

TO: James L. App, City Manager  
FROM: Ronald Whisenand, Community Development Director  
SUBJECT: Town Centre/Uptown Specific Plan  
DATE: January 2, 2008

---

NEEDS: For the City Council to consider a contract to prepare a Specific Plan for the Uptown and Town Centre planning areas. Additionally, the Redevelopment Agency needs to appropriate additional Redevelopment Funds for this activity.

FACTS:

1. As part of the February 2007 Goal Setting Workshop, the City Council expressed the desire for master plans for both the City's Uptown (Westside north of 24<sup>th</sup> Street) and Town Centre (Westside south of 24<sup>th</sup> Street) areas. The Council included \$2,500,000 to prepare both plans as part of the 2007-09 budget.
2. Both areas are experiencing growing development pressure that could benefit from area-wide master planning to guide future redevelopment efforts.
3. The City solicited separate proposals from qualified firms to prepare both master planning efforts. Staff and the Council Ad Hoc members Strong and Nemeth met with project teams in late October, 2007. The firm of Elizabeth Moule & Stefanos Polyzoides of Pasadena, California presented the best proposal which included an added bonus of preparing a full Specific Plan for both areas at a great cost savings to the City.
4. Staff and Council Ad Hoc members Strong and Nemeth are recommending awarding a contract with Moule & Polyzoides.

ANALYSIS &

CONCLUSION: The proposal before the Council is for the preparation of a Specific Plan that will cover both the Uptown and Town Centre Areas. The Specific Plan will be accompanied by a form based code, fiscal analysis, market study, and EIR which addresses the following:

Uptown Area

- Preparing a new vision for land uses and development for the area as a whole including providing: a new mix of residential and commercial land uses with a variety of housing types and densities; neighborhood commercial sites integrated into housing areas; and new public spaces (primarily recreational).
- Proposing street, alley, and pedestrian/bikeway improvements that serve to calm through-traffic, link neighborhoods, and support walking, bicycling, safe routes to schools and use of public transit.
- Working with the Housing Authority of the City of Paso Robles and its affiliate, the Paso Robles Nonprofit Housing Corp., to prepare a vision for the redevelopment of the 148 unit Oak Park Public Housing complex to replace the existing 148 aging

units and to add as many as 150 or more units in a variety of sizes and configurations.

#### Town Centre Area

- Providing for expansion of our downtown from its historic boundaries along with a mix of other appropriate and desired land uses.
- Providing property and business owners with additional tools to encourage private investment into the area.
- Offering design development based on traditional neighborhood design principles.
- Addressing barriers to downtown expansion including Highway 101, Union Pacific Railroad tracks, Salinas River, and 13<sup>th</sup> Street.
- Offering creative solutions to downtown parking, circulation, and transit challenges.
- Incorporation of a restored and enhanced Salinas riverfront as a downtown amenity as well as development/refinement of a comprehensive River Plan.
- Master planning of City Park and Robbins Field which lie at the heart of our historic downtown.
- Master planning of historical museums (Pioneer, Pioneer Day, Jeansville Oil Pump, & Historical Society).
- Master planning of Pioneer Park.
- Master planning the buildings and non-equestrian support facilities of the Paso Robles Event Center (formerly the Mid State Fairgrounds).

The Specific Plan area contains a high number of potentially historic properties. In order to address Council's goal of updating the City's outdated historical resource inventory and to coordinate preservation components of the Specific Plan, we have asked the consultant to provide the City with an addendum to address this historic research and inventory effort. The concept will be for the consultant to work with our local historians and generate a new inventory of historic properties using local, State, and Federal listing criteria.

The overall planning process is to be built on broad public involvement, and on proven methods for finding common ground among diverse groups. The process will include public workshops/meetings, a visioning charrette, and collaboration with stakeholders. More detail on the proposal is included in the attached Proposal and Scope of Work (Attachment 2).

#### POLICY

REFERENCE: Council Goal Setting Workshop of February 15, 2007 and City of El Paso de Robles Two Year Operating & Maintenance Budget for Fiscal Years 2007/09.

#### FISCAL

IMPACT: The Moule/Polyzoides proposal to combine the Uptown and Town Centre planning efforts into a single Specific Plan will cost approximately \$1,343,000 (plus some additional for an historical resources inventory/ordinance and contingency – for a total of approximately \$1,500,000). The next best proposals would have resulted in two separate master planning efforts with a total budget of \$1,875,000 plus the cost of an historical resource inventory/ordinance. Staff has requested an addendum to the Proposal and Scope of Work to include an update to the City's Historic Resource Inventory. As noted above, and based on earlier proposals, it is anticipated that this supplemental work will bring the total contract to \$1,500,000.

The Council has previously budgeted \$2,500,000 from Redevelopment Funds, but appropriated only \$1,250,000 for the first phase effort; an additional appropriation of \$250,000 is needed to fund the project in its entirety including the historic resource inventory and ordinance. Contracting with Moule & Polyzoides will result in a cost savings - \$1,000,000 less than budgeted.

OPTIONS: After consideration of all public testimony, that the Redevelopment Agency and City Council consider the following options:

Redevelopment Agency

- a. Adopt attached Resolution No. RA 08-XX to appropriate \$250,000 to budget Account No. 700-810-5235-240.
- b. Amend, modify, or reject the above options.

City Council

- a. (1) Introduce for first reading Ordinance No. XXX N.S. amending Chapter 3.40 Revenue and Finance of the Municipal Code to modify the Fiscal Year 2007/08 Budget for the Redevelopment Agency of the City of El Paso de Robles and set January 15, 2008, as the date for adoption of said Ordinance.
- (2) Adopt attached Resolution No. 08-XX Awarding a Consultant Contract to Moule & Polyzoides
- b. Amend, modify, or reject the above option.

Attachments:

1. Resolution of the Redevelopment Agency Appropriating Additional Redevelopment Funds
2. Ordinance of the City Council Amending the Redevelopment Agency Budget
3. Resolution of the City Council Awarding a Consultant Contract to Moule & Polyzoides
4. Summary Scope of Work
5. Maps of Uptown and Town Centre Areas

RESOLUTION NO. RA 08-XXX

A RESOLUTION OF THE REDEVELOPMENT AGENCY OF THE CITY OF PASO ROBLES  
APPROPRIATING \$250,000 IN REDEVELOPMENT FUNDS FOR PREPARATION OF  
A SPECIFIC PLAN FOR THE UPTOWN AND TOWN CENTRE AREAS

WHEREAS, the City directed as part of the 2007/09 budget to retain an outside expert to master plan the Uptown and Town Centre areas; and

WHEREAS, the City of Paso Robles' budget for Fiscal Year 2007/2998 includes a combined appropriation of \$1,250,000 in Redevelopment Funds for the preparation of the Uptown and Town Center master plans; and

WHEREAS, approximately 90 percent of the Uptown and Town Centre areas are located within the Redevelopment Project Area, and the purposes of the master planning effort include numerous activities to eliminate blight, as defined in the Redevelopment Implementation Plan adopted by the Redevelopment Agency in December 2004; and

WHEREAS, at its meeting of January 2, 2008, the City Council of the City of Paso Robles adopted Resolution 08-XXX to approve a consultant services agreement in the amount not to exceed \$1,500,000 to Elizabeth Moule and Stephanos Polyzoides to prepare a combined Uptown/Town Centre Specific Plan;

THEREFORE, BE IT RESOLVED by the City Council of the City of El Paso de Robles to approve a one time budget appropriation of \$250,000 from the Redevelopment Fund to Budget Account No. 700-810-5235-240 to fund this Scope of Work to prepare a Uptown/Town Centre Specific Plan.

PASSED AND ADOPTED THIS 2<sup>nd</sup> day of January, 2008 by the following Roll Call Vote:

AYES:  
NOES:  
ABSENT:  
ABSTAIN:

---

FRANK R. MECHAM, MAYOR

ATTEST:

---

DEBORAH ROBINSON, DEPUTY CITY CLERK

ORDINANCE NO. \_\_\_\_\_ N.S.

AN ORDINANCE OF THE CITY OF EL PASO DE ROBLES  
AMENDING CHAPTER 3.40 REVENUE AND FINANCE OF THE MUNICIPAL CODE  
TO MODIFY THE FISCAL YEAR 2007/2008 BUDGET FOR THE  
REDEVELOPMENT AGENCY OF THE CITY OF EL PASO DE ROBLES

The City Council of the City of El Paso de Robles, State of California, does hereby ordain as follows:

SECTION 1. That a budget amendment, for the Redevelopment Fund, in the amount, and for the purpose set forth below, for the Redevelopment Agency of the City of El Paso de Robles for the fiscal year commencing July 1, 2007 and ending June 30, 2008 is hereby approved and adopted for said fiscal year.

- a. \$250,000 as authorized by Redevelopment Agency Resolution RA 08-0XX, to be used for the Uptown/Town Centre Specific Plan, account number 700-810-5235-240; and

SECTION 2. That the budget amendment for expenditures as proposed shall be and become appropriated to the Agency for the respective objects and purposes therein set forth below, subject to expenditures pursuant to the provisions of all applicable statutes of this State.

SECTION 3. That the Agency hereby finds and determines:

- a. That the proposed budget amendment is for a Redevelopment activity consistent with California Health and Safety Code Section 33678 in that they are for carrying out the Redevelopment Project and related development activities, as defined in California Health and Safety Code Sections 33020 and 33021, and primarily benefit the Redevelopment Project.
- b. That the proposed budget amendment is for the purposes of increasing, improving, and preserving the community's supply of low- and moderate-income housing pursuant to California Health and Safety Code Section 33334.2.
- c. That none of the funds are to be used for the purposes of paying for employee or for contractual services for the City of El Paso de Robles or any other local government agency, except for such services which are directly related to Redevelopment activities as defined in California Health and Safety Code Sections 33020 and 33021 and the powers established in Community Redevelopment Law.

SECTION 4. That the appropriation and expenditure of funds shall be consistent with the terms as established by cooperative agreement between the Redevelopment Agency of the City of El Paso de Robles and the City of El Paso de Robles per Agency and City adopting implementing resolutions.

SECTION 5. Publication. The City Clerk shall cause this ordinance to be published once within fifteen (15) days after its passage in a newspaper of general circulation, printed, published and circulated in the City in accordance with Section 36933 of the Government Code.

SECTION 6. Effective date. This ordinance shall go into effect and be in full force and effect at 12:01 a.m. on the 31st day after its passage.

SECTION 7. Inconsistency. To the extent that the terms of provisions of this Ordinance may be inconsistent or in conflict with the terms or conditions of any prior City ordinance(s), motion, resolution, rule or regulation governing the same subject, the terms of this Ordinance shall prevail with respect to the subject matter thereof and such inconsistent and conflicting provisions of prior ordinances, motions, resolutions, rules and regulations are hereby repealed.

SECTION 8. Severability. If any section, subsection, sentence, clause, or phrase of this Ordinance is, for any reason, found to be invalid or unconstitutional, such finding shall not affect the remaining portion of this Ordinance.

The City Council hereby declares that it would have passed this ordinance by section, subsection, sentence, clause or phrase irrespective of the fact that any one or more sections, subsections, sentences, clauses, or phrases are declared invalid or unconstitutional.

Introduced at a regular meeting of the City Council held on January 2, 2008, and passed and adopted by the City Council of the City of El Paso de Robles on the 15th day of January, 2008, by the following roll call vote, to wit:

AYES:  
NOES:  
ABSENT:  
ABSTAIN:

---

Frank R. Mecham, Mayor

ATTEST:

---

Deborah D. Robinson, Deputy City Clerk

RESOLUTION NO. 08-

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES  
AWARDING A CONTRACT FOR PREPARATION OF  
A SPECIFIC PLAN FOR THE UPTOWN AND TOWN CENTRE AREAS, AND  
AUTHORIZING THE CITY MANAGER TO SIGN A CONSULTANT SERVICES  
AGREEMENT WITH THE FIRM OF ELIZABETH MOULE & STEFANOS POLYZOIDES

WHEREAS, the City directed as part of the 2007/09 budget to retain an outside expert to master plan the Uptown and Town Centre areas; and

WHEREAS, proposals to prepare a Specific Plan for both areas were received and evaluated for conformance with the City's scopes of work; and

WHEREAS, the Uptown and Town Centre Ad Hoc Committee met on October 24, 2007 to review the proposals and interview prospective consultant teams; and

WHEREAS, the Council Ad Hoc Committee determined that the proposal by Elizabeth Moule & Stefanos Polyzoides met the City's requirements; and

WHEREAS, Moule & Polyzoides has submitted a proposal in the amount of not to exceed \$1,500,000 to combine both planning efforts into a single Specific Plan;

THEREFORE, BE IT RESOLVED by the City Council of the City of El Paso de Robles as follows:

SECTION 1. To engage the professional services of Moule & Polyzoides to prepare a Uptown/Town Centre Specific Plan, form based code, fiscal analysis, market study, and EIR.

SECTION 2. To authorize the City Manager to sign a Consultant Services Agreement with Moule & Polyzoides in the amount not to exceed \$1,500,000 on behalf of the City.

PASSED AND ADOPTED THIS 2<sup>nd</sup> day of January, 2008 by the following Roll Call Vote:

AYES:  
NOES:  
ABSENT:  
ABSTAIN:

---

FRANK R. MECHAM, MAYOR

ATTEST:

---

DEBORAH ROBINSON, DEPUTY CITY CLERK





# City of El Paso de Robles Downtown Specific Plan: Uptown & Town Centre

PROPOSAL FOR PROFESSIONAL SERVICES  
NOVEMBER 16, 2007, REVISED DECEMBER 18, 2007

**MOULE & POLYZOIDES**  
ARCHITECTS AND URBANISTS



Proposal and Scope of Work:  
Downtown Specific Plan (Uptown and Town Centre)

Note: The following proposal reflects the City's decision to combine the Town Centre and Uptown projects into one Downtown Specific Plan project.

	Page
A. Office Location, Team, and Approach	2
B. Technical Approach, Experience, and Qualifications	4
C. Work Plan	
• Project Understanding	10
• Tasks	14
D. Costs	28
E. Project Schedule	30

**a** Office, Approach and Team

The work will be performed by the proposed team of consultants led by Moule & Polyzoides, Architects and Urbanists. We have a successful record of working with numerous subconsultants in this manner through coordination from our offices in Pasadena, California.

The offices of Moule & Polyzoides are located at 180 East California Boulevard, Pasadena, California 91105.



*Moule & Polyzoides staff and offices, Pasadena, CA*

**Moule & Polyzoides Architects and Urbanists**

Moule & Polyzoides is an architecture and urbanism firm accomplished in producing plans for distinctive, compact, and mixed-use infill and transit-oriented developments and their surrounding districts and neighborhoods. Our plans and their implementation strategies are set within appropriate ecological frameworks of energy conservation and sustainable lifestyles. Much of our recent work has been in reclaiming underdeveloped land within cities to reconnect with the community in ways that extract greater value and quality of place out of existing physical settings. We have an established track record of successful plans in California, including Ventura, Montclair, Newhall, Placentia, Santa Ana, Whittier and Paso Robles.

We are also architects who have been engaged with designing buildings of a variety of programs within our plans. We are uniquely well qualified to work effectively at multiple scales, from the individual building to a neighborhood plan to the scale of the entire city and region.



*Physical vision and development potential based on design for the specific place  
Plan for Downtown Newhall,  
Santa Clarita, CA  
Adopted September 2005*



**Our Approach to Planning**

Our team’s qualifications and experience include public policy, master planning, urban design and architecture. We are also among the founders of the New Urbanism movement, whose principles are exemplified by a long list of carefully crafted projects that have been implemented successfully not only in aesthetic terms but also in economic and social terms.

Planning for mixed-use redevelopment and infill in mature settings involves the simultaneous consideration of a range of issues such as transportation access, a mix of residential and commercial land uses, a consideration of the land market and revenue-generation opportunities, and the creation of a shared public realm. Such an effort on behalf of Paso Robles has to be both strategic in its flexibility and also detailed enough to address local contextual issues. This approach is diametrically opposed to the common practice of top-down master planning that is based on fixed formulas rather than individual places. We have worked effectively in the past with different cities to develop solutions that are realized as appropriate to their contexts and we will do the same for you.

Upon review of the Town Centre and Uptown RFPs, we have assembled a team of distinguished national and local experts in their fields ready to respond and execute the enclosed work program that addresses both the Town Centre and Uptown areas:

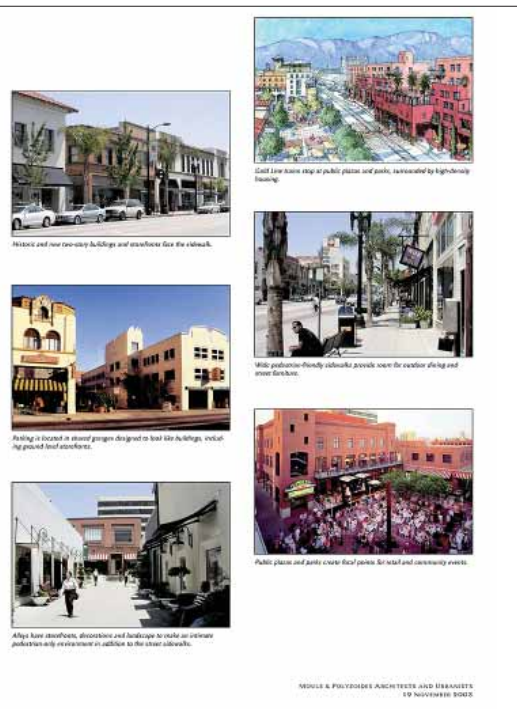
<b>Moule &amp; Polyzoides</b>	Lead Consultant Stakeholder Outreach, Charrette Facilitator, Scenario Planning, Specific Plan, Implementation Strategies, Sustainability; Form-Based Code; Web page
<b>Opticos Design, Inc.</b>	Collaborating Architect / Urbanist
<b>M. Goodwin Associates</b>	Museum Long Range Review
<b>Strategic Economics</b>	Economic Analysis, Economic Impact and Marketing Study, Retail Implementation Strategies
<b>Kimley-Horn</b>	Transportation/Land Use Integration, Transit-Related Opportunities, Accessibility, Parking Program
<b>Fong Hart Schneider Partners</b>	Landscape Architecture
<b>Sherwood Design Engineering</b>	Environmental Stewardship, Civil Engineering
<b>Impact Sciences</b>	Environmental Impact Report / CEQA





Project Management

We will work closely with neighborhood representatives, City staff other agencies and their staff to produce inspired, creative and responsive solutions for the plan area. We have identified David Sargent, Senior Associate as the Project Manager for the consultant team. Together, with the City's project manager, these two persons will be responsible for communicating with their internal team members. Meetings will be documented by our project manager. Our project management practice has been, and continues to be, very successful for us and our clients, as our references will attest.



Our work is aimed at providing a clear and detailed understanding of each subject addressed in the plan as compellingly as possible to make implementation desirable and efficient.

(Left) page from Downtown Newhall Plan as an example of how our large format combines the vision and specific details for each portion of the plan  
Downtown Newhall Specific Plan 2005

(Above left) Illustrative District Plan identifying specific development potential based on the selection of a preferred alternative.  
Santa Ana Specific Plan, 45 acres

(Above right) Perspective drawing that directly reflects a particular place in the plan at the specific range of density, building types and streetscape identified for that particular place



**b** Technical Approach, Experience and Qualifications

**Moule & Polyzoides' Relevant Experience**

We have worked on projects similar to yours where a mature downtown is immediate to nature and acts as the community focus. Our team has substantial experience in this area with several of these types of projects completed or under construction:

Regeneration-based specific plans:

- Downtown Newhall**, Santa Clarita, California: adopted 2005
- Downtown Placentia**, Placentia, California: in EIR phase
- Santa Ana Renaissance Specific Plan**, Santa Ana, California: in EIR phase
- Downtown Ventura Specific Plan**, Ventura, California: adopted 2006
- Whittier Uptown Specific Plan**, Whittier, California: in EIR phase
- Downtown Cotati Specific Plan**, Cotati, California: in EIR phase

Multi-family housing that complements existing neighborhoods

- Harper Court: Seven Fountains**, West Hollywood, CA (urban design and architecture)
- Mission Meridian**, South Pasadena, CA (urban design and architecture)
- Granada Court**, Pasadena, CA (urban design and architecture)
- The Cordoba**, Santa Ana, CA (urban design and architecture)

In each of these efforts, we demonstrated the depth of our experience in the planning, design and execution of a wide range of development types and intensities (from the actual buildings to an entire Plan) that create a wide range of development choices. This experience enables our team to quickly and comprehensively evaluate a site, its strengths and weaknesses, and help identify sensitive solutions that not only serve the immediate site but also provide catalytic energy and new jobs to each site and added value for adjacent properties.

Our team will work closely with City staff throughout the project and we will be responsive and flexible to any evolving concerns that may emerge. Although the work and Master Plan will reflect our creative and professional influences, the ultimate project content and design will result from interaction with the City for the particular context, needs and opportunities of each site. We are prepared to revise the scope of work as necessary to best satisfy each neighborhood's objectives and time frame.

We practice a highly collaborative process of planning that employs consultants with a general expertise in mixed-use redevelopment and infill in mature downtowns, and implementation strategies for both public agencies and private sector developers. Over time, we have established working relationships with some of the best professionals in the country. For your project, we have assembled an exceptional team that includes key local talent as well as nationally recognized experts with specific experience in their particular fields.



*Main Courtyard: Density with Dignity  
Harper Court: Seven Fountains  
West Hollywood, CA*



*Housing to revitalize neighborhoods:  
view of street corner  
The Cordoba, Santa Ana, CA*



*Mission Meridian Transit Village with  
lofts, townhouses, and single-family on a  
1.67-acre site  
South Pasadena, CA*





*Pedestrian-oriented development of varying intensity comprises the plan area.*  
Whittier Uptown Specific Plan, Whittier, California



*Buildings of various development programs and purposes combine with public space to activate the public realm.*  
Downtown Newhall, Santa Clarita, California

*Mission Meridian Transit Village  
Lofts and Townhouses  
in a courtyard over MTA garage  
South Pasadena, CA*

Moule & Polyzoides, Architects and Urbanists

**b** Technical Approach, Experience and Qualifications

We propose the following team of distinguished consultants:

**LEAD ARCHITECT AND URBANIST: MOULE & POLYZOIDES**  
Moule & Polyzoides will lead the team of consultants on all tasks. Moule & Polyzoides will organize the existing conditions-analysis phase, organize and facilitate the outreach, execute and coordinate the design work and coordinate and prepare the Specific Plan and Form-Based Code. Moule & Polyzoides will be led by Stefanos Polyzoides, Principal and Co-founder of the New Urbanism, with David Sargent as Project Manager and Juan Gomez-Novy as the day-to-day contact. All three of these persons are currently working with the City of Paso Robles on various projects.

**COLLABORATING ARCHITECT & URBANIST: OPTICOS DESIGN INC.**  
Opticos Design, Inc. is an award-winning multi-disciplinary design firm founded in Berkeley, California that specializes in making great places by revitalizing old and creating new pedestrian-oriented neighborhoods and cities and designing well-crafted traditional and classical architecture. Opticos is recognized nationally as a leader in architecture, urban design and form-based codes. Opticos's work emphasizes the creation of vibrant, sustainable communities, comfortable pedestrian environments, and memorable places that will withstand the test of time. Opticos will participate in all tasks and will be represented by Daniel Parolek, principal, Karen Parolek, principal, and Stefan Pellegrini, senior associate.

**TRAFFIC AND TRANSPORTATION: KIMLEY-HORN AND ASSOCIATES**  
Kimley-Horn and Associates, Inc. is a full-service, multidisciplinary consulting firm offering a broad range of transportation, planning, and engineering services since 1967. Today, Kimley-Horn has more than 2,300 employees in 59 offices in 14 states and is a national leader in transportation planning and design. KHA engineers have designed thousands of miles of roadway and have developed leading-edge intelligent transportation systems throughout the United States and are working to develop national design guidelines. KHA prepared the Paso Robles Downtown Parking and Circulation Analysis and Action Plan which will inform this planning effort. KHA will be represented by Jim Daisa who recently was part of a team that authored the CSS Manual (Context-Sensitive Solutions for Urban Thoroughfares) with the Institute of Transportation Engineers. KHA will participate in all tasks and will be represented by Bill Dvorak, principal, based in the Los Angeles office.

**MUSEUM LONG RANGE REVIEW: M. GOODWIN ASSOCIATES**  
M. Goodwin Associates, Inc. provides a comprehensive range of planning and coordination services for any stage in the life of a cultural institution. Beginning with a preliminary case statement for a new museum idea to the programming of a building for renovation and expansion or the facility assessment of an existing facility, MGA contributes thoughtful, seasoned advice to help any project run smoothly. These services fall into the categories of Building Planning and Long Range Reviewing. Without a thorough, concrete long range review, it is extremely difficult for cultural institutions to understand the long-term impacts of their day-to-day decisions. For long-range capital, administrative and organizational planning, MGA's time-tested process provides organizations with plans that are comprehensive, yet easy to read and follow. MGA specializes in creating a balanced plan, carefully weighing operating costs, staffing costs, potential income sources, endowment needs, staffing skill needs as well as hundreds of other necessary considerations for cultural institutions. MGA will prepare the Museum Long Range Review and will be represented by Marcy Goodwin, Principal.

## Technical Approach, Experience and Qualifications

### ECONOMIC AND RETAIL:

### STRATEGIC ECONOMICS

SE is a consulting and research firm specializing in urban and regional economics and planning. SE helps local governments, community groups, developers and non-profit organizations to understand the economic and development context in which they operate in order to take strategic steps towards creating high-quality places for people to live and work. SE's experience ranges from financial analyses of individual development sites to regional planning projects to nationwide studies. SE approaches each project with an individualized understanding of the place in the context of its broader physical, political and historic surroundings. By addressing neighborhoods and cities as pieces of larger systems SE's team of professionals is able to apply appropriate and innovative analytical tools and problem-solving skills that help clients manage change and capture the benefits of growth. SE will participate in all tasks and will be represented by Dena Belzer, principal, and Melissa Edwards, associate.

### LANDSCAPE ARCHITECTURE:

### FONG HART SCHNEIDER + PARTNERS

FHS+P has practiced Landscape Architecture for more than thirty-four years. Since its inception in 1968, the firm has engaged in a variety of projects including institutional, corporate, commercial, urban design, redevelopment, mixed-use master plans, office and industrial complexes, urban housing, park restoration, and destination hotel developments. FHS+P is recognized by its peers and clients as an innovative consulting firm in the field of landscape architecture as evidenced by the more than fifty regional and national awards received from the American Society of Landscape Architects and other professional organizations. FHS+P will participate in all tasks and will be represented by David Schneider, principal.

### ENVIRONMENTAL STEWARDSHIP & CIVIL ENGINEERING

### SHERWOOD DESIGN ENGINEERS

SDE is a group of civil and environmental engineers, planners, and ecologists based in San Francisco and New York which has built an international reputation by providing engineering services and design solutions which reflect a deep commitment to executing well-planned, sustainable alternatives for world-wide communities. SDE has a history of pioneering exceptional designs on a range of complex projects, and is a leader in the established arena of green building design and ecological master planning. Integrating the aesthetic, environmental, technical, political and economic considerations of a project into high-quality, successful designs is reflected in the consistent acclaim for the firm's work. SDE will participate in all tasks and will be represented by Bry Sarte, principal.

### ENVIRONMENTAL IMPACT REPORT / CEQA COMPLIANCE

### IMPACT SCIENCES

Impact Sciences, Inc. has provided a full range of planning and environmental review services to public and private clients throughout California since 1988. Their expertise includes environmental analysis and documentation (CEQA and NEPA), general and specific plans, biological resource studies, air quality and noise studies, and regulatory permitting assistance. With offices throughout California, Impact Sciences works on projects ranging in size from small, focused developments to large, complex, multi-issue projects, and covers every stage of the environmental review process, from baseline data collection to mitigation, permitting and implementation. Impact Sciences will be represented by Tony Locacciato, managing principal.



## C Work Plan—Project Understanding

The need to envision the future for the plan area in a way that yields tangible results for the individual resident, merchant and potential investor is a primary responsibility of the consultant team. Ultimately, we understand that we need to deliver the planning tools that enable the plan area through a solid and visionary plan with a clear path to achieving the desired outcomes.

We see our role in providing the City with a Specific Plan and EIR for the plan area that is based on the following main tasks:

1. Project Definition: fieldwork, interviews, analytical work, Market Feasibility Study, Discovery Workshops, Study Session with the Planning Commission/City Council;
2. Charrette: to produce the major Specific Plan content, including a preliminary fiscal impact analysis of the plan;
3. Post-Charrette: refinement of charrette-results and Fiscal Impact Study
- 4a. Prepare Specific Plan
- 4b. Prepare Museum Long Range Review
- 4c. Prepare Economic Impact and Marketing Study
5. Prepare Environmental Impact Report
6. Adoption Process: support and facilitate the plan through the adoption process.

In the following sections, we have expanded upon each of the tasks to provide you with a detailed understanding of how we intend to accomplish the necessary work.

### A. Economic Development

The programmatic strategy for all types of development, particularly local and regional retail, employment, office and housing, needs to reflect the significant opportunities that Downtown provides. This project also represents the opportunity to create a new armature for reconnecting with the Salinas River as well as with adjacent areas to the north and south. To address this issue, we will incorporate economic feasibility criteria from the outset, with refinement throughout the process.

### B. Integration of Land Use and Transportation

Fundamentally, we will not only address traffic circulation issues for the project area but also for the larger transportation framework that supports the plan area to appropriately inform our work in the plan area. It is our responsibility to convey clearly the associated results of the various scenarios that we will evaluate and pursue. This is necessary both for the technical success of individual projects and the overall plan area. With the larger issues in mind, the individual sub areas and properties can be effectively maximized for connectivity with and support by the adjacent neighborhoods in all directions both via public transit and roadway networks. To address this issue, we will prepare an overall transportation and circulation framework for the plan area that informs the structure and opportunities. It is critical that the varied





but related sub-areas of the plan area be woven into a coherent physical fabric of the community, enhancing positive context and regenerating other areas accordingly.

We will also develop a parking strategy for the entire specific plan area with special emphasis on Downtown whereby we will develop a park-once program that includes potential parking distribution and a land-use specific statistical summary.

### C. Collateral Development and Neighborhood Compatibility

In cases where site context is in transition or does not positively exist, the opportunity exists to repair or enhance these areas to provide a truly positive transition between the plan area and adjacent areas. This can mean significant change in some cases or it can be more surgical in nature, such as the provision of public space and repair of the public realm for a particular street. Such issues will be identified during site boundary evaluation and the existing conditions analysis.

### D. Land Use Planning and Urban Design

Above and beyond all of the community-related and technical work that will occur, design is the matrix that will help us realize and give meaning to the Master Plan. Upon understanding the plan area from programmatic and appropriateness perspectives, the desired outcomes must be the result of design solutions based on the heritage of Paso Robles. Careful study and application of relevant design precedents is critical and extremely useful in educating one another about the possibilities that, in other cases, may have seemed unattainable. We bring a depth of design experience and commitment to the creation of tailored results for the particular site and its surroundings. The result will be desired outcomes for the range of subjects involved that are clearly identifiable, quantifiable and relate to Paso Robles.

### F. Making It Happen

After identifying the desired outcomes in appropriate detail, our team will then provide a clear and useful set of implementing measures to achieve those outcomes. There are two main components to making the plan happen: 1) measures and provisions that enable implementation of the Specific Plan concepts and, 2) development regulations that enable and require the type of desired outcomes.

- 1) **Implementation Measures** We will provide an integrated chapter that addresses the economic and fiscal reasons to pursue (re)development as well as the tools and recommendations to realize it fully. This will be done in the regional context (e.g. market demand, economic feasibility, transportation and transit access), and then at the plan level. This will be expressed in a clear and visually compelling manner to help bring to life to this key element of the Specific Plan.
  - a) **Policy Initiatives** In order to animate the Specific Plan vision and desired outcomes, we will provide a plan framework of policy initiatives that create useful direction for daily and long-term decision making.
  - b) **Economic Strategy** To effectively reflect the underlying economic and fiscal direction of the plan, we will provide a coordinated strategy to guide near- and long-term decision making. This information is derived from the market feasibility and fiscal impact studies and the public process.



**C Work Plan—Project Understanding**

2) **Development Regulations** It is our experience that conventional zoning and design guidelines do not sufficiently enable a vision and its details. The most effective way to implement the vision and various concepts of the master plan is through a Form-Based Development Code. Such a code is based on the vision and program, and carefully calibrated to the scale and character of Paso Robles.

A Form-Based Code is a superior tool to standard zoning tools and guidelines in that it is far more sensitive and intentional in the way it describes the neighborhood structure and design of private development in relation to the public space network. The foundation of our Form-Based Codes is extensive analysis and understanding of the specific place, not off-the-shelf standards developed for other places. The legal requirements of zoning are addressed—including land use, building envelopes and densities, and parking requirements—while placing the greatest emphasis on consistently achieving a place that possesses the urban and architectural character of the community’s vision of itself and its future. Such a code rewards those property owners, builders, developers and investors who support the agreed-upon character of the place, and realize the added long term value that accrues to those who participate in the building of a high-value urban neighborhood, district or corridor.

**Public Outreach and Stakeholder Participation**

All of our work has long been informed by public participation because of the need to help local communities understand, desire and shape future change. We are consistently effective at adjusting to the local and current situation and mediating between the varied interests to achieve high quality results. We use a variety of oral, visual and written information to empower participants to contribute directly toward shaping the desired outcomes. We combine strong listening skills with equally strong design and technical skills to communicate with participants in English and Spanish in meaningful ways that result in strong support for the projects. We are known for building trust with our clientele by being honest and straightforward in our communications.



**General Organization of Specific Plan**

Based on the objectives for this project and in reviewing both RFP's for the expected content/topics, we understand the overall outcome of this effort to result in a specific plan that addresses the plan area as defined in Phase 1. The document will be prepared in manner such that the City and the private sector will be able to use the information easily and effectively. Below, our preliminary approach to the Specific Plan is identified for your review along with recommended topics/component with the detailed table of contents identified on page 26 of this proposal:



<b>Executive Summary</b> (in english and spanish)	Table of Contents / Chapter Summaries
<b>Introduction</b> Analysis: History, Context, Outreach, Opportunities, Workshop Activity, Framework, Goals & Policies	Chapter 1
<b>Form and Character</b> Vision: Urban Form, Open Space Network, Environmental Stewardship Development Potential	Chapter 2
<b>Transportation and Mobility</b> Circulation: Regional And Local Networks, Transit Opportunities, Pedestrians & Cyclists, Street Standards	Chapter 2
<b>Implementation and Economics</b> Fiscal Impacts and Potential, Infrastructure, Programs	Chapter 3
<b>Form-Based Code</b> Regulating Plan and Zones, Land Use & Development Standards, Administration	Chapter 4

We will customize this rough outline through further discussions with you. Specific tasks and details are provided on the following pages of this document.

*(Above) Organization of vision, work, outcomes and implementation accomplished through chapter-by-chapter Final Report.*



## C Work Plan—Project Understanding

### Assumptions in preparing this Proposal and Scope of Work

The following scope of work, budget and schedule are based on the following assumptions:

**1. Work Products** - Of the work-products identified in the Uptown and Town Centre RFP's, we propose to prepare the following individual documents for the plan area in the anticipated order of completion:

- Market Feasibility Analysis (task 1)
- Fiscal Impact Study (in tasks 2 and 3)
- Museum Long Range Review (in tasks 1 and 4b)
- Downtown Specific Plan (in task 4a)
- Economic Impact and Marketing Study (in task 4c)
- EIR (in task 5)

Of the remaining items identified in the Uptown and Town Centre RFP's, we propose that the following items identified in the RFP's be addressed and incorporated into the Specific Plan and EIR, as appropriate, due to their topical nature. This means that the following items will only appear in the Specific Plan and EIR:

- Salinas River Plan
- City park and Robbins Field Plan
- Pioneer Park Plan
- Paso Robles Event Center Strategic Planning
- Oak Park Housing Project Plan

**2. Specific Plan document** - This document will reflect the physical nature of the place and its characteristics. From a macro perspective, the plan will be guided by a revitalization framework that identifies the various individual sub-areas as they exist. In Chapter 1, there will be a plan-wide framework and plan-wide policies and objectives as well as more refined and localized policies, objectives and requirements for each individual sub-area to be identified for the plan area. Such sub-areas include the Paso Robles Street riverfront district, the Salinas River Corridor or the Spring Street Corridor which is a sequence of places from 4th Street to the downtown core through the neighborhoods and up to the northern gateway. In Chapter 2, each of these types of sub-areas/places is described and drawn as to the vision, form and character expected. This is carried further in Chapter 2 through the corresponding landscape/public realm and transportation/circulation policies, objectives and requirements. In Chapter 3, the necessary actions/programs are identified in support of what was described in Chapter 2. Finally, in Chapter 4, the Regulating Plan, zones,

land use standards and development standards reinforce what was described and is expected for each of these sub-areas/places.

Because of the physical importance being given to each sub-area in the document, it is very effective to integrate what often begin as individual plans or efforts directly into the Specific Plan. In this way, such areas are still provided with tangible planning framework, a clear vision, tailored implementation programs, and development standards.

For example, the following three sub-plans/projects are proposed to be incorporated into the Specific Plan based on the above rationale:

**2a. Salinas River Corridor** - We understand this work to include the team performing a qualitative analysis of the soil/bank stability, developing and verifying a GIS physical constraints map for the corridor, conducting a biological assessment, reviewing the recommendations of the Salinas River Vision Plan, and integrating that information into a landscape and urban design plan. The base and analytical information will be developed in the pre-charrette task (1) with the design and planning to occur in the charrette task (2). As with each of the sub-areas in the Specific Plan, the Salinas River Corridor will retain its identity as a distinct place and will be supported through corresponding quantitative and qualitative characteristics, policies, objectives and standards.

The Specific Plan will emphasize the river corridor's role in the urban and rural design of the town plan, placing particular importance on the River's linkage to the Paso Robles Event Center and the downtown expansion and accentuating the importance of the built environment opening up to the river rather than turning its back to it. This connectivity will be accomplished by way of the development of design standards and implementation strategies that will:

- Encourage adaptive reuse of existing buildings
- Improve the access to/through private properties to a river walk and related public spaces
- Provide for safer/feasible, coordinated access to private property
- Define the characteristics of public use areas (amphitheater, outdoor classroom, parking/civic structure)
- Explore the use of water features in public areas to evoke a feeling of "year round water"
- Identify access points and staging areas for the recreational and trail use aspects of the river vision.
- Identify visual and physical gateways where both the Uptown Plan and the Town Centre Plan connect to the river.

. This will all be integrated into the appropriate sections of the Specific Plan and will include one perspective rendering.

**2b. Paso Robles Event Center Strategic Planning** - We understand this work to consist of evaluating the existing situation and recommending physical access street network circulation improvements as well as to provide ideas about how to more fully utilize this community asset, preferably on a year-round basis. In the Discovery phase, we will meet with event center staff to discuss the programmatic objectives, including up to 5 interviews by Strategic Economics to gather information on the feasibility of expansion of the PREC. In the charrette we will explore alternative development scenarios to arrive at a physical site plan. This site plan will, based on the PREC's estimates for future needs, identify the individual buildings and potential expansion areas, provide a summary of their potential uses and their estimated square footage ranges, and investigate ways of linking with Pioneer Park, the Salinas River, the historical museums identified in the Museum Long Range Review (see item 3, below), and outline ways to improve utilization toward year-round activity for the non-equestrian facilities. This work will be informed throughout the process, including interviews by the economic consultant related to financial feasibility, and will be developed at the charrette and reflected in the appropriate section(s) of the Specific Plan including one perspective rendering.

**2c. Oak Park Housing Project Plan** - We understand this work to consist of visiting and touring the site and meeting with and interviewing the Paso Robles Nonprofit Housing Corporation, the Paso Robles Housing Authority, and the People's Self-Help Housing Corporation, as well as evaluating their current site plan(s) and working with the three groups through the charrette to develop a preferred site plan and building type distribution plan with a summary of their potential uses and their associated square footages. This work does not include floor plans, architectural elevations or a precise engineering site plan. The economic consultant will evaluate the plan to provide a financial feasibility analysis to determine any financial gap. This work will be reflected in the appropriate sections of the Specific Plan including one perspective rendering.

**3. Museum Long Range Review (Pioneer, Pioneer Day, Jeansville Oil Pump, Historical Society)** - We understand this work to consist of meeting with the Museum representatives in the Discovery phase to gather information. For the cultural economic outlook it will include up to 5 interviews by Strategic Economics. For work on the potential expansion of the Museums, M. Goodwin Associates, Inc. will prepare a space needs statement for each museum plus one option of

space needs for a possible merger (or combined) museum, possibly in conjunction with the Paso Robles Event Center. The MGA work will fall into several phases:

1. Research and Organization
2. Initial Meetings
3. Second Set of Meetings
4. Third Set of Meetings
- 5a. Pre-Charrette Study Session in Paso Robles
- 5b. Internal Team Meeting in Pasadena
6. Charrette Meetings in Paso Robles
7. Post-Charrette Study Session
8. Preparation of Final Documents

This information will enable MPA to prepare a concise physical site plan identifying existing buildings and potential expansion areas. The result of MGA's work will be presented in a brief document (under 20 pages) that provides for a 10- and 20-year planning horizon along with an administrative strategy that addresses the staffing needs of the various facilities. This work will run in parallel to MPA's work and will partially inform MPA's overall work. This work will be summarized in the appropriate section(s) of the Specific Plan including one perspective rendering by MPA.

**4. Riverside Avenue extension to Hot Springs Property** - We understand this task to consist of meeting with an interviewing the City Public Works staff in the Discovery phase. Upon receiving topographic information on this subject from the City, we will evaluate geometric alignment options and prepare rough cost-implications at the level of planning and not at the level of engineering (thus this work does not include the verification of property ownership or the coordination of right-of-way issues) to identify the scenario to pursue in the charrette. With our transportation and civil engineering consultants, we will work with City staff to identify and develop up to three alternatives to identify the preferred scenario. The preferred scenario will be incorporated into the street and circulation network that will be prepared at the charrette.

**5. City Park, Robbins Field, Pioneer Park, Paso Robles Event Center and any new open spaces** - Through our team, particularly the landscape architect, we will meet with and interview staff from the City's Recreation Department and Parks Maintenance Department in the Discovery phase for the purpose of preparing landscape and urban design plans for each of these spaces. These plans will identify the configuration of each open space and their associated buildings and potential expansions, and include a summary of potential uses and their estimated square footage ranges, parking, access, and circulation. This information will be

Moule & Polyzoides, Architects and Urbanists



## C Work Plan—Project Understanding

incorporated into the Specific Plan to appropriately describe the intentions and expectations for each of these spaces. This work does not include a precise engineering site plan, architectural elevations or floor plans.

- 6. School Facilities** - We will interview the local school district(s) about their plans and expectations. However, we will need to receive the necessary information (property and site maps, a survey identifying all structures, trees, trees of historic or other importance, and programatic information about current and expected facilities-needs) prior to any interviews in task 1. We have experienced some challenges in receiving factual data and graphic information. Such delay or lack of clarity affects our team's ability to fully reflect the school's needs and benefits from the plan. Moreover, we find it most effective to address the school's needs early in the process and not leave it for the EIR alone.

Aside from advising the school district on their site choice or configuration, we want to make sure that the plan is in balance with the school district's capacity projections. We understand any involvement with schools to be advisory and that we are not providing facility design or programming services. Rather, we can provide planning-level advice on how to physically accommodate the needs expressed to our team and will coordinate the Specific Plan parameters with the needs for school facilities.

- 7. Coordination of Agencies** - We have substantial experience working with various agencies and their staffs but cannot commit to the requirement of coordinating agencies or people which we do not control. We understand this requirement to mean that we will take the lead in coordinating each agency's input to the process and summarize it for the City's direction. As it relates to the EIR preparation, the typical consultation role is provided between the EIR preparer and the relevant agencies.

- 8a. Term: Evaluate** - We understand this term as identified in the RFP's to mean the study of the identified work item by the appropriate member(s) of the consultant team for the purpose of informing the preparation of the Specific Plan as required in California Government Code 65450. For the following example, this includes work such as identifying the programmatic capacity of dwellings and non-residential space along with general fiscal information about revenues and expenditures but does not include work such as a detailed project and dwelling unit plan and proforma (e.g., page 5 of Uptown RFP, "1. Evaluate the opportunities for long-term use/redevelopment of properties to develop a neighborhood west of the railroad...").

- 8b. Term: Master Planning** - We understand this term, as identified in the RFP's, to mean the overall incorporation of input and direction through the planning process into physical diagrams, programmatic information and/or illustrative plan(s) produced at the charrette. These diagrams/plans will identify the ultimate physical configuration of the various places identified: City Park and Robbins Field, historical museums, Pioneer Park, Oak Park Public Housing, and the Paso Robles Event Center. These diagrams/plans will be summarized in programmatic terms and described in the appropriate section(s) of the Specific Plan. This work does not include the planning or feasibility analysis of individual buildings and facilities.

- 8d. Term: Cost-Estimate** - We understand this term to mean the planning-level order of magnitude assigned to a particular infrastructure component of the plan (e.g., sewer, storm drain, water supply). The purpose of the cost-estimate is to provide the reader of the Specific Plan with an overall understanding of the implications of the Specific Plan, as required by State Law, and to help the community prioritize its decision-making over the 20-year planning horizon of the Specific Plan. For example, for a new street or the extension of a street, a certain cost-factor for the type of street (r.o.w., sidewalks and pavement) will be applied to the linear feet of that item for a total. In addition, a cost-factor will be applied to the utilities that need to be in that segment of street on a lineal foot basis. Last, a figure for the land to be acquired will be applied, producing the third figure. These three figures will be identified on a master 'projects list' along with a summary by project type (e.g., new street, sewer infrastructure, intersection bulb-outs, etc.).

This work will be in response to the plan that is developed at the charrette and will be prepared at both the individual block and the sub-area scales in GIS format. This information will directly shape much of the implementation chapter (3) of the Specific Plan. This work does not include "bid-level" specifications or detailed cost-estimates.

- 9. Charrette-Support** - We have conducted over 100 charrettes as a firm and know what it takes to be successful. In addition to the tasks and information identified in this scope of work, the following support-items are necessary for us to successfully deliver this task (task 2) of the work plan:

- Charrette location: We require a room that is at least 4,000 square feet in size and capable of having presentations during the day (curtains or other window coverings needed throughout the 5 or 6-day charrette). For the Beechwood-Olsen charrette, we used the council chambers successfully.

We require keys/access to the location so that we can work continuously. Our project manager will be responsible for locking up the location at the end of each work day;

- **Meals:** Because the consultant team needs to work together and continuously from approximately 8am to 10pm or later, it is essential to keep the team in the same room and avoid having to leave for meals. To address this, we require that breakfast, lunch and dinner be provided (included in our charrette budget) and coordinated by the City;
- **Progress-reviews:** We propose 3 such reviews during the 5-6 day charrette and can discuss additional reviews as the need arises. These reviews are at the end of each work day and will be scheduled in advance of the charrette to help participants organize their schedules. Impromptu requests for presentations and other such meetings can be addressed on a case-by-case basis to determine if in fact the request can be accommodated by the team or, if the request has already been addressed by another scheduled meeting or presentation.
- **Charrette location setup:** We require access to the location the day before the charrette begins in order to organize our equipment and make the first day of the charrette most effective.
- **Participation by City / Agency Staff:** In order to make the charrette and charrette-results most effective, we respectfully request that City staff be available to the consultant team throughout the charrette-week. We recognize that City staff need to keep their departments running while providing us with information. We always make effective use of City staff's time and will schedule meetings to the extent possible but in the event of needing to receive direction or answers to technical questions, we find it necessary to have reasonable access to City staff during the charrette.

**10. Traffic Information** - It is our understanding that Fehr & Peers is preparing a Citywide traffic model. We would like to utilize information already being collected through that effort as it relates to peak-hour turning movements in the plan area (20 intersections) and 24-hour traffic counts/volumes for the plan area. Currently, we have included this task in our scope of work and fee;

**11. GIS Information** - We are working with the understanding that the City's GIS files are readily available and useful to our team members. Should there be difficulty in obtaining the files or information, this could have an adverse effect on the schedule and our ability to provide the services described in this scope of work in a timely manner.

**12. Spanish Translation** - We have substantial experience with this subject as the majority of our team speaks Spanish. We have found translation to be most effective when the presentation is translated simultaneously by as many of our staff as is necessary. In our experience, sometimes it's a few persons that one of us can manage and other times, it's a few groups that require 2 or 3 of our staff to translate. In this way, the flow of meetings is maintained for all involved.

**13. Community Outreach Postcard** - Page 4 of the Uptown RFP identifies the requirement for the mailing of such a document twice a year, up to 4 times for the duration of the project. The RFP identifies that the City will provide the addresses. Although this requirement was in the Uptown RFP, because the projects are being combined, we understand this requirement to apply to the entire plan area and the adjoining areas, as identified by the City and consultant. The RFP identifies that this deliverable can be a postcard or a newsletter (not to exceed 4 pages). We are pursuing this requirement per the 'postcard' option identified in the RFP and can discuss the 4-page newsletter option if it is preferred by the City.

**C** Work Plan

**Introduction**

We propose the following scope of work to accomplish the needs identified in the two RFP's and to address the selected supplemental components by the City and, what we see as necessary based on our experience. For the purposes of this updated and combined proposal, we assume the schedule beginning December 18, 2007.

To accomplish this work, we propose compressing the time frame to prepare and deliver the public hearing draft master plan within three to four months of starting the project. Not only do we achieve inspired results in less time, but we use people's time more effectively and create genuine momentum often absent or diminished through longer processes.

We conduct the vast majority of our planning projects in this manner and receive consistently high marks from everyone involved. This is largely because we understand what needs to be invested in the beginning, during and at the end of the process to realize effective and desired change. Furthermore, we understand the substantial benefit that early relationship-building with the community and stakeholders means later in the process.

**Scope of Work**

The following scope of work comprehensively addresses the two areas in the separate RFP's (Uptown and Town Centre) to produce the following individual documents:

1. **Work Products** - Of the work-products identified in the Uptown and Town Centre RFP's, we propose to prepare the following individual documents for the plan area in the anticipated order of completion:

- Market Feasibility Analysis (task 1)
- Fiscal Impact Study (in tasks 2 and 3)
- Museum Long Range Review (in tasks 1 and 4b)
- Downtown Specific Plan (in task 4a)
- Economic Impact and Marketing Study (in tasks 4c)
- EIR (in task 5)

Of the remaining items identified in the Uptown and Town Centre RFP's, we propose that the following items identified in the RFP's be addressed and incorporated into the Specific Plan and EIR, as appropriate, due to their topical nature. This means that the following items will only appear in the Specific Plan and EIR:

- Salinas River Plan
- City park and Robbins Field Plan
- Pioneer Park Plan
- Paso Robles Event Center Strategic Planning
- Oak Park Housing Project Plan



Town Centre Area:  
Approximately 700 Acres



Left:  
 Preliminary urban design and intensity schemes for initial analysis and direction from station-area cities. Depending upon the feedback in Task 1, it may be desirable to prepare such schemes prior to the charrette. This will be determined during Task 1.  
 (Shown: Montclair Town Center Specific Plan Montclair, CA 2004)

Based on the preceding information, we propose the following scope of work:

**Task 1. Project Definition: Weeks 1–12**

(additional time may be needed to collect market feasibility data during holiday season)

**Purpose:** To gain a better understanding of the project area. At this stage we aim to familiarize the team, staff and the decision-makers with all of the relevant information, requirements and range of preliminary ideas about the plan area for early direction and preparation for the Discovery Workshops.

We propose the following main tasks during Phase 1:

- A. Fieldwork and Kickoff Meeting to document and analyze the project area
- B. Establish web page for project
- C. Analysis (includes Market Feasibility Study)
- D. Public Outreach: Interviews, Discovery Workshops, Postcards (up to 3)
- E. Session with City Staff to evaluate findings/feedback compared to scope/fee
- F. Pre-Charrette Study Session with Planning Commission/City Council (includes update on Market Feasibility Study)

The above tasks are described below:

**Uptown Area:**  
 Approximately 350 Acres



**Task 1A. Fieldwork and Kickoff Meeting**

We will facilitate the initial meeting with City Staff to review the project scope and schedule and to confirm/clarify each of the key project issues and goals. We will also conduct our fieldwork in this task in order to create the necessary analytical diagrams. We will tour the project area with the team to help the team analyze the plan area in physical and economic terms. The objective is to prepare relevant analytical diagrams with which to communicate in the two to three discovery workshops.

**Task 1B. Establish web page for project**

We will create a web page linked to the City's website will document the status of the project. Current, brief narratives and all graphics produced by the project team will be easily accessible by all interested parties. The web page will be updated as specified in the individual tasks of this scope of work.

**Task 1C. Analysis**

We will analyze the project area to produce diagnostic diagrams and information with which to communicate in the interviews and Discovery Workshops. The deliverables cover a wide range of topics in support of the following through the course of the project:

- Market Feasibility Study
- Discovery Workshops
- Charrette
- Specific Plan (incorporates/addresses Salinas River Corridor, City Park and Robbins Field, Pioneer Park, Paso Robles Event Center, Oak Park Housing Project Plan)
- Museum Long Range Review
- EIR

The deliverables for this task are identified on page 21.



**C Work Plan**

**Task 1D. Public Outreach**

Public outreach will be conducted in four parts as identified below, two of which occur in Task 1:

- Pre-charrette: Interviews, up to 3 Discovery Workshops and 1 Study Session
- Charrette: 5 Noon technical sessions and up to 3 evening progress-reviews
- Post-Charrette: 1 Study Session
- Draft Specific Plan: 1 Study Session and up to 2 presentations to the community

**1D.1 Interviews**

Together with City staff, we will identify the relevant City / Agency staff and key stakeholders (e.g., merchants, homeowner’s groups, etc.) that need to be interviewed to provide early direction to the team and project. These interviews will be scheduled to occur within a period of two consecutive days and will be summarized in a memorandum by our project manager. As with all public meetings, we will have staff present that can simultaneously translate for spanish-speaking participants.

As a related but separate effort, we will work with City staff to identify the relevant parties for the Museum Long Range Review and conduct an interview to gain preliminary information and direction.

**1D.2 Discovery Workshops**

These workshops will be organized geographically with each workshop tailored to its particular issues. We anticipate up to 3 such workshops (1 Uptown, 1 Town Centre, and 1 combined). Upon learning more through analysis, we will mutually determine the appropriate method and location(s). We will present the analytical findings to engage the community about its aspirations and expectations for the near and long term. This can include a wide variety of subjects such as walkability, land use, open space, safety, schools and so forth. At the conclusion of each workshop, we will have generated an understanding about the community’s ideas and expectations for itself which translate into the issues to be addressed. In addition, we find that these workshops help in establishing the team’s credibility with the community prior to attempting to reach any solutions or conclusions. We will summarize each workshop in a memorandum to City staff for distribution.

Upon completing the first Discovery Workshop, we will meet with City staff to evaluate the effectiveness of the venue, methods and techniques used to adjust our approach and/or adjust the scope accordingly.

**1D.3 Prepare and Mail Milestone Postcards**

The first of four mailings occurs in this task. We will prepare a bilingual (spanish and english) postcard to kick off the public process, identifying the pre-charrette dates/activities and the charrette-schedule so that recipients are aware of the dates and can schedule their participation accordingly. We recommend that this first postcard be mailed within 2 weeks of our receiving a notice to proceed from the City. We will prepare an administrative draft for review and comment by City staff. Upon receiving the City’s comments, we will finalize the postcard for distribution. As identified in the RFP, using the City’s mailing list (consisting of the plan area parcels and those within 300 feet of the plan area), we will mail the postcards.



*Early feedback through the Discovery Workshop plays an important role in setting direction for the charrette to follow.*







(Above / below) Discovery workshops about the possibilities with initial recommendations for discussion and direction.



### Task 1E. Project-Definition Session

At this point, we will initiate a session with City staff to review and discuss all that has materialized during the fieldwork and Public Outreach/Discovery Workshops. It is the purpose of this session to evaluate the progress and feedback both to identify the relevant issues and needs of the project and to accordingly adjust the scope of work and budget. Upon concluding this meeting, the consultant and the City will have enough information with which to properly define the project and provide a progress report to the Planning Commission/City Council in a Study Session format. Based on the results of this session, we reserve the opportunity to negotiate the corresponding scope and fee adjustments. For example, this can range from a small boundary adjustment that results in new or less work or in enhancing certain components further than provided for in this scope of work.

### 1F. Pre-Charrette Study Session

We will report on all progress and feedback to the Planning Commission/City Council culminating with the project-definition and goals based on this information and direction from the Commission and Council.

### Task 1 Deliverables

1. Establish web page for update on a weekly basis *(daily during the charrette)*
2. Analytical / Fieldwork Diagrams *(for use in Stakeholder Interviews, Discovery Workshops) Format: 30 x 42 color posters addressing such topics as land use, architecture, streetscape, circulation, street types, parking, open spaces, economics, infrastructure, cultural/historic resources and existing zoning/development parameters.*
3. Facilitation of interviews *(interviews to occur within a period of 2 consecutive days)*
4. Discovery Catalog *(comprising above deliverables and the results of stakeholder interviews and Discovery Workshops). Format: 11 x 17 color; 40 copies*
5. Facilitation of up to 3 Discovery Workshops
6. Memorandum summarizing the interviews and discovery workshops *(An individual memorandum for the Museum Long Range Review will be provided)*
7. Facilitation of Project-Definition Work Session with City staff
8. Market Feasibility Study *(this work is to be presented at the Pre-charrette Study Session but depends upon the consultant team receiving the relevant data in a timely manner which could be affected given this project's anticipated start date near the holiday season of 2007)*
9. Facilitation of Pre-Charrette Study Session with PC / CC *(includes the finalization of Specific Plan goals and sub-area objectives)*
10. Prepare and mail first of four milestone postcards *(based on City's provision of up to date mailing list)*

### Facility and Equipment Needs (to be provided by the City)

- Availability of a meeting place(s) sufficient to conduct meetings ranging from ten to 150 participants (see 'Assumptions', page 16).

**C | Work Plan**

**Task 2: Charrette**

**Week 14 (to be scheduled)**

**Purpose:** This task focuses on taking the knowledge, base information and direction gained in Phase 1 to produce the desired outcomes that will become the constituent elements of the Specific Plan. We propose the charrette as the method to maintain community engagement established in Task 1 and identify the desired outcomes to pursue with the Plan area.

**The Charrette**

Through the course of the five- to six-day charrette, participants will see the strategies formed by the team that will lead to the preparation of design solutions for the various subjects. Using the results from Phase 1, the team embarks on ideas and solutions that are applicable and in the realm of possibility and acceptance by the community. Throughout each day, the team holds working meetings for particular subjects with the appropriate parties. The complexities of engaging stakeholders and community members from two distinct geographic areas (Uptown and Town Centre) will be accommodated by scheduling individual meetings with the various stakeholders during and throughout the charrette (please refer to sample schedule on page 23 for example of how stakeholder meetings are accommodated throughout the charrette). By involving the public and any other stakeholders (e.g., owner's groups, merchants, traffic engineer, planning staff, etc.), the team's work progresses confidently toward completion. At the end of each day, the progress is presented to the participants for review and comment. Each day builds upon the next with participants clearly seeing the progress and results. The charrette concludes with a final presentation to the community by the consultant team. Depending upon the issues and needs, we also provide daily summary presentations throughout the charrette. On the last day of the charrette, the structural content for the Specific Plan will be presented for review and comment (e.g., land use/regulating plan, landscape/public realm plan, street network plan, infrastructure plan, form-based code).

This substantially accelerates the schedule for producing the Administrative Draft Specific Plan. The proposed schedule is to deliver the Administrative Draft within six weeks of the charrette - by week 20 (May 2, 2008) - insuring that the City is included in the Specific Plan document preparation process from the early stages of the process.

**Community Participation**

Community Participation will be carried out with patience and enthusiasm by the consultant team in English and in Spanish; the majority of the team is fluent in Spanish as well as in English and will be on hand to simultaneously translate to the participating persons or group(s). Mr. Polyzoides, a former professor at University of Southern California for 20 years is an accomplished public speaker and an energetic and effective team leader, having conducted over 75 complex charrettes. As all our projects occur largely in the public arena, we are committed to meaningful community involvement that directly involves the community as well as City staff and officials. We have an impressive track record of success in gaining consensus on a wide variety of complex and difficult projects.

Team members are all effective and approachable communicators and have substantial experience in positively communicating with the public, avoiding the use of jargon and overly technical terms. This method of planning enlightens, empowers and engages the community because the process focuses on what can happen. We are often in the position of mediator and use our team's depth of experience and talent both to help people envision change and to understand its implications.



*A progress update for direction*



*Work is continually prepared, reviewed and refined throughout the charrette*







<p><b>MONDAY, MAY 8 BACKGROUND AND VISION</b></p> <p>8:00am Consultant briefing with City Staff</p> <p>8:30am Design Teams Begin Work                  Strategy-Development                  • Neighborhoods, Districts and Corridors                  • Traffic, Circulation, Transit and Parking                  • Historic and Cultural Resources                  • Infrastructure                  • Land Use, Open Space, Building Types</p> <p>10:30-11:30am Design Team meets w/ OCTA                  Design Team meets w/ Fire Dept and Public Works</p> <p>Noon to 1:00pm Seminar: Historic/Cultural Resources</p> <p>2:00 to 3:00pm Internal review and critique</p> <p>3:30 to 4:00pm Design Team meets w/ School District</p> <p>6:00 to 8:00pm Presentation: Neighborhoods, Districts and Corridors</p> <p>11:00pm Doors close: end of Day 1</p>	<p><b>THURSDAY, MAY 11 DETAILS AND TECHNICAL REFINEMENT</b></p> <p>8:00am Consultant briefing with City Staff</p> <p>8:30am Design Teams Begin Work                  • Refine Circulation, Blocks and Streets Plan                  • Refine Transit and Parking Plan                  • Refine Historic Resources Plan                  • Refine Public Realm Plan; Open Space Types                  • Refine Building Types                  • Refine Development Program                  • Prepare Form-Based Code                  • Refine Implementation Plan</p> <p>10:30 to 11:30am Design Team meets w/ Parks and Police Depts</p> <p>Noon to 1:00pm Seminar: Codes and Zoning</p> <p>2:00 to 3:30pm Internal review and critique</p> <p>6:00 to 8:00pm Progress-Review for comment and direction</p> <p>11:00pm Doors close: end of Day 4</p>
<p><b>TUESDAY, MAY 9 SCHEMATIC DESIGN</b></p> <p>8:00am Consultant briefing with City Staff</p> <p>8:30am Design Teams Begin Work                  • Circulation, Blocks, Streets, Transit and Parking                  • Historic Resources Plan                  • Building Types                  • Public Realm and Open Space Types                  • Preliminary Development Program</p> <p>10:30 to 11:00am Economic Consultant meets w/ Finance Director</p> <p>Noon to 1:00pm Seminar: Retail Development</p> <p>2:00 to 3:30pm Internal review and critique</p> <p>3:30 to 4:00 pm Design Team meets w/ DT Merchants, Chamber of Commerce, DT staff</p> <p>6:00 to 8:00pm Progress-Review for comment and direction                  Design Teams resume work</p> <p>11:00pm Doors close: end of Day 2</p>	<p><b>FRIDAY, MAY 12 CODE AND IMPLEMENTATION</b></p> <p>8:00am Consultant briefing with City Staff</p> <p>8:30am Design Teams Begin Work                  • Refine Circulation, Blocks and Streets Plan                  • Refine Transit and Parking Plan                  • Refine Historic Resources Plan                  • Refine Public Realm Plan; Open Space Types                  • Refine Building Types                  • Refine Development Program                  • Refine Form-Based Code                  • Refine Implementation Plan</p> <p>10:30 to 11:00am Design Team meets w/ Planning</p> <p>Noon to 1:00pm Seminar: Finance and Implementation</p> <p>2:00 to 3:30pm Internal review and critique</p> <p>3:30 to 4:00pm Design Team meets w/ Local Historic Group</p> <p>6:00 to 8:00pm Progress-Review for comment and direction</p> <p>11:00pm Doors close: end of Day 5</p>
<p><b>WEDNESDAY, MAY 10 DETAILS AND TECHNICAL REFINEMENT</b></p> <p>8:00am Consultant briefing with City Staff</p> <p>8:30am Design Teams Begin Work                  • Refine Circulation, Blocks and Streets Plan                  • Refine Parking Plan                  • Refine Historic Resources Plan                  • Refine Public Realm Plan; Open Space Types                  • Refine Building Types                  • Refine Development Program                  • Prepare Implementation Plan</p> <p>10:00 to 10:30am Design Team meets w/ Civic Center group                  10:30 to 11:30am Design Team meets w/ Logan Neighborhood</p> <p>Noon to 1:00pm Seminar: Traffic, Transportation and Circulation</p> <p>2:00 to 3:30pm Internal review and critique                  Design Team meets w/ Community Dev't Staff</p> <p>6:00 to 8:00pm Progress-Review for comment and direction                  Design Teams resume work</p> <p>11:00pm Doors close: end of Day 3</p>	<p><b>SATURDAY, MAY 13 FINAL DESIGN AND PRODUCTION</b></p> <p>8:00am Consultant briefing with City Staff</p> <p>8:30am Production for Final Presentation                  • Finalize Illustrative Plans, Form-Based Code, Perspectives, Diagrams and Development Program</p> <p>1:00 to 2:00pm Final Presentation and Review</p> <p>2:00 to 4:00pm Open House</p> <p>4:00 pm Doors close: end of Charrette</p>

*Tailored Schedule per the issues and needs of the place and project*  
 Example from Santa Ana Renaissance Specific Plan charrette May 2006

**Charrette Logistics**

We will coordinate with City staff to work through the various details involved with organizing the charrette. This includes the development of a charrette-schedule (see example above) along with identifying meeting times for the various technical and review-sessions that occur throughout the week. We will do this in advance of the charrette and anticipate beginning this work at least 1 month prior to the charrette dates. We expect to collaborate with City staff to reach the various groups and individuals that will participate in the charrette.



*A new review following community input*

## C Work Plan

### Task 2: Charrette

Overall, the charrette is based on our knowledge of the situation and is currently proposed as a 5-day charrette. If, at the end of task 1, it is mutually decided that a 6th day is necessary, the following provisional schedule will be adjusted accordingly:

#### DAY FOCUS AND PROJECT COMPONENTS ADDRESSED

##### 1 Background and Vision

- Opportunities and Constraints
- Goals, Objectives, Strategies: *Economics, Land Use, Mobility, Housing, Retail*
- Urban Design, Open Spaces (*new spaces and Salinas River Corridor, City Park, Robbins Field, Pioneer Park*), Preliminary Development Program
- Introductory Community Meeting

##### 2 Schematic Design

- Regulating Plan/Land Use, Urban Design Plan, Streetscape and Open Space Plan
- Preliminary Capital Improvement Plan (*identifies system-wide improvements*)
- Fiscal Impact Analysis Preparation
- Development Program and Parking by Block
- Preliminary Perspectives and Images of Desired Outcomes
- Community Progress Review 1

##### 3 Details/Technical Review

- Refined Regulating Plan, Urban Design Plan, Streetscape and Open Space Plan
- Refined Capital Improvement Plan (*identifies system-wide improvements*)
- Preliminary Fiscal Impact Analysis of Plan
- Preliminary Catalytic Projects
- Refined Development Program and Parking by Block
- Preliminary Form-Based Code
- Refined Perspectives and Images of Desired Outcomes
- Community Progress Review 2

##### 4 Code and Implementation

- Draft Form-Based Code
- Draft Regulating Plan, Urban Design Plan, Streetscape and Open Space Plan
- Draft Capital Improvement Plan (*identifies system-wide improvements*)
- Refined Fiscal Impact Analysis of Plan
- Draft Financing, Development and Implementation Strategy
- Refined Catalytic Projects
- Refined Project Description/Development Program and Parking by Block
- Refined Perspectives and Images of Desired Outcomes

##### 5 Final Design and Production

- Goals, Policies, Objectives
- Project Description/Development Program and Parking by Block
- Regulating Plan, Urban Design Plan, Streetscape and Open Space Plan
- Final Capital Improvement Plan and Preliminary Cost-Estimates [a]
- Draft Fiscal Impact Analysis (*subject to refinement/finalization in Post-Charrette task*)
- Financing, Development and Implementation Strategy
- Catalytic Projects
- Form-Based Code
- Perspectives and Images of Desired Outcomes
- Final Presentation (*Community Progress Review 3*)

[a] denotes 'planning-level' cost-estimates that are aimed at magnitude only (see 'Assumptions, pg 16).



*A daily progress update for direction*



*Discussion about the emerging details*



*Charrette team responding to public comment for next review session*





**Task 2 Deliverables:**

1. Facilitation of charrette
2. Illustrative Plan *(includes all sub-areas and Oak Park Housing Project Plan)*
3. Diagrams and drawings for the following subjects:
  - a) Urban Design Plan: Neighborhood, District and Corridor Geography,
  - b) Urban Design Plan: Block and Street Plan,
  - c) Regulating (Land Use) Plan: Zones with Form-Based Code
  - d) Mobility, Parking, Transit and Circulation Plan
  - e) Public Realm Plan: *new and Salinas River Corridor, City Park, Robbins Field, Pioneer Park, PREC, Plazas, Greens, Streetscapes, Sections*
  - f) Capital Improvement Plan *(sewer, storm drain, water, others as relevant; cost-estimate[a])*
  - i) Retail Strategy Diagram
4. Development Program
5. Implementation Strategy Outline
6. Preliminary Fiscal Impact Analysis and Summary
7. Update web site on a daily basis

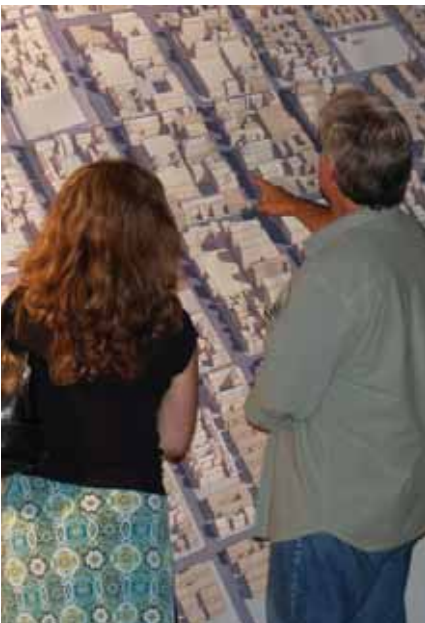
*Note: The above deliverables will be presented at the charrette and provided at the end of Task 3, in two formats as identified in Task 3.*

*Below and Below Right:  
Each component of the  
emerging Plan is discussed, developed and  
realized with the community*

**Schedule/Meetings:**

Five-day Charrette *(dates subject to actual scheduling with staff):*

- Day 1: Background and Vision
- Day 2: Schematic Design
- Day 3: Details and Technical Review
- Day 4: Code and Implementation
- Day 5: Final Design and Production; executive briefing by team



**C Work Plan**

Task 3: Post-Charrette

Weeks 15-16

**Purpose:** To take stock of all strategies, outlines, illustrated ideas, methods, desired outcomes, codes and implementation measures produced during the Charrette, refine them as necessary and provide all of the materials for review by the public and by the consultant team. This task focuses on producing any refinements to any of the diagrams, drawings, memos, etc., that will be used in the Specific Plan document and concludes with:

- a) a memo summarizing the Charrette results and direction. Also at this point, the consultant team is working toward the Administrative Draft Specific Plan for submittal to and review by staff and,
- b) the production of a Charrette Catalog for the City to have at the public counter and an electronic version online,
- c) completion of the Fiscal Impact Study initiated at the Charrette

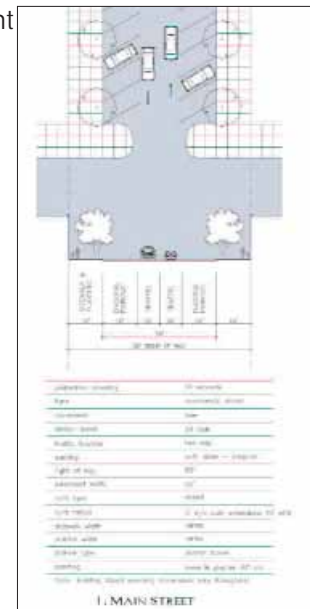
**Task 3 Deliverables:**

1. **Summary Memorandum regarding Charrette Results and Direction**
2. **Charrette Catalog (10 copies, 11 x 17, color)** - In addition to all of the supporting material and documentation produced at the charrette, the following are also included at this point: Regulating (Land Use) Plan, Urban Design Plan, Streetscape and Open Spaces Plan, Circulation Plan with corresponding street types, Parking Plan, Capital Improvement Diagram, Development Program, Implementation Strategy and Preliminary Form-Based Code.
3. **Finalize Draft Fiscal Impact Study** - submit Draft to City for review and comment
4. **Facilitate Post-Charrette Study Session with Planning Commission/City Council**
5. **Update web site on a weekly basis.**



*Charrette Catalog: all materials, reports, analyses, drawings, etc., are compiled into this document to provide all involved with easy reference and use of the information*

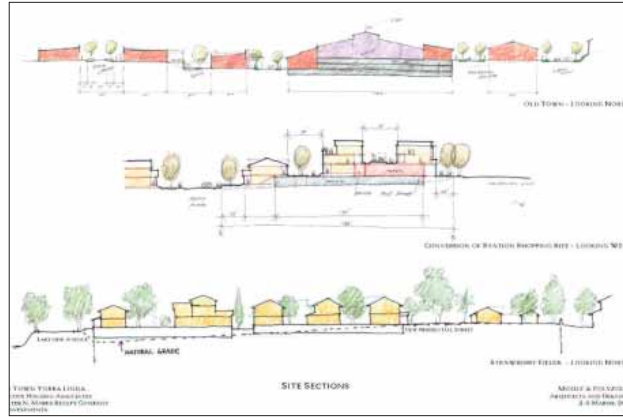
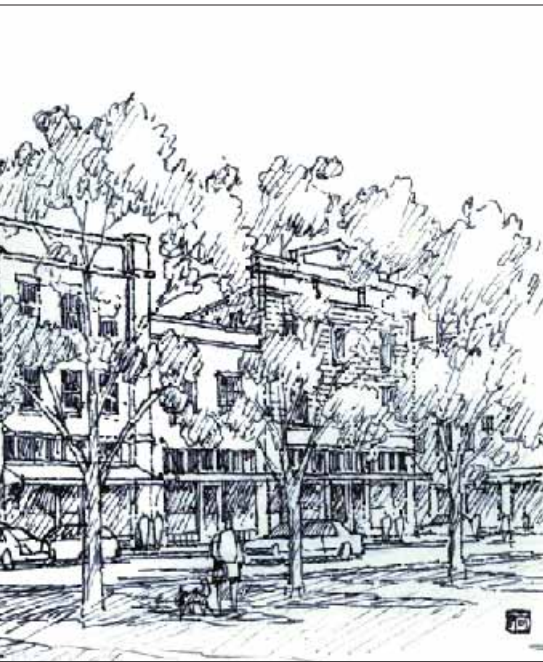
*Form and Massing Model to evaluate alternatives (1 charrette-study version provided in this scope of work)*



*Thoroughfare Standards are provided for each type in the plan according to its expected performance and public realm characteristics*







Detailed studies of relationships between public and private realms, parking, and development program



Illustrative Plan clearly and physically embodying the vision, each strategy and the corresponding development potential



Draft Form-Based Code



Illustrative Plan: buildings, streets and open spaces



Perspectives help all participants review and comment on the emerging vision

Moule & Polyzoides, Architects and Urbanists



**C Work Plan**

**Task 4a: Prepare Specific Plan**

**Weeks 15-31**

**Purpose:** To transform the desired outcomes, goals, policies, strategies, frameworks and plans identified in the Charrette into the appropriate narrative, standards, measures and programs to comprise the Specific Plan. This task focuses on the preparation of two progressively prepared versions of these documents that is based on the charrette results as refined in the post-charrette phase.

During the Administrative Draft stage, the consultant will meet up to two times with the City staff to introduce and review the document and answer questions about content and use of the document. In addition, the first of two training sessions on the Form-Based Code occurs in this task. During the Draft stage, the consultant will meet up to two times to present the document to Staff with the second Form-Based Code training session occurring here. While the actual content and organization of the Specific Plan is subject to discussion with you at this time and based on our experience, the document is proposed to be organized generally as follows:

**Executive Summary and Table of Contents:** provided in english and spanish

**Chapter 1: Introduction**

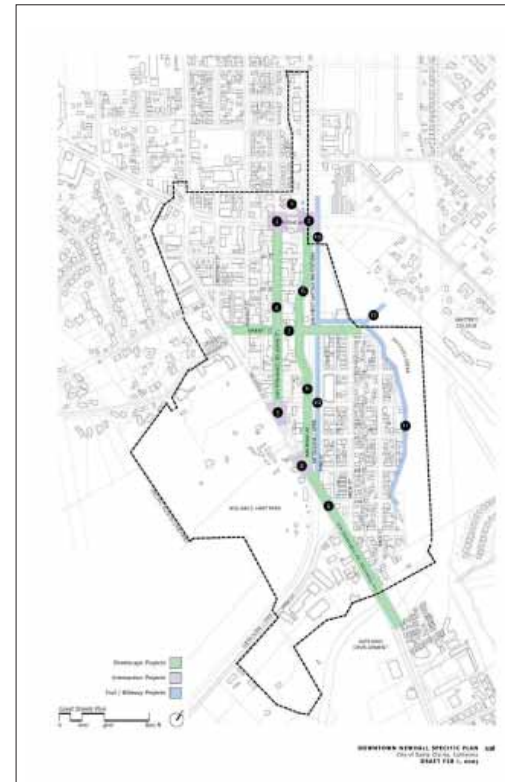
- 1.1 Plan Purpose, Authority and Goals
- 1.2 Relationship to General Plan and other Plans
- 1.3 Existing Conditions
- 1.4 Specific Plan Principles
- 1.5 Public Participation and Plan Preparation
- 1.6 Strategy and Framework for Revitalization
  - Objectives by sub-area

**Chapter 2: Form and Character**

- 2.1 Vision and Plan (*Illustrates/describes each sub-area -yet to be determined- including the Oak Park Housing Project*)
- 2.2 Cultural Resources (*incorporates information direction from stand-alone Museum Long Range Review*)
- 2.3 Landscape
  - The Public Realm: Nature, Open Space, Parks, Plazas, Greens, Streetscapes (*includes Salinas River, City Park, Robbins Field, Pioneer Park and Paso Robles Event Center*)
  - Environmental Stewardship
  - Storm water management
  - Trees and Planting
- 2.4 Mobility Plan
  - Connectivity
  - Blocks and Streets
  - Street Design and Street Network
  - Parking (*includes Downtown Parking Strategy consisting of park-once program, potential parking distribution, and land-use specific statistical summary*)
  - Transit, Pedestrians and Cyclists

**Chapter 3: Implementation**

- 3.1 Strategy to Achieve Revitalization
  - Plan-Wide Initiatives (*sets forth actions/measures based on objectives from Chapter 1*)
- 3.2 Plan-Wide Implementation Priorities
  - Development Potential by block and sub-area
- 3.3 Summary of Projects Required to carry out the Specific Plan
- 3.4 Financing, Funding and Phasing (*references the stand-alone Economic Impact & Marketing Study*)
- 3.5 Utility Infrastructure (*summarizes system-wide improvements & planning-level cost-estimates*)
  - Water Supply; Sewage Disposal; Storm Drainage
  - Energy and Resource Conservation
  - Relocation of Utilities below ground



*Circulation Strategy and Improvements*

**5.3.020 - Frontage Type Standards**

**A. Purpose.** This Chapter identifies the frontage types allowed within the Specific Plan area, and for each type, provides a description, a statement as to the type's intent and, design standards, to ensure that proposed development is consistent with the City's goals for building form, character, and quality within Downtown Newhall.

**B. Applicability.** The provisions of this Chapter work in combination with the underlying Zone as identified on the Regulating Plan.

**C. Allowable Frontage types by zone.** Each Zone identifies the frontage types allowed and refers to this Chapter for the appropriate information.

**D. Definitions and Standards**

1. **Frontyard / Porch** - Frontyards are a common frontage associated with single family houses, where the facade is set back from the right of way with a front yard. An encroaching porch may also be appended to the facade. A fence or wall at the property line may be used to define the private space of the yard. The front yard may also be raised from the sidewalk, creating a small retaining wall at the property line with entry steps to the yard.
  - (a) A great variety of porch designs are possible, but none shall be less than 6 feet deep (clear), 12 feet wide (clear) and 10 feet tall (clear).
  - (b) Porches may be at grade or raised in transition into the building. In no case shall porches be raised more than 3 feet from the adjacent grade.
  - (c) Fences defining the front yard shall not exceed a foot in height from the adjacent sidewalk.
2. **Stoop / Dooryard** - Stoops are elevated entry porches/stairs placed close to the frontage line with the ground story elevated from the sidewalk, securing privacy for the windows and front rooms. Dooryards are depressed entries to sub-basements, and are usually paired with a stoop. This type is suitable for ground-floor residential uses, at short setbacks. This type may be interspersed with the shopfront frontage type. A porch or shed roof may also cover the stoop.
  - (a) In no case shall the ground story be elevated more than 1 feet above the adjacent sidewalk.
  - (b) Stoops must correspond directly to the building entry(ies) and be at least 5 feet wide (perpendicular to or parallel with the adjacent sidewalk).
  - (c) Sub-basements accessed by a dooryard shall not be more than 6 feet below the adjacent sidewalk.
3. **Forecourt** - Forecourts are a recessed court within a storefront, gallery or arcade frontage. The court is suitable for gardens, vehicular drop off, and utility off loading. This type should be used sparingly.
  - (a) In no case, shall the forecourt be deeper than 40 feet.
  - (b) A 1-story fence or wall at the property line may be used to define the private space of the yard.
  - (c) The court may also be raised from the sidewalk, creating a small retaining wall at the property line with entry steps to the court, but should not exceed 36"





## C Work Plan

### Task 4b: Prepare Museum Long Range Review

Weeks 1 - 13

**Purpose:** To produce a 20-year long-term approach for the four historical collections/museums: Pioneer, Pioneer Day, Jeansville Oil Pump and Historical Society. This approach will identify the direction for various subjects such as long-term facility needs, site expansion or alternative sites, and will study one option for the possible merger or consolidation of several or all of the museums via shared staff, consolidated collection storage, exhibit and facility needs. A conceptual diagram of how the museums might ultimately be configured will be prepared.

Key to producing this strategy will be to work with the museums to identify facility planning approaches that will best position the museums to attract more visitors and supporters, and to operate in a sustainable fashion.

#### 4b.1: Research and Organization (Weeks 1-3)

With the active assistance of City staff, and prior to starting work, MGA will obtain basic information about each institution, including their existing facility size, site plans and floor plans; staff size including paid staff and volunteers, annual budget, annual visitation, general intentions for growth and change, and other available information. Prior to our first meetings, interview or "homework" questionnaires will be developed, distributed, evaluated and used as the matrix for our meeting discussions.

MGA meets with MPA and finalizes work agreement and schedule:

- Review background documents from museums and City of Paso Robles
- Set up meeting and work schedule
- Research other San Luis Obispo County Museums (minimal, 1-2 hours)
- Prepare "homework" questionnaires
- Send out homework questionnaires to meeting groups (one week for meeting groups to complete homework)
- Receive homework responses; review and tabulate responses and results
- Organize meeting frameworks
- Create meeting agendas and send out to team members
- Create draft space need spreadsheets for meeting team members
- MGA meets with MPA to discuss meetings

#### 4b.2: Meetings in Paso Robles (Week 4)

Meet with the museum groups to determine existing use and future need. In the first set of meetings MGA will conduct the initial interviews and meetings with each of the four institutions over the course of two days to discuss mission, vision, values, goals and current and future capacities of each organization. We will discuss their respective existing spaces, volunteers, staff and budget, etc. The materials developed from these meetings will address the 10-year and 20-year expansion period needs.

- Fieldwork/Kickoff meeting with MPA and City officials
- First Meetings with Paso Robles Museum groups (2 days total).

AM Meeting	Museum 1	Day 1
PM Meeting	Museum 2	Day 1
AM Meeting	Museum 3	Day 2
PM Meeting	Museum 4	Day 2
- Tabulate results of meetings, organize preliminary statements, create draft space needs spreadsheet, draft staff lists

#### 4b.3: Confirm Needs and Objectives (Weeks 5-6)

The planning team will review the information provided, contact identified representatives with follow-up questions, and prepare an initial summary and preliminary analysis of the information provided.

The team will meet with representatives of each of the four institutions over the course of two days, to review and confirm background information, and to discuss the institutional objectives for the future.

- Prepare documents
- Meet with MPA to discuss preliminary findings
- Email documents to MPA and client group
- Travel to Paso Robles (MG & AG)
- Second Meeting Interviews - discuss & establish needs (MG & AG).
 

AM Meeting	Museum 1	Day 1
PM Meeting	Museum 2	Day 1
AM Meeting	Museum 3	Day 2
PM Meeting	Museum 4	Day 2

#### **4b.4: Prepare Initial Recommendations (Weeks 7-11)**

Based on the information received in the initial meetings, the team will prepare initial recommendations for facility growth for each institution, these recommendations will address topics including:

- Potential governance structure and staff needs
- Estimates of future space needs for each institution: In net and gross for the 10-year and the 20-year periods. We will also prepare one space need spreadsheet for a “merged museum” or a combined operation if it is acceptable to the participants.
- Estimates of future exterior use related to site requirements, including loading and receiving, parking for staff, visitors, volunteers. service vehicles. exterior public programs, historic structures, etc.
- Physical and organizational framework to encourage visitation and visitor-attraction

#### **4b.5: Prepare Conceptual Diagrams to illustrate Initial Recommendations (Weeks 9-11)**

- Illustrative Site Plan: existing buildings, expansion potential, parking, access (by MPA)
- General programmatic summary of existing and potential building area/activity area(s) (by MGA & MPA)

**4b.6:** The team will meet with representatives of each of the four institutions over the course of one day to present and discuss Initial Recommendations. (Weeks 12-13)

**4b.7:** During the Charrette, in a meeting focused on the Museums, MGA & MPA will present the conceptual planning work from tasks 4b.1 through 4b.5 for public discussion and input. We will then integrate the Museum concepts into the urban design for the Downtown District.

**4b.8:** Following the Charrette, produce draft recommendations for integration into a Museum Expansion Concept.

#### **4b.9: Prepare Museum Expansion Concept document (admin draft, draft, final)**

**Task 4b Deliverables:**

1. Executive summary (memo) of work process needs and expectations
2. Participate in and facilitate meetings to confirm needs and objectives
3. Prepare a space need spreadsheet for each museum and for a combined/merged museum. We will indicate the 10-year and the 20-year need in net and gross.
4. Prepare a bubble diagram for each.
5. Facilitate meetings to present and discuss Initial Recommendations
6. Conceptual design drawings produced in Charrette (by MPA)
7. Memorandum and diagrams of Draft Recommendations
  - a. Museum Expansion Concept Statement
8. Prepare Museum Expansion Concept document (admin draft, draft, final)



## C Work Plan

### Task 4c: Prepare Economic Impact and Marketing Study

Weeks 15 - 31

**Purpose:** To produce an analysis of the Specific Plan's economic benefits and recommendations on the potential for and types of new businesses.

#### 4c.1 Cost - Benefit Analysis

Following the charrette and the development of alternatives, Strategic Economics will evaluate the costs and benefits of the Downtown Specific Plan and assess the potential for new businesses in the plan area.

#### 4c.2 Economic Impact Analysis

SE will analyze the impacts of the Master Plan on property taxes, tax increment, sales tax, other revenues, jobs, city services and parking.

Strategic Economics will also determine whether or not there are enough revenues to implement the plan. A preliminary assessment of this issue will be provided at the charrette in response to the emerging plan.

#### 4c.3 New Business Potential

Strategic Economics will assess the potential for new commercial (retail and office) and industrial businesses in the Master Plan study area, including a description of what types of retail would be likely to be located in the area and discuss strategies for attracting this types of retail. This analysis will draw heavily from the Market Analysis and Fiscal Analysis prepared earlier in this scope of work.

#### Task 4c Deliverables:

##### 1. Economic Impact and Marketing Study (8.5 x 11)

- a. Admin Draft (Black and White, 20 copies) + meeting with staff
- b. Draft (Black and White, 20 copies) + meeting with staff
- c. Final (to be provided in task 6 - Adoption)

#### Schedule/Meetings:

Week 20: Meeting with staff to introduce and review the Administrative Draft

\*City staff reviews and marks up Administrative Draft

Week 23\*\*\*: Comments and edits submitted to Consultant

Week 27: Consultant submits Public Draft

Week 27: Meeting with staff to introduce and review the Public Draft

Week 31\*\*\*: Comments and edits submitted to Consultant

\*denotes City's responsibility to deliver one non-contradictory markup version

note: printing costs for Economic Impact and Marketing Study approximately \$50 per copy, no charge for pdf version for web site.

\*\*The above schedule is based on a period of 4 weeks for the City to review and transmit its comments on the various drafts to Moule & Polyzoides. Deviations from this arrangement will adversely affect the schedule proposed in this scope of work. In the event that more than 10 weeks elapse between the submittal of a draft and Consultant's receipt of the City's comments, Consultant reserves the opportunity to negotiate a re-start fee and adjustment to this scope of work and schedule.

**Task 5: EIR****Project Understanding & Approach**

The City of Paso Robles proposes to adopt a Specific Plan to guide development of the northern portion of town, referred to as the Uptown Planning District, and the City's Traditional downtown. As part of the planning process, the City's objective is to have a Program Environmental Impact Report prepared concurrently with the Specific Plan to comply with CEQA and streamline the subsequent processing of individual projects that comply with the Specific Plan.

This EIR will need to not only properly represent and evaluate the major planning concepts in the Specific Plan but also consider the City's existing municipal planning processes to ensure the EIR will serve to reduce the need for additional environmental review as this area redevelops over time.

Impact Sciences (ISI) proposes preparation of an EIR designed and managed to meet these objectives. This Scope of Services includes a description of each task to be completed by ISI and a detailed cost estimate for each task defined. In addition, this Scope of Work provides for Impact Sciences to provide GIS (Geographic Information Services) support to the project team and support from Impact Sciences biologists in the preparation of a master plan for the Salinas River, which will be one component of the Specific Plan.

This Scope of Work is organized into the following tasks:

- Task 5.1: EIR Scoping
- Task 5.2: Prepare Screencheck EIR
- Task 5.3: Prepare Public Draft EIR
- Task 5.4: Prepare Final EIR
- Task 5.5: Prepare Mitigation, Monitoring and Reporting Program, Findings of Fact, and Statement of Overriding Considerations
- Task 5.6: GIS Support Services
- Task 5.7: Salinas River Master Plan Support
- Task 5.8: Project Management, Meetings & Coordination
- Task 5.9: Expenses

A description of the work to be completed under each one of these tasks is provided below.

**Task 5.1 EIR Scoping**

ISI will prepare and distribute the Notice of Preparation (NOP) for the EIR. As preparation of an Initial Study is optional under CEQA and the City will be conducting an extensive public outreach process, preparation of an Initial Study is not proposed. A draft NOP, meeting all content requirements as defined in the CEQA Guidelines will be prepared for review by the City. Following receipt of comments, the NOP will be revised, finalized, and

distributed by ISI. At the close of the public review period, all written and oral comments submitted will be summarized in a memo for review.

Impact Sciences will address the potential for the project to increase greenhouse gas emissions and discuss the potential effects of these emissions on global warming in the Air Quality section under a separate "Global Climate Change" heading. The environmental setting discussion will include a description of the Greenhouse Effect and Global Climate change based on available published literature. This discussion will include an overview of the current regulatory setting for this topic, including the Kyoto Protocol, AB 1493, Executive Order S-3-05, AB 32, Executive Order S-1-07 and AB 97. No numerical significance threshold or no standard method of estimating GHG emissions has yet been established. Impact Sciences will provide an estimate of annual GHG emission estimates in units of metric tons carbon dioxide equivalent (MT CO<sub>2</sub>E). Utilizing emission factors from the latest version of the California Air Resources Board (CARB) EMFAC2007 model for on-road vehicle emissions from the United States Environmental Protection Agency (U.S. EPA). Project and cumulative impacts will be assessed based on this information. Mitigation measures and their feasibility will also be discussed. This discussion will address the smart growth features of the Specific Plan that will minimize greenhouse gas emissions as well as other mitigation approaches identified in comment letters on this topic issued by the Attorney General's office and other interested parties recently on other major projects in the state.

**Task 5.2 Prepare Administrative Draft EIR**

ISI will prepare an Administrative Draft (Screencheck) EIR for the City's review in accordance with the requirements of CEQA. Environmental topics likely to require evaluation in the EIR are listed below, followed by an overview of our proposed approach to analysis for key issues and EIR sections.

- Aesthetics
- Agricultural Resources
- Air Quality
- Biological Resources
- Cultural Resources
- Geology and Soils
- Hazards & Hazardous Materials
- Hydrology & Water Quality
- Land Use & Planning
- Noise
- Public Services
- Transportation, Traffic & Parking
- Utilities

**Executive Summary**

The Executive Summary will meet all the content requirements defined in Section 15123 of the CEQA Guidelines, including descriptions of the proposed project, project background, any known areas of controversy, and EIR alternatives. A summary table of project impacts, mitigation measures, and status after mitigation will also be provided.

**Project Description**

ISI will coordinate with Moule & Polyzoides (M&P) and the City to prepare the Project Description as early as possible to serve as the basis for the environmental analysis. The Project Description will include a definition of the Specific Plan location and boundaries; the project's technical and environmental characteristics, including public improvements; and project objectives and discretionary approvals, to be defined with input from the City and M&P.

As a form based code is proposed, assumptions will need to be carefully defined regarding the type and amount of additional development that will be likely result from the Specific Plan based on the market study and other studies completed as part of the planning process. Impact Sciences will support this definition by preparing a land use database for the planning area using the City's existing GIS maps and database.

**Environmental Impact Analysis**

Each environmental topic evaluated in the EIR will be organized as follows:

- Existing conditions
- Applicable regulations and policies
- Significance Thresholds, defined by the City or based on the CEQA Guidelines, Appendix G
- Project impacts
- Cumulative impacts
- Mitigation measures
- Impact significance after mitigation

Following is a brief description of the approach for addressing each topic in the EIR.

**Aesthetics**

Changes in the visual character of the Specific Plan area will be addressed in this section of the EIR. As traditional neighborhood design, implemented through a form based code, is proposed, this section of the EIR will focus on the scale of development proposed, the design standards and the major public spaces defined by the Specific Plan.

The existing conditions will be described based on the information gathered by M&P as part of the project planning process. ISI will coordinate with M&P regarding the graphics to be evaluated and included in this section, including sketches, renderings, and photo-visual simulations.

**Agricultural Resources**

While the majority of the Specific Plan area consists of the developed northern portion of Paso Robles, previously undeveloped land north of the river is also included. This section of the EIR will evaluate the impact of converting this land to urban uses based on information available from the State Department of Conservation Farmland Mapping Program and other available published resources.

**Air Quality**

ISI will summarize baseline air quality information, including area topography and meteorology and their influence on air quality, the relevant state and federal ambient air quality standards (AAQS), ambient monitoring data from the closest monitoring station(s) for the past five years, and attainment status with respect to state and federal AAQS. The environmental setting will identify existing and future sensitive in and near the Specific Plan area and roadways/intersections potentially affected by project-related traffic and stationary source emissions. The regulatory setting will identify applicable local, state, and federal air quality regulations, including source-specific rules that may apply. Since no specific development projects within the Specific Plan area proposed at this time, project-specific analysis of construction emissions or emissions associated with operations at project buildout will not be undertaken. Accordingly, the air quality impact analysis will be undertaken at the programmatic level based on the development assumptions developed for the Project Description section.

**Biological Resources**

This section will address the previously undeveloped land north of the river included in the Specific Plan area as well as indirect impacts to biological resources in the river and surrounding the Specific Plan area. Existing documentation will be reviewed and a reconnaissance level field survey will be conducted by an ISI biologist to prepare this section.

**Cultural Resources**

Based on existing published information and any additional information collected to support the preparation of the Specific Plan, this section will address the potential for historical and archeological resources to be impacted. Potential impacts to paleontological resources will also be addressed.



### **Geology & Soils**

Potential effects on new development from soil and geology conditions will be evaluated based on available published information.

### **Hazards & Hazardous Materials**

This section will consider past and present land uses within the Specific Plan area and define the potential for the presence of hazardous materials, and will evaluate the potential for the introduction of hazards or hazardous materials as the result of the new uses permitted by the Specific Plan. Any Phase I Environmental Site Assessments (ESAs) already prepared for sites within the Specific Plan area will be reviewed and issues of concern summarized, if appropriate.

### **Hydrology & Water Quality**

Redevelopment within the Specific Plan area will alter existing hydrologic characteristics, including patterns, rates, volumes, and quality of storm runoff. This section of the EIR will describe existing hydrologic characteristics of the Specific Plan area, the storm drain system in the area, any proposed improvements, and the potential for impacts associated based on the utility master plan information developed for the Specific Plan by Sherwood Design Engineers and other available City documents. Potential water quality impacts will be evaluated in accordance with National Pollutant Discharge Elimination System (NPDES) Permit requirements.

### **Land Use & Planning**

This section will address the consistency of the Specific Plan and the new Form Based Code with applicable goals and policies in the City of Paso Robles General Plan, existing zoning designations for the area, and other relevant portions of the City's Municipal Code. It is likely that an amendment to the General Plan will be required to create consistency with the Specific Plan. The consistency of this amendment with the overall goals and objectives will be addressed. Population and housing impacts will also be evaluated in this section of the EIR. The consistency of the growth that would be permitted by the Specific Plan with current population projections for the City will be assessed.

### **Noise**

The noise analysis will evaluate the potential for noise from streets, the freeway, rail line, and existing uses to impact new noise sensitive development that would be permitted by the Specific Plan. ISI will evaluate the potential for impacts to any existing noise-sensitive uses within and near the Specific Plan area.

### **Public Services**

This section of the EIR will address the potential impact on fire and police services, parks and recreation and schools. ISI will contact all city departments and the school district to collect updated information on existing facilities and services the impact the additional development permitted by the Specific Plan will have on these services. Programs, such as existing impact fees, in place to mitigate these impacts will be described and discussed.

### **Transportation, Traffic & Parking**

The Transportation and Circulation section will incorporate traffic, circulation, and parking information from the Specific Plan as well as the traffic impact study to be prepared by Kimley-Horn. Because of the importance of traffic issues, we will carefully summarize the technical information from the traffic study to make it understandable to the public and ensure that information requested from key public agencies, such as Caltrans, is easily located.

### **Utilities**

The potential effect of the additional development permitted by the Specific Plan on water supply and conveyance, sewage collection and treatment and solid waste collection and disposal will be addressed based on available existing documentation and the information collected to support development of the Specific Plan by Sherwood Design Engineers.

### **Alternatives**

In accordance with CEQA, ISI will analyze up to four alternatives including the No Project Alternative. The alternatives will focus on avoiding or reducing the significant impacts of the proposed project, while feasibly attaining most of the project objectives. A comparative evaluation of each alternative will be provided for each environmental topic. Analysis of Alternatives will be less detailed than for the proposed project, but will include quantitative information where needed.

#### **Task 5.3 Prepare Public Draft EIR**

ISI will revise the EIR in response to the City's comments and prepare the public Draft EIR for publication and distribution. ISI will prepare the Notice of Completion and Notice of Availability for the Draft EIR. This scope assumes that ISI will deliver copies of the Draft EIR to the State Clearinghouse and other agencies on the distribution list to initiate the 45-day public review period.

#### **Task 5.4 Prepare Final EIR**

Following the close of the 45-day public review period and the receipt of all comments on the Draft EIR, ISI will compile and index all written comments for distribution to the City and proj-

ect team. Draft responses will be prepared for review as part of a Screencheck Final EIR.

ISI will prepare the Final EIR based upon City comments on the Screencheck Final EIR. ISI will prepare and mail responses to public agency comments 10 days prior to the first certification hearing for the EIR by the Planning Commission. ISI will also prepare and file the Notice of Determination with the County Clerk and State Clearinghouse following project approval and EIR certification.

#### **Task 5.5 MMRP, Findings of Fact, & Statement of Overriding Considerations**

ISI will prepare the necessary project approval support documents in conjunction with the Final EIR. The Mitigation Monitoring & Reporting Program (MMRP) summarizes project impacts, for which mitigation measures were identified, the timing of mitigation implementation, and entities responsible for implementing/monitoring mitigation. ISI will also prepare Findings of Fact pursuant to Section 15091 of the CEQA Guidelines to support EIR certification. Finally, ISI will prepare a Statement of Overriding Considerations for unavoidable significant impacts identified in the EIR and Findings of Fact.

#### **Task 5.6 GIS (Geographic Information System) Support Services**

Impact Sciences will obtain all available GIS data files from the City of Paso Robles and integrate this data into a single database at Impact Sciences for use by all team members in the planning and environmental review process. Impact Sciences will setup and maintain a File Transfer Protocol (FTP) site for use by project team members to download and upload maps and related data. This task also provides time for the analysis of data to support the development of the Specific Plan and EIR.

#### **Task 5.7 Salinas River Master Plan Support**

Impact Sciences biologists will review existing literature related to the Salinas River and complete a reconnaissance level survey of the river corridor within the planning area to determine the native plant communities and species present; disturbed areas; and opportunities for enhancement of habitat values for wildlife by restoring native vegetation. Impact Sciences will provide this input to Moule & Polyzoides, Sherwood Design Engineers and other team members involved with development of the Salinas River Master Plan component of the overall Specific Plan. Impact Sciences will also prepare narrative text and graphic exhibits for this portion of the Specific Plan related to the existing habitat in the river corridor and plans for enhancement of this habitat.

#### **Task 5.8 Project Management, Meetings & Coordination**

This task provides for overall project management, coordination with the team, and QA/QC of deliverables. ISI anticipates the need for team meetings for project kickoff; a public Scoping Meeting; Draft EIR coordination/review; attendance at a Planning Commission and City Council hearings on the Final EIR and attendance at meetings to review the Screencheck Draft and Final EIRs. This task also provides for the Impact Sciences Principal directing this work to attend the Design Charette.

#### **Task 5.9 Expenses**

This task covers reimbursable expenses, including, but not limited to, overnight delivery, filing fees, mileage, printing, and postage fees, etc.





**C** Work Plan

**Task 6: Adoption Hearings**

**Schedule:** To be determined with City

**Purpose:** To provide the appropriate support to City staff throughout the hearings for the Specific Plan

This task focuses on taking the Public Hearing Draft Specific Plan and EIR through the process of formal public hearings for the Planning Commission and City Council's review, consideration and action. As it relates to the Specific Plan, the consultant will attend up to three public hearings and present the Plan to the public and decision-makers. *Note: depending upon processing requirements, the hearing schedule for the EIR may coincide with that of the Specific Plan. The EIR subconsultant is prepared to attend the meetings as specified in task 5 of this scope of work.*

This task concludes with the Final Specific Plan being adopted by the City and taking effect over the subject properties to begin implementation immediately.

**Task 6 Deliverables:**

- 1. Attend/Facilitate Presentations** Consultant's attendance and participation in public hearings for Public Hearing Draft and Final Specific Plan.
- 2. Submit Final version of Specific Plan** (upon concluding adoption hearings)

**Schedule/Meetings:**

TBD: Public Hearing Draft Specific Plan to Planning Commission/City Council

TBD: Final Specific Plan (depends upon actual hearing process and issues)



*(Above) Our project managers are fluent in the details of the project and can easily assist with public participation (David Sargent shown with participants in San Antonio, TX).*



*(Right) City Council subcommittee assisting in the presentation  
Newhall Specific Plan Santa Clarita, CA 2004*





*(Above) Stefanos Polyzoides facilitating a final presentation to staff and community members*



*Presentations are conducted by principals of each firm participating in the project (Stefanos Polyzoides shown at left and David Schneider shown below)*



*(Above and right) The articulated and informed vision based on physical results ready to be realized.*



# Paso Robles Downtown Specific Plan Proposal

## D Costs

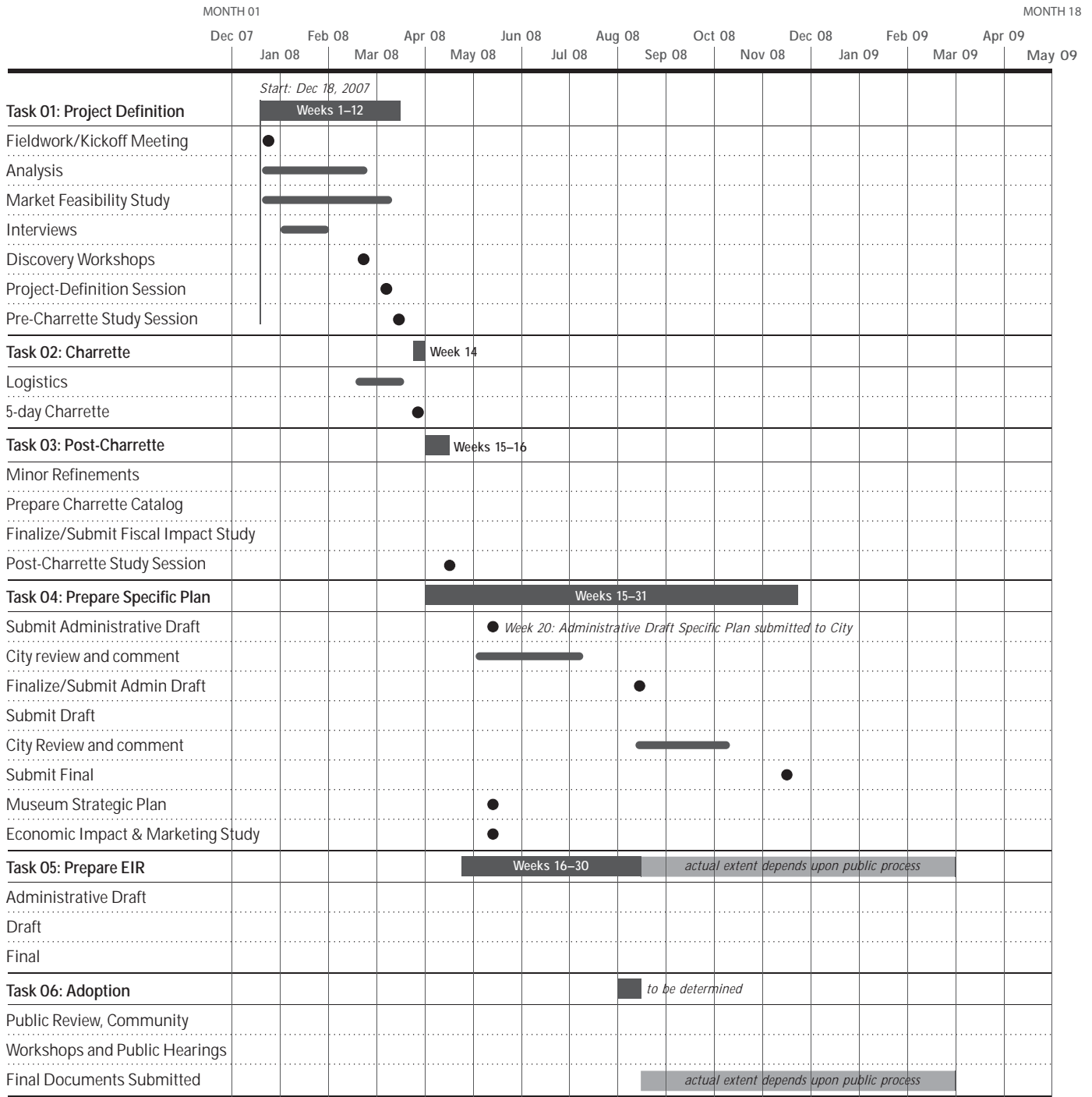
The following budget and associated costs are submitted in response to the information provided to the consultant for this project along with our experience for accomplishing this type of work. We are available to answer any questions or clarify the information further.

Task	Moule & Polyzoides	Opticos	Strategic Economics	Kimley-Horn
1 Pre-Charrette	57,000	28,000	50,000	54,000
2 Charrette	112,000	48,000	14,000	33,000
3 Post Charrette	15,000	15,000	42,000	22,000
4a Specific Plan Preparation	140,000	38,000	-	12,000
4b Museum Strategic Plan	45,000	10,000	-	-
5 EIR Preparation	2,500	-	-	10,000
6 Adoption	5,000	3,000	3,000	5,000
<b>SUBTOTAL</b>				
<b>TOTAL Professional Services</b>	<b>376,500</b>	<b>142,000</b>	<b>109,000</b>	<b>136,000</b>
Expenses and Reimbursables	37,650	9,000	4,000	29,000
<b>TOTAL</b>	<b>414,150</b>	<b>151,000</b>	<b>113,000</b>	<b>165,000</b>



Fong Hart Schneider	Sherwood	Museum Consultant	Impact Sciences	TOTAL by TASK	Notes
18,000	52,000	15,000	14,000	288,000	
24,000	40,000	-	10,000	281,000	includes 35,000 of charrette-support (lodging, etc) major work on plan components done here
5,000	12,000	-	-	111,000	
4,000	32,000	-	-	226,000	
-	-	35,000	-	90,000	
-	4,500	-	193,000	210,000	
2,000	4,500	-	5,000	27,500	
				1,233,500	
<b>53,000</b>	<b>145,000</b>	<b>50,000</b>	<b>222,000</b>	<b>1,233,500</b>	
3,000	11,000	2,500	13,000	109,150	
<b>56,000</b>	<b>156,000</b>	<b>52,500</b>	<b>235,000</b>	<b>1,342,650</b>	






**E** Project Schedule

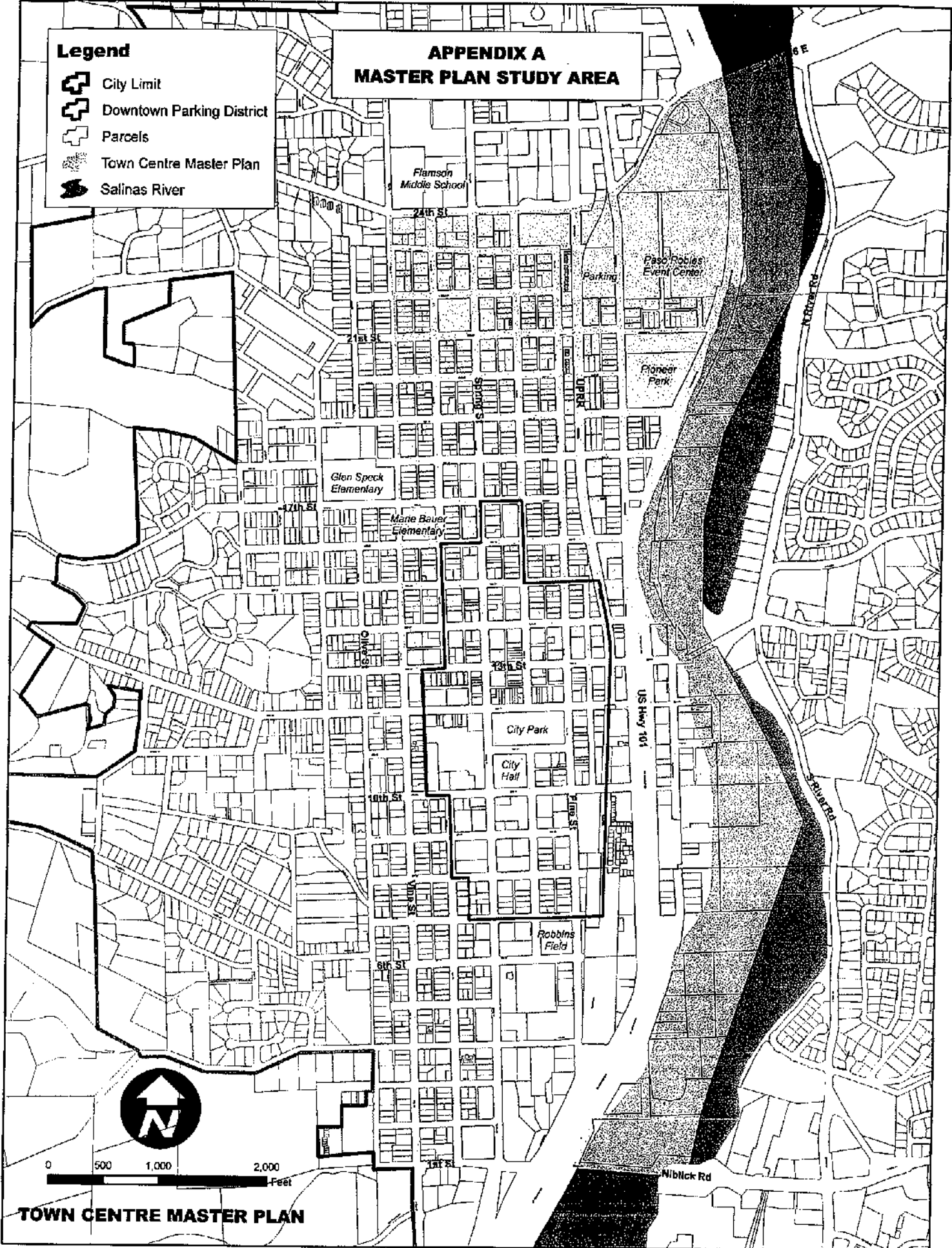


Note: The above schedule is subject to the terms contained within this proposal and scope of work. In the event that these terms are not met, Moule & Polyzoides reserves the right to renegotiate the schedule and scope/fee accordingly.

**APPENDIX A  
MASTER PLAN STUDY AREA**

**Legend**

-  City Limit
-  Downtown Parking District
-  Parcels
-  Town Centre Master Plan
-  Salinas River





# Uptown Specific Plan

