

TO: JAMES L. APP, CITY MANAGER  
FROM: ED GALLAGHER, COMMUNITY DEVELOPMENT DIRECTOR  
SUBJECT: OLSEN RANCH BEECHWOOD SPECIFIC PLAN - OPTIONS FOR PROJECT COMPLETION  
DATE: DECEMBER 6, 2011

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Needs: For the City Council to consider options to complete preparation of the Olsen Ranch Beechwood Specific Plan (OBSP), and provide direction on the preferred option.

Facts:

1. City staff recently met with the Olsen Ranch and Beechwood area property owners to discuss work needed to complete this project and associated costs. Discussions with the property owners also included options regarding use of planning consultants to finish the plan.
2. Staff conferred with the City Council Ad Hoc Committee to discuss various options to complete the OBSP. The Ad Hoc Committee supported option a. below.
3. Options regarding use of planning consultants to complete the project include:
  - a. Accept a proposal from Studio 81 Consultants; or
  - b. Prepare a "Request for Proposals" to solicit new proposals; or
  - c. Continue the contract with Moule & Polyzoides.
4. The City is not in a financial position to fund completion of this project. The property owners understand that it is their responsibility to pay for services to complete the specific plan and environmental impact report, regardless of the firm engaged to complete it.

Analysis  
and

Conclusion: The City has a draft specific plan prepared by Moule & Polyzoides, and a draft environmental impact report (EIR) prepared by Crawford Multari and Clark Associates. These draft documents are not complete and need additional information and analyses before they can be adopted.

The property owners of the Olsen Ranch and Beechwood areas are interested in completing the specific plan and EIR. They are willing to pay for the work that needs to be completed. The Beechwood area owners have previously worked with the planning firm Studio 81 to develop a concept plan for the Beechwood area that is based on the Moule & Polyzoides design and incorporates modifications that meet their interests. The Olsen Ranch area owners support this project being completed by Studio 81.

In March 2007 City Council reconfirmed that this project will need to be designed based on "traditional neighborhood design" (TND) principles. (See Exhibit A, Resolution No. 07-051.) Therefore, if the Council provides direction for a different

firm to complete the specific plan, (either accepting a sole-sourced proposal from Studio 81 and/or request proposals from additional firms) the revised project will need to incorporate TND design principles. (See Exhibit B, TND Principles.)

Should the Council direct acceptance of a proposal from Studio 81 or other firms, the proposal(s) will be submitted to City Council for consideration and approval. Under the provisions in the City's Purchasing and Payment Procedures Manual the City Council has the authority to accept a "sole-sourced" proposal for a professional services contract if it is determined that it is in the best interests of the City. If the Council approves use of a new planning firm to complete this project and a contract is approved, the contract with Moule & Polyzoides will be terminated.

Fiscal

Impacts: None.

Options:

- a. Direct staff to accept a "sole-sourced" proposal from Studio 81 planning consultants, and submit the proposal to the City Council for consideration and approval.
- b. Direct staff to prepare a Request for Proposals to various planning firms, and return to City Council with a recommendation on the proposals.
- c. Continue the contract with Moule & Polyzoides to complete this project.
- b. Amend, modify, or reject the above options.

Report prepared by Susan DeCarli, City Planner.

Exhibits

A – Resolution No. 07-051

B – TND Principles

RESOLUTION NO. 07-051

A RESOLUTION OF  
THE CITY COUNCIL OF THE CITY OF PASO ROBLES  
RECONFIRMING THE DESIGN OF THE  
OLSEN RANCH BEECHWOOD SPECIFIC PLAN

WHEREAS, on May 17, 2005 the Council selected the consulting firm of Moule and Polyzoides (M&P) to prepare the Olsen Ranch Beechwood Specific Plan (OBSP) and related Environmental Impact Report (EIR); and

WHEREAS, the draft OBSP plan is designed with Traditional Neighborhood Design (TND) principles; and

WHEREAS, the design of the OBSP is designed as a more livable, sustainable, walkable/healthier neighborhood than conventionally designed neighborhoods; and

WHEREAS, the design of the OBSP is consistent with and implements the character and design policies of the General Plan and Economic Strategy; and

WHEREAS, upon reconfirmation of the design for the Olsen Ranch Beechwood Specific Plan the consultants will begin the Environmental Impact Report for this project.

THEREFORE, BE IT RESOLVED AS FOLLOWS:

SECTION 1. The City Council of the City of Paso Robles does hereby reconfirm that the Olsen Ranch Beechwood Specific Plan shall be designed as a Traditional Neighborhood Design plan in conformance with the design shown in Exhibit A.

PASSED AND ADOPTED THIS 20th day of March, 2007 by the following Roll Call Vote:

AYES: Hamon, Nemeth and Strong

NOES: Picanco and Mecham

ABSENT:

ABSTAIN:

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FRANK R. MECHAM, MAYOR

ATTEST:

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CATHERINE M. DAVID, DEPUTY CITY CLERK

## OBSP Plan Principles

1. Create neighborhoods with a clear center. Each neighborhood should have a discernible center. This may be a green surrounded by residences, a plaza lined with mixed-use buildings, or even a busy or memorable street corner. A transit stop could be located at any of these centers.
2. Create a 5-minute walk from center to edge. Most of the dwellings within a neighborhood should be within a five minute walk of the center- and average distance of 2,000 feet.
3. Provide housing types for people of a variety of incomes and ages. A variety of dwelling types – houses, rowhouses, and apartments – should be provided so that younger and older people, singles and families, the poor and the wealthy may find places to live.
4. Create neighborhood centers that provide a mix of residential, retail and office uses. Locate neighborhood centers at the edge or intersection of neighborhoods, whereby the center serves more than one neighborhood. These centers are encouraged to provide shops capable of supplying the weekly needs of a household.
5. Encourage the inclusion of carriage houses. Carriage houses are encouraged within the backyard of lots within applicable zones. A carriage house may be used as a rental unit, a bonus room, or a place to work (such as an office or craft workshop).
6. Locate schools within walking distance of most homes.
7. Provide a variety of public spaces, including parks, green belts, and tree-lined streets. Neighborhood parks and plazas should provide places for recreational activity. Small playgrounds should be easily accessible from every home.
8. Provide an interconnected network of multi-modal thoroughfares. Streets within the neighborhood should form a connected street network that disperses traffic by providing a variety of vehicular and pedestrian routes to any destination.
9. Build pedestrian friendly streets. Streets should be relatively narrow, include on-street parking, provide sidewalks on both sides, and be lined by rows of trees.
10. Provide a landscape that is in character with the climate and culture of the region.
11. Provide parking at the rear of buildings. Parking should be relegated to the rear of property, and to the greatest degree possible be accessed by alleys. Parking lots and garage doors should be discouraged from fronting the street.
12. Locate civic buildings on prominent sites. Reserve prominent sites – such as at the termination of street vistas or in the neighborhood center – for civic buildings that provide locations for community meetings, education facilities, and religious or cultural activities.