



Agenda Item

City Council

Item #: 3.10.

9/8/2020

File #: 20-087

TO: Honorable Mayor and Members of the City Council

THRU: Rick Otto, City Manager

FROM: William Crouch, Community Development Director

1. SUBJECT

Agreement with Sargent Town Planning for preparation of the North Tustin Street Specific Plan.

2. SUMMARY

Consultant Services Agreement with Sargent Town Planning to prepare a North Tustin Street Specific Plan with a not to exceed cost of \$445,152 plus a contingency allowance of \$54,848.

3. RECOMMENDED ACTION

Approve the agreement with Sargent Town Planning in the total amount of \$500,000, representing an original contract amount of \$445,152, plus a contingency allowance of \$54,848, for the creation of the North Tustin Street Specific Plan; and authorize the Mayor and City Clerk to execute on behalf of the City.

4. FISCAL IMPACT

The total expenditure, including the contingency, for this agreement is \$500,000 and will be funded in the North Tustin Street Specific Plan (30143) through:

Senate Bill 2 (SB-2) Planning Grant Program (312)	\$240,000
Reimbursable Capital Projects (550)	<u>260,000</u>
Total:	\$500,000

5. STRATEGIC PLAN GOALS

Goal 2: Be a fiscally healthy community

e: Create an environment to attract, retain, and expand economic opportunities.

Goal 3: Enhance and promote quality of life in the community

c: Support and enhance attractive, diverse living environments.

6. DISCUSSION AND BACKGROUND

The North Tustin Street 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. Hence, a fresh look at land use policy for the corridor is warranted.

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 C-TR designation would be replaced under a North Tustin Specific Plan (NTSP). 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 the loss of an anchor tenant), offices and services 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.

The NTSP will establish a vision for the North Tustin Street corridor between Katella Avenue and Lincoln Avenue as shown on the proposed area map attachment. The intent of the plan is to facilitate private property revitalization, entitlement streamlining, economic development, housing opportunities, transit-oriented development, pedestrian orientation, and high-quality aesthetics. A full background, objectives list, and desired plan content is provided in the Request for Proposals attachment. The Project Scope and Deliverables are provided in the Consultant Services Agreement attachment under the "Scope and Deliverables" attachment.

On May 18, 2020, the Community Development Department sent a request for proposals to ten qualified planning firms for the preparation of the NTSP, which includes the market and fiscal analysis and related Programmatic Environmental Impact Report. Six proposals were received. Four firms were interviewed, with Sargent Town Planning being interviewed twice.

Staff received competitive proposals from the following firms:

Firm	Cost	Rank
De Novo	\$364,695 + \$100,090 in options	3
Kimley-Horn	\$398,780 + \$7,480 in options	5
KTGY	\$797,583 + \$22,010 in options	6
MIG	\$623,049 + \$119,550 in options	4
Placeworks	\$517,683 + \$28,469 in options	2
Sargent Town Planning	\$445,152 as negotiated	1

Staff conducted a comprehensive review of each proposal and recommends City Council select Sargent Town Planning on the basis of their proposal and interviews, demonstrating the best conveyance of project understanding, experience, proposed work scope, ability to complete the project on time, and ability to complete the work under budget.

Sargent Town Planning provided references from the cities of Rancho Cucamonga, Indio, Palm Desert, and Oxnard. Sargent's project proposal portfolio includes the following comparable projects which are active or have been completed in recent years:

- Indio 111 Corridor & Downtown Plans
- Burbank Standards & Guidelines for Mixed-Use Places
- San Fernando Downtown Corridors Transit-Oriented Development Specific Plan
- Rancho Cucamonga Foothill Boulevard Corridor Vision Plan Study
- Lancaster Gateways, Corridors & Centers Plan
- Beverly Hills Southeast Area Community Plan
- Pasadena Street Design Guide
- Palm Desert Corridor Plan, Code & Implementation Manual
- Fontana Downtown Area Plan & General Plan Update
- Lancaster Boulevard Streetscape Transformation
- East Los Angeles Third Street Corridor Specific Plan

The work will involve extensive stakeholder and community outreach, a land use fiscal and market analysis, consideration of multi-modal transportation options, and development of a plan that ultimately serves to reposition the area as a community gateway that strikes a balance between enhancing the quality of life for current residents of the area, refreshing the image of the corridor, and facilitating opportunities for new commercial and residential development.

The NTSP must be completed by February 2022 in order for the City to fulfill collection of grant funding. The project will require 18 months to complete initial analysis, including market analysis, public outreach, the specific plan framework and alternatives, the specific plan, the Environmental Impact Report with agency and public review, and public meetings. An aggressive project schedule is included within the third attachment.

7. ATTACHMENTS

- Proposed NTSP Area Map
- Request for Proposals
- Consultant Services Agreement including Scope and Deliverables, Schedule, and Fee Proposal