

EL CAMINO REAL
DOWNTOWN VISION PLAN



Submitted to
City of Menlo Park | October 24, 2007



DESIGN, COMMUNITY & ENVIRONMENT

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in association with
Economic Research Associates
Hexagon Transportation Consultants

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Team Qualifications

Design, Community & Environment
Economic Research Associates
Hexagon Transportation Consultants

PROJECT UNDERSTANDING

The El Camino Real/Downtown Vision Plan presents the City of Menlo Park with an opportunity to facilitate a city-wide discussion about the future of this important commercial area. DC&E's team brings strong experience in community involvement, resulting in documents that guide municipalities toward a realistic vision for the future.

Project Background

The El Camino corridor is both an important connection from Menlo Park to other Peninsula communities and a key component of Menlo Park's downtown. This configuration is different from other Peninsula downtowns, which are generally more separated from the arterial function that El Camino provides. The downtown area and the El Camino corridor provide a wide variety of local and regional services, including Kepler's Books, a community institution. Together, they function as a primary commercial core for the community.

The El Camino corridor has the potential for substantial change over the coming years, including possible development of the former car dealership sites north of the Stanford Park Hotel, redevelopment and historic preservation of the Park Theater, redevelopment of some of the older strip commercial buildings along El Camino, and possible new uses to be added to the Downtown. While Santa Cruz Avenue and the El Camino corridor already enjoy substantial economic activity, both will ben-

efit from an expansion of the types of activities. The Menlo Park community and its City Council representatives have expressed a desire to develop a long-term vision for the El Camino Real/Downtown area. The vision will need to set the stage for development of a Specific Plan to guide development throughout the area.

There is a strong desire from the community to participate in developing this vision, but there is also an interest in seeing it completed in a timely fashion. Community members want to ensure that the planning process continues to move forward toward development of new projects on the El Camino corridor and in the Downtown area.



DC&E Approach

Focus on Specific Issues

DC&E understands the importance of seeing both the big picture and the specific details of planning projects. The specific issues the Vision Plan must address include:

- ◆ Economic development and redevelopment of under-utilized sites, particularly large parcels on El Camino.
- ◆ Improving transportation along El Camino, to expand options for non-motorized transportation without disrupting traffic flow.
- ◆ Determining appropriate land uses for the future of Downtown and the El Camino corridor.

We will examine the El Camino Real/Downtown area as it fits into the rest of Menlo Park, while also focusing on opportunity sites within the area. Through workshops and discussions with staff, we will make sure we have uncovered the issues related to specific sites to be addressed and ensure that the Vision Plan addresses those issues.

The Menlo Park community has already shown itself to be engaged in planning, educated about the issues and focused on ensuring that the vision process results in an outcome it can support. The Vision Plan will need the support and involvement of Downtown business-owners, residents, community members who visit Downtown and the El Camino Corridor and the agencies that will need to work together to implement the plans' recommendations. DC&E will work with the City to develop consensus-building public workshops that are well-structured meetings with clearly defined outcomes. We use our proven methods to help the community make its own decisions. Our vision document will clearly express the goals defined by the community members.



Action-Oriented Vision

In order for the El Camino Real/Downtown Vision Plan to be truly useful, the final product must guide the City toward a series of “next steps” that will help the vision become a reality. DC&E will work with City staff to ensure that the vision clearly guides the City in the development of a Specific Plan, which is expected to follow the vision process.

Building on Existing Efforts

The Grand Boulevard Initiative is bringing together the full range of agencies and organizations with an interest in improving transportation and opportunities for development along the El Camino corridor. While it is unlikely that the initiative will be completed during the time of this project, there are important lessons to be learned from the background information that has been collected and from the other participants in the initiative. In addition, Caltrans encourages the use of Context Sensitive Solutions for the El Camino corridor, expanding the range of design options that can be undertaken for this State highway.



Key Strengths

Clear and Concise Documents

The DC&E team believes in the importance of presenting clear, easily-followed vision documents. We will craft a clear and concise vision document that summarizes the input and ideas developed during the vision process and shows a path forward to development of a Specific Plan for the El Camino Real/Downtown area.

Our design expertise will be evident throughout the content and layout of the vision for the El Camino Real/Downtown area. DC&E prides itself on presenting information in a creative, well-designed, easily-accessed format that is informative to readers of all backgrounds.

Award-Winning Community Involvement Strategies

DC&E’s work is founded on the principle that the success of a project lies with the ownership and involvement of community members. Together with City staff, we will design and implement a participation strategy that is tailored to the unique needs of Menlo Park and builds upon the work that is currently underway for the El Camino Real/Downtown areas. DC&E has won numerous awards for its public involvement processes, including a recent award for the Livermore Vision Project and General Plan Update. Our work on the Coachella Vision Plan for the City of Coachella, the Lemoore Downtown Revitalization Plan for the City of Lemoore and the Larkspur Downtown Specific Plan for the City of Larkspur won awards at the national and local levels from the American

Planning Association for their public involvement approaches.

Local Familiarity

The DC&E team has extensive experience working on the Peninsula and in Menlo Park. DC&E recently completed work on the PLACE’S Modeling Project for the City/County Association of Governments of San Mateo County, which included assigning land use types along the El Camino Real corridor with the goal of developing a county-wide Smart-Growth land use and transportation strategy for this key regional corridor. Hexagon Transportation Consultants prepared the El Camino Mixed-Use and Residential traffic studies in Menlo Park; William Lee of Economic Research Associates prepared San Carlos’ Economic Development Plan and has also worked in San Mateo, Burlingame, Redwood City, Mountain View and Los Gatos in recent years. Working together, the DC&E team will use our collective knowledge of Menlo Park and the Peninsula to ensure a cost-effective, locally-tailored, engaging vision process.



This section describes the DC&E team’s qualifications, with a focus on projects similar to the El Camino Real/Downtown Vision Plan.

Project Team

Design, Community & Environment

Design, Community & Environment (DC&E) was founded in 1995 to provide the type of high-quality, comprehensive planning and design services the City of Menlo Park needs for the El Camino Real/Downtown Vision Plan. As its name implies, DC&E’s work is based on three basic principles:

- ◆ **Design.** Almost every planning decision affects our physical environment. DC&E is committed to ensuring that development projects and planning policy have positive design implications.
- ◆ **Community.** DC&E believes that planning and design decisions must reflect local communities’ needs. DC&E stresses community involvement and public participation as cornerstones of its work.
- ◆ **Environment.** In order to sustain itself into the future, our society must find development patterns that respect the natural environment. Therefore, DC&E stresses environmental responsibility and stewardship in planning and design.

DC&E believes that responsible planning and design reflect the communities they serve. DC&E excels in public participation and meeting facilita-

tion, and has won both national and local awards for this type of work. We incorporate public involvement into nearly every project we undertake, through interactive websites, stakeholder interviews, focus groups, advisory committees and public workshops. We have worked with residents, business owners, landowners and others in neighborhoods, cities, counties and regions throughout California to help them formulate a vision for the future of their community. Some of the most relevant visioning projects we have completed are described below.

DC&E’s approach to visioning projects is to assist the community in developing a set of long-term goals that will help guide development in the community. We recognize that this requires extensive outreach to ensure that the public is aware of and continues to participate in the process; a focus on developing consensus based on the different visions that participants bring to the meetings; and a focus on devising realistic strategies that are feasible in terms of the local development and economic environment.

Economic Research Associates

ERA will attend two Community Workshops and provide guidance on strategies and visions for Menlo Park that are likely to be economically viable and complement the strategies being pursued by some of Menlo Park's neighboring cities. Founded in 1958, Economics Research Associates (ERA) has become the largest land economics and real estate consulting firm in the United States. Over the past 30 years, ERA has evolved into an organization that provides high-level economic consulting services to all levels of government. Clients include community organizations, municipal agencies, city governments, county governments, special districts, regional councils, transportation agencies, state governments, federal agencies and foreign governments.

ERA real estate development services include concept development, market studies, financial analysis, market penetration strategies, structuring of leasing programs, solicitation of joint venture partners, site location analysis, and packaging of complex projects.

ERA has extensive experience working on the Peninsula, including projects in the past five years in San Carlos, San Mateo, Burlingame, Redwood City, Mountain View and Los Gatos.

Hexagon Transportation Consultants

Hexagon will provide input on necessary street widths, median widths, sidewalk widths, turn lane lengths, locations for driveways and median breaks, driveway widths, curb radii, driveway spacing, bus stop locations, crosswalk loca-

tions and designs, and other pedestrian facilities. Hexagon was founded in 1998 in San Jose. Hexagon provides services in transportation planning, traffic engineering, travel demand forecasting, signal design, and parking. Hexagon's staff members have prepared thousands of studies, both large and small, over their professional careers, including a number of recent studies for the City of Menlo Park. Hexagon offers a wide range of services including:

- ◆ Countywide and Citywide Circulation Plans
- ◆ Corridor Studies
- ◆ Traffic Impact Analyses
- ◆ Traffic Simulation
- ◆ Travel Demand Forecasting Models (development and implementation)
- ◆ Traffic Impact Fee Studies
- ◆ Traffic Safety Studies
- ◆ Neighborhood Traffic Control Studies
- ◆ Signal Designs
- ◆ Parking Studies

Hexagon's professional staff is experienced in all technical aspects of transportation consulting and highly proficient in state-of-the-art computer software including all major modeling packages, intersection level of service programs, advanced traffic operations programs, CADD programs and many specialized programs that process and analyze traffic data.

This section describes the key members of the DC&E team, including personnel from Economic Research Associates and Hexagon Transportation Consultants.

Team Members

Design, Community & Environment

This section describes the key staff from DC&E who would be assigned to the project, along with their relevant experience and availability.

Key Staff

Tom Ford, AICP, Principal of Urban Design, will serve as Principal-in-Charge of the El Camino Real/Downtown Vision Plan, providing urban design and neighborhood development expertise. Mr. Ford has almost 15 years of experience on Downtown Plans, Streetscape Master Plans, “Main Street” Concept Plans and Specific Plans. He is an expert in pedestrian-oriented streetscape projects and neighborhood revitalization plans and has completed numerous successful projects throughout the Bay Area and California. He has been with DC&E for over eight years.

Mr. Ford’s relevant past projects include the *Irvington Concept Plan* for the City of Fremont, which focused on enhancing pedestrian safety and access to transit while preserving adequate traffic flow in dense urban areas. He also served as Principal-in-Charge of the *23rd Street Specific Plan* for the City of San Pablo, which guides pedestrian-oriented, mixed-use development, based on a process including bilingual community involvement, creation of development concepts for infill opportunity sites, and an outreach effort to include the input of local and regional developers of urban residential and mixed-use projects. Both the *Irvington* and *23rd Street* plans

focused on the relationship between a pedestrian-oriented shopping street and an intersecting arterial, similar to the relationship between El Camino Real and Santa Cruz Avenue. His work on the *North Burlingame/Rollins Road Specific Plan* for the City of Burlingame, the *Park Avenue Visioning Study* for the City of Chico, the *Park Avenue Vision Implementation* for Barber Land Company, and the *Vision Plan* for the City of Coachella emphasized land use changes, along with improvements to the streetscape and the public realm as key tools for improving safety and economic opportunity.

Dahlia Chazan, Associate, will serve as Project Manager. Ms. Chazan is experienced in public involvement, comprehensive planning, sustainability, and Smart Growth. She has managed *Envision Chino – General Plan 2025* for the City of Chino, which included extensive community outreach and involvement, as well as a fundamental focus on incorporating public health into local land use planning. She is also managed DC&E’s work on General Plan updates for the City of Fremont and Solano County. She is experienced with workshop coordination and facilitation and has prepared presentations and materials for a variety of workshops, including General Plan Steering Committee meetings and public workshops for the City of Chino as well as a visioning process for a community in Solano County. Ms. Chazan holds a dual masters degree in Urban and Regional Planning and Natural Resources Policy from the University of Michigan. Ms. Chazan has been with DC&E for one and a half years.

Eric Eidlin, Project Urban Designer, will serve as key urban design staff on the Specific Plan. Mr. Eidlin has contributed to a variety of urban design documents. He has worked closely with Mr. Ford on the *Sacramento Railyards Specific Plan* for Thomas Enterprises, which includes design guidelines and development standards for mixed-use downtown development, as well as on the *Richmond Waterfront TOD Plan* for the San Francisco Bay Water Transit Authority, which planned for appropriate residential and commercial development around a new ferry terminal. Mr. Eidlin has both a Masters of Urban Design from the University of Toronto and a Master of Arts in Urban Planning from the University of California, Los Angeles. Mr. Eidlin has been with DC&E for one and a half years.

Aaron Odland, Landscape Designer, will provide streetscape design and production support throughout the project. Mr. Odland has assisted DC&E's senior staff on conceptual designs, schematic plans, and section revisions for numerous projects, including *Foothill Boulevard Streetscape Improvements* for the City of Oakland, and the *Potrero Hill Recreation Center/Playground and Visitacion Valley Greenway Community Garden* for the Trust for Public Land. Mr. Odland has a Masters of Landscape Architecture from the University of California, Berkeley and has been with DC&E for one year.

Peter Hasselman, FAIA, will be part of DC&E's team. Mr. Hasselman is an experienced perspectivist whose quick sketches are very effective at helping the public understand what types of built development could result from specific urban

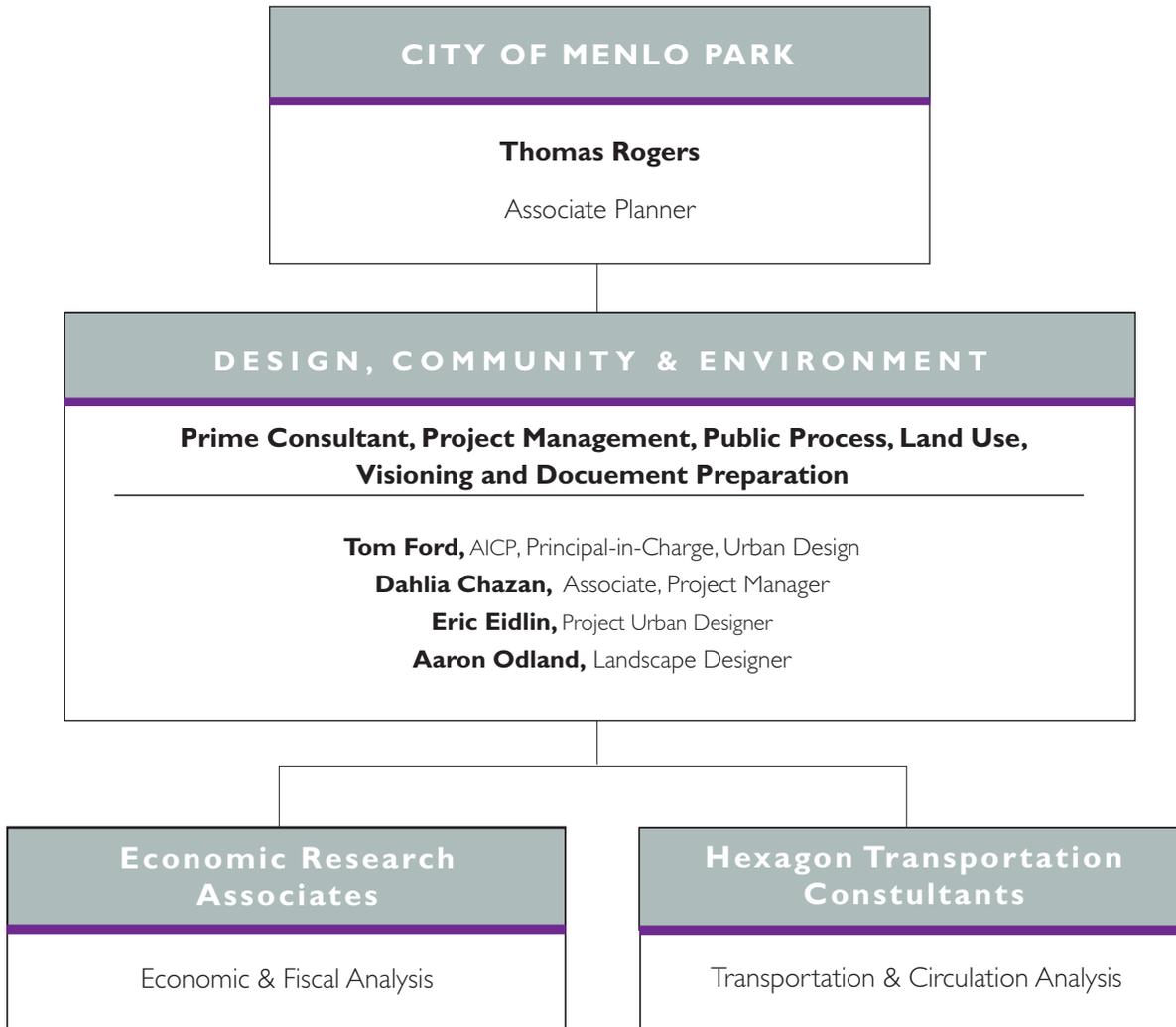
design strategies and design guidelines. Mr. Hasselman is a long-time DC&E collaborator who has provided renderings for many of our past transit-oriented development plans, downtown plans, and neighborhood plans.

Availability

Tom Ford is currently serving as Principal-in Charge of the *Sacramento Railyards Specific Plan* for Thomas Enterprises, which was recently published for public review; the *Southwest Neighborhood Plan* for the City of Chico, which is nearing completion; and the *California Avenue Neighborhood Plan* for the Fresno Housing Authority, which is underway. Approximately 20 percent of his time is available for the El Camino Real/Downtown Vision Plan.

Dahlia Chazan is currently managing the City of Chino's General Plan Update, DC&E's portion of the Solano County General Plan, for which DC&E is providing outreach and preparing workshops, and the Downtown Specific Plan for the City of Ceres. Approximately 40 percent of her time is available to manage the El Camino Real/Downtown Vision Plan. Eric Eidlin will be able to dedicate 40 percent of his time toward the Vision Plan. Aaron Odland will be able to dedicate 25 percent of his time to the Vision Plan.

Figure 1 - **ORGANIZATIONAL CHART**



Economic Research Associates

William H. Lee, Executive Vice President, will provide review and input on economic aspects of the Vision Plan. He has been in the land planning and development economics consulting profession since 1969 and has been with Economics Research Associates (ERA) since 1976. During more than 30 years of practice, he has specialized in services to land owners and developers, city and county planning departments, community redevelopment agencies and land planning and urban design firms. Mr. Lee was one of the early pioneers of fiscal impact analysis during the mid-1970s. Mr. Lee has been actively involved in the market strategies and concept development for a number of cities on the San Francisco Peninsula during the past five years, including projects in San Carlos, San Mateo, Burlingame, Redwood City, Mountain View and Los Gatos.

Hexagon Transportation Consultants

Michelle Hunt, Principal Associate, will attend meetings and provide input as necessary through the vision process. Ms. Hunt has participated in a variety of traffic engineering and transportation planning projects for both the public and private sectors. These projects include traffic simulation studies, transit corridor studies, transportation analyses for environmental impact reports, site traffic analyses, parking studies, freeway operation analyses, signal timing studies, and database management.

Additionally, Ms. Hunt has extensive experience in the application of traffic simulation software such as CORSIM, FREQ10, TRANSYT-7F, SYNCHRO, and PASSER-II.

Relevant Projects**Livermore Vision Project****City of Livermore**

In 2001, as the City of Livermore prepared to update its 25-year-old General Plan, there was a contentious debate over the future of the community. Like Menlo Park, Livermore's historic downtown served as both a local commercial destination and a regional transportation corridor. 1st Street, downtown Livermore's main street, was a Caltrans facility (State Highway 84). Regional big-box retail in Dublin drew shoppers away from downtown Livermore. However, due to the City's revitalization efforts, and proposals for new health care campus, movie theater and hotel/conference center, downtown was poised to re-establish itself as the social, cultural and commercial center of the city.

The City decided to launch the General Plan Update process with a Vision Project to give citizens the opportunity to discuss within the larger context of the location and character of development city-wide.

The Vision Project began with an extensive outreach effort designed and implemented by DC&E, including informational booths at several community events and the creation of a project website that remained a key tool throughout the project. The core of the Vision Project was five community workshops held over three months, attended by over 550 individuals. The workshop series took participants through issues identification, to strategy selection and then to mapped alternatives for future development. At the alternatives workshops, participants worked

in small groups to draw their preferred land use scenario for the city onto large-format maps. DC&E then distilled these maps into a Preferred Alternative that represented a broad consensus among project participants to focus development in infill areas and the downtown, rather than on peripheral greenfield sites. In February 2002, the City Council unanimously adopted the Preferred Alternative and Final Report of the Vision Project as clear guidance for the General Plan update. A Downtown Specific Plan was also prepared following the visioning process.

Through extensive outreach and education at the start of the Vision Project, DC&E helped the City establish an atmosphere of openness and trust that led to an unusually high level of citizen participation in the Vision Project. The Vision Project facilitated a resolution to the perceived tension between preserving open space and community character and fulfilling a local and regional responsibility to provide housing. Now, with the adoption of the General Plan and Downtown Specific Plan, the most important legacies of the Vision Project are becoming evident. The wide variety of viewpoints represented in the Vision Project's consensus-based outcomes gave City staff and officials confidence that the final vision provided clear direction for the General Plan Update and Downtown Specific Plan. The goals expressed by Vision Project participants: to recreate a vibrant and walkable Downtown by supporting higher density residential development, allowing taller buildings, and planning for pedestrian and bicycle amenities.

Santa Rosa Downtown Station Area Specific Plan

City of Santa Rosa

Downtown Santa Rosa is the site of one of 14 future train stations for the Sonoma-Marín Area Rail Transit (SMART) commuter rail service. Within the next few years, the downtown area is likely to be significantly transformed by the construction of this station, particularly through higher-density transit-oriented development. DC&E is preparing the Downtown Station Area Specific Plan to help ensure that this transformation results in attractive, appropriate and transit-friendly development that preserves downtown Santa Rosa as the cultural heart of Sonoma County, promotes the economic vitality of the City and the region, and encourages walking, bicycling and other transportation alternatives. As we will do in Menlo Park DC&E has led community workshops to help residents and business owners formulate a unified vision for the entire study area, and has established land use policies, design guidelines, market strategies and infrastructure improvements to support the implementation of that vision.

23rd Street Specific Plan

City of San Pablo

DC&E prepared a Specific Plan to guide pedestrian-oriented, mixed-use development in the 23rd Street corridor of San Pablo. The project built on a successful façade improvement program that 23rd Street merchants already utilize for renovation of their properties and businesses. Similar to El Camino Real in Menlo Park, the 23rd Street corridor has historically been auto-oriented but has started to transition to serve a broader audience as new uses have developed. The planning process included bilingual community involvement, creation of development concepts for infill opportunity sites, and an outreach effort to include the input of local and regional developers of urban residential and mixed-use projects. The 23rd Street Specific Plan establishes building standards and parking regulations that facilitate new development and help to revitalize underutilized properties in this important part of San Pablo.

Irvington Concept Plan

City of Fremont

Originally a small community on a major rail line, Irvington joined four other towns in 1950 to incorporate and become Fremont, the Bay Area’s fourth largest city. The Irvington area that DC&E studied has a similar configuration to the El Camino

Real/Downtown Vision Plan Area because it consists of a primarily pedestrian street making a perpendicular connection to a larger, auto-oriented street. DC&E worked with a team of subconsultants to prepare a plan that guides future development in this historic district. The planning area is part of Fremont’s redevelopment area, and is also the potential home to a future BART station.

The Concept Plan includes land use changes, design guidelines and economic strategies to direct new development consistent with the small-scale pedestrian character desired by community members, while taking advantage of development opportunities inherent in the siting of a BART station.

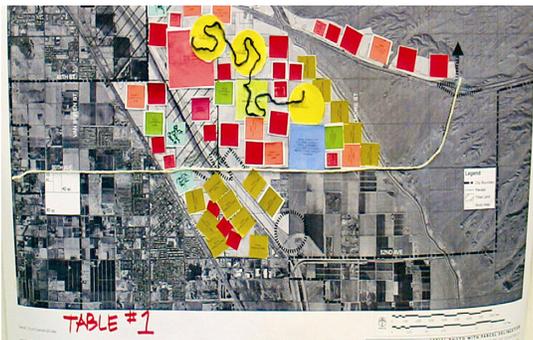


Irvington Concept Plan

Park Avenue Visioning Study

City of Chico

DC&E prepared a vision plan for Park Avenue, the original alignment of Highway 99 and the southern entrance to Chico’s historic and picturesque downtown. Today, Park Avenue is a commercial strip, similar to El Camino, with a predominance of automobile-oriented businesses, flanked on either side by quiet, tree-lined residential streets laid out in a simple and walkable street grid. The Chico General Plan identifies Park Avenue as a potential component of an inner-ring transit loop. The Visioning Study addressed the future of Park Avenue over a 15- to 20-year horizon, and imagined future growth along the corridor as being interrelated to the intensification of bus service. It gave clear guidance as to how Park Avenue could be developed as a transit-supportive mixed-use corridor, with increased housing opportunities on the adjacent streets. The Park Avenue Visioning Study resulted in concrete proposals for new housing in the area, including a mixed-use below-market-rate residential project sponsored by Butte County. The Vision Study also launched a larger planning effort to improve the neighborhoods on either side of Park Avenue.



Coachella Vision Plan Workshop

Vision Plan

City of Coachella

DC&E developed a detailed vision for the sustainable development of the City of Coachella’s 4,000-acre Entertainment Commercial District. The resulting plan was recently adopted and won an award from the State chapter of the APA. Ongoing growth in the Coachella Valley has put development pressure on this area, and the City’s General Plan provides only limited guidance to delineate the types, locations and sizes of development. DC&E developed a strategic approach to guiding development of an international entertainment destination with appropriate land use, circulation and open space components.

The Vision Plan provides design guidance to help define the visual character of the district. DC&E will provide similar guidance for the development of El Camino and Santa Cruz Avenue. It also identifies a more sustainable approach to development and encourages innovative development concepts. It balances the interests of property owners, City leaders and stakeholders by providing needed job and housing growth capacity in a way that respects the natural environment, while also meeting the financial and fiscal goals of both the City and potential developers.



Coachella Vision Plan Workshop

North Burlingame/Rollins Road Specific Plan

City of Burlingame

DC&E led a consultant team to examine potential land use and circulation changes in the northern part of Burlingame to take advantage of two significant projects occurring in the area. The Millbrae Intermodal Station, immediately adjacent to the Plan Area, opened in the spring of 2003. This station is the southern terminus of BART's San Francisco International Airport line and offers cross-platform connections to the Caltrain system. DC&E met several times with Caltrans District 4 staff to discuss appropriate Context Sensitive Design approaches to the development of El Camino, a process that Menlo Park may wish to consider during the visioning process. Additionally, Mills Peninsula Hospital is in the initial design stages of a project to replace its existing facility on El Camino. The Specific Plan provides for the continued viability of the Rollins Road industrial corridor. Many of the businesses in this area are closely tied to activities that take place at nearby San Francisco International Airport. Land use changes in the Plan Area were developed in response to the needs of Burlingame's existing industrial base, the proximity to the new intermodal station and housing needs identified in Burlingame's recently adopted Housing Element Update. The Specific Plan was adopted by the City of Burlingame in September 2004.

Grover Beach Visioning Projects

City of Grover Beach

DC&E completed an extensive Visioning Project that helped City residents and business owners define a vision for their community as a first step towards updating its General Plan. DC&E conducted a series of three public workshops that resulted in a consensus vision for the General Plan. Through the workshops, community members identified Grover Beach's downtown, and in particular the Grand Avenue corridor, as areas ripe for change and revitalization, similar to the El Camino corridor. At many times during the visioning workshops, the discussions DC&E staff facilitated about Grand Avenue went well beyond questions of land use and development intensity to touch on streetscape design, urban design guidelines and overall community character. The overarching consensus for Grand Avenue was that development along the corridor should be intensified,



Grover Beach Vision Project Workshop

with an emphasis on mixed-use development. Participants envisioned Grand Avenue as a thriving commercial corridor, serving the needs of both Grover Beach residents and visitors. The preference for mixed-use development was two-fold. First, workshop participants acknowledged that increased residential density would provide a population base to support the cafes, restaurants, shops and other uses envisioned by participants. Secondly, participants recognized that increasing mixed-use development along Grand Avenue would increase the affordable housing options in Grover Beach by providing more multi-family units. DC&E is currently beginning work on the Land Use Element that will implement this vision for Grand Avenue and Grover Beach's downtown.

San Pablo Avenue Vision Plan

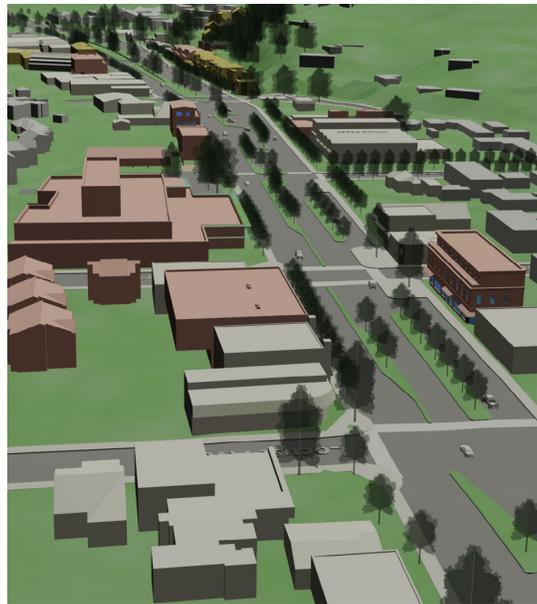
City of Albany

DC&E developed a Vision Plan for the portion of San Pablo Avenue that runs through the City of Albany. This stretch of San Pablo Avenue serves as the community's major link to the north and south, and is one of the City's two main retail corridors. The Vision Plan presented concepts for developing higher densities of housing, retailing and offices, with a more pedestrian-oriented design focus and a higher visual quality. The Plan drew upon market realities to ensure that design concepts were realistic and supported by the business community. The Vision Plan now serves as the primary guide to new development initiatives on San Pablo.

Miller Avenue Plan Urban Design Advising

City of Mill Valley

As one of two main corridors leading into the Downtown area, Miller Avenue plays a key part in defining Mill Valley's present and future. The City is completing the Miller Avenue Plan to identify how it will accommodate affordable housing, improve mobility, provide civic space, and uphold the principles of sustainability along this long corridor. DC&E is creating development standards and visual simulations for the Miller Avenue Plan and is packaging the Plan for Planning Commission review. The simulations have helped community members to see how potential changes to allowed building height would look in the context of the corridor.



Miller Avenue Urban Design Advising

This section describes the scope of services, products and meetings that will result in the El Camino Real/Downtown Vision Plan. We have prepared this scope of work in detail so that the City may understand our approach. However, we realize that the scope of work may need to be changed after consultant selection, so we have included refinement of the scope of work as a part of Task A. A summary of the scope of work is shown in Table 1.

Task A. Project Start-Up

In this task, the DC&E team will work with City staff to initiate the project and gain an understanding of the Plan Area.

1. Project Start-Up Meeting

The DC&E team will attend a meeting with City staff to identify concerns and issues, review information needs and discuss expectations for the process and products. During this meeting, key stakeholders and agencies that are important to the development of the Vision Plan will be identified in preparation for Task B.4. In addition, we will identify any necessary scope and schedule refinements in preparation for Task A.3.

2. Study Area Tour

Following the project start-up meeting, the DC&E team will tour the Plan Area with City staff to discuss issues and opportunities related to El Camino Real and the downtown. We will take digital photographs of key locations and the surrounding context to document the plan area's distinguishing qualities. We will discuss specific stops and routing options for the walking tours to be conducted in Task B.5.

3. Scope Refinement

If necessary, DC&E will refine the project scope of work, including the public outreach program or schedule, to reflect the discussion held with City staff during the Project Start-Up Meeting. If necessary, the scope of work for this project can be modified as the Vision Plan process proceeds. DC&E will work with staff to determine when substitutions will be made during the process and how to keep these changes within the existing project budget.

Table 1 - WORK PROGRAM SUMMARY

Task A: Project Start-Up	
1. Project Start-Up Meeting	6. Establish Working Group
2. Study Area Tour	7. Base Map Preparation
3. Community Survey Development	8. Project Website Update
4. Review Existing Materials	Optional Task: Interactive Website
5. Community Service Development	
Task B: Initial Outreach	
1. Newsletter #1	4. Working Group Meeting #1
2. Stakeholder Meetings	5. Public Walking Tours
3. Community Survey Administration	6. Community Workshop #1
Task C: Developing a Vision	
1. Newsletter #2	3. Range of Possible Alternatives
2. Working Group Meeting #2	4. Community Workshop #2
Task D: Vision Plan Preparation	
1. Community Vision Statement	4. Revised Community Vision and Conceptual Plan
2. Conceptual Plan	
3. Working Group Meeting #3	5. Newsletter #3
Task E: Vision Plan Refinement	
1. Community Workshop #3	4. City Council Meeting
2. Working Group Meeting #4	5. Final Vision Plan
3. Planning Commission Workshop	6. Newsletter #4

4. Review Existing Materials

The DC&E team will review the existing materials that are currently being collected related to previous planning projects in the Vision Plan Area. Hexagon Transportation Consultants will review existing traffic studies; Economic Research Associates will review existing economic studies. In addition, we will review the results of the Initial Survey currently being conducted by City staff.

5. Community Survey Development

DC&E will work with City staff to develop a community survey that follows up on the Initial Survey currently being conducted by the City. We will tailor the issues to be addressed based on that feedback. The survey will include some or all of the following elements:

- ◆ Map of the Plan Area for participants to mark specific locations.
- ◆ Circulation questions.
- ◆ Specific location/segment questions.
- ◆ Open-ended questions prompting other input.

We will create a final survey that is a manageable length, so that participants know what is expected of them when they participate and is structured so the results

feed clearly into the overall Vision Plan process. As we are creating the survey, we will work with staff to develop a plan for implementing the survey, including appropriate locations for distribution beyond the website and how to create ‘buzz’ among potential respondents.

6. Establish Working Group

DC&E will work with staff to establish the Working Group for the Vision Plan. DC&E will suggest departments and agencies that should be represented on the Working Group, and staff will be responsible for determining who should participate. Given the level of interest and the need for participation from diverse interests within the City, such as police, public works, City Council, and Planning Commission, the Working Group should number in the range of 14 to 18 people. We expect that the City Council and Planning Commission will appoint one member each to the Working Group, and that they will report back to their respective groups after the Working Group meetings. To that end, DC&E will prepare for staff review brief summaries of each Working Group meeting that the representatives can use as the basis for their reports.

We will work with City staff to establish expectations for the Working Group. For example, we recommend that the group function as an advisory body, rather than a decision-making one, commenting on items rather than taking roll-call votes. In addition, we expect that the members of the Working Group can provide a connection to other community members who might participate in other portions of the work, such as stakeholder meetings. The Working Group meetings will be publicly accessible and can include a period for public comment.

7. Base Map Preparation

DC&E will use ArcView version 9.2-compatible shapefiles and/or geodatabases provided by the City, as well as appropriate AutoCAD files from the City, for the development of a detailed base map and subsequent thematic maps to be used throughout the planning process. The base map will show the Vision Plan Area boundary and surrounding areas for context; parcel boundaries; and other relevant features. After creating the initial base map, DC&E will provide a copy to the City for review and approval prior to use in subsequent phases of the project.

At the conclusion of the project, DC&E will provide a CD to the City containing all original data as well as project-specific data layers modified or created by DC&E.

8. Project Website Update

DC&E will update the existing project website, which will continue to be hosted by the City of Menlo Park. We will provide ongoing updates to the main project page as well as posting newsletters, new documents, information about upcoming meetings and meeting summaries.

9. Interactive Website (Optional Task)

As an optional task, DC&E will make the website more interactive. This includes developing a blog (an online site for commentary with postings displayed in reverse chronological order) related to the process, which we will update as events take place, and moderating blog postings from community members.

Task B. Initial Outreach

In this task, the DC&E team will focus on reaching out to the community in multiple ways to develop further momentum for the project and begin to devise possible approaches to future development of the Vision Plan Area.

1. Newsletter #1

DC&E will create a newsletter summarizing progress on the Vision Plan to-date and describing initial opportunities for input, such as the community survey (included in this newsletter), walking tours and first public workshop. This and subsequent newsletters will use the existing format for project newsletters and will be posted on the project website.

2. Stakeholder Meetings

DC&E will conduct up to eight stakeholder meetings, based on a list to be developed in conjunction with staff. The meetings could be with one person, or with a group of people with similar interests, such as several downtown merchants. These small, interest-focused group meetings give more people a chance to participate in the interview process and can spark useful discussion among the participants.

3. Community Survey Administration

The most opportune time to administer the community survey is in conjunction with Newsletter #1. This gives participants an incentive to read both the newsletter and the survey and increases the response rate. The survey, as developed in Task A.5, will be prepared by DC&E in a style compatible with the newsletter. We will also have copies of the survey available to hand out as we conduct the ini-

tial activities during this task and will use those opportunities to increase the level of input that we receive on the survey.

4. Working Group Meeting #1

At the Working Group's first official meeting, we will provide a formal overview of the Vision Plan process and their role in that process. We will also present the draft walking tour route, including key stops, and ask the members for their feedback in advance of the public walking tours. This will allow the Working Group to immediately begin delving into the issues for the El Camino Real/Downtown area. We will then ask the Working Group members to join the Public Walking Tours described in Task B.5.

5. Public Walking Tours

Once the Working Group has given its feedback on the Walking Tour route, DC&E will finalize the tour routes with City staff. We will hold three public walking tours of subareas of the Vision Plan Area. These will be held on two successive Saturday mornings. On one Saturday, we will focus on the Santa Cruz Avenue portion of the Plan Area, including key sites along Oak Grove and Menlo Avenues. On the other Saturday, two simultaneous tours will be run, one of the northern portion of the Plan Area along El Camino, and one of the southern portion along El Camino. Then, the groups will be given the opportunity to switch, so participants can tour all three portions of the Plan Area if they so choose.

For all three tours, DC&E will provide each group with a camera (some cameras will be digital and these will be supplemented with disposable cameras if needed). Within each group a photographer will be selected to take pictures of places that the group considers to be notable. In conjunction with those photos, a note-taker will be selected to write down the reason for the photo being taken. This approach will give the DC&E team valuable information that it can take away from the tours regarding items of importance to the walking tour participants. Where appropriate, we will also use these photos in presentations as the project progresses to illustrate issues raised by community members.

We anticipate that there will be a need for several groups at each event, particularly when we are running simultaneous tours along El Camino. DC&E will provide up to four tour guides for each Saturday event and will request that staff be on hand to provide assistance and additional staffing for the events.

6. Community Workshop #1

At the first community workshop, we will start with a brief summary of the process that will be followed to develop the Vision Plan. Following that introduction, we will share the results of the walking tours, summarizing opportunities and constraints that we heard from walking tour participants. We will ask for input on additional opportunities and constraints.

Following the discussion of opportunities and constraints, we will provide a brief presentation, in conjunction with Hexagon, on the interrelationship of land use and circulation along transportation corridors such as El Camino, and downtown streets such as Santa Cruz Avenue. This educational presentation will provide context for participants as we work together to develop a vision for Downtown and El Camino. The presentation will be followed by questions from the audience and discussion that DC&E will facilitate.

Similarly, we will present, in conjunction with ERA, a summary of the range of economic possibilities. This will include a discussion of the types of businesses that the community could expect to see develop along El Camino and in Downtown given the local market, parcel sizes and existing businesses in the area. The presentation will be followed by questions from the audience and discussion that DC&E will facilitate.

Task C. Developing a Vision

In this task, we will work with the community to develop the vision that will ultimately underlie the plan.

1. Newsletter #2

The second newsletter will summarize the information presented at Community Workshop #1 and will invite community members to participate in Community Workshop #2.

2. Working Group Meeting #2

The Working Group will review the results of Community Workshop #1, provide a brief introduction to the range of alternatives describe in Task C.3 and provide input to the DC&E team on the types of alternative visions to be discussed at Community Workshop #2.

3. Range of Possible Alternatives

Based on the input received so far, the DC&E team will describe the range of alternative visions that could be developed in the Plan Area. We will illustrate these ranges of possibilities for development along El Camino and in Downtown with photographs and/or sketches. These will include possibilities for types of commercial, residential and mixed-use development, as well as for treatment of the circulation network and streetscape. They will highlight key places within the Plan Area that have been identified through the process as either important to preserve or in need of change. We will prepare a draft presentation summarizing these alternatives and provide staff with the opportunity to provide input and review. Then, we will prepare a final presentation for use at Workshop #2.

4. Community Workshop #2

At this second workshop, we will present the range of alternatives developed in Task C.3. Then, we will work with the community in small groups to gather their feedback on these alternatives, including whether there are additional alternatives that should be considered and their preferences within the range for each topic presented. We will ask each small group to summarize its results, including expressing a preference for a particular set of alternatives.

Task D. Vision Plan Preparation

In this task we will take the input that we received in Task C and form it into a Vision Statement and Conceptual Plan that will be the primary contents of the final Vision Plan.

1. Community Vision Statement

The community's vision for the El Camino Real Corridor and Downtown will be captured in a series of principles that summarize the direction that is foreseen for this area of the City. These will cover topics including types of development, approaches to circulation, the roles envisioned for the different portions of the plan area and connections to the remainder of the City. These principles will be followed by a series of more specific goals that will help the community see how the vision can be achieved.

2. Conceptual Plan

Accompanying the Vision Statement will be an illustrative plan and colored perspective drawings that illustrate the land uses envisioned in different portions of the plan area. The Conceptual Plan will also include sample street cross-sections to illustrate treatments for important roadways such as El Camino Real, Santa Cruz Avenue and the Caltrain station area.

3. Working Group Meeting #3

The Working Group will review the Vision Statement and Conceptual Plan, providing feedback and suggestions for refinement.

4. Revised Community Vision and Conceptual Plan

The DC&E team will work with staff to determine the modifications to be made to the Administrative Draft Vision Statement and Conceptual Plan, working to incorporate feedback from both staff and the Working Group. We will prepare a Public Review Draft of these two components for use in the final community workshop, Working Group meeting and meetings with decisionmakers.

5. Newsletter #3

The third newsletter will summarize the community vision and conceptual plan. It will include a comment card for readers to provide comment directly to the City as well as information on Community Workshop #3 at which participants will again have an opportunity to comment on these key components of the Vision Plan.

Task E. Vision Plan Refinement

In this task, DC&E will work with the community and decisionmakers to refine the vision for the El Camino Corridor and Downtown. We will then incorporate that vision into a final report that sets the stage for the preparation of a Specific Plan.

1. Community Workshop #3

At this final community workshop, DC&E will present the principles that make up the Vision Statement, illustrating them for the participants with examples of places that show how the principles could be followed in Menlo Park. We will also present the Conceptual Plan, showing how the principles would be applied in specific places throughout the Plan Area. Then, we will work with the whole group to go through the principles and Conceptual Plan in more detail, answering questions and gathering input from the participants.

2. Working Group Meeting #4

The fourth Working Group meeting will give the members a chance to see the changes that have been made to the Vision Statement and Conceptual Plan since they saw them initially, and to hear how they were received by the public. We will describe the remainder of the process to the Working Group and explain to them how they can stay involved through the upcoming phases of the project.

3. Planning Commission Workshop

The Planning Commission workshop should be held on a Saturday morning, or some other time when several hours can be devoted to their review of the Vision Statement and Conceptual Plan. The format will be that of a workshop rather than a hearing, so the Commissioners should be able to sit around a table together to look at maps and diagrams, review the process and understand the results. Then, the Planning Commission will be asked to give detailed feedback on the Vision Statement and Conceptual Plan. This information, and any recommendations for modifications, will be forwarded to the City Council.

4. City Council Meeting

The City Council will have the opportunity to review the community vision and conceptual plan and will hear a summary of the process from which they resulted. The Council members will also hear a summary of recommendations from the Planning Commission and will be asked to recommend that the team move ahead with preparation of a final Vision Plan, with any modifications that the Council is requesting.

5. Final Vision Plan

DC&E will prepare an administrative draft of the final Vision Plan for staff review. It will include the following components:

- ◆ **Introduction and Summary of Process.** This section will set the stage for the remainder of the document, summarizing why the Vision Plan was undertaken, the process that led up to the Vision Plan and how this fits into other planning efforts in Menlo Park and the Peninsula.
- ◆ **Vision Statement.** The community vision will include broad principles for the future of the El Camino Real Corridor and Downtown.
- ◆ **Conceptual Plan.** The Conceptual Plan will graphically illustrate the community vision, providing a land use diagram showing the types of uses envisioned in the plan area, and including street cross-sections where appropriate.
- ◆ **Next Steps.** The final section of the Vision Plan will set the stage for a Specific Plan to follow up on the visioning process and indicate what steps the City might consider taking to get that underway.

Once staff has reviewed the administrative draft and provided comments, DC&E will prepare a Final Vision Plan for publication.

6. Newsletter #4

This final newsletter will summarize the information in the Final Vision Plan, indicate how interested readers can get a copy and explain what will happen next as the City works toward the resulting vision for El Camino Real and Downtown.

Cost Estimate

As shown in Table 2, the estimated cost to complete the scope of work described in this proposal is \$100,000. The DC&E team will complete this scope of work for a fixed fee not to exceed this amount. The billing rates for each team member are included in Table 2.

DC&E typically bills for its work on a time-and-materials basis with monthly invoices.

Cost Guarantee

DC&E guarantees that it will complete a contracted scope of work for the contracted cost. Any in-contract cost overruns are absorbed by the firm and are not passed on to the client.

Assumptions

This scope of work and cost estimate assumes that:

- ◆ Billing rates for this project are guaranteed through December 2009. Billing rates would be subject to an increase of up to six percent on January 1, 2010, and in each subsequent year thereafter.
- ◆ Our cost estimate includes the meetings shown in Chapter 4. Additional meetings would be billed on a time and materials basis. Subconsultant team members could also attend additional meetings or hearings for an additional cost based on time and materials.
- ◆ Staff will act as a clearinghouse for comments on all administrative draft documents, and will provide DC&E with a single, internally reconciled set of comments on each administrative draft.
- ◆ There will be a single round of intensive review and revision to each of the Administrative Draft products. If staff feels that a second Administrative Draft is needed, a contract amendment allowing additional work will be necessary.
- ◆ DC&E will use ArcView version 9.2-compatible shapefiles and/or geodatabases from staff for the development of the project's base map and subsequent thematic maps. All files delivered by staff are assumed to be current, spatially accurate and aligned with one another, and referenced to a common coordinate system appropriate for the area. Each shapefile will arrive with the appropriate coordinate system definitions (i.e. .PRJ files); likewise, the coordinate system of geodatabases, if applicable, will contain proper coordinate system definitions. This scope assumes that the City's existing GIS information, including attribute data, are essentially complete and that any needed adjustments by DC&E will be minor. A maximum of 8 hours will be allotted for data

quality control procedures. Additionally, DC&E will expect metadata documentation for each shapefile and/or geodatabase submitted for this project including, but not limited to, data author and description, data creation date, attribute field definitions, and frequency of data updates.

- ◆ After creating the initial base map, DC&E will provide a copy to staff for review and approval prior to use for subsequent mapping work. At the conclusion of the project, DC&E will provide a CD to staff containing all original data as well as project-specific data layers modified or created by DC&E along with pertinent metadata documentation.
- ◆ All products will be submitted to the staff in electronic (PDF) format, except for printed copies that are specifically identified in Chapter 4.
- ◆ This project includes an allowance for printing shown in Table 2. This is an allowance only, based on the numbers of products and copies shown in Chapter 4. If this allowance is exceeded, additional printing costs will be billed at DC&E's actual cost.
- ◆ Staff will be responsible for meeting logistics, including schedule coordination, document production, printing notices, mailing costs, room reservations, room set-up and take-down, and refreshments.
- ◆ DC&E will provide up to three facilitators for the public workshops. Additional facilitators will be drawn from staff or other local organization, such as a university with

a planning program. DC&E will provide training for facilitators immediately before each workshop.

- ◆ DC&E will be responsible for designing notices for public workshops, and will provide the City with an electronic version of the workshop flier for printing and mailing.

Products

- ◆ Newsletter #1 (Task B.1)
- ◆ Draft Study Area Tour Map (Task B.4)
- ◆ Working Group Meeting #1 Summary (Task B.4)
- ◆ Final Study Area Tour Map (Task B.5)
- ◆ Newsletter #2 (Task C.1)
- ◆ Working Group Meeting #2 Summary (Task C.2)
- ◆ Draft Alternatives Presentation (Task C.3)
- ◆ Final Alternatives Presentation (Task C.3)
- ◆ Working Group Meeting #3 Summary (Task D.3)
- ◆ Newsletter #3 (Task D.5)
- ◆ Working Group Meeting #4 Summary (Task E.2)
- ◆ Administrative Draft Final Vision Plan (Task E.5)
- ◆ Final Vision Plan (Task E.5)
- ◆ 1 screencheck version in Word and PDF format
- ◆ 25 color printed copies
- ◆ 1 camera-ready, unbound, printed color copy
- ◆ 1 version in Work on writable CD
- ◆ 1 PDF version on CD
- ◆ Newsletter #4 (Task E.6)

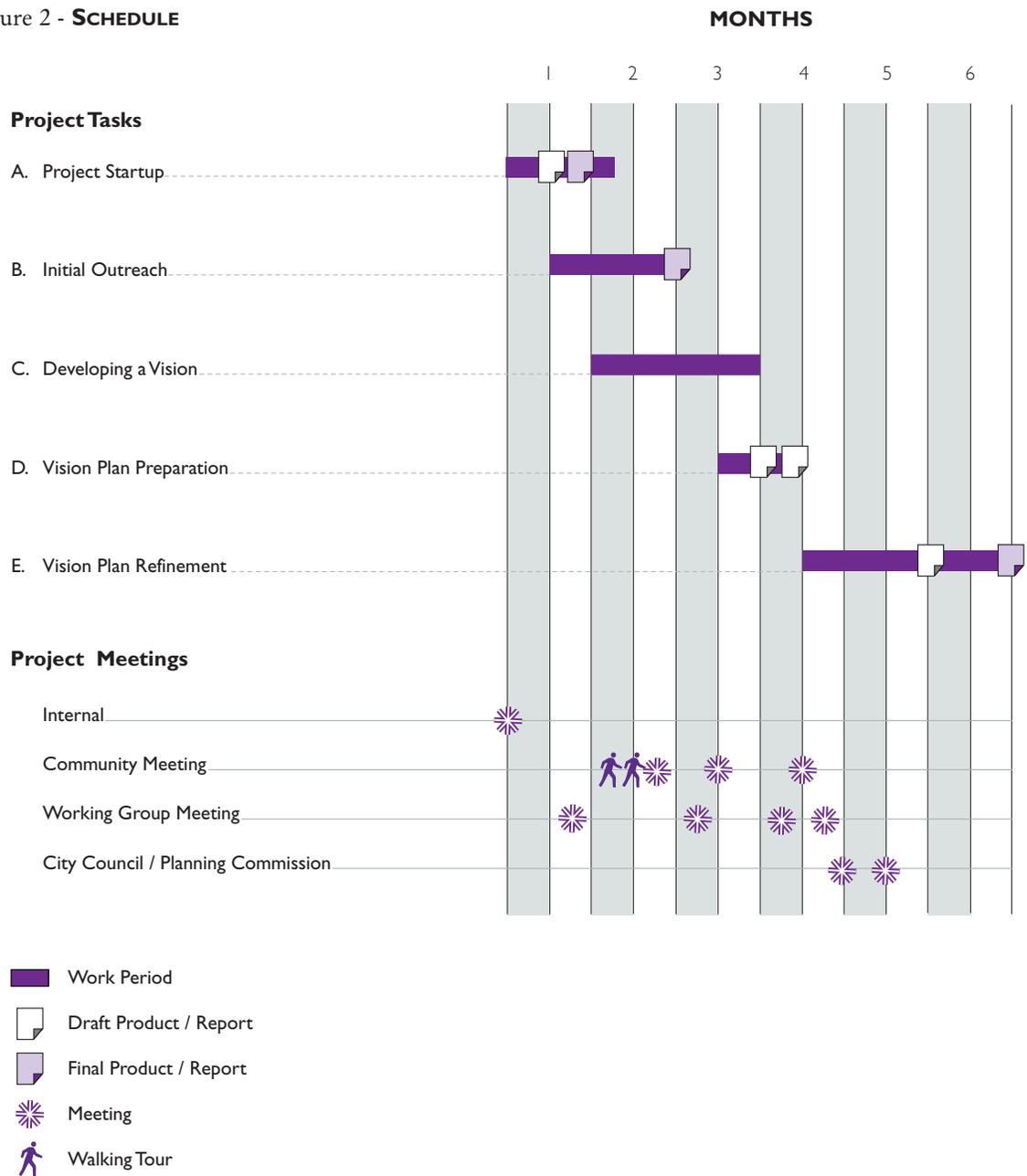
Table 2 - **COST ESTIMATE**

Hours per Task	Design, Community & Environment					Economic Research Associates	Hexagon Transportation Consultants
	Principal	Associate	Planner	Graphics/WP	Clerical	Principal	Principal
A. Project Start-Up	8	42	78	40	4	8	14
B. Initial Outreach	12	40	72			6	5
C. Developing a Vision	10	24	72			8	23
D. Vision Plan Preparation	8	40	96			8	40
E. Vision Plan Refinement	12	40	56		6		
Total Hours	50	186	374	40	10	30	82
Billing Rate	\$180	\$125	\$80	\$85	\$65	\$331	\$180
Labor Cost	\$9,000	\$23,250	\$29,920	\$3,400	\$650	\$9,930	\$14,760
Total Firm Labor Cost					\$66,220	\$9,930	\$14,760
EXPENSES							
Mileage (@ \$0.485 per mile)					500	70	200
Subconsultant					2,496		
Administration (10%)							
Reprographics and Mapping					1,500		
Office Expenses (Phone, Fax, Copies, etc)					1,324		
Graphic Renderings					3,000		
Total Expenses					\$8,820	\$70	\$200
TOTAL PER FIRM					\$75,040	\$10,000	\$14,960
GRAND TOTAL					\$100,000		
Optional Task					3,500		

Schedule

The schedule for the El Camino Real/Downtown Vision Plan is shown below in half-month increments. As shown, DC&E will complete the project within six months.

Figure 2 - **SCHEDULE**



Meetings

The proposal reflects DC&E team member attendance at the following meetings, workshops and hearings.

Team Meetings

Project Start-Up (Task A.1)
Study Area Tour (Task A.2)

Working Group Meetings

Working Group Meeting #1 (Task B.4)
Working Group Meeting #2 (Task C.2)
Working Group Meeting #3 (Task D.3)
Working Group Meeting #4 (Task E.2)

Community Workshops

Community Workshop #1 (Task B.6)
Community Workshop #2 (Task C.4)
Community Workshop #3 (Task E.1)

Decisionmaker Meetings

Planning Commission Workshop (Task E.3)
City Council Meeting (Task E.4)

REFERENCES

Marc Roberts, Community Development Director

City of Livermore

◆ (925) 960-4450

◆ *Livermore Vision Project and General Plan Update*

Ken MacNab, City Planner

City of Santa Rosa

(707) 543-3187

Santa Rosa Station Area Specific Plan

Allison Brooks, Managing Director

Reconnecting America

(510) 268-8602

Formerly Program Officer with East Bay Community Foundation

Client, with the City of San Pablo, for the 23rd Street Specific Plan

Jeff Schwob, Planning Director

City of Fremont

(510) 494-4527

Irvington Concept Plan

Professional Experience

Design, Community & Environment, Berkeley, California. Principal. 1999 through present. Project Manager for urban design and planning projects, including the *North Burlingame/ Rollins Road Specific Plan and EIR* for the City of Burlingame, the *Irvington Concept Plan* for the City of Fremont, the *Adams Point Urban Design Plan* for the City of Oakland, the *Fairmount Avenue Streetscape Master Plan* for the City of El Cerrito and the *Downtown Revitalization Plan* for the City of Central Point, Oregon.

Calthorpe Associates, Berkeley, California. Urban Designer. 1994 through 1999. Responsible for development plans for walkable, mixed-use neighborhoods for various projects in the United States and abroad; production of planning and design guideline graphics for inclusion in reports and Specific Plans; preparation of the full range of typical drawings, from site analysis drawings for stakeholder workshops to colored illustrations.

Taisei Corporation, Tokyo, Japan. Intern Architect. 1993. Observed and worked in the Japanese system of design-build construction. Produced schematic design for the renovation of 300-seat auditorium at Shinjuku Station.

Industrial Light and Magic, San Rafael, California. Set Designer. 1993 through 1995. Responsible for the drafting of drawings from which scenic carpenters could build theatrical sets. Liaison between Art Director and Construction Foreman. Also produced the graphics package for a multi-scenario document to guide future building strategy at the Lucas Arts media production facilities. Produced building permit drawings.

Urban Construction Laboratory, Berkeley California. Researcher, Special Projects Facilitator. 1990 through 1993. Prepared papers, drawings, and other materials for Emeritus Dean Richard Bender's Urban Construction Laboratory, which studies both new and continuing forms of infrastructure and related technology and design issues. Coordinated the logistical components of travel to and observation of large, North American and European urban projects with members of the GC-5, a consortium of Japanese design-build companies. Assisted a visiting Japanese architect with a study of the management of the architectural design process in multinational projects.

Skidmore, Owings & Merrill, San Francisco, California. **Urban Designer.** 1990. Produced drawings, models, and planning documents for urban design and planning products. Representative projects included Mission Bay; Campus Master Plan, Quad District Precinct Plan and Arts District Precinct Plan for UC Davis; and landscape and road alignment studies for UC Berkeley's century-old Central Glade.

Education

Master of Architecture, *University of California, Berkeley.* American Institute of Architects Scholarship.

Bachelor of Arts, Dramatic Art, *University of California, Davis.* Undergraduate Achievement Award.

Professional Affiliations

Certified Charrette Planner, *National Charrette Institute.*

Member, *American Institute of Certified Planners.*

Publications and Speaking

Panelist, *American Planning Association,* National Convention, 2003.

The Regional City: Planning for the End of Sprawl, by Peter Calthorpe and William Fulton. Contributed drawings.

Great Streets, by Allan B. Jacobs. Contributed drawings.

Urban Revisions, edited by Russell Ferguson. Contributed drawings.

Honors and Awards

Honorable Mention, *Village Center Design Competition.* Channahon, IL.

Charter Signatory, *The Congress for the New Urbanism.*

Compact Development Committee Member, *Greenbelt Alliance.*

Taisei International Fellow, *Taisei Corporation.* Tokyo, Japan.

DAHLIA CHAZAN
ASSOCIATE

Professional Experience

Design, Community & Environment, Berkeley, California. Associate. 2006 through present. Responsible for research and writing for comprehensive planning and environmental review projects. Current projects include the *General Plan Update* for the City of Chino and the *Hughson Subdivision and Zoning Ordinances Update* for the City of Hughson.

City of Berkeley, Berkeley, California. Assistant Planner. 2005. Prepared staff reports and proposed language for amendments to the zoning ordinance.

Redefining Progress, Sustainability Indicators Program, Oakland, California. Co-Director. 2003 through 2005. Co-directed program to help individuals, municipalities, businesses, and national governments understand their use of ecological resources, their true economic progress, and what they can do to improve their communities, businesses, and quality of life. Researched and prepared reports, managed staff and consultants, and presented findings to a variety of audiences.

Terrell Watt Planning Consultants, San Francisco, California. Associate Planner. 2001 through 2002. Researched and wrote reports for non-profit and public-sector clients seeking solutions to environmental and land use problems. Projects included open space and agricultural preservation, smart growth planning, and organization of collaborative processes.

The Nature Conservancy, San Francisco, California. Conservation Planning Intern. 2000. Investigated natural areas for conservation potential in support of a group planning effort to prioritize conservation sites in three Bay Area counties.

Association of Bay Area Governments, Oakland, California. Smart Growth Intern. 1999. Served on a three-person team to identify and develop approximately sixty smart growth case studies for outreach to local planners, policy-makers, and activists.

Bay Area Open Space Council, San Francisco, California. Research Assistant. 1996. Researched the effects of State Proposition 218 on local governments' ability to raise money for open space acquisition and maintenance. Detailed findings in a report for outreach to member agencies.

Education

**Master of Urban Planning, *Environmental Planning*, University of Michigan
Ann Arbor, Michigan.**

**Master of Science, *Resource Policy and Behavior*, University of Michigan
Ann Arbor, Michigan.**

Bachelor of Science, *Ecology, Behavior and Evolution*, University of California, San Diego. Regents' Scholar. National Merit Scholar. Included one year study abroad at the University of Barcelona, Barcelona, Spain.

NINO WALKER
PROJECT URBAN DESIGNER

Professional Experience

Design, Community & Environment, Berkeley, California. Project Urban Designer. 2006 through present. Responsible for design, analysis, research, report writing and graphics production on a wide range of urban design and comprehensive planning projects.

Community Design + Architecture, Oakland, California. Urban Designer and Urban Design Intern. 2005 to 2006. Researched and developed schematic plans and guidelines a variety of projects including village planning, TOD, pedestrian and bicycle friendly streets, urban parks, waterfront redevelopment, and storm-water infrastructure. Responsibilities also included CAD, 3D visualization, and GIS mapping.

Miller Company, San Francisco, California. Landscape Intern. 2004. Hands-on responsibility for masonry, carpentry, and planting for residential projects and school yards. Engineered the grading plan, framed, and poured concrete for a Montessori playground.

OnStation, Inc., San Mateo, California. Software Engineer. 2003. Primary designer and developer of OnStation's e-mail processing engine. Created repeatable processes necessary to consistently deliver high quality products. Resolved emergencies with production servers as needed, 24 hours a day.

Xtime, Inc., San Mateo, California. Lead Software Engineer. 1999 through 2002. Primary designer and developer of Xtime Inc.'s application coding framework. Received Xtime's "Product Engineering Excellence Award," 2003. Led small teams of Xtime software developers to design and build software components.

Education

Master of City Planning, *University of California, Berkeley*

Bachelor of Arts, Cognitive Science, *University of California, Berkeley*

Honors and Awards

ASLA Award of Merit, U.C. Berkeley, 2006

Geraldine Knight Scott Traveling Fellowship, U.C. Berkeley, 2006

AARON ODLAND
LANDSCAPE DESIGNER

Professional Experience

Design, Community & Environment, Berkeley, California. Landscape Designer. 2006 through present. Responsible for conceptual design through construction documentation for landscape architecture and urban design projects with a focus on public parks, playgrounds, mixed use developments, accessibility and community participation.

SWA Group, San Francisco, California. Intern. 2006. Drafted construction details, edited construction documents, rendered final plans, and developed cost estimates for a wide variety of projects, ranging from large-scale housing developments in China to domestic rooftop gardens.

University of California, Berkeley. Graduate Student Reader. 2004 through 2005. Researched and cataloged an extensive plant slide library and designed, coded, and implemented a landscape architecture portfolio website.

TreePeople, Beverly Hills, California. Public Information Officer. 2002 through 2003. Expanded and updated information library on tree, stormwater, and sustainability issues. Used this information resource to answer all general phone and email inquiries for this urban forestry non-profit. In addition, supported other public relations efforts including distribution of press releases and coordination of special events.

Education

Master of Landscape Architecture, University of California, Berkeley.

Bachelor of Science, Radio, Television and Film, Northwestern University, Chicago Illinois.

Certificate, Centro de Estudios Regionales Andinos, Peru.

Teaching

University of California at Berkeley. Graduate Student Instructor. 2004 to 2005. Helped teach capstone undergraduate studio, including desk critiques, lecture creation, and lecture presentation.

Honors and Awards

Alta Plaza Park Design Competition, First prize, 2006.

Tommy Church Design Competition, Second prize, 2004.

San Francisco Garden Club Design Competition, Third prize, 2005.

Geraldine Knight Scott Traveling Fellowship, U.C. Berkeley, 2006.

H. Leland Vaughn Award for leadership, UC Berkeley, 2005.

Beatrix Farrand Memorial Scholarship, 2005.

Harry W. Shepherd Scholarship, 2004.

Community Service

University of California, Berkeley Botanical Garden, Berkeley, California.

Volunteer. 2005. Assisted with maintenance and planting of the “Crops of the World” ethnobotanical collection.