,735.00
Direct Costs*	3,400.00
Total Phase III	62,135.00

Grand Total	158,870.00
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* Direct costs include copying, printing, travel, visual aids for public meetings and travel expense, which will be billed per Federal per-diem rates in effect at the time

Funds may be transferred between phases as long as the total amount is not exceeded.

Attachment: Independent Contractor Agreement with MIG (3320 : Contract for Pleasure Pt Commercial Area and County Design Guidelines)



scope of work for consulting services to prepare

SANTA CRUZ COMMERCIAL AND MIXED USE DESIGN GUIDELINES:

- PLEASURE POINT COMMERCIAL AREA VISION
- PORTOLA DRIVE STREETScape PLAN
- COUNTYWIDE COMMERCIAL AND MIXED USE GUIDELINES



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OREGON
EUGENE AND PORTLAND

TEXAS
SAN ANTONIO

WASHINGTON
SEATTLE

January 25, 2017

Ms. Paia Levine
Ms. Kathy Previsich
County of Santa Cruz
Sent Via E-mail

Re: *County of Santa Cruz Commercial and Mixed Use Design Guidelines, Portola Drive Streetscape Plan, and Pleasure Point Commercial Area Vision and Guiding Principles*

Dear Ms. Levine and Ms. Previsich:

Santa Cruz County boasts a character and sense of community that is enjoyed by residents and visitors of all ages. Several years ago, the County hired MIG to prepare the Pleasure Point Residential Guidelines and Standards to maintain this unique character. We are confident that **MIG** is the most qualified firm to help lead this next phase, which includes developing innovative streetscape concepts for Portola Drive and engaging the citizens in meaningful and fun ways to create prototypical County-wide commercial corridor commercial and mixed use design guidelines that support the character of Santa Cruz County and invigorate its economy.

MIG has **extensive local experience** in Santa Cruz County including our work in cities such as Aptos and Capitola, as well as our current work with the Santa Cruz County Regional Transportation Commission on the Prioritization Plan.

MIG's design guidelines are **context sensitive** and maximize placemaking opportunities. The Guidelines will provide useful guidance for other commercial areas of the County and will include a special focus on the unique character and sense of place that already exists in Pleasure Point. Our design guidelines and streetscape plans will ensure that new development respects adjoining development and well established residential neighborhoods as we have done in similar communities including Santa Cruz, Imperial Beach, San Diego, Sacramento, San Jose, Bainbridge Island, Fairfield, Astoria and Long Beach.

MIG is a national leader in **planning, designing and building innovative streets for commercial and mixed use corridors** such as Portola Drive and 41st Avenue so they serve all modes of travel, enhance safety, and become places for communities to thrive and connect. Our projects rethink and reinvent streets, transforming vehicular corridors into places for play, social gathering and green infrastructure. Our re:Streets initiative, www.restreets.org, is a rethinking of streets even beyond being Complete Streets. MIG streetscape plans have been successfully implemented in coastal neighborhoods such as Manhattan Beach, Long Beach, San Diego, California and Mobile, Alabama as well as other eclectic commercial corridors in Paso Robles and Sacramento, California; Golden and Denver, Colorado; and San Antonio, Texas.

MIG works with communities to ensure that **environmental and financial sustainability is holistically integrated** in both building design guidelines and public streetscape design concepts. Active and passive environmental design features such as energy generating solar and wind elements, minimizing heat gain through site design, low water use planting and integrated stormwater landscape elements are integrated in the design of both public and public realm. Design guidelines and streetscape concepts are financially sustainable and practically applicable to **encourage economic development** especially for local serving small businesses.

Our approach includes **deep experience in community engagement and consensus-building in Pleasure Point and surrounding communities in Santa Cruz County**. MIG brings a strong, multidisciplinary approach to assisting communities to develop and define a common vision for strategic action, with success measured by high levels of consensus and implementation. We use the community's vision as an inspirational expression of future possibilities regarding the function and character of the area. This vision, with associated goals and principles, serves as the overarching framework for implementation through a prioritized set of actions. We use a variety of high tech and high touch techniques including pop-up workshops, visioning charrettes, project specific website development, online surveys and newsletters to ensure that participation is fun, interactive and effective.

We appreciate this opportunity and look forward to meeting with you to present our qualifications and approach in more detail. Please call or email me if you have any questions at (510) 845-7549, or mukulm@migcom.com.

Sincerely,



Daniel S. Iacofano
President and CEO

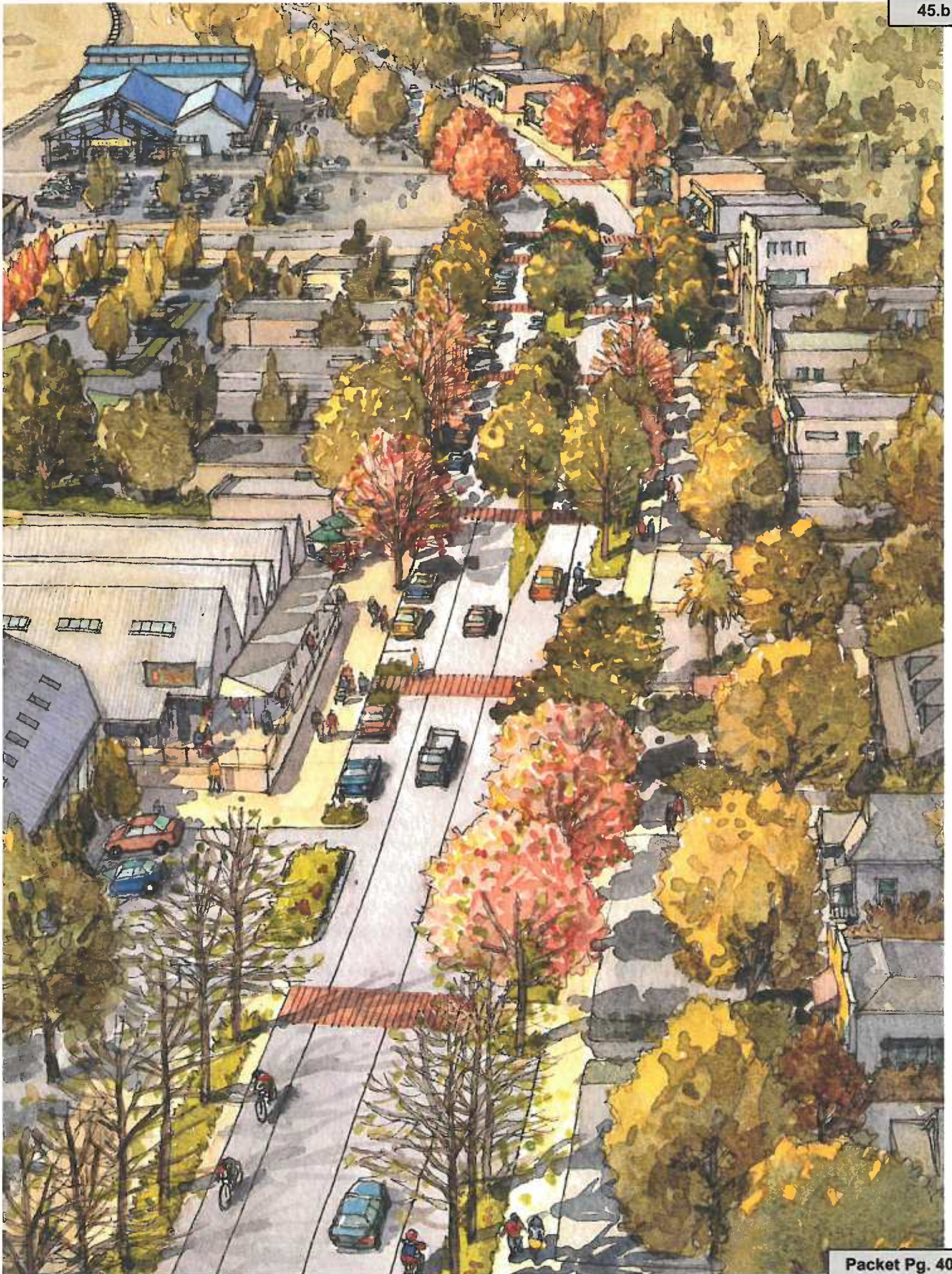


Mukul Mehotra
Principal, Director of Urban Design

Attachment: Scope of Work (3320 : Contract for Pleasure Pt Commercial Area and County Design Guidelines)

SECTION ONE
Scope of Work

Attachment: Scope of Work (3320 : Contract for Pleasure Pt Commercial Area and County Design Guidelines)



Attachment: Scope of Work (3320 : Contract for Pleasure Pt Commercial Area and County Design Guidelines)

Scope of Services

MIG looks forward to working with the Pleasure Point community, County residents and County Staff on the Santa Cruz Commercial and Mixed Use Design Guidelines, with a special focus on Pleasure Point commercial corridors. Additionally, Portola Drive streetscape concepts will address how to improve the public right-of-way between 41st Avenue and 26th Avenue with street design and streetscape recommendations. The following pages outline MIG's scope of work in this planning process.

To meet time and budget constraints, MIG proposes the following efficiencies:

1. Create documents that can be successfully compiled at the end of the project. For example, Phase I deliverables could potentially become the first three chapters of the final document (Introduction, Existing Conditions, Vision and Guiding Principles).
2. Hold certain in-person meetings via phone or WebEx. These opportunities have been identified by *.
3. Combine different in-person meetings. For example, site tour and staff meeting. Similarly, combine stakeholder meetings with in-person staff meeting. These opportunities have been identified by **.

PHASE I: EXISTING CONDITIONS ANALYSIS AND OVERALL VISION

TASK 1.1 PROJECT INITIATION AND PROJECT MANAGEMENT

MIG will meet with County staff to initiate the project, define project objectives/deliverables and establish the project schedule. Upon approval of the project work program, MIG will regularly consult with County staff to manage workflow and budget expenditures to meet project objectives. If time permits, we also will attend a site tour with staff as part of this meeting. As part of the project initiation, MIG will meet with the County's economic consultant.

Since the project will be completed on a short timeline, we propose a regular weekly check in call between the County and MIG's project manager. MIG will also submit monthly invoices.

The County will provide MIG with the Sustainable Santa Cruz County Plan (SSCC Planning Study); the Economic Vitality Study, Vision and Strategy; a summary of existing County commercial development standards; drafts of residential elements of the Design Guidelines and related work; and existing information about Portola Drive. It is assumed that these documents will be provided in their native format.

TASK 1.2 SITE ANALYSIS

MIG will participate in a walking tour of the project area along with staff and any key stakeholders to observe and document current conditions such as land uses, building types, circulation, streetscape, parking space supply/demand, historic/environmental resources and social/cultural influences. MIG staff will document the site conditions and conduct more detailed analysis after the initial tour. MIG will coordinate with the County's economic consultant to incorporate information about economic contexts.

TASK 1.3 EXISTING CONDITIONS ANALYSIS

MIG will conduct an existing conditions analysis of the project area.

1.3.1 Document Review and Existing Conditions Mapping

MIG will review the planning and policy documents relevant to the project area (as listed in the RFQ and as provided by the County) to understand the project context and history. The County also will provide MIG with all available electronic mapping/GIS files of the project area to initiate base mapping.

1.3.2 Prototypical 'Test Case' Development Sites (Up to 3)

Based on the aforementioned review, MIG will work with staff to identify three prototypical sites. These sites will be representative of the Portola corridor in terms of diversity of site characteristics (width, depth, adjoining land uses, etc.). MIG will present these sites for staff review before finalizing.



Once approved by County staff, these sites will become the 'test case' prototypical sites for commercial development, which in turn will help create the County Commercial and Mixed Use Design Guidelines, with special attention to the Pleasure Point/Portola Drive area.

1.3.3 Prototypical Existing Street Sections

Based on a detailed existing conditions analysis, MIG will create up to three cross sections of Portola Drive within the study area that best represent the existing diverse streetscape conditions in terms of width of ROW, number and width of travel lanes, parking, bike and pedestrian facilities, and public-private interface.

TASK 1.4 STAKEHOLDER INPUT SESSIONS**

MIG will conduct a series of focused stakeholder input sessions/meetings (up to four) to determine the key assets, issues, opportunities and challenges affecting Pleasure Point which also typically exist in other commercial areas of the County that accommodate a mix of residents, businesses and visitors. Staff and MIG will determine the areas of focus and stakeholders to attend these sessions. The feedback from these sessions will provide direction for Community Meeting #1 materials. These sessions will either be phone conversations or in-person meetings. Any in-person meeting will be scheduled immediately before or after a staff meeting.

TASK 1.5 DRAFT EXISTING CONDITIONS SUMMARY

MIG will prepare the draft Existing Conditions Summary report to summarize the key assets, opportunities and challenges facing the Pleasure Point area based on the walking tour and existing conditions analysis for the Pleasure Point/Portola Drive area in general, as well as for the three prototypical sites and selected sections of Portola Drive. We will provide County staff with a digital file in pdf format. Digital files of all related graphics will be made available. County staff will provide one set of comments on the materials submitted, in electronic format.

TASK 1.6 STAFF MEETING #2 (REVIEW OF THE EXISTING CONDITIONS ANALYSIS) *

MIG and County staff via conference call will review the draft existing conditions analysis as well as well strategize the overall agenda and format for the upcoming Community Meeting #1.

TASK 1.7 COMMUNITY MEETING #1: VISIONING CHARRETTE (ASSETS, ISSUES AND OPPORTUNITIES)

MIG will work with County staff to plan, conduct and document the first Community Charrette. The focus of this meeting will be to affirm key assets, identify priority issues and opportunities, and confirm preliminary overarching planning guiding principles and design strategies. This charrette will last approximately 3 to 4 hours and should take place on a Saturday (morning is preferred) at a location within or near the study area. The County will be responsible for logistics regarding meeting location and refreshments. MIG will design and provide a flyer for the meeting which the County will distribute.

1.7.1 Presentation Materials

For Community Meeting #1, MIG will prepare a PowerPoint presentation and a series of maps and sketches to illustrate current conditions including key assets, issues and opportunities, and preliminary planning and design strategies. These materials will be gleaned from the draft existing conditions summary and will also integrate information from the County's economic consultant. MIG will also prepare a highly-visual 11 x 17 one-sided flyer that the County will use to advertise the meeting. The flyer will be developed in InDesign and MIG will provide the County a high resolution pdf file. The County will be responsible for printing and distributing the flyer.

1.7.2 Charrette Facilitation and Graphic Recording

MIG will provide two staff members to facilitate and graphically record Community Meeting #1. The County will provide up to four County staff to assist MIG with the meeting, and the County's economic consultant will also attend and be part of the presentation.



1.7.3 Meeting Summary

MIG will prepare a report on Community Meeting #1, including a summary of oral and written comments and photo reductions of the wallgraphics. One (1) draft copy of the report (in Microsoft Word) will be submitted to staff for review, and one (1) final copy of the report will be delivered to the County for photocopying and distribution. The report will also be provided electronically in a format suitable for posting on the County's website.

PHASE II: DEVELOPMENT OF DESIGN CONCEPTS AND GUIDELINES

TASK 2.1 PRELIMINARY DESIGN CONCEPTS AND GUIDELINES

Based on the existing conditions analysis and review of the findings of Community Meeting #1 (including the identified community objectives and goals, challenges and opportunities), MIG will develop preliminary design concepts and standards for commercial and mixed use buildings and the for the adjoining Portola Drive right-of-way.

2.1.1 Proposed Prototypical 'Test Case' Parcels (Up to 3) and Design Guidelines

MIG will develop potential development concepts for the three prototypical 'test case' sites. This will help us to create an emerging set of Design Guidelines for Commercial and Mixed Use development, including elements specific to the Pleasure Point/Portola Drive area. These Design Guidelines will include:

- a) site design and circulation (broad location of building, parking, connecting private driveways with cross-easements, etc.)
- b) building form (height, setbacks, stepbacks, etc.)
- c) parking (ratios, type and siting)
- d) sustainable elements (drainage swales)
- e) placemaking elements (temporary and permanent)
- f) character-defining Pleasure Point neighborhood features
- g) Pleasure Point Commercial Corridor Vision and Guiding Principles
- h) other (to be discussed and confirmed with County staff before they are developed within allocated budget hours)

All the aforementioned design guidelines and guiding principles will consider the adjoining residential and commercial development and the need to build upon and strengthen the desirable and distinctive Pleasure Point neighborhood/community identity.

2.1.2 Proposed Prototypical Streetscape Framework and Street Sections

MIG will develop an emerging overarching vision/development framework that will identify key distinctive segments of Portola Drive. The streetscape framework will identify key guiding principles for private development (for entire corridor and individual segments) as well as potential gateway elements, location of key safety improvements for pedestrian and bicyclists, potential for additional public parking spaces, etc. Based on the overall framework, MIG will develop proposed Commercial and Mixed Use Development Guidelines and prototypical Complete Street sections for each of the distinctive segments along Portola Drive. The streetscape concepts will help create a menu of preferred, recommended and optional Complete Street opportunities that will include:

- a) Width of travel lanes, turn lanes, parking lanes, bike facilities, bus stops, etc.
- b) Type of pedestrian facilities (sidewalks, crosswalks, pedestrian refuge facilities, etc.)
- c) Type of bicycle facilities
- d) Type of parking lanes (parallel, angled, etc.)
- e) Type of landscaping, street furniture, public art and other amenities (along sidewalk, median, etc.)
- f) Integration of sustainable elements (integrated stormwater management facilities, etc.)
- g) Other (to be discussed and confirmed with County staff before they are developed)



TASK 2.2 STAFF MEETING #3 (INTERNAL DESIGN CHARRETTE)

County staff, the County's economic consultant and MIG will review preliminary design guidelines for commercial and mixed use buildings, and streetscape concepts. In addition, we will discuss overall strategy and format for the upcoming Community Meeting #2. This meeting will be an in-person, hands-on work session with County staff and an opportunity to review and revise preliminary design concepts and guidelines in preparation for Community Meeting #2.

A key agenda item for this meeting would be to identify and discuss which design guidelines and streetscape concepts can be applied to the commercial and mixed use development across different parts of the county. Similarly, the design charrette will also identify key design guidelines only applicable to Pleasure Point.

TASK 2.3 REVISED PRELIMINARY STREETScape CONCEPTS AND DESIGN GUIDELINES

Building upon the ideas and input received from the County staff which includes feedback received from the County's economic consultant, MIG will refine the preliminary Portola Drive streetscape concepts and design guidelines and the Pleasure Point Commercial Corridor Vision and Guiding Principles that were developed in Task 2.1. These materials will become the foundation for Community Meeting #2.

TASK 2.4 COMMUNITY MEETING #2 (EMERGING STREET CONCEPTS, DESIGN GUIDELINES AND PLEASURE POINT COMMERCIAL CORRIDOR VISION AND GUIDING PRINCIPLES)

MIG will present the emerging street concepts and design guidelines as well as the Pleasure Point Commercial Corridor Vision and Guiding Principles to the community in a second meeting to confirm that ideas expressed during the first community meeting were integrated, and to receive further clarification on the direction of the effort. This community meeting will last approximately 3 hours and can take place on a weeknight (at a time determined to give residents enough time to return from work) or on a Saturday (morning is preferred).

County staff will be responsible for logistics regarding meeting location and any refreshments. MIG will design and provide a flyer for the meeting which the County will distribute.

2.4.1 Presentation Materials

MIG will prepare a PowerPoint presentation and a series of maps and displays to illustrate the emerging project components as materials for Community Meeting #2. MIG will prepare an updated flyer with new content (text, graphics and imagery) so it can be used to advertise the meeting #2. MIG will provide the County a high resolution pdf file. The County will be responsible for printing and distributing the flyer.

2.4.2 Meeting Facilitation and Graphic Recording

MIG will provide two staff members to facilitate and graphically record Community Meeting #2. The County will provide up to four County staff to assist MIG with the meeting, and the County's economic consultant will also attend and be part of the presentation. The report will also be provided electronically in a format suitable for posting on the County's website.

2.4.3 Meeting Summary

MIG will prepare a report on Community Meeting #2, including a summary of oral comments, written comments and photo reductions of the wallgraphics. One (1) draft copy of the report (in Microsoft Word) will be submitted to staff for review, and one (1) final copy of the report will be delivered to the County for photocopying and distribution.

TASK 2.5 PREFERRED STREET CONCEPTS, DESIGN GUIDELINES AND PLEASURE POINT COMMERCIAL CORRIDOR VISION AND GUIDING PRINCIPLES

Building upon the ideas and input received from the County staff, MIG will refine the preliminary street concepts and Design Guidelines and Pleasure Point Commercial Corridor Area Vision and Guiding Principles. These materials will become the foundation for the upcoming Community Meeting #3.

TASK 2.6 STAKEHOLDER INPUT SESSIONS #2 **

MIG will conduct a series of focused stakeholder input sessions/meetings (up to 4) to determine review the preferred design guidelines and concepts. The feedback from these sessions will provide direction for Community Meeting #3 materials. These sessions will either be phone conversations or in-person meetings. Any in-person meeting will be scheduled immediately before or after a staff meeting. The County may elect to use time allocated to stakeholder meetings to instead be spent on additional work with County staff and consultants.

TASK 2.7 STAFF MEETING #4 (REVIEW PREFERRED DESIGNS) *

County staff and MIG will review preferred design guidelines for commercial and mixed use buildings, and will finalize the proposed Pleasure Point Commercial Corridor Vision and Guiding Principles, and preferred Portola Drive Conceptual Streetscape Plan.

PHASE III: PRODUCTION AND REVIEW OF DRAFT AND FINAL DOCUMENTS

TASK 3.1 DRAFT DESIGNS AND DOCUMENTS

Integrating the input from the community, stakeholders, and County staff, MIG will prepare a draft version of the three major project deliverables: Pleasure Point Commercial Corridor Vision and Guiding Principles; Portola Drive Conceptual Streetscape Plan; and Countywide Commercial Corridor Commercial and Mixed Use Design Guidelines.

3.1.1 Draft Pleasure Point Area Commercial Corridor Vision and Guiding Principles

MIG will prepare a recommended Pleasure Point Commercial Corridor Commercial Corridor Vision and Guiding Principles statement in a Word document. This document will coalesce and further refine the various community statements and desires obtained during this project. County staff will review the draft and present consolidated edits to MIG.

3.1.2 Draft Portola Drive Conceptual Streetscape Plan

MIG will prepare a preferred streetscape framework, preferred prototypical streetscape concepts and detailed complete street guidelines for Portola Drive. These concepts will be illustrated with dimension sketches and photos to provide clear examples of appropriate complete street development. MIG will provide County staff with a digital file of the document in pdf format. County staff will review the drafts and present consolidated edits to MIG.

3.1.3 Draft County-wide Commercial Corridor Commercial and Mixed Use Design Guidelines Document

MIG will prepare a new County-wide Commercial Corridor Commercial and Mixed Use Design Guidelines document, using the existing InDesign template prepared by Placeworks. The document will address the project process, existing conditions, community goals and objectives, assets, issues and challenges which have been compiled from deliverables created in Phases I and II. Utilizing the Pleasure Point Commercial Corridor Vision and Guiding Principles, the Portola Conceptual Streetscape Plan and 'test case' development sites created earlier in the project, MIG will add good design and planning principles that are general enough to be applicable countywide, while also specific enough to be a useful and engaging tool for County staff, the development community, and the general public. This includes guidance on what is good site planning, broad common principles for all new development, and what would work on all parcels irrespective of their specific location (e.g., Pleasure Point, Seacliff, Soquel corridor, etc.). As part of this effort, MIG will create additional graphics and representative photos to clearly articulate the different concepts included in the countywide commercial corridor design guidelines. We will provide County staff with a digital file of the documents in pdf format. County staff will review the Draft Document and present MIG with one consolidated list of edits in electronic format. MIG will provide County staff with a digital file of the document both pdf and editable formats. County staff will review the drafts and present consolidated edits to MIG.



TASK 3.2 STAFF MEETING #5 (REVIEW OF DRAFT DESIGNS AND DOCUMENTS)

MIG and County staff will discuss staff feedback to the draft documents. This meeting will also review the overall strategy and format for the upcoming Community Meeting #3.

TASK 3.3 COMMUNITY MEETING # 3 (OPEN HOUSE)

MIG will present the preferred key Pleasure Point/Portola Drive components in an open house format to provide community members with another opportunity to provide comments on the final document recommendations. County staff will be responsible for logistics regarding meeting location and any refreshments.

3.3.1 Presentation Materials

MIG will prepare a PowerPoint presentation and a series of maps and displays to illustrate the emerging recommendations for each of the components, as materials for Community Meeting #3. MIG will prepare an updated flyer with new content (text, graphics and imagery) so it can be used to advertise the meeting #3. MIG will provide the County a high resolution pdf file. The County will be responsible for printing and distributing the flyer.

3.3.2 Open House Facilitation and Graphic Recording

MIG will provide two staff members to facilitate and graphically record the Community Meeting #3. The County will provide up to four County staff to assist MIG with the meeting, and the County's economic consultant may also attend and be part of the presentation.

3.3.3 Meeting Summary

MIG will prepare a report on Community Meeting #3, including a summary of oral comments, written comments and photo reductions of the wallgraphics. One (1) draft copy of the report (in Microsoft Word) will be submitted to staff for review, and one (1) final copy of the report will be delivered to the County for photocopying and distribution. The materials will also be provided in a format suitable for posting to the County's website.

TASK 3.4 REVISED DRAFT DESIGNS AND DOCUMENTS

Based on the County's review of the draft designs and documents, as well as the County and MIG's review of the findings from Community Meeting #3, MIG will prepare and submit revised versions of the Pleasure Point Commercial Corridor Vision and Guiding Principles; Portola Drive Conceptual Streetscape Plan; and County-wide Commercial Corridor Commercial and Mixed Use Design Guidelines. MIG will provide County staff with digital files of the documents in pdf format. County staff will review the drafts and present consolidated edits to MIG.

TASK 3.5 STAFF MEETING #6 (REVIEW OF PUBLIC INPUT)*

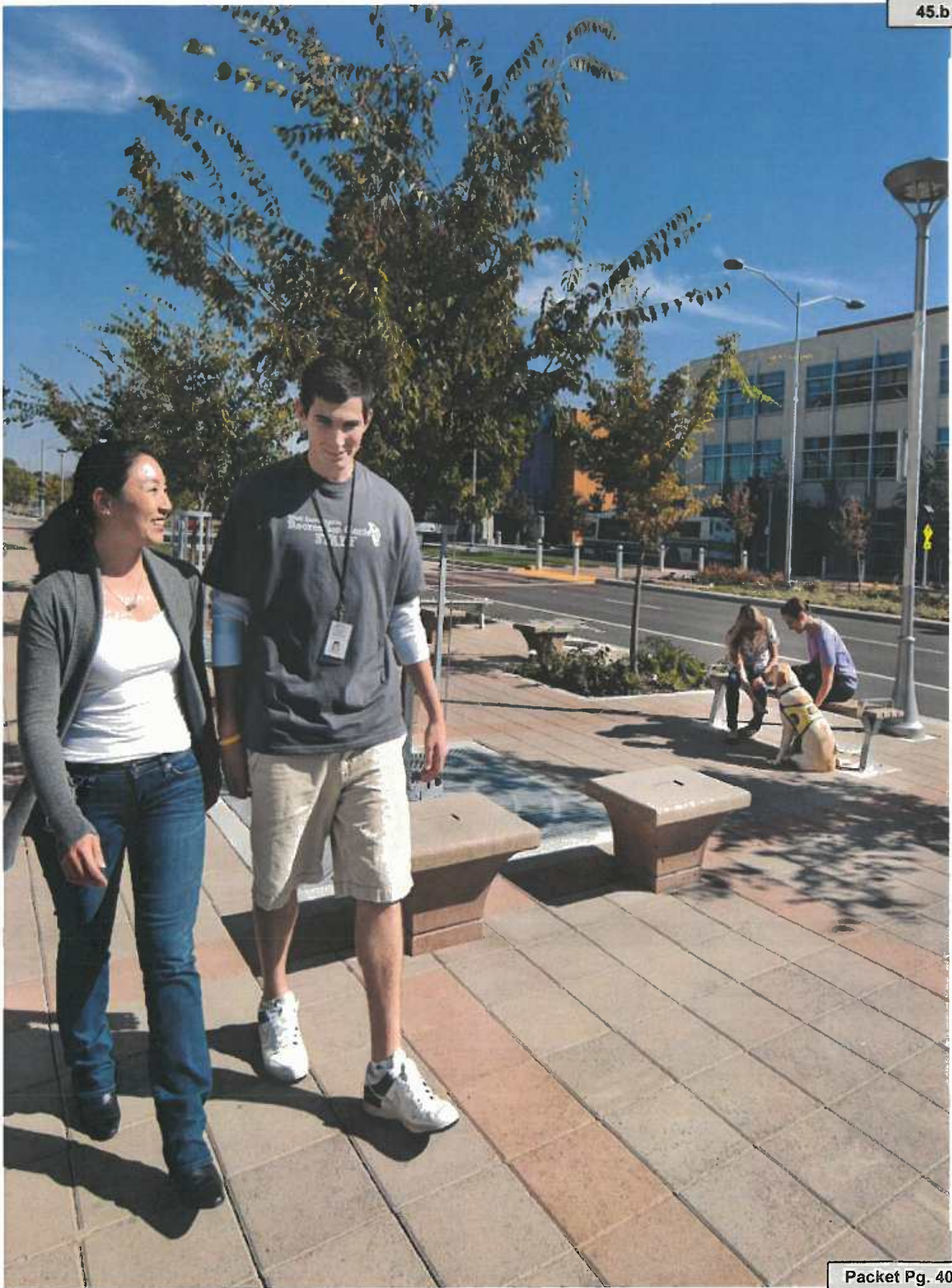
MIG and County staff will discuss staff feedback on the revised draft designs and documents via a conference call.

TASK 3.6 FINAL DESIGNS AND DOCUMENTS***

Upon receipt of the County's consolidated list of text and graphic edits, MIG will update and prepare a final packet of project designs and documents. MIG will deliver one (1) hard copy and one (1) master reproducible, web-friendly electronic copy of the Final Document to minimize reproduction costs. It is assumed that the final materials will be a starting point for County staff to make additional edits or expand content as needed after the duration of this contract, including translating these items into policy and code language updates.

SECTION TWO
Project Timeline

Attachment: Scope of Work (3320 : Contract for Pleasure Pt Commercial Area and County Design Guidelines)

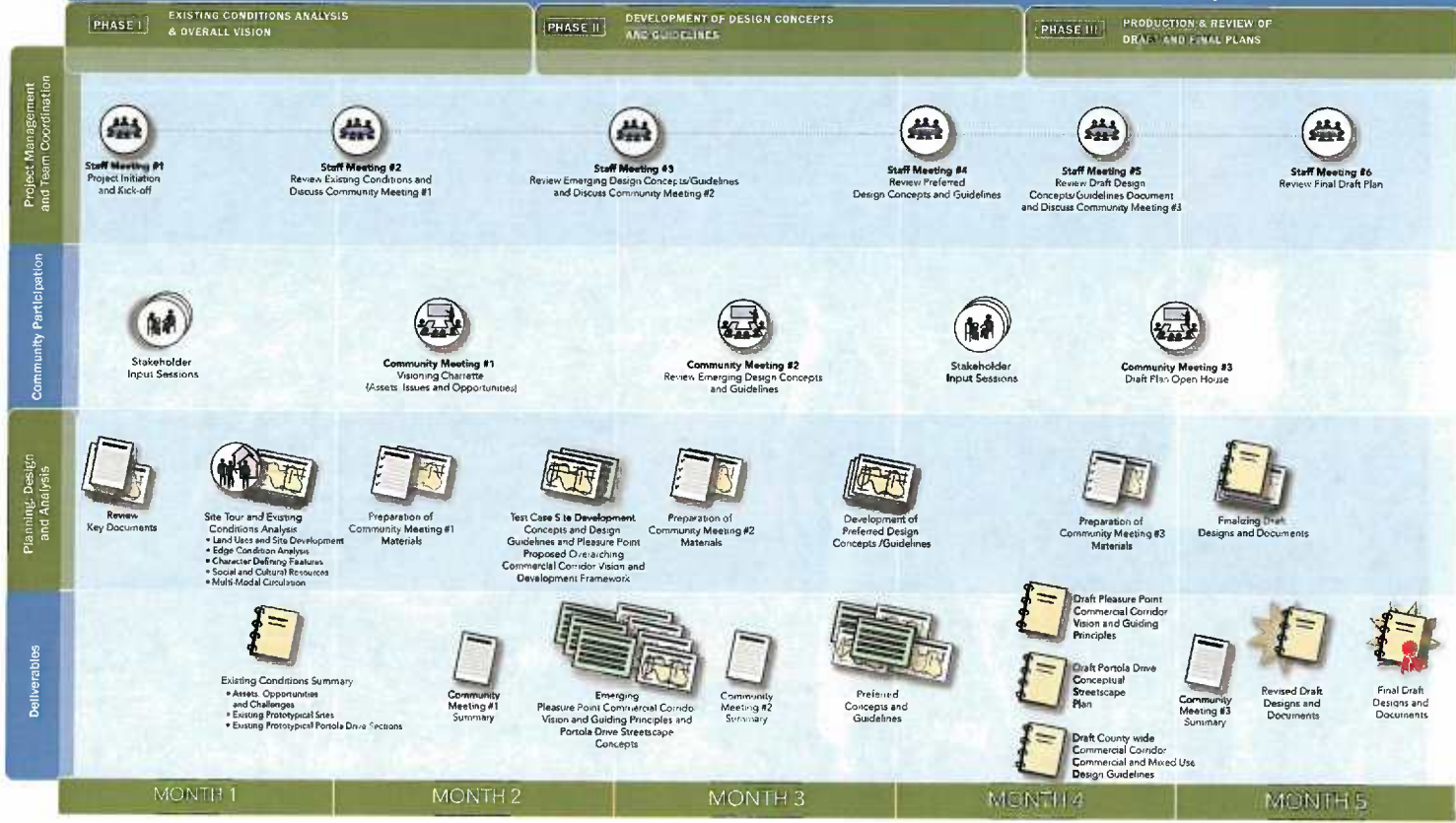


Attachment: Scope of Work (3320 : Contract for Pleasure Pt Commercial Area and County Design Guidelines)



Santa Cruz County Commercial and Mixed Use Design Guidelines

Countywide Guidelines, Pleasure Point Commercial Area Vision and Portola Drive Streetscape Plan



Attachment: Scope of Work (6320) - Contract for Pleasure Pt. Commercial Area and County Design Guidelines



Attachment: Scope of Work (3320 : Contract for Pleasure Pt Commercial Area and County Design Guidelines)

SECTION THREE
Project Team

Attachment: Scope of Work (3320 : Contract for Pleasure Pt Commercial Area and County Design Guidelines)



Attachment: Scope of Work (3320 : Contract for Pleasure Pt Commercial Area and County Design Guidelines)



Daniel Iacofano, PhD, FAICP, FASLA

PRINCIPAL-IN-CHARGE

AREAS OF EXPERTISE

Urban Development and Revitalization / Urban Design
Streetscapes / Facilitation / Public Outreach

QUALIFICATIONS

Daniel Iacofano is a founding principal of MIG with over 30 years of experience in community planning, urban design, facilitation as well as public and stakeholder outreach. Dr. Iacofano has managed and facilitated a wide range of planning studies, addressing issues related to land use, growth strategies and urban development and revitalization.

Dr. Iacofano has combined his planning expertise with public involvement and facilitation techniques to assist numerous communities and developers in articulating goals, visions and strategies for future planning.

Dr. Iacofano has been a visiting lecturer at Stanford University, the University of California at Berkeley and the University of California at Davis, teaching courses in urban planning, urban and environmental conflict management, group process management and advanced communications. He is author of *Public Involvement as an Organizational Development Process* (Garland Publishing, 1990) and *Meeting of the Minds: A Guide to Successful Meeting Facilitation* (MIG Communications, 2002) and the forthcoming *The Inclusive City*, a collection of project studies highlighting the best of universal, inclusive design for buildings, neighborhoods and urban spaces

AFFILIATIONS

- American Certified Institute of Planners, Fellow
- American Society of Landscape Architects, Fellow

PROJECT AWARDS

- 2010 APA Planner Emeritus Network Professional Planning and Public Participation Award

EDUCATION

- PhD, Environmental Planning, University of California, Berkeley
- Masters of Science, Environmental Psychology, University of Surrey, England
- Bachelor of Urban Planning, Summa Cum Laude, University of Cincinnati

RELEVANT EXPERIENCE

- Pleasure Point Residential Design Guidelines, *Santa Cruz County, California*
- Aptos Village Plan, *Santa Cruz County, California*
- Los Angeles Great Streets Projects, *Los Angeles, California*
- Upper State Street Study, *Santa Barbara, California*
- re:Streets: Rethinking Streets for the Public Realms, Boulder, Chicago, Boulder, Seattle, Encinitas, Laramie, San Antonio and St. Louis
- University District Sprague Corridor Planning Study, *Spokane, Washington*
- Sacramento R Street Corridor Urban Design and Development Plan, *Sacramento, California*
- West Capitol Avenue Master Plan, *West Sacramento, California*
- Richmond General Plan Update, *Richmond, California*
- Ford Peninsula Area Visioning Project, *Richmond, California*
- El Cerrito General Plan Update, *El Cerrito, California*
- Downtown Denver Area Plan, *Denver, Colorado*
- Long Beach Citywide Visioning and Strategic Planning Process, *Long Beach, California*
- San Clemente Downtown Visioning, *San Clemente, California*
- San Jose Strong Neighborhoods Initiative, *San Jose, California*
- Spokane Downtown Development Plan Update, *Spokane, Washington*



Mukul Malhotra

PRINCIPAL / DIRECTOR OF URBAN DESIGNER

AREAS OF EXPERTISE

Streetscapes / Urban Design / Urban Revitalization
Community Development / Land Use Planning

QUALIFICATIONS

Mukul Malhotra has nearly 20 years of experience in urban design, planning and architecture. Since joining MIG in 2000, he has managed and contributed to a wide range of planning and design projects, addressing issues related to urban development and revitalization, streetscape design and planning, pedestrian- and transit-oriented design and preservation of neighborhood and city character.

An urban designer and Complete Streets specialist, Mr. Malhotra has worked with an array of cities, agencies and community groups in efforts to redevelop context-sensitive design guidelines, urban corridors and streetscapes in California, Nevada, Washington, Oregon, Texas, New Mexico and Massachusetts. His projects have ranged from downtowns and historic districts to new communities and university campuses. All of his projects have involved extensive agency and stakeholder coordination to ensure that final designs and plans can be effectively implemented. In addition, he has facilitated numerous working sessions, public workshops and design charrettes in conjunction with all of his projects to ensure community ownership and pride.

AWARDS

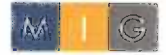
- 2010 APWA Sacramento Chapter Project of the Year Award: West Capitol Avenue Streetscape Master Plan
- 2010 European Center for Architecture, Art Design and Urban Studies' Green GOOD DESIGN Award; 2009 APWA Sacramento Chapter Project of the Year Award: Dixieanne Avenue Green Street
- 2011 ENR California/McGraw-Hill Construction Award of Merit: Long Beach Transit Mall

EDUCATION

- Diploma in Architecture, Sushant School of Art and Architecture, Gurgaon, India
- Master of Urban Design, University of California, Berkeley

RELEVANT EXPERIENCE

- Pleasure Point Residential Design Guidelines, Santa Cruz County, California
- Aptos Village Plan, Santa Cruz County, California
- Los Angeles Great Streets Projects, Los Angeles, California
- South Bascom Urban Village Plan, San Jose, California
- Jack London Square Design Guidelines, Oakland, California
- East Los Angeles/Boyle Heights Gold Line Transit Oriented District Plans and Market Studies and Cesar Chavez Avenue Complete Street Study, Los Angeles, California
- San Pablo Avenue Specific Plan, El Cerrito and Richmond, California
- San Antonio Complete Streets, San Antonio, Texas
- Dallas Complete Streets, Dallas, Texas
- West Capitol Avenue Streetscape Master Plan, West Sacramento, California
- Downtown Long Beach Streets, Transit Mall and Pine Avenue Improvements, Long Beach, California
- Dixieanne Avenue Green Street Plan, Sacramento, California
- 14th Street Promenade Master Plan, San Diego, California
- Palm Avenue Master Plan, Imperial Beach, California
- R Street Urban Design and Development Plan, Sacramento, California
- Upper State Street Corridor Study, Santa Barbara, California
- re:Streets Conference and Traveling Workshops, Berkeley, Boulder, Chicago, Portland, Seattle, Encinitas, Laramie, San Antonio, St. Louis
- Downtown West Texas Specific Plan, Fairfield, California



Dan Amsden, AICP

PROJECT MANAGER

AREAS OF EXPERTISE

Design Guidelines and Standards / Streetscapes
Community Outreach / Neighborhood Plans

QUALIFICATIONS

Dan Amsden has over 17 years of experience as a planning consultant and public agency planner, with expertise in land use planning and policy, general and specific plans, urban design, design guidelines and code modifications, public outreach and meeting facilitation, planning law, GIS and graphic design. Mr. Amsden brings a wealth of experience in general plan and specific plan updates, project management, community outreach and economic development.

With a strong foundation in both urban planning and public policy, Mr. Amsden is passionate about developing strategies and plans that are implementable, foster positive change and respond to a community's ideals and vision. He has extensive experience coordinating projects with clients, presenting to decision-makers, preparing contracts, schedules and reports, reviewing and approving budgets and invoices, facilitating meetings and workshops, managing project teams and ensuring quality control for all work products.

CERTIFICATIONS

- American Institute of Certified Planners

PROFESSIONAL AFFILIATIONS

- American Planning Association
- APA California, Sacramento Valley Section - Board Member

EDUCATION

- Master of City and Regional Planning, California Polytechnic State University, San Luis Obispo
- Graduate Certificate in Planning Law, Rutgers University
- Bachelor of Arts, Geography, University of California, Santa Barbara

RELEVANT EXPERIENCE

- Downtown Hawthorne Specific Plan, *Hawthorne, California*
- Downtown and West Texas Street Specific Plan, *Fairfield, California*
- Nishi Gateway Innovation District Plan, *Davis, California*
- North Franklin Boulevard District Plan, *Sacramento, California*
- Valco Connectivity Plan, *Cupertino, California*
- Land Use and Transportation Element Outreach and Education, *San Luis Obispo County, California*
- Auburn Boulevard Specific Plan, *Citrus Heights, California**
- Cupertino General Plan Amendment, *Cupertino, California*
- Galt General Plan Update, *Galt, California**
- Hayward General Plan Update, *Hayward, California*
- Saint Mary's College Campus Master Plan, *Moraga, California*
- San Joaquin County General Plan Update, *Stockton, California**
- South Lake Tahoe General Plan Update, *South Lake Tahoe, California**
- Southwest Live Oak Specific Plans, *Live Oak, California**
- Tahoe Valley Community Plan, *South Lake Tahoe, California**

* Work completed prior to joining MIG



Joan Chaplick, AICP

PRINCIPAL / SENIOR FACILITATOR

AREAS OF EXPERTISE

Public Outreach and Involvement / Facilitation
Community Planning and Engagement
Organizational Development

QUALIFICATIONS

Joan Chaplick brings more than 25 years experience in the areas of public engagement and outreach, planning, collaborative land use planning and grantsmanship skills to this project. Ms. Chaplick leads MIG public participation activities and has designed outreach strategies for projects throughout California for state, local and regional agencies. She is skilled at bringing best practices from her broad range of experience to each project.

Working extensively in multi-agency environments, Ms. Chaplick has assisted agencies with the establishment of stakeholder processes that have provided the productive feedback needed by the agency and technical teams to advance their project. She has facilitated and negotiated the resolution of land use conflicts, developed community visions that were used to inform transportation planning processes, resolved natural-resource-based conflicts between public and private landowners and improved planning processes so that projects were better positioned to receive grant funding. In Fall 2010 and 2011, she was a co-instructor for a graduate course at UC Berkeley entitled "Public Participation in Community Design."

PROFESSIONAL AFFILIATIONS

- Board Member, Chair, NRPA Pacific Revenue and Management Sources School
- Founding Chair, CPRS Environmental Committee
- Citizen Involvement in Planning and Design Graduate Course, University of California, Berkeley, Instructor
- California Studies 580, San Francisco State University, National Park Service and Golden Gate National Parks Conservancy, Instructor

EDUCATION

- Master of Regional Planning, University of Pennsylvania, Philadelphia
- Bachelor of Science, Environmental Resource Management, Pennsylvania State University, University Park

RELEVANT EXPERIENCE

- Caltrans Public Participation and Engagement On-Call Contract, *Sacramento, California*
- Caltrans and Sacramento Area Council of Governments Environmental Justice Focus Groups, *Sacramento County, California*
- Caltrans California Transportation Plan and FSTIP Public Participation Plan, *Sacramento, California*
- Caltrans Community Visioning Processes for Chalfant and Benton, *Mono County, California*
- Caltrans State Route 99 Community Safety and Enhancement Project, *Sacramento, California*
- BART Title VI Public Participation Plan, *Bay Area, California*
- BART LEP Factor 3 Outreach Project, *BART, California*
- Alameda Countywide Transportation Plan Update Public Outreach Process, *Alameda County, California*
- Candlestick Point/ Hunters Point Land Use Plan Community Meetings, *San Francisco, California*
- Santa Clara Valley Habitat Conservation Plan Stakeholder Group Process, *Santa Clara Valley, California*
- Grant Avenue Complete Street Plan, *Winters, California*
- Market Street Complete Street, *Colusa, California*



Fiona K. Cahill

PROJECT ASSOCIATE / URBAN DESIGNER

AREAS OF EXPERTISE

Urban Design / Spatial Analysis / Streetscapes
Marketing and Outreach / Event Planning

QUALIFICATIONS

Fiona K. Cahill supports MIG's urban design and planning practice through innovation and implementation of community-oriented planning and urban design projects. Ms. Cahill provides graphic, writing and ideation support on a large range of projects, from general plans to cultural and arts district plans throughout the country. Ms. Cahill has a distinct eye for graphic and visual simulations that support communication of design guidelines, code modifications and concepts to a wide range of audiences.

Prior to MIG, Ms. Cahill explored community involvement through design in a Scenario Planning Workshop in Davidson, North Carolina, working with her professor to test real-time geospatial analysis on design decisions. Her thesis work focused on appropriate urbanism in Chinese villages and allowed her to critically examine the social and physical urban ramifications of development in China through a number of different urban development lenses.

EDUCATION

- Master of Urban Design and Master of Architecture, University of North Carolina, Charlotte
- Bachelor of Science in Architecture, Ball State University, Indiana

RELEVANT EXPERIENCE

- Water Street Complete Street Project, *Mobile, Alabama*
- Bascom Corridor Complete Street Project, *San Jose, California*
- Centro Zona Complete Streets Urban Design, *San Antonio, Texas*
- Rosemead Garvey Avenue Specific Plan, *Rosemead, California*
- Glendora Arrow Highway Specific Plan, *Glendora, California*
- American Canyon SR-29 Specific Plan, *American Canyon, California*
- Davis Nishi Gateway Plan, *Davis, California*
- University of California, Davis Long Range Development Plan, *Davis, California*
- Burlingame General Plan and Zoning Ordinance, *Burlingame, California*

PROJECT AWARDS

- Excellence in Urbanism, Thesis Work, Spring 2015
- SoA Graduate Thesis Finalist, Spring 2015
- Graduate Research Symposium Poster Presentation, Thesis Work, Spring 2015
- IDEA-KING "Outstanding Award" given to top team out of 4625 submittals, SportsGate, Summer 2014
- Boardman Architecture Honor Fellowship, 2013+2014
- Construction Specification Institute Marshall A. Hildebrand Scholarship, Chattanooga, TN, 2009, 2010, 2013
- Hillcroft Services Design Competition Finalist, Hillcroft Courtyard Pavilion, Fall 2008



Lillian Jacobson

URBAN DESIGNER

AREAS OF EXPERTISE

Urban Design / Community Engagement / Graphics

QUALIFICATIONS

Lillian Jacobson supports MIG's urban design and planning practice through innovation and implementation of community-oriented planning and urban design projects. She provides community outreach, graphic, writing and ideation support on a large range of projects, from general plans to cultural and arts district plans throughout the country.

Prior to MIG, Ms. Jacobson was Community Planner for the Fenway Community Development Corporation in Boston, Massachusetts and the Assistant City Planner for the City of Albany, California where she prepared the Housing Element for the Albany General Plan.

EDUCATION

- Master of City Planning and Urban Design Certificate, Massachusetts Institute of Technology
- Bachelor of Arts in American Studies, Minor in City and Regional Planning, University of California, Berkeley

RELEVANT EXPERIENCE

- Adeline Corridor Specific Plan, *Berkeley, California*
- San Antonio Complete Streets, *San Antonio, Texas*
- San Jose Urban Village, *San Jose, California*
- Downtown Hawthorne Specific Plan, *Hawthorne, California*
- Burlingame General Plan, *Burlingame, California*
- Laguna Beach Downtown Specific Plan Update, *Laguna Beach, California*
- City of Morgan Hill Bikeways, Trails, Parks, Open Space and Recreation Master Plan, *Morgan Hill, California*
- American Canyon SR-29 Specific Plan, *American Canyon, California*
- El Cerrito Urban Greening Project, *El Cerrito, California*
- Palo Alto Parks, Trails, Open Space and Recreation Master Plan, *Palo Alto, California*

SECTION FOUR
Relevant Experience

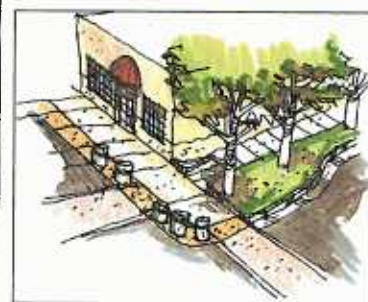
Attachment: Scope of Work (3320 : Contract for Pleasure Pt Commercial Area and County Design Guidelines)



Attachment: Scope of Work (3320 : Contract for Pleasure Pt Commercial Area and County Design Guidelines)

R Street Corridor Urban Design and Development Plan

SACRAMENTO, CALIFORNIA



Defining the southern edge of Downtown Sacramento, R Street Corridor is a historic, 20-block section of the City's old industrial belt that has been targeted for redevelopment for more than a decade.

The Capitol Area Development Authority (CADA) sponsored the effort to create an Urban Design and Development Master Plan for the R Street Corridor. MIG led a team of urban designers, architects, planners, engineers and economic analysts to develop a new vision and implementation plan that will set the stage for long-awaited redevelopment along the Corridor.

MIG was responsible for developing urban design guidelines and development standards for the public and private realm that addressed overall image and identity, preservation of historic character, circulation, architectural character of future buildings, and streetscape standards. The guidelines also addressed necessary ordinance and zoning changes.

MIG conducted an extensive community outreach program in conjunction with the planning process to ensure that the new plan reflected the ideas and needs of stakeholders and community. The program included a series of community workshops, design charrettes and stakeholder interviews, as well as working with the City to envision and implement the Development Plan recommendations.



West San Carlos Urban Village Plan

SAN JOSE, CALIFORNIA



West San Carlos Street is a major commercial and mixed use spine connecting the key nodes of Downtown San José, Diridon Transit Center, and Santana Row/Valley Fair Mall. Given its prime location in the city and access to transit, the West San Carlos Urban Village planning area is anticipated to experience significant new development and growth in the coming years. As the area evolves, a number of significant challenges will need to be addressed including poor pedestrian and bicycle connections, few transit amenities, lack of public space, and a need for neighborhood-serving retail, among others. The purpose of the West San Carlos Urban Village Plan is to guide new development, and private and public investment in ways that overcome these challenges and further the City's General Plan goals.

In collaboration with City staff, and with extensive input from community stakeholders, the MIG Team crafted a design guidelines concept featuring a vibrant streetscape to serve as the heart of the community. The concept concentrates density with a mix of employment, retail and residential uses to support transit use, bicycling and walking, and build on the area's unique sense of place.

In developing the Plan, MIG worked with community members to identify character-defining elements, such as the area's distinct mid-century signage, so that new buildings and open spaces can reinforce the preferred character for each unique segment of the corridor.

Throughout the process MIG looked for opportunities to push the boundaries of what the corridor and Village could become. The approach rethinks the public-private interface and encourages "green buffers" as a creative means of providing much needed open space in the Village. This strategy involves optionally repurposing setbacks and private open space as small pocket plazas, miniparks or green passages to enhance livability and bicycle/pedestrian connectivity throughout the area.

Along with specific goals, policies and actions, MIG's design guidelines, photosimulations and illustrations contribute implementable "how to" steps for the phased redesign of West San Carlos Street and adjoining local streets

21st Street Complete Street Streetscape Design Guidelines

PASO ROBLES, CALIFORNIA



21st Street is a commercial and residential street near the Paso Robles Event Center, home of the California Mid-State Fair. The street, one of four railroad crossings in town, was established decades ago in a natural drainageway. MIG's planners, civil engineers and landscape architects prepared a concept plan and design guidelines for five contiguous blocks of 21st Street, between Vine Street and Riverside Avenue, transforming them into a green, complete street that meets several important objectives, including:

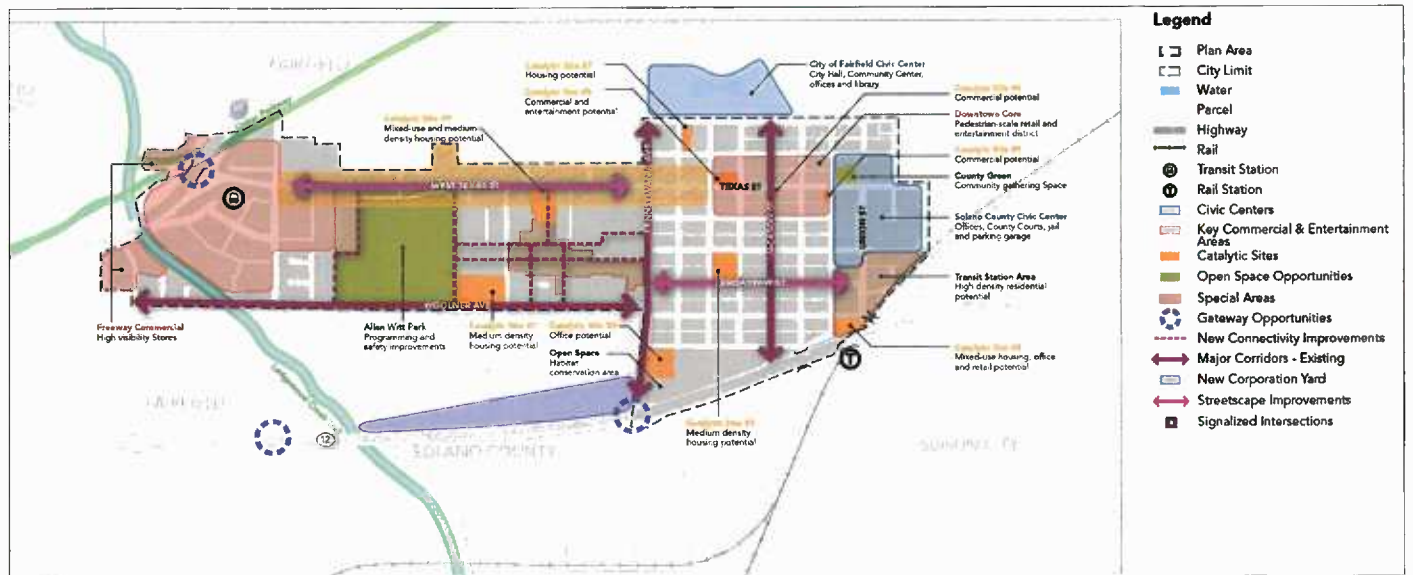
- Addressing community character and design goals
- Containing the 10-year storm within the street section
- Increasing groundwater recharge
- Improving pedestrian and bicyclist mobility and safety
- Reducing sediment into the Salinas River

The project was awarded a \$1 million grant and is now complete. Six months after completion the 85th percentile speed along 21st Street had dropped 7 mph and the street has had no traffic accidents. Green stormwater facilities have contributed to less frequent and severe street flooding as well as increased sediment removal from upstream drainage basins.



Heart of Fairfield Streetscape and Design Guidelines

FAIRFIELD, CALIFORNIA



MIG is currently leading a Proposition 84 grant-funded project to develop a vision, streetscape improvements and design guidelines for the Downtown and West Texas Street neighborhoods of Fairfield. This process includes extensive community discussion about how to improve and revitalize both the public and private realms, including specific Complete Streets solutions for major roadways within the plan area. The West Texas Street corridor is an older commercial district, which was developed along historic Lincoln Highway/Highway 40. The corridor includes a mixture of individual commercial buildings, older shopping strips, service stations, and restaurants.

The MIG Team has identified ways to revitalize the corridor with new retail, commercial and residential uses, supported by a re-imagined West Texas Street that includes a reduced number of travel lanes (road diet) in order to allow room for cycle track, street trees and improved landscaping, enhanced pedestrian amenities and safety, and new permitted restaurant space within the right-of-way. In addition, MIG has also developed concepts for utilizing a large public right-of-way along Broadway Street as an area to incorporate desperately needed park and open space.

Attachment: Scope of Work (3320 : Contract for Pleasure Pt Commercial Area and County Design Guidelines)

Euclid and National Avenue Master Plans

SAN DIEGO, CALIFORNIA



MIG led these concurrent projects for a 0.5-mile segment of Euclid Avenue and a 1.8-mile segment of National Avenue in San Diego. Both corridors needed improved safety for pedestrians, bicyclists and transit users. The corridors also presented commercial and mixed use infill and redevelopment opportunities to complement nearby land uses, improve transit utilization, promote local economic development, and accommodate housing and other needs in the future. Both plans were funded by a Caltrans Transportation Planning Grant for Environmental Justice, obtained by the City of San Diego.

MIG's team incorporated public input to develop context-sensitive design guidelines, updated land use densities, and propose mobility options to balance mobility needs and spur new development. The goal for each master plan was to create welcoming roadways that enhance neighborhood identity, connectivity, land uses and beneficial community development. MIG illustrated the recommendations with urban design studies for multiple focus areas.

City staff desired the final plan documents to be graphically rich and easy to read, and embraced MIG's recommendation to produce each plan as a fold-out poster (dual-language – English and Spanish), rather than a typical letter-size report. In addition to descriptive text and diagrams, the plans include 3D models of the focus areas, emphasizing bird's-eye views of proposed massing and mobility improvements. In addition, street-view photosimulations of the focus areas portray how future improvements might appear on the ground. These posters will be distributed by the City to community residents and businesses, to help them visualize the future of each corridor and mobilize support for capital improvements and private investment.

BEFORE THE BOARD OF SUPERVISORS
OF THE COUNTY OF SANTA CRUZ, STATE OF CALIFORNIA

Resolution No. _____

On the motion of Supervisor _____

Duly seconded by Supervisor _____

The following resolution is adopted:

RESOLUTION ACCEPTING UNANTICIPATED REVENUE

WHEREAS, the County of Santa Cruz is the recipient of funds, in the amount of \$ 50,000.00, from the Live Oak Transportation Improvement Fund #72625 for consultant services for the Pleasure Point design guidelines project; and

WHEREAS, the above-referenced funds are either in excess of those anticipated or are not specifically set forth in the current fiscal year budget of the County; and

WHEREAS, pursuant to Government Code section 29130(b), such funds may be made available for specific appropriation by four-fifths vote of the Board of Supervisors;

NOW, THEREFORE, BE IT RESOLVED AND ORDERED that the Santa Cruz County Auditor-Controller-Treasurer-Tax Collector accept the amount of \$50,000.00 for the Pleasure Point design guidelines project.

<u>GL Key</u>	<u>Revenue Object</u>	<u>IL Key</u>	<u>IL Object</u>	<u>Acct Name</u>	<u>Amount</u>
542300	42367			Contr fr Other Funds	\$50,000.00

and that such funds be and are hereby appointed as follows:

<u>GL Key</u>	<u>Expenditure Object</u>	<u>IL Key</u>	<u>IL Object</u>	<u>Acct Name</u>	<u>Amount</u>
542300	62381			Prof & Spec Services	\$50,000.00

PASSED AND ADOPTED BY THE Board of Supervisors of the County of Santa Cruz, State of California, this _____ day of _____, 20__ by the following vote (requires four-fifths vote for approval):

AYES: SUPERVISORS _____

NOES: SUPERVISORS _____

ABSENT: SUPERVISORS _____

Chair of the Board

ATTEST:

Clerk of the Board

DEPARTMENT HEAD I hereby certify that the fiscal provisions have been researched and that the Revenue(s) ~~(has been)~~ (will be) received within the current fiscal year.

By: *[Signature]* Date: 1/25/17
Department Head

COUNTY ADMINISTRATIVE OFFICER / X / Recommended to Board

/ ___ / Not recommended to Board

APPROVED AS TO FORM:

[Signature]
County Counsel

APPROVED AS TO ACCOUNTING DETAIL:

[Signature]
Auditor-Controller-Treasurer-Tax Collector
542300

Distribution:

- Auditor-Controller-Treasurer-Tax Collector
- County Counsel
- County Administrative Officer
- Originating Department