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DEPARTMENT OF
NEIGHBORHOODS, PLANNING AND
DEVELOPMENT SERVICES

CITY OF SACRAMENTO
CALIFORNIA

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City Council
Sacramento, California

Honorable Members in Session:

SUBJECT: North Natomas Town Center and Regional Park Master Plan
Consultant Recommendation

LOCATION: North Natomas

COUNCIL DISTRICT: District 1

RECOMMENDATION: Staff recommends that the City Council select the EDAW consultant team to create a Master Plan for the North Natomas Town Center and Regional Park and authorize the City Manager to execute a Consultant and Professional Services Agreement between the City and the recommended consultant.

CONTACT PERSON: Carol Shearly, North Natomas Manager, 264-5893

FOR COUNCIL MEETING OF: May 2, 2000 (afternoon)

SUMMARY: An Evaluation Team has undertaken a review and ranking process to select the recommended consultant team from six highly qualified proposals. The Evaluation Team consists of City Councilmember Heather Fargo; Parks Citizens Advisory Committee member Carrol Stubbs; City staff; and representatives from Regional Transit, Los Rios Community College District, Natomas Unified School District, Natomas Community Association, and the development community. The Evaluation Team recommends the Council select the EDAW consultant team to complete the Master Plan, authorize the City Manager to execute an agreement, and encourage a speedy completion of the Master Plan.

COMMISSION ACTION: No action was taken by the Planning Commission on this item.

BACKGROUND INFORMATION: On February 15, 2000, the City Council approved the use of a Request for Proposal (RFP) process to identify and select a Consultant Team to complete a Master Plan for the North Natomas Town Center and Regional Park. Six proposals were received by the submittal due date, March 17, 2000: 1) BSA, 2) EDAW, 3) Mogavero Notestine, 4) Parsons Brinckerhoff, 5) Race Studio, and Sasaki. The cost proposals from the six teams ranged from \$150,000 to 366,000. The length of time necessary to prepare the Master Plans ranged from 8-9 months to 13 months.

Evaluation Team

The Evaluation Team used to select the recommended consultant consisted of the following 12 members:

- | | |
|---------------------------------------|---------------|
| • City Council member | Heather Fargo |
| • Parks Citizens' Advisory Committee | Carrol Stubbs |
| • Natomas Community Association | Marni Leger |
| • Los Rios Community College District | David Clinchy |
| • Natomas Unified School District | Peggy Flynn |
| • Regional Transit | Debra Jones |
| • Developer representative | Greg Thatch |
| • City North Natomas Unit | Carol Shearly |
| • City Landscape Architecture | Michele Rudek |
| • City Planning | Tom Pace |
| • City Public Works | Steve Pyburn |
| • City Utilities | Dave Brent |

The Evaluation Team met three times to complete its task of selecting the preferred consultant team:

- March 29th Set the criteria and establish the selection process. (See Exhibit 1 for Criteria);
- April 5th Reviewed and ranked each proposal based on the criteria and generated a shortlist of proposals. The shortlist included EDAW, Race Studio, and Sasaki; and
- April 26th Interviewed the consultant teams and selected a recommended team. (See Exhibit 2 for Interview Questions) The recommended team was EDAW.

Recommended Consultant Team

The Evaluation Team interviewed the three shortlisted consultant teams. The team reached consensus on EDAW as the recommended team. The EDAW team consists of EDAW, Economic and Planning Systems, and Fehr and Peers. The consultant team was selected because of their vast experience with Town Center planning, Regional Park planning, public participation process, public and private financing experience, and integrated circulation planning. EDAW estimates that they will complete the Master Plan in about 8 to 9 months. Their projected cost to complete the Master Plan work is \$215,582., subject to negotiating a Consultant and Professional Services Agreement with the City.

Town Center and Regional Park Master Plan

The **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. The **Objectives of the Master Plan** are: i) to define functional relationships between the appropriate land uses in the Town Center; 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; and v) to guide the

urban design of the Town Center and Regional Park spaces.

The **Town Center** is the heart of the emerging community of North Natomas and is envisioned as the people gathering place for the community and its thirteen surrounding neighborhoods. The Town Center is the hub of the 200± acre Regional Park, the 200± acre Sports Complex (including Arco Arena) to the south, and a commercial center anchor on the west and east ends. It will be served by public transit and will be accessible by walking, bicycling, and driving. 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." Shared use opportunities should be optimized and joint public / private financing opportunities should be encouraged.

FINANCIAL CONSIDERATIONS: The 1999 North Natomas Financing Plan includes an estimated cost of \$120,000 for Town Center Planning Efforts. (Figure B-55 of the 99 NNFP) Other stakeholders in the Town Center and Regional Park plan area may contribute to the master planning effort. Once the Master Plan cost is determined, the amount in the NNFP may be modified to reflect the actual cost. The recommended consultant team estimates that the Master Plan project will cost \$215,582 to complete. The actual cost will be determined through the contract negotiation process.

ENVIRONMENTAL CONSIDERATIONS: No development would be allowed by the Master Plan. The planning effort is viewed as "Not a Project" and is therefore not subject to environmental review at this time. Any future development project would be required to undergo environmental review, as required.

POLICY CONSIDERATIONS: Completion of a Master Plan identifying appropriate land uses, park facilities, circulation networks, financing options, and urban design guidance for the Town Center and Regional Park is consistent with, in fact encouraged by, the adopted 1994 North Natomas Community Plan. As private development requests are submitted and move forward through development review, it is prudent for the City to direct the urban form of the Town Center and Regional Park. Selecting a consultant to complete the Master Plan is the next logical step to plan the North Natomas Town Center and Regional Park.

ESBD: The Request for Proposal process shall comply with the City's policies regarding emerging and small businesses.

Respectfully submitted,


CAROL SHEARLY, North Natomas Manager

APPROVED:


ROBERT P. THOMAS, City Manager

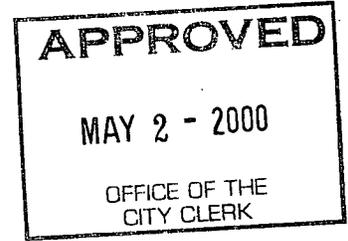
Attachments:

- Resolution Selecting Consultant and Authorizing City Manager to Execute a Contract
- Exhibit 1 - Selection Criteria
- Exhibit 2 - Interview Questions

RESOLUTION NO. 2000-194

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF _____



A RESOLUTION AUTHORIZING THE CITY MANAGER TO EXECUTE A CONSULTANT AND PROFESSIONAL SERVICES AGREEMENT WITH THE EDW CONSULTANT TEAM TO COMPLETE A MASTER PLAN FOR THE NORTH NATOMAS TOWN CENTER AND REGIONAL PARK

WHEREAS, on May 3, 1994, the City Council adopted the 1994 North Natomas Community Plan (NNCP). The adopted community plan envisions a new urban form for North Natomas that includes a Town Center at the heart of the community, surrounded by neighborhoods, and a 200 acre Regional Park as the primary recreational, cultural, and entertainment focus of the community and the surrounding region;

WHEREAS, the North Natomas Town Center and Regional Park are generally bounded by Del Paso Road to the south, North Park Drive to the north, Natomas Boulevard (Truxel Road) to the east, and Commerce Parkway and the drainage canal to the west;

WHEREAS, to accomplish the goals of the NNCP, a Master Plan is required to guide private and public development of the Town Center and Regional Park; and

WHEREAS, it is appropriate for the City to select a qualified consultant to create a North Natomas Town Center and Regional Park Master Plan.

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Sacramento that:

1. The City Manager is authorized to execute a Consultant and Professional Services Agreement with the EDW consultant team for the completion of a North Natomas Town Center and Regional Park Master Plan.
2. The maximum cost authorized for the agreement is \$220,000.
3. The Consultant and Professional Services Agreement shall be in the standard City form acceptable to the City Attorney.

FOR CITY CLERK USE ONLY

RESOLUTION NO.: _____

DATE ADOPTED: _____

4. Once the Consultant and Professional Services Agreement is executed, the Consultant will commence and complete work on the Master Plan.

MAYOR

ATTEST:

CITY CLERK

FOR CITY CLERK USE ONLY

RESOLUTION NO.: _____

DATE ADOPTED: _____

**North Natomas Town Center and Regional Park Master Plan
Evaluation of RFP Proposals**

Please rank each proposal with a 1 through 5 rating - 1 being best quality, 5 being least quality. Feel free to add other criteria and rate.

Criteria	BSA	EDAW	Mogavero Notestine	Parsons Brinkerhoff	Race Studio	Sasaki
1. Conformance with proposal requirements						
2. Consultant qualifications						
3. Integration of TC/RP with SPX and other land uses						
4. Strong regional park planning expertise						
5. Integration of light rail and other public transportation elements						
6. Appropriate and innovative integration of public facilities						
7. Realistic and innovative financing options						
8. Overall quality of proposal						
9. Timeframe for completion						
10. Vision						
11. Team Member Experience						
12. Involvement with City						
13. Availability of Key Personnel						
14. Project Understanding						
15. Urban Design / Landscape Arch. Co-Lead						

Selection Criteria Used by Evaluation Team

EXHIBIT 1

North Natomas Town Center and Regional Park Master Plan RFP Interview Questions

The following questions are to be distributed to each of the consultant teams prior to their interview:

1. **Does your team include an urban planner and a landscape architect as project co-leaders? The City's intent is that an urban planner and a landscape architect partner to lead the "consultant team", and that they exercise equal influence in making master plan recommendations for the town center and regional park. What weight do you give the Regional Park in comparison to the Town Center area? Does your landscape architect have a co-lead position?**
Note: Consultants need to be informed/reminded of the importance of item 1, above, prior to the interviews, and given the opportunity to rearrange or restructure their team as necessary to comply. Although all short-listed RFP respondents included an urban planner and landscape architect on their teams, only one clearly designated both in the lead role.
2. **What do you envision in your master planning of this town center and regional park? Include a description of the relationship between the town center, the regional park, adjacent uses, and the surrounding community.**
3. **What options do you foresee for connecting the TC/RP to the areas across Del Paso Road and Natomas Boulevard? And what are the important advantages of doing this?**
4. **Identify the members of your team, the specific role of each member, and specific projects that each team member has worked on in that same capacity. Would the principals named in your proposal actually be in charge and available to focus on our project or would most of the work fall to another person?**
5. **Has your team worked together on similar projects in the past? Please cite examples. If not, what qualities or abilities do you have that would ensure the success of our project?**
6. **Summarize your proposed methodology in proceeding through this master planning project. Describe the role of City staff throughout the project, and the extent and timing of public meetings in the review process.**
7. **What land use design features adversely impact transit operations? How does this affect transit performance?**
8. **What experience does your team or team members have in preparing a land use design where transit is a major component?**
9. **Have you physically toured the site?**
10. **What specific experience do you have working with joint use opportunities? Have you worked with educational institutions in your previous joint use projects?**