

APPROVED
BY RESOLUTION # 2006-1211 and
BOARD OF SUPERVISORS 2006-1212

COUNTY OF SACRAMENTO
CALIFORNIA

OCT 17 2006

REVISED

By Cindy H. Turner
Clerk of the Board

For the Agenda of:
October 17, 2006

25

To: Board of Supervisors

From: Department of Planning and Community Development

Subject: Confirmation Of North Watt Avenue Corridor Boundaries, Approval Of Appropriation Adjustment Request No. 26-007 To Increase Appropriation By \$350,000, And Authorization Of The Director Of Planning And Community Development To Enter Into Agreements With SACOG And EDAW

Contact: Tricia Stevens, Principal Planner, 874-6141

Overview

Approval of the following recommendations will provide the Department of Planning and Community Development a long-term, comprehensive Corridor Plan for North Watt Avenue to facilitate successful infill, redevelopment and revitalization of the Corridor using smart growth principles.

Recommendations

1. Approve the attached Appropriation Adjustment Request (AAR) increasing expenditures by \$374,999 and revenue by \$374,999.
2. Approve the attached resolution authorizing the Director of Planning and Community Development
 - a. To enter into an agreement with EDAW in the amount of \$587,000.
 - b. To enter into two MOUs with SACOG for use of Community Design Grant for \$250,000 and \$24,999, respectively.
3. Approve Corridor Plan boundaries, per Attachment "A."

Measures/Evaluation

These actions will result in a Corridor Plan for North Watt Avenue in the North Highlands Area. The end product will be a Plan that will provide clear guidance and standards.

Fiscal Impact

The AAR will increase expenditure authority for the EDAW agreement by \$374,999. This is offset by increased revenue from the SACOG grants of \$250,000 and \$24,999 and a grant from SHRA for \$100,000, for a net zero increase to the department's General Fund allocation.

Charter Section 71-J Compliance

Charter Section 71-J does not apply to this agreement

Confirmation Of North Watt Avenue Corridor Boundaries, Approval Of Appropriation Adjustment Request No. 26-007 To Increase Appropriation By \$350,000, And Authorization Of The Director Of Planning And Community Development To Enter Into Agreements With SACOG And EDAW

Page 2

BACKGROUND

On December 7, 2005 and on January 31, 2005, the Board of Supervisors approved augmentation to the 2005-2006 Planning Department budget for three Mixed Use Corridor Plans: Fair Oaks Boulevard, North Watt Avenue and Florin Road. On December 13, 2005, the Board accepted and received a SACOG grant in the amount of \$250,000 for preparation of the North Watt Avenue Corridor Plan. On September 21, 2006, the Planning Department successfully won an award of \$24,999 Community Design Grant from SACOG.

DISCUSSION

The Corridor Plan focuses on planning for coordinated urban design, circulation and land use changes that will improve the community's quality of life, support a true multi-modal transportation system, balance the land uses and jobs-housing ration, and stimulate residential and mixed use infill development. Specifically, this Plan will focus on redeveloping the North Watt Corridor as a smart growth corridor with a series of mixed use centers and urban villages – districts which are more compact, contain a greater mix of land uses, incorporate diverse housing options, and give greater emphasis to pedestrian and transit access.

The North Watt Corridor has many opportunities and many complications. Preparation of the Corridor Plan will be more involved and require additional resources to what has been needed for other corridor plans underway. North Watt Avenue is at the junction of major changes: (a) major new growth planned for Elverta and southern Placer County, (b) potential for new residential growth in the "West of Watt" area with the changes in the noise contours for McClellan, and (c) employment growth at McClellan Park. North Watt is certainly primed for a renaissance.

A Request for Proposals (RFP) was released on May 12, 2006 to seek the services of a corridor planning consultant. A total of three (3) proposals were submitted. An interview panel convened on July 25, 2006 and included staff from the Planning and Economic Departments, the North Highland Vision Task Force, and McClellan Park staff. The panel rated the three consultant teams using a series of predetermined criteria, including the consultant's understanding of the County's goals for the program and the applicants' ideas for civic engagement forums. Based on this procedure, EDAW is recommended as the primary consultant. Included in EDAW's proposal are four sub-contractors who will create a collaborative, planning team with the expertise from previous work experience in corridor planning projects to successfully complete a corridor plan.

The identified Sub-Contractors are: 1) Mogavero Nostestine Associates, an urban design and architecture firm, 2) Fehr and Peers, a transportation planning firm, 3) Seifel Consulting, a market/ economic firm and 4) TLA, a civil engineering firm.

Scope of Work – The scope of work necessary for the redevelopment of the North Watt Avenue Corridor includes the following major components:

Confirmation Of North Watt Avenue Corridor Boundaries, Approval Of Appropriation Adjustment Request No. 26-007 To Increase Appropriation By \$350,000, And Authorization Of The Director Of Planning And Community Development To Enter Into Agreements With SACOG And EDAW

Page 3

Project Initiation - Consulting teams will drive and walk the study area to identify existing conditions relevant to the project. In addition, the teams will gather documents and maps related to the study area and prepare appropriate base maps.

Existing Conditions Analysis - The consulting team will use a variety of research techniques to determine existing conditions of the identified site. The techniques include:

1. Field reconnaissance survey of basic above ground conditions.
2. Analysis of the land use and policy factors relevant to the future use of the Study Area.
3. A windshield survey.
4. Use of a variety of statistical sources to identify the socioeconomic characteristics.
5. Evaluation of the current residential holding capacity of the plan area based on current zoning.
6. Identification of future housing opportunities.
7. Assessment of pedestrian access and linkages.
8. Assessment of the existing community design characteristics in the project area.
9. Diagnostic field surveys of the area to identify transportation opportunities and constraints.
10. Preliminary research and review of existing infrastructure reports and plans.
11. Assessment of both opportunities (e.g., historical resources that could serve as focal points) and constraints (e.g., sensitive noise receptors) that could substantially affect the planning effort.
12. Retail market analysis.
13. Creation of mix uses along the North Watt Avenue Corridor.

Conceptual Urban Design Plan for Sub-Area Surrounding Proposed WAL-MART Project Site - EDAW will prepare a conceptual Urban Design Plan for a sub-area of the North Watt Avenue Corridor surrounding a proposed Wal-Mart Supercenter project. The Urban Design Plan will contain land use, building design, and streetscape design concepts for a pedestrian-friendly, retail-oriented "town center" type of development. The goal of the concept plan will be to accommodate pedestrians and automobiles, have pedestrian-oriented storefronts, allow for small retail and commercial uses, and provide for public spaces and amenities. The sub-area Urban Design Plan will be consistent with the overall goals, objectives, and design concepts of the North Watt Avenue Corridor Plan.

Public Outreach and Visioning and Project Meetings and Presentations - EDAW's scope of services will include six public outreach and visioning strategies: 1) project team meetings, 2) stakeholder interviews, 3) storefront work shops, 4) community open houses, 5) specific group presentations and 6) legislative review meetings.

Alternative Strategies - In addition, the scope of services will include alternative strategies: (1) Conceptual Land Use Plan/Alternative Development Strategies, (2) Streetscape Design,

Confirmation Of North Watt Avenue Corridor Boundaries, Approval Of Appropriation Adjustment Request No. 26-007 To Increase Appropriation By \$350,000, And Authorization Of The Director Of Planning And Community Development To Enter Into Agreements With SACOG And EDAW

Page 4

(3) Select Preferred Development Strategy, (4) Fiscal Analysis, and (5) Implementation Strategy.

Prepare North Watt Avenue Corridor Plan – The final Corridor Plan will include the following:

- Introduction
- Community Goals and Objectives
- Land Use and Streetscape Design
- Mobility Plan
- Utilities and Public Services
- Implementation Program
- Development Standards and Code (see following section for how this might be done by District)

Interactive 3-D Modeling Tool at Public Meetings – The department was awarded a SACOG Civic Engagement Grant of \$24,999 on September 20, 2006. The grant is intended to implement an interactive 3-D modeling tool at public meetings, with absent stakeholders, and at the Sacramento County Service Center. The program is called the “North Watt Ave. Corridor Public Outreach Visual Simulation Enhancement Project.” Planning Department was awarded \$24,999 in direct funding for EDAW. SACOG will perform another \$75,000 in computer simulation services. This grant is in addition to the \$250,000 grant already received.

Advisory Committee – The North Watt Visions Task Force is identified as the appropriate community group to serve as a steering committee to ensure a broad representation of business, property owner, community and neighborhood interests to provide balanced guidance to the development of the Corridor Plan. A subcommittee of the Task Force has been formed. The proposed mission of the North Watt Visions Task Force is:

To guide the development of the Corridor Plan, including leading community outreach, providing comments to the project consultants and County Staff, and recommend a draft Corridor Plan to the North Highlands Community Planning Advisory Council (CPAC) and Board of Supervisors.

Corridor Plan Boundaries – The proposed Corridor Plan boundaries are the commercial and industrial zoned lands along Watt Avenue and intersecting streets, per Exhibit “A.” In the Commercial Corridor studies presented to the Board of Supervisors and in the SACOG grant proposal, the western boundary north of Freedom Park to Antelope Road was shown as 34th Street and included some “ag-res” properties in the “West of Watt” area. Staff recommends the Corridor Plan boundaries focus on the existing commercial properties, with the understanding that the Corridor Planning process may identify opportunities for possible boundary changes in this area. The portion of the “West of Watt” area to 34th Street is shown as an Area of Influence. The entire “West of Watt” area, if designated for urban uses in the General Plan will need a separate comprehensive planning effort.

Confirmation Of North Watt Avenue Corridor Boundaries, Approval Of Appropriation Adjustment Request No. 26-007 To Increase Appropriation By \$350,000, And Authorization Of The Director Of Planning And Community Development To Enter Into Agreements With SACOG And EDAW

Page 5

Compliance with section 71-J of the County Charter

Charter Section 71-J does not apply to this agreement. The Planning Department seeks professional corridor planning consulting services that do not exist with County employees. This team has urban design, transportation planning, market/economic and utility planning skills that are not found with county staff. As a result, this County Counsel has reviewed the proposed contract and has determined that the contract meets applicable County criteria for a non-Section 71-J contract.

The County Counsel's Office has reviewed and approved the proposed agreement.

Financial Analysis

The proposed consultant contract totals \$586,999, of which \$212,000 is budgeted. The attached Appropriation Adjustment Request (AAR) will increase the expenditure authority of the department to increase the budgeted amount for the contract from \$212,000 to \$586,999. The increase of \$374,999 will be offset by revenue, with zero (-0-) net increase to the department net General Fund allocation. The County has received grants of \$250,000 and \$24,999 from Sacramento Council of Governments (SACOG) and an allocation of \$100,000 from the Sacramento Housing and Redevelopment Agency (SHRA), which are the revenue sources offsetting the expenditure increase.

Respectfully submitted,

APPROVED:
TERRY SCHUTTEN
County Executive

ROBERT SHERRY, Director
Planning and Community Development
Department

By: _____
CHERYL CRESON, Administrator
Municipal Services Agency

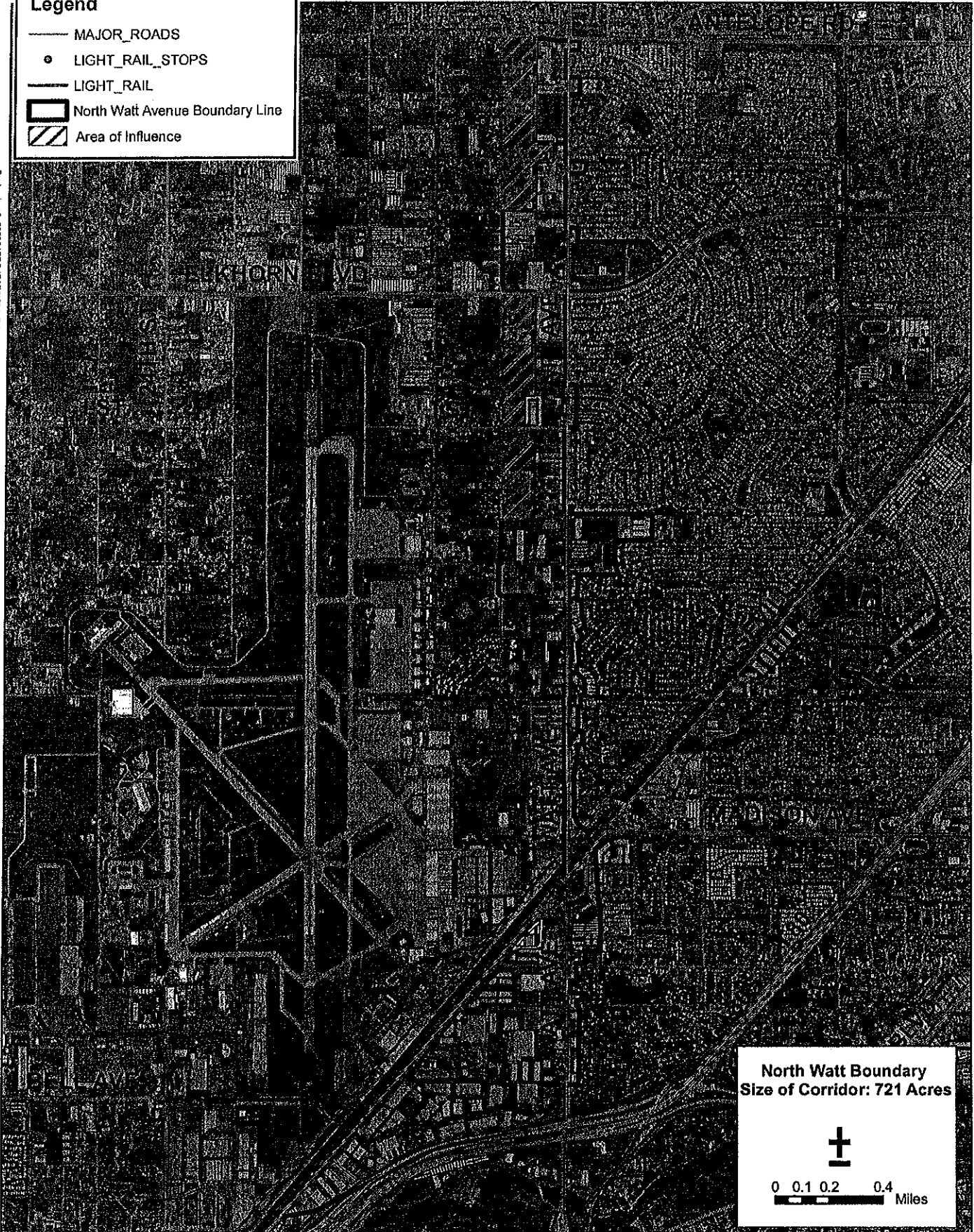
Attachments

A. Boundaries of the Corridor Plan
Appropriation Adjustment Request No. 26-007
Resolution

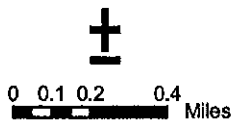
Legend

- MAJOR_ROADS
- LIGHT_RAIL_STOPS
- LIGHT_RAIL
- ▭ North Watt Avenue Boundary Line
- ▨ Area of Influence

September 8, 2006:PROJECT:SPANNING:SPECIAl_PROJECT:STROIA_STEVENS:Watt_Ave_Splitter_Jan_New_Boundary.mxd



**North Watt Boundary
Size of Corridor: 721 Acres**



RESOLUTION NO. 2006-1211

BE IT RESOLVED that the Planning and Community Development Department Director, or his designee, is hereby authorized and directed to execute the Contract for the Comprehensive Corridor Plan for North Watt Avenue with EDAW in the amount of \$562,000 on behalf of the COUNTY OF SACRAMENTO, a political subdivision of the State of California, and to do and perform everything necessary to carry out the purpose of this Resolution.

BE IT FURTHER RESOLVED that the Planning and Community Development Department Director, or his designee, is hereby authorized and directed to execute an MOU with SACOG for use of Community Design Grant for \$250,000 to offset costs of the contract.

On a motion by Supervisor Dickinson, seconded by Supervisor Nottoli, the foregoing Resolution was passed and adopted by the Board of Supervisors of the County of Sacramento, State of California, this 17th day of October, 2006, by the following vote:

AYES: Dickinson, Nottoli, Peters, MacGlashan

NOES: None

ABSENT: Collin

In accordance with Section 25103 of the Government Code of the State of California a copy of the document has been delivered to the Chairman of the Board of Supervisors, County of Sacramento on

OCT 17 2006

By J. Rodgers
Deputy Clerk, Board of Supervisors

Roberta MacGlashan
Chair of the Board of Supervisors of
Sacramento County, California

FILED

OCT 17 2006

ATTEST: Cindy H. Turner
Clerk of the Board of Supervisors

BOARD OF SUPERVISORS
BY Cindy H. Turner
CLERK OF THE BOARD



COUNTY OF SACRAMENTO
 COUNTY OF SACRAMENTO
 AUDITOR CONTROLLER
 2006 SEP 22 PM 1:48

1. REQUEST NUMBER
26-007

APPROPRIATION ADJUSTMENT REQUEST

2. Department Name **PLANNING & COMMUNITY DEV.** Department Name (if applicable) 3. Date **9-22-06**

4. REQUEST ADJUSTMENT OF APPROPRIATION AS LISTED BELOW

	FUND#	INDEX#	ACCOUNT	ACCOUNT TITLE	AMOUNT
SOURCE OF FINANCING	001A	6666653	9979000	MISC. REVENUE	\$374,999
USE OF FINANCING	001A	6666653	20255100	PLANNING SERVICES	\$374,999

5. JUSTIFICATION (Attach Memo if Necessary)

PLEASE SEE ATTACHED BOARD LETTER

FILED
 OCT 17 2006
 BOARD OF SUPERVISORS
 BY *Cindy A. Turner*
 CLERK OF THE BOARD

Department Head **ROBERT SHERRY** Department Head (if applicable)

By: *Michael Patriachi* Date: **9-22-06** By: Date

6. ACTION Dept. Head Approval(s) only required Board Action Required Four-Fifths Vote Required

Auditor-Controller By: *Cynthia L. Bent* Date: **9/25/06**

7. APPROVAL Approve Disapprove

County Executive By: Date

8. RESOLUTION

On a motion by Supervisor Dickinson, seconded by Supervisor Nottoli the foregoing resolution was passed and adopted by the BOARD OF SUPERVISORS of the County of Sacramento, State of California, this 17th day of October 2006 by the following vote, to wit:

AYES: Supervisors, Dickinson, Nottoli, Peters, MacGlashan
NOES: Supervisors, None
ABSENT: Supervisors, Collin

Resolution Number 2006-1212

Roberta MacGlashan Section 25103 of the Government Code of the State of California requires a copy of the document has been delivered to the Chairman of the Board of Supervisors, County of Sacramento on **OCT 17 2006**

Cindy A. Turner CLERK OF THE BOARD OF SUPERVISORS

E. Rodgers Deputy Clerk, Board of Supervisors

