

CITY OF ORANGE
NORTH TUSTIN STREET SPECIFIC PLAN
REQUEST FOR PROPOSALS

The City of Orange is seeking proposals from a qualified consultant to prepare a Specific Plan and related Programmatic Environmental Impact Report using Senate Bill (SB) 2 Planning Grants Program funding for the North Tustin Street Corridor. Preparation of a market and fiscal analysis is also requested in the work effort to provide an informed basis for the Specific Plan land use program.

BACKGROUND

The North Tustin Street corridor is geographically located in the north-central portion of the City of Orange, between Katella Avenue to the south, Lincoln Avenue to the north, State Route (SR) 55 to the east, and established post-War single and multi-family residential neighborhoods to the west. Tustin Street is a major transportation corridor in the City characterized by eclectic strip commercial development dating from the 1960s through the present. Pockets of modest multi-family residential development dating from a similar timeframe are located in the eastern portion of the corridor between the rear of commercial properties fronting Tustin Street and SR 55 (see attached map).

The City of Orange has a population of approximately 141,952 and is situated in north-central Orange County, approximately 32 miles southeast of Los Angeles. The City's incorporated land area is approximately 35 square miles. The City's land uses consist of a mix of residential, commercial, industrial and open space. The North Tustin Specific Plan study area includes 14,762,843 square feet of property broken down into 9,757,662 square feet of commercially zoned property, 3,896,698 square feet of multi-family residential property, and 1,108,482 square feet of mobile home park zoned property. The study area represents a significant portion of the north-central section of Orange.

Land Use History

The North Tustin Corridor became a redevelopment project area in 1983. In conjunction with establishment of the redevelopment area, a zoning classification specific to the area was created, the Commercial-Tustin Redevelopment Area (C-TR) zone. The Tustin Street Design Standards were also adopted at that time. The purpose of these two actions was to reinvigorate and generate property reinvestment in the corridor. The anticipated benefits of the C-TR zoning and design standards came to limited fruition, with respect to land uses and the visual quality of the area. However, the Tustin Corridor, from the study area continuing south to the city limit is recognized as a commercial district where a wide variety of the community's retail and service needs can be met; if there's something you need, you can probably find it on Tustin Street.

The corridor predominantly maintains Limited Business - Tustin Redevelopment Project Area (C-TR) zoning and a General Commercial (GC) General Plan Land Use Element designation. The corridor is characterized by a mix of single-tenant occupied parcels, small to mid-sized commercial centers, auto dealerships, big box retail, the Village at Orange shopping center with an underperforming mall, office and service providing uses, and some multi-family complexes. The commercial parcels along the corridor are shallow in many areas but span outward on larger properties such as the Village of Orange and along the intersections of streets such as Katella, Taft, Meats, and Lincoln Avenues.

Residential properties in the study area have General Plan land use designations of Low Medium Density Residential (6-15 du/acre) and Medium Density Residential (16-24 du/acre). These properties are zoned Residential Duplex (R-2), Residential Multi-family (R-3) (some of which are also subject to a single-story overlay), Mobile Home (MH), and Limited Business (C-1).

Much of the study area was developed in the 1970's when the city was growing. Although redevelopment has occurred gradually, several properties retain buildings originally constructed in the 1970's and 1980's. The North Tustin Street Design Standards were intended to visually unify the corridor with thematic districts. However, the themes are now outdated and did not significantly implement into the physical environment.

Transportation

In conjunction with the corridor's role as a major commercial corridor, Tustin Street is designated as a Major Arterial in the City's Master Plan of Streets and Highways, carrying high traffic volumes and bus transit routes. In addition to supporting Orange County Transportation Authority (OCTA) services, the north end of the corridor also serves the Riverside Transportation Authority (RTA) given the proximity of the SR 55 and SR 91 interchange, and the Orange County employment destination for Riverside County residents. The southern terminus of the North Tustin Corridor study area provides a transit link via Katella Avenue to the Anaheim Regional Intermodal Transportation Center (ARTIC) and the Anaheim Resort area further to the west. The northern terminus of the corridor also offers a transit link via Lincoln Avenue to the City of Anaheim.

A significant feature of the North Tustin Corridor are the two freeway access points offered at Katella Avenue and Lincoln Avenue. These ramp areas are constrained and present sources of traffic congestion in the area. Pedestrian amenities are limited on the corridor due to a proliferation of access points into commercial properties, high voltage power lines supported by substantial telephone poles, and a number of other utility features. In many instances, incremental roadway widening has left limited space for private property landscaped setbacks, street trees, or bus shelters.

Urban Design/Streetscape

The City's General Plan Urban Design Element recognizes the North Tustin Corridor as a northern gateway into the City as well as a major streetscape having potential to better convey a positive community business district image. The Urban Design Element provides goals, policies, and aspirations in support of establishing a distinctive and refreshed image of the North Tustin Corridor.

PROJECT OBJECTIVES

The overall objectives of the Specific Plan are to:

- Develop an informed land use program that allows for preservation and enhancement of sales tax revenue, while allowing a diversification of land uses including integrated multi-family residential development.
- Accommodate new and intensified infill development within the corridor that is sensitive to abutting residential uses and improves the land use transition from the Specific Plan area to adjacent single-family residential properties.
- Continue to promote economic development and enable opportunities for Tustin Street to become a recognized quality local and regional retail destination.
- Identify appropriate sites that may accommodate greater residential density in a stand-alone or mixed use format to advance the City's regional housing needs assessment (RHNA) allocations.
- Create a walkable, complete urban neighborhood district with a mix of complementary retail uses, services, and amenities that foster a vibrant and livable environment.
- Enhance Tustin Street as a City gateway with a unified streetscape that accommodates a variety of users and functions.
- Capitalize on the high transit nature of the Tustin Street corridor combined with a mix of services to accomplish a multi-modal environment.
- Streamline new development.

The successful consultant must demonstrate experience with corridor-spanning specific plans and have a solid understanding of the City's needs. We encourage your firm to submit a proposal.

SUBMITTAL REQUIREMENTS

Proposals shall be received by the City no later than **4:00 p.m. on Thursday, June 18, 2020.** Proposals may be submitted in hardcopy or electronic format. If submitting hardcopies, mark envelopes containing the proposal as "North Tustin Street Specific Plan Proposal." Submit one hardcopy of the cost proposal in a separate sealed envelope. Submit two hardcopies and a digital copy on USB to:

Attn: Chad Ortlieb
Senior Planner
Community Development Department
300 East Chapman Avenue, Orange, CA 92866
(714) 744-7237
cortlieb@cityoforange.org

As an alternative to hardcopies, proposals may be submitted in pdf format via email to Chad Ortlieb, Senior Planner, at cortlieb@cityoforange.org. The cost proposal must be emailed as a separate pdf file.

CONSULTANT SELECTION SCHEDULE

- RFP Released – May 4, 2020
- Proposals Deadline – June 18, 2020 by 4:00 p.m.
- Consultant Interviews – June-July, 2020
- Notice to Proceed- July 2020

SELECTION PROCESS

This is a competitive selection process. Proposals will be evaluated and firms ranked based on qualifications and responsiveness to the City's needs. Following the proposal evaluation, oral interviews may be held with top ranked firms. The City will select a firm and negotiate a final scope and cost. If an appropriate cost cannot be agreed upon, the City will move on to the next top ranked firm until an appropriate cost can be agreed upon. The City reserves the right to award all or part of the project at its discretion.

PROJECT SCHEDULE

The City is seeking to present the City Council with a North Tustin Street Specific Plan in October 2021. Project completion must occur by February 2022.

PROPOSAL REQUIREMENTS

Proposals shall contain no more than 20 pages (excluding appendices such as key staff resumes or the cost proposal). The proposal must include a Letter of Interest and the information described below. Proposals shall include sections for:

- Project Understanding - Proposal shall include knowledge of specific plans and related environmental regulations, scope of work, and issues.
- Key Staff, Qualifications and Experience- Proposal shall identify key staff and their role in completing the project. Proposal shall describe key staff qualifications to conduct requested work. Proposal shall describe at least three recent similar projects completed by key staff in the last seven years.
- Scope of Work- Proposal shall include a detailed scope of work and describe the approach, methodologies, and anticipated issues and solutions for each task.

- Schedule- Proposal shall include a simple schedule showing completion dates for each task/deliverable identified in the scope of work.
- Cost Proposal - Cost Proposal shall provide itemized costs for each task identified in the scope of work. Each itemized cost must identify: 1) a total number of staff hours by staff person by task for each task listed in the scope of work, 2) a “not to exceed” cost for each task of the project, and 3) billable rates for each key staff person.

DESIRED SPECIFIC PLAN CONTENT

The Specific Plan should establish a vision for the area supported by content that facilitates private property revitalization, entitlement streamlining, economic development, housing opportunities, transit-oriented development, pedestrian orientation, and high-quality aesthetics. Therefore, at a minimum, the following should be addressed:

A. Establish Redevelopment Incentives

- Right-size land uses and development standards for commercial, residential, and mixed-use properties based on property size and type.
- Establish flexible development standards, design standards and guidelines to accommodate a mixture of differing yet compatible architectural styles.
- Balance flexible and diverse land uses that foster economic development opportunities while supporting housing opportunities.
- Deter land uses that exist in excess in the plan area while promoting land uses that generate sales tax revenue.

B. Provide for Infill Residential Development Opportunities

- Identify sites appropriate for meeting a significant portion of the City’s RHNA allocation.
- Account for density bonus provisions for residential development to guard against over-intensification.
- Ensure a balanced mix of residential, commercial, and service uses to complement each other and seek to provide for social vitality and sense-of-place among the mix of uses, including open spaces and recreational amenities.

C. Streamline Land Use Entitlement Process

- Establish a streamlined development review process.
- A certified Program Environmental Impact Report to tier individual projects from to streamline the entitlement process.

D. Establish an Urban Design/Streetscape Framework

- Ensure appropriate transitions occur at the boundaries of surrounding established neighborhoods and enhance livability through complementary relationships between new and existing uses.

- Establish a flexible yet unifying plant palette for private property redevelopment.
- Consider the needs of water quality retention, fire access, crime prevention, solar capture, waste and recycling, and alternative fueling.
- Establish a catalyst for private investment by improving visual and functional connections and linkages as follows:
 - Given the corridor's adjacency to the 55 Freeway, provide for a development environment appropriate for a regional destination.
 - Implement the potential for gateway features at the Katella Avenue and Lincoln Avenue intersections to designate the beginnings of the corridor and assist in corridor identification to visitors exiting the 55 Freeway.
 - Establish a unified placemaking theme for amenities in the public right-of-way such as street trees, streetlights, sidewalk widths, directional signage, bus shelters, and public utilities.
 - Evaluate the potential for median improvements in focused locations.

E. Facilitate Sustainable Transportation Opportunities

- Establish incentives and standards for multi-modality including pedestrian amenities and inter-connectivity on and between sites within the planning area, and for connectivity to adjacent residential neighborhoods and park and school uses outside of the planning area.
- Consider incentives for private property bicycle pathways that connect to adjacent parcels and the public right-of-way, when necessary.

F. Implementation

- Develop short and long-term goals and objectives for plan implementation.
- Identify local, State, and Federal grant and other funding opportunities for private redevelopment and public projects in the Specific Plan area.

SCOPE OF WORK & DELIVERABLES

Although City staff has made our best effort to outline a reasonable scope of work given the timeline and budget, staff is amendable to consultant suggestions as to any task, method or approach we have not considered. Consultant shall provide a cost estimate for the requested work but may offer additional suggestions in its proposal.

Task 1: Evaluation and Recommendations

- Attend a kick-off meeting with City staff to identify Specific Plan goals.
- Tour the North Tustin Street corridor with City staff.
- Review existing conditions, the General Plan, Zoning Code, and Tustin Street Design Standards.
- Engage in meetings and calls with City staff as necessary to obtain area insights.

Deliverable 1:

- Provide a policy and past performance assessment detailing findings, opportunities, and constraints.

Task 2: Fiscal and Market Land Use Analysis

- Conduct a fiscal and market analysis of existing land uses to inform the development of Specific Plan land use alternatives.
 - The fiscal impact analysis shall assess market conditions, and City revenues and expenditures for purposes of identify sustainable options for land use mix and development intensities that promote economic development, sales tax generation, and reposition land use policy for long-term success.
- Engage in meetings and calls with City staff as necessary to review findings and begin development of land use scenarios.

Deliverable 2:

- Prepare a screen check draft fiscal and market analysis report, integrating the findings of Task 1 into a screen check draft document for City review and comment, and identify opportunities and recommendations for purposes of developing alternative land use scenarios for the planning area.
- Prepare a final fiscal and market analysis that reflects City feedback.
- Engage in meetings and calls with City staff as necessary to review and refine recommendations based on City goals.

Task 3: Stakeholder Outreach #1

- Plan and execute a series of stakeholder meetings to engage:

- Planning area property owners, businesses, and residents
- Chamber of Commerce representatives
- Building Industry Association representatives and developers
- Real estate brokers
- Residents of abutting neighborhoods to the west and north
- Review findings from Tasks 1 and 2 with stakeholders and solicit input on issues including, but not limited to, strengths and challenges, resident quality of life matters, business attraction experiences, developer appeal, and perspective on City policies and regulations.

Deliverable 3:

- Prepare outreach materials, notices, agendas, and presentations for stakeholder meetings.
- Attend stakeholder meetings and provide associated presentation materials.
- Compile meeting notes and summarize online community survey results.

Task 4: Community Outreach #1

- Prepare an online community survey for input on the policy analysis recommendations to be published on the City's website and included with public notices.
- Conduct a community-oriented workshop to introduce the Specific Plan project and its objectives and solicit public input on the study area

Deliverable 4:

- Prepare outreach materials, notices, agendas, and presentations for up to two community meetings.
- Attend community meetings and provide associated presentation materials.
- Compile meeting notes and summarize online community survey results.

Task 5: Specific Plan Land Use Alternatives and Specific Plan Framework

- Prepare a minimum of two (2) land use alternatives based on the input garnered in Tasks 2-4 and reflective of the City's Specific Plan objectives in consultation with City staff.
- As an optional task prepare computer modeling of the land use scenarios.
- Prepare a preliminary Specific Plan framework addressing conceptual:
 - Multi-modal circulation network including private vehicles, transit, pedestrians and cyclists as appropriate
 - Urban design/streetscape program addressing city gateways, corridor activity nodes, open space opportunities, neighborhood transition, and linkage

- Infrastructure program

Deliverable 5:

- Provide a minimum of two (2) land use alternative scenarios.
- Provide a preliminary draft Specific Plan outline.

Task 6: Stakeholder Outreach #2

- Plan and execute a second combined stakeholder workshop to present the land use alternatives developed in Task 5. This outreach effort should engage the same groups identified in Task 3.
- Review the land use options in relation to information collected in Tasks 2-4 and solicit feedback in order to refine and establish a preferred land use alternative.

Deliverable 6:

- Prepare outreach materials, notices, agendas, and presentations for the stakeholder workshop.
- Attend and make presentations at stakeholder workshop.

Task 7: Community Outreach #2

- Plan and execute a second community workshop to present the land use alternatives developed in Task 5.
- Review the land use options in relation to information collected in Tasks 2-4 and solicit feedback in order to refine and establish a preferred land use alternative.

Deliverable 7:

- Prepare outreach materials, notices, agendas, and presentations for the stakeholder workshop.
- Attend and make presentations at a stakeholder workshop.

Task 8: Draft Specific Plan

- Finalize the Specific Plan Framework based on input from the stakeholder workshop and staff.
- Concurrent with Task 6, prepare a draft North Tustin Street Specific Plan addressing state mandated and desired City content.
- The consultant shall anticipate two rounds of screencheck draft Specific Plan review by City staff.

Deliverable 8:

- Provide a Draft North Tustin Street Specific Plan including two subsequent rounds of revisions.

Task 9: CEQA Documents

- Prepare a Notice of Preparation and coordinate with staff on scoping meeting.
- Prepare tribal consultation letters.
- Prepare a draft project description and alternatives options to staff prior to preparation of the full Administrative Draft EIR.
- Meet with staff, implement changes discussed to the draft project description and alternatives, then prepare an Administrative Draft EIR including all necessary technical support documents and mitigation monitoring and reporting plan. Anticipate two rounds of staff comments and two revision drafts.
- Technical studies could include, but are not limited to, Air Quality/Greenhouse Gas Emissions/Energy Study, Cultural Resources Study, Noise Analysis, Infrastructure and Water Assessments, and VMT Analysis.
- Respond to comments received during the 45-day public review period.
- Prepare a Final Draft EIR. Anticipate two rounds of staff comments and two revision drafts.
- Prepare CEQA Notices and submit to the State Clearinghouse as required.

Deliverable 9:

- Provide a Notice of Preparation.
- Provide tribal consultation letters.
- Provide a draft project description and alternatives options.
- Provide an Administrative Draft Program EIR including all necessary technical appendices and mitigation monitoring and reporting plan. This deliverable includes providing up to two subsequent revised drafts to implement staff comments and 10 hardcopies for public review.
- Provide a Final Draft Program EIR with a response to public comments received. This deliverable includes providing up to two subsequent revised drafts to implement staff comments. Provide 30 hardcopies and digital copy of the Final Draft EIR. Five of the hardcopies must include appendices, the others may include a cd insert.
- Provide CEQA Notices.

Task 10: Public Meetings and Hearings

- Attend up to two (2) of each of the following meetings: Design Review Committee, Planning Commission, and City Council.
- Prepare a Final Draft North Tustin Street Specific Plan as directed by City staff and in response to comments made by the City's advisory bodies.
- Assist City staff in preparing supportive public hearing materials and responding to questions by the City's recommending and decision-making bodies.

Deliverable 10:

- Attend decision-making and advisory body meetings.
- Provide 30 hardcopies of a Final Draft North Tustin Specific Plan. Five of the hardcopies must include appendices, the rest may include a cd insert.
- Provide supportive public hearing materials and respond to questions at public meetings.

Notes:

1. Unless stated otherwise, for all deliverables involving a document, the consultant is to provide 6 hardcopies and a digital copy. Staff may reduce the amount of copies required at its discretion.
2. For all deliverables or components of deliverables that are maps, the consultant shall provide the maps in both a pdf and GIS compatible format.
3. Meetings identified in the tasks may be held in person or over the phone at the discretion of staff. Key consultant staff must attend the meetings.

CONSULTANT SELECTION CRITERIA

Total possible points is 100 with each section receiving the following points.

A. Project Understanding (20 points)

- Understanding of project issues, scope and deliverables.
- Knowledge of applicable regulations.

B. Key Staff, Qualifications and Experience (30 points)

- Overall professional experience, reliability, and continuity of the firm and key staff.
- Education, certifications, and training of key personnel to be assigned to the work.
- If sub-consultants are proposed, the track records of team members' experience working together and on similar projects.

C. Scope of Work (30 points)

- Detailed approach, methodology and deliverables for each task.
- Demonstrates an understanding of project issues and the required work effort.
- Quality of the proposal. The proposal should clearly demonstrate the firms' understanding of the City's overall objectives for the North Tustin Street Specific Plan.

D. Project Schedule (10 points)

- Includes a logical sequencing of work.
- Proposed schedule is reasonable and aligned with City schedule.

E. Cost (10 points)

- The cost proposal is clear and organized by the tasks listed in the scope of work.
- The cost is reasonable and within the City's budget.