



City Council Report

City Council Meeting: June 10, 2014

Agenda Item: 3-D

To: Mayor and City Council
From: David Martin, Planning and Community Development Director
Subject: Contract for Planning Services related to the Lincoln Neighborhood Corridor Plan.

Recommended Action

Staff recommends that the City Council:

1. Authorize the City Manager to negotiate and execute a contract with Community Design and Architecture, a California-based company in an amount not to exceed \$395,000 (including a \$35,000 contingency) to provide planning, urban design, transportation, economic analysis, art integration, infrastructure planning and parking and transportation demand management consultant services related to the Lincoln Neighborhood Corridor Plan.
2. Authorize the Planning and Community Development Director to issue any necessary change orders to complete additional work within budget authority.

Executive Summary

The Land Use and Circulation Element (LUCE) calls for improving the character and quality of Lincoln Boulevard south of the I-10 Freeway through a coordinated streetscape and business improvement effort. To this end, staff has initiated the Lincoln Neighborhood Corridor Plan (The LiNC), and is requesting Council authorization to hire a consultant team to supplement City staff work and provide professional expertise.

The LiNC project seeks to improve vehicular flow, and transition this important regional north/south thoroughfare to a more pedestrian-friendly and local-serving neighborhood boulevard based on community and stakeholder input.

The Project aims to:

- Enhance the quality of the pedestrian environment through streetscape improvements and active land uses,
- Improve mobility for all users through right-of-way enhancements,
- Increase safety for all roadway users at all times of day and night,
- Enhance diversity of local-serving land uses,
- Improve the character of the public realm and ground floor spaces, and
- Reflect community values for sustainability, public art, and economic vitality.

The project would create phased plans for physical treatments such as sidewalk, street, and crosswalk improvements, lane configurations, landscaping, potential urban runoff mitigation opportunities, street furniture, gateway design, shared parking and wayfinding. The project would also identify a business improvement toolkit to enhance the vitality of local-serving commercial uses along the boulevard for the local community, and address the need for beautification to enhance the character and quality of the boulevard. Lastly, the project would evaluate transit enhancements to improve ridership of the Big Blue Bus, including the re-consideration of a dedicated bus lane.

Background

The land use and transportation policy adopted in the Land Use and Circulation Element (LUCE, 2010) emphasizes walkable connections to transit, neighborhood services, housing and jobs. This approach to community livability strives to enhance the quality of life within the residential neighborhoods, and to create a more environmental, economic and socially sustainable environment in the major transportation districts and boulevards. Reflecting these goals, the LUCE described the opportunity to effect change on Lincoln Boulevard south of the I-10 Freeway in order to transition the boulevard to a more pedestrian-oriented environment and to better link the Sunset Park, Ocean Park and Pico neighborhoods through streetscape and land use improvements that could be brought about by coordinated efforts.

Interest in the reimagining of Lincoln Boulevard has been recently stimulated by the relinquishment of the boulevard to the City of Santa Monica from CalTrans, which has resulted in a great deal of discussion about its future. Several local groups formed to provide guidance at the community level on revitalization efforts, such as the Lincoln Boulevard Taskforce and a non-profit artist group called Beautify Earth, both of which are staffed by energetic community members (residents, artists, local businesses) who voluntarily contribute their time to advocate for elevating the Boulevard's image. The Lincoln Boulevard Taskforce has conducted a survey to identify preferences among residents and businesses for improvements to the street, land uses, and circulation, while Beautify Earth has installed a number of colorful murals on private property along the Boulevard.

The LiNC project is meant to provide a comprehensive framework for the overall enhancement of the boulevard. The project would weave together phased physical design improvements to the streets and sidewalks with policy and program level recommendations for improving vehicle flow and creating a more functional, aesthetically pleasing pedestrian experience that is supported and/or managed by the local business community and property owners. Envisioned to be a mixed-mode and livable street environment for pedestrians, transit and vehicles, the ability for bicycles to

coexist with other modes on this busy boulevard would also be explored.

Once complete, the Plan is intended to be implemented incrementally, as funding allows, creating a high quality streetscape and pedestrian environment that removes existing barriers, expands accessibility, and increases safety among all non-motorized travelers. The Plan is also intended to provide a foundation for ongoing collaboration between various City Departments and stakeholders in reviewing and addressing long-term management issues related to the public realm, parking, land uses, and transportation.

Public Outreach

Planning staff has worked with local neighborhood groups, such as the community-led Lincoln Boulevard Taskforce that includes representation from Ocean Park, Sunset Park and Pico neighborhoods, to identify concerns that have informed the project definition which addresses multiple interrelated issues facing the future of Lincoln Boulevard. Staff has also met with members of the Beautify Earth volunteer artist ensemble who have been leading a grass-roots mural program on private property in order to explore opportunities for collaboration. With public outreach already underway for this effort, staff anticipates the project to include expanded public input such as additional meetings, working groups and one-on-one interviews, social media platforms, and fun interactive community events.

Discussion

The CD+A design team offers a desired mix of technical knowledge, practical project implementation experience and community engagement skills to work productively with the Boulevard's wide range of stakeholders throughout an 18-month project timeline, and ultimately deliver a context-specific and implementable final product that is based on consensus within the community. CD+A has assisted the City in several other recent planning efforts, such as the Bergamot Area Plan and the Memorial Park Neighborhood Plan, as a sub-consultant charged with designing enhanced streetscapes and new multimodal street typologies. The CD+A design team proposal demonstrates the ability to provide deep analytical content as well as technically accurate plans, graphics and other imagery that conveys key concepts in a highly informative and easy-to-understand manner.

As lead consultant of the multi-disciplinary LiNC team, CD+A will coordinate the activities of the sub-consultants and will be responsible for deliverables and work products, as well as regular communication with City staff and internal partners. CD+A will take a lead role in the development

of the streetscape design, urban design guidelines and project management services. Sub-consultants and their roles are enumerated below:

- Transportation Planning and Transit Enhancements: Iteris, a Los Angeles firm with previous experience on local and regional transportation projects such as Bus Rapid Transit projects and the Lincoln Boulevard Corridor Mobility Improvement Study (2004).
- Economic Analysis and Business Improvement Toolkit: Urban Place Consulting Group, a Long Beach firm with previous business improvement and engagement experience in over 40 commercial districts throughout the country.
- Public Realm Enhancements: Studio One Eleven, a Long Beach firm with previous experience in adaptive reuse, façade improvements, art integration, landscaping, and streetscape design.

Consultant Selection

In April 2014, the City published Request for Proposals (RFP) for planning, urban design, transportation, economic analysis, art integration, infrastructure planning and parking and transportation demand management consultant services related to the Lincoln Neighborhood Corridor Plan. The RFP was posted on the City's on-line bidding site, and notices were advertised in the Santa Monica Daily Press in accordance with City Charter and Municipal Code provisions. Staff received 6 submittals prior to the April 25 deadline from firms located both in the Los Angeles area as well as other locations throughout the state. The proposals were objectively reviewed by an interdepartmental committee composed of staff from Planning and Community Development, Public Works, Big Blue Bus, Housing and Economic Development and Community and Cultural Services. The three highest-ranked teams, based on the written proposals, were selected to proceed to formal interviews. During the interviews, the interdepartmental review committee engaged consultant groups with pre-selected questions about specific issues germane to Lincoln Boulevard, as well as to the approach and management of the project itself. Based on information presented in both the written proposal and in-person interviews, the review committee unanimously selected the team led by Community Design and Architecture (CD+A) based on their team composition and relevant experience, project approach and understanding of Lincoln Boulevard's unique issues, availability of consultant time, and competitive cost.

Staff recommends a contract with Community Design and Architecture, a California-based company in an amount not to exceed \$395,000 (including a \$35,000 contingency) to provide planning, urban design, transportation, economic analysis, art integration, infrastructure planning and parking and transportation demand management consultant services related to the Lincoln Neighborhood Corridor Plan.

Financial Impacts & Budget Actions

The contract to be awarded to CD+A is for an amount not to exceed \$395,000 (including a \$35,000 contingency). Funds are available in the FY 2013-14 budget in the following accounts:

C017076.589000	\$360,000
<u>01267.555060</u>	<u>\$35,000</u>
TOTAL	\$395,000

Prepared by: Peter D. James, Senior Planner

Approved:

Forwarded to Council:

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