


Agenda Report Reviewed by:
 City Manager: 

**CITY OF SEBASTOPOL
 CITY COUNCIL
 AGENDA ITEM**

Meeting Date: November 16, 2021
To: Honorable Mayor and City Councilmembers
From: Kari Svanstrom, Planning Director
Subject: Approval of Request for Proposals for Consultant to Assist with Design Objective Standards
Recommendation: Approve release of the Request for Proposals (RFP)
Funding: Currently Budgeted: X* Yes No N/A
 Net General Fund Cost: \$0
 *Supplemental Planning Grant Funding (Fund 247)

Account Code/Costs authorized in City Approved Budget (if applicable) AK (verified by Administrative Services Department)

INTRODUCTION/PURPOSE:

The item is to request Council authorize staff to release an Request for Proposals (RFP) for consultants to develop Objective Design Standards for the City.

BACKGROUND:

The State of California has adopted legislation in recent years that impact the ability of a local jurisdiction to implement their adopted discretionary Design Guidelines and requirements for certain residential projects, including certain multi-family residential development (vis SB35) and, most recently, in single family residential zones related to additional units on single family parcels through either lot subdivisions (“lot splits”) or the homes, either on a newly subdivided lot or through the conversion of existing single-family homes into multiple units.

DISCUSSION:

The City Council created a Design Guideline Subcommittee in 2019 to address updates to the City’s Design Guidelines to . This committee is starting up after COVID delays, and staff is getting ready to release an RFP for a consultant to assist with developing Objective Design Standards which would address the various State laws now in effect and those going into effect in January 2021, such as SB9. Staff has a Subcommittee meeting scheduled for November 17 to review and finalize the RFP for issuance, staff’s draft is attached to this report.

Staff would like to send the RFP through the Association of Bay Area Government (ABAG) “technical bench”, which is a resource to all cities in the 9-county Bay Area. The consultants on this ‘bench’ were selected through an RFP process and have negotiated contracts with ABAG for ‘master contracts’ and negotiated rates (similar to the City’s on-call consultant lists). ABAG approved this Regional Consulting Bench of experts to augment local staff in May 2021. All Bay Area cities, towns and counties can use the bench to hire consultants directly, or opt to have ABAG administer contracts on their behalf. ABAG has enabled local staff to browse the qualifications of consultants and streamline informal procurements as rules allow, which are in compliance with State and local procurement requirements. Training on this new tool will be offered as soon as it is available. More information is available here: <https://abag.ca.gov/our-work/housing/regional-housing-technical-assistance>.

Additionally, Planning staff submitted and received State Planning Grant funding for this and other projects (such as the e-permitting), which is available to support the project.

GOALS:

This action supports the following City Council Goals and General Plan Actions:

Goal 5 – Provide Open and Responsible Municipal Government Leadership;

Goal 5.1.4, Enhance the use of the City of Sebastopol Committees, Commissions, and Boards;

Goal 7 – Provide and Develop a Plan for the Future for the City of Sebastopol with the Implementation of the new General Plan; and

Goal 7.2.2: Review, evaluate, and update the Design Review Guidelines.

PUBLIC COMMENT:

As of the writing of this staff report, the City has not received any public comment. However, staff anticipates receiving public comment from interested parties following the publication and distribution of this staff report. Such comments will be provided to the City Council as supplemental materials before or at the meeting. In addition, public comments may be offered during the public comment portion of the agenda item.

PUBLIC NOTICE:

This item was noticed in accordance with the Ralph M. Brown Act and was available for public viewing and review at least 72 hours prior to schedule meeting date.

FISCAL IMPACT:

There is no financial commitment by the City upon issuance of an RFP. Staff will return to Council with a recommended consultant for authorization to enter into contract. Funding for this project will be through a State Planning Grant (authorized by SB2), which the Planning Department has applied for and received. (The total grant is \$160,000 and includes several projects, including the e-permitting software project).

RECOMMENDATION:

That the City Council authorize staff, by minute order, to release an RFP. Staff will review the proposals and return to City Council with the recommended vendor for further authorization.

Attachments:

DRAFT Request for Proposals (RFP)

SB2 funding grant award letter

ABAG "Technical Bench" list

DRAFT Scope of Work - Objective Design and Development Standards

Context

Several amendments to current housing legislation, including the Housing Accountability Acts (AB 678, SB167, AB1515) and SB35 and SB 9, increase the required documentation and standard of proof to defend the denial or decrease of residential density of a housing project when the proposed project fulfills objective standards, including standards for aesthetic design.

Currently, the City of Sebastopol has a discretionary review process with the City's Design Review / Tree Board (DRB), for multi-family, mixed use (commercial and residential), subdivisions, and commercial developments, with Design Guidelines that were last updated/adopted in 2010. This discretionary Design Review process maintains the community's aesthetic standards for larger developments. It is imperative for the City to have streamlined, official approval processes to address current and future housing legislation.

The development of Objective Design Standards (those based on metrics), particularly for multi-family and mixed use (commercial and residential) projects will increase certainty in the review process and ensure that local housing production goals are met.

The City has initiated a Design Guideline Subcommittee, including one member of City Council, one member of Planning Commission, and two members from the City's Design Review / Tree Board.

General Goals and Objectives

Objective standards are ones that do not involve exercise of discretion or subjective judgment and can be referenced to an external and uniform benchmark or criterion. The primary goal for this project is to create objective design and development standards that can be applied in each jurisdiction in order to streamline approval processes and establish foundations for future regulations and state housing laws.

The City is issuing this Request for Proposal (RFP) to solicit the services for a consultant who will work with the Planning Department and the Design Guideline Subcommittee to develop Objective Design Standards (ODS) that will adapt existing zoning and subdivision codes and subjective standards into objective standards and guidelines.

The City is working on interim ODSs to ensure certain community standards are met. These may be in place prior to the Consultant beginning work. However, it is anticipated that these will need to be clarified and refined / revised in the Consultant's work product.

Scope Items

1. Kickoff and Document Review: Consultant will review documents related to zoning and development. They will review any specific design standards, guidelines and procedures. Review and assessment of existing Design Guidelines (see attached). Initial data gathering phase, and vetting of development zones and building typologies.

This may include the following:

- Site Visits and Work Sessions: Consultant will make site visits to capture a visual inventory of

existing conditions including targeted work sessions with the City’s Design Guideline Subcommittee.

2. Develop Objective Design Standards (ODS). This may include either an overall list of ODSs for different types of development. These may include mixed-use, multi-family, and Single family SB9 modifications. It is also anticipated that some of the ODSs work will result in revision to the existing overall Design Guidelines. Commercial standards are not included it the scope at this time.

Consultant will develop standard zones for the ODDS that would include allowable building types, allowable uses, and intent.

o Zones may include:

- Downtown Core
- Commercial Corridors (outside downtown along Gravenstein Hwy North and South)
- Neighborhood Center (Pleasant Hill Ave, etc.)
- Multi-Family Neighborhood
- Mixed, Small-Scale Multi-Family

o Building types may include:

- Large Scale Multi-family Residential, [based on number of units and/or a specific density, could be more typologies for this]
- Small Scale Multi-family (Triplex, Fourplex, etc. in existing single family/duplex, etc.)
- Mixed Use: Multi-family Residential, Commercial
- Small Lot Mixed Use: Multi-family Residential, Commercial (historic downtowns)
- Single Family Residential Development standards SB9

Specific needs for each building type may include:

- Building placement
 - Setbacks
 - Lot size
 - Lot coverage
 - Access
- Building form
 - Footprint
 - Building height
 - Frontage
 - Articulation of Open Space
- Encroachment and frontage types
 - Encroachments
 - Allowed frontage types
- Parking
 - Required Spaces
 - Setback
- Transitions to adjacent development

- Stepbacks
- Accessory/ancillary uses and site equipment (trash, loading, etc.)

3. Present Draft Objective Design Standards to Design Guideline Subcommittee:

The consultant will present a draft of the above scope items through meetings to review and adjust with the Design Guideline Subcommittee. The Consultant should propose a process

4. Develop Procedural Changes: The consultant will work with the to develop procedural changes, for example, by-right zoning, in order to streamline approval processes.
5. Administrative Draft: Consultant will present an administrative draft that includes a table of contents, graphic standard, and sample chapter.
6. Develop Objective Design Standards Manual: Content may include descriptions and illustrations of materials and finishes, historically significant architectural styles, light standards, siding, building elements, etc. as well as illustrations/examples of the proposed Objective Design Standards.
7. Final Draft: Consultant will present the final draft to the Design Review Board and Planning Commission for final review and recommendation to City Council for adoption by Resolution.
8. Public Hearings: Consultant shall present (with Planning Director) to City Council for approval.
9. Final Submission: Based on specific feedback, consultant will make targeted edits and submit final documentation to the Planning Department.

Optional Scope Items

- A. Interim Design Standards. The Consultant may be asked to develop ‘interim’ Design Standards for adopting at the outset of the process to assist City Staff and the Design Guideline Subcommittee to have standards in place by early 2022. The process for this adoption would be review by the Design Guideline Subcommittee and then adoption by City Council by Resolution. The Consultant shall include the cost for this item in the scope.
- B. Public Participation Process: The consultant may wish to include additional public participation process to gain community consensus, and should include any additional public participation elements they feel appropriate for a successful process (in addition to the Subcommittee, DRB, Planning Commission, and City Council meetings outlined above). These may include items like surveys, workshops, etc. The consultant shall include the anticipated costs for their proposed process.

**DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT
DIVISION OF HOUSING POLICY DEVELOPMENT**

2020 W. El Camino Avenue, Suite 500
Sacramento, CA 95833
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www.hcd.ca.gov



April 24, 2020

Lawrence McLaughlin
City Manager
City of Sebastopol
7120 Bodega Avenue
Sebastopol, CA 95472

RE: 2019 Planning Grants Program Award

Dear Lawrence McLaughlin:

The Department of Housing and Community Development (Department) is pleased to announce that the City of Sebastopol has been approved for funding underneath the SB 2 Planning Grants Program (Program). The Department has determined that the application submitted in response to the Notice of Funding Availability released on March 28, 2019, meets Program requirements. This letter, therefore, constitutes a conditional commitment of an award in the amount of \$160,000.

The Program reflects the State's commitment to work in partnership with local governments to address California's critical housing needs. Local governments are using the grant awards to accelerate housing production by streamlining the approval of affordable housing and promoting development consistent with the State's planning priorities, among other related activities.

Congratulations on your successful application. Staff will be contacting you shortly to initiate the process of preparing the Standard Agreement for fund distribution. For further information, please contact John Buettner, of our staff, at (916) 263-1500.

Sincerely,

Zachary Olmstead
Deputy Director

Prime Vendor	Prime DBE Certification Number	Prime SBE Certification Number	Identified Subs	Subs DBE Certification Number	Subs SBE Certification Number
4Leaf, Inc.					
Aaron Welch Planning		SBE (BART 118157764)	Eisen Letunic	DBE 35388	SBE Unverified
			Gehl Studio, Inc.		
			Urban Field Studio	DBE 42566	SBE Unverified
			Van Meter Williams Pollack		SBE Unverified
			Winter Consulting	DBE 42874	
			Seamless Bay Area		
			CityID		
			Miller Planning Associates		
			Ann Cheng Consulting	DBE 50250	SBE 2021866
			Holly Pearson, AICP		
			City ConTEXT	DBE Unverified	SBE 2022479
			Strategic Economics		SBE 1791308
			Lexington Planning		
Street Level Advisors					
Mithun					
Acterra					
AECOM Technical Services, Inc.			Mott McDonald		
Alex San Andres	DBE 49240	SBE 2020334			
Alta Planning + Design, Inc.					
Applied Technology Council					
Arup Americas, Inc.			BAE Urban Economics, Inc.	DBE 14806	SBE 5249
			Veronica Tam and Associates, Inc.		
			Convey, Inc.		SBE 1367600
			Wallace Roberts & Todd, LLC (WRT)		
			Strategic Economics		SBE 1791308
Ascent Environmental, Inc.		SBE 1208561	OnClimate LLC		
			Environmental Science Associates		
			CivicMakers, LLC		SBE 2004377
			Hatch		
			Kittelson		
Atkins North America, Inc.			Silvestrum Climate Associates, LLC	DBE 45249	SBE 2005392
			Altas Planning Solutions		SBE 2013758
			VRPK Technologies, Inc	DBE 12213	SBE 23973
			City ID		
			Silvestrum Climate Associates, LLC	DBE - 45249	SBE 2005392
BAE Urban Economics, Inc.	DBE 14806	SBE 5249	Greensfelder Commercial Real Estate LLC		SBE 2022813
Baird + Driskell Community Planning		SBE 2024582			
Bang the Table USA LLC					
Bonner Communications LLC		SBE 2020711	Slow Clap Productions LLC		SBE 2016514
			InterEthnica, Inc.		SBE 57042
			Mason Tillman Associates, Ltd.		SBE Unverified
Center for Creative Land Recycling					
CHS Consulting Group	DBE 32117	SBE 1142562			
Circlepoint, Inc.		SBE 40528			
Civic Edge Consulting	DBE 47045	SBE 1800102			
CivicKnit					
CivicMakers, LLC		SBE 2004377			
Community Design + Architecture, Inc.		SBE 20811	Urban Planning Partners	DBE 39685	SBE 2011818
Corey, Canapary & Galanis		SBE 32928			
Craft & Commerce, LLC					
Dahlin Group, Inc.					
DIALOG Design LP			Kristen Hall City Design	DBE Unverified	SBE Unverified
			KM Planning Strategy		SBE Unverified
			Mona Tamari & Associates	DBE 47671	SBE 2015583
Diana R. Elrod Consulting					
DKS Associates					
Economic & Planning Systems, Inc.		SBE 23554			
ECONorthwest			MapCraft		
EMC Planning Group Inc.		SBE 15769	Akel Engineering Group, Inc.		SBE 1263840
			ELS Architecture and Urban Design		SBE 2011299
			GEI Consultants, Inc.		
			Hexagon Transportation Consultants, Inc.		SBE Unverified
			Integral Consulting Inc.		
			Strategic Economics		SBE 1791308
EMC Research		SBE Alameda County	WJV Acoustics, Inc.		
			Fehr & Peers		
Enterprise Community Partners, Inc.					
Environmental Science Associates					
Evan Brooks Associates, Inc.	DBE 41617	SBE 1745536			
			Davis & Associates Communications		SBE 1785923
			Winter Consulting		
			Safe Streets Research & Consulting (Safe Streets)	DBE 49334	

Fehr & Peers			City ID Adam Cohen and Susan Shaheen Tamika L. Butler Consulting Atlas Planning Solutions Gray-Bowen-Scott		SBE 2013758 SBE 1756291
Forsyth Street Advisors					
Frontier Energy, Inc.					
Gensler					
Gray-Bowen-Scott		SBE 1756291	Circlepoint Transportation Management & Design, Inc. Fehr & Peers	DBE 49228	SBE 40528 SBE 41906
Greensfelder Commercial Real Estate LLC		SBE 2022813			
Hassell Design LTD			ZGF CHS Consulting Greenbelt Alliance James Lima Planning + Development Place Intelligence	DBE 32117	SBE 1142562
Hatch Associates Consultants, Inc.					
Housel Lavigne Associates, LLC					
HR&A Advisors, Inc.			Mariposa Planning Solutions Ground Works Consulting Wallace Roberts & Todd LLC (WRT) Kate Owens Consulting	DBE 49323 DBE Unverified	SBE Unverified
IBI Group					
Impact Sciences	DBE 43382	SBE 45450	Sertior		SBE 2021451
James Lima Planning + Development			SmithGroup		
Kearns & West, Inc.		SBE 55586	Reflex Design Collective On Point Language Solutions, LLC	DBE 46293	
Kimley-Horn and Associates, Inc.			Andrea Baker Consulting Gehl Studio, Inc. InterEthnica, Inc. Strategic Economics HR&A Advisors, Inc. DB Engineering & Consulting USA Inc. Bottomley Design & Planning LK Planning LLC		SBE 1791308 SBE Unverified SBE Unverified SBE Unverified
Kittelson & Associates, Inc.					
Land Econ Group LLC	DBE 41833				
LeSar Development Consultants		SBE 1791284			
Management Partners, Incorporated					
Meyers, Nave, Riback, Silver & Wilson, A Professional Corporation					
METROPOLITAN PLANNING GROUP					
Michael Baker International, Inc.			Circlepoint		SBE 40528
Moore Iacofano Goltsman, Inc.					
Mintier Harnish, LP			Rincon Consultants Inc.		
Mithun, Inc.			ESA Aaron Welch Planning		SBE (BART 118157764)
Nelson\Nygaard Consulting Associates, Inc.			Access Planning Ltd.		
Next Steps Marketing	DBE 41733	SBE 1037598	EMC Research, Inc.	DBE Unverified	SBE Unverified
Opticos Design, Inc.		SBE 1235420	Plan to Place Lisa Wise Consulting, Inc	DBE 40054	SBE 53771
Page Southerland Page, Inc.					
Perkins + Will, Inc.			David J Powers and Associates (Plan to Place) BKF Engineers Nelson\Nygaard Consulting Associate, Inc. Strategic Economics, Inc.		SBE 1791308
PlaceWorks			BAE Urban Economics, Inc. Strategic Economics Environmental Justice Solutions Adams Ashby Group, Inc. CDM Smith Kittelson & Associates, Inc. Atlas Planning Solutions	DBE 14806	SBE 5249 SBE 1791308
Raimi + Associates, Inc.		SBE 1786325	Rincon Consultants, Inc. Fehr & Peers Veronica Tam and Associates, Inc. Plan to Place Strategic Economics SERA Design and Architecture, Inc. Sherwood Design Engineers Greensfelder Commercial Real Estate LLC		SBE 1791308 SBE 2022813
SITELAB Urban Studio		SBE 2000590	En2action		
Redhill Group, Inc.		SBE 25900			
Resource Development Associates, Inc.		SBE 1002364			

Rincon Consultants, Inc.			Mintier Harnish		
RSG, Inc		SBE Unverified			
Sam Schwartz Engineering, D.P.C.			Crossroad Lab		
			Niti Systems		
			DKS Associates		
			Adam Cohen + Susan Shaheen		
Schechter Consulting		SBE 2022436			
SERA Design and Architecture, Inc.			Raimi + Associates		
			Arup North America		
SmithGroup			Fehr & Peers		
			Land Econ Group LLC	DBE 41833	SBE Unverified
			James Lima Planning + Development		
			Kittelson & Associates, Inc.		
Sperry Capital, Inc.		SBE 25586	Toole Design Group, LLC		
Steer Davies & Gleave Inc.			Toole Design		
			Sowing Change Strategies		
			Chen Ryan Associates	DBE Unverified	SBE 1796780
Strategic Economics Access Inc.		SBE 1791308			
Symbium Corp.					
SZS Engineering	DBE 48944	SBE 2010590			
Terner Housing Innovation Labs, Inc.			MetroSight		
			MapCraft		
The Concord Group, LLC		SBE 2021203			
TJKM Transportation Consultants	DBE 40772	SBE 38780			
Toole Design Group, LLC					
Trillium Advisors, LLC					
Urban Land Institute					
Urban Planning Partners	DBE 39685	SBE 2011818	Community Design + Architecture		SBE 20811
			Diana R. Elrod Consulting		
			Kristen Hall City Design	DBE Unverified	SBE Unverified
			Fehr & Peers		
UrbanFootprint, Inc.					
Villa Civil, APC	DBE 49385	SBE 2021578			
Woodsong Associates LLC			JET Planning		
			Studio Davis		
			CivicMakers		SBE 2004377
			Robert Liberty, Land Use and Transportation Planning and Plan Implementation Consultant		
Wallace Roberts & Todd, LLC			Arup North America Ltd.		
			ESA		
			HR&A Advisors		
			Greensfelder Commercial Real Estate LLC		SBE 2022813
			OnClimate LLC		
WSP USA Inc.			System Metrics Group		
			Parisi Transportation Consulting		SBE 2000013
			Primus Consulting		
			mySidewalk		