City Council Report

Item: 10.
Category: Consent
Meeting Date: February 19, 2013

TITLE: **Adoption of a Resolution to distribute a Request for Proposal (RFP) to facilitate preparation of the Dell Avenue Area Plan located within the City's Controlled Manufacturing (CM) zone district and authorize the City Manager to award the contract. (Resolution/Roll Call Vote)**

RECOMMENDATION

That the City Council adopt the attached Resolution authorizing the following actions regarding the preparation of the Dell Avenue Area Plan:

1. Authorize the distribution of a Request for Proposal to facilitate the preparation of the Dell Avenue Area Plan located within the City's Controlled Manufacturing (CM) zone district; and
2. Authorize the City Manager to award the contract to an outside consulting firm whose proposal is determined to be the most advantageous to the City.

BACKGROUND

In late 2011, the City Council Economic Development Subcommittee discussed the ability to become more competitive in retaining and attracting "High Tech" office and Research and Development companies. The focus was in the City's Research and Development Park located on Dell Avenue which is zoned Controlled Manufacturing (C-M).

The Dell Avenue area occupies roughly 82 acres, has approximately 65 parcels, and is developed with about one million square feet of building area. The building stock is comprised of one and two story buildings, much of which is dated and not practical for contemporary users. Staff's initial scenario was to create a mechanism to more effectively implement existing Municipal Code provisions that already allow greater floor areas than the maximum base .40 Floor Area Ratio (FAR). Unfortunately, there is really no clear guidance on how that is achieved, leaving it open for interpretation thereby providing uncertainty in the decision-making process. Based on opinions from prominent local real estate industry strategic thinkers, providing a clear understanding of how to achieve greater floor areas and other development incentives would improve certainty in the permitting process. An Area Plan was determined to be the vehicle necessary to achieve this goal.

The proposal to create an Area Plan was conceptually supported by the City Council and eventually approved on May 7, 2012 within the FY 2013-2017 Capital Improvement Plan. On October 2, 2012, the City Council held a study session in order to scope potential issues that would help staff prepare a draft RFP. Some of the City Council's suggestions included:

- Consultant should provide guidelines on what works in other communities.
- Focus on ways to attract business.
- Keep the plan as flexible as possible.
- Ask consultant how much FAR would work.
- Concern about residential pressure, and not to include residential.
- Be aggressive on the amortization of undesirable land uses.
- Expediting application processes is important.

Based on the above comments and staff's understanding of the overall issue areas, staff prepared the attached draft RFP document for City Council review and authorization for distribution.

DISCUSSION

The City Council has already determined that an Area Plan is the preferred planning tool to further implement the General Plan policies for improving the economic viability of the Dell Avenue area. As with past practices, the City has contracted out for consulting services to help prepare such a planning document. To this end, staff has prepared a draft RFP to obtain proposals from planning consultants for the development of the Dell Avenue Area Plan (DAAP). The DAAP will not only provide clearer guidance on the development potential of individual properties, it will also address contemplated public improvements and will more comprehensively consider traffic issues associated with private development.

Several key areas within the draft RFP that will be investigated with the DAAP include:

- Project Planning and Background Information Review
- Community Facilitation and Management
- Opportunities and Constraints Analysis
- Land Use, Permit Process and Environmental
- Transportation, Circulation and Parking

In addition to the ideal consultant's understanding of the amenities and improvements needed to retain and attract high tech business-to-business companies as well as experience in managing such a planning process, the draft RFP focuses on soliciting proposals from consultants that have prepared similar Area Plans. In particular, the DAAP is anticipating the use of the existing zoning provisions that currently allow greater floor area ratios with the goal of creating guidelines that more clearly explain how to consistently achieve such allowances. Design guidelines may be a part of the Plan including ways to expedite the permit process as another incentive to encourage future development opportunities. Further refining the most ideal land uses will be a key element of the DAAP with an amortization process to discontinue uses that aren't included in the overall vision of the area. As with most planning documents, transportation will play an important role in determining the circulation needs of the area which include light rail, vehicular, bicycle and pedestrian access ways.

The preliminary project schedule is as follows:

City Council Authorizes RFP	February 19, 2013
Distribute RFP	February 22, 2013
Proposals due	March 22, 2013
Consultant Interviews and Selection	April 2-5, 2013
City Manager Approval of Agreement	April 19, 2013
Kick-Off Meeting	April 22-26, 2013
Community Meeting #1	May 6, 2013
Community Meeting #2	June 3, 2013
Community Meeting #3	June 8, 2013
Draft Area Plan Prepared	August 12, 2013
Joint Study Session (CC/PC)	August 26, 2013
Community Meeting #4	September 16, 2013
Joint Study Session (CC/PC)	October 15, 2013
Planning Commission Recommendation	November 12, 2013
City Council Decision	January 7, 2014

The selected consultant will need to review the schedule and work with staff to make adjustments as we agree on process and the most efficient use of time. One complication of refining the schedule is the need to create a Citizen Advisory Committee (CAC) and their anticipated contributions. What complicates the schedule, in this regard, is the level of involvement and number of required CAC meetings. In the near future, the City Council will be asked to provide direction in the formation of the CAC which could include Council members, Planning Commissioners, business leaders, area stakeholders and potentially interested citizens selected at-large.

FISCAL IMPACT

There is no fiscal impact associated with the distribution of the RFP. However, the City has estimated a total project budget of $150,000 in the first year of the five-year Capital Improvement Plan list. Assuming the proposals are within the estimated budget, the estimated source of funds would be from the Capital Improvement Plan Reserves (CIPR). The project's valuation was a rough estimation to pay for private consulting services for both the environmental and plan preparation documents. Once staff circulates the RFP, a more realistic valuation will be established. If the proposals are greatly in excess of the estimated project cost, staff may return back to the City Council to determine the desire to move forward.

ALTERNATIVES

1. Do not authorize staff to distribute an RFP for preparation of the DAAP.
2. Authorize the distribution of the RFP with changes, as provided by the City Council.
3. Direct staff to return to the City Council if the proposals exceed the total project budget by more than $50,000.

Attachments:

1. Draft City Council Resolution
2. Draft DAAP Request for Proposal (RFP)

Prepared by: _____
Paul Kermoyan, Interim Community Development Director

Approved by: _____
Amy L. Brown, City Manager

RESOLUTION NO. _____

BEING A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CAMPBELL AUTHORIZING THE DISTRIBUTION OF A REQUEST FOR PROPOSAL (RFP) SEEKING A CONSULTANT TO FACILITATE THE PREPARATION OF THE DELL AVENUE AREA PLAN AND AUTHORIZING THE CITY MANAGER TO AWARD THE CONTRACT.

WHEREAS, in late 2011, the City Council Economic Development Subcommittee discussed the ability of the City of Campbell to become more competitive in retaining and attracting "High Tech" office and Research and Development companies into the community; and

WHEREAS, the City Council Economic Development Subcommittee recommended the development of a Dell Avenue Area Plan, which was conceptually supported by the City Council and approved on May 7, 2012, as a part of the FY 2013-2017 Capital Improvement Plan, with a total project budget of $150,000 in the first year of that five-year CIP; and

WHEREAS, the City Council held a study session on October 2, 2012, to scope potential issues that would help staff prepare a draft RFP; and

WHEREAS, the City seeks to solicit consulting services to facilitate the preparation of the Dell Avenue Area Plan intended to govern the future development of an area within the City's Controlled Manufacturing (C-M) Zoning District, consisting of roughly 82 acres, approximately 65 parcels and which is currently developed with one million square feet of building area; and

WHEREAS, the City Council has reviewed and accepted the draft RFP and found it to represent the next logical step in the process of developing the Dell Avenue Area Plan.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Campbell hereby authorizes the Interim Community Development Director to issue a request for proposals (RFP) to facilitate the preparation of the Dell Avenue Area Plan and authorizes the City Manager to award the contract.

PASSED AND ADOPTED this _____ day of _____, 2013, by the following roll call vote:

AYES: COUNCILMEMBERS:
NOES: COUNCILMEMBERS:
ABSENT: COUNCILMEMBERS:
ABSTAIN: COUNCILMEMBERS:

APPROVED: _____
Evan D. Low, Mayor

ATTEST: _____
Anne Bybee, City Clerk