



**Centre City
Development
Corporation**

REPORT NO. CCDC-07-37

DATE ISSUED: October 24, 2007

ATTENTION: Honorable Chair and Members of the Redevelopment Agency
Docket of October 30, 2007

ORIGINATING DEPT.: Centre City Development Corporation

SUBJECT: Contract with SMWM for Neighborhood Design Guidelines Phase
I – Centre City and Horton Plaza Redevelopment Project Areas

COUNCIL DISTRICT: District 2

REFERENCE: None

STAFF CONTACT: Tara Lake, Associate Planner, 619-533-7173

REQUESTED ACTION: That the Redevelopment Agency (“Agency”) authorize the expenditure of funds and authorize Centre City Development Corporation (“Corporation”) to enter into an agreement with SMWM for Neighborhood Design Guidelines Phase I (“Guidelines”).

STAFF RECOMMENDATION: That the Agency authorize the expenditure of funds and authorize the Corporation to enter into an agreement with SMWM for the Guidelines in an amount not to exceed \$486,380.

SUMMARY: The SMWM firm is being recommended, through a Request for Qualifications (“RFQ”) process, to prepare Neighborhood Design Guidelines Phase I for downtown. SMWM provides consulting services for architecture, interiors, urban design and planning and has completed similar plans and guidelines in urban settings from San Francisco to Washington DC. The Guidelines will build on the work that has been done to establish new goals and update policies and vision for downtown through the Downtown Community Plan and to be consistent with the regulatory elements for urban design that are contained in the Centre City Planned District Ordinance.

FISCAL CONSIDERATIONS: Funds in the amount of \$486,380 are available in the Fiscal Year 2008 Budget in the Community Plan line item.

CENTRE CITY DEVELOPMENT CORPORATION RECOMMENDATION: On September 19, 2007, the Centre City Development Corporation Board voted unanimously to recommend that the Agency authorize the Agreement.

COMMUNITY PARTICIPATION AND PUBLIC OUTREACH EFFORTS: The direction to create the Guidelines is a result of the community involvement with the development of the Downtown Community Plan.

KEY STAKEHOLDERS AND PROJECT IMPACTS (if applicable): The key stakeholder is the downtown community.

PRINCIPALS AND PRIMARY STAFF ASSIGNED TO CONTRACT	TITLE
Prakash Pinto, AIA	Principal-in-Charge
Mark Hoffheimer	Project Manager
Patrick Vaucheret, LEED AP	Project Designer
Karen Alschuler, FAICP	Advising Principal, Planning & Urban Design
Linda Sobuta, AIA, LEED AP	Advising Principal, Architecture
Andrew Wolfram, AIA, LEED AP	Architecture & Historic Preservation
For a full List of Directors and Officers, please see Attachment B	

BACKGROUND

The overall project of the Guidelines will take part in two phases. This contract is for Phase I. The goal of this phase is to develop design guidelines and criteria that apply generally throughout downtown. Phase II will develop documents for each of downtown's neighborhoods to ensure that future development projects create an environment that contributes to that neighborhood's distinct character. The Guidelines, in both phases, will address such topics as land use and design; places and destinations; circulation and streets; and goals and policies. Issues such as enhancing architectural character through design and articulation of street walls and frontages; creating architectural materials standards; rehabilitating existing buildings; activating open space edges; increasing pedestrian orientation; creating prototypical designs of the various street typologies; and integrating public art into the public realm will be addressed (Attachment A).

In November 2006, the Corporation released a RFQ for a consultant to prepare the Neighborhood Design Guidelines Phase I and II. Fourteen firms responded to the RFQ and six firms were interviewed. The six firms interviewed were Dyett and Bhatia, RNT, WRT, SMWM, MIG, and EDAW. The selection committee was composed of Nancy Graham, President and Chief Operating Officer; Alexandra Elias, Advance Planning Manager; Tara Lake, Associate

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Planner; John Collum, Senior Project Manager; Brett Farrow, Little Italy Business Owner; and Mary Wright, Program Manager City of San Diego Community Planning and Investment. Based on written responses to the RFQ, oral interviews and demonstrated knowledge related to the Scope of Work, the firm SMWM is recommended for Phase I of the Guidelines. SMWM and WRT may be recommended for Phase II of the Guidelines which will come before the Board as a separate contract, anticipated to commence after completion of Phase I in six to eight months.

EQUAL OPPORTUNITY: SMWM submitted a Work Force Report dated January 17, 2007, which indicates a total of 53 employees in their San Francisco office, of which 13 are Caucasian females and 16 are members of under-represented groups (2 African-American Females, 1 Hispanic Male, 7 Asian Males, 4 Asian Females, 1 Filipina, 1 Filipino). Equal Opportunity Contracting Program staff did not find any discrepancy.

Firm Name: SMWM		
SUBCONSULTING FIRMS	PRINCIPALS	FIRM CERTIFICATION
PUBLIC SOLUTIONS	Mitchell Berner, President	WBE
For a full List of Directors and Officers, please see Attachment B	K.C. Strang, Director of Public Affairs	
OLIN PARTNERSHIP	Dennis C. McGlade, FASLA	OBE
For a full List of Directors and Officers, please see Attachment B	Lucinda R. Sanders,	
	Susan K. Weiler	
	David A. Rubin	
GAIL M. GOLDMAN ASSOCIATES	Gail M. Goldman	WBE
For a full List of Directors and Officers, please see Attachment B		

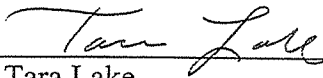
Environmental Impact - This activity is not a project, and therefore not subject to CEQA per CEQA Guidelines Section 15060(c)(3).

CONCLUSION:

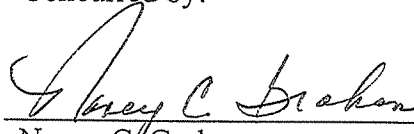
Based upon the demonstrated knowledge and understanding of the Scope of Work as defined in the RFQ, it is recommended that the agreement with SMWM be authorized.

Respectfully submitted,

Concurred by:



Tara Lake
Associate Planner



Nancy C. Graham
President

Attachments: A – Scope of Work
 B – List of Directors and Officers