AGENDA ITEM NO. 6.a.

City of Garden Grove

INTER-DEPARTMENT MEMORANDUM

To:	Matthew J. Fertal	From:	Susan Emery
Dept:	City Manager	Dept:	Community Development
Subject:	CONSULTANT AGREEMENT FOR THE PREPARATION OF MIXED USE LAND USE DESIGNATION FOR THE CITY'S MUNICIPAL CODE TITLE 9	Date:	September 28, 2010

OBJECTIVE

To request City Council approval of a consultant agreement with Hogle-Ireland, Inc., for the preparation of Municipal Code standards to implement six (6) Mixed Use Land Use Designations for Title 9 of the City's Municipal Code.

BACKGROUND

The General Plan 2030 was adopted by City Council in August 2008. The intent of the General Plan is to serve as a "blueprint" for future growth and development. Additionally, it is required that zoning regulations be consistent with goals of the General Plan. The General Plan update established six (6) Mixed Use Land Use designations that require the creation of zoning designations along with development standards to implement the new land use designations. As such, the City seeks to use the services of a consultant to prepare the new Mixed Use Zoning Code. These new codes will fulfill the objective of the General Plan 2030 by making construction of desired project types feasible for developers.

The Mixed Use codes should be clear, user-friendly documents that allow for the General Plan intent to be realized through development standards. These development standards should be created with input from developers and other construction professionals to increase the likelihood of such projects being built. The new code will be required to fit within the format of the City's Municipal Code, Title 9.

The six (6) Mixed Use Land Use designations are:

- **Residential/Commercial Mixed Use 1**
  A new land use designation located along Garden Grove Boulevard and Brookhurst Street that is intended to provide a mix of higher density residential and commercial uses that are 8 to 10 stories in height.

- **Residential/Commercial Mixed Use 2**
  A new land use designation applying to areas throughout the City. This designation is intended to provide a mix of residential and commercial uses mostly around older underutilized, multi-tenant commercial developments with building heights of 3 to 4 stories.

- **Residential/Commercial Mixed Use 3**
  A new land use designation applying to areas throughout the City that is intended to provide a mix of mid-height (5-7 stories) residential and commercial uses generally along Garden Grove Blvd.

- **Civic Center Mixed Use**
  A new land use designation encompassing City Hall, the neighborhood bounded by 9th Street, Acacia Parkway, and Garden Grove Boulevard, Main Street, the Community Meeting Center, and the Village Green. The intent of this area is to provide a mixed-use designation that promotes civic, commercial, open space, and residential uses (mid-rise, 5-7 stories tall).

- **Industrial/Commercial Mixed Use**
  A new land use designation intended to provide for a mix of industrial and commercial uses.

- **Industrial/Residential Mixed Use 2**
  A new land use designation south of the OCTA right-of-way both north and south of Stanford Avenue extending south to Garden Grove Boulevard. The intent is to allow existing industrial uses to remain and allow for new uses, such as artist's lofts with a residential component.

DISCUSSION

The City desires to use the services of a consultant to prepare additional Code for Title 9 to implement six (6) Mixed Use Land Use designations. A Request for Proposal was prepared and sent to multiple consultants. Three firms submitted proposals: Hogle-Ireland from Irvine, RBF Consulting from Irvine, and William Hezmalhalch Architects, Inc. from Santa Ana. The proposed cost of the Hogle-Ireland proposal was $134,195. The proposed cost of the RBF Consulting, Inc., proposal was $125,610, and the proposed cost of the William Hezmalhalch Architects proposal was $183,600.

An evaluation team analyzed each of the submitted proposals. Their findings are listed in the matrix below.

	Hogle-Ireland	**RBF**	**William Hezmalhalch**
Rater 1	90	84	86
Rater 2	76	68	50
Rater 3	86	81	74
Rater 4	88	77	68
Rater 5	86	82	73
	426	*392*	*351*
Average Score	**85.2**	**78.4**	**70.2**

Staff is recommending Hogle-Ireland to prepare the new Mixed Use Zoning Code. Hogle-Ireland will receive support from the subconsultant firm of Urban Studio. Urban Studio is a design practice that specializes in the architecture of urban and suburban infill sites and urban design.
The consultant is qualified by virtue of experience and expertise to accomplish the services requested and has a clear understanding of the City's objectives. Their qualifications include:

- Prepared Garden Grove's Housing Element. The project was completed on time and finished in the top 25% statewide.
- Offer a more thorough outreach program, including a dedicated website.
- Propose a more detailed analysis of individual mixed-use zones.
- Have committed to a schedule of milestones.
- Provide a clear picture of the final product.
- John Kaliski, AIA Principal with Urban Studio, is an architect experienced in both public and private sector architecture and urban design.
- The Hogle-Ireland and Urban Studio team provides a good mix of project management, environmental assessment, and architectural creativity and innovation.

FINANCIAL IMPACT

The term of this agreement extends through September of 2011 with total compensation to the consulting firm not to exceed $140,000 (includes a contingency of $5,805 in the event that there is a change to the scope of work). Funding for the project will be from the General Plan fee account. General Plan funds are revenue neutral, and are collected as part of the building permit process. These fees can be used for General Plan updates and associated implementation. There is no impact to the General Fund.

RECOMMENDATION

It is recommended that the City Council:

- Approve the transfer of $140,000.00 from the General Plan Trust Account to Fund 111, General Purpose;
- Approve the allocation of $140,000.00 to fund the consultant agreement;
- Approve the consultant agreement with Hogle-Ireland, Inc.; and
- Authorize the City Manager to execute the agreement and make minor modifications if necessary.

Karl Hell for Susan Emery

SUSAN EMERY
Community Development Director

Monica Covarrubias

By: Monica Covarrubias
Administrative Analyst

Attachment 1: Consultant Agreement with Hogle-Ireland
Attachment 2: Hogle-Ireland's Proposal
Attachment 3: Hogle-Ireland's budget

Recommended for Approval

Matthew Fertal

Matthew Fertal
City Manager

CONSULTANT AGREEMENT

HOGLE-IRELAND, INC.

THIS AGREEMENT is made this 28th day of September 2010, by the **CITY OF GARDEN GROVE,** a California municipal corporation ("CITY") and **Hogle-Ireland, Inc.** ("CONSULTANT").

RECITALS

The following recitals are a substantive part of this Agreement:

1. This Agreement is entered into pursuant to Garden Grove COUNCIL AUTHORIZATION.

2. CITY desires to utilize the services of the CONSULTANT to prepare a Municipal Code to implement six (6) Mixed Use Land Use designations.

3. CONSULTANT is qualified by virtue of experience, training, and expertise to accomplish the services as indicated in this Agreement.

AGREEMENT

THE PARTIES MUTUALLY AGREE AS FOLLOWS:

1. **Term of Agreement.** The term of the Agreement shall be for one year from the execution of this Agreement or the completion of work, whichever is later.

2. **Services to be Provided.** The services to be performed by CONSULTANT shall consist of tasks as set forth in Exhibit "A" and Exhibit "B".

3. **Compensation.** CONSULTANT shall be compensated as follows:

   .1 AMOUNT NOT TO EXCEED. Compensation under this Agreement shall not exceed One Hundred Forty Thousand Dollars ($140,000.00).

   .2 PAYMENT. It is anticipated that the work performed under this Agreement shall not exceed One Hundred Thirty Four Thousand, One Hundred and Ninety-Five dollars ($134,195). For additional work under this Agreement, written authorization by the City Manager will be required.

   .3 RECORDS OF EXPENSES. CONSULTANT shall keep complete and accurate records of all costs and expenses incidental to services covered by this Agreement. These records will be made available at reasonable times to CITY.

.4 TERMINATION. CITY and CONSULTANT shall have the right to terminate this Agreement, without cause, by giving thirty (30) days written notice of termination. If the Agreement is terminated by CITY, then the provisions of paragraph 3 would apply to that portion of the work completed.

4. **Insurance Requirements**.

4.1 COMMENCEMENT OF WORK. CONSULTANT shall not commence work under this Agreement until all certificates and endorsements have been received and approved by the CITY. All insurance required by this Agreement shall contain a Statement of Obligation on the part of the carrier to notify the CITY of any material change, cancellation, or termination at least thirty (30) days in advance.

4.2 WORKERS COMPENSATION INSURANCE. During the duration of this Agreement, CONSULTANT and all subcontractors shall maintain Workers Compensation Insurance in the amount and type required by law, if applicable.

4.3 INSURANCE AMOUNTS. CONSULTANT shall maintain the following insurance for the duration of this Agreement:

(a) Commercial general liability in an amount of $1,000,000.00 per occurrence **(claims made and modified occurrence policies are not acceptable);** Insurance companies must be acceptable to CITY and have a Best's Guide Rating of A-, Class VII or better, as approved by the CITY.

(b) Automobile liability in an amount of $1,000,000.00 combined single limit **(claims made and modified occurrence policies are not acceptable);** Insurance companies must be acceptable to CITY and have a Best's Guide Rating of A-, Class VII or better, as approved by the CITY.

(c) Professional liability in an amount not less than $1,000,000. Insurance companies must be admitted and licensed In California and have a Best's Guide Rating of A-, Class VII or better, as approved by the City. If the policy is written on a "claims made" basis, the policy shall be continued in full force and effect at all times during the term of the agreement, and for a period of three (3) years from the date of the completion of services provided. In the event of termination, cancellation, or material change in the policy, professional/consultant shall obtain continuing insurance coverage for the prior acts or omissions of professional/consultant during the course of performing services under the term of the agreement. The coverage shall be

evidenced either by a new policy evidencing no gap in coverage, or by obtaining separate extended "tail" coverage with the present or new carrier

An **On-Going and Completed Operations Additional Insured Endorsement** for the policy under section 4.3 (a) shall designate CITY, its officers, officials, employees, agents, and volunteers as additional insureds for liability arising out of work or operations performed by or on behalf of the CONSULTANT. CONSULTANT shall provide to CITY proof of insurance and endorsement forms that conform to CITY's requirements, as approved by the CITY.

An Additional Insured Endorsement for the policy under section 4.3 (b) shall designate CITY, it's officers, officials, employees, agents, and volunteers as additional insureds for automobiles, owned, leased, hired, or borrowed by the CONSULTANT. CONSULTANT shall provide to CITY proof of insurance and endorsement forms that conform to CITY's requirements, as approved by the CITY.

For any claims related to this Agreement, CONSULTANT'S insurance coverage shall be primary insurance as respects CITY, it's officers, officials, employees, agents, and volunteers. Any insurance or self-insurance maintained by the CITY, it's officers, officials, employees, agents, and volunteers shall be excess of the CONSULTANT'S insurance and shall not contribute with it.

5. **Non-Liability of Officials and Employees of the CITY.** No official or employee of CITY shall be personally liable to CONSULTANT in the event of any default or breach by CITY, or for any amount, which may become due to CONSULTANT.

6. **Non-Discrimination.** CONSULTANT covenants that there shall be no discrimination against any person or group due to race, color, creed, religion, sex, marital status, age, handicap, national origin, or ancestry, in any activity pursuant to this Agreement.

7. **Independent Contractor**. It is agreed to that CONSULTANT shall act and be an independent contractor and not an agent or employee of the CITY, and shall obtain no rights to any benefits which accrue to CITY'S employees.

8. **Compliance with Law.** CONSULTANT shall comply with all applicable laws, ordinances, codes, and regulations of the federal, state, and local government.

9. **Disclosure of Documents.** All documents or other information developed or received by CONSULTANT are confidential and shall not be disclosed without authorization by CITY unless disclosure is required by law.

10. **Ownership of Work Product.** All scripts, videos or other documents developed or received by CONSULTANT shall be the property of the CITY. CONSULTANT shall provide CITY with copies of these items upon termination of this Agreement and upon payment to Consultant for work performed pursuant to this Agreement; however, in no event shall the payment to the Consultant exceed the maximum contract amount identified in Section 3.1.

11. **Conflict of Interest and Reporting.** CONSULTANT shall at all times avoid conflict of interest or appearance of conflict of interest in performance of this Agreement.

12. **Correspondence.** All correspondence shall personally be delivered or mailed to the below listed addresses, or to such other addresses as may be designated by written notice. These addresses shall be used for delivery of service of process.

    Addresses of CITY and CONSULTANT are as follows:

    Address of CITY is as follows:

    Garden Grove CITY for
    Community Development
    11222 Acacia Parkway
    Garden Grove, CA 92840

    (with a copy to):

    Garden Grove City Attorney
    11222 Acacia Parkway
    Garden Grove, CA 92840

    Address of CONSULTANT is as follows:

    Hogle-Ireland, Inc.
    201 South Lake Avenue, Suite 308
    Pasadena, CA 91101

13. **Consultant's Proposal.** This Agreement shall include CONSULTANT proposal or bid which shall be incorporated herein by reference (Exhibits "A" & "B"). In the event of any inconsistency between the terms of the proposal and this Agreement, this Agreement shall govern.

14. **Licenses, Permits, and Fees.** At its sole expense, CONSULTANT shall obtain, all permits, and licenses as may be required by this Agreement.

15. **Familiarity with Work.** By executing this Agreement, CONSULTANT warrants that: (1) it has investigated the work to be performed; (2) it has investigated the site of the work and is aware of all conditions there; and (3) it understands the facilities, difficulties, and restrictions of the work under this Agreement. Should CONSULTANT discover any latent or unknown conditions materially differing from those inherent in the work or as represented by CITY, it shall immediately inform CITY of this and shall not proceed, except at CONSULTANT'S risk, until written instructions are received from CITY.

16. **Time of Essence.** Time is of the essence in the performance of this Agreement.

17. **Limitations Upon Subcontracting and Assignment.** The experience, knowledge, capability, and reputation of CONSULTANT, its principals and employees were a substantial inducement for CITY to enter into this Agreement. CONSULTANT shall not contract with any other entity to perform the services required without written approval of the CITY Manager. This Agreement may not be assigned voluntarily or by operation of law, without the prior written approval of CITY. If CONSULTANT is permitted to subcontract any part of this Agreement, CONSULTANT shall be responsible to CITY for the acts and omissions of its subcontractor as it is for persons directly employed. Nothing contained in this Agreement shall create any contractual relationship between any subcontractor and CITY. All persons engaged in the work will be considered employees of CONSULTANT. CITY will deal directly with and will make all payments to CONSULTANT.

18. **Authority to Execute.** The persons executing this Agreement on behalf of the parties warrant that they are duly authorized to execute this Agreement and that by executing this Agreement, the parties are formally bound.

19. **Indemnification.** CONSULTANT agrees to protect, defend, and hold harmless CITY and its elective or appointive boards, officers, agents, and employees from any and all claims, liabilities, expenses, or damages of any nature, including attorneys' fees, for injury or death of any person, or damage to property, or interference with use of property, arising out of, or in any way connected with performance of the Agreement by CONSULTANT agents, officers, employees, subcontractors, or independent contractors hired by CONSULTANT. The only exception to CONSULTANT responsibility to protect, defend, and hold harmless CITY, is due to the negligence of CITY, or any of its elective or appointive boards, officers, agents, or employees.

    This Hold Harmless Agreement shall apply to all liability regardless of whether any insurance policies are applicable. The policy limits do not act as a limitation upon the amount of indemnification to be provided by CONSULTANT.

20. **Modification.** This Agreement constitutes the entire Agreement between the parties and supersedes any previous Agreements oral or written. Any modification of this Agreement shall be executed by CITY and CONSULTANT.

21. **Waiver.** All waivers of the provisions of this Agreement must be in writing by the appropriate Authorities of the CITY and CONSULTANT.

22. **California Law.** This Agreement shall be constructed in accordance with the laws of the State of California. Any action commenced about this Agreement shall be filed in the central branch of the Orange County Superior Court.

23. **Interpretation.** This Agreement shall be interpreted as though prepared by both parties.

IN WITNESS THEREOF, these parties have executed this Agreement.

Date: _____

"CITY"
CITY OF GARDEN GROVE

By: _____
CITY MANAGER

APPROVED AS TO FORM:

_____
City Attorney

Date: _____

"CONSULTANT"
HOGLE-IRELAND, INC.

By: _____

Title: _____

Date: _____

If CONSULTANT is a corporation, a Corporate Resolution and/or Corporate Seal is required. If a partnership, Statement of Partnership must be submitted to the CITY.

ATTESTED:

_____
City Clerk

Date: _____

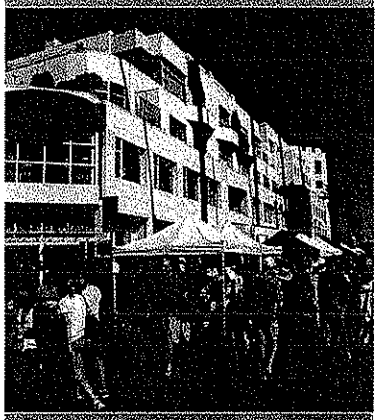
Attachment 2

City of Garden Grove

Proposal to Prepare Innovative Regulations for Six New Mixed-Use Zones

Prepared for:
City of Garden Grove
Planning Division/
Community Development Department
11222 Acacia Parkway
Garden Grove, CA 92840

August 13, 2010



Prepared by:
Hogle-Ireland, Inc.
201 S. Lake Avenue, Suite 308
Pasadena, CA 91101

Planning in Motion
Hogle-Ireland, Inc.

Proposal to Prepare
Innovative Regulations for Six New Mixed Use Zones

Prepared for:

City of Garden Grove
Planning Division/Community Development Department
11222 Acacia Parkway
Garden Grove, CA 92840

Prepared by:

Hogle-Ireland, Inc.
201 South Lake Avenue
Suite 308
Pasadena, CA 91101

In association with:

URBAN STUDIO

August 13, 2010

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HOGLE-IRELAND INC.
A Land Planning & Development Consulting Firm

Irvine
Riverside
Pasadena

August 13, 2010

Karl Hill, Planning Manager
City of Garden Grove
11222 Acacia Parkway
Garden Grove, CA 92840

Subject: Preparation of Six New Mixed Use Zones

Dear Mr. Hill:

Hogle-Ireland, Inc. and Urban Studio are pleased to present this proposal to prepare zoning regulations for six new Mixed Use zones in the City of Garden Grove. These zones will provide the means to realize the City's vision of reinventing Garden Grove Boulevard, the Civic Center District, and aging commercial areas consistent with the General Plan. For this assignment, we offer the City a team of creative professionals who will work closely with your community to prepare mixed use development regulations that clearly establish standards for quality development and vibrant place-making.

We understand the City's desire to adopt mixed use regulations that are inspiring and innovative, and that will transform the areas where Garden Grove will target new development activity over the next 30+ years. Using graphics and clear regulations, the Mixed Use zone provisions need to show what the City looks to achieve. This is how we approach our work: Understand a community's objectives, illustrate those objectives, test ideas to achieve the best match between the objectives and market realities, and confirm the results with the community and decision makers.

Our team has prepared zoning regulations, specific plans, design guidelines, and similar documents for more than 100 client cities, including recent mixed use regulations for the City of Orange, a new zoning code for Baldwin Park that includes two mixed use zones, and a specific plan to guide revitalization of Pasadena's Lincoln Avenue corridor. The work program we present in this proposal is based on our understanding of the City's objectives for the update, discussions with City staff, our knowledge of Garden Grove (we recently completed the Housing Element and the Consolidated Plan), and our experience preparing regulations for communities similar to yours. We are knowledgeable of best practices, and we have supplemented our team with local developers who will advise us on local conditions to consider when crafting the mixed use regulations.

In response to specific provisions on page 9 of the Request for Proposals, we provide the following information:

Persons Authorized to Negotiate this Contract

Paul Ireland, President
Larry Hogle, Executive Vice President
Mike Thiele, AICP, Vice President

2860 Michelle Drive, Suite 100
Irvine, CA 92606

Laura Stetson, AICP, Vice President

201 S. Lake Avenue, Suite 308
Pasadena, CA 91101

Karl Hill, Planning Manager
City of Garden Grove
August 13, 2010

Insurance

Hogle-Ireland, Inc. maintains the insurance requirements stated by the City in the Request for Proposals.

Cost Proposal

Our cost proposal has been submitted under separate cover.

As you read through our proposal, you may have questions. If you do, please call me at (626) 356-4460. Also, please note that our scope and budget are flexible and can be adjusted to meet the City's specific objectives. We look forward to meeting with you to discuss our ideas.

Regards,

Laura Stetson, AICP
Vice President

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1 Project Understanding

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Project Understanding

1

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Hogle-Ireland, Inc.

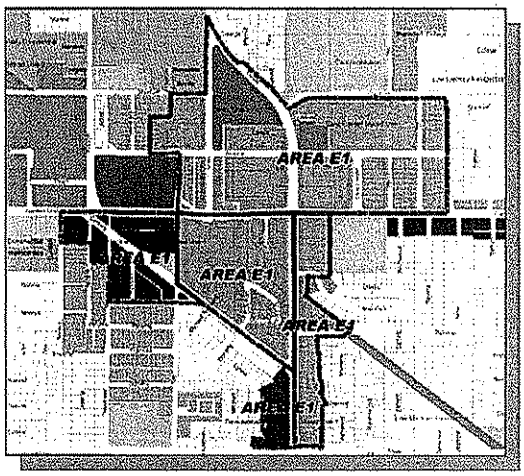
City Objectives

Like many communities in Orange County, the City of Garden Grove has grown from it agriculture roots to a diverse suburban community with welcome amenities: great neighborhoods, many places to shop and dine, wonderful City parks, active business centers, and schools for people in all stages of life and learning. And like many Southern California cities, Garden Grove continues to experience growth pressures even though little vacant land remains. Through the efforts of the Garden Grove Agency for Community Development, the City has managed to capture and encourage significant business and tourism growth. The remaining challenge is to put incentives and land use regulations in place that will allow the private sector to bring about desired change and revitalization consistent with the community's values and vision.

The City recently adopted a new General Plan that establishes that vision. Given the City's built-out character, the General Plan necessarily focuses on identifying target areas where growth and revitalization will most benefit residents and the business community over the long term. Through an extensive public engagement effort for the General Plan, City staff learned that the community supports focusing new urban-scale development and associated public realm enhancements along primary travel corridors and within the Civic Center area; in exchange, the suburban residential neighborhoods are to retain their character. This approach will allow Garden Grove to grow economically while preserving the qualities that attract new residents and businesses.

The General Plan Land Use Element provides for six Mixed Use land use designations that allow for diverse and vibrant complementary uses at defined locations:

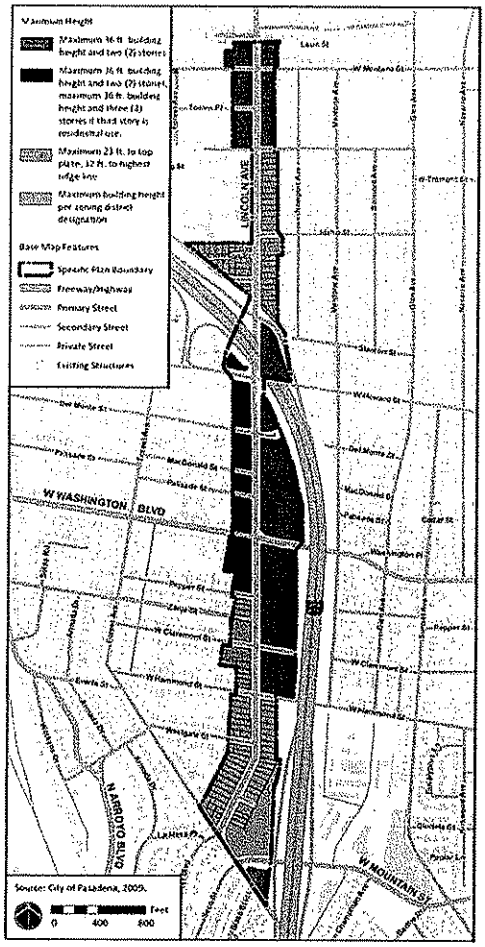
- **Residential/Commercial Mixed Use 1** - Along Garden Grove Boulevard at key gateways (the most urban district, allowing buildings up 10 stories in height)
- **Residential/Commercial Mixed Use 2** - At Garden Grove/Euclid and locations along Chapman, Katella, and Valley View (where aging commercial centers could use a "lift")
- **Residential/Commercial Mixed Use 3** - Generally along Garden Grove Boulevard (as a transition zone between more suburban development and the gateway areas)
- **Civic Center Mixed Use** - Surrounding City Hall, with the intent to enliven the community center with a 24-hour presence



- **Industrial/Commercial Mixed Use** - At locations citywide where allowing a broader mix of uses could spark reinvestment
- **Industrial/Residential Mixed Use** - Within the Nutwood/Stanford industrial area (to provide unique opportunities for live/work arrangements)

Now the City is ready to create innovative zoning and other land use regulations that will implement the vision for the mixed use areas yet remain flexible enough to accommodate shifts in market trends and land use demand. The zoning provisions must illustrate what the City looks to achieve not just on private property but within adjacent parkway areas. The emphasis will be not just on land uses and development and design standards: the zoning provisions must facilitate place making.

As part of this process, the City looks to work with residents and commercial property owners to confirm that the new regulations will appropriately implement the vision. Outreach to developers will be important as well to make sure the new mixed use zoning provisions will result in achievable projects in near-term market conditions and into the future.



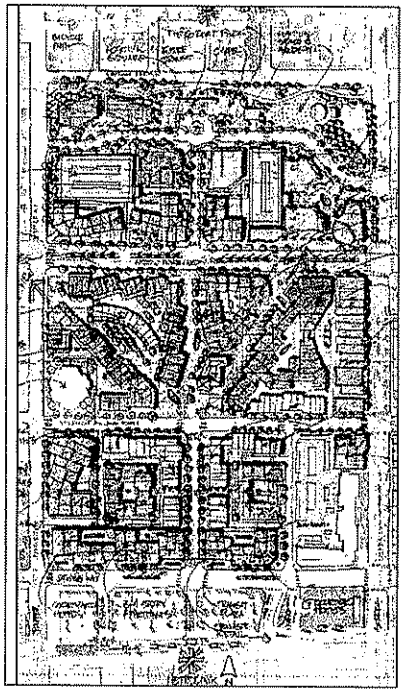
Opportunities and Challenges

The City has clearly defined its objectives and has adopted mixed use land use categories that will allow for many approaches to development within the focus areas. This provides opportunities for the development community. The key challenges to crafting workable mixed use zoning regulations include:

- Developing standards that respond to shallow lot conditions along portions of Garden Grove Boulevard
- Addressing the fractured ownership patterns within aging commercial centers and providing appropriate incentives for lot consolidation to allow for better projects
- Building in flexibility that can accommodate shifts in market conditions and land use trends
- Creating zoning mechanisms that will facilitate public realm enhancements in a coordinated manner absent a public works plan and project
- Crafting a vision for the Civic Center District that can begin to be implemented absent City or Agency subsidies

Our Approach

Our team understands and endorses the City's desire to create user-friendly, innovative, and inspirational Mixed Use zoning provisions. To attract and encourage the development approaches capable of transforming the targeted districts, the Mixed Use zoning regulations for Garden Grove must clearly communicate the desired outcomes utilizing graphics and well-written and flexible development standards. Through our experience preparing numerous zoning ordinances, development codes, design guidelines, corridor plans, and specific plans for diverse jurisdictions throughout California, we have continued to advance land use regulations beyond the standard. We constantly look for new ways to communicate visions through easy-to-read development and design codes, and we tailor each approach to community sensibilities.



Hogle-Ireland and Urban Studio collaborate frequently on projects that require new thinking. For Garden Grove, this will require crafting Mixed Use zoning provisions that do not simply regulate single development projects on single properties. The regulations must establish the means to create new districts. This can be accomplished by writing and illustrating standards that, for example:

- Address required relationships to existing conditions
- Encourage creative use of outdoor spaces
- Acknowledge the difficulties of building on shallow lots along key corridors
- Provide flexibility in land uses and coupling the use regulations with performance standards
- Require treatment and improvement of the adjacent public realm areas in a coordinated manner

With regard to the City's goal of reinventing the Civic Center District as a place for symbiotic civic, institutional, high-density residential, and open space uses, we propose a three-step approach. First, we will draft a concept plan for the entire focus area, using as a foundation the vision set forth in the General Plan and referencing the work previously undertaken by others (to the extent City staff found it useful). The concept plan primarily will define the enhancements that will tie all uses together. Second, we will prepare draft land use and design regulations reflective of that concept plan. Lastly, we propose to create an overlay district that defines the desired circulation improvements and open space connections on private property and public lands.

We propose the above approach to an alternative to preparing a specific plan. A specific plan would allow the City to comprehensively plan for the Civic Center District but would be more costly and require additional time.

We have designed a nine-month work program that allows for community engagement at key points: 1) at the program outset, interviews with the development community to understand what the Mixed Use regulations need to achieve to result in buildable projects, 2) second, with the community once the draft

regulations have been prepared to test, with the objective of confirming implementation of the General Plan vision, and 3) lastly, with City policy makers in workshop settings prior to formal public hearings.

The six Mixed Use zones will be written in a manner that will allow for easy integration into Title 9 (Land Use) of the Municipal Code (for example, as Chapter 14 or 18). The following table shows how land use regulations can be presented clearly using a format similar to that already incorporated into Title 9. In the table, the LSP-CL is a mixed-use zone applied to Lincoln Avenue in Pasadena. (Our team is currently preparing land use and design regulations for the corridor.)

Table 5-3: Allowed Uses in Commercial and Public/Semi-Public Zoning Districts

Allowed Uses Key:	LSP-CL	LSP-CG1	LSP-CG2	LSP-PS	Specific Regulations
P Permitted Use MC Minor Conditional Use Permit Required C Conditional Use Permit Required E Expressive Use Permit Required -- Use Not Permitted TC Temporary Use					
Residential Uses					
Caretaker quarters	--	P	P	--	
Home occupations	P	--	--	--	Zoning Code §17.50.110
Mixed-use projects	P	--	--	--	Must comply with Section 5.5
Multi-family residential	P	--	--	--	Must comply with Section 5.5
Residential accessory uses and structures	P	--	--	--	Zoning Code §17.50.210 Zoning Code §17.50.250
Residential care, limited	C	--	--	--	
Residential care, general	P	--	--	--	
Work/Live Units	P	--	--	--	Zoning Code §17.50.370
Recreation, Education, and Public Assembly Uses					
Clubs, lodges, private meeting halls	C	C	C	C	A club, lodge, or private meeting hall established prior to September 9, 1996, shall be a permitted (P) use.
Commercial entertainment	E	E	E	--	Zoning Code §17.50.130
Commercial recreation – Indoor	--	C	C	C	Zoning Code §17.50.130
Commercial recreation – Outdoor	--	C	C	C	Zoning Code §17.50.130
Cultural Institutions	P	P	P	C	
Internet access studios	C	C	C	--	Zoning Code §17.50.100
Park and recreation facilities (private and public)	C	C	C	C	
Religious facilities	C	MC	MC	C	Zoning Code §17.50.230
with temporary homeless shelter	--	--	--	--	
Schools – specialized education and training	--	MC	--	C	
Schools – private	--	MC	--	C	Zoning Code §17.350.270
Street fairs	TUP	TUP	TUP	TUP	
Office, Professional, and Business Support Uses					
Automated teller machines (ATM)	P	P	P	--	Zoning Code §17.50. 060
Banks and financial services	P	P	P	--	
Business support services	P	P	P	--	
Office – accessory to primary use	P	P	P	--	Office not permitted on ground floor in CG2.
Office – administrative business professional	P	P	P	C	Office not permitted on ground floor in CG2.
Office – governmental	P	P	P	C	Office not permitted on ground floor in CG2.
Office – medical	P	P	P	C	Office not permitted on ground floor in CG2.

Table 5-3: Allowed Uses in Commercial and Public/Semi-Public Zoning Districts

Allowed Uses Key:	LSP-CL	LSP-CG1	LSP-CG2	LSP-PS	Specific Regulations
P Permitted Use MC Minor Conditional Use Permit Required C Conditional Use Permit Required E Expressive Use Permit Required -- Use Not Permitted TC Temporary Use					
Research and development – office	P	P	P	C	Zoning Code §17.50.240 Office not permitted on ground floor in CG2.
Retail Sales					
Alcohol sales – beer and wine	C	C	C	--	Conditionally permitted only as an accessory use to a restaurant or food sales.
Alcohol sales – full alcohol sales	C	C	C	--	Conditionally permitted only as an accessory use to a restaurant or food sales.
Animal services – retail sales	--	MC	MC	--	
Commercial nurseries	--	C	--	C	Zoning Code §17.50.180
Convenience store	C	C	C	--	
Food sales	MC	MC	MC	--	
Restaurants	P	P	P	--	Zoning Code §17.50.260
Restaurants, fast food	P	P	P	--	Zoning Code §17.50.260; no drive-through restaurants allowed
Restaurants with limited live entertainment	P	P	P	--	
Restaurants with walk-up window	C	P	P	--	Zoning Code §17.50.260
Retail sales	P	P	P	--	
Seasonal merchandise sales	P	P	P	C	Zoning Code §17.50.180
Significant tobacco retailers	--	C	C	--	Zoning Code §17.50.330
Temporary Uses	TUP	TUP	TUP	TUP	
Vehicle services – service stations	C	C	C	--	
Services					
Adult day care, limited	P	P	P	--	
Adult day care, general	C	C	C	--	
Animal services – grooming	P	P	P	--	
Catering services	MC	MC	MC	--	
Charitable institutions	C	C	C	--	
Child day care centers	C	C	C	--	Zoning Code §17.50.080
Large family day care home	P	--	--	--	Zoning Code §17.50.080
Small family day care home	P	--	--	--	
Filming, long-term	C	C	C	C	
Filming, short-term	P	P	P	P	
Laboratory	C	P	P	--	Laboratory not permitted on ground floor in CG2.
Maintenance and repair services	--	--	--	--	
Medical services – extended care	C	--	--	--	
Personal improvement services	P	P	P	--	
Personal services	P	P	P	--	
Printing and publishing	C	C	C	--	
Printing and publishing, limited	P	P	P	--	
Public safety facilities	C	C	C	C	
Vehicle services – washing and detailing, small-scale	--	--	--	--	Zoning Code §17.50.290
Industry, Manufacturing and Processing Uses					
Industry, restricted	--	--	C	--	
Industry, restricted, small scale	--	--	C	--	
Recycling centers – small collection facilities	MC	MC	MC	--	Zoning Code §17.50.220
Research and development – non-offices	C	C	P	--	Zoning Code §17.50.240
Transportation, Communications, and Utility Uses					

Table 5-3: Allowed Uses in Commercial and Public/Semi-Public Zoning Districts

Allowed Uses Key:		LSP-CL	LSP-CG1	LSP-CG2	LSP-PS	Specific Regulations
P	Permitted Use					
MC	Minor Conditional Use Permit Required					
C	Conditional Use Permit Required					
E	Expressive Use Permit Required					
--	Use Not Permitted					
TC	Temporary Use					
Alternative fuel/recharging facilities		--	--	C	--	
Accessory antenna array		C	C	C	--	
Communications facilities		--	--	C	C	
Commercial off-street parking		C	C	C	--	
Transit terminal		--	--	--	--	
Transportation dispatch facility		--	--	--	--	
Utility, major		C	C	C	C	
Utility, minor		P	P	P	P	
Vehicle storage		--	--	--	C	
Wireless telecommunications facilities, major		C	C	C	C	Zoning Code §17.50.310
Wireless telecommunications facilities, minor		MC	MC	MC	MC	Zoning Code §17.50.310
Wireless telecommunications facilities, specific co-located		P	P	P	P	Zoning Code §17.50.310

2 Project Team and Qualifications

Planning in Motion
Hogle-Ireland, Inc.

Project Team and Qualifications

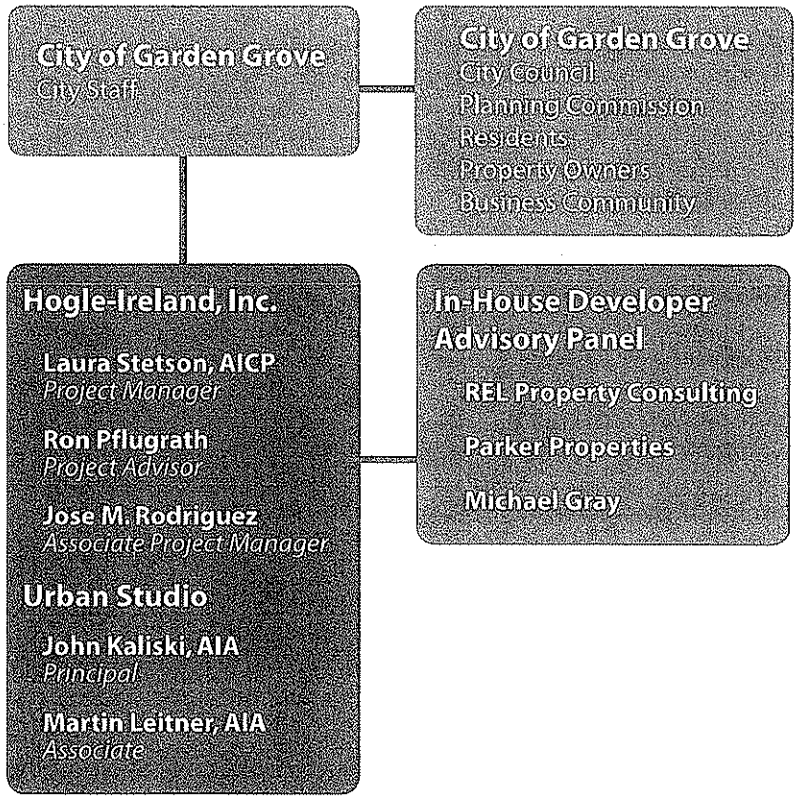
2

Planning in Motion
Hogle-Ireland, Inc.

Our Team

For the Garden Grove Mixed Use Zoning Regulations, we offer the City an outstanding team of individuals who have worked together on several zoning and development codes, specific plans, and similar programs involving the crafting of modern and innovative land use and design regulations tailored to clients' specific objectives. The team will be led by **Laura Stetson, AICP** of Hogle-Ireland and **John Kaliski** of Urban Studio, with key strategic participation by **Ron Pflugrath**, who recently prepared the City of Orange Mixed Use Regulations. Our team resources include a panel of in-house developers who will take part in an advisory role. Resumes of key staff and supporting team members are included on the following pages.

Team Chart



Hogle-Ireland, Inc.

Hogle-Ireland, Inc. is a California corporation and has been in business since January of 1988. Our corporate office is located in the City of Irvine, with two additional full-service offices in Pasadena and Riverside. We have 40+ professional planners on staff, many of whom have city staff planning experience and knowledge of regulatory and discretionary processes. When we write zoning and development codes, we write with the users in mind, and the experience of our staff in city and county planning agencies gives us a distinct advantage.

The focus of our firm and our reputation is based on providing communities with contract planners, as well as advance, current, and environmental planning. Hogle-Ireland, Inc.'s services include:

- Zoning Codes, Development Codes, and Subdivision Regulations
- Urban and Community Design
- Design Guidelines
- General Plans and Housing Elements
- Community Engagement
- Land Use and Site Planning
- Specific Plans and Community Plans
- Graphic Design, Web Design, and GIS
- EIRs and Other Environmental Studies
- Contract Staffing and Entitlement Processing
- Organizational and Fee Studies
- Project Management

Our common-sense approach to planning and knowledge of local planning practices and laws allows us to work with client cities to prepare zoning codes, development codes, and design guidelines that are practical, innovative, and action-oriented. We have completed projects for diverse communities throughout California, and now have zoning code updates underway in Baldwin Park, Duarte, and La Puente. In addition, we have completed design-focused specific plans in communities such as Chino Hills, Laguna Hills, and Monrovia.

Hogle-Ireland staff, while with the firm or prior firms, has led zoning ordinance updates and similar programs for the following jurisdictions.

- City of Orange Mixed Use Zoning Regulations
- City of Riverside Zoning Ordinance, Subdivision Ordinance, and Citywide Design Guidelines
- Riverside County Context-Sensitive Design Manual
- City of Lancaster Design Guidelines (including sustainable design principles)
- City of Azusa Zoning Ordinance
- City of Brea Hillside Ordinance
- City of Commerce Zoning Ordinance
- City of Laguna Hills Zoning Ordinance
- City of La Mirada Zoning Ordinance
- City of Maywood Zoning Ordinance
- City of Santa Paula Zoning Ordinance (draft)
- City of Westminster Zoning Ordinance (draft)
- Nye County, Nevada - Comprehensive Rezoning

We have also prepared numerous general plans, specific plans, and design guidelines that have established detailed regulations for focused areas. In particular, we have completed or are currently involved in large-scale projects in Los Angeles and Orange County:

- Monrovia Station Square Specific Plan
- Pasadena - Lincoln Corridor Specific Plan (Hogle-Ireland and Urban Studio joint project)
- City of Downey Downtown Specific Plan (Hogle-Ireland and Urban Studio joint project)
- Artesia - Pioneer Boulevard Enhancement Program

In addition, we have prepared many general plans that included key mixed use land designations and regulations for the cities of Brea, Azusa, Rancho Cucamonga, Claremont, Rialto, Colton, Redwood City, Rosemead, Arcadia, Montebello, Desert Hot Springs, and Baldwin Park.

We also prepared the Garden Grove Housing Element and the Garden Grove Consolidated Plan, solidifying our expertise and knowledge of Garden Grove.

The executive management team of Hogle-Ireland is led by President Paul Ireland and Executive Vice President Larry Hogle, both of whom led Planning Departments in Orange County cities prior to founding the firm. Additional key management staff includes Vice President Mike Thiele, AICP and Principal Alexa Washburn in the Irvine office, Vice President Laura Stetson, AICP in the Pasadena office, and Vice President Pam Steele and Principal Nelson Miller in the Riverside office.

Urban Studio

Founded in 2000 by Principal John Kaliski, AIA after 18 years of practice in both the public and private sectors, Urban Studio is a design practice that specializes in the architecture of urban and suburban infill sites and urban design shaped by the dynamics of everyday life. In each of its projects Urban Studio seeks clear understandings of physical, regulatory, environmental, social, cultural, and economic forces to shape plans, experiences and innovative built environments that reinforce a sense of place. The objective is to utilize space, materials, details, and sustainable design principles to realize a design pragmatic that always fosters human interaction in daily activity.

Urban Studio's expertise as urbanists allows the firm to successfully implement the design of buildings, environments, and urban design plans in complex situations and settings. With our clients we create intelligent designs that simplify the procedural complexities of building in the centers and at the edges of cities, as well as the places in-between.

Urban Studio works with individuals, institutions, developers, non-profits, public agencies and municipalities on residences and multi-family housing projects, mixed-use developments, and urban design initiatives. A common requirement of our clients is the need to work with an architecture and urban design firm that will negotiate the community processes associated with the implementation of design programs. Since the initiation of the practice our clients include:

- City of Anaheim
- City of Beverly Hills
- City of Downey
- City of Pasadena
- City of Santa Ana
- City of Santa Barbara
- City of Santa Monica
- City of West Hollywood
- CRA/LA
- City of LA Housing Department
- LA Metro
- Robertson Properties, Inc.
- Syndicated Real Estate
- Enterprise Homeownership Partners
- UCSB
- Thomas Safran & Associates

In-House Developer Advisory Panel

Rick Lamprecht - REL Property Consulting, LLC

REL Property Consulting specializes in providing advisory services to owners and investors who develop and acquire multifamily housing. Services range from master planning and feasibility studies to specific entitlement and project management services.

Rick Lamprecht, founder and principal of the REL Property Consulting, has worked in the multi-family development and planning industry for more than two decades at the Irvine Company, one of the leading master planning and development companies in the nation. Rick's experience is broad and deep, entitling and developing 27,000 apartment units in over 50 properties in nine jurisdictions in Orange, San Diego, Santa Clara, and San Mateo counties in California, including a number of large and complicated acquisitions.

Rick's property development and acquisition experience encompasses a wide variety of product types, from low-density apartments to high-density mixed-use communities. Rick also has expertise in the highly complicated and difficult process of developing affordable housing in California, working closely with affordable housing developers to deliver seven 100 percent affordable developments, totaling over 800 units.

Russ Parker - Parker Properties

Russ Parker manages new business and special services of Parker Properties. He also directs the design, entitlements, and leasing/marketing strategies for all company projects.

Russ's specialties are the creative and marketing aspects of commercial real estate. Working as team leader with design and construction teams, his forte has clearly been creating innovative places to work and play. Mr. Parker has also been involved in retail, industrial, and multi-use properties with an emphasis on design and leasing.

Russ has been actively involved in California's commercial markets for more than 30 years, the last fifteen with Parker Properties. Prior to his role with Parker Properties, Russ worked with CBRE, JMB Realty, and Kennedy Wilson. During that time he managed leasing and marketing activities for a large Southern California office portfolio, leased and sold office industrial, retail, and investment properties, and sold thousands of bank owned properties by auction in California.

Client References

We invite you to contact the current and former clients regarding the talents, creative thinking, and overall abilities of our team.

Hogle-Ireland, Inc.

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(626) 744-6750
vgonzalez@cityofpasadena.net

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City of La Puente
(626) 855-1500
garreola@lapuente.org

Amy Harbin, City Planner
City of Baldwin Park
(626) 960-4011 ext 475
aharbin@baldwinpark.com

Jack Lohman, Planning Director
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jlohman@co.nye.nev.us

Urban Studio

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Karen Haluza, Planning Manager
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(714) 647-2728
khaluza@ci.santa-ana.ca.us

Alison Becker, Planning Director
Community Redevelopment Agency of the City of Los Angeles
323-960-2660
abecker@cra.lacity.org

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Downtown Arcadia Vision Plan

COMMUNITY DESIGN & GIS ▸ URBAN DESIGN

Project Summary

The Downtown Arcadia Vision Plan is an urban design study in conjunction with the City of Arcadia General Plan update. The intent of the Vision Plan is to develop a conceptual urban design scenario that will guide future development decisions within a specific area of the City. The current visioning effort is focused in the central Downtown area between East Colorado Boulevard and Huntington Drive to the north and Second Avenue to the east and west.

The City has identified the following key objectives to guide the visioning process:

- Facilitate higher-density, transit-oriented development around the future Metro Gold Line Station
- Encourage walkability and pedestrian-access through-out the Downtown area
- Preserve and identify new opportunities for open space within the Vision Plan area

Quick Facts

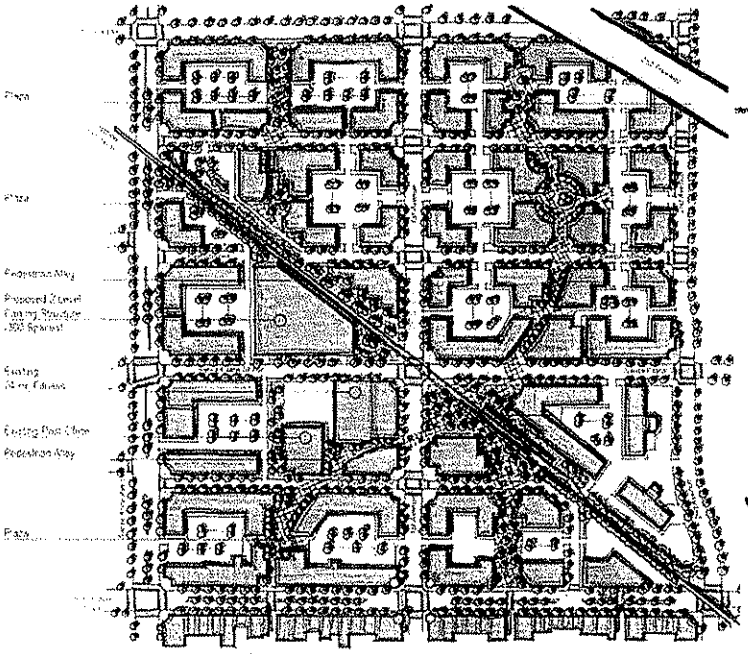
Client: City of Arcadia

Location: Arcadia, CA

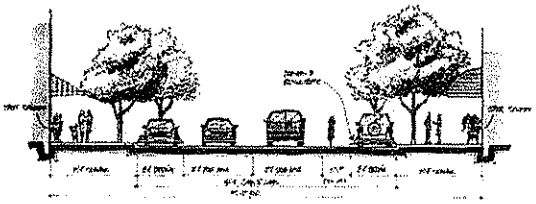
Project Scope: 80 Acres

Project Initiated: November 2009

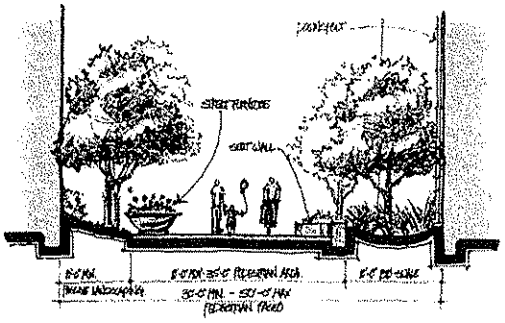
Project Completed: Project in Progress



Illustrated Site Plan

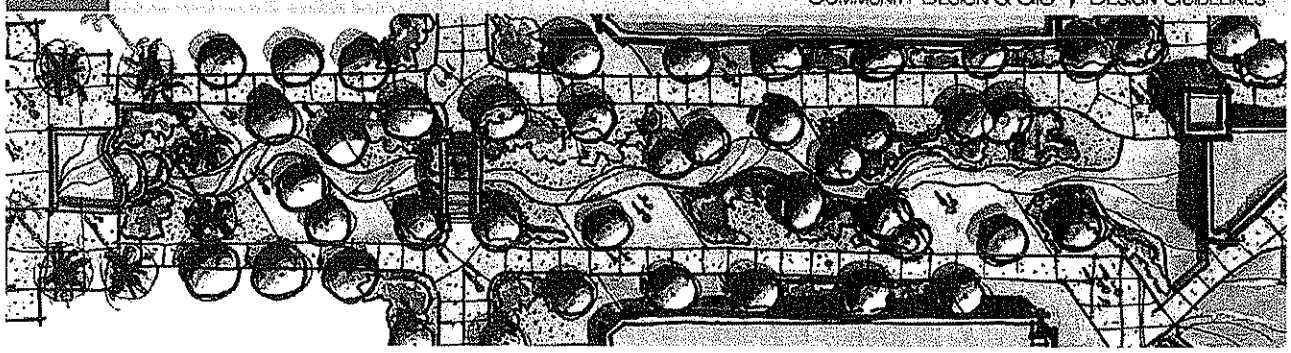


Typical Street Section



Pedestrian Paseo

Lancaster Design Guidelines



Project Summary

The design guidelines provide the basis to achieve quality design for all development within the City of Lancaster. The design guidelines are intended for new construction, redevelopment and renovation of existing facilities. The Guidelines are designed for a variety of user groups: property owners, developers, design professionals, staff, the Architectural Design Planning Commission, and the City Council.

This document goes beyond architectural design to encompass a comprehensive treatment of the built environment and quality urban design. The intent of these Guidelines is to provide for an attractive and unique image for the community by creating a walkable, sustainable, cohesive and enduring built environment. This is achieved by improving land use compatibility, street and neighborhood character, community form and overall community design. The Guidelines offer implementation methods in site planning, building architecture, and building placement to achieve design consistency and create a sense of place and quality design. Each development is intended to contribute to the form and quality of life and to improve the City's visual identity by utilizing design standards for a more sustainable, livable Lancaster.

Quick Facts

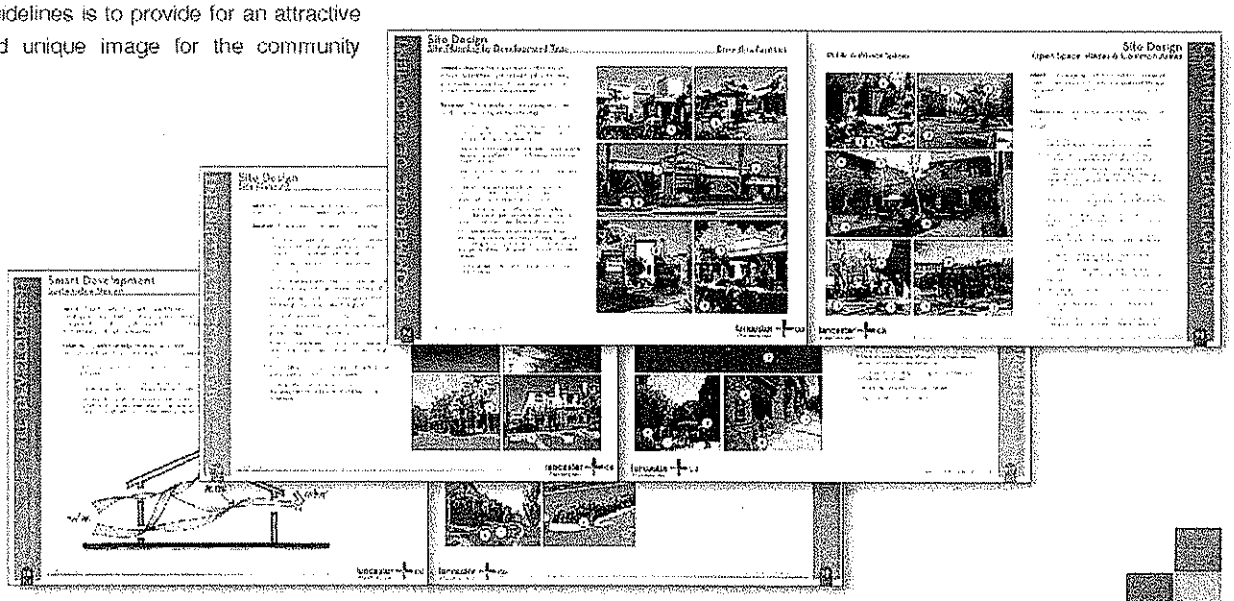
Client: City of Lancaster

Location: Lancaster, CA

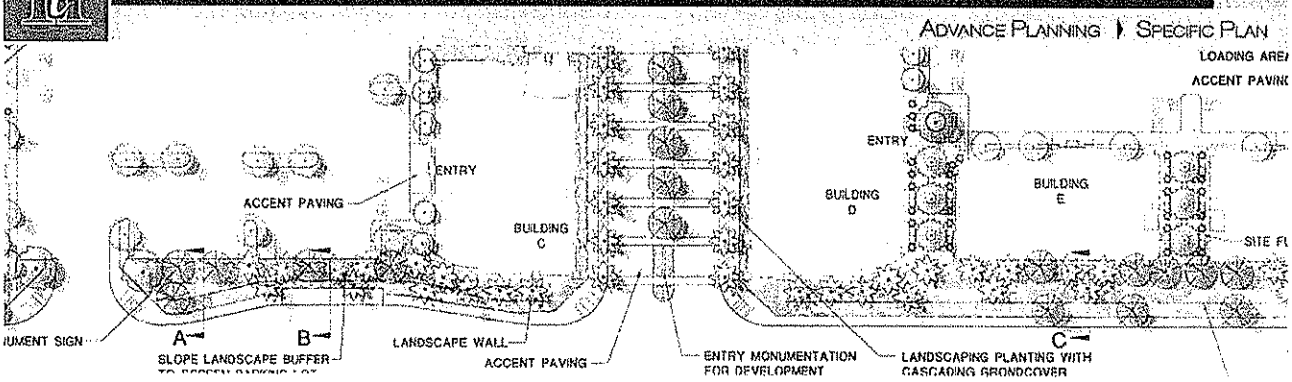
Project Scope: Citywide Design Guidlines

Project Initiated: August 2009

Project Completed: December 2009



Ontario Festival



Project Summary

The Ontario Festival Specific Plan is a comprehensive plan in the City of Ontario for a mixed use community that encompasses various land uses: high-density residential, office, neighborhood commercial, community recreation, and park space. The Ontario Festival Specific Plan addresses pedestrian needs by tying various land uses together with a 30-foot wide paseo and a central organizing Village Green. This is a model layout for future development in the Inland Empire connecting housing, jobs, and shopping together. The Specific Plan was adopted by the Ontario City Council on November 15, 2004.

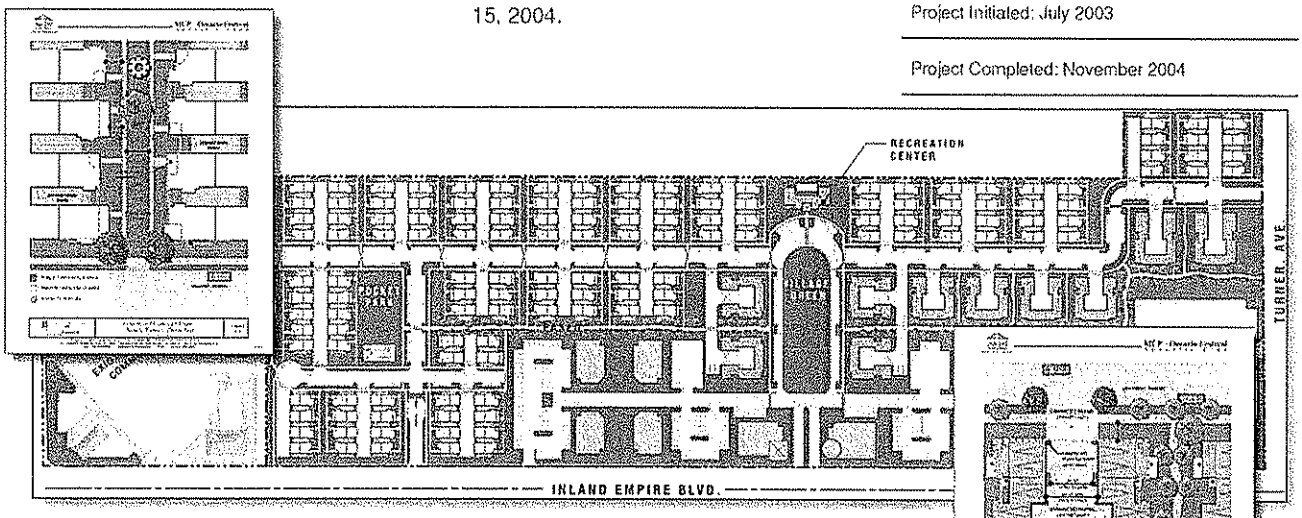
Client: Meer Capital Partners

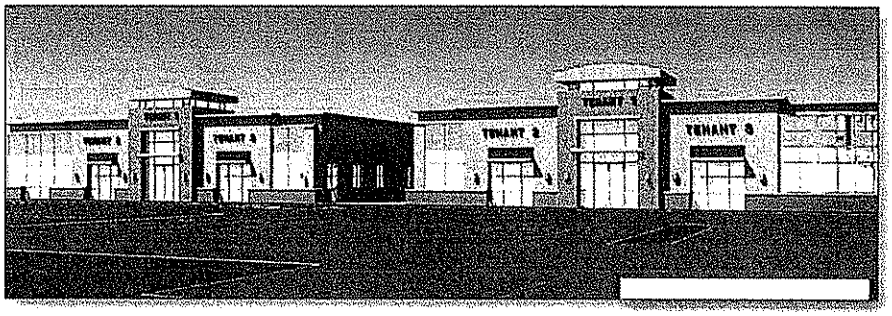
Location: Ontario, CA

Project Scope: Approx. 37.6 acre Pedestrian-oriented Specific Plan

Project Initiated: July 2003

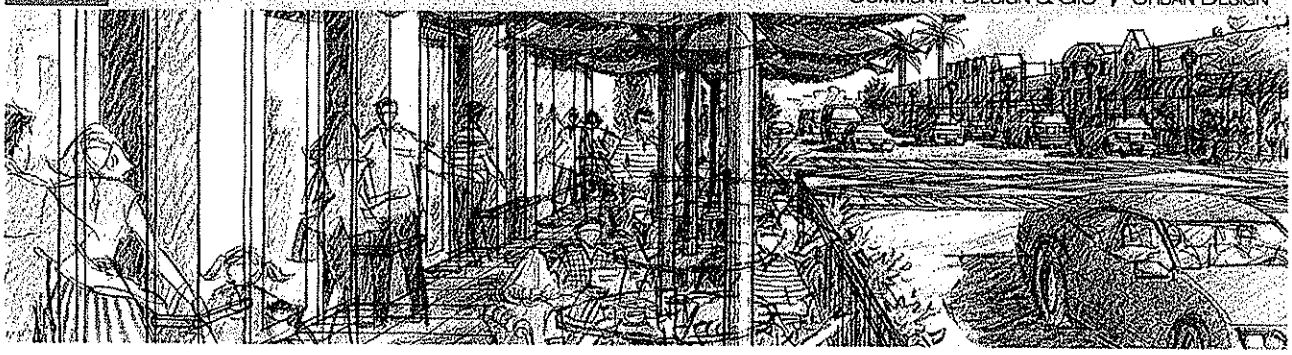
Project Completed: November 2004





Pioneer Boulevard Enhancement Program

COMMUNITY DESIGN & GIS ▸ URBAN DESIGN



Project Summary

The Pioneer Boulevard Enhancement Project was a comprehensive outreach program that focused on the enhancement of a three-block stretch of Pioneer Boulevard between 183rd Street and the south City limit in the City of Artesia, California. A public outreach program was developed to gain a better understanding of the community's desires, ideas and motivations for this area of Pioneer Boulevard.

Based on community input, a comprehensive analysis of similar boulevards in Southern California, and existing site analysis, a development recommendation and preliminary vision for Pioneer Boulevard was created. The culmination of this outreach program resulted in Design Guidlines which outline a vision for Pioneer Boulevard that includes land use recommendations for retail uses, proposed community improvements, and design and development recommendations in the public spaces to express the unique identity of this area.

Quick Facts

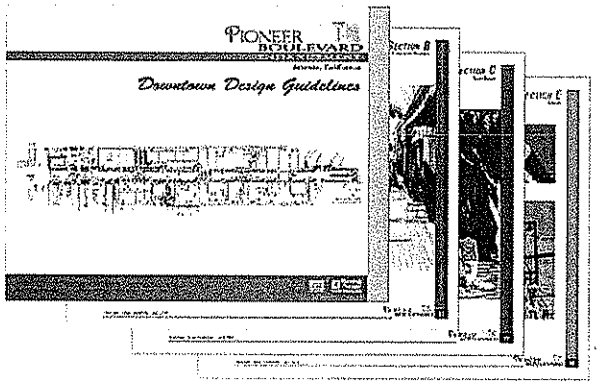
Client: City of Artesia

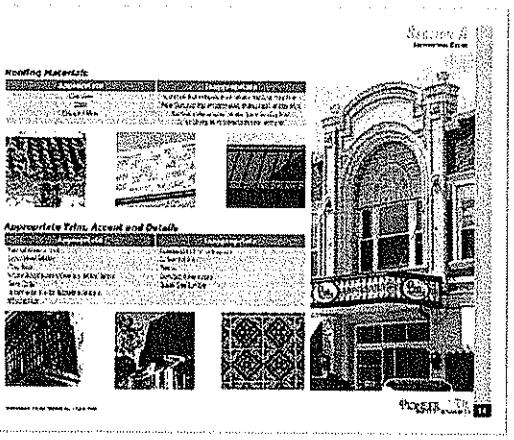
Location: Artesia, CA

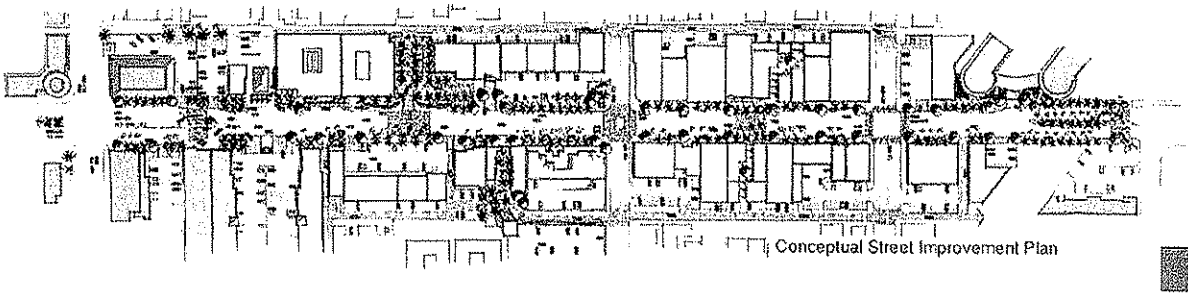
Project Scope: Community outreach, and the formation of development Design Guildelines

Project Initiated: April 2008

Project Completed: March 2009



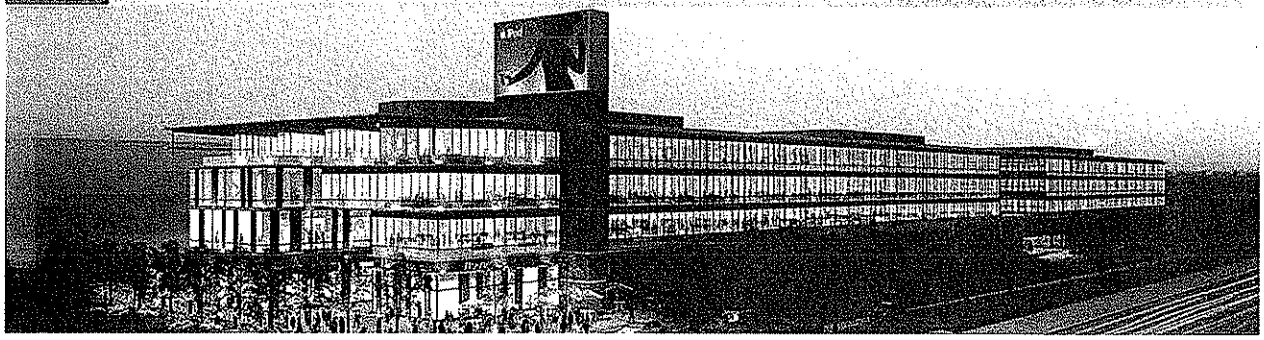




Conceptual Street Improvement Plan

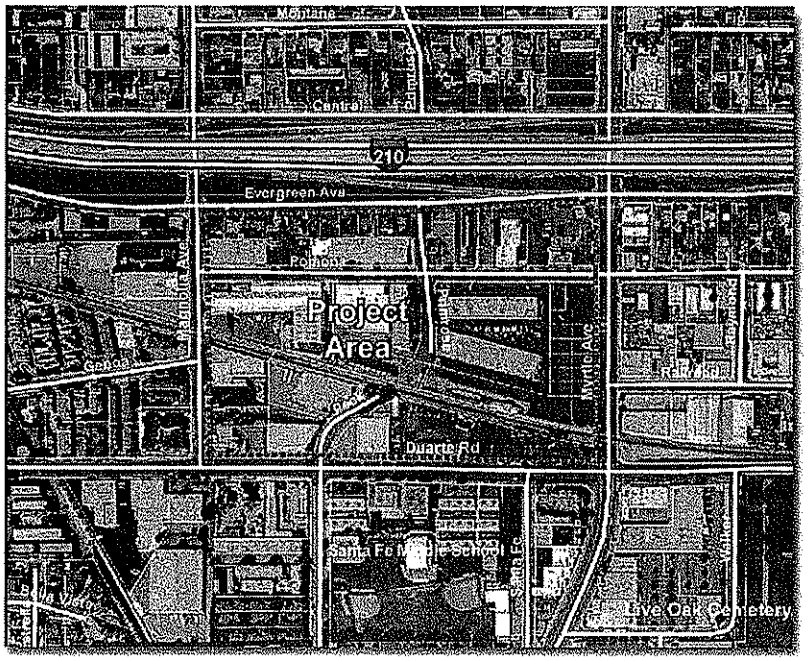
Station Square Transit Village

ADVANCE PLANNING ▸ SPECIFIC PLAN



Project Summary

Hogle-Ireland served as the lead consultant for the Station Square Transit Village (Phase I) Specific Plan, coordinating the public engagement effort and preparing the Specific Plan document. The Specific Plan proposes an innovative transit-oriented development integrating the future extension of the Metro Gold Line with a mix of uses ranging from retail shops and restaurants, to office space and upscale multifamily housing. The overall concept, including the name, for the Specific Plan is focused on the inclusion of a large central open space area, a linear park, paseos and pocket parks to provide connectivity for residents and visitors between on-site uses and the future Gold Line station. This innovative project was seen by the City of Monrovia as an opportunity to revitalize an underutilized area and connect the City into a regional light rail network.



Quick Facts

Client: City of Monrovia

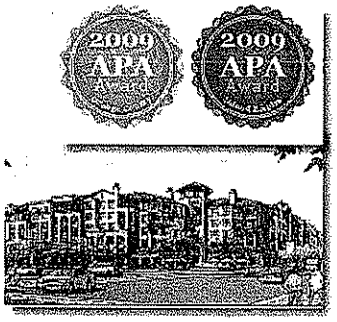
Location: Monrovia, CA

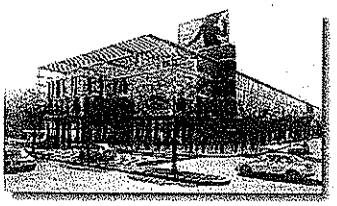
Project Scope: 25-acre pedestrian-oriented development including residential, office and retail uses surrounding a Metro Gold Line station

Project Initiation: May 2007

Completion Date: December 2008

Awards: 2009 Los Angeles APA Award - Best Planning Practice
2010 SCAG Compass Blueprint Award - Visionary Planning for Mobility





City of Anaheim Major Corridor Beautification Program: 1998
Anaheim, California

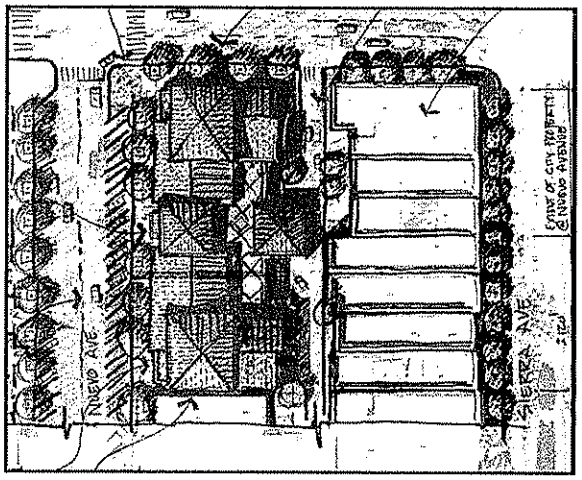
The City of Anaheim is undertaking a major capital improvement program to improve the look and identity of it's major street corridors. AIJK was asked by the City of Anaheim to develop a "kit of parts" to be implemented . AIJK developed alternative scenarios and costs for council review. Based upon AIJK's work, the City has established parameters and performance criteria to improve approximately 50 miles of streets within the City.

Client: City of Anaheim Redevelopment Agency
Scope: Streetscape improvement recommendations and costs for major streets in the City.
Cost: $15,000

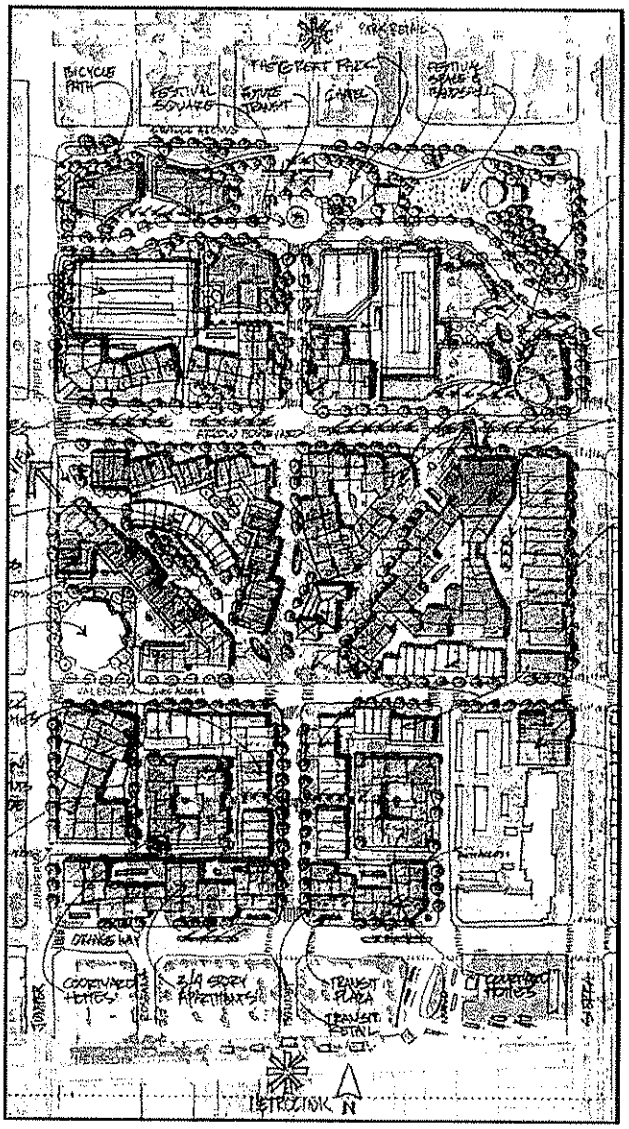
Fontana Transit Village: 2005
Fontana, California

Urban Studio, working with a developer and utilizing a charrette process , was asked to design a concept plan for a transit village and a first phase project in one of the fastest growing suburbs in the United States. Adjacent to a commuter rail station in Southern California's "Inland Empire", this transit village seeks to create a distinct community of homes, shops, and businesses with a small town feel while catalyzing revitalization along a long declining downtown main street. Input from City staff suggested a desire for an innovative community that was marketed to creative professionals. The project proposes storefronts with dwellings above, clustered to reinforce existing retail, with active tree-lined sidewalks and pedestrian trails, live-work townhomes that open onto pedestrian mews, intimate residential courtyards, fountain-filled plazas, and linkages to in-town parks. This project seeks to create new synergies for an existing Downtown by providing physical connections to and integrating with existing and future resources and landmarks such as a new library, education center, and existing main street retail. As the Village becomes a reality, its amenities and lifestyles will catalyze a new identity for this City that stretches its image and function as a bedroom community while providing a housing and market alternative for people in this City that is less dependent upon daily use of the automobile.

Client: Urban Development Resource, Inc.
Scope: conceptual masterplan for transit village and first phase mixed-use development
Cost: $15,000,000 first phase



The first phase of the project utilizes a combination of publically and privately owned parcels. The objective is to realize a first phase mixed-use project (50 dwellings over 5000 square feet of commercial space over subterranean parking) that will establish a design and development standard for the Downtown as a whole.



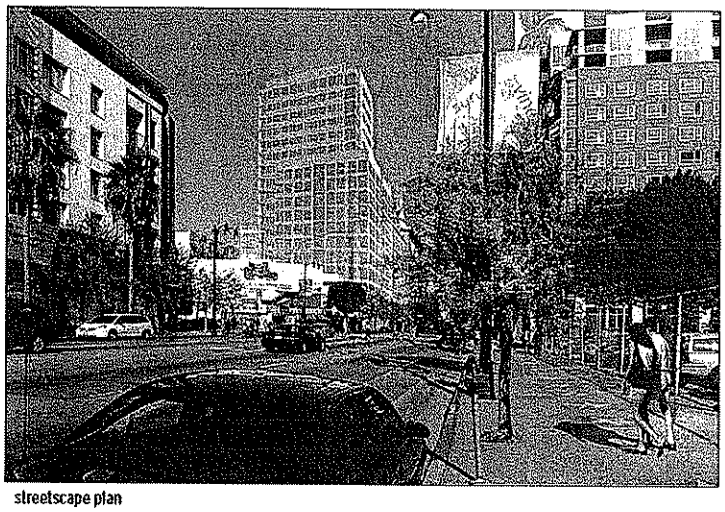
A transit village for an Inland Empire downtown features sidewalk orientation for many of its buildings, mixed uses, a variety of residential building types, as well as a pedestrian pathway and bicycle network that connects a commuter rail station to a regional trail system. The objective is to realize a place that is at-once traditional and forward-looking.

Hollywood Boulevard District Urban Design Plan Update: 2009 Hollywood, California

URBAN STUDIO is working with the Community Redevelopment Agency of the City of Los Angeles (CRA/LA) to revise the Hollywood Boulevard District Urban Design Plan. Balancing preservation concerns with the continued dynamism of the "industry", and working with community groups representing diverse development and neighborhood interests, Urban Studio's present focus is the development of form-based design standards and guidelines for infill construction in this historic center of entertainment.

The 2009 revision is an evolution of 1993 design standards that were developed under John Kaliski's tenure as Principal Architect of CRA/LA. The original Hollywood Boulevard Plan outlines means to interweave uses and building types that are predestrian oiented, emphasizing mixed-use zoning and integration of commercial and residential uses. Subsequent to development of the plan in the early 1990's, development, both anticipated and unanticipated, introduced new forces that led to the need for adjustment of the original plan concepts. Urban Studio's entrustment with the revisions is a rare opportunity contribute to the evolution of a landmark community over the course two decades and build upon a vision, relationships, and design concepts nurtured and implemented over a long period of time.

Client: CRA/LA
Scope: Urban Design Plan for a National Register Historic District and historic community
Cost: $112,000



streetscape plan

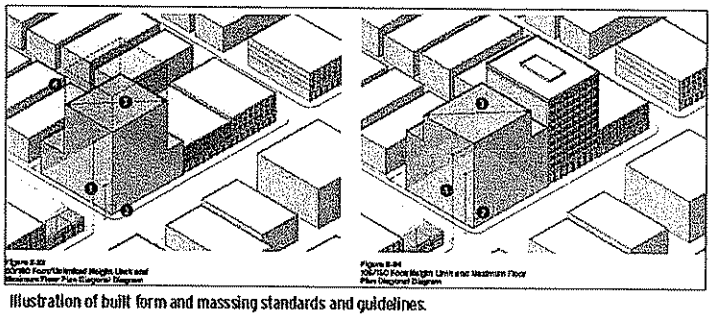
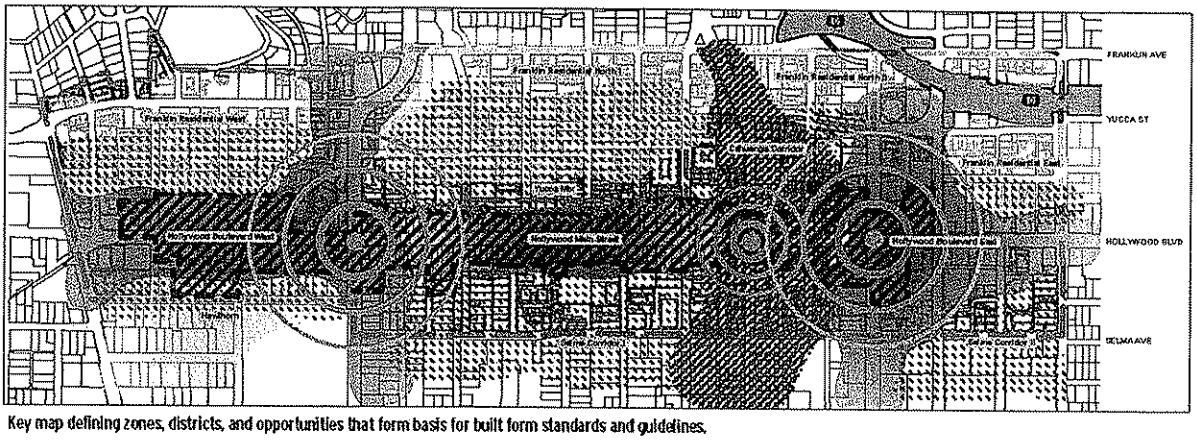


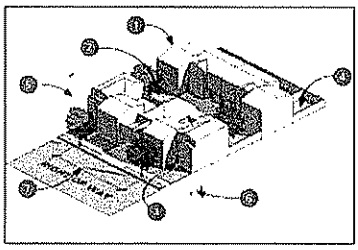
Illustration of built form and masssing standards and guidelines.



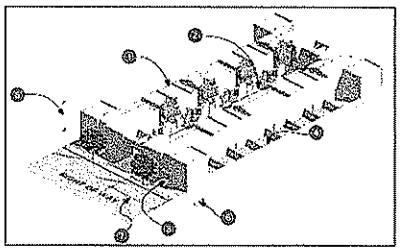
Key map defining zones, districts, and opportunities that form basis for built form standards and guidelines.

URBAN STUDIO

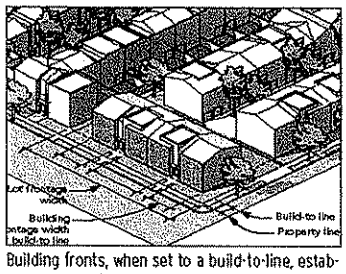
Jordan Downs Architectural Guidelines: 2009-2010
Los Angeles, California



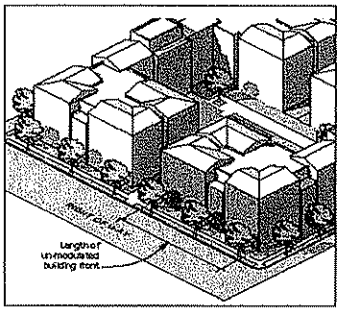
Courtyard housing with open-to-the-air parking court to rear.



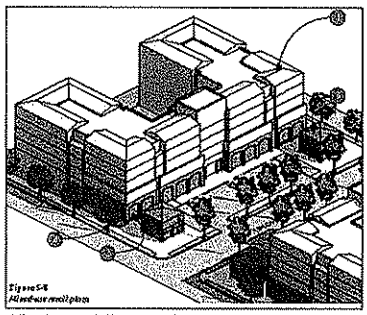
Alley townhouses with front-loaded parking at alley and rear yards at units.



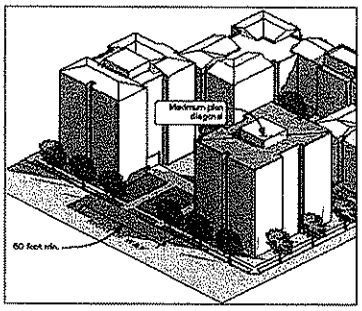
Building fronts, when set to a build-to-line, establish a sense of boundry and structured space with oversight right-of-ways.



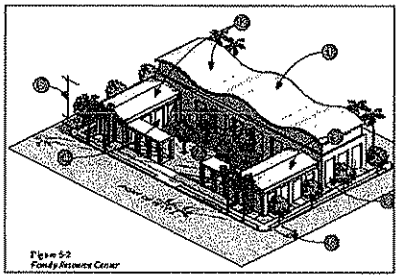
Limiting the maximum length of un-modulated building fronts ensures introduction of variety and visual interest along sidewalks.



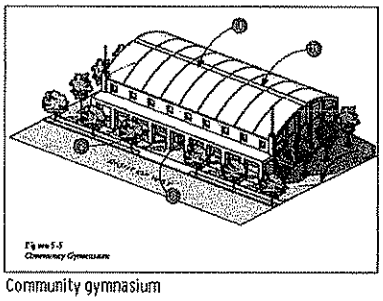
Mixed-use retail plaza with housing above.



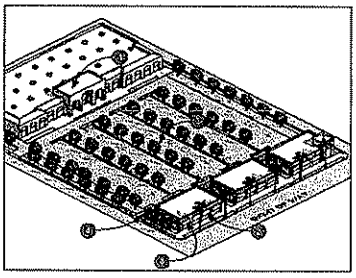
Utilization of maximum floor plan diagonls limits the bulk of buildings.



Family resource center



Community gymnasium



Commercial and retail use area

URBAN STUDIO, working for WRT Solomon E.T.C developed the architectural design guidelines for the 97-acre Jordan Downs Master Plan. This revitalization project proposes the replacement of 700 units of obsolete World War II era low-income housing with 1800 affordable residences and retail, educational, community and open space uses. The design guidelines are organized by building type, from townhouses to mid-rises, and involve standards for massing, bulk, orientation to right-of-ways and the ground plane, parking, size, detail, and character.

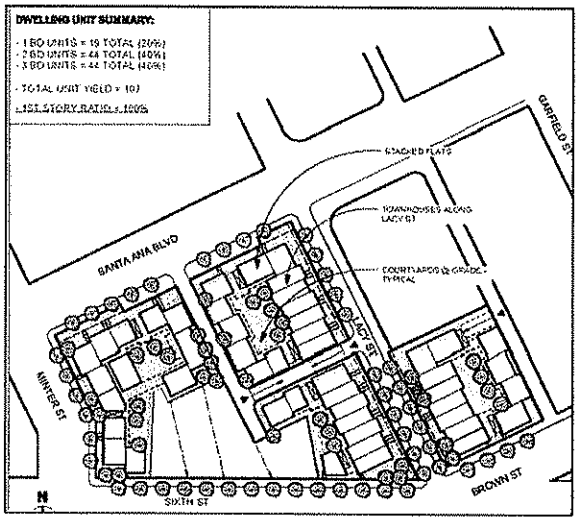
The objective is to realize in each individual structure a varied and rich vocabulary of Mediterranean-influenced design that is both modern yet respectful of architectural traditions seen throughout South Los Angeles and the region.

Client: WRT Solomon E.T.C., San Francisco
Cost: $45,000
Scope: architectural guidelines

URBAN STUDIO

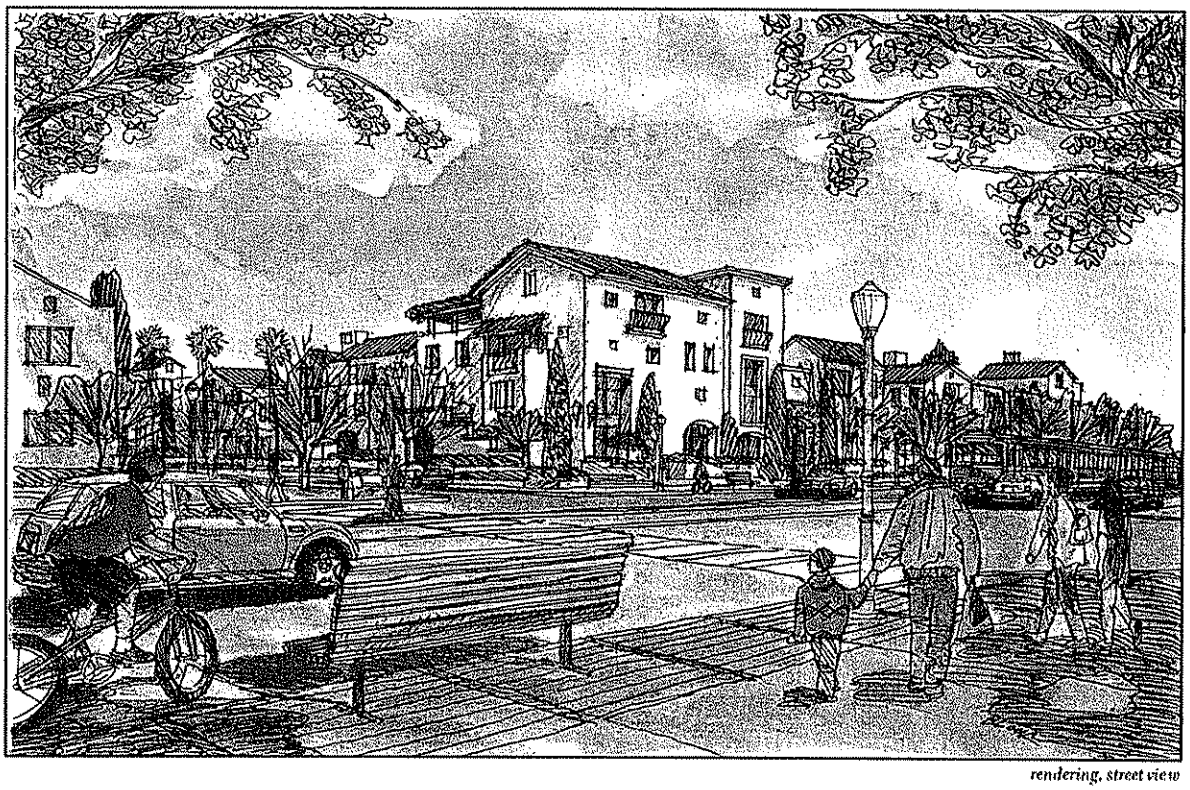
Santa Ana TOD: 2008
Santa Ana, California

The City of Santa Ana hired Urban Studio to develop alternative infil housing scenarios for city-owned parcels of land located within the Santa Ana Renasissance Specific Plan area. The objective of the feasibility study was twofold: 1) test the feasibility of proposed guidelines that had not yet been adopted, and 2) develop a conceptual approach that could be utilized as part of a grant application for development of a transit-oriented district. Urban Studio developed design alternatives based upon the Plan's guidelines for courtyard housing, parking, architectural character, and open space. During the plan development phase Urban Studio met with staff and the specific plan consultants to exchange ideas and recommendations regarding improving the specific plan. While the designs were conceptual, renderings were produced based upon conceptual plan layouts and housing design criteria with regard to unit types, mix, and size to demonstrate to descision-makers the scale, scope and character of proposed design and development .



site plan grade level . Alternative 2

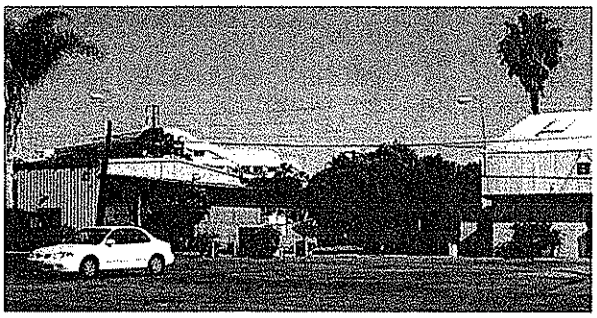
Client: City of Santa Ana
Cost: $7,000
Scope: Feasibility Study



rendering, street view

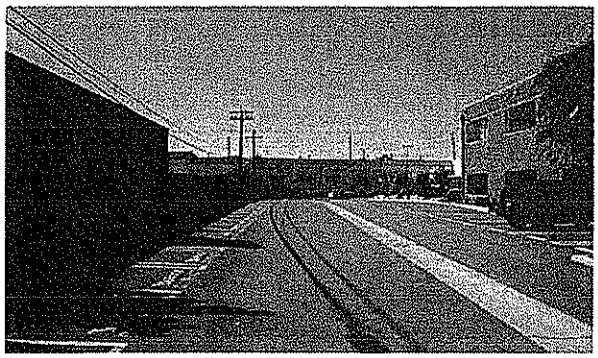
URBAN STUDIO

Santa Monica Land Use and Circulation Element (LUCE) : 2010
Santa Monica, California



Before

After



Before

After

The City of Santa Monica adopted a new general plan in 2010, establishing criteria for the intensification of land uses and districts where light rail transit alignments and station stops are proposed. As part of the LUCE process, URBAN STUDIO was asked to provide before and after visualizations for the Bergamot Station Arts Center site, light rail stop, and surrounds. The goal was to use renderings to facilitate community outreach, education, and support for the long-term introduction of transit-oriented development in this location.

Upon completion, URBAN STUDIO's phased photo simulations were successfully utilized in public meetings to illustrate incremental redevelopment utilizing combinations of old and new structures, mixed-uses development patterns, and environmental design improvements linked to the introduction of mass transit.

Scope: before and after phased visualizations of development opportunities at a projected light-rail station stop
Client: City of Santa Monica
Cost: $12,500

URBAN STUDIO

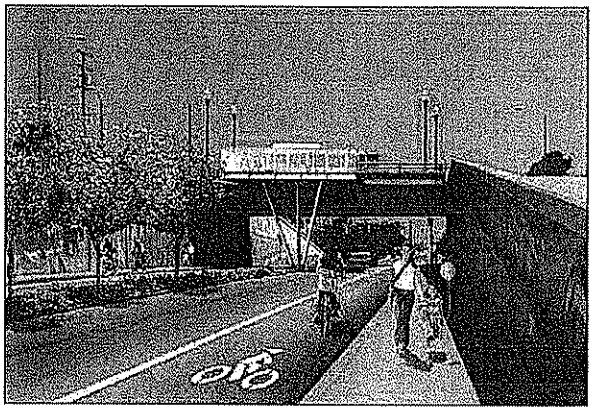
Ocean Park Green Streets Project: 2008
Santa Monica, California

The Ocean Park Boulevard "Green Streets" project was initiated in March 2008 at the request of the Santa Monica community. The City of Santa Monica Planning Department asked Urban Studioto lead the project which aims to examine the portion of Ocean Park Boulevard west of Lincoln Blvd. to Neilson way, and to develop solutions to issues based on scale, character, health, safety, sustainability, landscaping, accessibility and circulation.

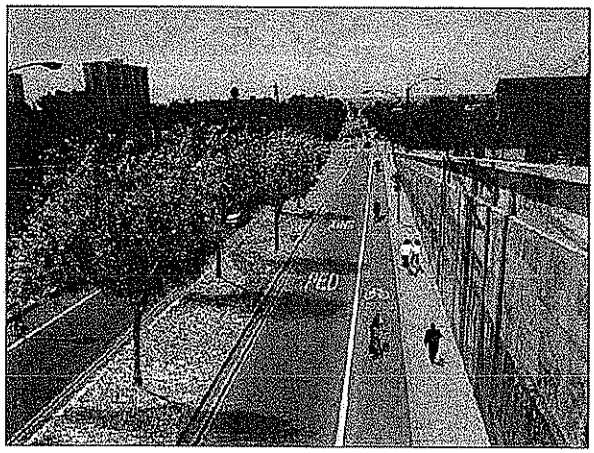
Urban Studio evaluated existing conditions then led a series of community workshops to discuss desired improvements including sidewalk widening, landscape medians, Class II bike lane, and incorporation of best practices in sustainability. Design alternatives were proposed, including a viewing deck from the 4th Street bridge and traffic circles along the boulevard. Ongoing progress is published on the City's website.

Public meetings with the Santa Monica City Planning Commission and City Council are being held to discuss logistical and financial feasibility. The ongoing process will yield to a safer, aesthetically pleasing, green, and more fully utilized neighborhood corridor leading from Lincoln Boulevard to the Santa Monica beachfront.

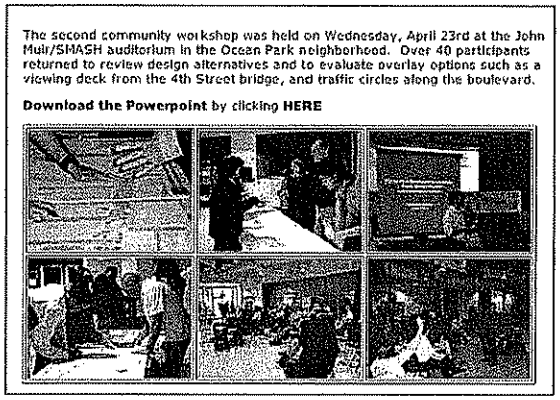
Client: City of Santa Monica
Scope: Concept design study with extensive community input
Cost: $90,000



View east to proposed 4th street viewing deck



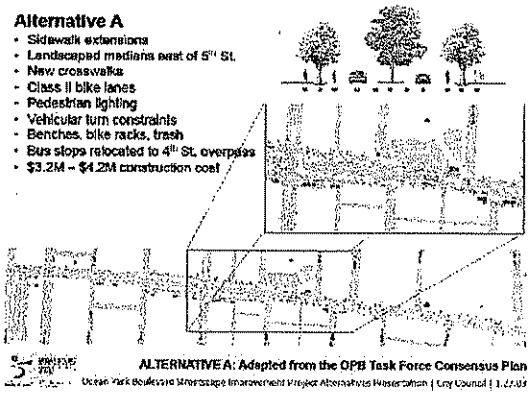
View west from 4th Street bridge to ocean



The second community workshop was held on Wednesday, April 23rd at the John Muir/SMASH auditorium in the Ocean Park neighborhood. Over 40 participants returned to review design alternatives and to evaluate overlay options such as a viewing deck from the 4th Street bridge, and traffic circles along the boulevard.

Download the Powerpoint by clicking **HERE**

Second community workshop as presented on city website



Alternative A

URBAN STUDIO

Toluca Lake Village Design Guidelines: 2008-2010
Los Angeles, California

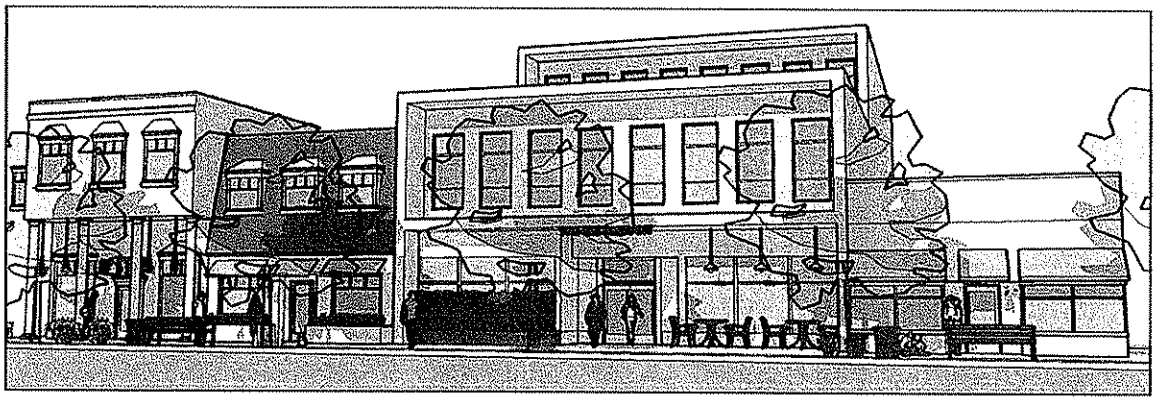
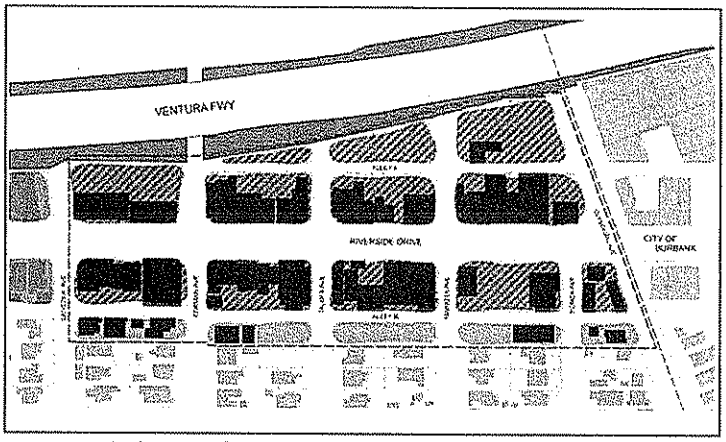


Illustration of infill construction and storefront design guidelines.

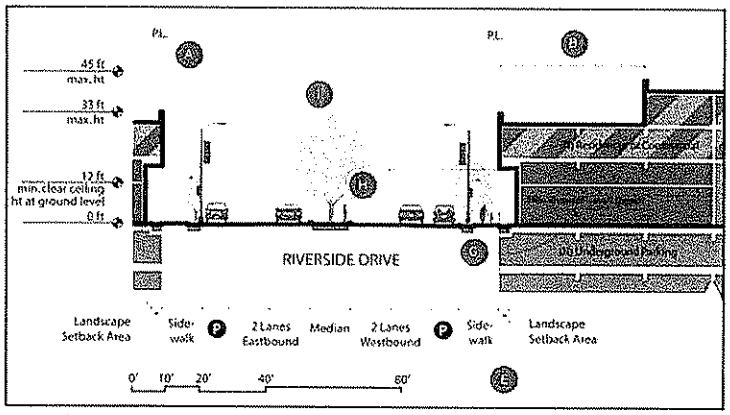
In 2000 Los Angeles voted to elect neighborhood councils to advise Councilmembers and City departments. URBAN STUDIO is the first architecture firm hired by a neighborhood council since the inception of this policy to develop community generated urban design guidelines.

The Toluca Lake Village Design Guidelines honor the character of Toluca Lake's "main" street with height, massing, setback, landscape, storefront, signage, and character guidelines even as they allow for new pedestrian-oriented development on surface parking lots and infill sites. The guidelines provide a common reference for community review of projects and serve as a neighborhood-based framework for long-term revision of obsolete zoning.

Client: Greater Toluca Lake Neighborhood Council
Cost: $25,000
Scope: urban design guidelines for community main street



Land use plan designating mixed-uses at "main" street and residential uses behind commercial.



Section showing pedestrian-orientation of height, setback, stepback, and use guidelines at "main" street.

Laura Stetson, AICP

Vice President

Planning in Motion
Hogle-Ireland, Inc.

EDUCATION

B.S., Stanford University, 1983
Graduate Coursework
Public Administration
American University

YEARS OF EXPERIENCE

25

PROFESSIONAL AFFILIATIONS

American Planning Association

American Institute of Certified Planners

Professional Experience

Ms. Stetson has served as project manager on general plans, zoning codes, specific plans, and special planning studies for diverse cities throughout California. In this capacity, she has worked with advisory committees, commissions, and councils to develop long-range goals, policies, and programs, and to craft the regulatory tools to implement those programs. She has conducted background research for planning, written plan elements, coordinated preparation of plans and related environmental documentation, and presented recommendations to decision-making bodies. She also directs preparation of CEQA documents, either as part of planning programs or to address development projects.

Ms. Stetson is in charge of the Hogle-Ireland Pasadena office and manages projects for a variety of public sector clients. Recent experience includes comprehensive zoning code updates for the cities of Duarte, La Puente, and Baldwin Park, and serving as managing principal for General Plan updates in Redwood City, Arcadia, Rancho Cucamonga, and Torrance.

Ms. Stetson led a team of specialists to prepare the City of Riverside's key land use regulatory tools: the General Plan, the zoning ordinance, the subdivision ordinance, and citywide Design Guidelines, as well as a Program EIR. The program involved working with many community groups to affirm direction defined through a prior visioning process and economic strategy study.

As part of crafting a vision for the City of Claremont that was to be integrated into the General Plan, Ms. Stetson led a multi-layered public involvement program, including working with a 100+ member General Plan Committee with topic-oriented subcommittees.

In addition to the projects described above, experience includes managing the following projects:

General Plans	Zoning Codes	EIRs
Brea	Brea Hillsides	Raymond Theater Reuse
Colton	Chino Hills	Del Mar Station Mixed Use
Manhattan Beach	Commerce	Palmdale Water District MP
Montebello	La Mirada	Rosedale Planned Community (Azusa)
Monterey Park	Maywood	Pasadena Land Use and Mobility
Rialto		

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Ron Pflugrath, AICP

Senior Project Manager

Planning in Motion
Hogle-Ireland, Inc.

EDUCATION

B.S., Urban and Regional Planning, California State Polytechnic University, Pomona

YEARS OF EXPERIENCE

36

PROFESSIONAL AFFILIATIONS

American Institute of Certified Planners (AICP)
American Planning Association (APA)

Adjunct Professor in the graduate planning program at California State Polytechnic University, Pomona

Professional Experience

Mr. Pflugrath has extensive experience as a project manager for the development of general plans, zoning codes, specific plans, and urban design programs. He is recognized as an "expert" in these fields and has taught classes and seminars on zoning codes and urban design. Additionally, he has served as a project manager, team leader, and practitioner for a wide variety of design and planning projects including specific plans, urban design programs, and site design plans many of which included form-based and context-based planning principles.

A testament to Mr. Pflugrath's dedication to the creation of innovative, high quality planning documents is the many awards that his projects have received from the APA, AIA, and ASLA. Two awards that stand out are the 1992 National APA "Outstanding Planning Award for Implementation" (San Bernardino Development Code) and the 1995 National ASLA Award of Merit for a Planning Project (Town of Gulf Stream Design Manual).

Mr. Pflugrath has served as adjunct professor in the graduate planning program at California State Polytechnic University, Pomona and has taught seminar classes through the University of California at Los Angeles and Davis Extension Programs. Seminars have focused on techniques and processes for updating zoning codes, including incorporating form-based provisions, contextual zoning, and design guidelines.

Some of the major projects he has managed and been directly involved in include:

- City of Sonoma context-based Zoning Code.
- City of Mission Viejo's first comprehensive Development Code following the city's incorporation.
- North Montclair Specific Plan that called for mixed-use and a pedestrian oriented corridor connecting a regional mall to a nearby commuter rail station.
- Temecula Old Town Specific Plan, which won an "Award of Distinction" from the Inland Empire Section APA.
- Huntington Beach Urban Design Guidelines, which won a California Chapter APA award for "Outstanding Planning Project."
- Historic Murrieta Specific Plan, which won a National APA, Small Town and Rural Division, "Outstanding Town Project" award.
- City of Tustin Historic Residential Design Guidelines, which won an Orange County AIA, "Excellence in Design" award.
- Zoning documents, design guidelines, and sign ordinances for Santa Barbara, and San Bernardino Counties and the cities of Pasadena, Pomona, Stockton, Sonoma, Fort Bragg, Newport Beach, Cypress, Chico, Fountain Valley, and Murrieta.

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Jose M. Rodriguez, AICP

Associate Project Manager II

Planning in Motion
Hogle-Ireland, Inc.

EDUCATION

M.A., Urban Planning
University of California, Los Angeles, 2001

B.S., Urban and Regional Planning
California State Polytechnic University, Pomona, 1998

YEARS OF EXPERIENCE

13

PROFESSIONAL AFFILIATIONS

American Institute of Certified Planners (AICP)

American Planning Association (APA)

Professional Experience

Mr. Rodriguez has extensive and varied experience in urban planning. He has been a member of teams preparing general plans, specific plans, zoning ordinances, housing elements, design guidelines, and special planning studies. Additionally, he provides geographic information system (GIS) management for a variety of projects. He has a high level of expertise in managing advance planning projects.

Prior to joining Hogle-Ireland, Inc., he worked as a planner for several Southern California cities.

General Plans

Mr. Rodriguez has extensive experience preparing general plans for various cities throughout California. He has been involved in preparing background reports, conducting technical research, preparing land use build-out forecasts, evaluating city goals and policies, setting up implementation programs, and preparing numerous graphics and illustrations. He has developed goals and policies addressing sustainability; reducing green-house gases and vehicle miles traveled; and promoting walking, bicycling, and transit use. He has prepared numerous elements ranging from historic resources to governance.

Mr. Rodriguez has prepared hundreds of GIS maps and analyses related to land use alternatives impact analysis. He has also created long-range forecasts involving population, housing units, employment, building square feet, sales tax revenue, water usage, and vehicle trips.

Mr. Rodriguez has been integral in the preparation of the following general plans:

- Rancho Cucamonga General Plan
- Redwood City General Plan
- Rialto General Plan
- Rosemead General Plan
- Claremont General Plan - this project was awarded a Comprehensive Planning Award from APA
- Manhattan Beach General Plan
- Brea General Plan - this project was awarded a Comprehensive Planning Award from APA

Zoning Ordinances and Development Codes

Mr. Rodriguez has experience preparing zoning ordinances and development codes. He has worked on the first-ever zoning ordinance for the City of Rancho Santa Margarita, and is currently working on the La Puente and Duarte Development Codes. He has also prepared numerous graphics and exhibits to help illustrate complex zoning concepts.

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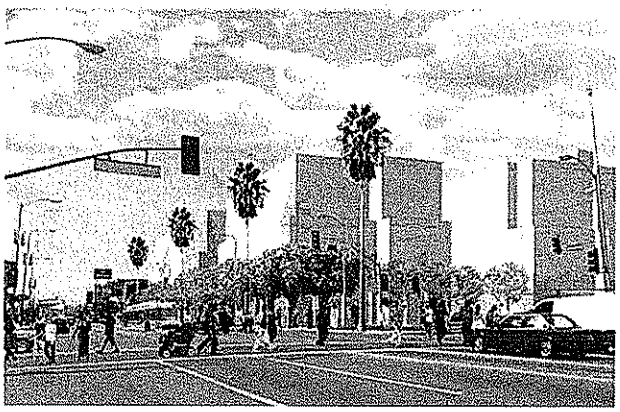
John Kaliski AIA

URBAN STUDIO

John Kaliski, AIA, Principal

John Kaliski has completed architecture and urban design projects in Southern California and nationally during two decades of professional practice. His work has been recognized with awards from the American Institute of Architects (AIA) and the American Planning Association (APA). Recent projects include a vision and implementation plan for the Los Angeles' Crenshaw/Expo district station area, design guidelines for Hollywood Boulevard, architectural guidelines for the Los Angeles Housing Authority's Jordan Downs project, affordable small lot subdivision townhouse projects, and the design of non-profit medical clinics.



A key component of his work is his ability to integrate public concerns into design processes. He has led workshops, charrettes, and meetings in Des Moines Iowa, Kansas City Missouri, Los Angeles, Santa Monica, Anaheim, and numerous other cities and worked collaboratively with communities and professionals on a broad range of project types.

John Kaliski led the team that completed the Mid-City Crenshaw Vision + Implementation Plan. The plan, including both design and implementation components, led to a $14.5 million dollar grant from the State of California.

Prior to private practice John Kaliski was principal architect of the Community Redevelopment Agency of the City of Los Angeles. There he was responsible for urban design, historic preservation, and the design aspects of this agency's housing and childcare programs. Before this he worked as a designer for Skidmore, Owings & Merrill in Los Angeles and Houston, Texas.

A graduate of Yale University (B.A., M.Arch.), Kaliski has taught history, theory and studio at USC, Cal Poly Pomona, the Southern California Institute of Architecture, the University of Houston, and the University of Michigan. He has also served as a juror for Progressive Architecture as well as local, regional, and national AIA awards programs. In 2009, Kaliski serves as president of the American Institute of Architects Los Angeles Chapter. He has served three times as a Fellow for the Mayor's Institute on City Design and in 1994 was named as one of fifty future leaders under forty by TIME. In the City of Los Angeles he serves on the Mayor's Design Advisory Panel.

John Kaliski's writings have appeared in numerous magazines including Harper's, Design Book Review, Harvard Graduate School of Design Magazine, California Architect, ARCA, Cite, Log, and FORM. In 1999 and 2009 Monacelli Press published his work on the dynamics of the existing city, Everyday Urbanism. In 2006 his essay, "Democracy Takes Command: The New Community Planning and the Challenge to Urban Design," was published in the book Urban Planning Today by the University of Minnesota Press.

Everyday Urbanism includes "The Present City and the Practice of City Design" by John Kaliski".

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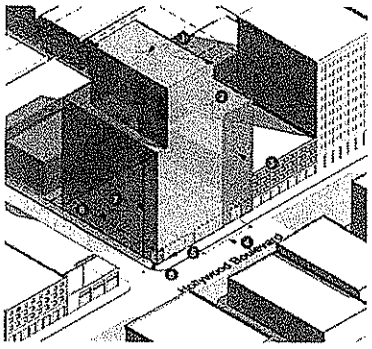
John Kaliski AIA

URBAN STUDIO

Martin Leitner, Assoc. AIA

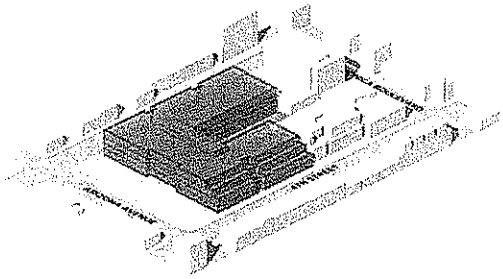
Martin Leitner, Senior Designer, joined Urban Studio in 2007. At Urban Studio, Leitner has concentrated on urban design and feasibility studies for private developers and public agencies, the design of affordable housing projects utilizing Los Angeles' small-lot subdivision ordinance, and incorporating sustainable design practices into commercial and residential developments.



Massing diagram, commercial building, Hollywood Boulevard

His projects at Urban Studio also include developing urban design guidelines and zoning criteria for the Community Redevelopment Agency's (CRA) Hollywood Boulevard District Urban Design Plan. And, he serves as the Urban Studio day to day lead on the development of architectural guidelines for the redevelopment of the 100-acre Jordan Downs public housing site in South Los Angeles. For the City of Pasadena, Leitner contributed to a zoning study to reassess development opportunities and limitations of the North Lake Specific Plan. He has also worked on Metro joint development feasibility studies for the Aviation Boulevard Station adjacent to LAX and the Vermont Shatto Metro site adjacent to the Vermont Wilshire Metro subway station.

Leitner's architectural work includes the design of two commercial projects on Ventura Boulevard in Encino, California. Leitner also contributed to the design of four "Green Communities" certified workforce housing developments in South Los Angeles for Enterprise Home Ownership Partners (EHOP).



Santa Monica cinema, feasibility analysis

Prior to joining Urban Studio, Leitner's work in Europe engaged him in urban renewal projects in several German cities. In the Frankfurt Region, Leitner worked with public housing developers to assess and improve the urban design quality of five large housing developments.

Leitner studied economics at University College London, UK and holds a professional degree in architecture from Bauhaus University Weimar, Germany. In 2009 Leitner co-founded and chairs the Emerging Urban Designers Forum of the Los Angeles Chapter of the American Institute of Architects.

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REL Property
Consulting, LLC

Planning
Analysis
Management

REL Property Consulting specializes in providing advisory services to owners and investors who develop and acquire multifamily housing. Services range from master planning and feasibility studies to specific entitlement and project management services.

REL Property Consulting is uniquely qualified to provide a "bridge" in time and resources, enabling owners to move projects forward without making a commitment to acquiring in-house expertise. Projects can be prepared to swiftly take advantage of the next real estate market upturn.

Rick Lamprecht, founder and principal of the REL Property Consulting, has worked in the multifamily development and planning industry for more than two decades at the Irvine Company, one of the leading master planning and development companies in the nation. Rick's experience is broad and deep, entitling and developing 27,000 apartment units in over 50 properties in nine jurisdictions in Orange, San Diego, Santa Clara, and San Mateo counties in California, including a number of large and complicated acquisitions.

Rick's property development and acquisition experience encompasses a wide variety of product types, from low-density apartments to high-density mixed-use communities. Rick also has expertise in the highly complicated and difficult process of developing affordable housing in California, working closely with affordable housing developers to deliver seven 100% affordable developments, totaling over 800 units.

In-depth experience in developing a significant portfolio of multifamily and mixed-use properties combined with training as a CPA enables Rick to adeptly analyze project feasibility and evaluate development alternatives. In addition, he has an extensive industry network of architects, engineers, design consultants, attorneys, entitlement specialists, and other consultants to draw upon on behalf of clients, along with strong ties to state and city government personnel in a number of California jurisdictions.

Developing and acquiring successful properties requires a comprehensive process of project management, financial discipline, and problem-solving. REL Property Consulting can provide what you need to move forward. Let's discuss how we can help.

4 San Rafael Place, Laguna Niguel, California 92677
Tel: 949.448.8021 Cell: 949.233.2773
relpropertyconsulting@gmail.com

Russ Parker

Vice Chairman, Parker Properties LLC
Partner, Parker Properties Inc.
russp@parkerprop.com

Summary

Director of New Business/Advisory Services
Russ Parker manages the new business and special services of Parker Properties (www.parkerprop.com). Russ also directs the design, entitlements, and leasing/marketing strategies for all company projects.

Specialties

Russ's specialties are the creative and marketing aspects of commercial real estate. Working as team leader with design and construction teams, his forte has clearly been creating innovative places to work and play. Mr. Parker has also been involved in retail, industrial, and multi-use properties with an emphasis on design and leasing.

Recent projects that include the Summit at Aliso Viejo (www.summitoc.com). The most recent phases are Pacific Life Insurance's 9-story building completed in 2008 and the 20 and 30 Enterprise office buildings. Another recent project is the 5-story Summit Oaks development in Valencia-Santa Clarita which was leased in its entirety to Advanced Bionics in the summer of 2009.

Experience

Russ has been actively involved in California's commercial markets for more than 30 years, the last fifteen with Parker Properties.

Prior to his role with Parker Properties, Russ worked with CBRE, JMB Realty, and Kennedy Wilson. During that time he managed leasing and marketing activities for a large Southern California office portfolio, leased and sold office industrial, retail, and investment properties, and sold thousands of bank owned properties by auction in California.

Education

University of California at Los Angeles

BA, Design, 1975-1979

Organizations/Activities

- Board of Directors for donategames.com
- Cancer patient advocate and liaison for the City of Hope & Leukemia Lymphoma Society (LLS)
- NAIOP SoCalBoard of Director
- NAIOP Chairman of Community Service and Young Professional Group (YPG) Committees
- ULI member
- LLS "Man of the Year" 2007 and "Sheila Field Living Life Large Award" 2009

Personal

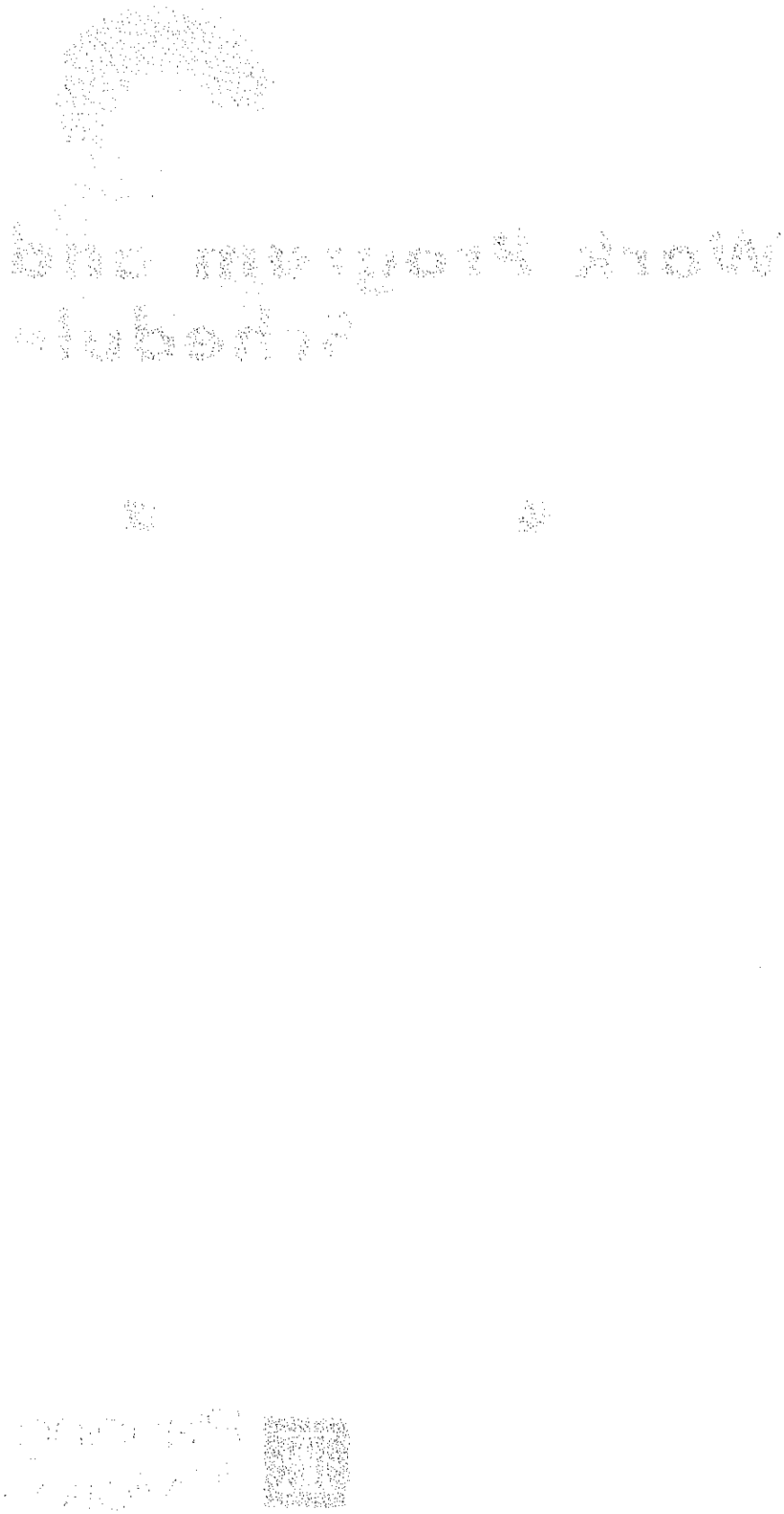
Married to Karen with three children – Paige (22) and recent UCLA grad, Rusty (20) at UCSB, and Nash (13)
Resides in Laguna Niguel

Interests

Family, surfing, swimming, reading, yoga, art-architecture

3 Work Program and Schedule

Planning in Motion
Hogle-Ireland, Inc.



Work Program and Schedule

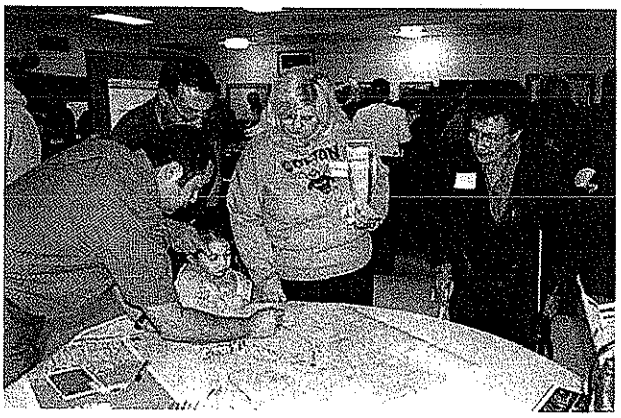
3

Planning in Motion
Hogle-Ireland, Inc.

Based on information contained in the RFP, our conversations with City staff, review of relevant materials, and our experience preparing zoning ordinances for communities throughout California, we have prepared a work scope that we believe responds to Garden Grove's objectives. The work scope and budget have been crafted to provide for a streamlined work program and are based on the assumption that the underlying vision and land use goals and objectives for the Mixed Use zones set forth in the Land Use Element will not change. The diagram on the following page provides an overview of the work program and illustrates our commitment to complete the new Mixed Use Zoning Code provisions within nine months (with second reading or the ordinance by the City Council to occur in month 10).

The Mixed Use regulations will be written in clear, concise, easy-to-understand language, with extensive use of graphics and tables. The provisions will be highly responsive to land and development trends and easy to administer, enforce, and update, as necessary.

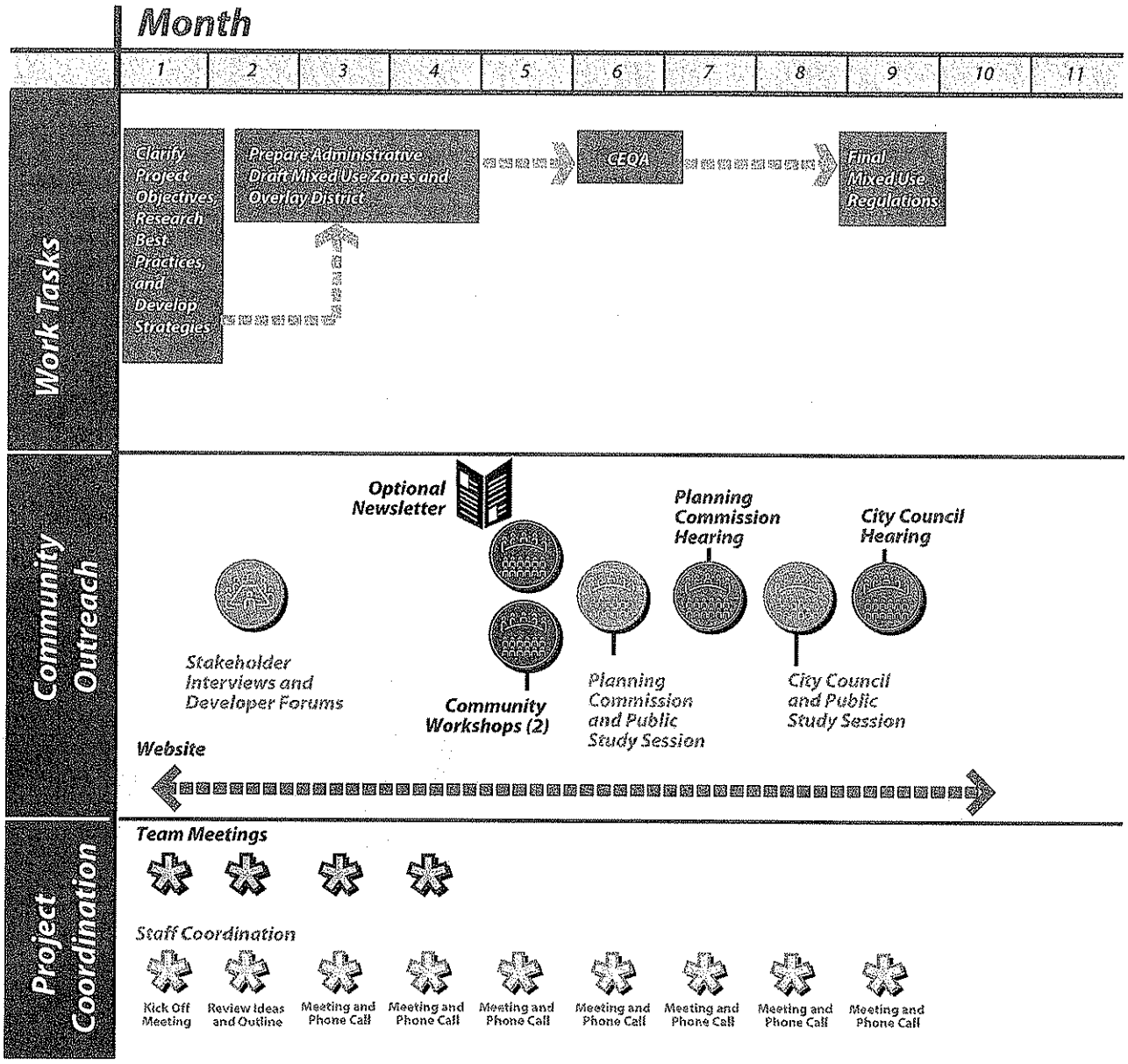
Involving Stakeholders, Decision Makers, and the Public



In the RFP, the City suggests a public outreach approach for involving the community in preparing the Mixed Use zones. Our experience with zoning ordinance updates has shown that the public generally does not get excited about them. However, the proposed new Mixed Use zones will have a profound effect on the future function and form of the Civic Center District, major corridors, and aging commercial strips. Thus, our outreach program looks to inform and involve diverse constituencies, including local developers, the Chamber of Commerce, City code enforcement staff, realtors, affected property owners, and residents and business owners within and surrounding the proposed Mixed Use zones.

The program we recommend includes: 1) focused stakeholder interviews and a developer forum prior to drafting the Mixed Use zone provisions, 2) two community workshops once the draft Mixed Use zones have been prepared, 3) separate workshops/study sessions with the Planning Commission and City Council prior to public hearings, and 4) two public hearings; one before the Planning Commission and one before the City Council. We also propose to create and maintain a project website/blog that keeps people informed of progress and proposals and invites comments. As an optional task, we can assist City staff with a newsletter to affected property owners regarding proposed zone changes (see discussion under Task 2).

Schedule
Garden Grove Mixed Use Zoning Regulations



Involvement of City Staff

We look to work closely with City staff to complete the Mixed Use zones. Staff's primary responsibility will be to review draft materials prepared by the consultant team. However, we would like staff also to be involved in our four team meetings, which will be working sessions to test ideas and agree upon the preferred approaches and standards. Other staff responsibilities will include helping identify key stakeholders and developers to be interviewed; arranging the community workshop venues; providing public notice of all meetings, workshops, and hearings (although we are available to assist as additional services); preparing the updated zoning map; and preparing public hearing staff reports.

Work Plan

Task 1 - Project Management and Team Communication

This task provides for project coordination with City staff consisting of meetings and phone calls throughout the course of the work program, internal team meetings, and overall project management time to keep the program on schedule and budget. In the budget, we have provided an allowance for meetings. This can be adjusted if staff wishes to do so.

1.1 - Scope Refinement and Initial Strategy Meeting

We will meet with City staff to confirm objectives for the Mixed Use zones, finalize the public outreach strategy (including identification of stakeholders to be interviewed), and define how General Plan policies will be reflected in the new zones. We will produce a final work scope and budget that reflect these discussions.

1.2 - Staff Coordination

Throughout the course of the work program, we will communicate regularly with City staff to discuss policy options and preferred direction, and to review draft work products. Our budget includes an allowance for face-to-face meetings and regularly scheduled phone coordination that we feel is appropriate to accomplish the work program

1.3 - Team Meetings

We have planned four internal team meetings that will be intensive work sessions to brainstorm options and approaches for each zone and particularly, for the Civic Center overlay district. We invite City staff to attend these meetings, which will be held in the offices of either Hogle-Ireland or Urban Studio.

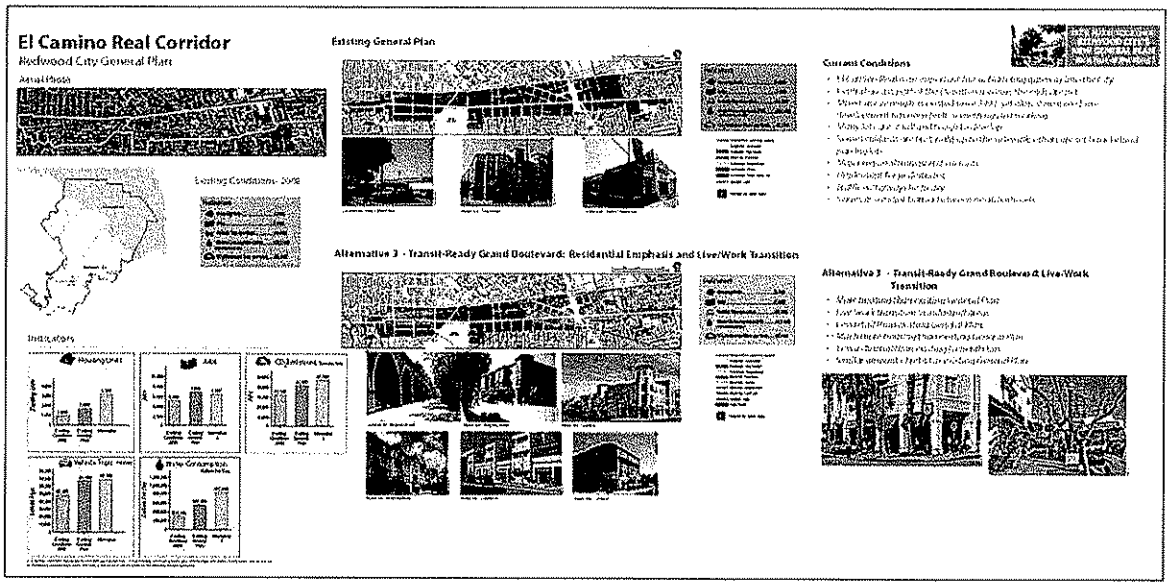
1.4 - Project Management

The purpose of this subtask is to ensure a consistent basis for project management, including contract administration, invoicing, progress reporting, scheduling, and the timely delivery of products and services. The project manager will maintain regular contact with the City's project manager to monitor and review project progress and results.

Task 2 - Community Engagement

For this project, given the transformative nature of the changes, we expect that residents and business owners will be very interested. We recommend an approach that focuses first on key stakeholders and the development community to provide early input and insight. Community workshops will then be conducted once the draft Mixed Use regulations have been prepared. Finally, we plan study sessions with the Planning Commission and City Council prior to formal public hearings before each body. The study sessions will be open public meetings and structured to solicit input from attendees. Any of the interviews or workshops could be conducted on a Saturday or during evenings or as part of other City activities to provide for convenience and a less hectic and more informal environment for the participants. We want to come to the participants as opposed to the participants feeling they have to come to us.

Our work program assumes that City staff will be responsible for preparing the updated zoning map to achieve consistency with the General Plan land use policy map. Zoning district designations of certain properties will need to be changed to the new Mixed Used zones and correspond to the new General Plan land use designations. Affected property owners will require notification of the zone changes that will be incorporated into the updated zoning map. To allay concerns and educate the public, we recommend preparation of a newsletter that clearly explains why properties are proposed for rezoning. We have identified such a newsletter below as an optional task.



For both of the community workshops, the consultant team will prepare all presentation and display materials. City staff will be responsible for arranging the venue and sending out targeted notices to affected parties. (Although notice of the workshops to affected property owners is not required by law, inviting people to the workshops will provide them with a more informal forum to ask questions specific to their properties; if they are satisfied with the responses, they may decide not to attend the public hearings.) We will prepare a general announcement that can be posted on the City's website (or as

appropriate with a link to the project website) and that City staff can use to prepare the targeted mailing. As an optional task, Hogle-Ireland can prepare and distribute the notice.

2.1 - Stakeholders Interviews and Developer Forums

We will conduct a series of interviews with policy makers, City staff, community stakeholders, and representatives from the development community to understand their interests and objectives regarding the proposed Mixed Use zones. These would consist of scheduled one-on-one and group meetings with persons identified in consultation with Planning Department staff. Persons or groups who may be included are commercial and industrial property and business owners, neighborhood groups, the Chamber of Commerce, community representatives, etc.

In addition, we will conduct a focused developer and real estate investor forum specifically to discuss market trends in mixed use development, financing and construction issues, development standards, processing of development applications, and other topics of concern and interest to the development community. As developers and investors increasingly include people from foreign markets, it may be helpful to have a separate forum or individual interviews involving translators. We will work out details with City staff during Task 1.1.

Our budget provides an allowance for two full days of interviews and forums conducted by Laura Stetson and John Kaliski. We will work with City staff to schedule the interviews as back-to-back sessions for efficiency.

The information learned during the interviews will remain confidential, although we will produce a summary white paper for City staff.

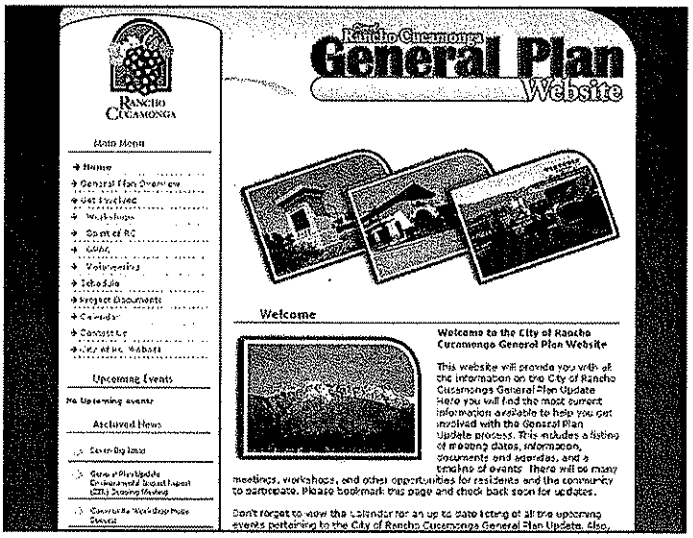
2.2 - Community Workshops (2)

Both community workshops will be conducted once we have completed first drafts of all six Mixed Use zones. Following the second workshop, we will prepare a paper summarizing the comments and ideas shared at the events.

#1: Residential/Commercial and Industrial/Commercial Mixed Use Zones
The first workshop will focus on the three Residential/Commercial zones and the single Commercial/Industrial zone. The workshop will be structured to include a highly graphic presentation on the proposed regulations and a common question/answer session, followed by an informal component where participants can study exhibits in detail and ask questions specific to their property of City staff and the consultant team. Laura Stetson and John Kaliski will lead the workshop, supported by other team staff.

#2: Civic Center and Industrial/Residential Mixed Use Zones
The second workshop will focus on the base zone, master plan concept, and overlay zone for the Civic Center district, as well as the proposed Industrial/Residential Mixed Use zone. We will use the same format and similar presentation materials as the first workshop. Laura Stetson and John Kaliski will lead the workshop, supported by other team staff.

2.3 - Project Website



We will design and maintain a project website linked to the City's website. The project website will provide a place for people to learn about ideas to implement the General Plan vision for the mixed use districts. We will post the case studies, summary of interviews and developer forums, images, concepts for the Civic Center district, draft code sections, and summaries of the community workshops. We can include a blog window as appropriate within the website to encourage additional public comment.

If the City wishes, the website can be substituted (or supplemented) with a newsletter (see Task 2.6 below). However, our experience with websites shows that they are linked to the City's website, easier to promote, and viewed by more parties with focused interest on the project.

2.4 - Planning Commission Workshop and Public Hearing

We recommend conducting a study sessions with the Planning Commission prior to the formal public hearing. John Kaliski and Laura Stetson will prepare and give a presentation to guide the Commission through the new zones. The study session can either be conducted during a regularly scheduled time for meetings, prior to or after a meeting, or on a Saturday.

The final meeting with the Planning Commission will be the required public hearing to recommend action to the City Council. John Kaliski and Laura Stetson will attend these meetings.

2.5 - City Council Workshop and Public Hearing

As with the Planning Commission, we recommend first conducting a study session with the City Council prior to the formal public hearing. The meeting can be conducted on a regular City Council hearing night or any other time convenient for the Council. Laura Stetson and John Kaliski will present the new Mixed Use zones, together with the Planning Commission's comments and recommendations for revisions, if any. We will also attend one City Council hearing following the workshop to present the final recommendation.

2.6 - Rezoning Newsletter (OPTIONAL)

City staff may elect to process the necessary zoning map amendments in parallel with the amendments to Title 9. As an optional task, we can prepare a newsletter that describes the proposed zone changes to affected property owners and other interested parties. The newsletter would identify properties to be rezoned to one of the Mixed Use zones, explain why the rezoning is proposed, and discuss what the new Mixed Use zones will allow in terms of land use and development. We have used this approach in

several cities during comprehensive zoning code and map amendment programs that followed a General Plan update. The advantage is that property owners and the general public can be solicited directly. In some cases, this eases the public hearing process.

We have proposed this as an optional task as we do not know at this time the City's plans regarding the zoning map amendments. Our recommendation is that the processes proceed together to make the rezoning effective as soon as possible, and to eliminate the need for a second series of public hearings at a later time.

2.7 - ULI Technical Advisory Panel (OPTIONAL)

As an optional task, the team can help the City organize an Urban Land Institute Technical Advisory Panel (TAP) to present ideas for development of either the Garden Grove Boulevard corridor or the Civic Center District. A TAP is a panel comprised of experts from the development and design communities—persons with real-world experience creating the mixed use projects Garden Grove envisions. The TAP would conduct a two- or three-day charrette and produce a report with recommendations. Given the time and cost required to organize such an undertaking, we have shown this as an optional task, as the scheduling may not fit within the City's overall schedule for completion of the Mixed Use zones. One consideration may be to focus on the Civic Center District and break this area out to follow a separate time line.

For an example of a TAP event recently conducted for transit-oriented development in cities in Los Angeles County, visit http://uli-la.org/tod-summit.

Task 3 - Clarify Objectives, Research Best Practices, and Develop Strategies

3.1 - Review General Plan Policies and Objectives

We will review all relevant policies in the General Plan regarding the focus areas and six Mixed Use designations. We will prepare a memorandum to staff outlining our understanding of the vision and ideas to be captured in each of the new zones.

3.2 - Research Mixed Use Best Practices; Prepare Summary Report

Many communities throughout California have successfully implemented Mixed Use zoning regulations already. Based on our experiences, further research, and the information received during the developer forums, we will prepare a report that summarizes the best practices most relevant to Garden Grove.

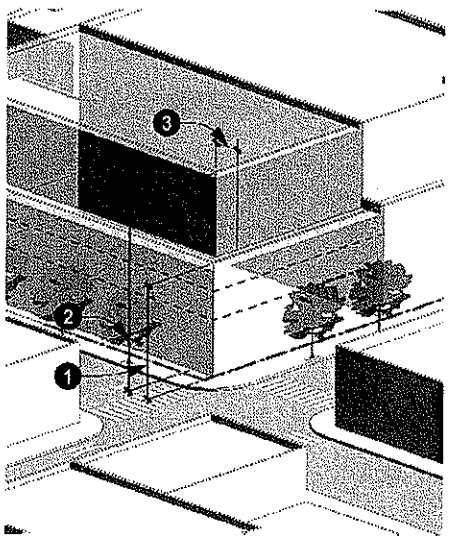
3.3 - Review Existing Relevant Applications

The City has already processed several PUD applications for mixed use projects, with one significant project in the construction stage (although stalled at the moment) and another proposed for the Brookhurst Triangle area. We will sit with City staff and review the applications currently in process and approved to understand staff's preferences and concerns so that they may be appropriately addressed in the new Mixed Use zones.

3.4 - Prepare Place-making Objectives and Recommendations for 6 Mixed Use Areas

For all of the Mixed Use areas, the City looks for the zoning regulations to move beyond simple regulation of uses and development standards. The code provisions must ensure that new development creates exciting new places, where projects do not stand alone but relate to one another, thereby establishing a distinct identify and place through site design, architecture, open spaces, pedestrian connections, landscaping, and public realm enhancements. We will define what the place-making objectives are for each of the Mixed Use zones and districts.

With regard to the Civic Center District, the challenge is greater. The City has previously undertaken preliminary master planning efforts to identify ways to unify new civic and private uses within a cohesive urban core, but a comprehensive plan has not yet been developed. The ownership and lotting patterns, established street network, and limited public resources available for property acquisition are some of the factors that have to be considered in planning for the district's evolution. Preparing a Specific Plan represents one approach to comprehensive planning, but without appropriate incentives and funding mechanisms, the evolution may take some time.



75 ft. Height Limit - Minimum 12ft. Stepback Above 45 ft.

1. 45 ft. maximum height at build-to line
2. 75 ft. maximum building height
3. Minimum 12 ft. stepback above 45 ft.

We propose an alternative approach that involves preparing a land use, circulation, landscape, and open space concept plan for the Civic Center District. In particular, the plan will show desired/required pedestrian connections and open space linkages among private uses. The mechanisms to effectuate this plan could include an overlay zone, a private development corporation, lot consolidation incentives, a property acquisition and financing plan, and increased development assistance by the Garden Grove Agency for Community Development (non-finance assistance in particular). The critical component is creating the plan that can inspire and encourage private developers, and that clearly defines the City's objectives. Our role will be to define the concept plan and the methods for its implementation, and to prepare an overlay zone as the basic building block.

As part of the basic work program, we include this concept approach to be mindful of costs and schedule. However, as described in optional Task 2.7, this effort could be significantly expanded to include a ULI Technical Advisory Panel exercise.

3.5 - Prepare Code Sections Format and Outline

We will prepare for City staff approval an outline, format, and numbering system for each of the six new Mixed Use zones. The format will generally match that of the current Title 9 (Land Use). We anticipate that the new zones will either Chapter 14 or 18 of Title 9.

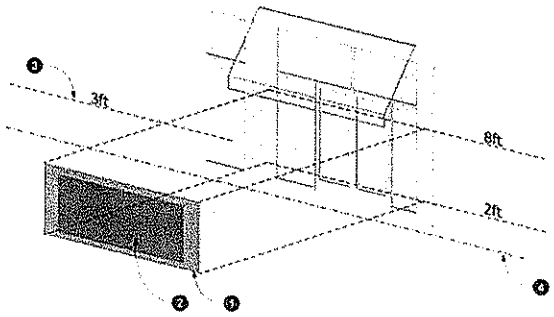
Task 4 - Administrative Draft Mixed Use Zones and Overlay District

This task includes the subtasks necessary to prepare the two review drafts of the Administrative Draft Mixed Use Zones and Overlay Districts up to the point of review by the Planning Commission and City Council. The Administrative Draft zones will be complete with graphics and formatted appropriately for integration into Title 9 (Land Use).

4.1 - Administrative Draft Zones

This task involves preparing the administrative draft of the six new Mixed Use zones:

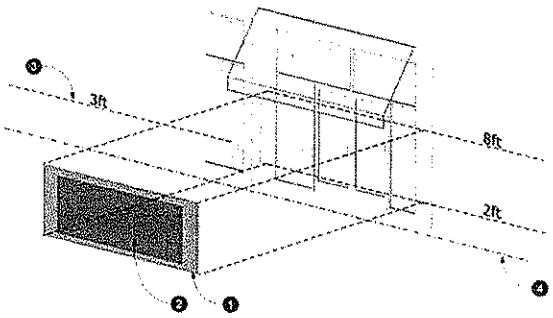
- Residential/Commercial Mixed Use 1
- Residential/Commercial Mixed Use 2
- Residential/Commercial Mixed Use 3
- Civic Center Mixed Use
- Industrial/Commercial Mixed Use
- Industrial/Residential Mixed Use 2



1. Area between 2 feet and 6 feet high
2. Minimum clear glazing required
3. Maximum window sill height
4. Property line

All provisions will make extensive use of graphics. The regulations will not be form-based per se, as our team believes that form-based coding may be too prescriptive in its application to Garden Grove and may not provide the long-term flexibility desired. Instead, we will craft hybrid regulations that take the best from traditional codes in terms of regulating land use to achieve a desire mix of uses and combine such regulations with graphics-based development regulations that address, for example:

- Site design, both for the development site and in relation to surrounding developments
- Quality architecture (without dictating specific styles)
- Usable and visible open spaces
- Reasonable parking standards
- Desired signage approaches (with reference to Chapter 20 of Title 9)
- Landscaping improvements, particularly where development abuts public parkways and other public realms
- Street orientation to encourage lively sidewalk spaces
- Sustainable development approaches



1. Area between 2 feet and 6 feet high
2. Minimum clear glazing required
3. Maximum window sill height
4. Property line

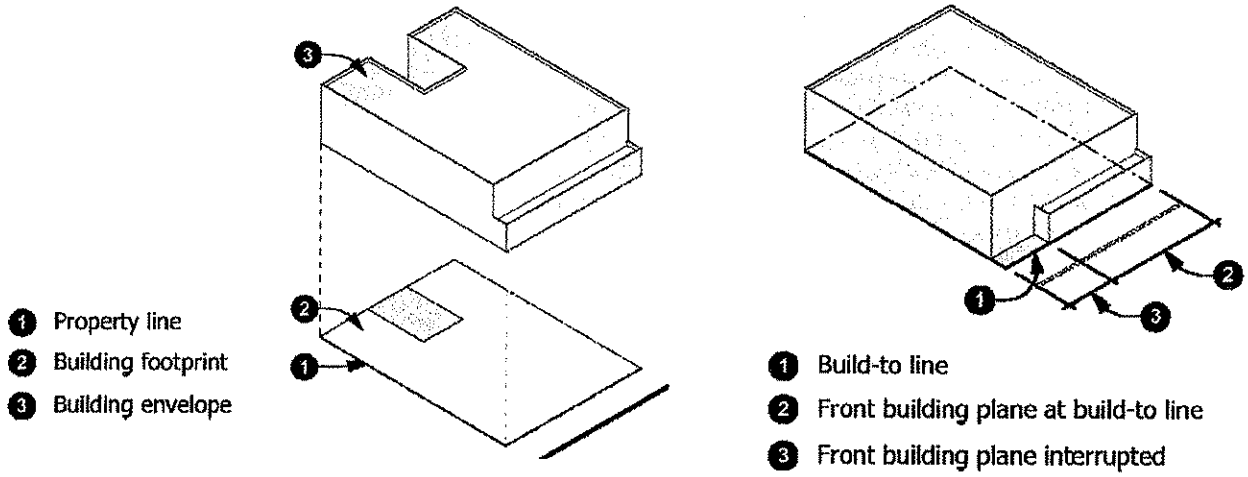
4.2 - Overlay for CC Zone (Optional Task - Additional Fee Will Be Assessed)

A follow-on task to Task 3.4 will be to prepare an overlay zone for the Civic Center Mixed Use District. We envision this overlay zone as one which establishes requirements for pedestrian, open space, and similar connections that are desired.

4.3 - Revise per Staff; Produce Public Review Draft

Following delivery of the Administrative Draft zones, we will meet with staff to review staff's comments. City staff will provide the consultant team one version of the Administrative Draft that contains all of staff's mark-ups and comments. Based on staff comments, we will prepare the Screencheck Draft that incorporates the changes.

A Public Review Draft Ordinance will be prepared to incorporate final staff comments. This is the version that will be available for the community workshops and workshop with the Planning Commission. In addition to providing the entire draft Ordinance to the City in printed copies and



Microsoft Word, we will prepare a PDF version suitable for posting on the City's website.

Task 5 - CEQA Documentation

Per CEQA, adoption of or an amendment to Title 9 (Land Use) is considered a "project," and environmental review will be required. Because the new Mixed Use zones will implement land use policy examined in the recent General Plan EIR, we anticipate preparing a Consistency Finding or Addendum to the General Plan EIR. We have budgeted for CEQA compliance assuming this level of review, tiering upon the General Plan EIR.

Task 6 - Final Mixed Use Zone Regulations

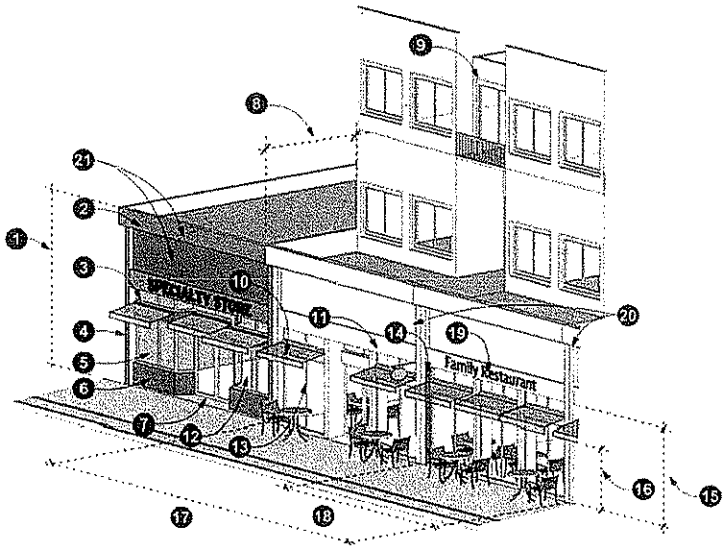
6.1 - Screencheck Final

After the final City Council hearing on the proposed new Mixed Use zones and prior to the effective date of the adopting ordinance, we will prepare a final version to incorporate all changes made by the City Council. We will provide a screencheck version so that City staff can verify that the document accurately incorporates all changes approved by the City Council during the adoption process. Because we cannot anticipate the scope of changes to be directed by the City Council, our budget includes a specific allowance for this task. Any work required beyond this allowance will be billed on a time-and-materials basis with prior authorization from the City.

6.2 - Final Regulations

We will prepare the final Mixed Use zones for delivery to the City for codification. The team will provide an electronic copy in Microsoft Word software. All graphics will be integrated as .jpegs or similar Word-friendly images.

1. Storefront frame
2. Cornice
3. Transom windows
4. Piers
5. Display windows
6. Bulkhead
7. Recessed entrance
8. Minimum stepback
9. Modulation at building plane
10. Awning
11. Sign band
12. Glazing
13. Mullion
14. Minimum facade depth
15. Minimum facade height
16. Minimum storefront vertical clearance
17. Maximum facade width
18. Maximum bay width
19. Sign band
20. Vertical elements between storefront bays
21. Variation in material



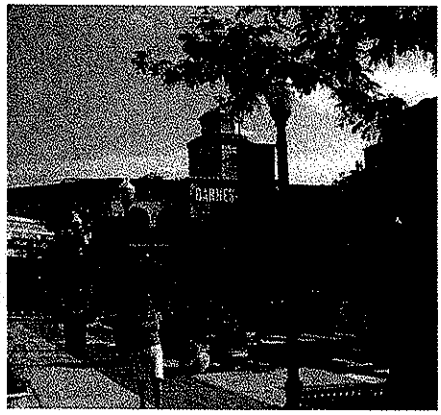
Task 7 - Staff Support (Optional)

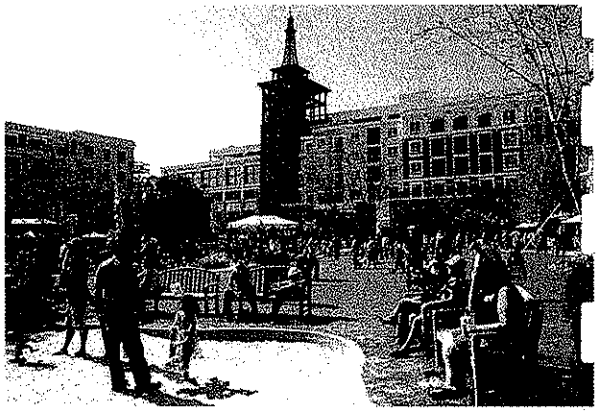
As an optional task, the consultant team can provide support to City staff throughout the process, including preparation of meeting summaries, staff reports, and public hearing notices. Due to the uncertainties regarding time required for this task and what we believe is the City's desire to focus the consultant team's resources on preparing the Mixed Use zones, we have included this as an optional task.

List of Meetings and Deliverables

We propose to conduct the following meetings and prepare the following documents to allow for comprehensive review and coordination with City staff throughout the process:

Meetings	Deliverables
Task 1 Scope Refinement and Initial Strategy Meeting	**Task 1** Revised work scope and budget Monthly progress reports with invoices
Task 2 Stakeholder and other interviews (allowance) Two Community Workshops Planning Commission Workshop and Hearing City Council Workshop and Hearing	**Task 2** Summary of interview results Materials for workshops Website Zoning Map newsletter (Optional)
Task 3 Team Meetings (2)	**Task 3** Summary Papers - Best Practices and Place-making Objectives Outline and Format of code sections
Task 4 Team Meetings (2) Meetings and Phones Calls with City staff to discuss issues and review administrative draft and screencheck draft	**Task 4** Administrative Draft (electronic) Screencheck Draft (electronic)
Task 5 Phone call to discuss administrative draft CEQA documentation	**Task 5** Screencheck CEQA document (electronic) Final CEQA document (electronic)
Task6 Phone call with staff to review final changes	**Task 6** Screencheck Final Code Sections (1 printed copy) Final Code Sections Ordinance (master reproducible; electronic version in Word)





Planning in Motion

Hogle-Ireland, Inc.

www.hogleireland.com

Hogle-Ireland, Inc. and Urban Studio

BUDGET

City of Garden Grove - Mixed Use Zoning Regulations

Revised September 10, 2010

		Hogle-Ireland				Urban Studio			Total
		Stetson	Pflugrath	Rodriguez	Word Processing	Kaliski	Leitner	Other	
	Labor Rates	$145	$120	$95	$65	$120	$70	$65	
Task 1	Project Coordination and Management								
1.1	Refine Work Program; Project Strategy	6				2			$1,110
1.2	Coordination with City Staff (allowance)	16		8		16	16		$5,120
1.3	Team Meetings (4)	12		12		12	12		$5,160
1.4	Project Management	40				8			$6,760
Total	*Task 1*	*74*	*0*	*20*	*0*	*38*	*28*	*0*	$19,150
Task 2	Community Engagment								
2.1	Stakeholder Interviews and Developer Forums	20				20			$5,300
2.2	Community Workshops (2)	8		20		8	16		$5,140
2.3	Website	2		40					$4,090
2.4	Planning Commission Workshop and Hearing	8				8			$2,120
2.5	City Council Workshop and Hearing	8				8			$2,120
Total	*Task 2*	*46*	*-*	*60*	*-*	*44*	*16*	*-*	$18,770
Task 3	Clarify Objectives, Research Best Practices, and Develop Strategies								
3.1	Review General Plan Policies and Objectives	6				2	12		$1,950
3.2	Research Mixed Use Best Practices; Prepare Summary Report	2	2	24		2			$3,050
3.3	Review Existing Relevant Applications	4				2	16		$1,940
3.4	Prepare Place-making Objectives and Recommendations for 6 Mixed Use Areas	8				8	40		$4,920
3.5	Prepare Code Sections Format and Outline	2		6					$860
Total	*Task 3*	*22*	*2*	*30*	*-*	*14*	*68*	*-*	$12,720
Task 4	Administrative Draft Mixed Use Zones and Overlay District								
4.1	Administrative Draft Zones								
	RC1	12	2	32	8	16	40	24	$11,820
	RC2	4		16	4	8	24	24	$6,560
	RC3	4		16	4	8	24	24	$6,560
	CC	8		40	8	8	40	40	$11,840
	IC	16		40	8	2	8		$7,440
	IR2	8		32	8	8	24	24	$8,920
	Definitions	1		8	2		4		$1,315
4.2	Overlay for CC Zone	See Optional Tasks Below							
4.3	Revise per Staff; Produce Public Review Draft	8		32	16	6	32		$8,200
Total	*Task 4*	*51*	*2*	*216*	*58*	*56*	*196*	*136*	$62,655
Task 5	CEQA Documentation								
	Consistency Finding/FEIR Addendum	6		40					$4,870
Total	*Task 5*	*6*	*-*	*40*	*-*	*-*	*-*	*-*	$4,670
Task 6	Final Mixed Use Zone Regulations								
6.1	Screencheck Final (allowance)	8		32	8	8	24	24	$8,920
6.2	Final Regulations	6		12	4	4	8		$3,310
Total	*Task 6*	*14*	*-*	*44*	*12*	*12*	*32*	*24*	$12,230
TOTAL Labor Costs		*223*	*4*	*410*	*70*	*164*	*340*	*160*	*$130,195*

Attachment 3

Hogle-Ireland, Inc. and Urban Studio

BUDGET
City of Garden Grove - Mixed Use Zoning Regulations

Revised September 10, 2010

		Hogle-Ireland				Urban Studio			
		Stetson	Pflugrath	Rodriguez	Word Processing	Kaliski	Leitner	Other	Total
	Labor Rates	$145	$120	$95	$65	$120	$70	$65	
Direct Costs - Hogle-Ireland									
	Workshop Materials								$500
	Deliverables (allowance)								$500
	Travel								$1,000
Total	*Direct Costs*								*$2,000*
Direct Costs - Urban Studio									
	Workshop Materials								$500
	Deliverables (allowance)								$500
	Travel								$1,000
Total	*Direct Costs*								*$2,000*
TOTAL	LABOR AND DIRECT								$134,195
OPTIONAL TASKS - Costs to Be Provided with Scope Refinement									
	Allowance for In-house Developer Advisory Panel								$7,500
2.6	Rezoning Newsletter								
2.7	ULI Technical Advisory Panel								
4.2	Overlay for CC Zone								$4,270
7	Staff Support								