2.5 UPTOWN COMMUNITY PLAN SCOPE OF SERVICES

The work program for the community plan update will focus on 'areas of change' within the community versus areas of stability. Areas of change include the commercial corridors and the multi-family neighborhoods. These areas contain additional development capacity based upon land use and zoning within the existing community plan and are also where redevelopment activity has been greatest. Some of the urban design problems within these transition areas are: lack of unifying elements, the need for contextual development solutions and the control of building scale. 'Areas of stability' are characterized by single-family neighborhoods where development is typically limited to home renovations and the construction of new single-family homes on existing lots zoned for single-family development. Urban design problems in these areas include the need to preserve neighborhood and historic character. Development of the new Uptown Community Plan Urban Design Element requires understanding of the existing conditions surrounding the urban form in the community. The Urban Design Elements of the City's General Plan and the existing community plan will provide a starting point for crafting new policy.

The primary components of the consulting work program include: (1) project management, (2) urban design/community visioning and, (3) public hearings.

2.5.1 PROJECT MANAGEMENT

2.5.1.1 The Consultant shall communicate regularly with City staff to review the project budget, make decisions and obtain necessary approvals, discuss preparation for public workshops, and discuss issues that have the potential of adversely affecting the project budget, schedule, or work products. This will include email and phone contacts as well as attending project status meetings with City staff on an as needed basis.

2.5.1.2 The Consultant shall conduct quality control of all products prior to submittal to the City, ensure that all work is completed and deliverables provided on time according to the project schedule, that all analyses are technically accurate, and all work products are of high quality. Quality control shall be performed by a senior member of the consultant staff who is not a member of the project team.

2.5.2 URBAN DESIGN/COMMUNITY VISIONING

2.5.2.1 The Consultant shall survey the existing urban form conditions within the community to develop an urban form analysis that assesses how well the various land use and development patterns function, both physically and aesthetically.

2.5.2.2 The Consultant shall conduct one (1) public workshop in collaboration with the Meeting Facilitator (to be hired separately by the City) to discuss the urban form analysis as well as the existing urban design goals, objectives, and recommendations within the Uptown Community Plan and the General Plan. A visual preference survey will be conducted for use in the development of the new Urban Design Element (including preliminary renderings and graphics). Results of the workshop will be presented to the Stakeholder Advisory Committee.

2.5.2.3 The Consultant shall conduct one (1) public workshop in collaboration with the Meeting Facilitator and any other urban design consultants hired to provide urban design services for the Greater North Park and Golden Hill Community Plan updates, to develop design recommendations, guidelines, renderings, and graphics that address the design of shared commercial and

transportation corridors, shared community boundary areas, as well as areas of mutual interest between the communities in the Update Cluster. Results of the workshop will be presented to the Update Cluster Advisory Committee.

2.5.2.4 The Consultant shall collaborate with City staff and the Meeting Facilitator (to be hired separately by the City) to prepare and conduct up to three (3) public workshops to prepare the new elements of the community plan. The first community plan elements workshop shall be structured as a four to six-day intense charrette process and shall concentrate on creating a vision for the community by focusing on land use, urban design, public facilities/amenities and mobility strategies. Results of the charrette will be presented to the Stakeholder Advisory Committee.

2.5.2.5 The Consultant shall incorporate the work from the Historic Resources Consultant (to be hired separately by the City) into the community plan urban design element and associated design guidelines. The Historic Resources Consultant will identify conservation areas for special design treatment as recommended by the General Plan. According to the Historic Preservation Element of the General Plan, conservation areas are "...areas that retain original community character in sufficient quantity and quality but typically do not meet designation criteria as an individual historical resource or as a contributor to a historical district." The purpose of the conservation areas is to respect the characteristics of a community that provide a sense of place or history. This may include the general mass, volume, and scale of the built environment or the relationship and orientation of buildings and landscape features to the street. The reconnaissance survey to be conducted by the Historic Resources

consultant will assist in identifying character-defining features of potential conservation areas within the community planning area. Design recommendations for conservation areas will be presented to the Historic Resources Working group.

2.5.3 PUBLIC HEARING PROCESS

2.5.3.1 The Consultant shall attend one (1) Planning Commission workshop and up to two (2) Planning Commission hearings as needed.

2.5.3.2 The Consultant shall attend up to two (2) City Council hearings as needed.

2.6 DELIVERABLES

The following deliverables associated with the proposed work program include:

2.6.1 ADMINISTRATION

2.6.1.1 The Consultant shall collaborate with the City Project Manager to provide a refined community plan update schedule to reflect the anticipated 24- month processing schedule as it relates to the urban design and community visioning process (i.e. time anticipated to reach the first public hearing to consider a formal recommendation on the Community Plan Update process).

2.6.2 URBAN DESIGN/COMMUNITY VISIONING

2.6.2.1 The Consultant shall provide a detailed summary of results from each public workshop and the charrette (including illustrations).

2.6.2.2 The Consultant shall conduct a visual preference survey to assess community preferences regarding the form and appearance of buildings, landscape, and streetscape elements within the community's various land use patterns. The survey will also evaluate possible new development scenarios which could contribute positively toward the community's overall image. The survey will be used to develop visual concepts for the Urban Design Element.

2.6.2.3 The Consultant shall provide community plan graphics. Consultant shall develop format and graphics including 3D visualization and GIS maps for inclusion into the plan element sections. Graphics shall use software compatible with the City's in-house tools for future integration and manipulation. The Consultant Team shall use ESRI ArcGIS 9.1 or 9.2 3D Analyst and Spatial Analysis extensions for geospatial map illustrations and analysis. Data shall be in shape-file format. However, geo-database format is preferred. Non-geospatial illustrations shall be Adobe Illustrator format compatible.

2.6.2.4 The Consultant shall produce a new Urban Design Element for the Uptown Community Plan that is illustrative and graphically-based which visually conveys the various community design goals, objectives, and recommendations (including any area-specific design plans).

2.6.2.5 The Consultant shall provide two (2) public review screenchecks of the new Urban Design Element for City staff, community stakeholders, and other interested parties as well as prepare subsequent revised documents.

2.6.2.6 The Consultant shall prepare five (5) bound, color copies of the final draft of the Urban Design Element and any associated documents to City staff.

2.6.2.7 All documents provided in this scope of services shall come in an 8 ½" x 11" size and made available electronically in PDF format. All documents shall also be made available in a PDF format with a manageable resolution size, so that it can be easily uploaded and viewed on the City's website.

2.6.3 PUBLIC HEARING PROCESS

2.6.3.1 The Consultant shall provide graphics and materials related to their work on the Urban Design Element for the City's presentation at Planning Commission and City Council hearings.

2.7 PROPOSER'S IMPLEMENTATION PLAN

Consultants shall provide a contract implementation plan proposing procedural, operational steps, technical approach and milestones of how the consultant intends to provide the work plan with specified deliverables as previously specified. A revised schedule may be required from the Proposer(s) within ten (10) calendar days of the City's notification of provisional award.

3.0 GREATER NORTH PARK COMMUNITY PLAN UPDATE

3.1 PROJECT DESCRIPTION

The City of San Diego City Planning & Community Investment Department (CPCI) is embarking on a comprehensive update of the Greater North Park Community Plans. As policy documents, community plans provide goals and objectives for development of communities and designate where specific land uses should go and are further implemented by citywide and localized zoning programs. The purpose of the community plan update is to ensure consistency between the community's land use policies and infrastructure strategy, and the redevelopment strategy; to apply appropriate zoning that is consistent with these policies; and to prepare a master or program EIR that evaluates cumulative impacts. A goal of the update process will be to revise the Greater North Park Community Plan which were adopted in the late 1980's, to reflect current conditions and the long-term vision for the communities, as well as bring a number of existing plan elements into compliance with Elements and community plan update guidelines of the recently approved General Plan.

PROJECT BACKGROUND

In March 2008, the San Diego City Council unanimously approved a comprehensive update to the City's General Plan. The plan sets out a long-range vision and policy framework for how the City should plan for projected growth and development, provide public services, and maintain the qualities that define San Diego over the next 20 to 30 years. It represents a shift in focus from how to develop vacant land to how to design infill development and reinvest in existing communities. Its focus also ranges from such topics as sustainability, balanced communities and equitable development, the provision of public services and

facilities, all forms of transportation, urban design, climate change impacts, supporting an innovative, and sustainable local economy, and historic resource preservation. The General Plan also calls for the update of the City's various community plans in order to establish these plans as integral and essential components of the General Plan where citywide policies are refined to address specific community goals.

As policy documents, community plans provide goals and objectives for development of communities and designate where specific land uses should go and are further implemented by citywide and localized zoning programs. The purpose of the community plan update is to ensure consistency between the community's land use policies and infrastructure strategy, and the redevelopment strategy; to apply appropriate zoning that is consistent with these policies; and to prepare a master or program EIR that evaluates cumulative impacts. A goal of the update process will be to revise the Greater North Park Community Plans which was adopted in the late 1980's, to reflect current conditions and the long-term vision for the community, as well as bring a number of existing plan elements into compliance with Elements and community plan update guidelines of the recently approved General Plan.

3.2 COMMUNITY PLAN UPDATE CLUSTER (OVERVIEW)

As part of this update process the City will take an "Update Cluster" approach, updating the Greater North Park Community Plan concurrent with the neighboring community plans of Uptown and Golden Hill. This approach will allow issues of mutual interest between the communities to be addressed. The communities of Uptown, Greater North Park, and Greater Golden Hill comprise approximately 4,607 acres located northeast of Downtown San Diego. These communities are generally bounded to the east by Interstate 805 and State Route 15; Mission Valley to the north; and Interstate 5 to the west; and State Route 94 to the south. Balboa Park is centrally located between each of these three

communities. These respective communities are some of the oldest in the City and share similar issues and challenges with preserving single-family neighborhoods, historic resources, and open space while at the same time accommodating new development that has been drawn to these communities where mixed-use development is encouraged along commercial-transit corridors. Additionally, these communities also share similar street boundaries and commercial transit corridors, which raise issues of mutual concern. *(Refer to Exhibit 1 – Uptown, Greater North Park, and Greater Golden Hill Community Planning Areas).*

Redevelopment Project Areas are located in Uptown and North Park, but not in Golden Hill. The North Bay Redevelopment Project Area located primarily along a narrow portion of the Uptown western boundary along Interstate 5 comprises 184 acres. The North Park Redevelopment Project Area located in the central commercial core of the community comprises 555 acres of the total area of the community *(Refer to Exhibit 2 – North Park Redevelopment Project Area and Exhibit 3: North Bay Redevelopment Project Area).*

3.2.1 GREATER NORTH PARK

The Greater North Park Community is located in the central portion of the City of San Diego in close proximity to downtown San Diego. North Park abuts the community planning areas of Uptown on the west, Mission Valley on the north, Mid-City on the east and Greater Golden Hill on the south.

Greater North Park is one of the older urbanized communities in San Diego with original subdivisions being recorded just after the turn of the century. Home to hundreds of classic California Style Craftsman houses, Greater North Park maintains its strong residential character in its tree-lined parkways, wide streets and charming canyon cul-de-sacs. The retro style of its major business corridors along University Avenue, 30th Street

and El Cajon Boulevard, date back to the 1950s.

Issues facing Greater North Park include the conservation and preservation of existing single-family housing stock in light of growing concerns over the review and issuance process of demolition permits for older structures and its effect on community character, as well as the provision of adequate public facilities and services within an older and growing community. Given that the existing North Park Redevelopment Project Area occupies the community's commercial core and transportation corridors, revitalization within these areas are largely focused on the quality and impact of existing and proposed commercial development, urban design, and enhancing the pedestrian environment within these areas.

3.3 STAKEHOLDER INVOLVEMENT

A variety of groups will provide public input through the plan update process and overall support to these groups will be primarily from city staff. The Consultant will attend several meetings and workshops at the beginning of the process to gather public input and present findings. Work products will be presented and discussed at subsequent meetings.

Each respective planning area currently has an officially recognized community planning group that provides decision makers with input and recommendations on land use matters, specifically concerning the preparation of their respective community plan. To achieve the desired level of commitment and the broadest possible community involvement in the Community Plan Update process, the City intends to also form a Stakeholder Advisory Committee for each community under the umbrella of the community planning group. An Update Cluster Advisory Committee will be formed to address the shared issues between the three communities. Technical working groups will also be formed as needed around specific issues, such as Historic Resources. These ad hoc groups will provide a forum for the public to discuss issues, provide input, and

recommendations to the City staff relative to the various Plan Update components.

Staff anticipates the Stakeholder Advisory Committees will be a subcommittee of the recognized community planning group and will consist of representation from the community planning group, residents, business owners, neighborhood-community organizations, participating public agencies, and other various interest groups within the Plan Update boundary. The primary objective of the Stakeholder Advisory Committee is to convene the public discussion regarding their respective plan updates. The overall goal is a process that:

- Identifies a collective vision for the community;
- Achieves sustainable urban design principles consistent with the City's updated General Plan;
- Creates an economically viable plan for future development;
- Provides adequate public facilities;
- Encourages increased employment opportunities;
- Provides adequate buffers between incompatible land uses;
- Addresses the need for public infrastructure;
- Reduces and/or minimizes traffic conflicts;
- Provides for transit-oriented design principals;
- Develops efficient and practical strategies for achieving functional open space and parkland; and
- Encourages increased opportunities for affordable, workforce, and market rate housing.

An Update Cluster Advisory Committee would also be formed and would operate in the same fashion as the Stakeholder Advisory Committee with the purpose of dealing with land use issues shared between the three communities such as transportation and circulation and urban design along shared community boundaries. The Update Cluster Stakeholder Advisory Committee would be made of representatives from each of the three Stakeholder Committees.

A Historic Resources Working Group will be created for each respective community and will be made up of representatives from each community's Stakeholder Advisory Committee and other interested community members. This group's purpose is to assist in the formulation of a historic resources context statement for each community that will determine the criteria for identifying potential historic and cultural resources during the historic reconnaissance surveys for each community planning area.

Exhibit 1: Uptown, Greater North Park, and Greater Golden Hill Community Planning Areas

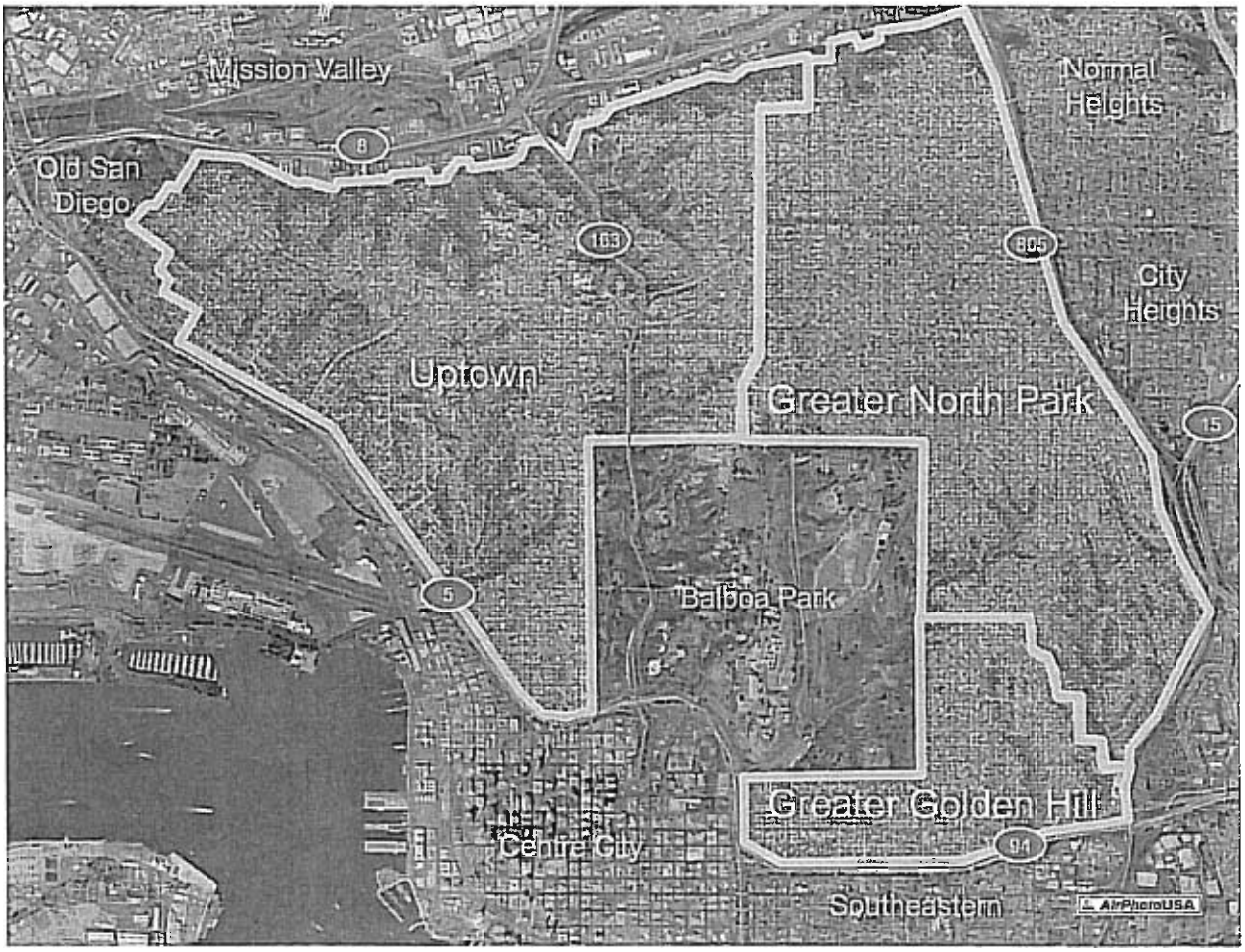


Exhibit 2: North Park Redevelopment Project Area Map

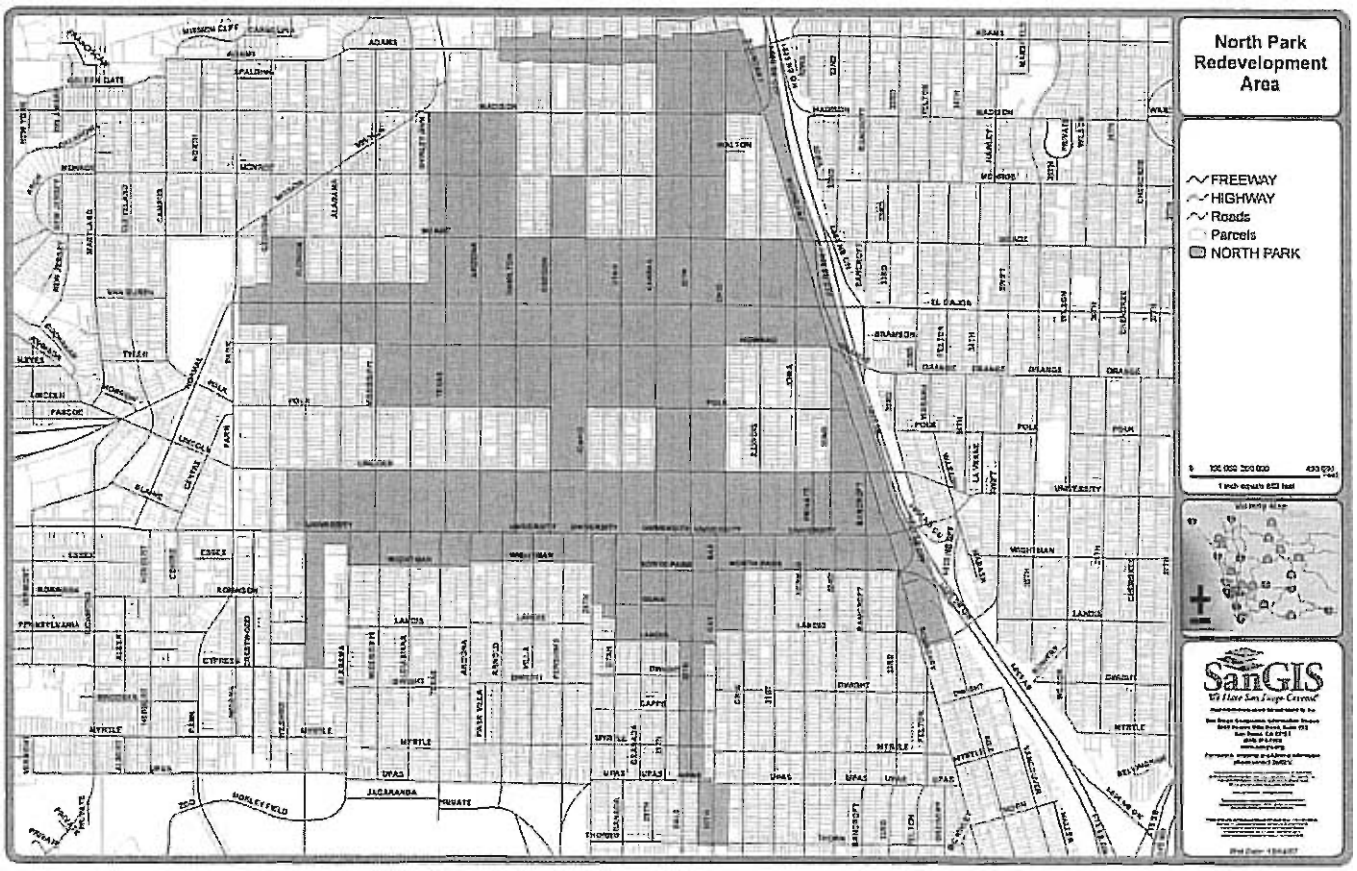
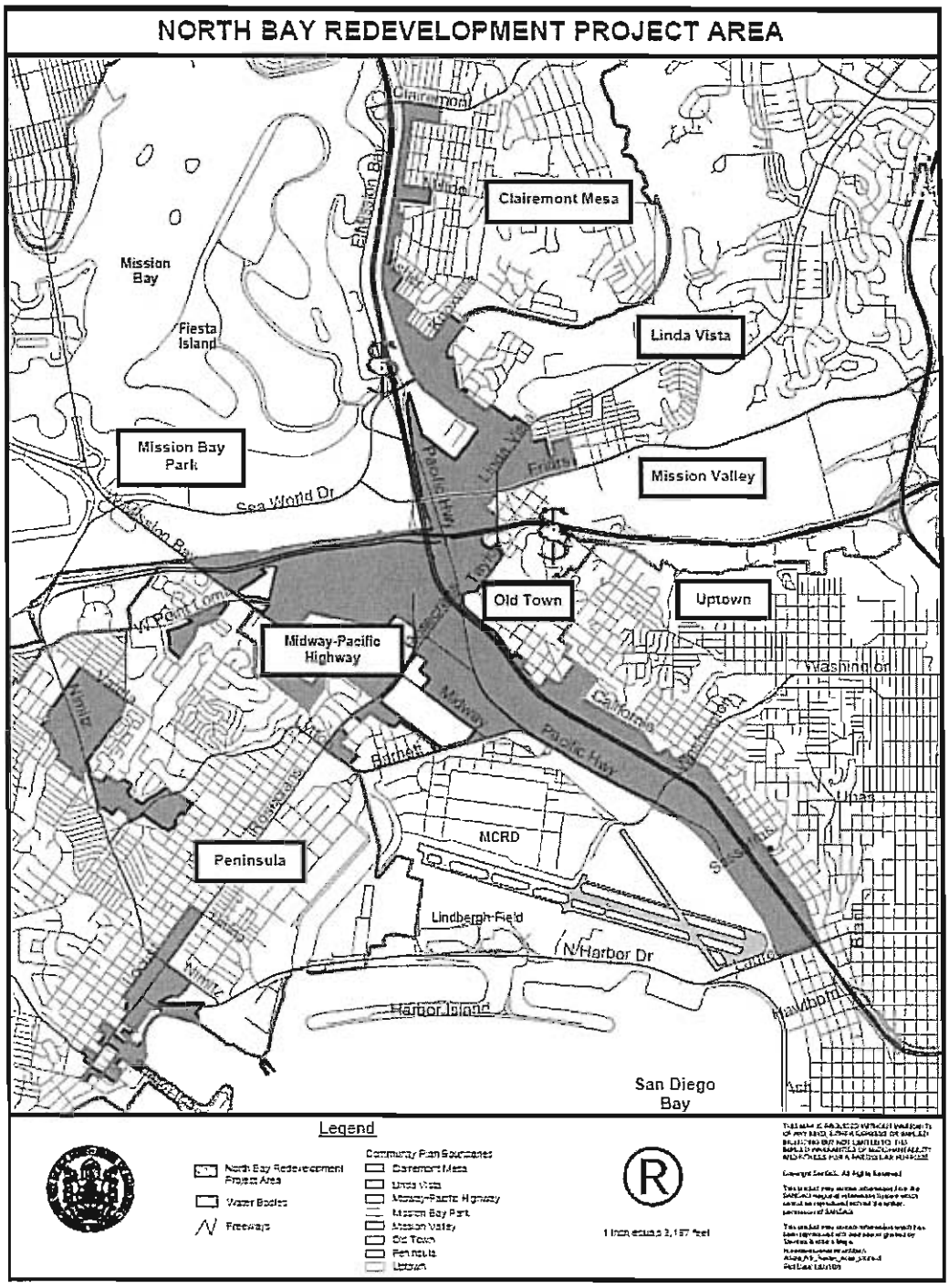


Exhibit 3: North Bay Redevelopment Project Area Map



3.4 GREATER NORTH PARK SCOPE OF SERVICES

The work program for the community plan update will focus on 'areas of change' within the community versus areas of stability. Areas of change include the commercial corridors and the multi-family neighborhoods. These areas contain additional development capacity based upon land use and zoning within the existing community plan and are also where redevelopment activity has been greatest. Some of the urban design problems within these transition areas are: lack of unifying elements, the need for contextual development solutions and the control of building scale. 'Areas of stability' are characterized by single-family neighborhoods where development is typically limited to home renovations and the construction of new single-family homes on existing lots zoned for single-family development. Urban design problems in these areas include the need to preserve neighborhood and historic character. Development of the new Greater North Park Community Plan Urban Design Element requires understanding of the existing conditions surrounding the urban form in the community. The Urban Design Elements of the City's General Plan and the existing community plan will provide a starting point for crafting new policy.

The primary components of the consulting work program include: (1) project management, (2) urban design/community visioning and, (3) public hearings.

3.4.1 PROJECT MANAGEMENT

3.4.1.1 The Consultant shall communicate regularly with City staff to review the project budget, make decisions and obtain necessary approvals, discuss preparation for public workshops, and discuss issues that have the potential of adversely affecting the project budget, schedule, or work products. This will include email and phone contacts as well as attending project status meetings with City staff on an as needed basis.

3.4.1.2 The Consultant shall conduct quality control of all products prior to submittal to the City, ensure that all work is completed and deliverables provided on time according to the project schedule, that all analyses are technically accurate, and all work products are of high quality. Quality control shall be performed by a senior member of the consultant staff who is not a member of the project team.

3.4.2 URBAN DESIGN/COMMUNITY VISIONING

3.4.2.1 The Consultant shall survey the existing urban form conditions within the community to develop an urban form analysis that assesses how well the various land use and development patterns function, both physically and aesthetically.

3.4.2.2 The Consultant shall conduct one (1) public workshop in collaboration with the Meeting Facilitator (to be hired separately by the City) to discuss the urban form analysis as well as the existing urban design goals, objectives, and recommendations within the Greater North Park Community Plan and the General Plan. A visual preference survey will be conducted for use in the development of the new Urban Design Element (including preliminary renderings and graphics). Results of the workshop will be presented to the Stakeholder Advisory Committee.

3.4.2.3 The Consultant shall conduct one (1) public workshop in collaboration with the Meeting Facilitator and any other urban design consultants hired to provide urban design services for the Uptown and Golden Hill community plan updates, to develop design recommendations, guidelines, renderings, and graphics that address the design of shared commercial and transportation

corridors, shared community boundary areas, as well as areas of mutual interest between the communities in the Update Cluster. Results of the workshop will be presented to the Update Cluster Advisory Committee.

3.4.2.4 The Consultant shall collaborate with City staff and the Meeting Facilitator (to be hired separately by the City) to prepare and conduct up to three (3) public workshops to prepare the new elements of the community plan. The first community plan elements workshop shall be structured as a four to six-day intense charrette process and shall concentrate on creating a vision for the community by focusing on land use, urban design, public facilities/amenities and mobility strategies. Results of the charrette will be presented to the Stakeholder Advisory Committee.

3.4.2.5 The Consultant shall incorporate the work from the Historic Resources Consultant (to be hired separately by the City) into the community plan urban design element and associated design guidelines. The Historic Resources Consultant will identify conservation areas for special design treatment as recommended by the General Plan. According to the Historic Preservation Element of the General Plan, conservation areas are "...areas that retain original community character in sufficient quantity and quality but typically do not meet designation criteria as an individual historical resource or as a contributor to a historical district." The purpose of the conservation areas is to respect the characteristics of a community that provide a sense of place or history. This may include the general mass, volume, and scale of the built environment or the relationship and orientation of buildings and landscape features to the street. The reconnaissance survey to be conducted by the Historic Resources

consultant will assist in identifying character-defining features of potential conservation areas within the community planning area. Design recommendations for conservation areas will be presented to the Historic Resources Working group.

3.4.3 PUBLIC HEARING PROCESS

3.4.3.1 The Consultant shall attend one (1) Planning Commission workshop and up to two (2) Planning Commission hearings as needed.

3.4.3.2 The Consultant shall attend up to two (2) City Council hearings as needed.

3.5 DELIVERABLES

The following deliverables associated with the proposed work program include:

3.5.1 ADMINISTRATION

3.5.1.1 The Consultant shall collaborate with the City Project Manager to provide a refined community plan update schedule to reflect the anticipated 24- month processing schedule as it relates to the urban design and community visioning process (i.e. time anticipated to reach the first public hearing to consider a formal recommendation on the Community Plan Update process).

3.5.2 URBAN DESIGN/COMMUNITY VISIONING

3.5.2.1 The Consultant shall provide a detailed summary of results from each public workshop and the charrette (including illustrations).

3.5.2.2 The Consultant shall conduct a visual preference survey to assess community preferences regarding the form and appearance of buildings, landscape, and streetscape elements within the community's various land use patterns. The survey will also evaluate possible new development scenarios which could contribute positively toward the community's overall image. The survey will be used to develop visual concepts for the Urban Design Element.

3.5.2.3 The Consultant shall provide community plan graphics. Consultant shall develop format and graphics including 3D visualization and GIS maps for inclusion into the plan element sections. Graphics shall use software compatible with the City's in-house tools for future integration and manipulation. The Consultant Team shall use ESRI ArcGIS 9.1 or 9.2 3D Analyst and Spatial Analysis extensions for geospatial map illustrations and analysis. Data shall be in shape-file format. However, geo-database format is preferred. Non-geospatial illustrations shall be Adobe Illustrator format compatible.

3.5.2.4 The Consultant shall produce a new Urban Design Element for the Greater North Park Community Plan that is illustrative and graphically-based which visually conveys the various community design goals, objectives, and recommendations (including any area-specific design plans).

3.5.2.5 The Consultant shall provide two (2) public review screenchecks of the new Urban Design Element for City staff, community stakeholders, and other interested parties as well as prepare subsequent revised documents.

3.5.2.6 The Consultant shall prepare five (5) bound, color copies of the final draft of the Urban Design Element and any associated documents to City staff.

3.5.2.7 All documents provided in this scope of services shall come in an 8 ½" x 11" size and made available electronically in PDF format. All documents shall also be made available in a PDF format with a manageable resolution size, so that it can be easily uploaded and viewed on the City's website.

3.5.3 PUBLIC HEARING PROCESS

3.5.3.1 The Consultant shall provide graphics and materials related to their work on the Urban Design Element for the City's presentation at Planning Commission and City Council hearings.

3.6 PROPOSER'S IMPLEMENTATION PLAN

Consultants shall provide a contract implementation plan proposing procedural, operational steps, technical approach and milestones of how the consultant intends to provide the work plan with specified deliverables as previously specified. A revised schedule may be required from the Proposer(s) within ten (10) calendar days of the City's notification of provisional award.

4.0 GOLDEN HILL COMMUNITY PLAN UPDATE

4.1 PROJECT DESCRIPTION

The City of San Diego City Planning & Community Investment Department (CPCI) is embarking on a comprehensive update of the Golden Hill Community

Plan. As policy documents, community plans provide goals and objectives for development of communities and designate where specific land uses should go and are further implemented by citywide and localized zoning programs. The purpose of the community plan update is to ensure consistency between the community's land use policies and infrastructure strategy, and the redevelopment strategy; to apply appropriate zoning that is consistent with these policies; and to prepare a master or program EIR that evaluates cumulative impacts. A goal of the update process will be to revise the Golden Hill Community Plan which was adopted in 1988, to reflect current conditions and the long-term vision for the communities, as well as bring a number of existing plan elements into compliance with Elements and community plan update guidelines of the recently approved General Plan.

PROJECT BACKGROUND

In March 2008, the San Diego City Council unanimously approved a comprehensive update to the City's General Plan. The plan sets out a long-range vision and policy framework for how the City should plan for projected growth and development, provide public services, and maintain the qualities that define San Diego over the next 20 to 30 years. It represents a shift in focus from how to develop vacant land to how to design infill development and reinvest in existing communities. Its focus also ranges from such topics as sustainability, balanced communities and equitable development, the provision of public services and facilities, all forms of transportation, urban design, climate change impacts, supporting an innovative, and sustainable local economy, and historic resource preservation. The General Plan also calls for the update of the City's various community plans in order to establish these plans as integral and essential components of the General Plan where citywide policies are refined to address specific community goals.

As policy documents, community plans provide goals and objectives for development of communities and designate where specific land uses should go

and are further implemented by citywide and localized zoning programs. The purpose of the community plan update is to ensure consistency between the community's land use policies and infrastructure strategy, and the redevelopment strategy; to apply appropriate zoning that is consistent with these policies; and to prepare a master or program EIR that evaluates cumulative impacts. A goal of the update process will be to revise the Golden Hill Community Plan which was adopted in the late 1980's, to reflect current conditions and the long-term vision for the communities, as well as bring a number of existing plan elements into compliance with Elements and community plan update guidelines of the recently approved General Plan.

4.2 COMMUNITY PLAN UPDATE CLUSTER (OVERVIEW)

As part of this update process the City will take an "Update Cluster " approach, updating the Golden Hill Community Plan concurrent with the neighboring community plans of Greater North Park and Uptown. This approach will allow issues of mutual interest between the communities to be addressed. The communities of Uptown, Greater North Park, and Greater Golden Hill comprise approximately 4,607 acres located northeast of Downtown San Diego. These communities are generally bounded to the east by Interstate 805 and State Route 15; Mission Valley to the north; and Interstate 5 to the west; and State Route 94 to the south. Balboa Park is centrally located between each of these three communities. These respective communities are some of the oldest in the City and share similar issues and challenges with preserving single-family neighborhoods, historic resources, and open space while at the same time accommodating new development that has been drawn to these communities where mixed-use development is encouraged along commercial-transit corridors. Additionally, these communities also share similar street boundaries and commercial transit corridors, which raise issues of mutual concern. *(Refer to Exhibit 1 – Uptown, Greater North Park, and Greater Golden Hill Community Planning Areas).*

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4.2.1 GREATER GOLDEN HILL

Greater Golden Hill is an urbanized community consisting of approximately 441 acres, located east of downtown San Diego and adjacent to Balboa Park. It comprises the historic Golden Hill neighborhood, South Park, and the areas north and east of South Park including the Choate' addition and Brooklyn Heights. The Greater Golden Hill Community boundary is Balboa Park and Juniper Street on the north, 32nd Street between Juniper Street and Hawthorn Street, and along Marlton Drive to the 34th Street canyon to Beech Street on the east, State Route 94 on the south and Interstate 5 on the west.

The topography of the community is formed from a series of marine terraces offering gradual increases in elevation and spectacular views of the region. As one of San Diego's oldest communities, Greater Golden Hill contains some of the city's most representative historic buildings and neighborhoods, although the community also suffers from a lack of coherent urban form, visual clutter, aging infrastructure and the need for revitalization of commercial areas. The community faces similar planning issues that other older urban communities experience as a result of infill development such as the preservation of community character, historical and architectural resources, the integrity of single-family and low-density neighborhoods, and the need to manage public spaces and views.

4.3 STAKEHOLDER INVOLVEMENT

A variety of groups will provide public input through the plan update process and overall support to these groups will be primarily from city staff. The Consultant will attend several meetings and workshops at the beginning of the process to gather public input and present findings. Work products will be presented and discussed at subsequent meetings.

Each respective planning area currently has an officially recognized community planning group that provides decision makers with input and recommendations on land use matters, specifically concerning the preparation of their respective community plan. To achieve the desired level of commitment and the broadest possible community involvement in the Community Plan Update process, the City intends to also form a Stakeholder Advisory Committee for each community under the umbrella of the community planning group. An Update Cluster Advisory Committee will be formed to address the shared issues between the three communities. Technical working groups will also be formed as needed around specific issues, such as Historic Resources. These ad hoc groups will provide a forum for the public to discuss issues, provide input, and recommendations to the City staff relative to the various Plan Update components.

Staff anticipates the Stakeholder Advisory Committees will be a subcommittee of the recognized community planning group and will consist of representation from the community planning group, residents, business owners, neighborhood-community organizations, participating public agencies, and other various interest groups within the Plan Update boundary. The primary objective of the Stakeholder Advisory Committee is to convene the public discussion regarding their respective plan updates. The overall goal is a process that:

- Identifies a collective vision for the community;
- Achieves sustainable urban design principles consistent with the City's

updated General Plan;

- Creates an economically viable plan for future development;
- Provides adequate public facilities;
- Encourages increased employment opportunities;
- Provides adequate buffers between incompatible land uses;
- Addresses the need for public infrastructure;
- Reduces and/or minimizes traffic conflicts;
- Provides for transit-oriented design principals;
- Develops efficient and practical strategies for achieving functional open space and parkland; and
- Encourages increased opportunities for affordable, workforce, and market rate housing.

An Update Cluster Advisory Committee would also be formed and would operate in the same fashion as the Stakeholder Advisory Committee with the purpose of dealing with land use issues shared between the three communities such as transportation and circulation and urban design along shared community boundaries. The Update Cluster Stakeholder Advisory Committee would be made of representatives from each of the three Stakeholder Committees.

A Historic Resources Working Group will be created for each respective community and will be made up of representatives from each community's Stakeholder Advisory Committee and other interested community members. This group's purpose is to assist in the formulation of a historic resources context statement for each community that will determine the criteria for identifying potential historic and cultural resources during the historic reconnaissance surveys for each community planning area.

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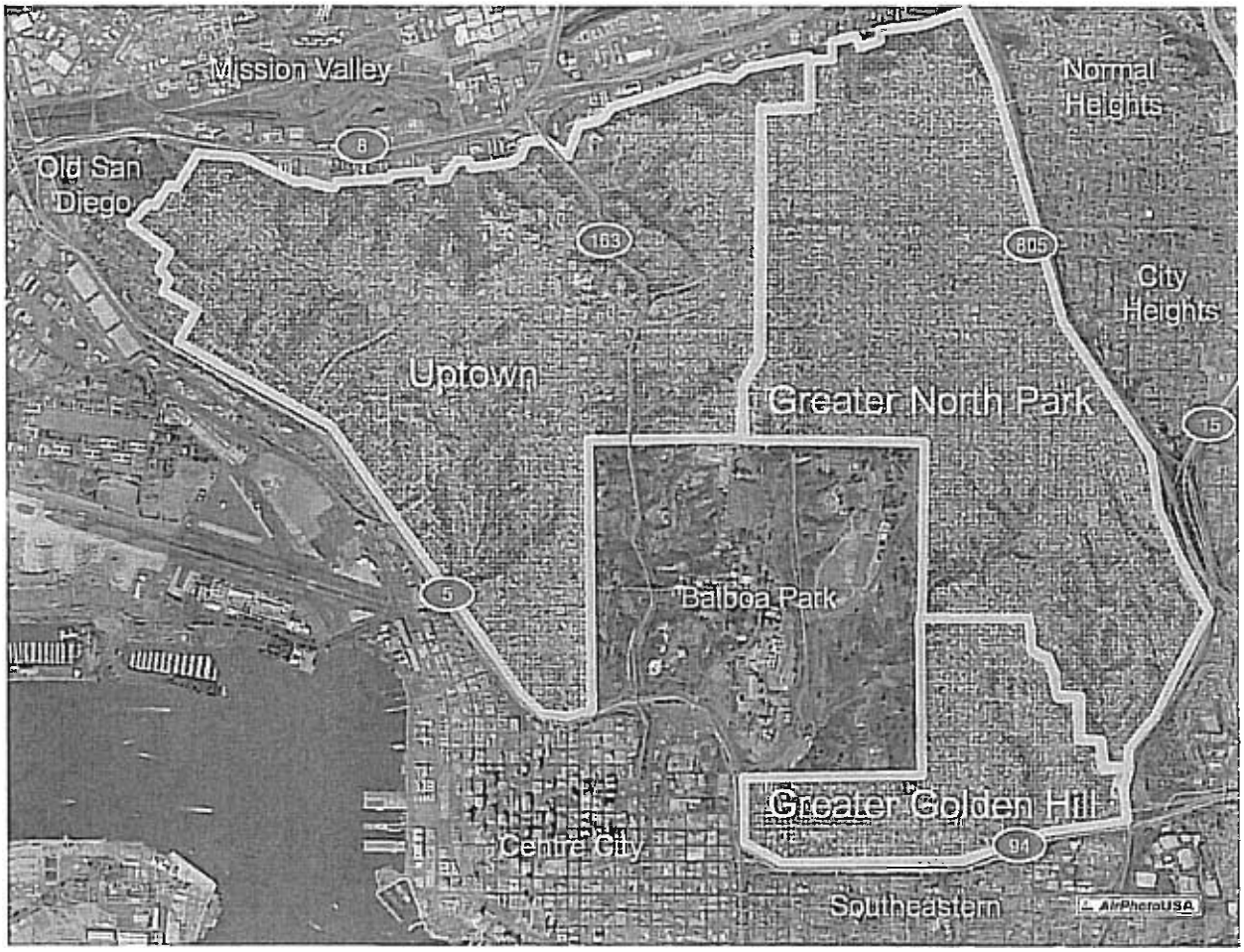


Exhibit 2: North Park Redevelopment Project Area Map

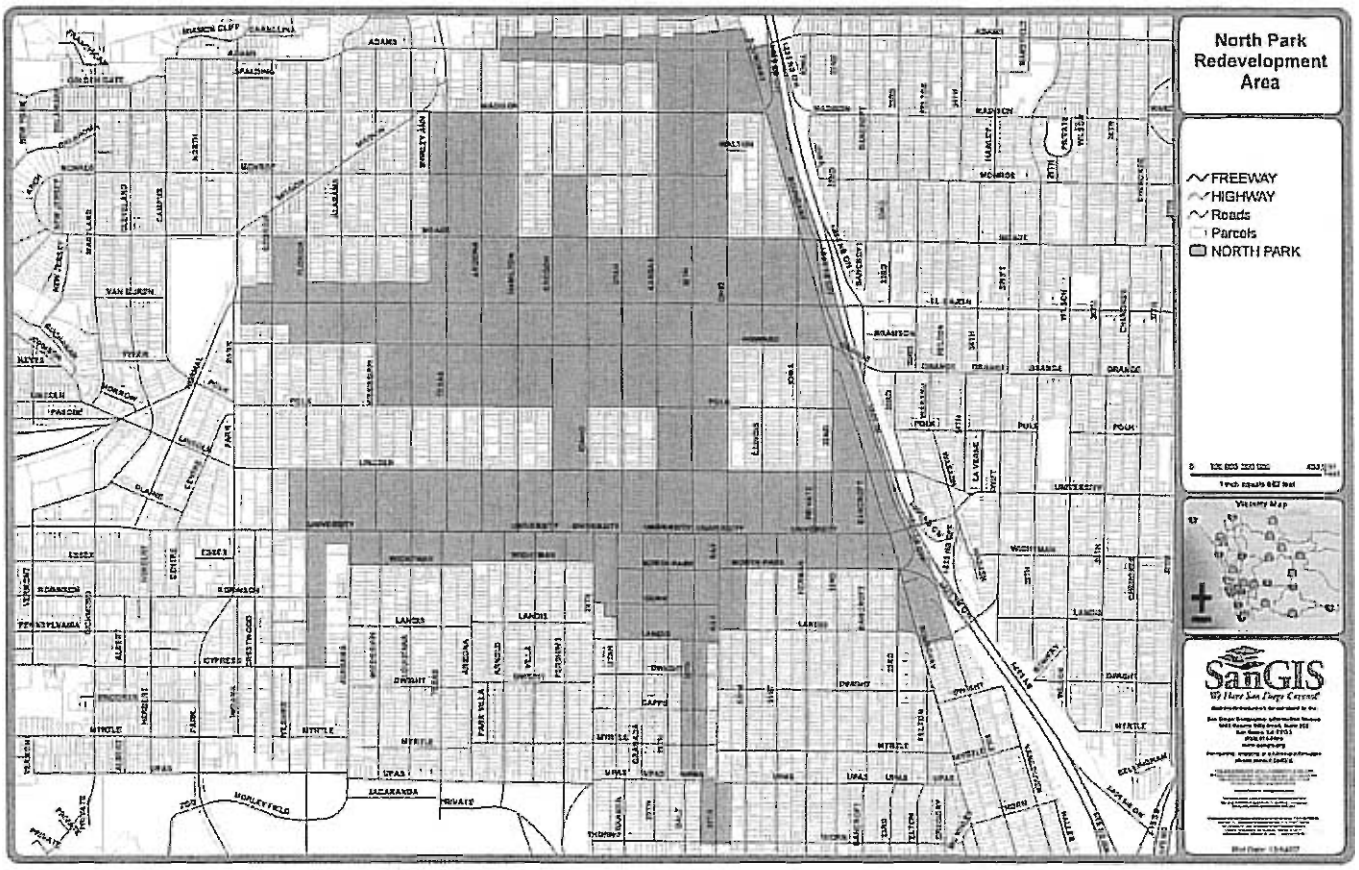
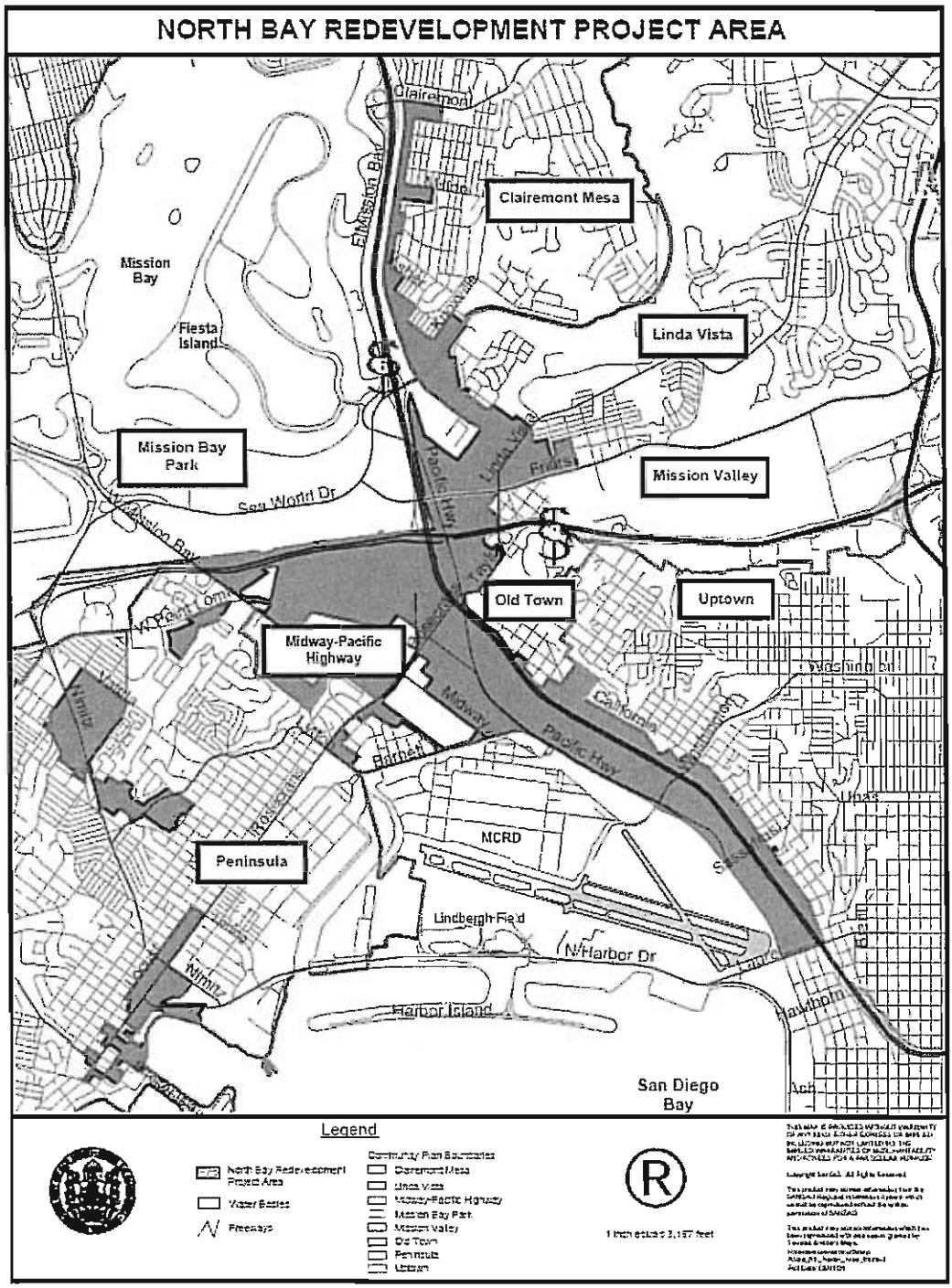


Exhibit 3: North Bay Redevelopment Project Area Map



4.4 GOLDEN HILL SCOPE OF SERVICES

The work program for the community plan update will focus on 'areas of change' within the community versus areas of stability. Areas of change include the commercial corridors and the multi-family neighborhoods. These areas contain additional development capacity based upon land use and zoning within the existing community plan and are also where redevelopment activity has been greatest. Some of the urban design problems within these transition areas are: lack of unifying elements, the need for contextual development solutions and the control of building scale. 'Areas of stability' are characterized by single-family neighborhoods where development is typically limited to home renovations and the construction of new single-family homes on existing lots zoned for single-family development. Urban design problems in these areas include the need to preserve neighborhood and historic character. Development of the new Golden Hill Community Plan Urban Design Element requires understanding of the existing conditions surrounding the urban form in the community. The Urban Design Elements of the City's General Plan and the existing community plan will provide a starting point for crafting new policy.

The primary components of the consulting work program include: (1) project management, (2) urban design/community visioning and, (3) public hearings.

4.4.1 PROJECT MANAGEMENT

4.4.1.1 The Consultant shall communicate regularly with City staff to review the project budget, make decisions and obtain necessary approvals, discuss preparation for public workshops, and discuss issues that have the potential of adversely affecting the project budget, schedule, or work products. This will include email and phone contacts as well as attending project status meetings with City staff on an as needed basis.

4.4.1.2 The Consultant shall conduct quality control of all products prior to submittal to the City, ensure that all work is completed and deliverables provided on time according to the project schedule, that all analyses are technically accurate, and all work products are of high quality. Quality control shall be performed by a senior member of the consultant staff who is not a member of the project team.

4.4.2 URBAN DESIGN/COMMUNITY VISIONING

4.4.2.1 The Consultant shall survey the existing urban form conditions within the community to develop an urban form analysis that assesses how well the various land use and development patterns function, both physically and aesthetically.

4.4.2.2 The Consultant shall conduct one (1) public workshop in collaboration with the Meeting Facilitator (to be hired separately by the City) to discuss the urban form analysis as well as the existing urban design goals, objectives, and recommendations within the Golden Hill Community Plan and the General Plan. A visual preference survey will be conducted for use in the development of the new Urban Design Element (including preliminary renderings and graphics). Results of the workshop will be presented to the Stakeholder Advisory Committee.

4.4.2.3 The Consultant shall conduct one (1) public workshop in collaboration with the Meeting Facilitator and any other urban design consultants hired to provide urban design services for the Greater North Park and Uptown Community Plan updates, to develop design recommendations, guidelines, renderings, and graphics that address the design of shared commercial and

transportation corridors, shared community boundary areas, as well as areas of mutual interest between the communities in the Update Cluster. Results of the workshop will be presented to the Update Cluster Advisory Committee.

4.4.2.4 The Consultant shall collaborate with City staff and the Meeting Facilitator (to be hired separately by the City) to prepare and conduct up to three (3) public workshops to prepare the new elements of the community plan. The first community plan elements workshop shall be structured as a four to six-day intense charrette process and shall concentrate on creating a vision for the community by focusing on land use, urban design, public facilities/amenities and mobility strategies. Results of the charrette will be presented to the Stakeholder Advisory Committee.

4.4.2.5 The Consultant shall incorporate the work from the Historic Resources Consultant (to be hired separately by the City) into the community plan urban design element and associated design guidelines. The Historic Resources Consultant will identify conservation areas for special design treatment as recommended by the General Plan. According to the Historic Preservation Element of the General Plan, conservation areas are "...areas that retain original community character in sufficient quantity and quality but typically do not meet designation criteria as an individual historical resource or as a contributor to a historical district." The purpose of the conservation areas is to respect the characteristics of a community that provide a sense of place or history. This may include the general mass, volume, and scale of the built environment or the relationship and orientation of buildings and landscape features to the street. The reconnaissance survey to be conducted by the Historic Resources

consultant will assist in identifying character-defining features of potential conservation areas within the community planning area. Design recommendations for conservation areas will be presented to the Historic Resources Working group.

4.4.3 PUBLIC HEARING PROCESS

4.4.3.1 The Consultant shall attend one (1) Planning Commission workshop and up to two (2) Planning Commission hearings as needed.

4.4.3.2 The Consultant shall attend up to two (2) City Council hearings as needed.

4.5 DELIVERABLES

The following deliverables associated with the proposed work program include:

4.5.1 ADMINISTRATION

4.5.1.1 The Consultant shall collaborate with the City Project Manager to provide a refined community plan update schedule to reflect the anticipated 24- month processing schedule as it relates to the urban design and community visioning process (i.e. time anticipated to reach the first public hearing to consider a formal recommendation on the Community Plan Update process).

4.5.2 URBAN DESIGN/COMMUNITY VISIONING

4.5.2.1 The Consultant shall provide a detailed summary of results from each public workshop and the charrette (including illustrations).

4.5.2.2 The Consultant shall conduct a visual preference survey to assess community preferences regarding the form and appearance of buildings, landscape, and streetscape elements within the community's various land use patterns. The survey will also evaluate possible new development scenarios which could contribute positively toward the community's overall image. The survey will be used to develop visual concepts for the Urban Design Element.

4.5.2.3 The Consultant shall provide community plan graphics. Consultant shall develop format and graphics including 3D visualization and GIS maps for inclusion into the plan element sections. Graphics shall use software compatible with the City's in-house tools for future integration and manipulation. The Consultant Team shall use ESRI ArcGIS 9.1 or 9.2 3D Analyst and Spatial Analysis extensions for geospatial map illustrations and analysis. Data shall be in shape-file format. However, geo-database format is preferred. Non-geospatial illustrations shall be Adobe Illustrator format compatible.

4.5.2.4 The Consultant shall produce a new Urban Design Element for the Golden Hill Community Plan that is illustrative and graphically-based which visually conveys the various community design goals, objectives, and recommendations (including any area-specific design plans).

4.5.2.5 The Consultant shall provide two (2) public review screenchecks of the new Urban Design Element for City staff, community stakeholders, and other interested parties as well as prepare subsequent revised documents.

4.5.2.6 The Consultant shall prepare five (5) bound, color copies of the final draft of the Urban Design Element and any associated documents to City staff.

4.5.2.7 All documents provided in this scope of services shall come in an 8 ½" x 11" size and made available electronically in PDF format. All documents shall also be made available in a PDF format with a manageable resolution size, so that it can be easily uploaded and viewed on the City's website.

4.5.3 PUBLIC HEARING PROCESS

4.5.3.1 The Consultant shall provide graphics and materials related to their work on the Urban Design Element for the City's presentation at Planning Commission and City Council hearings.

4.6 PROPOSER'S IMPLEMENTATION PLAN

Consultants shall provide a contract implementation plan proposing procedural, operational steps, technical approach and milestones of how the consultant intends to provide the work plan with specified deliverables as previously specified. A revised schedule may be required from the Proposer(s) within ten (10) calendar days of the City's notification of provisional award.