



**CITY OF SANTA CLARA
CALIFORNIA**

**REQUEST FOR PROPOSALS
FOR
LAWRENCE STATION AREA PLAN (LSAP)**

July 3, 2014

**PROPOSALS DUE:
Thursday, July 31, 2014 at 3:00 PM**

**City of Santa Clara
Planning Division
1500 Warburton Avenue
Santa Clara, CA 95050**

**Attn: Payal Bhagat
(408) 615-2458
pbhagat@santaclaraca.gov**

A. INVITATION

The City of Santa Clara is seeking proposals from qualified consultants to provide professional services for the development of the Lawrence Station Area Plan (refer to map in Attachment A). The City is seeking an experienced and innovative planning firm (along with a multidisciplinary consultant team) with demonstrated knowledge and experience in transit-oriented development, participatory community planning (with experience in partnering with local community organizations and government agencies), urban design and planning principles, public infrastructure engineering, transit planning, traffic circulation and parking analysis, economic and market analysis, environmental review, and computer graphics. The selected consulting firm will produce the Lawrence Station Area Plan (LSAP) under staff direction with participation from Santa Clara residents, businesses, property owners, and community leaders.

B. BACKGROUND

The Lawrence Caltrain Station Area is envisioned for the creation of a TOD mixed-use neighborhood. The Cities of Santa Clara and Sunnyvale have been working together towards planning the future of this area.

In 2008, the City of Sunnyvale began to study the area and analyze current and future development potential around the existing Caltrain Station near Lawrence Expressway. In April 2010, the Sunnyvale City Council adopted a phased work plan for the Lawrence Station Area Planning effort. A copy of the Phase 1 report is available online at <http://www.lawrencestationinsunnyvale.org/>.

Sunnyvale's Draft Environmental Impact report for the final plan is expected to be released in 2014, with the final Lawrence Station Plan anticipated to be before the Sunnyvale Planning Commission and City Council for public hearings in late 2014.

The City of Santa Clara adopted its 2010- 2035 General Plan in November 2010 which designated Focus Areas throughout the City to support and foster the City's diverse economic and cultural base. In Phase II of the General Plan (2015-2035), Future Focus Areas such as the Lawrence Station Area, are identified to support community vitality through the development of new master planned neighborhoods. For additional details see section 5.1: Prerequisites and section 5.4.5: Future Area Goals and Policies.

Early initiation of a comprehensive planning process for a Future Focus Area is allowed if one or more private parties provide funding to the City for the planning of the entire Focus Area. No individual development proposals can be entitled prior to the completion of the planning efforts and the beginning of the next phase of the General Plan. Phase II of the 2010 General Plan begins in January 2015.

In April 2014, the City of Santa Clara initiated its Housing and General Plan Land Use Planning Elements update for the 2015-2025 planning period. This update is expected to be adopted by the City Council in December 2014. The work on the Housing and General Plan Land Use Element Update will help inform the comprehensive planning process for the Lawrence Station Area.

C. PROJECT LOCATION

Study Area

Lawrence Caltrain station is located near the western boundary of the City of Santa Clara along Lawrence Expressway between Kiefer Road to the north and Reed Avenue/Monroe Street to the south. Although the station is located in the City of Sunnyvale, the area borders the City of Santa Clara to the east. The study area for Lawrence Station Area Plan would include all properties east of Lawrence Expressway between Kiefer Road to the south and Central Expressway to the north. The eastern boundary of the study area would be the Calabazas Creek channel (see Attachment A for a map of the study area). The focus of this study would be on the residential development potential within the City of Santa Clara. Land uses in the area generally consist of older, functionally obsolete, light industrial and office/R&D structures. Single-family homes and multifamily residential buildings are located to the south along with commercial and light industrial uses.

D. PROJECT GUIDELINES

The Lawrence Station Area Plan should include the land use planning elements required for development of the area. Specifically, the plan should define both the land use plan for the area as well as the policies, zoning, design guidelines, parking policies, streetscape design, open space standards etc., for implementation. In addition the plans should outline infrastructure needs and a financing strategy. The primary objectives to be achieved through the plan are:

- Establishment of a land use plan and policy framework that shall guide future development and redevelopment activities within the area toward transit supportive uses and improvements.
- Improvement of vehicular, pedestrian, bicycle and transit connectivity between the station site and existing and future adjacent commercial and residential areas.
- Development and implementation of urban design standards for streets, streetscapes, buildings and open space, which promote walkable and livable environments within the project area.
- Preparation of a program level environmental impact report (EIR including technical studies for traffic, air quality, and infrastructure).
- Inform the public about transit-oriented design concepts and the Lawrence Station Area Planning process through a comprehensive community involvement strategy.

The selected consultant, with assistance from City of Santa Clara staff, shall conduct public workshops which shall inform citizens about the project and the process. Participation of property owners, community groups, and interested citizens shall be an important element of the project. A comprehensive public outreach plan shall be developed to engage and educate the public about the Lawrence Station Area Plan process, provide opportunities for the public to discuss issues openly and participate in the formulation and selection of preferred concepts. The plan shall include methods to include community groups and minority, low income, youth, renter, and non-English speaking populations.

The project shall include the formation of a stakeholder steering group comprised of property owners and developers. This group will advise City staff on technical aspects of the plan, including land uses, densities, connectivity, and other objectives of the draft plan. The stakeholder group meetings will serve as the primary outreach meeting for affected property owners in the Lawrence Station Area.

The project shall also include the formation of a Technical Advisory Group (TAG) to involve other public agencies (VTA, City of Sunnyvale, etc.), technical experts (consultant team), and staff from various departments in the City of Santa Clara (Planning & Inspection, Public Works, Water & Sewer Utilities, Parks & Recreation, Electrical Utility, etc.). The TAG's role is to advise on the concept and guide the project through the work tasks described more fully below.

E. PROJECT DESCRIPTION

The 2010 General Plan has designated the area for High and Medium Density Residential development beginning in 2015. The following section describes in detail the specific tasks that are expected to be completed to create and finalize the Specific Plan of the area.

SANTA CLARA LAWRENCE STATION AREA PLAN

TASK 1: COMMUNITY INVOLVEMENT PLAN

The successful consultant shall develop a collaborative involvement plan for the project. The City will partner with local and regional community based organizations as well as engage in directed education and outreach efforts involving the diverse population of Santa Clara. Regular meetings will be scheduled with community stakeholders to ensure that their input and feedback is included at specific points of plan development. Specific deliverables include:

- Deliverable 1a:** A community involvement plan (details of who will be engaged and when, along with the strategies that will be used to engage them).
- Deliverable 1b:** Materials for distribution at Citizen Advisory and TAG meetings (draft and final versions of maps, handouts etc. as they are prepared).
- Deliverable 1c:** Timeline for Citizen Advisory, TAG, and broader community outreach meetings.
- Deliverable 1d:** Meeting minutes, public comment summaries, survey or focus group summaries (as appropriate).

TASK 2: PARKING AND TRAFFIC CIRCULATION ANALYSIS

The successful consultant shall prepare a parking demand analysis for the project area related to transit service and intensification of land uses in the area. The analysis, summarized in a technical memorandum, shall examine:

- Residential parking demand
- Employment/commercial parking demand
- Mixed use parking demand
- Potential for shared and/or priced parking in the station area
- Feasibility of establishing parking maximums/minimums

- Parking management strategies
- Transit-oriented development parking ratios

The successful consultant shall prepare a detailed traffic analysis for each land use alternative to address traffic and circulation issues in the project area. Motor vehicle, transit, bicycle and pedestrian circulation patterns shall be considered, focusing on connectivity for these modes to the Lawrence Caltrain station, including station access for the disabled and elderly. Coordination of bus transit service with rail transportation and non-motorized connections to transit shall also be considered. Safety and operational issues shall be analyzed for the alternatives. Level of Service (or current equivalent model) analysis shall be conducted for motor vehicles, transit, bicycles and pedestrians for each alternative along with identification of required mitigation measures. Ridership projections shall be developed by travel period and commute direction.

The successful consultant shall present the findings from the Parking Demand and Traffic Analysis at the public outreach meetings and illustrate how public sentiment is reflected in the alternatives and seek feedback on the alternatives. Utilizing interactive planning techniques, the consultant shall lead meeting attendees in an exercise to identify community priorities and preferences. This may result in a clear preference for one of the alternatives or may result in a hybrid concept, which combines components of each alternative.

Deliverable 2a: Parking Demand Analysis

Deliverable 2b: Transportation improvements and Traffic Analysis

Deliverable 2c: Meeting summary

TASK 3: PREFERRED ALTERNATIVE, URBAN DESIGN, STREETScape AND OPEN SPACE STANDARDS

The consultant, in consultation with the City of Santa Clara and the community, shall develop a preferred land use and circulation alternative which shall serve as the basis for the Draft LSAP.

To complement the land use and circulation preferred alternative, the consultant shall develop design and streetscape standards based on input from community outreach meetings. The urban design standards shall address transit oriented design, including general design concepts for public spaces, street design by type and function of street, building form and orientation, street furniture, street lighting, street trees and landscaping, decorative sidewalks, utility vaults/cabinets/appurtenances, special design treatments for spaces such as the transit station, bus stops, and bicycle and pedestrian connections, particularly to the station. Accessible design for elderly and disabled persons and accessible paths of travel between the station area and the Specific Plan area shall be addressed.

The successful consultant shall assess open space needs resulting from future development in the area and identify general locations for public and private open space. An open space framework plan shall be prepared to meet this objective.

The successful consultant shall present the preferred land use and circulation alternative and the draft urban design, streetscape and open space standards at community outreach meetings. The

public will be asked to respond to the preferred plan and design standards. Input received shall be used to refine the alternative and develop the Draft LSAP.

- Deliverable 3a: Large format graphic illustrating preferred alternative, draft Urban Design and Streetscape Standards and report**
- Deliverable 3b: Open Space Framework Plan (public parks and private open space)**
- Deliverable 3c: TAG meeting summary**

TASK 4: INFRASTRUCTURE DEVELOPMENT, BUDGET AND FINANCING STRATEGY

The successful consultant shall prepare an Infrastructure Development and Financing Strategy to determine, at an engineering level, the infrastructure necessary to support the land uses and improvements identified in the preferred land use and circulation alternative and the design standards. The analysis shall describe in detail the infrastructure conditions and improvements needed to support the plan in terms of water, wastewater, storm drainage, sanitary sewer, electricity and gas, cable, telephone service, parks, schools, libraries, telecommunications and other civic needs. The analysis shall also include any mitigated improvements identified in the program level EIR. The analysis shall also include a preliminary stormwater management plan for the program area.

The analysis shall include order of magnitude cost estimates, phasing recommendations for improvements categorized by system, geography, or phased capacity improvements and recommended funding strategies.

- Deliverable 4a: Infrastructure Development and Budget Report**
- Deliverable 4b: Financing Report**
- Deliverable 4c: TAG meeting summary**
- Deliverable 4d: Community meeting summaries**

TASK 5: IMPLEMENTATION PLAN

The successful consultant shall identify specific action items to implement each element of **LSAP zoning code** updates, General Plan updates, with timelines for completion of each. Code updates shall be completed immediately after plan adoption.

- Deliverable 5a: Implementation Plan for each element of LSAP (with timeline)**

TASK 6: PREPARATION OF THE LSAP

The successful consultant shall prepare the Draft LSAP. The **Plan** shall serve as the city's long range, comprehensive land use, circulation, and implementation plan for guiding development within the plan boundary. The Plan shall contain the following components:

- **Planning Process:** Description of the process to develop the plan and the role the public played in creating the plan.

- **Land Use/Housing:** Description of land use designations, including total number of units, densities, square footage of non-residential uses, mixed use, and employment generating land uses. Population and job projections shall be included.
- **Transportation and Parking:** Description of circulation for motor vehicles, transit, bicycles, and pedestrians. New streets, paths and connections shall be included. Parking management strategies and TOD parking ratios shall be identified, based on the prior Parking Demand Analysis.
- **Public Services:** Shall include information about services and infrastructure needed to implement the plan. Shall include specific policies regarding utilities, public safety, parks, schools, libraries, and cultural facilities.
- **Station Access and Connectivity Plan:** Shall address access to the station by walking, bicycling, driving, and transit as well as circulation for these modes throughout the station area, including across Lawrence Expressway and the train tracks, with overall station connectivity the goal. Accessible design for disabled and elderly persons shall be a component of this section, including accessible paths of travel to the station from transit-oriented development within one half mile.
- **Design and Streetscape Standards:** Shall include policies and standards to promote pedestrian friendly design to increase pedestrian comfort and safety in walking to the train station.
- **Station Area improvements:** Standards to enhance overall livability of station area shall also be included. These include parking structures, transit stop improvements, security, lighting, signage, etc.
- **Open Space Plan:** Shall address the provision for adequate public and private open space as an integral part of the conceptual land-use alternatives
- **Implementation Plan:** Shall identify actions and strategies for plan implementation, along with completion date estimates or triggers, phasing, and cost estimates. Shall include infrastructure improvements needed for plan implementation and specific financing strategies to enable these improvements.

The successful consultant shall conduct Community Meetings following preparation and release of the Draft LSAP to receive public comment and input.

Deliverable 6a: Draft Lawrence Station Area Plan

Deliverable 6b: Community Outreach Meeting Summary

TASK 7: PREPARATION OF PROGRAM EIR

The successful consultant shall prepare a Program Environmental Impact Report (EIR) which shall thoroughly and adequately assess the impacts of the draft LSAP and comply with the provisions of the CEQA and the applicable regulations thereunder. The successful consultant shall also prepare responses to comments received during the public review period, a mitigation monitoring program, and statement of overriding considerations, as necessary. The EIR shall address the following areas:

- **Land Use Consistency and Compatibility:** The EIR shall describe existing land use and development patterns and evaluate the proposed project's consistency with adopted city plans and policies.

- **Population, Housing and Employment:** The EIR shall analyze projected population, housing and employment impacts of the draft Lawrence Station Area Plan.
- **Transportation and Circulation:** A traffic study shall be completed to determine the project's impacts to the existing and proposed roadway system, existing and proposed bikeway network, transit systems (bus and commuter rail) and pedestrians. Corridor levels of service shall be determined for regional/arterial streets.
- **Air Quality:** The EIR shall address the project's impact on air pollutants and their precursors as well as localized carbon monoxide impacts utilizing the appropriate air quality modeling tools. The analysis shall address both operational, including vehicular emissions (long term) and construction level (short term) impacts on local and regional air quality as well as an analysis of impacts on sensitive receptors.
- **Noise:** The EIR shall address the potential impacts on ambient noise levels from any construction related noise as well as potential impacts on ambient noise from the proposed project (buildout of proposed land uses).
- **Biological Resources:** The EIR shall analyze the project's short term (construction) impacts as well as long term impacts on biological resources, including special status species.
- **Water/Wastewater:** The EIR shall analyze and address the project's construction and operational impacts to the water and wastewater systems, water supply and wastewater capacity to serve buildout of the General Plan. A Water Supply Assessment shall be completed for the project and shall be available to the EIR consultant.
- **Hydrology/Flooding:** The EIR shall analyze the stormwater system, potential flooding impacts and water quality.
- **Public Services:** The EIR shall evaluate the potential impacts to public services such as schools, parks, solid waste disposal, police, fire, and utilities.
- **Cultural and Historic Resources:** The EIR shall evaluate potential impacts to cultural and historic resources.
- **Visual Quality:** Scenic, natural, cultural and historic assets will be evaluated and potential impacts of the project identified.
- **Geology and Seismicity:** The EIR shall examine geologic and seismic conditions, addressing ground shaking and liquefaction potential from earthquakes.
- **Hazardous Materials/Toxics:** The EIR shall evaluate sites in the plan area which are potentially contaminated.
- **Energy/Climate Change:** Changes in energy consumption anticipated through implementation of the draft LSAP Plan shall be analyzed. Greenhouse gas emissions anticipated with the project shall be included. The EIR shall analyze how development anticipated by the LSAP shall be affected by climate change and how implementation of the plan shall affect climate change. While analysis of this topic is evolving, this EIR shall include the most current thinking and practice regarding impacts of greenhouse gas emissions.
- **Alternatives Analysis and Assessment of Cumulative impacts**

Deliverable 7a: Draft Environmental Impact Report

TASK 8: EIR CERTIFICATION AND ADOPTION OF LAWRENCE STATION AREA PLAN

The successful consultant shall present the Draft LSAP and EIR at public hearings before the Planning Commission and City Council. The City and consultant shall make any final revisions to LSAP and EIR based on changes adopted by either the Planning Commission or City Council. Staff anticipates four (4) public hearings and four (4) study sessions.

Deliverable 8a: Final Environmental Impact Report with Mitigation, Monitoring and Reporting Program

Deliverable 8b: Adopted LSAP, General Plan, Zoning, and Design Guidelines amendments

F. PROPOSAL CONTENT

The City discourages overly lengthy proposals. However, the proposal shall include the following information at a minimum:

1. Proposer's complete name, business address, and telephone number and the name, mailing address, and telephone number of person the City should contact regarding the proposal.
2. A description of the proposer's organization, including names of principals, number of employees, longevity, client base, areas of specialization and expertise and any other pertinent information in such a manner that proposal evaluators may reasonably formulate an opinion about the stability and financial strength of the organization.
3. A complete disclosure of any prior or ongoing incidents as to which it is alleged that proposer has defaulted or failed to perform which has led the other party to terminate the contract. Identify the parties involved and the circumstances of the default or termination. Also describe any civil or criminal litigation or investigation pending which involves proposer or in which proposer has been judged guilty or liable.
4. Names, qualifications, and experience of the proposed project team, including examples of projects of similar scope undertaken in the past three years.
5. Three references for whom proposer has performed similar services of similar scope within the past three years. Include the organization name and address, the name and telephone number of a contact person, and a brief description of the services performed by the consulting firm.
6. A narrative statement that illustrates the proposer understands the project requirements.
7. A narrative statement that sets out the methodology proposer intends to employ and that illustrates how this methodology will serve to perform the described services.
8. A description of the management plan proposer intends to employ for the project and an explanation of how it will support all project requirements and logically lead to the required deliverables. The description must include the organization of the project team, including accountability and lines of authority.

9. A detailed project schedule for completion of the project. The City assumes consultant completion of the project by 2016 and the project schedule submitted should outline the completion dates associated with each task listed in the project description.
10. A detailed cost proposal (broken down by tasks) which shall be submitted in a separate, sealed envelope.
11. Any exceptions taken to the proposed contract language (Attachment B). Exceptions to the City's contractual terms and conditions must be identified in writing as part of the proposal response. If no exceptions are noted, the proposer waives its right to make changes to the City's agreement.
12. The signature(s) of the company officer(s) empowered to bind the firm, with the title of each (e.g. president, general partner).

G. EVALUATION OF PROPOSALS

Proposals will be evaluated by a team of City employees. Points will be assigned based on the proposer's effectiveness and efficiency in supporting each item being rated.

<u>Criteria</u>	<u>Possible Points</u>
1. Adherence to the requirements of this Request for Proposals.	15
2. Depth of project team's experience and its relevance to the project described in this Request for Proposals.	30
3. Proposer's understanding of project requirements.	25
4. Proposed methodology and management plan for the project.	30
5. Proposed timeline for completion of services.	10
6. Amount of total work plan and comprehensiveness of each task proposed	20
7. Overall cost/value to the City	20
Total Possible Points	150

The City will evaluate proposals on the basis of each proposer's written submittal. The top-rated proposers will be invited to the City for panel interviews.

H. SELECTION PROCESS

The City's Planning Division will recommend to the Santa Clara City Council an award of contract based on the proposal that provides the best value to the City. The City's selection and evaluation timeline is as follows:

RFP issued – July 3rd
RFP due date – July 31th
Proposal review – August 4-12th
Notification of consultants – August 15th

Consultant interviews, if necessary – August 19-22nd
Contract negotiations – August 26th
Council award of contract – September

I. CONTRACT AND OTHER REQUIRED DOCUMENTS

The successful proposer shall submit the following documents to the Planning Division after award of the contract:

1. A Consultant Services Agreement executed in duplicate by the successful proposer. (A sample agreement is attached to this Request for Proposals, and its terms and conditions are incorporated by reference).
2. Evidence of the required insurance coverage.
3. A Santa Clara business license application and fee if proposer does not already possess such license.
4. A completed Internal Revenue Form W-9.

K. DEADLINE FOR SUBMISSION OF PROPOSALS

Proposer shall submit five (5) copies of its proposal to:

Payal Bhagat, Assistant Planner II
Planning Division
1500 Warburton Avenue
Santa Clara, CA 95050

To be considered, proposals must be received at the address in the above paragraph by 3 p.m. on Thursday, July 31, 2014. Late proposals will not be considered.

L. CONTACT PERSON

Inquiries relating to this Request for Proposals and/or the required services should be directed to:

Payal Bhagat, Assistant Planner II
Telephone: (408) 615-2458
pbhagat@santaclaraca.gov

*CITY OF SANTA CLARA
& CITY OF SUNNYVALE*

LEGEND

- CITY LIMITS 
- CALTRAIN STATION 
- LAWRENCE STATION AREA PLAN 
- CALABAZAS CREEK 

CITY OF SANTA CLARA

Figure 52-2
**Land Use Diagram
Phase II: 2015-2025**

-  Very Low Density Residential
-  Low Density Residential
-  Medium Density Residential
-  High Density Residential
-  Neighborhood Commercial
-  Community Commercial
-  Regional Commercial
-  Neighborhood Mixed Use
-  Community Mixed Use
-  Regional Mixed Use
-  Public/Quasi Public
-  Low Intensity Office/R&D
-  High Intensity Office/R&D
-  Park/Open Space
-  Light Industrial
-  Heavy Industrial
-  Santa Clara Station Area
-  Downtown Core
-  Open Space - (with) new development
-  New Neighborhood Retail

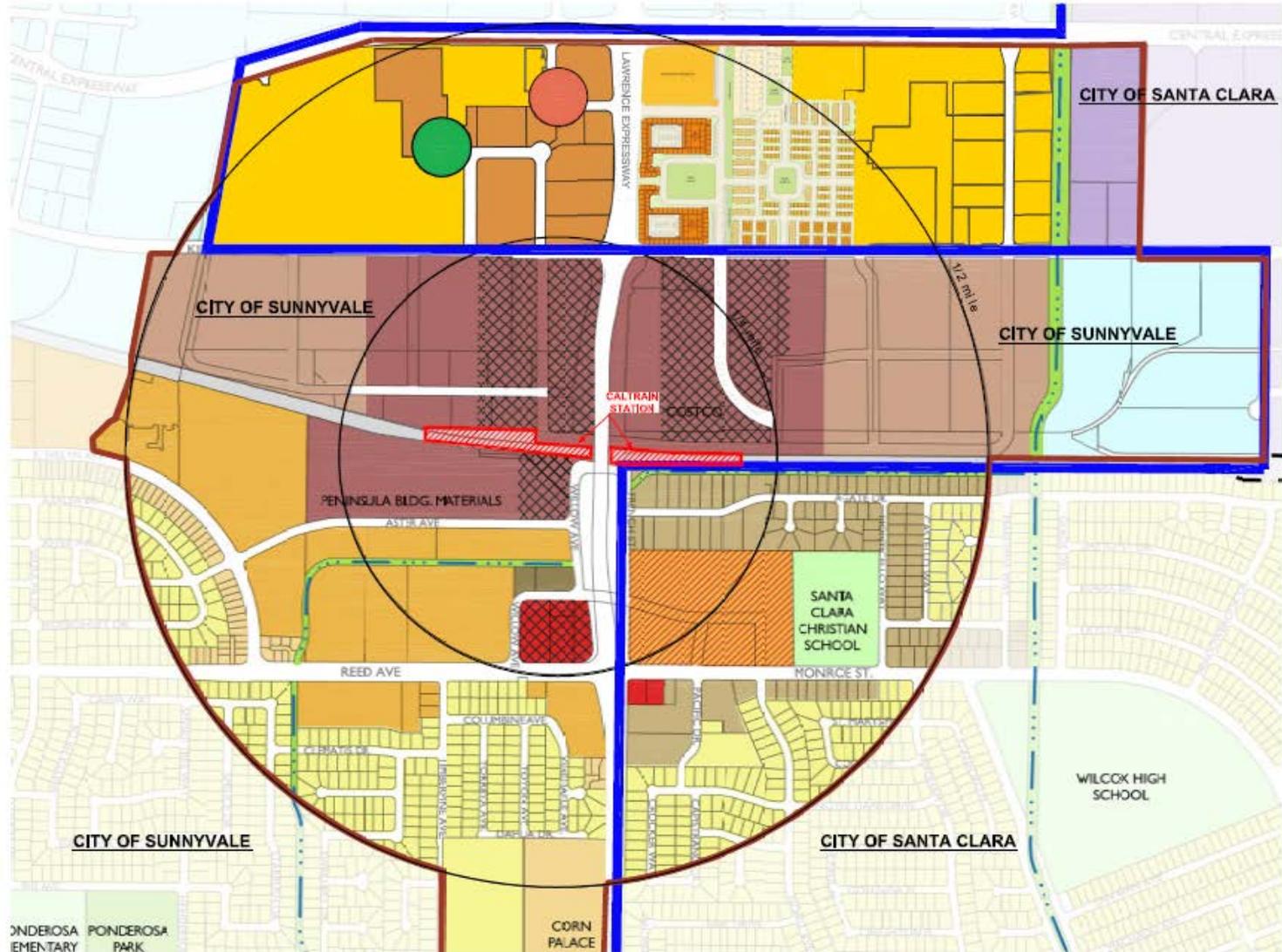
CITY OF SUNNYVALE

SUNNYVALE EXISTING LAND USE

-  LOW DENSITY RESIDENTIAL
-  LOW-MEDIUM DENSITY RESIDENTIAL
-  MEDIUM DENSITY RESIDENTIAL
-  INDUSTRIAL & SERVICE
-  EXISTING PUBLIC PARKS
-  EXISTING SCHOOLS AND OTHER CIVIC USES

SUNNYVALE PROPOSED LAND USE

-  RESIDENTIAL TRANSIT CORE
-  OFFICE/IND TRANSIT CORE
-  INDUSTRIAL INTENSIFICATION
-  MIXED USE TRANSIT SUPPORTING
-  MIXED USE TRANSIT CORE
-  OFFICE/RETAIL
-  RETAIL MIXED USE (STREET FRONTING RETAIL)



2010 GENERAL PLAN VISION



