

TO: JAMES L. APP, CITY MANAGER  
FROM: RON WHISENAND, COMMUNITY DEVELOPMENT DIRECTOR  
SUBJECT: GATEWAY DESIGN STANDARDS CONTRACT

DATE: FEBRUARY 6, 2007

Needs: For the City Council to consider allocating additional funds to expand the consultant Work Scope for the Gateway Design Standards project to include the Ad Hoc review process.

- Facts:
1. On June 20, 2006, the City Council awarded a contract to the consulting firm of HDR Town Planning for \$60,000 to prepare the City Gateway Design Standards.
  2. On August 15, 2006 the consultants presented their initial Gateway Study findings to the City Council. At this meeting, the Council requested the creation of a Council and Stakeholder Ad Hoc Committee to develop broader input into the Gateway Design Standards project. The Council also requested the project schedule be modified to provide for time needed for this additional input. It was also determined to be more advantageous to have public involvement from the firm's principal designer on the project.
  3. The Ad Hoc Committee was subsequently formed, and has met three times since August 2006 to provide direction and feedback on the project. The work products prepared by the consultants have received positive feedback from the Ad Hoc Committee.
  4. The project Work Scope has been revised to include the additional meetings and greater participation of the firm's principal. The Work Scope also reflects increased consultant input for the Chandler Ranch Specific Plan Peer Review.
  5. The proposed revised budget estimate to provide all of the additional services requested by the City Council is \$27,980. A more detailed discussion of the associated tasks and costs is provided below.

Analysis  
and

Conclusion: The Ad Hoc Committee review process has clearly changed the work scope and character of the Gateway Study. The proposed budget estimate for the revised work scope is based on providing four ad hoc committee meetings, a final City Council

presentation, and project management and analysis by the firm's principal, David Sargent. The cost for this component of the budget estimate is \$17,280. Additional work proposed for the Chandler Ranch Specific Plan is \$5,500. The total estimate including expenses (trips and report production, \$5,200) is \$27,980. These fees are based on the number of hours estimated to complete the work, materials/travel required, and consultant fee rates.

It is recognized that the Gateway Design Standards will be a key element used to shape the City's image, future economic development and preservation of the community's character. This project supports the City's Economic Strategy and General Plan. With the broader participation of the ad hoc committee, the Gateway Design Standards will more closely express the communities design goals and vision.

Fiscal

Impacts: An additional amount, not to exceed, \$30,000 is required to supplement the budget adopted for the Gateway Design Standards project. The funding may be allocated from the General Fund.

Options:

- a. Adopt Resolution No. 07-xx appropriating an additional \$30,000 to budget Account No.; or
- b. Amend, modify, or reject the above option.

Report prepared by Susan DeCarli, City Planner.

Attachments:

1 – Resolution

**PASO ROBLES GATEWAYS - FEE & EXPENSE ESTIMATE - 24 JAN 2007**

Tasks	Hours	Original Proposal	Updated Proposal	Average\$/hour	Comment
<b>Phase 1: Data Connection/Site Analysis</b>					
Task 1.1 Site Reconnaissance & Data Collection	34	\$4,800	\$4,800	\$141	
Task 1.2 Base Map Preparation	20	\$2,400	\$2,400	\$120	
Task 1.3 Precedents Studies	16	\$2,400	\$2,400	\$150	
Task 1.4 Summary of Opportunities and Constraints	28	\$4,000	\$4,000	\$143	
<b>Phase 2: Development of Gateway Standards</b>					
Task 2.1 Identification of key gateway areas	18	\$2,000	\$3,000	\$167	Increased principal time
Task 2.1.a Ad Hoc Committee #1	12	\$0	\$2,700	\$225	Added task
Task 2.2 Design Studies - Gateway Standards	80	\$10,000	\$10,800	\$135	Increased principal time
Task 2.3 Presentation to City Staff for review and approval	16	\$2,800	\$2,800	\$175	
Task 2.3.a Ad Hoc Committee #2	12	\$0	\$2,700	\$225	Added task
Task 2.4 Preparation of Gateway Standard Guidelines	76	\$10,000	\$10,640	\$140	Increased principal time
Task 2.4.a Ad Hoc Committee #3	12	\$0	\$2,700	\$225	Added task
Task 2.5 Development of a form based code for gateway standards	76	\$10,000	\$10,640	\$140	Increased principal time
Task 2.5.a Ad Hoc Committee #4	12	\$0	\$2,700	\$225	Added task
<b>Phase 3: Implementation Strategy</b>					
Task 3.1 Development of an implementation strategy	20	\$2,800	\$3,500	\$175	
Task 3.1.a Final Council Presentation	12	\$0	\$2,700	\$225	Added task
<b>SUB-TOTAL</b>	<b>444</b>	<b>\$51,200</b>	<b>\$68,480</b>		
<b>Chandler Ranch Specific Plan Peer review</b>	<b>70</b>	<b>\$7,500</b>	<b>\$13,000</b>	<b>\$186</b>	<b>Expanded scope</b>
<b>SUB-TOTAL</b>	<b>514</b>	<b>\$58,700</b>	<b>\$81,480</b>		
Estimated Expenses(7 trips+reports production)		\$1,300	\$6,500		Added meetings
<b>TOTAL</b>		<b>\$60,000</b>	<b>\$87,980</b>		

RESOLUTION NO.

A RESOLUTION OF  
THE CITY COUNCIL OF THE CITY OF PASO ROBLES  
ALLOCATING ADDITIONAL FUNDS TO EXPAND THE SCOPE OF WORK  
OF THE CONSULTANTS, HDR TOWN PLANNING AND  
CRAWFORD MULTARI & CLARK ASSOCIATES  
TO PREPARE THE GATEWAY DESIGN STANDARDS

WHEREAS, on June 20, 2006 the City Council selected the professional consulting firms of HDR/Town Planning and Crawford Multari & Clark Associates to prepare Gateway Design Standards; and

WHEREAS, the budget allocation for the contracted Scope of Work for the Gateway Design Standards is \$60,000; and

WHEREAS, the City Council requested additional services including: several Council and Stakeholder Ad Hoc Committee meetings; greater participation of the principal designer at HDR Town Planning; and more input on the Chandler Ranch Specific Plan Peer Review; and

WHEREAS, the additional requested services for this project would be amount not to exceed \$30,000; and

WHEREAS, the expanded work scope is found to be necessary to provide broader input into the Gateway Design Standard process; and

WHEREAS, the General Plan Update, 2003 and the 2006 Paso Robles Economic Strategy contain policies and statements that support preparation and implementation of Gateway Design Standards; and

WHEREAS, the City has received a revised budget estimate for the proposed amended Scope of Work from the consulting firms of HDR/Town Planning and Crawford Multari & Clark Associates to provide for the additional services requested to prepare Gateway Design Standards, in the amount of \$30,000, which is included in Exhibit A.

THEREFORE, BE IT RESOLVED AS FOLLOWS:

SECTION 1. The City Council of the City of Paso Robles does hereby allocate an amount not to exceed \$30,000 from General Fund Reserves to Budget Account No. 100-710-5224-301 to fund this amended Scope of Work to prepare Gateway Design Standards.

PASSED AND ADOPTED THIS 6th day of February, 2007 by the following Roll Call Vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

\_\_\_\_\_  
FRANK R. MECHAM, MAYOR

ATTEST:

\_\_\_\_\_  
DEBORAH ROBINSON, DEPUTY CITY CLERK