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Title: Staff Report for a City of San Leandro City Council Resolution Approving a Consulting Services Agreement Between the City of San Leandro and Aaron Welch Planning to Prepare Zoning Code Amendments Implementing the Bay Fair Transit Oriented Development Specific Plan and Authorizing the City Manager to Execute the Agreement in an Amount not to Exceed \$70,000

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Staff Report for a City of San Leandro City Council Resolution Approving a Consulting Services Agreement Between the City of San Leandro and Aaron Welch Planning to Prepare Zoning Code Amendments Implementing the Bay Fair Transit Oriented Development Specific Plan and Authorizing the City Manager to Execute the Agreement in an Amount not to Exceed \$70,000

SUMMARY AND RECOMMENDATIONS

Staff recommends that the City Council approve a consulting services agreement (CSA) with Aaron Welch Planning for an amount not to exceed \$70,000 for the Zoning Code amendments to implement the Bay Fair Transit Oriented Development Specific Plan.

BACKGROUND

In 2014, the City of San Leandro applied for and received a highly competitive \$440,000 Priority Development Area (PDA) planning grant from the Metropolitan Transportation Commission (MTC) to prepare the Bay Fair Transit Oriented Development (TOD) Specific Plan (Specific Plan) and related Environmental Impact Report (EIR). The City also contributed local funds and in-kind contributions to match the grant along with contributions from BART, Madison Marquette (the owner of the Bayfair Center) and Alameda County.

The Specific Plan area includes Bay Fair BART Station, Bayfair Center, the East 14th Street and Hesperian Boulevard corridors, and a small number of residential uses. The Specific Plan was created to promote the long-term sustainability and vibrancy of the Bay Fair BART Station area and to establish it as a Priority Development Area (PDA) in order to:

- Provide greater access to public funding targeted to TOD areas;

- Incentivize/streamline the regulatory process for future TOD developments;
- Continue City and private investments in South San Leandro; and
- Add the final planning piece to the City's East 14th Street corridor, following the East 14th South Area Strategy (2004) and the Downtown TOD Strategy (2007), all in compliance with MTC's regional Plan Bay Area 2040.

In September 2016, the 2035 General Plan was adopted. The 2035 General Plan creates a new Bay Fair Transit Oriented Development (B-TOD) land use designation for the Specific Plan Area. On February 20, 2018, the City Council adopted the Specific Plan. Zoning Map and Zoning Text Amendments are now necessary to establish the B-TOD Zoning District, which will set forth development standards for the Plan Area.

Analysis

In 2015, Raimi + Associates was selected as the most qualified candidate to prepare the Specific Plan. Aaron Welch, project manager at Raimi + Associates, worked closely with staff and stakeholders during the Specific Plan's preparation. Mr. Welch has since established Aaron Welch Planning, an independent consulting firm that staff recommends contracting with to prepare the Bay Fair Zoning Code Amendments because of his direct experience working on the Specific Plan. Sub-consultants on this project would include Van Meter Williams Pollack, an urban design firm that was part of the Specific Plan team, as well as Ben Noble, a zoning consultant. Rincon Consultants, the firm that prepared the Specific Plan EIR, would assist with CEQA documentation. Given Mr. Welch's expertise and direct experience, along with the majority of the sub-consultants noted above who consulted on the development of the Bay Fair TOD Plan, contracting with Aaron Welch for this project meets the City's requirements for a sole source procurement.

The contract scope includes preparation of the Bay Fair Zoning Code amendments, associated public engagement, and CEQA documentation. The Zoning Code amendments are anticipated to take 10 - 12 months to complete.

Community Involvement

Throughout the multi-year Specific Plan development process, the City implemented a broad public outreach effort, which included:

- A 21-member Community Advisory Committee (CAC);
- A 10-member Technical Advisory Committee (TAC);
- Presentations with numerous City Boards, Commissions, Committees, and interest groups;
- A Bay Fair TOD Plan webpage on the City's website;
- Information pop-up stations in the Bay Fair BART Station and Bayfair Center;
- Two widely publicized community workshops;
- Email distribution list of over 450 individuals composed of residents, businesses, property owners, community organizations, and public agencies; and
- Press releases, weekly updates to City Council, and online postings on the City blog, SL Next, and Nextdoor.

The Bay Fair Zoning Code amendments will be a critical next step in implementing the Specific Plan. As per the attached scope of work, the outreach process for the amendments will include the following:

- Work session with the City Council;
- Minimum of two stakeholder group meetings;
- Two community meetings - one before the draft amendments are prepared and one during the public review of the draft amendments;
- Work session at the Planning Commission;
- Planning Commission Public Hearing; and
- City Council Public Hearing to introduce and adopt the Zoning Code amendments.

Previous Actions

On February 20, 2018, the City Council adopted the Bay Fair TOD Specific Plan, which identified the need for Zoning Map and Zoning Text Amendments to establish the B-TOD Zoning District as a short-term action item critical to Plan implementation.

Applicable General Plan Policies

- **General Plan Policy LU-8.10: Bay Fair Area.** Transform the area around the Bay Fair BART station, including Bayfair Center, other shopping centers, and properties along Hesperian, East 14th Street, and other major arterials, into a dynamic new transit oriented development area. Future development in this area should reposition Bayfair Center to reflect current trends in retailing; add a mix of higher-density residential, office, and other commercial uses; maximize the potential for BART use; and minimize dependence on autos for daily trips.
- **General Plan Action LU-8.10.A: Bay Fair Station Transit Village.** Complete the Bay Fair BART Transit Village Specific Plan now underway. The Plan should outline a vision for the area's future development, include standards and guidelines for future development, and present a strategy for achieving desired end results. Following its adoption, undertake rezoning and capital improvements to facilitate implementation.
- **General Plan Policy ED-4.8: Bayfair Center.** Support continued reinvestment in Bayfair Center, restoring the center's role as a regional destination while reinventing it to reflect modern retail trends and incorporate a more pedestrian-oriented, mixed use format.

Environmental Review

No environmental review is required for the authorization to execute the consulting services agreement with Aaron Welch Planning. Appropriate environmental documentation will be completed for the Bay Fair Zoning Amendments.

Legal Analysis

The Consulting Services Agreement was reviewed by the City Attorney and approved as to form.

Fiscal Impacts

The CSA is for an amount not to exceed \$70,000. The source of funding for the \$70,000 CSA with Aaron Welch Planning is described below in “Budget Authority” section.

Budget Authority

This \$70,000 General Fund expenditure is included in the City Council approved FY 2019-21 Two Year Budget under Community Development’s expenditure account 010-41-001-5120.

ATTACHMENTS

Attachment to Resolution

- Consulting Services Agreement with Aaron Welch Planning

PREPARED BY:

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