



DEPARTMENT OF  
NEIGHBORHOODS, PLANNING AND  
DEVELOPMENT SERVICES

**CITY OF SACRAMENTO**  
CALIFORNIA

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SACRAMENTO, CA  
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NORTH NATOMAS UNIT  
916-264-5381  
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**Release Date:** February 18, 2000

**RFP No.:**

**Closing Date and Time:** March 10, 2000, at 5:00 PM Pacific Standard Time

## REQUEST FOR PROPOSALS

### NORTH NATOMAS TOWN CENTER AND REGIONAL PARK MASTER PLAN

CITY OF SACRAMENTO  
NEIGHBORHOODS, PLANNING AND DEVELOPMENT SERVICES DEPARTMENT

#### 1.0 INTRODUCTION AND BACKGROUND

- 1.1 The City of Sacramento - Neighborhoods, Planning and Development Services Department is pleased to solicit proposals from qualified consultants or consulting teams to prepare a multi-discipline, master plan for the North Natomas Town Center and Regional Park.
- 1.2 **North Natomas** is located in the northwestern corner of the City of Sacramento and includes 9,000 acres bounded by Interstate 80 to the south, Elkhorn Boulevard to the north, the Natomas East Main Drainage Canal (NEMDC) to the east, and the City limits to the west. North Natomas is 5 minutes from Downtown Sacramento and five minutes from Sacramento International Airport.
- 1.3 The **Town Center** is located in the heart of the emerging community of North Natomas. The Town Center is envisioned as the people gathering place for the community and its thirteen surrounding neighborhoods. It will be served by public transit, including a future light rail station, major bus lines, and shuttle service, and it will be accessible by walking, bicycling, and driving. The Town Center is the hub of four significant land uses: the 200± acre Regional Park, the 200± acre Sports Complex (including Arco Arena) to the south, and is anchored by two commercial centers on the east and west ends - a 40 acre Community Commercial site to

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the east and a 25 acre Transit Commercial site to the west. Appropriate uses in the Town Center would include intense commercial and employment uses, populous residential uses, civic uses (e.g., community center, library, schools, college center, theater, museum, private institutions), and high impact park uses. See Exhibit B for the Town Center section of the 1994 North Natomas Community Plan.

The Town Center includes the 40 acre Core Area and the 120 acre District (see Exhibit C). The District includes an area bounded by Commerce Parkway on the west, Natomas Boulevard (Truxel Road) on the east, from 1,000 feet north of Del Paso Road to 350 feet south of Del Paso Road. The Core Area includes 40 acres encircling the future light rail station, generally located on the west side of the District.

- 1.4 The **Regional Park** is the primary recreational, leisure, entertainment, and open space focus of North Natomas and the surrounding region. According to the 1994 NNCP, "The Regional Park shall include intense community gathering areas, playing fields, areas for passive recreation and quiet reflection. Community facilities providing recreational, cultural, and entertainment opportunities shall be located in the park closer to the Town Center to enhance the Town Center's position as the focal point of the community and to avoid negative impacts of the park uses on nearby residential uses." Key features of the 200 acre Regional Park may include: Sports fields and courts, aquatic center, picnic areas, gardens, play areas, pedestrian plaza and open air market, rollerblade / skateboard course, a lake and connected canals, and a large recreational attraction.

Shared use opportunities should be optimized and may include: sports fields and facilities for high school and public use, library for high school, community college, and public use, amphitheater / multi-purpose buildings for high school, college, and public use, a lake and streams that serve as stormwater drainage, water quality, and flood control facilities, multi-use buildings that include office and retail services with public facilities. Joint public / private financing opportunities should be encouraged. See Exhibit D for a diagram of the Regional Park area.

- 1.5 **Purpose of the Master Plan** is to guide the emergence of the North Natomas Town Center as the heart / "public parlor" of the North Natomas community, and the Regional Park as the natural, recreational centerpiece / "public playground" of the community and the region.
- 1.6 **Objectives of the Master Plan** are: i) to define functional relationships between the appropriate land uses in the Town Center and Regional Park; ii) to identify recreational features in the Regional Park and their proximity to other park and non-park uses; iii) to define the linkages that tie the Town Center and Regional Park to the neighborhoods, community and region; iv) to identify potential funding sources for construction of public facilities; v) to identify potential partners in the future development, such as a community college, public library, or others; and vi) to guide the urban design of the Town Center spaces.
- 1.7 The **North Natomas Community Plan** was adopted in May 1994 by the City Council of Sacramento after a consensus building process involving the City, developers, community activists, and environmentalists. The new urban form envisioned for North Natomas includes: 1) a Town Center - the heart of the community - with a 200 acre Regional Park to the north; 2) surrounding Neighborhoods each with a variety of housing and an elementary school as the focus; 3) mixed-use Employment Centers; and 4 ) Integrated Public Transit with Land Uses.

## 2.0 SCOPE OF WORK

2.1 The selected consultant or consulting team (Consultant) shall meet with City staff to discuss the work program and proposed contract. The Consultant shall provide qualified personnel to complete all of the tasks listed below. Completion of these tasks shall require that the Consultant work with City staff, conduct site reviews, prepare conceptual, draft, and final Master Plans, and make oral presentations to various groups and public hearing bodies.

2.2 Major Elements of the Master Plan shall include the following:

1. Land Use Planning
2. Regional Park Planning
3. Circulation
4. Economics
5. Cost Estimates for Development
6. Phasing Recommendations for Development
7. Urban Design

2.3 Major Tasks involved in formulating the Master Plan shall include the following:

2.3.1 Information Gathering - Gather available information from the City and other agencies (Regional Transit, Natomas Unified School District, Los Rios Community College District, Sacramento City/ County Library, and others) including, but not limited to, the following:

- A. North Natomas Community Plan
- B. North Natomas Development Guidelines
- C. North Natomas Financing Plan (1999 Update)
- D. North Natomas Fiscal Impact Study (1999 Update)
- E. North Natomas Traffic Evaluation Study and recent traffic studies
- F. Preliminary Regional Park Master Plan and Park Planning Criteria
- G. Approved and Proposed Development Plans for the area (both private and public plans)
- H. Current GIS files, including land use, roadway alignment, and right-of-way
- I. Recent aerial photos
- J. Downtown/ Natomas/ Airport Light Rail Transit Right of Way Preservation / Acquisition Environmental Impact Report
- K. Regional Transit 20 Year Transit Master Plan

2.3.2 Electronic Base Map - Prepare an electronic base map for use during and after the course of the project. Coordinate with City staff regarding GIS coordinates, protocols, conventions, compatibilities, etc.

2.3.3 Functional Analysis - Through interviews with appropriate stakeholders, prepare a functional analysis of community facilities, park facilities, public institutions, retail/ office uses, and circulation network to be included in the Town Center and Regional Park Master Plan. Identify opportunities for shared use and interrelationships.

2.3.4 Facility Costs - Prepare an outline identifying each facility, the specifications / requirements (acreage, square footage, height, etc.) for each facility, and the anticipated

capital cost associated with each facility. Identify a funding source and any gap between funding identified in the North Natomas Financing Plan and the capital costs of these facilities. Differentiate between park facilities and town center facilities.

- 2.3.5 Idea Tap - Organize and facilitate two, 3-hour, brainstorm meetings, including City staff, other agency representatives, developers, community members, environmentalists, and interested members of the public. Diverse interests should be represented at each meeting. Prepare a summary of the meetings for distribution to the participants. Issues to be discussed include, but are not limited to:
1. Required and desired land uses
  2. Functional relationships between land uses
  3. Desired regional park features and facilities
  4. Connection issues between various elements of the Town Center and the Park
  5. Market opportunities for private and public property
  6. Infrastructure and public facility finance ideas
  7. Urban design concepts and ideas
- 2.3.6 Market Analysis - Prepare analysis and opinion statement for three market niches identified in the above brainstorm meeting. Organize and facilitate a 2 hour workshop with City staff and 10 active commercial real estate brokers, chambers of commerce representatives, and/or business leaders to evaluate the market niches identified above. Prepare a summary of the market niche evaluation.
- 2.3.7 Conceptual Master Plan - Prepare a Conceptual Master Plan, including the following:
1. Conceptual land use plan for the Town Center
  2. Conceptual design for the Regional Park in coordination with City Landscape Architecture
  3. Comprehensive plan of Town Center and Regional Park
  4. Conceptual circulation plan for auto, bus, light rail, pedestrian, bicycle, and other modes of mobility and transport in coordination with City Public Works
  5. Narrative of public facilities and finance concepts
  6. Urban design drawing, including uses, building massing, streetscape, circulation, light rail station, open space, landscape, urban forms, and other important urban design elements
  7. Verbal and graphic articulation of critical design guideline elements
- 2.3.8 Review of the Conceptual Master Plan - Review the Conceptual Master Plan with each of the following groups in a separate meeting with no modification to the plan between meetings - 1) City staff and other agency representatives, 2) developers and community representatives, 3) Citizen Advisory Committee for Parks, and 4) Planning Commission.
- 2.3.9 Draft Master Plan - Prepare a Draft Master Plan that incorporates the changes requested during the review of the Conceptual Master Plan. The Draft Master Plan will consist of the components outlined in Section 2.4 - End Products below.
- 2.3.10 Public Review - Complete a thirty day public review of the Draft Master Plan. Optimize opportunities for public comment by posting the draft Master Plan at the

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Planning Department. Conduct two public meetings during the review period to answer questions and elicit feedback from the participants. Send notices to all interested stakeholders and publish a notice in and post it on the website of the Natomas Journal, identifying the dates of the public meeting and future public hearings, how to obtain a copy of the plan, and how to contribute comments on the Master Plan.

2.3.11 Master Plan - Modify the Master Plan, at the sole discretion of the City, based on the comments received through the public review

2.3.12 Public Hearings - Present the Master Plan to the Citizens' Advisory Committee for Parks, Planning Commission and City Council for review and approval. Coordinate with City staff.

2.3.13 Adopted Master Plan - Provide the City three printed color copies and an electronic copy of the adopted Master Plan suitable for public record and publication.

## 2.4 End Products

2.4.1 The Master Plan shall consist of a printed and electronic version of the plan that includes the following components:

1. Cover
2. Table of Contents
3. Master Plan Overview – including a vision statement for the Town Center and Regional Park
4. Land Use Element – a discussion of encouraged and permitted land uses and desired locations of those land uses and a diagram depicting the major land uses within the Town Center and Regional Park
5. Regional Park Element – a detailed program description, master plan, and cost estimate of all recreational features and facilities within the park
6. Circulation Element – a discussion and diagram of all modes of circulation within and around the master plan area
7. Financial Element – a discussion of realistic, appropriate joint public/ private partnerships, public financing mechanisms, and other financing options that could be used to initiate development of the Town Center and Regional Park and the market analysis / cost estimates for development and a phasing recommendation for development
8. Urban Design Element – a discussion identifying critical elements of the urban design, such as specific locations for massing, height, district delineations, light rail station elements, and open space elements; images illustrating these critical elements; and general design guidelines for private and public property improvements in the Town Center and Regional Park

## 3.0 PROPOSAL FORMAT

3.1 A written response to the RFP is required. All applicants must **submit ten copies** of their proposal no later than **5:00 PM, Friday, March 10, 2000**, to:

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CITY OF SACRAMENTO  
c/o Valerie Burrowes, City Clerk  
North Natomas Town Center and Regional Park Master Plan  
915 I Street, Third Floor  
Sacramento, CA 95814-2904

- 3.2 A qualifying proposal must address all of the following points in the order shown below:
- 3.2.1 Format: Document pages, maps, exhibits, etc. to be 8-1/2 inches by 11 inches in size or folded to such size. **Maximum length of a proposal is 20 pages.**
  - 3.2.2 Understanding of the Project: Provide a brief response which demonstrates an understanding of the major elements of the Master Plan.
  - 3.2.3 Approach, Objectives, and Vision: Briefly outline the approach to the project and what you see as the key project objectives. Describe your vision for the design and interrelationship of the Town Center with the Regional Park and the surrounding community.
  - 3.2.4 Special Considerations: Please briefly describe any similar projects you may have undertaken. The Consultant must show evidence of a completed similar project within the last two years.
  - 3.2.5 Methodology: Describe by task the approach you will take to accomplish the scope of work and what can be expected at different steps. Although you may be flexible in your description, please try to be concise and follow an outline format.
  - 3.2.6 Time Schedule: Provide a schedule which shows the anticipated time required for completion of the project, including a breakdown for each major task.
  - 3.2.7 Description of Firm: Provide succinct descriptions of your firm (or team). Include relevant information about the firm's capabilities, size, range of services and length of time in existence. Promotional materials should be bound separately or placed in an appendix.
  - 3.2.8 Qualifications of Key Personnel: Provide the names of key people who will be working on this project, their role in the project, and a synopsis of their experience relevant to these roles. In regards to the major elements of the Master Plan, consultants or subconsultants shall be specialists in said field and appropriately certified or licensed. At a minimum, the consultant firm (or team) shall include an urban planner and a landscaped architect licensed in the state of California in designated positions of equal standing on the team.
  - 3.2.9 Relevant Information / References: Provide any other information you feel is relevant to the consultant review and selection process. Please provide a minimum of five recent references from similar or related projects prepared by your firm/ team, including an appropriate contact name and telephone number.
  - 3.2.10 Cost Proposal: **Provide a lump sum cost proposal in a sealed, separate envelope.** The cost proposal should include a detail by staff position, hourly rate, number of

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hours and related program element(s) which correspond to section 2 of this document. The total of the detail must equal the total cost proposal amount.

4.0 SELECTION PROCESS

An evaluation team, consisting of City staff, City Council members, and others, at the sole discretion of the City, will review, rank, and recommend selection of the Consultant based on the information contained in the proposal, in accordance with the criteria and schedule listed below. The evaluation team, at its discretion, may interview any, all or none of the potential Consultants. City staff will return to the Council with a recommendation to execute a standard City of Sacramento Consultant Services Agreement. A copy of the agreement, which the selected Consultant must execute upon City Council approval, is attached as Exhibit E.

5.0 EVALUATION CRITERIA

Consultant selection will be based on consultant qualifications and project characteristics, as well as conformance with the proposal requirements. Special consideration will be given to: i) integration of the Town Center and Regional Park with the Sports Complex and nearby commercial and residential uses, ii) strong regional park planning expertise, iii) integration of light rail and other public transportation elements, iv) appropriate and innovative integration of other public facilities, such as community college facilities, police substation, town hall, and other facilities, v) realistic and innovative financing options, and vi) the quality of the proposal and the consultant.

6.0 SCHEDULE

<b>Responses to RFP due -</b>	<b>March 10, 2000, 5 PM</b>
Review Proposals -	March 13 to 24, 2000
Interview Consultants -	March 28 to 31, 2000
Recommendations to Council -	April 11, 2000

7.0 CONTACTS

If you have questions regarding this RFP, please contact Carol Shearly, North Natomas Manager, Neighborhoods, Planning and Development Services Department at 1231 I Street, Room 400, Sacramento, CA 95814. Phone - (916) 264-5893 FAX - (916) 264-7643, e-mail [cshearly@cityofsacramento.org](mailto:cshearly@cityofsacramento.org).

8.0 RESERVATIONS AND CONDITIONS

The City reserves the right to reject all proposals and to waive any errors or immaterial inconsistencies in the proposals. The City shall be the sole judge of the immaterial inconsistencies and its decision will be final. By submitting a response to this RFP, applicants agree to accept and be bound by the selection process described herein.

Exhibits -

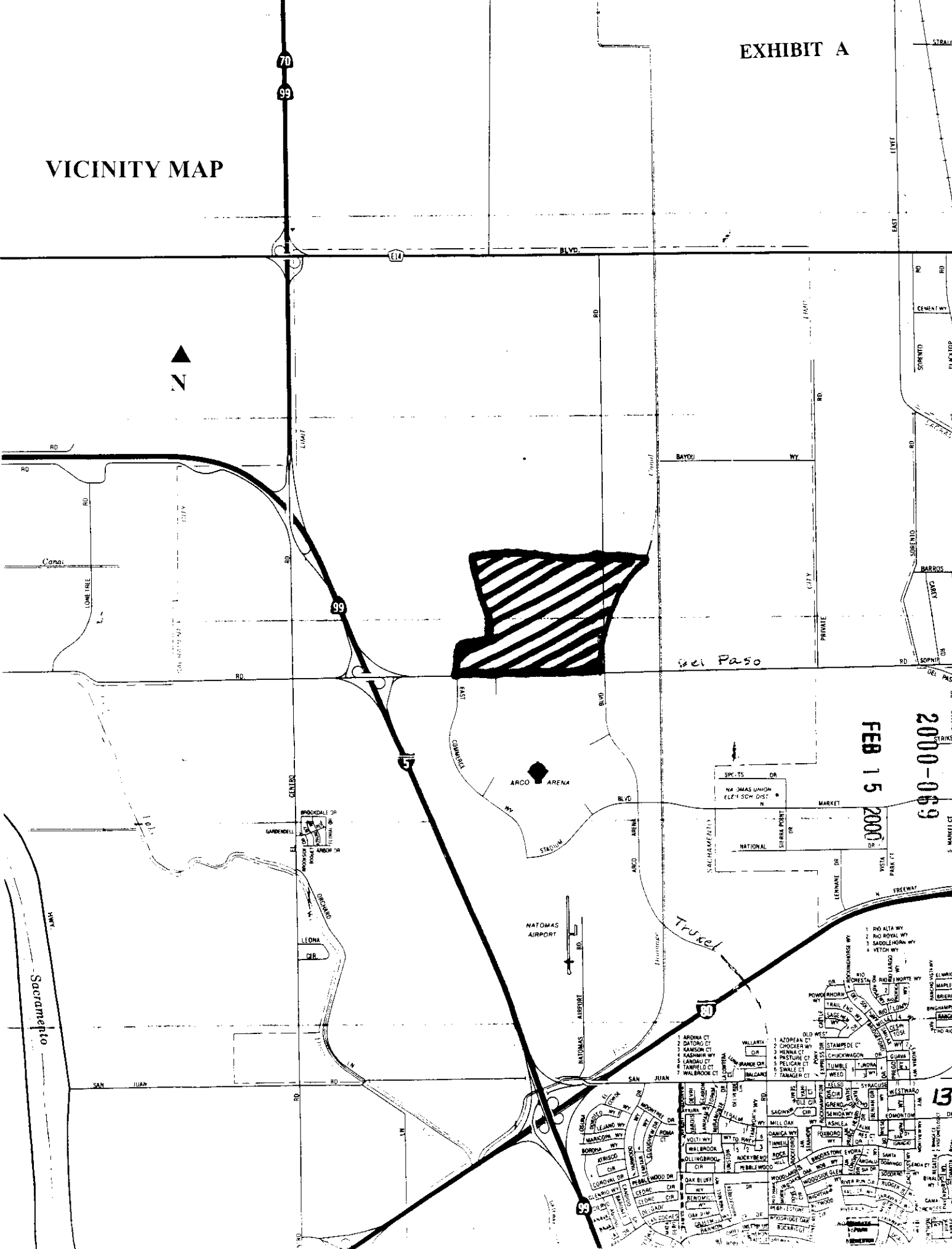
- Exhibit A - Vicinity Map
- Exhibit B - Town Center section of the 1994 NNCP
- Exhibit C - Town Center Diagram
- Exhibit D - Regional Park Diagram
- Exhibit E - Consultant Services Agreement

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VICINITY MAP

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del Paso

Truxel

Sacramento

ARCO ARENA

NATOMAS AIRPORT

- 1 ARDINA CT
- 2 DARDINO CT
- 3 RANDSON CT
- 4 KASHMIR WY
- 5 LANGRISH CT
- 6 TANFIELD CT
- 7 WALBROOK CT
- 1 AZDREAN CT
- 2 CHOICEA WY
- 3 MENAIA CT
- 4 PASTURE CT
- 5 PELICAN CT
- 6 SWALE CT
- 7 FANAGER CT
- 1 RHO ALTA WY
- 2 RHO ROYAL WY
- 3 SADDLEBROWN WY
- 4 VETCH WY
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