

BEN NOBLE
City and Regional Planning
510.559.6901 | bnoble@bnplanning.com

June 10, 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. The budget includes my hours as well as costs for Urban Field Study to provide urban design and graphic support. I expect we will use this proposal as a starting point to further refine the scope of work and budget. Attached to this letter is the proposal I received from Urban Field Studio and their staff that would work on this project.

SCOPE

PART 1 TASKS

Part 1 of the form-based code outreach will focus on providing information to the public about the proposed form-based code, recommended building height and massing standards, 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.
- **Application Process Summary:** Information on the application review process for ministerial projects, including information on pre-application meetings with staff, requesting bonus tiers, selecting community benefits, special studies needed, and building permit submittal requirements.
- **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)

- **Opportunity Site Massing Diagrams:** Graphics from Task 2 below.
- **Plan Area New Development Graphics and Summary Table:** Graphics from Task 3 below.

2. Opportunity Site Massing Diagrams

Urban Field Studio will prepare graphics and summary tables presenting recommended building height and massing standards for the form-based code.

3. Plan Area Massing Diagram

Urban Field Studio will prepare a graphic that illustrates anticipated new development in the Plan area, accompanied by a summary table of development illustrated in the diagram (e.g., dwelling units, floor area, residents, jobs).

4. Public Outreach Assistance

Ben Noble will draft public notices and assist City staff with other Part 1 public outreach and notification efforts.

5. Coordination Meetings

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

6. On-Line Survey

Ben Noble and Urban Field Studio will prepare an on-line survey to receive community feedback on the guiding principles, recommended building height and massing standards, and recommended permit requirements.

7. Town Hall

Ben Noble and Urban Field Studio will prepare materials to use at an in-person Town Hall event to receive public input on the guiding principles, building height and massing options, and permit requirement options. Materials will utilize contents previously prepared for the form-base code presentation described in Task 1.

8. Public Input Summary Memorandum

Ben Noble and Urban Field Studio will prepare a memorandum summarizing Part 1 public input received through the on-line survey, Town Hall, and other outreach activities.

9. Joint Study Session Preparation

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

10. 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 we 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 and Urban Field Studio 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 and Urban Field Studio 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 and Urban Field Studio 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 and Urban Field Studio 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 and Urban Field Studio 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 and Urban Field Studio 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. The cost estimate includes my hours and costs for Urban Field Studio to provide urban design and graphic support. Additional information about Urban Field Studio tasks are provided in the attached proposal to me. As stated above, I expect we will use this cost estimate as a starting point to further refine the scope of work and budget.

Task	Noble	UFS	Total
Part 1 Tasks			
1. Part 1 Presentation	\$3,840	\$0	\$3,840
2. Opportunity Site Massing Diagrams	\$640	\$8,000	\$8,640
3. Plan Area Massing Diagrams	\$640	\$6,000	\$6,640
4. Public Outreach Assistance	\$1,280	\$0	\$4,280
5. Coordination Meetings	\$1,280	\$3,000	\$4,280
6. On-Line Survey	\$3,840	\$3,000	\$6,840
7. Town Hall	\$3,840	\$6,000	\$9,840
8. Public Input Summary Memorandum	\$1,280	\$3,000	\$4,280
9. Joint Study Session Preparation	\$1,280	\$0	\$1,280
10. Joint Study Session Attendance	\$960	\$0	\$960
Part 2 Tasks			
1. Images Illustrating Building and Site Design Options	\$1,920	\$8,000	\$9,920
2. Coordination Meetings	\$1,920	\$3,000	\$4,920
3. Community Workshop	\$5,120	\$6,000	\$11,120
4. Public Outreach Assistance	\$1,280	\$0	\$1,280
5. On-line Survey	\$3,840	\$3,000	\$6,840
6. Public Input Summary Memorandum	\$1,280	\$3,000	\$4,280
7. Joint Study Session Preparation	\$1,600	\$3,000	\$4,600
8. Joint Study Session Attendance	\$960	\$0	\$960
TOTAL			\$94,800

In addition to the cost estimate above, Urban Field Study is available to prepare a comprehensive test of the proposed development standards on individual opportunity sites. The cost of this site testing would be \$3,000 per site.

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

Attachment:
Urban Field Study Proposal

URBAN FIELD

To: Ben Noble

From: Jane Lin

Date: June 9, 2022

Subject: Proposal for Form Based Code Outreach for the City of Arcata's Gateway Plan

Dear Mr. Noble,

Thank you for asking us to propose a scope of work and fees for public outreach support for the City of Arcata's Gateway Plan. The Urban Field Studio team includes **Jane Lin** as the point of contact and **Courtney Ferris** and **Ryan Call** for this proposal.

Purpose of the Project

We understand that the purpose of this project is to support you, Ben Noble, in preparation of Part 1 and Part 2 of the Form Based Code Outreach.

Urban Field Scope of Work

Part 1 includes:

- Coordination Meetings (including with the local architect): \$3,000
- Graphic support for Part 1 Presentation to joint study session anticipated for July or August 2022 (digital images) \$8,000
- Preparing a massing diagram of the plan area, showing both existing and proposed zoning and development (in Rhino) \$6,000
- Preparing content for a Town Hall (graphics) \$6,000
- Preparing content for an online survey \$3,000
- Contribute to the public input summary memorandum \$3,000

Proposed Fee: \$29,000

Timing: Summer 2022

Part 2 includes:

- Coordination Meetings (including with the local architect): \$3,000
- Identifying and providing digital images illustrating building and site design: \$8,000
- Graphic support for Part 2 Presentation to joint session anticipated for later in Fall 2022: \$3,000
- Preparing content for a Community Workshop \$6,000
- Preparing content for an online survey \$3,000
- Contribute to the public input summary memorandum \$3,000

URBAN FIELD

Proposed Fee: \$26,000

Timing: Fall 2022

Optional: Testing opportunity sites: \$18,000 for 6 sites, \$3000 per site.

Proposed Fee

We estimate that the fees to cover tasks proposed for Parts I and 2 will be less than \$55,000. The project will be billed on a time and materials basis, and may vary depending on the requests of the team. An additional fee of \$2,000 will be charged per in-person meetings in Arcata to cover travel time and expenses. Urban Field Studio rates are attached; Jane Lin will serve as Principal-in-Charge, Ryan Call as a Consulting Principal, and Courtney Ferris as an Urban Designer I.

We are excited for this opportunity and are eager to start! Please let us know if you have any questions. We would be happy to review this with your client.

Thank you,



Jane Lin, AIA
Founding Partner
Urban Field Studio

Attachments:

- *Resumes*
- *2022 UFS Billing Rates*



JANE LIN / **FOUNDING PARTNER, AIA** URBAN FIELD STUDIO

Jane is a licensed architect and urban designer with twenty years of experience working with municipalities and agencies in the San Francisco Bay Area and beyond. Her work includes urban design for development strategy, streetscape improvements, transit area planning, revitalizing mixed-use districts, and supporting housing policy. Jane is a lecturer at UC Berkeley in the Department of City and Regional Planning, the Masters of Urban Design, and the Masters in Real Estate Development + Design program.

SELECT PROJECTS

COMPREHENSIVE PLANNING

Milpitas Metro Specific Plan, City of Milpitas*
San Jose State Campus Master Plan*
Downtown Dublin Vision, City of Dublin*
Dublin SCS Properties, City of Dublin*
North Hollywood Station Guide for Development, Metro Joint Development*

LAND USE STRATEGY

Coliseum Development Study, City of Oakland CA
Downtown Fremont Site Feasibility Study, City of Fremont
Santa Clara Downtown Strategy, Santa Clara, CA

DESIGN/ DEVELOPMENT STANDARDS AND GUIDELINES FOR MULTI-FAMILY HOUSING

Emeryville Objective Design Standards, City of Emeryville
San Leandro Multi-Family Design Standards, City of San Leandro*
San Pablo Avenue Specific Plan, City of Albany*
Irvington BART Station Area Plan, City of Fremont and BART*

TEACHING | Lecturer, UC Berkeley

ED 201 Master of Urban Design Studio
CP140 Urban Design and Placemaking
CP 208 Masters of City Planning Urban Design Studio

COMMUNITY ACTIVITIES

ULI Urban Plan Juror, Facilitator, Curriculum Contributor, and Piedmont High School Champion
ULI Technical Assistance Panelist for the City of Dublin
Panel Discussion Organizer for the San Francisco Urban Film Fest
Piedmont Unified School District Facilities Steering Committee
Piedmont Arts Fund Chair and Piedmont Makers Board Member
Piedmont Racial Equity Campaign, Committee Member
Piedmont Housing Committee, Appointed Member

* Projects with extensive engagement and outreach

EDUCATION

University of California, Berkeley
Master of City Planning with
Concentration in Land Use, 2005

University of California, Berkeley
Master of Science in Architecture
with Concentration in Building
Science, 2005

University of California, Berkeley
Bachelor of Arts in Architecture,
1999

CERTIFICATIONS

Licensed Architect in California

LEED AP - ND Leadership in
Energy and Environmental Design
Accredited Professional with a
Specialty in Neighborhood Design

ASSOCIATIONS

National League of Cities and ULI,
Rose Center for Public Leadership,
Faculty Advisor to the City of Tucson

ULI Member of the PPP Council
AIA East Bay Member
SPUR Member
SCUP Member

PROFESSIONAL AWARDS

Artist-In-Residence Educator with
LEAP Arts in Education
Eisner Prize in City Planning, UC
Berkeley



RYAN L. CALL / PARTNER, AIA **URBAN FIELD STUDIO**

With over 20 years of experience in planning and architectural design, Ryan has developed a particular expertise in master planning mixed-use urban communities with a focus on vibrant retail districts and public spaces. His primary interest lies in the strategic aspects of the design and development process where he has worked on a variety of projects from neighborhood shopping centers to regional shopping centers, to mixed-use multi-block districts. His presentation expertise has proven key to the success of many projects, especially during the critical public process and approvals phases.

SELECT PROJECTS*:

EDUCATION

Washington State University, 2001
Bachelor of Architecture

Syracuse University Firenze, 2000
Study Abroad - Urban Design

CERTIFICATIONS

Licensed Architect in California and
Indiana
Accreditation by NCARB

ASSOCIATIONS

American Institute of Architects
ICSC
Urban Land Institute Full Member

**Projects completed while Ryan was
the Director of Urban Design at ELS
Architecture and Urban Design in
Berkeley, CA.*

MIXED-USE MASTER PLANS

Downtown Dublin Vision, City of Dublin, CA
Dublin SCS Properties, City of Dublin, CA
Mueller Aldrich Street District, Austin, TX
University of Chicago 53rd Street District Mixed-Use Master Plan
Project Elevate, Elk Grove, CA
University Town Center East, Sarasota, Florida
Village of Merrick Park, Coral Gables, Florida
NewPark Mall Mixed-Use Specific Plan, Newark, CA

REGIONAL RETAIL CENTERS

Hillsdale Shopping Center North Block, San Mateo, CA
Stonestown Galleria Anchor Redevelopment, San Francisco, CA
HSC Mervyns Department Store Reconfiguration, San Mateo, CA
HSC South Block Facade Improvements + ATT Shell Design
Tucson Mall Anchor Redevelopment, Tucson, CA
Eastridge Shopping Center, San Jose, CA

PUBLIC OUTREACH AND EDUCATION

Downtown Dublin Vision, Dublin, CA
SCS Property Public Outreach, Dublin, CA
Latimer Square Public Workshop and Charette, Bloomington, IN
Telegraph Avenue Public Workshop and Charette, Berkeley, CA
Harold Way Workshop and Charette, Berkeley, CA

DESIGN GUIDELINES

Green Tree Mixed-Use Retail and Residential Guidelines, Vacaville, CA
Latimer Square PUD Design Guidelines, Bloomington Indiana

PROFESSIONAL AWARDS

AIA California Urban Design Award for Downtown Dublin
ICSC Gold Award for Hillsdale Shopping Center - San Mateo
ULI Apgar Award for 2015

COMMUNITY ACTIVITIES

Berkeley Design Advocates
Downtown Berkeley Association Volunteer - Former Board Member
Richmond Yacht Club Junior Program Volunteer



COURTNEY FERRIS / **URBAN DESIGNER** URBAN FIELD STUDIO

Courtney Ferris is a designer working within the disciplines of urban design, journalism, participatory process, and active transportation planning. Her work often challenges how we engage with, understand or question the processes that design our lives and has resulted in community process driven urban scale projects, design exhibitions, installations, and publications. A champion of public institutions, Courtney has spent much of her career in local government and is a proud product of an entirely west coast public school education with degrees from the University of Oregon and the University of California Berkeley.

EDUCATION

University of California, Berkeley
Master of Urban Design, 2018

University of Oregon
Bachelor of Architecture, 2013

Architectural Association Visiting
School, 2011-2012

AWARDS & EXHIBITIONS

YBCA Fellow, "Where is our Public Imagination"
LoopPDX International Design Competition - 1st Place
Assembling a Mosaic Exhibition
AIA Seattle Emerging Professionals Award - Finalist
AIA San Francisco - Metropolis re-Imagined Exhibition
AIA Portland Stitch Design Competition

* prior to working at Urban Field Studio

SELECT PROJECTS

COMPREHENSIVE PLANNING

Milpitas Metro Specific Plan, City of Milpitas
Stanford Research Park, Stanford, CA*
2035 Comprehensive Plan, Portland, OR*
Central City 2035, Portland, OR*
South Downtown Design & Activation Plan, San Francisco, CA*
The Green Loop, Portland, OR*

TRANSPORTATION PLANNING

Accessible Mt. Baker Multimodal Design, Seattle, WA*
Division Midway Neighborhood Street Plan, Portland, OR*
LA Protected Bike Lane Design Guidance, Los Angeles, CA*
Connect SF, San Francisco, CA*
Mesa Main Street Design, Mesa, AZ*
Center City Bike Network Project, Seattle, WA*
Boston Vision Zero Action Plan, Boston, MA*
Bike Network Mapping Guide, Federal Highway Administration*

DESIGN/ DEVELOPMENT STANDARDS AND GUIDELINES FOR MULTI-FAMILY HOUSING

Emeryville Objective Design Standards, City of Emeryville
San Leandro Multi-Family Design Standards, City of San Leandro
San Pablo Avenue Specific Plan, City of Albany
Mixed Use Zones Project, Portland, OR*

COMMUNITY ACTIVITIES

Partner at VibeMap.com
Oakland 2100, Co-Organizer
Seamless Bay Area, Engagement (Founding Team)
GRAY Magazine, Contributing Editor for architecture & urban design
Portland for Everyone, Engagement
BMW Next Mobility Charrette, Shenzhen, China
Design Week Portland
Connect the Park Blocks, Better Block Portland
Bellevue Grand Visioning Charrette
Ground Up Journal - Editorial Lead 2018

URBAN FIELD

RATE SCHEDULE

(Rates effective through 12/31/2023)

Charges for Services:

Charges for basic and additional services shall be based on the following rates and are subject to revision annually:

Principal-In-Charge:	\$245.00 per hour
Consulting Principal:	\$210.00 per hour
Urban Design Principal:	\$185.00 per hour
Urban Designer I:	\$150.00 per hour
Urban Designer II:	\$125.00 per hour
Consultant's Time:	1.15 times consultant's charges
Automobile Travel:	Prevailing IRS allowance
Reimbursable Expenses/ Reproduction Costs:	1.15 times charge
All other costs:	Direct reimbursement

Reimbursable Expenses:

Reimbursable Expenses are in addition to the compensation for basic and additional services and include actual expenditures made by Urban Field Studio or its professional consultants in the interest of the Project for the expenses listed in the following subparagraphs:

1. Expense of transportation, including rental car insurance (loss damage waiver/collision damage waiver and liability coverage), and living when traveling in connection with the Project; conference call services, and fees paid for securing approval of authorities having jurisdiction over the project.
2. Expense of reproductions including computer plotting, postage, overnight priority mail and handling of Drawings and Specifications.
3. If authorized in advance by the Owner, expense of overtime work requiring higher than regular rates and expense of renderings or models for the Owner's use.