



# CITY OF SACRAMENTO



28

## SACRAMENTO HOUSING AND REDEVELOPMENT AGENCY

August 7, 1985

City Council  
Sacramento, California

Honorable Members in Session:

SUBJECT: Downtown Urban Design Study (M85-069)

APPROVED  
BY THE CITY COUNCIL

AUG 13 1985

OFFICE OF THE  
CITY CLERK

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### SUMMARY

Pursuant to Resolution No. 85-027 adopted by the City Council on April 2, 1985, and recommendation by the Redevelopment and City Planning Commissions, City/Agency staffs have prepared the draft Request for Consultant Proposal (RFP) and recommended work program for the Downtown Urban Design Study.

This report summarizes the major steps involved in this study, identifies the composition of the Citizens Advisory Task Force, process for public input, and contains the draft RFP which includes the proposed work scope.

It is recommended that the City Council approve the study process as outlined in this report, approve the individuals recommended to serve on the Citizen's Advisory Task Force and Consultant Selection Sub-Committee, and approve the work scope contained in the RFP (see Exhibit 11).

### BACKGROUND INFORMATION

On April 2, 1985, the City Council adopted Resolution No. 85-027 which contained policies and implementation procedures for the Downtown Redevelopment Plan Update. Included in this Resolution was the authorization to draft the Request for Proposal (RFP) for preparation of the Downtown Urban Design Study.

On July 24, 1985, the City Planning and Redevelopment Agency Commissions approved the work program, the draft RFP, the composition of Citizens Advisory Task Force and Consultant Selection Sub-Committee.

This report summarizes the major steps in the recommended work program, identifies the individuals recommended to serve on the Citizens Advisory Task Force, process for public input, and contains the proposed workscope which is included in the RFP as approved by the joint Commissions (refer to Exhibit 11).

VOLE OF THE CITY PLANNING AND REDEVELOPMENT AGENCY COMMISSIONS

On July 24, 1985, the joint Commissions by a vote of 14 ayes, 0 noes, 5 absent, recommended approval of the Work Program, Citizens Advisory Task Force and Consultant Selection Sub-committee, and Consultant Scope of Services for the Downtown Urban Design Design Study.

Recommended Work Program

Exhibit 1 contains a flow chart of the work program proposed for the Urban Design Study. The four major phases of the study consist of RFP preparation, consultant selection, plan preparation, and public hearing/plan adoption. The overall length of study is anticipated to take approximately 12 months.

A major effort to solicit maximum public input through all phases of the study is proposed. Following approval of the study process and draft RFP by the joint Commissions, the draft RFP was distributed to interest groups and public bodies for review and comment. A final RFP will be developed based upon comments received on the draft RFP.

The final RFP will then be mailed to local and non-local consulting firms specializing in urban design and related studies. The staff is currently compiling a list of qualified consultants. Additional recommendation to this list are welcome.

Citizens Task Force and Public Input

Public input into the study is proposed to be achieved in several ways. On a formal basis, a Citizen's Advisory Task Force representing a cross section of private and public downtown interests is recommended.

The role of this committee is to work closely with the consultant during the plan preparation phase by providing policy direction and decisions regarding plan and design alternatives.

The interest groups and individuals recommended to serve on this committee and alternate representatives are as follows:

Group

Representative/Alternate

Redevelopment Agency Commission (RAC)	Phil Angelides/Richard Teremoto
City Planning Commission(CPC)	William Ishmael/Chris Hunter
Design Review/Preservation Board (DR/PB)	Kathy Les/Bob McCabe
American Institute of Architects (AIA)	Paul Schmidt/Jacki Whitelam
American Society of Landscape Architects (ASLA)	Dennis Tsuboi/Marcha Badenock
Sacto Metropolitan Arts Commission (SMAC)	Carol Borden/Jennifer Dowley
State Architect	Whitt Cox/Peg Hudson
Business Interests:	
Sacramento Downtown Assn.	Butch Corum Jr./Howard Evanson
Chamber of Commerce	Ann Young-Beede/Randy Sater
Developer/Contractor	Walter Rohr/Ron Carissimi
Central City Resident:	
Sacto Old City Association (SOCA)	Pam Kinze/Connie Finster

In addition to the Task Force, a Technical Advisory Committee comprised of staff from local and State offices will be formed to provide technical assistance to the task force and consultant.

Public input will be invited throughout the study process through regular public meetings during the plan preparation phase.

Consultant Selection Process

A five member consultant selection sub-committee will be formed from the Citizen's Advisory Task Force. It is recommended that members to the selection sub-committee consist of representatives from the RAC, CPC, DR/PB, business and resident interests.

It is anticipated that the consultant selection process will take 12 weeks. Five weeks is allotted for the submittal period, three and one-half weeks for review of proposals and schedule of interviews by the sub-committee, and another three and one-half weeks for consultant confirmation by the Joint Commissions and City Council.

Plan Preparation

It is anticipated that the Urban Design Study and Plan preparation phase will take approximately six months to complete following selection of the consultant. The work program proposes approximately two public meetings per month during this study phase.

At the initial phase of this study, it is recommended that the committee hold a work shop series or an informal process where the committee solicit input from the general public and special interest groups regarding the future of downtown Sacramento pertinent to urban design issues. This process will give the committee an opportunity to "brainstorm" various ideas and design concepts for the downtown area and assist in providing the consultant with policy direction for the plan.

All committee meetings will be public and recommended to be held in the evenings to enable attendance by interested persons.

The end product of this phase is a final draft Urban Design Plan which addresses all the areas identified in the Scope of Services (see RFP) and amendments to City Ordinances.

Draft Plan and Public Hearing Process

The final study phase includes the preparation of a final draft plan by the consultant. This document, including the required environmental impact report, will be reviewed by the Design Review/Preservation Board and jointly by the Planning and Redevelopment Commissions before the plan is adopted by the City Council.

28

City Council

-4-

August 7, 1985

Any Ordinance amendments will be heard concurrently with the Urban Design Plan. The final phase is anticipated to take two to three months.

Request for Proposal (RFP)

The draft of the consultant RFP is included as Exhibit II. The RFP contains the proposed scope of services and consultant selection criteria as approved by the joint Commissions. The draft RFP will be distributed to various groups and organizations for review and comment before the RFP is finalized to assure all important study tasks are included.

Additions and comments to the draft Scope of Services by members of the City Council are requested at this time.

Project Management

The Urban Design Study is a joint venture of the Redevelopment Agency and the City Planning Division. The co-project managers are Gene Masuda from the City Planning Division and staff from the Redevelopment Agency. Sacramento Housing and Redevelopment Agency is the prime contractor for the study.

RECOMMENDATION

The Commissions of the City Planning and Redevelopment Agency recommend the following actions:

1. Approval of the study process as described in this report;
2. Approval of the individuals recommended to serve on the Citizens' Advisory Task Force and Consultant Selection Sub-committee;
3. Approval of the proposed Scope of Consultant Services.

Respectfully submitted,

William H. Edgar

William H. Edgar, Director SHRA

Art Gee

Marty Van Duyn, Planning Director

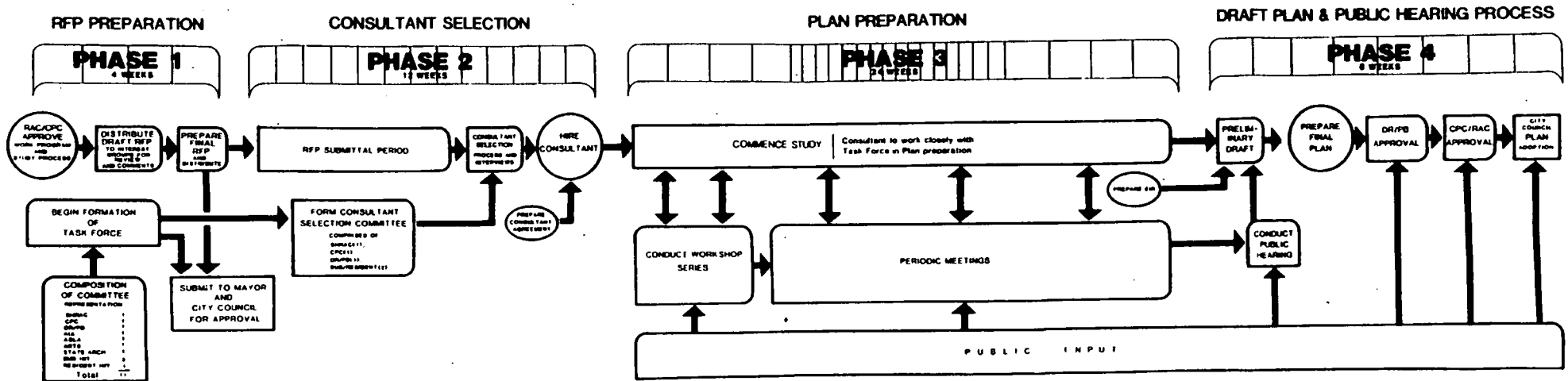
FOR CITY COUNCIL INFORMATION  
WALTER J. SLIPE  
CITY MANAGER

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attachments  
M85-069

August 13, 1985  
All Districts

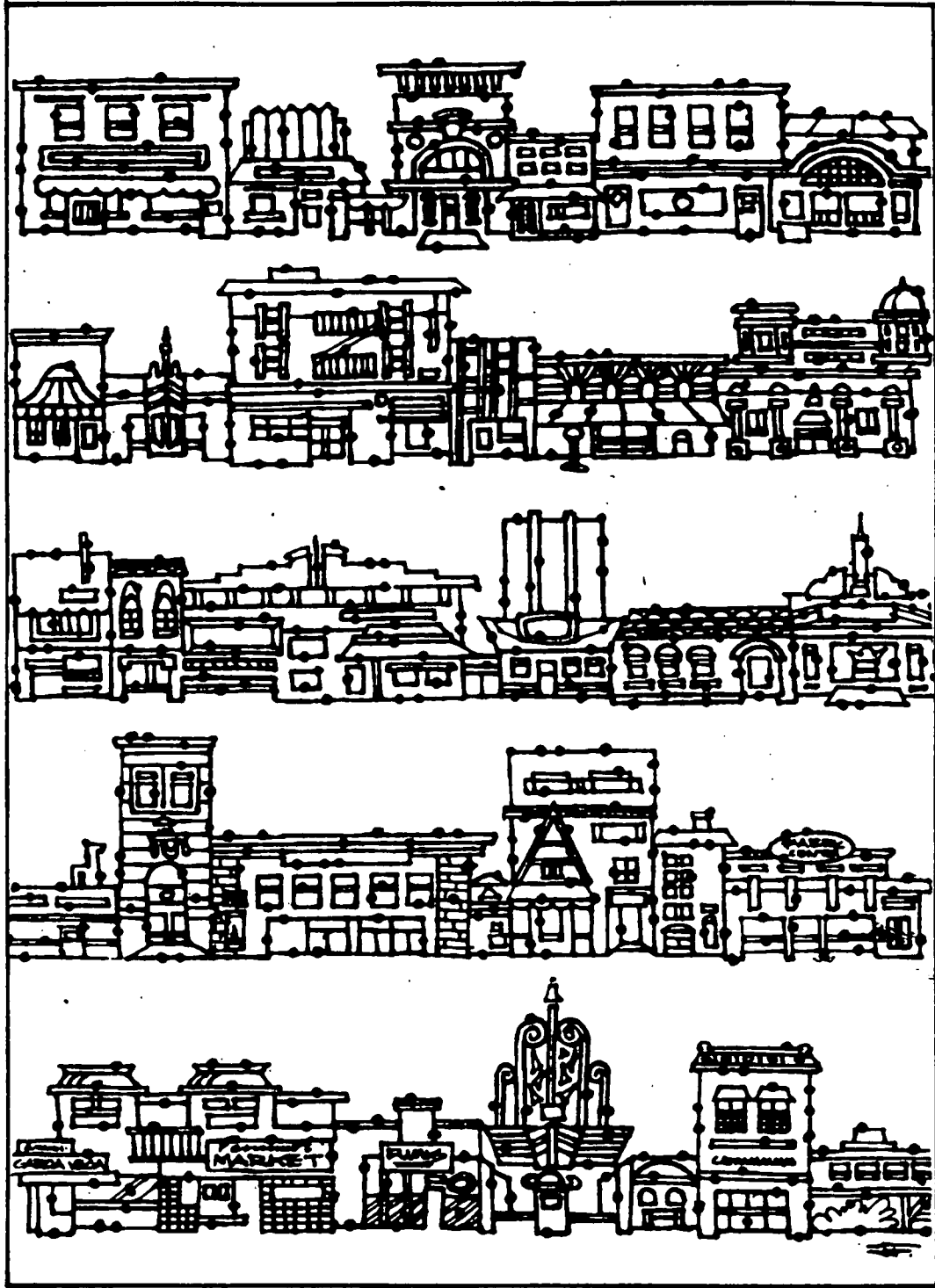
# URBAN DESIGN STUDY

## Recommended Work Program



# Request for Proposals Urban Design Plan

**DRAFT**



## Sacramento Central Business District City of Sacramento

D R A F T

REQUEST FOR PROPOSAL  
DOWNTOWN URBAN DESIGN STUDY

The City of Sacramento in conjunction with the Redevelopment Agency for the City of Sacramento is requesting proposals to prepare an Urban Design Plan for the Downtown Redevelopment Project Areas 2A, 3, 4, and 8 as indicated on the attached map. The focal point of the Urban Design Plan will be the Central Business District (CBD).

The Plan must include urban design criteria for surrounding areas to the CBD only where it is deemed necessary and appropriate. The consultant shall coordinate this Plan with existing plans and programs as well as with ongoing activities (Plaza Park, St. Rose of Lima Park, Cathedral Square, the Docks/Waterfront Area and K and O Street Mall Light Rail Improvements).

The City is seeking a consultant firm with background in architecture, graphic design, urban landscaping, historic preservation, public art, planning, and urban economics.

An eleven (11) member Citizens' Advisory Task Force will provide public input for the Plan.

The consultant should be prepared to meet frequently (plan on a minimum of 10 to 12 meetings) and work closely with the Task Force, the City and the Agency in the preparation of the Plan.

BACKGROUND

The Downtown Redevelopment Project Areas (which include the CBD) encompass approximately 100 city blocks. Major landmarks and subareas include:

- \*State Capitol and Capitol Park
- \*City Hall and Plaza Park
- \*Crocker Art Museum and Crocker Park
- \*Cathedral and Cathedral Square
- \*Sacramento Convention Center and Memorial Auditorium
- \*Tower Bridge and Capitol Mall (major entry into the City)
- \*Office District
- \*Historic Old Sacramento (1849-1870 era National Register District)

- \*Downtown Plaza Shopping Center (Contemporary shopping center consisting of three major department stores encompassing eight city blocks)
- \*China Town (mixed use project consisting of residential, commercial and office uses on two city blocks based upon a Chinese design theme)
- \*Southern Pacific Railroad Station
- \*K Street Transit Mall (Mixed use business district developed as an exclusive pedestrian mall and central spine of future light rail transit line)
- \*J Street (along with K Street, one of city's oldest business district and major vehicular entry into the CBD)
- \*Surrounding areas to the CBD include State office complexes, a mix of residential, office, light and heavy commercial and industrial uses
- \*The study area also includes proposed historic preservation areas and individually listed historic/architecturally significant structures.

The major emphasis of the Urban Design Plan shall focus on the Central Business District.

The Downtown Core and Central City have been the attention of many planning studies in recent years. These studies include:

- 1985 Downtown Redevelopment Plan Update
- 1985 Alkali Flat Redevelopment Plan Update and 12th Street Urban Design Guideline
- 1985 Historic Preservation Areas Plan
- 1984 Docks Specific Plan
- 1980 Central City Plan
- 1977 Capitol Area Plan

The consultant should become familiar with these plans and studies as they collectively form the policy direction in land use,



transportation, historic preservation and economic growth in the Sacramento Central City.

INFORMATION AND MATERIALS TO BE PROVIDED BY CONSULTANT:

The following items should be addressed in all proposals. Additional information may be submitted for clarification and support of your proposal. Statements should be complete, but as brief as possible:

1. Names, qualifications, and background information of persons who will be directly involved in the study. The project manager or person who would be most involved in the plan preparation and public presentations should be identified;
2. Past experience and accomplishments of each individual relative to urban design projects/studies. Specific contribution made by the individual shall be described rather than contributions made by others in the firm with whom the individual was working;
3. List of references, including names, addresses and telephone numbers of persons, current or past clients, who can be contacted regarding your experiences and accomplishments in the areas listed above;
4. Time table, beginning for example on Dec. 1, 1985 for completion of the plan through the approval by the legislative body. Recommended sequence of activities to address study tasks outlined in the proposed scope of services. Indicate individuals or subcontractors who will undertake each task and costs per task;
5. Description of methodology your firm would utilize to assess your fees for services proposed, including approximate costs for each of various tasks. If you believe insufficient funds have been allocated to carry out the required services, a supplemental budget should be submitted along with a cost breakdown and explanation for the revised consultant fee;
6. Description of follow-up services your firm may provide;
7. Description of your firm's affirmative action/equal employment program and minority staffing;
8. One or two examples of previous urban design plans/studies prepared by your firm may be submitted. Documents will become the property of the Redevelopment Agency.

PROPOSED SCOPE OF SERVICES

The objective of the contract is to develop technical studies which will lead to the issuance of an Urban Design Plan which contains policies, programs, guidelines and regulations providing direction for new construction, rehabilitation, streetscape and public open space improvements for the Downtown Redevelopment Areas.

The consultant fee shall be commensurate with the scope of services identified below, but in no case shall it exceed Seventy-five Thousand Dollars (\$75,000).

Specific work tasks to be addressed shall include, but not be limited to, the following areas:

1. Prepare a technical supplement which determines the economic feasibility of establishing a Transfer of Development Rights (TDR) and for Floor area Ratios (FAR), or other appropriate programs for new office construction in the downtown area based on existing economic studies and local policies. The economic analysis should focus on the market for new office construction in the CBD over the next 5 to 10 years.
2. If such a program is determined to be feasible and appropriate, the consultant shall prepare a detailed program specifically developed for the Sacramento CBD which includes details of program implementation and administration, fee structure, definition of roles and responsibilities of City Departments (e.g. Planning, Sacramento Housing and Redevelopment Agency, etc.)
3. Included in this study should be mechanisms or methods to incorporate or provide amenities in new construction such as ground floor retail; performing, visual or cultural art facilities; public open spaces (plazas or courtyards); public art, assist in historic preservation, etc.

"There shall be no limitations on the height of buildings within the office and retail districts provided, however, that:

Buildings located around the perimeter of Capitol Park and Plaza Park, along the K Street Mall, and adjacent to the Crocker Art Museum shall mitigate their impact on such areas by measures including, but not limited to set backs from the street or steps back above a certain height. The nature of such measures shall be finalized in the Urban Design Plan. Such plan shall also contain criteria with respect to location of high rise buildings which ensure the retention of adequate sunlight in the office and retail districts."

(City Council Resolution No. 85-027)

4. Identify important landmarks, structures, public spaces and view corridors which require special design considerations. Develop guidelines and/or criteria to address setbacks, siting, heights, bulk, massing and/or other design features relative to maintaining framed setting of important structures and view corridors.

The City shall review the design of high rise buildings to assure, among other things, the integrity of key historical resources, the enhancement of the pedestrian environment, and proper mixture of heights. The specific criteria for review shall be contained in the Urban Design Study, later to be adopted as the Plan.

5. The recommended design measures related to new construction shall be based upon mitigation of any undesirable effects building design elements and materials may have on the existing environment. These impacts may be a result of height/density/materials features of a project. Examples of impacts would be magnification of winds around large-mass, flat faced buildings; glare and reflection caused by mirrored or reflective windows on temperature, energy demands, comfort on adjacent buildings, open spaces and pedestrians; effect of tall buildings on open spaces and pedestrian mall, etc.
6. Study relationship between City's listed structures (historic/architecturally significant buildings), Preservation Areas, and new construction. Develop guidelines related to harmonizing new structures with historic/architecturally significant buildings. A section on architectural compatibility shall be included with proposed Plan giving clear examples of compatible and incompatible relationships. Establish criteria for reviewing new development versus listed structure in event of conflict. Criteria to reflect City policy established through the 1985 Redevelopment Plan Update and Preservation Areas Plan.
7. Streetscape Plan which provides the following:
  - a. Guidelines and examples of facade and storefront improvements;
  - b. Design alternatives for sidewalk surface treatment including street crossings and respective costs of each alternative treatment;
  - c. Integrated landscape treatment including design alternatives for street tree and landscape planter program. Study to

include design of planters, types of construction material, grates and stakes, methods to deter litter; and respective costs of each alternative treatment;

- d. Evaluation of existing street lighting system, design alternatives and costs of improving system. The evaluation shall include assessment of adequacy of existing illumination level, recommendation to achieve a level which promotes a safe and secure night environment, specific design alternatives for light standards and lamps based upon integrated streetscape theme, and costs of each alternative for light standards and lamps based upon integrated streetscape theme.
- e. Evaluation of present City Sign Ordinance related to the study area. The consultant shall make specific recommendations for amending the Ordinance to reflect business signs and graphics which achieve the following objectives:
  - \*design compatibility with the architecture of the building
  - \*promotes individuality of the business
  - \*reflects a high design quality in its own right
  - \*contributes to a high quality pedestrian oriented street environment

Recommendations or procedures (or incentives) regarding removal of nonconforming signs shall also be included.

- f. An overall design program for specific streets (including major entry points/gateways to the CBD) and functional sub areas/districts as identified in the Downtown Redevelopment Plan of the study area (i.e., Downtown Plaza Shopping Center, Entertainment District, J Street, K Street, etc.). The program to include, but not limited to, graphic design program, use of banners, flags, pennants, special lighting, structures, public art, etc. The study to include costs of implementation.
- g. Guidelines and design recommendations for the following:
  - 1. Ground floor window treatment, particularly with regard to retail uses - blankwall limitations, transparency requirements, etc.

- 2. Street furniture, garbage containers, newspaper stands, bicycle racks and lockers, sidewalk clocks and temperature displays, etc. consistent with theme of overall streetscape plan.
- 3. Detailed design alternatives for bus shelters and passenger waiting areas which are compatible with the theme of the overall streetscape plan. Examples shall include design alternatives for passenger waiting amenities such as benches, shelter, lighting, waste receptacles, route schedule/message board, etc.
- 4. Design examples and guidelines for outdoor vendor carts/vehicles, signage, graphics, umbrellas, locational criteria, etc.
- 5. Outdoor restaurant dining areas including design criteria for barrier treatment, umbrellas, awnings, signage, etc.
- 6. Alternative design and guidelines for storefront security measures.
- 7. Awnings, canopies and other overhead weather protection and maintenance requirements.
- 8. Mechanisms to improve treatment of firewalls.
- 9. Street and sidewalk maintenance recommendations.
  
- h. Study public alleys and recommend better methods of trash storage and removal. Establish design criteria for trash facilities in the CBD. Study to include potential use of alleys other than for service function. Study methods of improving lighting in alleys and provide costs of implementation.
- i. Guidelines for development of tops of parking structures and building rooftops. Design criteria shall include landscape treatment; potential functional uses such as passive or active recreation, dining, day care, park space, etc.; screening and lay out of mechanical equipment; and radio/micro wave communication equipment.
- j. Guidelines for helipads on roof tops and operational and safety criteria.

- 8. Technical supplement which provides guidelines or mechanisms that encourage superior architectural design and use of quality buildings materials. The consultant to provide detailed information regarding types of exterior building materials available and their flexibility of use; durability, maintenance and aging characteristics; energy conservation qualities; glare factors of mirrored, tinted and clear glass, and comparative prices of each. Included in this information are materials and techniques that resist graffiti.
- 9. Guidelines or standards related to width of sidewalks, promenades, malls, arcades and other pedestrian walkways based upon volume of pedestrian traffic generated by new structures, and adjacent uses and functions. Design guidelines for above grade pedestrian bridges/crossings.
- 10. Guidelines or standards providing personal security and safety features in new buildings such as: exterior lighting of building, outdoor common areas, and parking facilities, design recommendations for stairwells, elevator lobby areas of parking structures, fire/emergency exit doors onto alleys and streets, layout and design of rooftops, etc.
- 11. Study and recommendations regarding possible use of underground sidewalks, and potential of replacement of granite curbstones along CBD blockfaces (original curbstones have been removed from streets and stockpiled by City).
- 12. Urban Design recommendations that facilitates the needs of special groups such as children, teenagers, elderly and handicap.
- 13. Evaluation of high intensity, mixed use development on existing and future city parking lot sites.
- 14. Development of an overall urban design plan for the study area which links together and coordinates various design recommendations proposed for the functional sub area/districts and surrounding areas.
- 15. Draft ordinances to implement any proposed urban design regulations.

Firms interested in responding to this request should submit ten (10) copies of their proposal to Sacramento Housing and Redevelopment Agency, 630 I Street, Agency Clerk, C/O Joan Roberts, (3rd Floor) Sacramento, California 95814 NO LATER THAN 5:00 P.M. September 20, 1985. All proposals will be time and date stamped as received. Proposals received after 5:00 P.M., on September 20, 1985 will not be considered.

EVALUATION AND SELECTION PROCESS

A Selection Committee made up of (five) 5 members: (1) Sacramento Housing and Redevelopment Commission; (2) City Planning Commission; (3) Design Review/Preservation Board; (4) (5) At large citizen/business representatives, will evaluate all proposals and select those consultants who will be interviewed. Evaluation criteria will be based on:

- (1) Responsiveness to the RFP
- (2) Expertise and capability of the consultant
- (3) Qualifications of personnel,
- (4) Prior similar projects
- (5) Cost effectiveness and uniqueness of proposal
- (6) Affirmative action plan
- (7) Other criteria as set by the Selection Committee.

If selected for an interview, the consultant will be rated according to:

- (1) Ability to communicate
- (2) Design ability
- (3) Response to problem
- (4) Knowledge of local needs
- (5) Sensitivity to the community
- (6) Graphic Presentation Abilities
- (7) Knowledge of urban economics and construction costs

- (8) Willingness to work with citizen's advisory committee and staff
- (9) Other criteria as established by the Selection Committee

The anticipated schedule for selection of a consultant is as follows:

<u>DATE</u>	
August 16, 1985	Request for Proposals available
September 20, 1985	Proposals due
October 4, 1985	Mail notices of oral interview
October 15, 1985	Oral interviews
October 24, 1985	City Planning and Sacramento Housing and Redevelopment Agency Commissions' recommendation
November 5, 1985	City Council consideration of Selection Committee recommendation

The City of Sacramento and the Redevelopment Agency of the City of Sacramento reserves the right to reject any or all proposals submitted, request clarification of information submitted, and/or request additional information of one or more respondents and waive any irregularity in the submission and/or review process.

Please address all inquires regarding this Request for Proposals (RFP) to:

Gene Masuda  
 Sacramento City Planning Division  
 1231 I Street, Room 200  
 Sacramento, CA 95814  
 (916) 449-5604



