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City and Regional Planning
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June 27, 2022

Vanessa Blodgett
Principal Planner - Owner
Planwest Partners Inc.
1125 16th Street, Suite 200
Arcata, CA 95521

Re: Gateway Area Form-Based Code Outreach Scope and Budget

Dear Vanessa,

Below is a scope and budget for the Arcata Gateway Area Form-based Code outreach.

SCOPE

PART 1 TASKS

Part 1 of the form-based code outreach will focus on providing information to the public about form-based codes, the proposed Gateway Area form-based code, and recommended permit requirements.

1. Part 1 Presentation

Ben Noble will prepare a PowerPoint presentation (including notes) with the following:

- **Form-based Code Primer:** How a form-based code works, its benefits, and how it supports community desires for housing creation.
- **Code Examples:** Examples of form-based codes that allow development by-right.
- **Development Examples:** Photographs of development produced using example codes.
- **Guiding Principles:** Guiding principles for the Gateway form-based code based on staff's suggested language
- **Permitting Process:** Recommended process for by-right project approval (e.g., pre-application meeting, standards checklist, amenities/bonuses, special studies, building permit)

2. Coordination Meetings

Ben Noble will participate in coordination meetings with City staff and other members of the consultant team, including the local Arcata architect.

3. Community Meeting

Ben Noble will prepare attend a community meeting to present the Part 1 presentation and answer public questions about the Gateway Area form-based code.

4. Joint Study Session Preparation

Ben Noble will assist City staff to prepare materials for the City Council/Planning Commission joint study session

5. Joint Study Session Attendance

Ben Noble will attend (via Zoom) the City Council/Planning Commission joint study session.

PART 2 TASKS

In Part 2 of the form-based code outreach I will receive public feedback on building and site design features to regulate in the form-based code.

1. Images Illustrating Building and Site Design Options

Ben Noble will assemble photographs illustrating the different aspects of good building and site design that may be regulated through the form-based code. Photographs will address circulation and streetscape; parking and vehicle access; building placement, orientation, and entries; building massing and open space; facade and roof design; and other site features. Ben Noble will work with City staff to identify design features to illustrate. Example design features include the following:

Circulation and Streetscape

- New street connectivity (e.g., alignment with adjacent streets)
- Block Length (e.g., 600 ft. max)
- Minimum sidewalk width
- Street trees (e.g., one tree every ft.)
- Bike racks (e.g., one rack every 50 ft)

Parking and Vehicle Access

- Parking placement (e.g., behind or to the side of building)
- Placement of loading docks and service areas (e.g., not on primary building frontage)
- Parking access (e.g., from side street on corner lots)
- Parking screening (e.g., 3-foot fence, wall, or hedge if adjacent to public street)
- Driveway width
- Driveway separation
- Garage width and placement (e.g., 25% maximum of building width)

Building Placement, Orientation, and Entries

- Build-to lines (e.g., building must be within 15 ft. of front property line)
- Entry orientation (e.g., main entry must face the primary street)
- Required individual entrances for ground floor units

Building Massing and Open Space

- Upper floor step back (e.g., third story must be stepped back 15 feet from lower level floors)
- Transition to adjacent uses (e.g., lower height for portion of building next to single-family home)
- Maximum building length (e.g., 200 ft. max)

- Special corner building treatment (e.g., required tower element)
- Allowed building type (e.g., fourplex, townhouse)
- Required open space (e.g., min. 40 sq. ft. per unit)
- Open space design (e.g., unit windows facing open space)

Facade and Roof Design

- Base/middle/top (e.g., distinctive base material/treatment for building 3 stories or more)
- Required facade articulation (e.g., break in wall plane every 30 ft.)
- Roofline articulation (vertical articulation every 30 ft.)
- Building entry design (e.g., porch or roofed projection of main entry)
- Minimum ground floor height for mixed-use development
- Blank walls (e.g., max 10 ft. blank wall)
- Ground floor building transparency (e.g., min 65 percent ground floor)
- Residential entry design (e.g., min. porch dimensions)
- Window details (required window recess, trim)
- Exterior materials (e.g., prohibited vinyl siding; minimum two materials on building frontage)
- Roof design and materials (prohibited styles and materials)
- Colors
- Architectural styles (e.g., required details for Victorian style home)

Other Site Features

- Refuse Containers (screened by 6 ft. enclosure)
- Required equipment screening
- Fence design (e.g., prohibit chain link in front)
- Landscaping (e.g., landscaping required in setbacks)
- Outdoor lighting (e.g., shielded and downward facing)

2. Coordination Meetings

Ben Noble will participate in Zoom meetings with City staff and other members of the Consultant team to discuss building and site design options and images.

3. Community Workshop

Ben Noble will prepare workshop materials to solicit public input on the following questions:

- Given building height parameters established in Part 1, what are your building and site design preferences for the Gateway Area?
- Which building and site design features should be regulated by the form-based code?
- For features that should be regulated, what should the rules be (generally speaking)?
- What amenities should be required for all projects and which should be optional for projects participating in the community benefits program?

Ben Noble will work with City staff to develop a preferred approach to the workshop. One option is to divide participants into small groups, provide each group with a poster-sized Plan area map and a print-out of photographs illustrating building and site design options, and ask groups to mark up map with their thoughts on what they would like to see and where.

4. Public Outreach Assistance

Ben Noble will assist City staff with Part 2 public outreach and notification efforts.

5. On-line Survey

Ben Noble will prepare an on-line survey to solicit additional input on the questions discussed at the community workshop

6. Public Input Summary Memorandum

Ben Noble will prepare a memorandum summarizing Part 2 public input received through the on-line survey, Community, and other outreach activities.

7. Joint Study Session Preparation

Ben Noble will assist City staff to prepare materials for a City Council/Planning Commission joint study session to present Part 2 input and receive additional feedback.

8. Joint Study Session Attendance

Ben Noble will attend (via Zoom) the City Council/Planning Commission joint study session.

BUDGET

Below is a cost estimate to complete the scope of work described above.

Task	Hours	Cost
Part 1 Tasks		
1. Part 1 Presentation	30	\$4,800
5. Coordination Meetings	8	\$1,280
7. Community Meeting	8	\$1,280
9. Joint Study Session Preparation	8	\$1,280
10. Joint Study Session Attendance	6	\$960
Part 2 Tasks		
1. Images Illustrating Building and Site Design Options	20	\$3,200
2. Coordination Meetings	12	\$1,920
3. Community Workshop	40	\$6,400
4. Public Outreach Assistance	8	\$1,280
5. On-line Survey	24	\$3,840
6. Public Input Summary Memorandum	12	\$1,920
7. Joint Study Session Preparation	10	\$1,600
8. Joint Study Session Attendance	6	\$960
TOTAL		\$30,720

Please do not hesitate to contact me with any questions. I look forward to continuing to work with you on this project.

Sincerely,

A handwritten signature in black ink that reads "Ben Noble". The signature is written in a cursive, slightly slanted style.

Ben Noble
City and Regional Planning