


Agenda Report Reviewed by:
 City Manager: 

**CITY OF SEBASTOPOL
 CITY COUNCIL
 AGENDA ITEM**

Meeting Date: June 21, 2022
To: Honorable Mayor and City Councilmembers
From: Kari Svanstrom, Planning Director
Subject: Approval of Consultant for Objective Design Standards
Recommendation: Approve the Consultant and Authorize the City Manager to execute an Agreement
Funding: Currently Budgeted: X* Yes No N/A
 Net General Fund Cost: \$0
 Total Cost: \$127,895
 Supplemental Planning Grants (247): \$87,692
 General Plan Update Fund (208) \$40,203

*As of the writing of this report, Supplemental Planning Grant FY22-23 proposed budget included the consultant cost for this project. Additional cost to accommodate SB9 is also included in the FY22-23 proposed budget

Account Code/Costs authorized in City Approved Budget (if applicable) AK (verified by Administrative Services Department)

INTRODUCTION/PURPOSE:

The item is to request Council approve the Consultant, Opticos Design, Inc., and authorize Staff to execute an Agreement with the firm to develop Objective Design Standards for the City.

BACKGROUND:

The State of California has adopted legislation in recent years that impact the ability of a local jurisdiction to implement their adopted discretionary Design Guidelines and requirements for certain residential projects, including certain multi-family residential development (vis SB35) and, most recently, SB9 for single family residential zones related to additional units on single family parcels through either lot subdivisions (“lot splits”) and developing homes on a newly subdivided lot or through the conversion of existing single-family homes into multiple units.

Council previously authorized staff to release an RFP for a consultant to assist with developing Objective Design Standards (ODS) which would address the various State laws now in effect and those going into effect in January 2021, such as SB9. Staff worked with the City’s ad hoc Design Guideline Subcommittee to finalize the RFP, and released it earlier this year. The City received one response, from Opticos, which has assisted several other communities in developing Objective Design Standards (see attachment).

DISCUSSION:

The City Council created a Design Guideline Subcommittee in 2019 to address updates to the City’s Design Guidelines. This committee has recently developed Standard Conditions of Approval, which can be utilized for both standard city projects, and streamlined (SB35) projects. The next step is to develop Objective Design Standards. Once adopted, these can be utilized for SB35 applications which are exempt from the normal ‘discretionary’ design review process. It is anticipated that these will also provide more certainty for both developers and the community

in terms of the intent of the existing design guidelines. Note, this will not replace the existing design guidelines, which would still be administered by the Design Review Board.

Staff has reviewed the response and interviewed the firm regarding the City’s needs and their services. With some adjustment to scope, staff is recommending proceeding with Opticos as the consultant to assist with both the ODS and developing SB9 regulations. (Tasks A-D of the proposal). Tasks E-G would add an additional \$49,210 and, while these might be useful tools, are not critical to developing the ODS and SB9 regulations needed.

If approved, the work with the consultant would begin this summer with the Design Guideline Subcommittee. The project is anticipated to take approximately eight to nine months to develop the final draft for City review and adopting (anticipated to take 2-3 months, including final review by the Design Review Board, Planning Commission, and City Council).

GOALS:

This action supports the following City Council Goals:

- Goal 4.1 - Create a Safe, Healthy and Attractive Environment for Residents and Visitors
- Goal 7 - Provide and Develop a Plan for the Future for the City of Sebastopol with the Implementation of the new General Plan
 - 7.2.1 Incorporate the Small Town Character values into the City’s land use policies
 - 7.2.2 Review, evaluate and update the Design Review Guidelines
- Goal 9 - Enhance housing opportunities in Sebastopol and, when possible, provide assistance to housing projects.
 - 9.1.3 Engage with community on housing issues and suggested review of City policies to facilitate a positive jobs/housing balance

The following General Plan Actions:

Goal CD 1: Preserve and Enhance Sebastopol’s Unique Character, Design, and Sense of Place as a Small, Compact Town

Policy CD 1-1: Ensure that new development is constructed in a manner consistent with the City’s Design Guidelines, and any design guidelines for specific areas or types of development.

Policy CD 1-2: Ensure that new residential and commercial development is sensitive to the surrounding architecture, topography, landscaping, character, scale, and ambiance of the surrounding neighborhood.

Policy CD 1-3: Discourage repetitive designs in residential and commercial areas, while establishing a cohesive visual relationship between structures and their surroundings.

Policy CD 1-6: Maintain and enforce Zoning Ordinance provisions and design guidelines that prohibit auto-centric strip development.

Policy CD 1-12: Require the design of new residential development to be consistent with the City’s design guidelines, to ensure that new development contributes to the small town character of Sebastopol.

And, the following Housing Element policies:

Goal C-1: Facilitate New Housing Production

The City of Sebastopol will take necessary steps to promote new housing development and remove public infrastructure constraints to new housing development.

Goal F-1: Promote Energy Conservation in Residential Development

Goal F-2: Promote Resource Conservation in Residential Development

Action F-2: Consider design features in future developments to reduce heat island effects, including narrower streets, increased landscaping, green roofs, cool roofs, and cool pavements.

Action F-3: Continue to encourage the incorporation of energy-saving principles in the design and planning of new residential developments by providing information to developers and property owners about available energy conservation programs.

Action F-5: Continue to encourage improvements that result in conservation of energy, water, and other natural resources in existing residential development, particularly in renter-occupied units.

Action F-9: Promote the use of straw bale, rammed-earth, and other energy-efficient types of construction and materials.

Policy G-9: The City will assess the project approval process to see if there are additional ways to reduce the amount of time the process requires.

Action G-18: Prepare design guidelines for multifamily and mixed use residential projects and adopt methods to streamline the design review process for such projects.

PUBLIC COMMENT:

As of the writing of this staff report, the City has not received any public comment. However, staff anticipates receiving public comment from interested parties following the publication and distribution of this staff report. Such comments will be provided to the City Council as supplemental materials before or at the meeting. In addition, public comments may be offered during the public comment portion of the agenda item.

PUBLIC NOTICE:

This item was noticed in accordance with the Ralph M. Brown Act and was available for public viewing and review at least 72 hours prior to scheduled meeting date.

FISCAL IMPACT:

The total cost of this project as listed above \$127,895 will be funded partially by State Planning Grant previously submitted and awarded. Due to the SB9 regulation and changing in scope to address the new state legislation, this residual balance of the project cost will be funded by General Plan Update fund balance.

RECOMMENDATION:

Approve the Consultant and Authorize the City Manager to execute an Agreement with Opticos Design, Inc., to develop Objective Design Standards and regulations to address SB9.

Attachments:

Proposal / Response to RFP

Revised and Recommended Scope and cost



Objective Design Standards + SB 9 Criteria

Prepared for
the City of
Sebastopol, CA

April 11, 2022



Prepared For:

Kari Svanstrom
Sebastopol, California
Planning Division

7120 Bodega Avenue
Sebastopol, CA 95472
707.823.6167

Prepared By:

Opticos Design, Inc.
2100 Milvia Street; Suite 125
Berkeley, California 94704
510.558.6957

We are urban designers and architects who believe in the transformative power of beautiful, sustainable, walkable communities for all.

Certified



Corporation™

In 2007, Opticos became a founding B Corporation, establishing triple bottom line of social, economic, and environmental responsibility.

Contents

| | |
|--|-----------|
| Introductory Letter | xi |
| Consultant Information, Qualifications + Experience | 1 |
| Organization + Approach | 17 |
| Scope of Work | 29 |
| Schedule of Work | 37 |
| Conflict of Interest, Litigation + Contract Agreement | 41 |
| Cost Proposal | 43 |

Introductory Letter



March 11, 2022

Dear Kari Svanstrom,

We are pleased to submit our proposal for Objective Design Standards and SB9 Criteria for the City of Sebastopol. We understand that you are looking to establish objective design standards for multi-family and mixed-use projects in response to recent changes in State Law, as well as standards for single-family units and lot splits applicable to SB9.

Opticos is a nationally recognized urban design, planning, and architecture firm with a passion for creating vibrant, healthy, and sustainable places. For 20 years we have prepared downtown and community plans, revitalization strategies, form-based codes, and strategic advice for places across the country. We maintain a consistent and highly respected track record with private and public clients that come to us for quality design that is responsive to local context, and public process that is inclusive and effective in navigating complex local issues. As a certified Small Business, we bring a high level of principal involvement and care to every project. And as a B Corporation, our work is reflective of our commitment to a triple bottom line of social, economic, and environmental sustainability.

Our work experience in both zoning and infill housing includes both relevant projects in the San Francisco Bay Area and nationally. Locally we've been involved in 35 distinct planning and implementation projects in Priority Development Areas across 19 jurisdictions, including award-winning work at the Pleasant Hill BART TOD and in the Hercules Central Plan Area, and locally in Downtown Petaluma and Rohnert Park. We've also been instrumental in working with jurisdictions to support Missing Middle Housing, from our analytical work to identify policy and regulatory barriers, including our multi-session Working Group created for MTC/ABAG, to crafting policy amendments and zoning ordinances to support MMH, as we have in Santa Rosa.

Most recently, we are utilizing our 20-year experience in preparing Form-Based Codes to prepare Objective Design Standards in multiple Bay Area communities. We strive to create Objective Design Standards not only to meet State Law requirements for housing projects, but also to enable good development. To this end we make our codes to be graphically clear, meaningful, and concise as possible in support of this. Through our work with Marin County and 10 participating Marin jurisdictions and elsewhere in the SF Bay Area, we have established a comprehensive ODS toolkit that covers a broad variety of topics across a spectrum of environments, guiding building form, building type, and architectural style. The toolkit can be efficiently customized and applied to local conditions. The list of expected zones and standards provided in the RFP dovetails well with our toolkit approach and we would be excited to work with you to apply our toolkit to Sebastopol.

“Opticos is unlike any other consultant I have worked with. They have come up with creative ideas that provide the ‘game changers’ that Richmond needed.”

Richard Mitchell
Richmond Planning Director

We are also currently working with MTC/ABAG to create an SB 9 toolkit, also customizable to local conditions. This work has been guided by MTC/ABAG staff, a working group of about a dozen Bay Area jurisdictions, and our analysis. We will be well-positioned to help you create standards for SB 9 projects that accommodate the prevalent lot sizes and conditions within Sebastopol.

Our proposal includes a work scope and schedule, our team's qualifications, and a budget as required by the RFP. The work will be managed by our Senior Associate and Coding Director Tony Perez and his team under my direction. To date, we have not received any Addendums, and our proposal is valid for a period of ninety (90) days from submittal.

Thank you for this opportunity. Should you have any questions about our qualifications or proposal, please feel free to contact me.

Sincerely,



Stefan Pellegrini, AICP, LEED AP, NCARB
Principal
stefan.pellegrini@opticosdesign.com

“Opticos was hired specifically because of their expertise in community engagement and form-based code to draft a Specific Plan for the Vallco area. Their comprehensive and thoughtful engagement strategy and ability to communicate alternatives through design and visualization, were invaluable to winning support. It was an unprecedented process, and it was a real pleasure to work with the Opticos team.”

Aarti Shrivastava
*Assistant City Manager/
Director of Community
Development,
City of Cupertino, CA*

Consultant Information, Qualifications + Experience

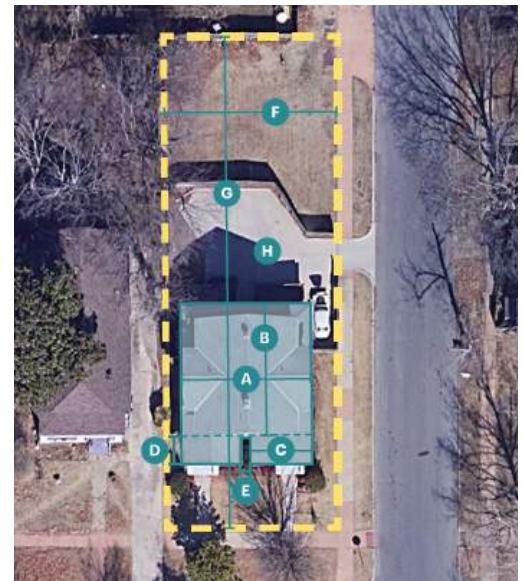
CHAPTER

2



Marin County Objective Design + Development Standards

Marin County, California



Contracting Agency

County of Marin

Project Manager + Contact Information

Jillian Zeiger, Planner
 Housing & Federal Grants
 Division County of Marin
 415.473.7549
 jzeiger@marincounty.org

Dollar Value of Contract

\$1,225,855.00

Date of Completion

Ongoing as of April 2022

Team

Opticos Team Lead with Lisa
 Wise Consulting, Plan 2 Place

Opening Doors to New, Context-Sensitive Development

Opticos Design is working with Marin County and 10 jurisdictions to develop Objective Design Standards for multifamily and mixed-use residential development. The project will provide zoning tools to deliver context-sensitive infill housing across a diverse range of communities. The toolkit will address the wide spectrum of physical characteristics found in these communities. The Toolkit adapts existing multifamily and mixed-use residential zoning and design guidelines into form-based, objective design standards using a place-based approach to create standards that recognize the characteristics or 'DNA' that make each local context and its architectural styles.

Highlights

1. Multidisciplinary team working on a **multijurisdictional and collaborative process.**
2. COVID-19 **Online Strategies** via Countywide Survey, Community Workshops, and Roadshows.
3. **Shared DNA**, "Commonalities" among communities found through Existing Conditions Analysis and Place Types + Building Types Atlas.
4. Additional Tasks for participant communities.
5. Multijurisdictional Coding Strategy, **The Toolkit.**



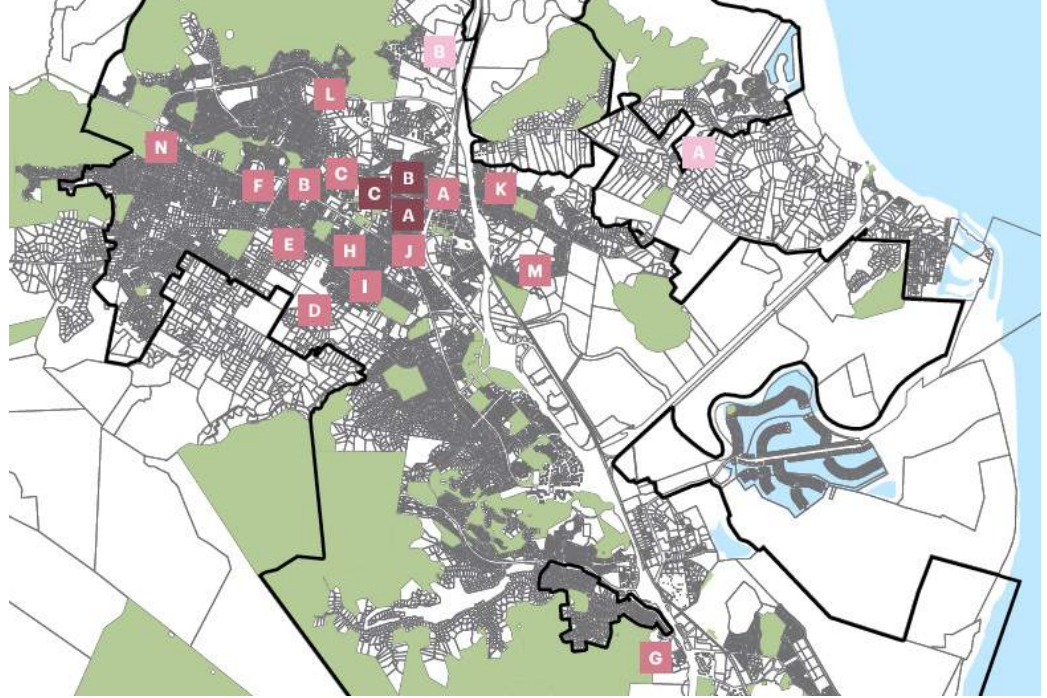
Neighborhoods that contain a mix of house-scale and block-scale, multifamily building types with medium-to-large building footprints.

- Building Form:
Mostly House-Scale
Mostly Detached

- House-Scale Building Types:
House, Duplex, Multiplex,
Apartment Building Medium

- Block-Scale Building Types:
Apartment Building Large

- Building Front Setbacks:
Small-to-Medium

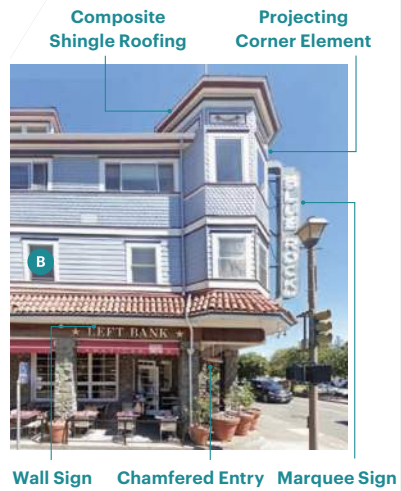


Site testing illustrates potential for new infill housing

Detailed place-type analysis drives new standards to ensure compatibility



Place types illustrated



Informing Future Zoning/Standards: Getting Beyond Simply Increasing Density Opportunity Site/Lot Studies

Testing Design Alternatives, Ecomic Feasibility and Building Support for the Right Development on City/County-Selected Opportunity Sites (23 sites total)

Development Scenario 1: Medium Scale



Development Scenario 2: Medium/Large Scale



Development Scenario 3: Small Scale



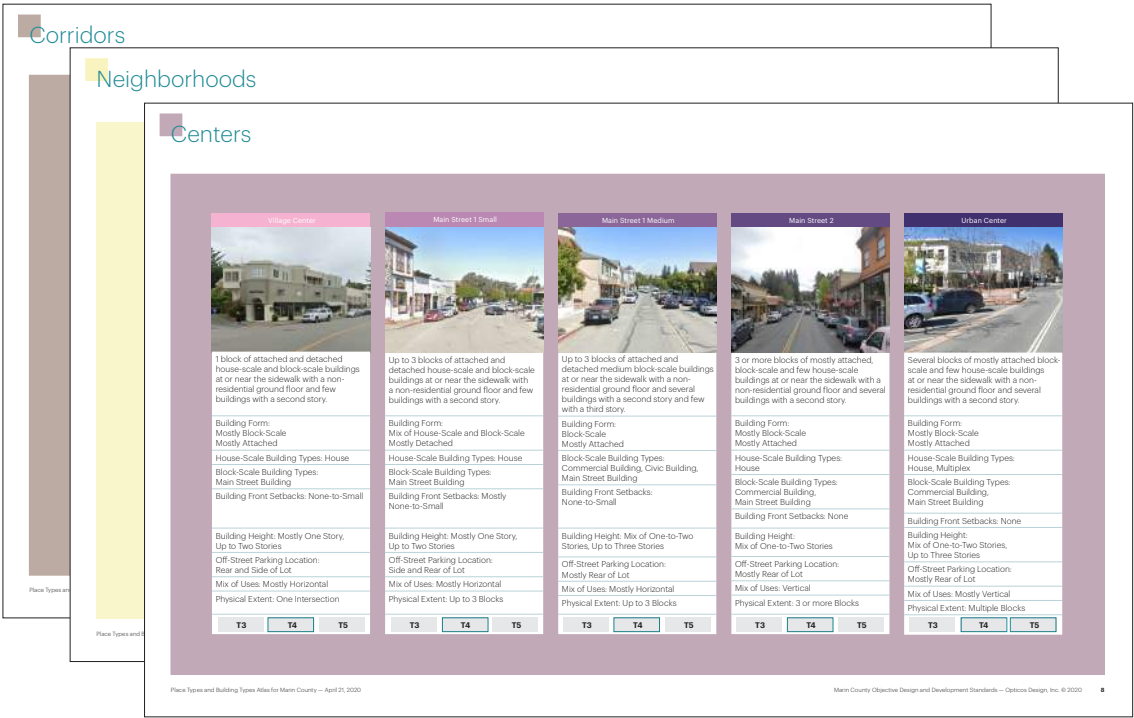
What is it and why do it?

- **What?** Testing feasibility and desirability (from city's and community's perspective) by using best practice development and architectural design approach standards to generate three hypothetical development scenarios—typically small, medium, and large. Many of the sites are irregular, with many constraints that make them challenging to develop and to regulate.
- **Why?** The desired outcome will directly inform the new objective design standards/zoning, likely reducing community pushback when projects are formally proposed.

| | DI | DJ | DK | DL | DM | DN | DO | DP | DQ | DR | DS | DT | DU |
|----|--|----|----|---------------------|-------------|-------------|---------|-----------|------------|-------------------------------------|------------------------|----|----|
| 1 | Jurisdiction: Belvedere | | | | | | | | | | | | |
| 2 | Site: 1515, 1520, 1530 Tiburon Blvd | | | | | | | | | | | | |
| 3 | Zone: C-1 | | | | | | | | | | | | |
| 4 | Scenario: 03b What If (Final) | | | | | | | | | | | | |
| 5 | | | | | | | | | | | | | |
| 6 | Step 1 Site | | | | | | | | | | | | |
| 7 | | | | Prop. | | | Req. | | | | | | |
| 8 | | | | Area | 56,856 sf | | -- | | | | | | |
| 9 | | | | Acre | 1.31 ac | | -- | | | | | | |
| 10 | | | | Density | 32.9 du/ac | 32.9 | -- | | | Resultant density | | | |
| 11 | | | | Gross Floor Area | 37,969 sf | | -- | | | | | | |
| 12 | | | | FAR | 0.67 | -- | 1.0 | | | | | | |
| 13 | | | | Lot Area Ratio | -- | 1.325 sf/du | | | | Proposed lot area per dwelling unit | | | |
| 14 | | | | Lot Coverage | 22.2 % | | 50 % | | | | | | |
| 15 | | | | Building Coverage | -- sf | | -- sf | | | | | | |
| 16 | Step 2 Parking Proposed | | | | | | | | | | | | |
| 17 | | | | Area | | | Count | | | | | | |
| 18 | | | | Surface | -- | | 0 sp | | | | | | |
| 19 | | | | Garage / Carport | -- | | 54 sp | | | | | | |
| 20 | | | | Tuck Under | -- | | 0 sp | | | | | | |
| 21 | | | | Podium | 0 sf | | 0 sp | | | | | | |
| 22 | | | | Parking Count | -- | | 54 sp | | | | | | |
| 23 | Step 3 Commercial Proposed | | | | | | | | | | | | |
| 24 | | | | Gross Floor Area | 0 sf | | | | | | | | |
| 25 | Step 4 Residential Proposed | | | | | | | | | | | | |
| 26 | | | | Gross Floor Area | 37,969 sf | | | | | | | | |
| 27 | | | | Net Floor Area | 30,375 sf | | | | | | | | |
| 28 | | | | Circulation | 20 % | | | | | | | | |
| 29 | | | | Average Area / Unit | 706 sf/du | | | | | | | | |
| 30 | | | | Unit Count | 43 du | | | | | | | | |
| 31 | Step 5a Residential Unit Mix and Parking Required | | | | | | | | | | | | |
| 32 | | | | Area / Unit | | Count | | Area | Sp / Unit | | Count | | |
| 33 | | | | Studio | 0 sf/du | 0 du | | 0 sf | 1.25 sp/du | | 0 sp | | |
| 34 | | | | 1 Bedroom | 675 sf/du | 41 du | | 27,675 sf | 1.25 sp/du | | 51 sp | | |
| 35 | | | | 2 Bedroom | 1,350 sf/du | 2 du | | 2,700 sf | 1.25 sp/du | | 3 sp | | |
| 36 | | | | 3 Bedroom | 1,600 sf/du | 0 du | | 0 sf | 2.00 sp/du | | 0 sp | | |
| 37 | | | | 4 Bedroom | 0 sf/du | 0 du | | 0 sf | 2.00 sp/du | | 0 sp | | |
| 38 | | | | Subtotals | -- | 43 du | | 30,375 sf | -- | | 54 sp | | |
| 39 | Step 5b Commercial and Guest Parking Required | | | | | | | | | | | | |
| 40 | | | | Ratio | | Count | | | | | Total Parking Required | | |
| 41 | | | | Guest | 0 sp/du | 0 sp | | | | | 54 sp | | |
| 42 | | | | Commercial | 300 sf/sp | 0 sp | | | | | 0 sp | | |
| 43 | | | | Subtotals | -- | 0 sp | | | | | 0 sp | | |
| 44 | Step 6 Open Space | | | | | | | | | | | | |
| 45 | | | | Area | | | Ratio | | | | | | |
| 46 | | | | Proposed | | | | | | | | | |
| 47 | | | | Public | 3,240 sf | | -- | | | | | | |
| 48 | | | | Private | 0 sf | | -- | | | | | | |
| 49 | | | | Total | 3,240 sf | | -- | | | | | | |
| 50 | | | | Required | | | | | | | | | |
| 51 | | | | Public | 0 sf | | 0 sf/du | | | | | | |
| 52 | | | | Private | 0 sf | | 0 sf/du | | | | | | |
| 53 | | | | Total | 0 sf | | -- | | | | | | |

Extensive Place Characteristic Analysis as Foundation for Standards

Place Types Atlas



Left: Pages summarizing Corridor, Center, and Neighborhood Place Types based on existing form. Each place type was identified and analyzed according to characteristics such as building types, height, setbacks, mix of uses, and off-street parking location.

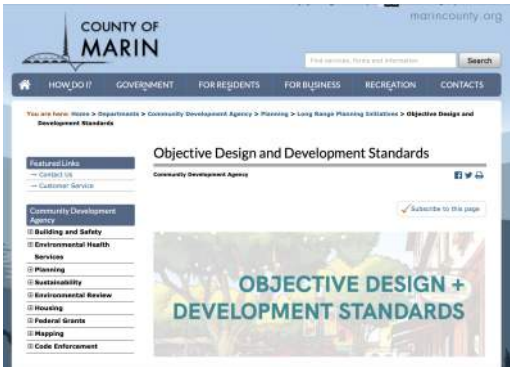
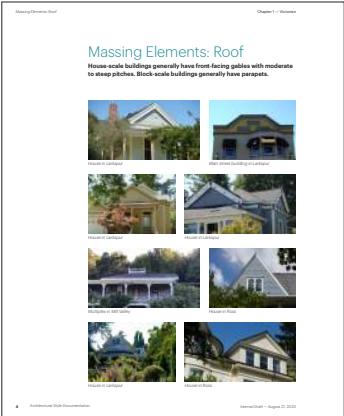
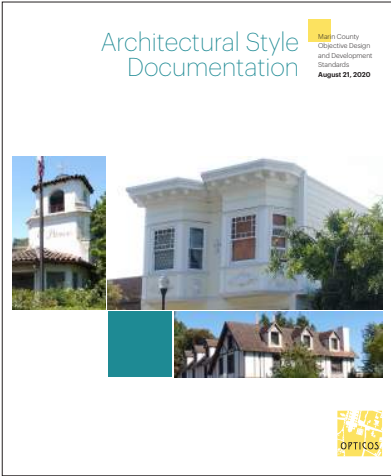
These place types were mapped across the county to understand where particular sets of Objective Design Standards could apply.

Objective Architectural Standards Based on Local Precedent

Architectural Style Documentation

Effectively Informing the Community and Getting Feedback on Contentious Issues

In-Person Engagement Translated to Virtual Public Engagement



Above Left: Objective Architectural Standards are informed by analysis of existing buildings in Marin County, empowering local jurisdictions to enable context-sensitive new construction by right.

Above Right: Due to COVID-19, the planned in-person Road Show was translated into a series of virtual events and information provided in various digital formats—including short recorded videos, virtual chats, virtual pin-ups, and an easy-to-access website.

In-Depth Examination of Valued Precedents to Inform Objective Standards

Micro-Scale Architectural Analysis

Micro-Scale Documentation – Craftsman Duplex

Craftsman Duplex

701-703 NW 20th St, Oklahoma City, OK

Building Highlights

- Building Type: Duplex
- Stories: 2
- Medium walkability: Three blocks from services/food

Key features that contribute to this building's physical character are identified at right.



1
Double Porch Frontage



2
Deep Eaves with Brackets



3
Rear Decks

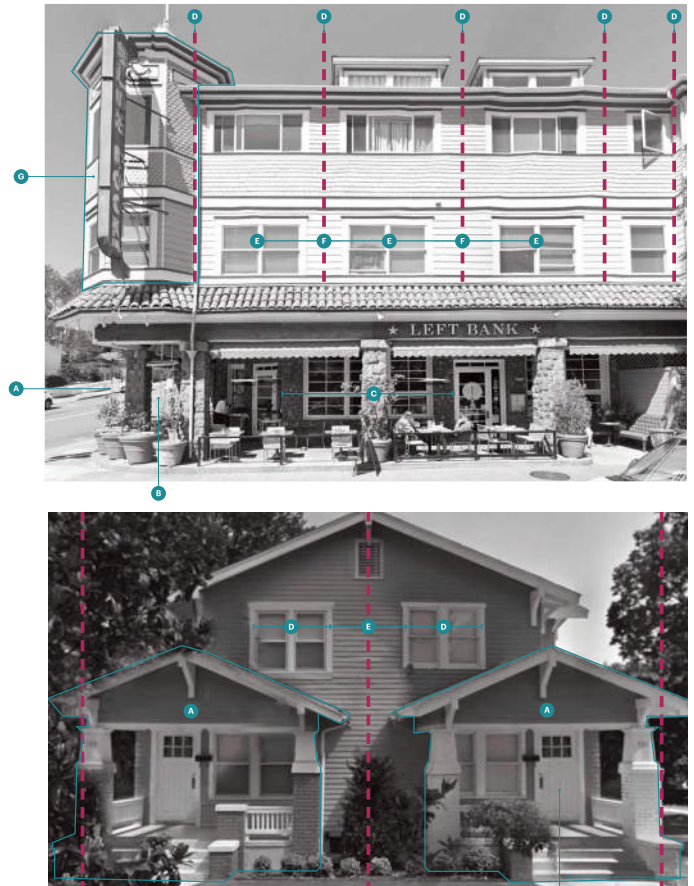


4
Reduced Massing on Upper Story


Figure 2.1.1 Perspective



Micro-Scale Documentation – July 31, 2020 Main County Objective Design and Development Standards 7




Double Hung Windows




B

Painted Wood Box Columns and Railing




A

Metal Garage Doors

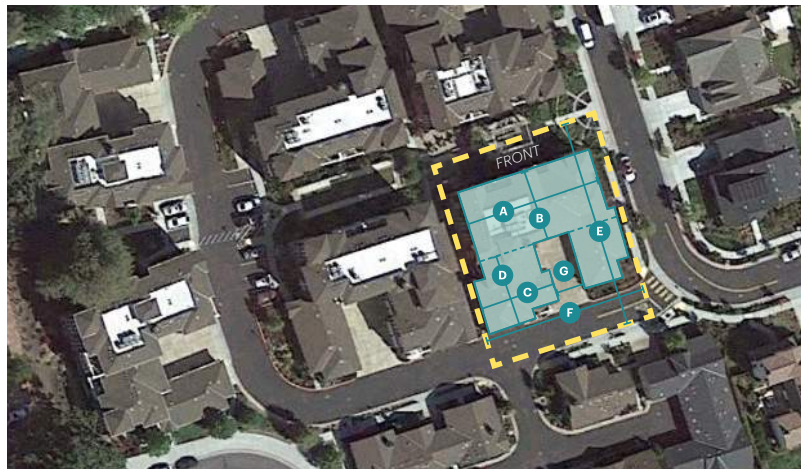


C

Painted Wood Lintels



D



Distillation of 9 Styles in Marin County to Provide a Menu of Choices for Applicants

Architectural Design Standards

Standards for Each Style:

- Wall
- Building Roof
- Eave
- Parapet
- Windows
- Bay Windows
- Entry Doors
- Balconies
- Porches
- Storefronts
- Materials



Victorian



Tudor



Craftsman



Contemporary



Main Street Classical

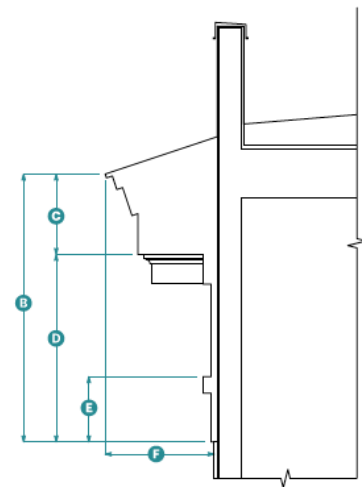


Mediterranean

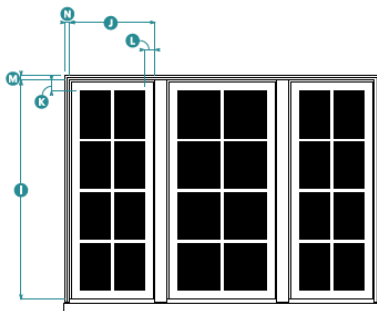
Elements: Building Elevation



Elements: Parapet Section



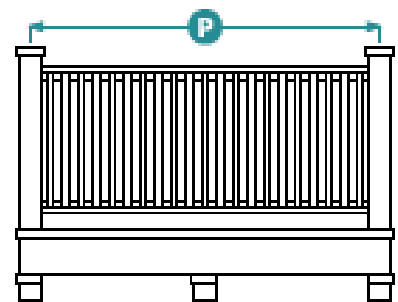
Elements: Ganged Window



Elements: Two-Story Porch

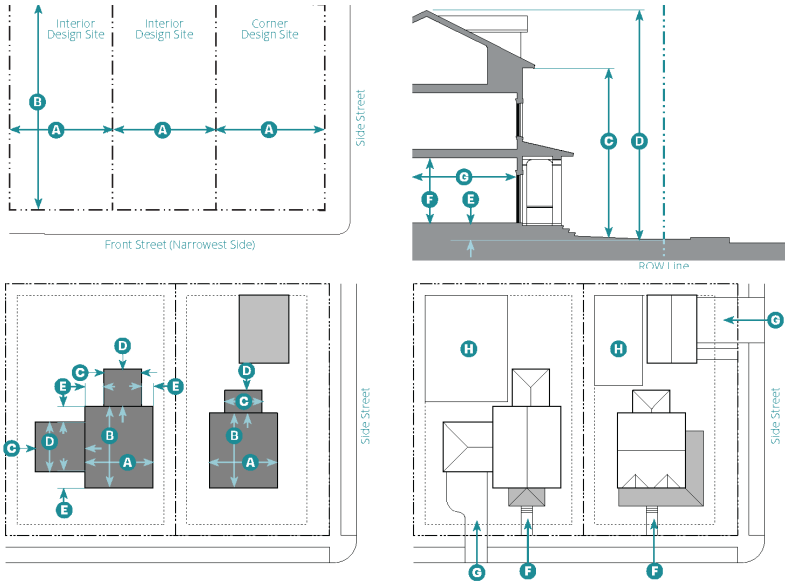


Elements: Balcony



SB 9 Toolkit of Objective Standards for ABAG Region

San Francisco Bay Area, California



Contracting Agency
 Association of Bay Area Governments (ABAG)

Project Manager + Contact Information
 Ada Chan, Regional Planner
 Association of Bay Area Governments Metropolitan Transportation Commission Bay Area Metro Center
 375 Beale Street, Ste 800
 San Francisco, CA 94105
 415.820.7958
 achan@bayareametro.gov

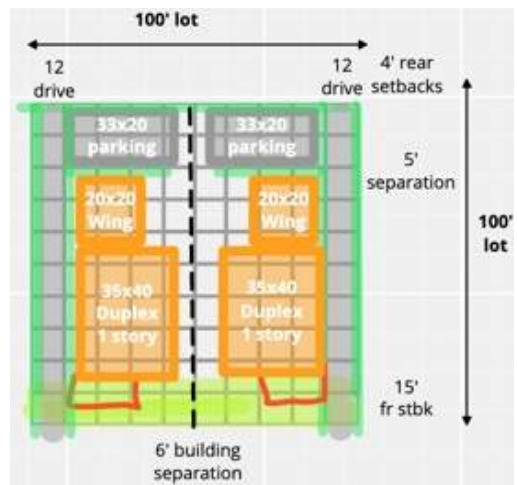
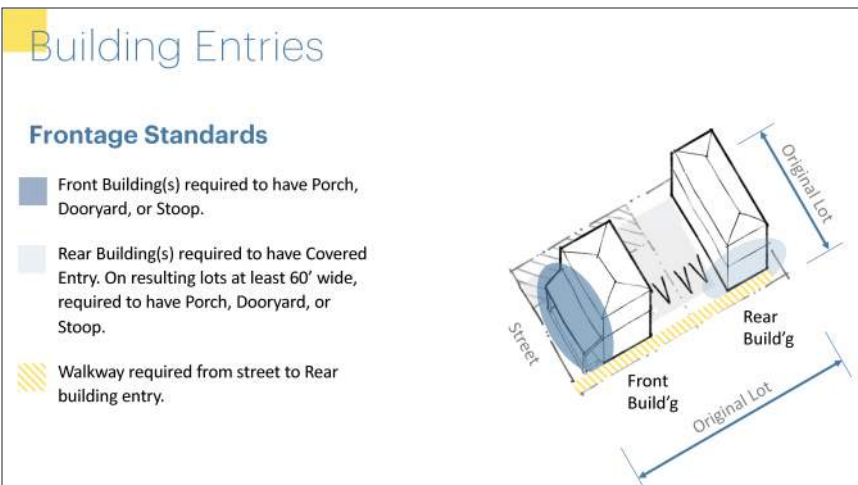
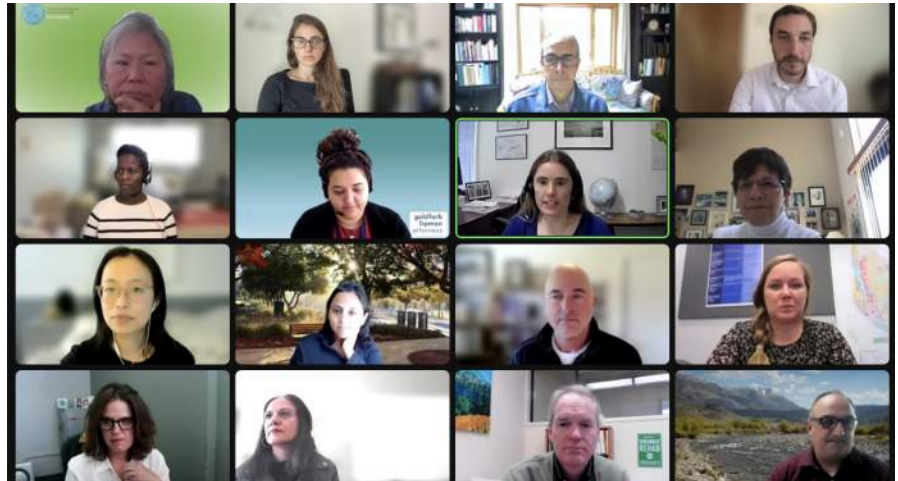
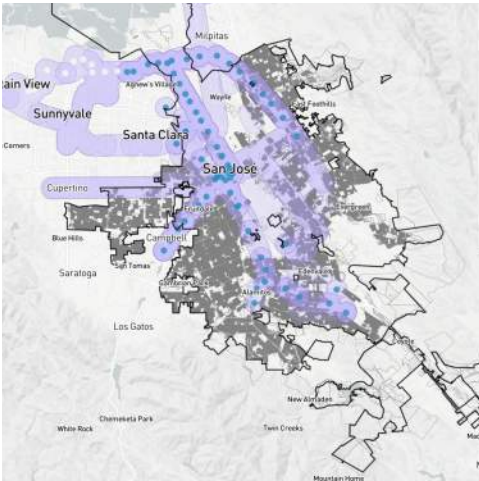
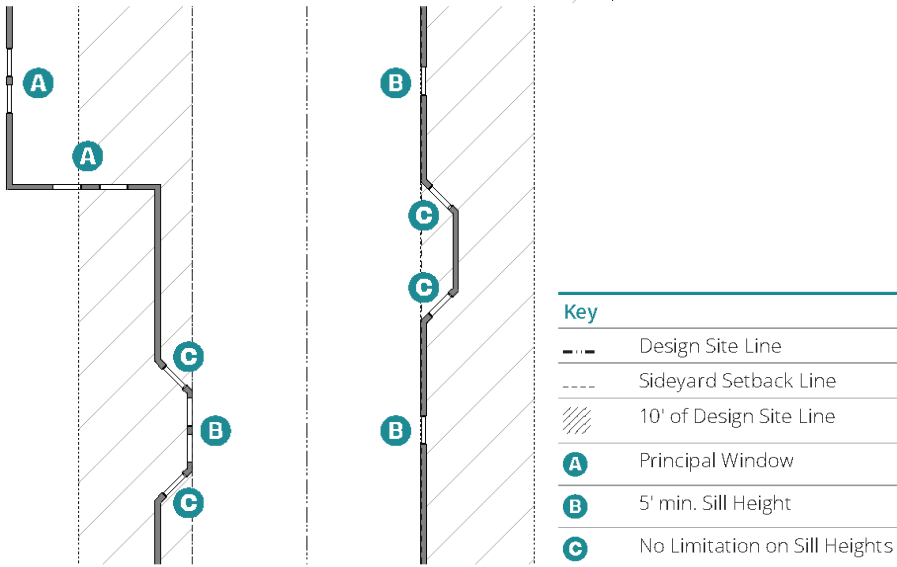
Dollar Value of Contract
 \$193,895.00

Date of Completion
 Ongoing. Final Draft due end of April 2022.

Highlights

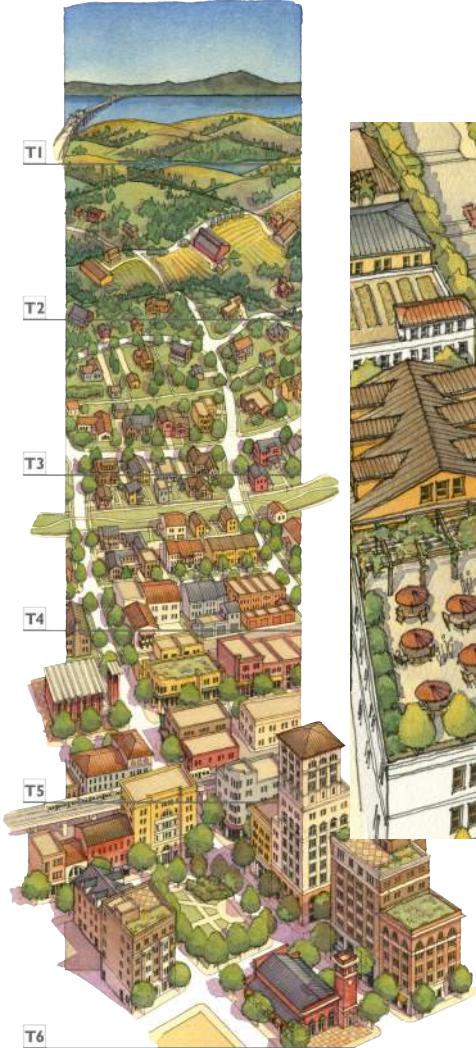
1. Toolkit of SB 9 standards address **wide variety of lot sizes and R1 environments.**
2. Standards for two general categories of lot sizes: **< 60 feet wide and >60 feet wide.**
3. The Toolkit is **a starting point intended to be customized further** to each jurisdiction.
4. The Toolkit reflects the input from **ABAG's focus group of jurisdictions.**
5. Goldfarb & Lipman **attorneys reviewed and provided input** on the Toolkit.

Figure x.05.070.1: Sill Height Standards along Interior Design Site Line



Richmond Liveable Corridors

Richmond, California



Transforming Placeless, Auto-Dependent Corridors to High Quality, High-Value Places

Richmond Livable Corridors, funded by a Sustainable Communities Grant from the California Strategic Growth Council, provides a master plan and Form-Based Code to guide future development along the primary commercial corridors in Richmond, including MacDonald Avenue, San Pablo Avenue, and 23rd Street. The project area has been designated as a FOCUS Priority Development Area to encourage future growth near transit, enhance existing neighborhoods, and provide increased mixed-use choices.

Opticos Design was the lead consultant for a multidisciplinary team that focused on a broad range of elements that contribute to livability, including land use, building form, economic vitality, complete streets, sustainability, public health, and affordable housing.

The planning process included significant outreach to community groups, residents, and businesses through stakeholder interviews, regular advisory committee meetings, three multiday design charrettes, several public hearings, and neighborhood walking tours.

Contracting Agency
California Strategic Growth Council

Project Manager + Contact Information
Lina Velasco, Planning Manager
City of Richmond
450 Civic Center Plaza
Richmond, CA 94804
510.620.6706
lina_velasco@ci.richmond.ca.us

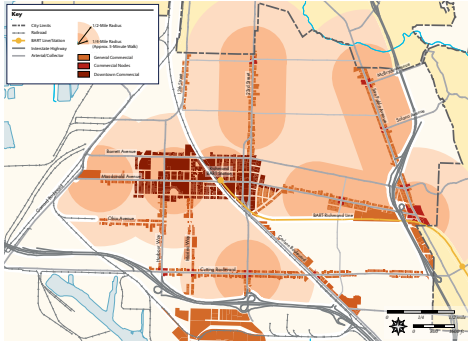
Dollar Value of Contract
\$839,110.00

Date of Completion
2016

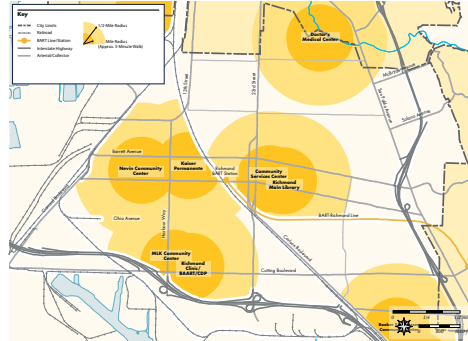
Awards
2013 CNU Charter Award Winner



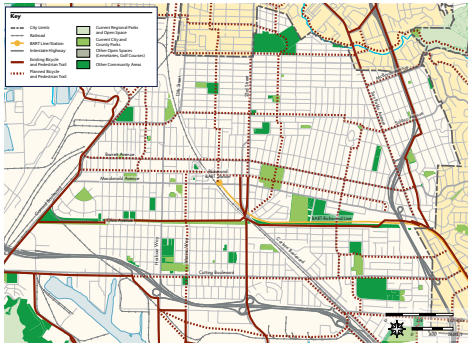
Thoroughly Assessing the Context and Role of the Corridors



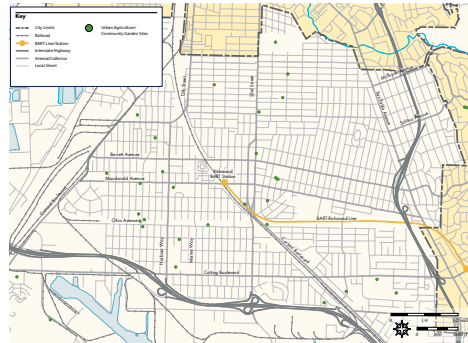
Walkability to commercial nodes



Walkability to community facilities



Parks, trails, and open space

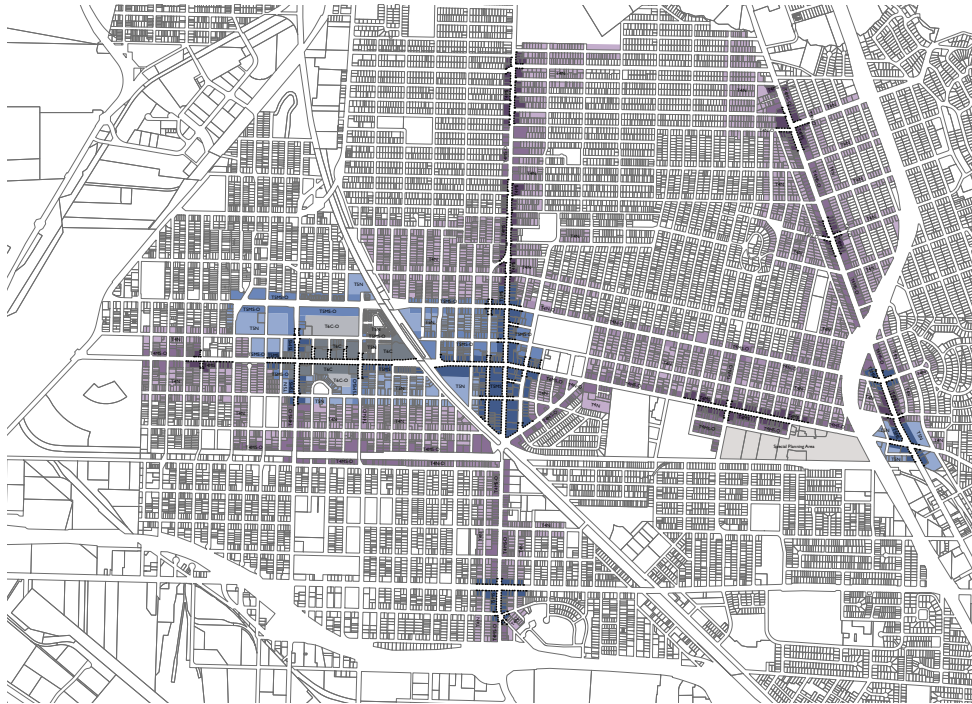


Urban agriculture locations



Establishment and Designation of Transect Zones

15.05.110.030



15.05.110.030 Regulating Plan.

- T4 Neighborhood (T4N)
- T4 Neighborhood-Open (T4N-O)
- T4 Main Street-Open (T4MS-O)
- T4 Main Street (T4MS)
- T5 Neighborhood (TSN)
- T5 Main Street-Open (T5MS-O)
- T5 Main Street (T5MS)
- T6 Core-Open (T6C-O)
- T6 Core (T6C)
- Civic Space
- Special Planning Area (Traditional Neighborhood Community Plan Required)
- 0' Build-to-Line (BTL) and Shopfront Frontage Type or Shopfront used in combination with another Frontage Type required

NOTES:
 1. The T1, T2, T3NE, and T3N Transect Zones are not mapped on this regulating plan at this time. It is intended that these zones will be mapped at a later date should the Form-Based Code be expanded to include a larger area within the City of Richmond.
 2. The "Open" Sub Zones (T4N-O, T4MS-O, T5MS-O, and T6C-O) provides the same building form as the base transect zone (T4N, T4MS, T5MS, and T6C, respectively) but allow for a more diverse mix of uses.

Richmond Livable Corridors

Final Draft: February 2015

.110-3

Transect Zones

15.05.120.030

Table: 15.05.120.030.A The Richmond Transect Overview (continued)

| T3 Neighborhood T3N | T4 Neighborhood T4N Sub-zones: T4N-Open | T4 Main Street T4MS Sub-zones: T4MS-Open |
|--|---|---|
| | | |
| Intent To build upon the historic characteristics of the existing single-family neighborhoods while allowing them to evolve with smaller scale medium-density building types such as bungalow courts, duplexes, and mansion apartments that are compatible to their context. | Intent To provide a walkable, predominantly single-family neighborhood that integrates appropriate medium-density building types such as duplexes, mansion apartments, and bungalow courts within walking distance to transit and commercial areas. | Intent To provide a vibrant main-street commercial environment that serves as the focal point for the surrounding neighborhood and provides access to day-to-day amenities within walking distance. |
| Desired Form Detached Narrow-to-Medium Lot Width Small-to-Medium Footprint Large Front Setback Small-to-Medium Side Setback Up to 2 Stories Elevated Ground Floor Primarily with Stoops or Porches | Desired Form Detached or Attached Narrow-to-Medium Lot Width Small-to-Medium Footprint Small-to-Medium Front Setback Small-to-No Side Setback Up to 2½ Stories Elevated Ground Floor Diverse Mix of Residential Frontages | Desired Form Attached Simple Wall Plane along Street Small-to-Large Footprint Buildings at or close to ROW Small-to-No Side Setback Up to 3 Stories Flush Ground Floor Primarily with Shopfronts |
| General Use Primarily residential with some home occupation uses | General Use Primarily residential with some home occupation uses and neighborhood-supporting uses in ancillary buildings | General Use Ground floor commercial that may have residential or additional commercial uses above or behind |
| Parking Moderate parking requirements Off- or on-street | Parking Low-to-moderate requirements Off- or on-street | Parking Low parking requirements Individual or shared off-street lots or on-street Commercial parking: part of a shared parking district |

Richmond Livable Corridors

Final Draft: February 2015

.120-3

15.05.120

Transect Zones

Table: 15.05.120.030.A The Richmond Transect Overview (continued)

| T5 Neighborhood T5N | T5 Main Street T5MS Sub-zones: T5MS-Open | T6 Core T6C Sub-zones: T6C-Open |
|--|---|---|
| | | |
| Intent To provide medium- to high-density housing in building types such as apartment houses, courtyard apartments, and mid-rise buildings that transition from the surrounding lower-density neighborhoods to the higher-density mixed-use neighborhoods. | Intent To provide a vibrant, walkable urban main street commercial area that provides locally- and regionally-serving commercial, retail, entertainment uses, and civic and public uses, as well as a variety of urban housing choices. | Intent To provide a high-density, vibrant, urban downtown that provides locally- and regionally-serving commercial, entertainment, and civic and public uses, as well as a variety of urban housing choices in main street mixed-use, mid-rise, and high-rise building types. |
| Desired Form Detached or Attached Simple Wall Plane along Street Small-to-Large Footprint Buildings at or close to ROW Small-to-No Side Setback Up to 5½' Elevated Ground Floor Stoops, Forecourts, and Dooryards | Desired Form Attached Simple Wall Plane along Street Small-to-Large Footprint Buildings at or close to ROW No Side Setback Up to 5½' (8½' in some areas) Flush Ground Floor Primarily with Shopfronts | Desired Form Attached Simple Wall Plane along Street Medium-to-Large Footprint Buildings at or close to ROW No Side Setback Up to 13½' (unlimited with bonuses) Flush Ground Floor Primarily with Shopfronts |
| General Use Primarily residential with home occupation uses and neighborhood-supporting uses in ancillary buildings | General Use Vertical Mixed Use: Commercial on the ground floor with residential or commercial uses on upper floors | General Use Vertical Mixed Use: Commercial on the ground floor with residential or commercial uses on upper floors |
| Parking No-to-low parking requirements Individual or shared off-street lots or on-street | Parking No-to-low parking requirements Individual or shared off-street lots or on-street Commercial parking: part of a shared parking district | Parking No min. with a max. Individual or shared off-street lots or on-street Commercial parking: part of a shared parking district |

.120-4

Final Draft: February 2015

Richmond Livable Corridors

15.05.120.090 **Transect Zones**

T4 Main Street (T4MS).

Key
 --- ROW / Lot Line

C. Allowed Building Types

| Building Type | Width | Depth | Standards |
|----------------------|----------------------------------|------------------------|---------------|
| Carriage House | n/a | n/a | 15.05.210.050 |
| Courtyard Building | 75' min.; 100' max. ¹ | 15.05.210.150 | 100' max. |
| Live/Work | 18' min.; 80' min.; 35' max. | 15.05.210.160 | 15.05.210.160 |
| Main Street Building | 50' min.; 150' max. | 100' min. ¹ | 15.05.210.170 |
| Mid-Rise | 100' min.; 200' max. | 100' min. | 15.05.210.180 |

D. Building Form

Height (continued)

Ground Floor Finish Level:

- Residential, < 10' from ROW: 24' min.
- Residential, ≥ 10' from ROW: 0' min.
- Retail or Service: 6' max.

Ceiling Height, Ground Floor:

- Residential: 10' min. clear
- Retail or Service: 12' min. clear
- Ceiling Height, Upper Floor(s): 9' min. clear

Footprint

Per Division 15.05.210 (Building Types)

Depth, Ground-Floor Space:

- Residential: 30' min.
- Retail or Service, Front: 50' min.
- Retail or Service, Side Street: 30' min.

Miscellaneous

Distance Between Entries along the Front:

- Entries to Ground Floor: 50' max.
- Entries to Upper Floor(s): 100' max.

Upper floors shall have a primary entrance along the front. Loading docks, overhead doors, and other service entries may not be located on street-facing facades.

Buildings wider than 75' shall be designed to read as a series of buildings no wider than 50' each.

Final Draft: February 2015 **Richmond Livable Corridors**

15.05.120.090 **Transect Zones**

T4 Main Street (T4MS).

Key
 --- ROW / Lot Line
 --- Building Setback Line
 --- Building Build-to Line
 ■ Building Area
 --- Building Build-to Line
 ■ Parking Area

E. Building Placement

Build-to Lines (Distance from ROW / Lot Line)

| | |
|-------------|--------------------------------|
| Front | 0' min.; 10' max. ¹ |
| Side Street | 0' min.; 10' max. ¹ |

BTL Defined by a Building:

| | |
|------------------------|-----------------------|
| Front, lots < 50' wide | 100% |
| Front, lots ≥ 50' wide | 75% min. ¹ |
| Side Street | 50% min. ¹ |

Setbacks (Distance from ROW / Lot Line)

| | |
|-------------------------------|----|
| Side | 0' |
| Rear: | |
| Adjacent to TSN,T4N,orT3N | 5' |
| Adjacent to all other zone(s) | 0' |
| Adjacent to Alley | 0' |

Miscellaneous

A building form with a chamfered corner is allowed on a corner lot if a corner entry is provided.

¹See 15.05.10.030 (Regulating Plan) for locations where 0' BTL is required. BTLs located within this range that do not match the location of an existing adjacent building require the Director's approval.

²On corner lots, the BTL must be defined by a building for the first 30' from the corner.

F. Parking

Required Spaces²

| | |
|------------------------|-----------------------------|
| Residential Uses | 1/1,000sf max. ¹ |
| Lodging Uses | 1/room max. |
| Retail or Service Uses | 2/1,000sf max. ¹ |

Location (Distance from ROW / Lot Line)

| | |
|-------------------------------|----------------|
| Front Setback: | |
| Ground floor | 50' (from BTL) |
| Upper floor(s) | 30' (from BTL) |
| Side Street Setback | 0' (from BTL) |
| Side Setback: | |
| 0' | |
| Rear Setback: | |
| Adjacent to TSN,T4N,orT3N | 5' |
| Adjacent to all other zone(s) | 0' |
| Adjacent to Alley | 0' |

Miscellaneous

Parking Drive Width:

| | |
|-------------------|----------|
| Front | 12' max. |
| Side Street/Alley | 20' max. |

All garages shall be screened along the front and any street by habitable space.

¹ See Section 15.05.320 (Parking) for uses not listed, general parking standards, adjustments, and alternatives.

² No parking spaces required for affordable housing developments or first 2,000sf of residential use.

³ No parking spaces required for ground floor retail or service uses less than 5,000sf.

Final Draft: February 2015 **Richmond Livable Corridors**

15.05.510.030 **Civic and Open Spaces**

Table 15.05.510.030.A Civic Space Type Standards

Transect Zone

| Civic Space Type | Regional Park | Sport Complex | Community Park |
|---------------------------|--|--|--|
| Illustration | | | |
| Description | A natural preserve available for unstructured recreation. | An open space that consolidates heavily programmed athletic fields and associated facilities. | An open space available for unstructured recreation and a limited amount of structured recreation. |
| Location and Size | | | |
| Location | | | |
| Service Area | Regional | Regional | Multiple Neighborhoods |
| Size | | | |
| Minimum | 200 acres | 25 acres | 12 acres |
| Maximum | - | - | - |
| Character | | | |
| Frontage | Independent | Independent | Independent |
| Disposition of Elements | Natural, Formal or Informal | Formal or Informal | Informal |
| Typical Facilities | Passive and Active Recreation, Accessory Structure, Drinking Fountains, Community Facility < 7,500 gsf, Paths and Trails | Passive and Active Recreation, Accessory Structure, Drinking Fountains, Community Facility < 7,500 gsf, Paths and Trails | Passive and Active Recreation, Accessory Structure, Drinking Fountains, Community Facility < 5,000 gsf, Paths and Trails |

Key
 ■ Allowed ■ By Review ■ Not Allowed

Final Draft: February 2015 **Richmond Livable Corridors**

15.05.330.140 **Signage**

15.05.330.140 Wall Mural Sign.

A. Description

Wall mural signs are flat against a secondary facade, typically along a side street, alley, or pass. These signs are typically painted directly on the building and contain a combination of text and graphic elements. These signs are intended to be visible from a greater distance and must be accompanied by additional signage on the primary facade at the business entrance. Wall Mural signs that provide off-site signage for a business or do not provide signage for a specific business (artistic wall mural) are subject to approval by the Director. Billboards are not considered wall mural signs and are prohibited within transect zones.

B. Size

| | |
|-----------|---------------------------|
| Sign Area | 1000 sf max. ¹ |
| Width | 100' max. |
| Height | 40' max. |

C. Location

| | |
|------------------------|---------|
| Height above Ground | 3' min. |
| Projection from Facade | 8' max. |
| Signs per Building | 1 max. |

D. Miscellaneous

Wall mural signs that provide off-site signage for a business or do not provide signage for a specific business (artistic wall mural) are subject to approval by Director. Billboards are not considered wall mural signs and are prohibited within transect zones.

¹ The allowed sign area for a wall mural sign may exceed the allowed area in Section 15.05.330.040 (Section Title) if permitted by the Director.

Final Draft: February 2015 **Richmond Livable Corridors**

Rohnert Park Downtown Form-Based Code

Rohnert Park, CA



Contracting Agency
City of Rohnert Park

Project Manager + Contact Information

Jeffrey S. Beiswenger, AICP
 Planning Manager
 707.588.2253
 jbeiswenger@rpcity.org
 City of Rohnert Park
 130 Avram Avenue
 Rohnert Park, CA 94928

Dollar Value of Contract
\$210,154.00

Date of Completion
July 2018

Size and Scale
96 acres

Transforming Downtown Into a Walkable Destination

The City of Rohnert Park hired Opticos to provide a Form Based Code for the Downtown District Amenity Zone (DDAZ) within the Priority Development Area (PDA) Plan. The goal was to achieve a walkable environment that established Downtown as a distinct place and destination for the city of Rohnert Park. With the opening of the new Sonoma-Marín Area Rail Transit (SMART) station adjacent to the project area, the City wanted to create an environment that would support transit to and from Downtown in addition to providing a vibrant city center.

With these goals in mind, Opticos designed a mixed-use plan to form the basis of Form-Based Code standards. The majority of the design work was produced during a four day charrette that incorporated input from stakeholders, experts from a multidisciplinary team, and Rohnert Park residents. Public engagement included a series of workshops, brown bag lunches, and public feedback loops. After the charrette, Opticos worked with the City of Rohnert Park to fine-tune the design by adjusting the code’s standards and regulating plan to fit with the vision for Downtown Rohnert Park.



Left: Sample pages from the form-based code detail bikeway street standards and the main street building type.

Below: A scale model of the project site served as a valuable public engagement tool during the four-day charrette, enabling community members to understand and discuss the physical implications of the developing standards.

“Opticos utilized their design skills and depth of experience in guiding the conversation and helping us find novel solutions to the challenges around developing a downtown.”

Jeffrey Beiswenger
 Planning Manager
 City of Rohnert Park



Organization + Approach

CHAPTER

3



Project and Management Approach

Organization + Approach

Opticos Design, Inc. has developed a comprehensive Toolkit of Objective Design Standards that is applicable to a broad range of environments where multi-family and mixed-use residential projects can be accommodated at a variety of scales. The standards are organized as a series of Zones that provide direction with regards to building form and placement, building type, and supplemental standards such as frontage, parking, and landscaping. Standards include direction for large projects requiring additional site planning standards as well as smaller infill projects where context sensitivity is paramount. The Toolkit can be customized to replace existing zoning for all or parts of a community or can be used as an “overlay” code applicable only when qualifying housing projects under State Law are proposed.

The Toolkit, built upon years of experience crafting Form-Based Codes for jurisdictions nationwide, was developed as a shared platform for application to Marin County and 10 participating jurisdictions and forms the basis for our work on Objective Design Standards in similar environments in the San Francisco Bay Area and across California. We have broadened the topics and environments the toolkit covers as we have completed ODS projects for other California jurisdictions as well as the more recent work on SB9 for MTC/ABAG. The toolkit will serve as a basis for developing ODS for Sebastopol.

Our scope of work is divided into 2 main parts. Tasks A-D outline an approach to create draft and final Objective Design Standards for multifamily, mixed-use, and SB-9 environments through to public hearings. Tasks E-F describe efforts to identify and test the ODS on six opportunity sites in a way that can determine physical outcomes and resulting densities and FAR calculations.

Project Management

The Objective Design Standards work will be led by Principal Stefan Pellegrini. Tony Perez, Senior Associate and Director of Coding will serve as Project Manager. Both are senior team members combining over 30 years of experience with Opticos. Stefan and Tony are leading several Objective Design Standards projects in California, including the Multi-jurisdictional Marin County toolkit and ODS for Santa Barbara. Tony’s team includes Senior Designer Singeh Saliki who has led the customization of several ODS in Marin and Designers Beth Cichon and Roger Foreman.

ODI utilizes project management techniques gained through twenty years of successful practice and training under PSMJ Project Management Bootcamp for A/E/C firms. We manage project schedules through consistent contact with city staff and reporting on the progress and completion of deliverables. Our team structure allows for multiple teams to be engaged in projects under principal direction with a high level of principal involvement for every project. For Tony’s coding team, this typically translates to 4-6 active projects under his direction.

Our internal processes to transfer knowledge, best practices, and work sharing across teams ensures a high level of quality control and output on all of our projects. We are well-accustomed to managing projects that may be subject to special accounting techniques or protocols such as grant-funded projects, with contracts managed by our CFO Karen Parolek and our Finance and Risk Management Director Megan Jennings.

Organizational Chart + Key Team Member References

City of Sebastopol, CA

Opticos Design

Team Lead, Specialization

| | | | | |
|--|--|----------------------------------|-------------------------|---------------------------|
| Stefan Pellegrini* Principal-in-Charge | Tony Perez* Senior Associate | Singeh Saliki Senior Designer | Beth Cichon Designer | Roger Foreman Designer |
|--|--|----------------------------------|-------------------------|---------------------------|

*Key Team Member

Marin County Objective Design Standards

■ *Jillian Zeiger, Planner, Housing & Federal Grants Division
County of Marin, CA
415.473.7549
jzeiger@marincounty.org*

Stefan Pellegrini

Tony Perez



SB 9 Toolkit for ABAG Region

■ *Ada Chan, Regional Planner, Association of Bay Area Governments
Metropolitan Transportation Commission Bay Area Metro Center
415.820.7958
achan@bayareametro.gov*



Richmond Livable Corridors

■ *Lina Velasco, Planning Manager
City of Richmond, CA
510.620.6706
lina_velasco@ci.richmond.ca.us*



Rohnert Park Downtown Form-Based Code

■ *Jeffrey S. Beiswenger, AICP, Planning Manager
City of Rohnert Park, CA
707.588.2253
jbeiswenger@rpcity.org*



Santa Barbara Objective Design + Development Standards

■ *Rosie Dyste, Project Planner
City of Santa Barbara, CA
805.564.5470 x4599
rdyste@SantaBarbaraCA.gov*



Who We Are



Opticos is a team of urban designers, architects, and strategists that partners with clients who want to lead the way in providing vibrant, diverse, walkable urban places. Because we approach each project with innovation and creative problem-solving in mind, we function just as much as a think tank as a consulting firm.

To us, architecture and planning must play a role in defining more sustainable, equitable, healthy, compact patterns of development that improve the quality of life for everyone. This starts with revitalizing existing urban places, but also must include the transformation of suburban places into more urban ones and the creation of thoughtful, new walkable urban communities.

As a group of like-minded designers looking to make an impact in the world, we strive to integrate social, environmental, and economic responsibility into all that we do. Professionally, we're one of the first B Corporations and a founding California Benefit Corporation, a revolutionary new kind of business dedicated to a triple bottom line. Outside of work, we shop locally, live small, and go car-free whenever possible. The only parking issue we experience in our office is a shortage of bike racks!



Where we've worked



Our award-winning work at the architecture, neighborhood, and city-wide scales follows the principles inherent in the Charter of the New Urbanism. This work includes a Gold Nugget-winning and LEED-ND Phase 1-Certified Hercules Waterfront District, CNU Charter Award-winning Seaside Beachfront and Town Square Plan and L'Enfant Award-winning master planning work in Gabon, Africa.



“

Our design solutions emphasize the creation of vibrant, sustainable communities, comfortable pedestrian environments, and memorable places that will withstand the test of time.”

Daniel Parolek
Principal, Opticos Design

**people.
possibilities.
promise.**

B Corporation



Committed to a Triple Bottom Line

Since our founding in 2000, Opticos has been a different kind of company. We believe business can be a power for good, to improve lives and sustain our planet. So, in 2007, Opticos became one of the 82 founding B Corporations.

What is a B Corporation?

All B Corporations (B Corp) must meet standards for social and environmental performance, and create benefits for all stakeholders, rather than just shareholders. To maintain its B Corp certification, the company must pass a rigorous assessment administered by the nonprofit B Lab every two years. As a B Corporation, we enjoy being in the company of prominent and groundbreaking companies, including Seventh Generation, Sage Financial Group, Method home cleaning products, Numi Tea, and Patagonia. In 2013, Opticos was named to B Lab’s “B Corp Best for the Workers List,” honoring the top ten percent of all certified B Corps that have made a positive impact on their workforce. To further our commitment, in 2012, Opticos joined eleven other businesses as a California Benefit Corporation, a new legal status in California.



Why We Became a B Corporation

If one business can make a difference, just imagine what a community of businesses can do. Opticos became a B Corporation to share our passion for sustainability and social responsibility with like-minded businesses.

Business Development with the Triple Bottom Line in Mind

The business decisions we make are just as important to our triple-bottom-line commitment as the design decisions we ask our clients to make. Selecting the right projects is critical. We pursue projects that are environmentally sustainable and socially responsible, focusing on the design of vibrant, walkable, diverse places.

Addressing Environmental Justice and Social Equity

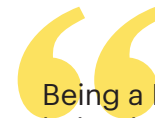
Opticos Design has partnered with the nonprofit Local Government Commission to provide design and planning services to traditionally underserved communities, including unincorporated rural communities, Native American tribal populations, and small towns with large immigrant and farmworker populations. Most of these projects are funded by grants, allowing these communities to address planning and health-related issues that they might not otherwise have been able to afford.

Influencing our Day-to-Day Business Operation Decisions

Our status as a B Corporation influences our daily operations. We purchase our office supplies from Give Something Back, a local business and B Corporation that supports the community by donating an average of seventy-five percent of their profits to local nonprofit organizations. We also have a profit-sharing plan that designates a portion of our own profits to the Opticos staff and another portion to employee-selected charities.

We Practice What We Preach

At Opticos, we choose to live sustainably because we believe in it, not because it is the latest trend. Our office is located in Downtown Berkeley, easily accessible by transit and bicycle. The majority of Opticos staff take transit, walk, or bike to commute to work.



Being a B Corporation has helped us develop a clear framework upon which we found our day-to-day and long-term business planning decisions. At the end of the day, we are excited about both the work that we do and the environment we have created in our office that we are all committed to."

Karen Parolek
Principal, Opticos Design



Stefan Pellegrini, RA, AICP, LEED AP



Principal

Stefan Pellegrini's educational degrees and professional experience in both architecture and urban design make him an expert project leader at all building scales, from single-family homes to regional plans. He has extensive experience traveling and teaching workshops abroad, a roster of groundbreaking and award-winning projects to his credit, and he is uniquely skilled at bringing diverse people and opinions together at the table to resolve conflicts and turn disagreements into productive projects. Adept at analyzing a place and drawing his ideas on paper, with a passion for traditional architecture, Stefan meticulously considers every aspect and angle of a project to create beautiful places and spaces that thrive.

Education

*Master of Urban Design
University of California, Berkeley*

*Bachelor of Architecture
Magna Cum Laude
University of Notre Dame*

Licenses

*California Licensed Architect
#C32904*

Memberships

*American Institute of Certified
Planners
Certificate #020186*

*American Planning Association (APA)
Small Town and Rural (STAR) Division*

Years at Opticos

22

Relevant Project Experience

*Richmond Livable Corridors,
Richmond CA*

*Plan Downtown Oakland,
Oakland, CA*

*Downtown Hayward Plan,
Hayward, CA*

*South Kauai Community
Development Plan and Form-Based
Code, Kauai County, HI*

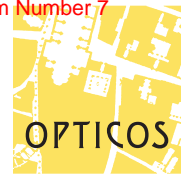
*Downtown Mixed-Use Master Plan
and Form-Based Code, Benicia, CA*

*Town Architect/Strategic Advisor,
Hercules, CA*

His strong interest in revitalizing places, especially rural small towns and inner-city areas, comes from a childhood spent in the rust belt town of Muncie, Indiana, seeing first-hand the impact of declining industry. Before joining Opticos in 2002, Stefan brought this understanding to his work at the nationally renowned firm Urban Design Associates in Pittsburgh, Pennsylvania, where he was a senior designer and project manager for over 50 urban design and architecture projects, including groundbreaking plans that redesigned public housing into mixed-income communities through the HOPE VI program in five states (one of which won an AIA Honor Award for Urban Design), and new housing developments in North Carolina and Alabama. He also played an instrumental role in UDA's resurrection of Architectural Pattern Books.

Stefan brings an international perspective to the firm. The recipient of a number of fellowships, including the prestigious Skidmore, Owings, and Merrill Foundation Urban Design Traveling Fellowship, he has spent months studying architecture and planning all over the world, including Scandinavia, North Africa, and Southern Europe. He teaches a number of international design workshops in Mexico, China, and Japan, and he is a lecturer in the Urban Design program at the University of California, Berkeley—all of which gives global depth and understanding to his work. In addition, Stefan is fluent in Italian.

When not traveling or working, Stefan explores his own very mixed-use neighborhood in San Francisco either on foot or on his bicycle and often accompanied by his two sighthounds. He takes public transit to work every day. He's also an avid cook.



Tony Perez



Education

*B.S. Urban and Regional Planning,
Cal Poly Pomona*

Teaching

*Instructor: UP 252 "Form-Based
Planning + Coding" UCLA, Winter
2015 and 2016*

*Instructor: URP 498 "Form-Based
Planning + Zoning" Cal Poly Pomona,
Spring 2013, 2017, 2018*

*Instructor: FBC 101 + 201, Form-
Based Codes Institute*

Years at Opticos

9

Relevant Projects

*Greenville Missing Middle Housing
Scan™ + Deep Dive™, Greenville, SC*

*Medford Missing Middle Housing
Standards, Medford, OR*

*Vallejo Citywide Code Update with
Code Diagnosis, Vallejo, CA*

*NAHB National Missing Middle
Housing + ADU Study*

*Northwest Neighborhood Study +
Code, Novato, CA*

*Strategic Zoning Ordinance
Amendment, San Carlos, CA*

*Citywide Land Development Code
Diagnosis, Oklahoma City, OK*

*Town Center Specific Plan,
Cupertino, CA*

Senior Associate, Director of Form-Based Coding

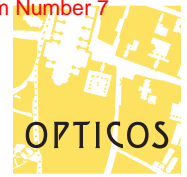
With over 30 years of experience—12 as a public sector planner and the past 18 as a consulting professional writing Form-Based Codes—Tony is an expert at working with communities to establish and translate policy direction into clear and implementable development standards. His experience in the public and private sectors gives him sharp focus and broad perspective to ensure that the standards articulated will implement policies and deliver expected visions.

Tony learned the craft of preparing Form-Based Codes while working on a variety of projects with Stefanos Polyzoides, Paul Crawford, Alan Loomis, and David Sargent—and most recently with Dan Parolek, Karen Parolek, Stefan Pellegrini, and John Miki. Tony is fluent in the language of urban design and architecture, enabling him to extract maximum information and direction out of a vision while asking important questions of the designers and stakeholders in the process. Tony is also adept at integrating each Form-Based Code with the community's existing regulations and procedures.

Tony has authored or co-authored over 25 codes and peer-reviewed or contributed to over 20 others. His codes range in scale—from small neighborhood codes to corridor and suburban shopping center transformations to citywide codes. In many efforts, he has incorporated a hybrid approach: form-based zoning for walkable urban areas and improved conventional zoning for auto-oriented suburban areas. His work on the City of Santa Ana's Transit Zoning Code was one of two winners in the United States of the 2012 Driehaus Award for Form-Based Codes, and he was part of the team that prepared the 2018 Driehaus Award-winning Akanda SmartCode for Libreville, Gabon.

A leader in advancing the practice of Form-Based Coding, Tony was on the 2016 Driehaus Award Jury and is a board member of the Form-Based Codes Institute. As an FBCI instructor, he increasingly enjoys working with public sector planners across the U.S. to train them in using and explaining Form-Based Codes. He teaches Form-Based Planning and Coding to graduate and undergraduate students in major universities.

Tony is nearing completion of a case study book titled *The Mexican Patio House*, which analyzes 30 patio house buildings ranging from small urban houses to civic buildings to haciendas from Central Mexico. Tony is from the small California Delta town of Isleton and lives with his family in Camarillo.



Singeh Saliki, AICP



Senior Designer

With a background in architecture and urban planning, Singeh is passionate about shaping the built environment to facilitate social interaction and improve quality of life. She is an experienced community planner who loves to engage and collaborate with communities in establishing and implementing their vision through carefully articulated land use policies and development standards. At Opticos, she is an integral member of the team working on the Iowa City South District Form Based Code and the Marin County Objective Design and Development Standards.

Prior to joining Opticos, Singeh gained experience in current and long-range planning at the City of Vallejo, CA and in Nashville/Davidson County, TN. She has worked on comprehensive plans, zoning and land use entitlements, and created form-based codes and design guidelines. In Nashville, she led a successful community engagement process to rezone and establish the Clarksville Pike Urban Design Overlay District which was unanimously approved by the Metro Council.

Singeh was born in Cameroon and grew up in Oklahoma. Thus far, she has lived in six states and visited many others. She enjoys traveling and experiencing the unique culture, history, and geography of places. For this reason, she firmly believes that place matters.

Education

Bachelor of Architecture, Oklahoma State University

Master of Urban and Regional Planning, University of South Florida

Years at Opticos

2

Relevant Projects

Iowa City South District Form Based Code, Iowa City, IA

Marin County Objective Design + Development Standards, Marin County, CA

*Clarksville Pike Urban Design Overlay at Fairview Center, Nashville, TN**

*NashvilleNext: A General Plan for Nashville + Davidson County, Nashville, TN**

**(Projects prior to joining Opticos)*



Opticos Design



Education

Bachelor of Architecture, University of Notre Dame

DEA Summer Course, Cornell University

Years at Opticos

3

Beth Cichon

Designer

A strong visualist, Beth communicates her contagious passion for people-centered places through images that tell a story. Beth has used this skill when engaging with community members, especially facilitating focus groups and design exercises while on charrette. She is especially passionate about stress-free public transit, neighborly comraderies, and local retail nodes.

While at Opticos, Beth has worked on an array of master planning projects, working with high-tech innovators in the deserts of Tempe, AZ, to working for low-income city residents in the mountains of Mammoth Lakes, CA. She has designed plans for transit-connection, walkability, and pedestrian safety. She also leads the Opticos Team in researching and comprehending barriers to inclusion in engagement. Whether it's on-charrette, in-office, or virtual, Beth continues to put her research, community engagement, and storytelling lenses to use for the betterment of communities.



Education

Masters in Architecture, University of Notre Dame

Masters in Music Composition and Theory, Florida State University

Years at Opticos

2

Roger Foreman

Designer

Hailing from Tucson, AZ, Roger Foreman is driven to make cities more beautiful, humane, and sustainable by applying principles of walkability, connectivity, sociality, and ecological design appropriate to each location. Since joining Opticos in 2019, Roger has participated in design charrettes for Mammoth Lakes, CA and Modesto, CA. He relishes the challenge of gathering information directly from community members and incorporating it into context-appropriate plans, responding to such considerations as snow clearance and hydrology in Mammoth and shade trees and minor-league baseball fandom in Modesto. He has also played a significant role in the production of Dan Parolek's forthcoming book on Missing Middle Housing, illustrating how house-scale buildings with multiple units can fit comfortably into new and established neighborhoods.

Scope of Work

CHAPTER

4



Scope of Work

We have prepared the scope to provide objective design and development standards (ODS) for multi-family projects, mixed-use projects, as well as residential projects subject to SB 9. If you prefer, we can prepare the SB 9 standards as an independent document if that is desired by the city. The scope is based on customizing Opticos' Toolkit of Objective Design and Development Standards developed for nearby Marin County and the ABAG region. The Toolkit addresses the range of topics listed under item B.2 Scope of work in the RFP as well as additional topics not listed. Opticos will use the Toolkit as a starting point for working with Sebastopol city staff and the Design Guidelines Subcommittee (DGS) to identify and customize the portions of the Toolkit selected by the city.

The RFP identifies a recommended step that includes an Objective Design Standards Manual. While we understand why this is requested, we find that when clients see how we combine graphics, diagrams, and photos with the proposed standards, there isn't a need for a Manual. Chapters 5 through 9 of the Opticos Toolkit specifically address the range of topics listed under this RFP item (B.3 Develop Objective Design Standards Manual). Please see the example on the Marin Toolkit project page in this proposal.

Although not required by the RFP, we have found that site visualization work is very helpful for the community, local architects and city staff to see more precisely the types of outcomes that the new standards will generate. We propose site visualization services for 6 sites and can prepare that work during the public hearing phase or prior, during preparation of the Administrative Draft.

Task A: ODS Customization Project Startup.

A.1 Kickoff Meeting (Virtual)

Opticos will meet with city staff to kick off the project; establish communication protocols; review and answer questions on the scope of work and deliverables, project schedule, including the five visits to Sebastopol during preparation of the ODS.

■ Deliverable.

Notes from kickoff meeting

A.2 Data Collection and Background Document Review

Opticos will gather relevant background data and documents related to the General Plan, Zoning, design guidelines, including the interim ODS, to understand the existing policy direction for development as well as the maximum zoning envelope possible under existing regulations for each of the zones in the project. We propose to do this work prior to Visit 1 to be able to ask informed questions of city staff and the Design Guideline Subcommittee (DGS).

■ Deliverable.

Notes from kickoff meeting

A.3 Visit 1 (1 Day): Site Visit and Work Session 1 with DGS

In coordination with city staff, Opticos will visit Sebastopol over the course of one day to inform the work in Task A.4 through the following:

- Document the existing conditions and physical character in the project area.
- Meet with city staff to review preliminary observations and discuss initial questions.
- Meet with the DGS to report on the day's work, observations, and questions.
- Confirm if the city would like to start Tasks E -G (Site Visualization work) during Task B, C, or after adoption in Task D.

■ Deliverable.

Notes from meeting with city staff and with DGS.

A.4 Analysis of Existing Conditions and Physical Character (non-SB 9 areas)

Opticos will analyze the following existing conditions for non-SB 9 areas of the project:

- Block sizes: range and prevailing size(s).
- Lot sizes: range of width, depth and prevailing size(s).
- Building Types and Sizes: range of types, height (feet and stories) and footprint.
- Front, side, and rear setbacks: prevailing for each block.
- Parking location(s).
- Frontage Types: range of types and prevailing for each block.
- Architectural Styles: range of styles, prevailing style(s) and materials.
- Uses: range and prevailing for each block.
- Current Maximum Zoning Envelope for each non-R1 zone in project.

■ Deliverables.

PDF Maps of Sebastopol with analysis summaries; Diagram of existing zoning envelope for each zone in the project area. This information will be annotated with observations and questions from Opticos to receive feedback for preparing the Draft Community Design Preferences Memo.

A.5 Analysis of Existing Conditions and Physical Character (SB 9 areas)

Opticos will analyze the following existing conditions for SB 9 areas of the project:

- Lot sizes: range of width, depth and prevailing size(s).
- Building Sizes: range of height (feet and stories) and footprint
- Front, side, and rear setbacks: prevailing for each block
- Parking location(s)
- Frontage Types: range of types and prevailing for each block
- Architectural Styles: range of styles, prevailing style(s) and materials
- Uses: range and prevailing for each block
- Current Maximum Zoning Envelope for each R1 zone in project

■ Deliverables.

PDF Maps of Sebastopol with analysis summaries; Diagram of existing maximum allowed zoning envelope for each Single-Family zone in the project area. This information will be annotated with observations and questions from Opticos to receive feedback for preparing the Draft Community Design Preferences Memo.

A.6 Draft Community Design Preferences Memo

Based on the feedback from city staff about the existing conditions and design preferences, Opticos will prepare the Draft Memo. The memo will include and summarize the key observations and findings in the maps and diagrams from Tasks A.4 and A.5 to communicate recommendations on design information, priorities, zones and key standards that should go into the ODS and SB 9 standards.

■ **Deliverable.**

Draft Memo approximately 20 pages in addition to the maps and diagrams from Tasks A.4 and A.5. The memo is intended to be reviewed simultaneously by city staff and the DGS.

A.7 Visit 2 (1 day): Work Session 2 with DGS to review Draft Memo

Opticos will visit Sebastopol to meet with city staff earlier in the day and then facilitate a work session with the DGS to discuss the findings and recommendations to receive final direction for the Memo.

■ **Deliverable.**

Notes from meeting with city staff and from work session with DGS.

A.8 Final Community Design Preferences Memo

Based on the final direction from city staff and the DGS, Opticos will incorporate that direction into the document to prepare and submit the Final Memo. The Memo will serve as the foundation and transition to begin preparing the Administrative Draft ODS and SB 9 standards.

■ **Deliverable.**

Final Memo approximately 20 pages in addition to the maps and diagrams from Tasks A.4 and A.5.

Task B: Administrative Draft ODS and SB 9 Standards.

B.1 Location of ODS and SB 9 in Sebastopol Municipal Code

Opticos will meet with city staff to present and discuss options for where the city can locate the ODS. In addition, Opticos will request direction for where to locate the SB 9 standards (e.g., stand-alone document, within the ODS, in a new chapter of Title 17, other). Upon the city's selection of an option, Opticos will begin preparing the documents in Tasks B.2 through B5.

■ **Deliverable.**

Memo (approximately 2 to 3 pages) describing the options for selection of one by city staff.

B.2 Table of Contents

Based on the direction received to this point in the process, Opticos will prepare an initial Table of Contents for discussion and review with city staff. The initial draft will include all of Opticos' Toolkit options for consideration by city staff. Opticos will apply

the city's comments and direction to the Table of Contents for use in preparing the Administrative Draft ODS and SB 9 standards.

■ **Deliverable.**

Initial Draft Table of Contents

B.3 Applicability Section of Chapter 1

Opticos will prepare an initial draft of this chapter for city staff's review and input on the variety of situations where the ODS and/or SB 9 standards are to apply. For example, for existing buildings, when does the city expect that a renovation be subject to the design requirements of the ODS?

■ **Deliverable.**

Initial Draft of Chapter 1

B.4 Internal Draft

Based on the input and direction from city staff on Tasks B.1 through B.3, Opticos will compile the selected components of the Opticos Toolkit into an internal draft and apply the numbering approach selected in Task B.1.

B.5 Administrative Draft ODS and SB 9 Standards

Opticos will prepare and customize the selected components of the Opticos Toolkit into a set of integrated zoning districts and supplemental standards. The document(s)* will be submitted to city staff for review and comment in addition to work sessions with the DGS in Task B.6.

■ **Deliverable.**

PDF Administrative Draft; *SB 9 standards as an independent document if selected by the city.

B.6 Visits 3, 4 and 5 (1 day each) with DGS to review Administrative Draft ODS and SB 9 Standards

During review of the Administrative Draft ODS and SB 9 standards, Opticos will visit Sebastopol for a day of meetings with city staff as well as a work session with the DGS. Through this approach, Opticos will facilitate a series of three work sessions with each work session focusing on a portion of the content to methodically review and receive direction. The work sessions are proposed as a discussion with the public, the DGS and city staff to receive input and direction for preparing the Final ODS and SB 9 standards.

■ **Deliverable.**

PowerPoint presentation of key content for each work session. Notes from each work session.

B.7 Meetings (virtual) with city staff during Task B

In addition to other meetings identified in Task B, Opticos is available for up to 4 hours of virtual meetings with city staff during Task B.

■ **Deliverable.**

Meeting notes.

Task C: Final ODS and SB 9 Standards.

C.1 Confirm Direction with city staff for Final

At the conclusion of Task B, Opticos will meet with city staff (virtually) to confirm the direction for preparing the Final ODS and SB 9 standards.

- **Deliverable.**
Meeting notes.

C.2 Revisions to make Final

- Opticos will apply the city's direction to prepare the Final ODS and SB 9 standards. The Final document(s)* will be submitted to city staff for the public hearings in Task D.

- **Deliverable.**
PDF Final; *SB 9 standards as an independent document if selected by the city.

C.3 Meetings (via Zoom) with city staff during Task C

Opticos is available for up to 4 hours of virtual meetings with city staff during Task C.

- **Deliverable.**
Meeting notes.

Task D: Public Hearings.

D.1 Visit 6 DGS Meeting

Opticos will meet (virtually) with city staff to prepare for the meeting. Opticos will visit Sebastopol to present to the DGS the Final ODS and SB 9 standards as well as a summary of the process and key direction received to date.

- **Deliverable.**
PowerPoint presentation of key content. Notes from meeting.

D.2 Visit 7 Planning Commission Meeting

Opticos will meet (virtually) with city staff to prepare for the meeting. Opticos will visit Sebastopol to present to the Planning Council the Final ODS and SB 9 standards as well as a summary of the process and key direction received to date, including the DGS' final input.

- **Deliverable.**
PowerPoint presentation of key content. Notes from meeting.

D.3 Visit 8 City Council Meeting

Opticos will meet (virtually) with city staff to prepare for the meeting. Opticos will visit Sebastopol to present to the City Council the Final ODS and SB 9 standards as well as a summary of the process and key direction received to date, including the DGS' and Planning Commission's final input.

- **Deliverable.**
PowerPoint presentation of key content. Notes from meeting.

D.4 Revisions to Final after Adoption by City Council

After the City Council's adoption of the ODS and SB 9 standards, Opticos will meet with city staff (virtually) to confirm the final revisions to be made to the content.

■ Deliverable.

ODS and SB 9 standards reflecting final revisions as adopted by City Council; electronic, editable InDesign files, Illustrator files, and Photoshop files.

Task E: Site Visualizations Startup.

E.1 Kickoff Meeting

Opticos will meet with city/town staff to answer questions on the scope of work, identify the six sites to be visualized, and receive direction from city staff on the scenario to be applied to each site.

E.2 Receive Final Parcel Information

After the kickoff meeting, Opticos will gather the relevant parcel boundaries and site information from city staff. Opticos will communicate with city/town staff to receive the base flood elevation information for each site.

■ Deliverable.

Kickoff meeting notes.

Task F: Site Plan.

F.1 Sketch Site Plan for City Review and Direction

The Draft site plan will be presented to city staff in two phases: preliminary approach, and draft approach. The preliminary approach drawing will be prepared as a hand sketch aimed at confirming the city's direction and receiving refinements prior to preparing the draft.

F.2 Draft Site Plan

Based on the city's direction to Opticos in Task F.1, using the customized Sebastopol ODS, Opticos will prepare the draft site plan for each site. The site plan will show the following information: site width and depth, required building and parking setbacks, building footprint and dimensions, encroachments into required setbacks, parking area and total number of spaces, and access from adjacent street/road. If the site is large enough for multiple design sites, the above information will be shown for each design site.

F.3 Draft Density and FAR Yield calculations

Based on the Draft site plan, Opticos will prepare calculations of the resulting residential density and floor area ratio.

F.4 Final Site Plan

Based on the city's review of the Draft site plan in Task F.2, Opticos will prepare the Final site plan for each site showing the same information that was shown in the Draft site plan.

F.5 Final Density and FAR Yield Calculations

Based on the Final site plan, Opticos will prepare calculations of the resulting residential density and floor area ratio.

F.6 Meetings with City during Task F.

Opticos staff is available for up to two hours of meetings with city staff during Task F.

■ Deliverables.

Final Site Plan (using SketchUp software), Final Density and FAR calculations

Task G: Streetview Sketchup on Photo

G.1 Select View for Site

Using GoogleEarth, Opticos will prepare up to three screenshot views for review and selection by city staff. Also in this task, Opticos will present options for the level of detail in the streetview.

G.2 Draft Streetview

Based on the view of the site and level of detail selected in Task G.1, Opticos will prepare one streetview of the SketchUp model and superimpose the model on the selected view using a screenshot image from GoogleEarth or a photo provided by city staff. A photo provided by city staff is recommended for a higher quality streetview.

G.3 Review and Direction from City Staff

During review of the Draft Streetview by city staff, Opticos is available to answer questions and discuss refinements to be applied in Task G.4.

G.4 Final Streetview

Based on city staff direction, Opticos will prepare the Final Streetview for each site.

G.5 Meetings with City during Task G

Opticos staff is available for up to two hours of meetings with city staff during Task G.

G.4 Final Streetview

Opticos staff is available for up to two hours of meetings with city staff during Task G.

■ Deliverables.

Draft and Final Streetview for each site (using SketchUp software); PowerPoint presentation including the Final Site Plan, Final Density and FAR calculations, and Final Streetview for each site.

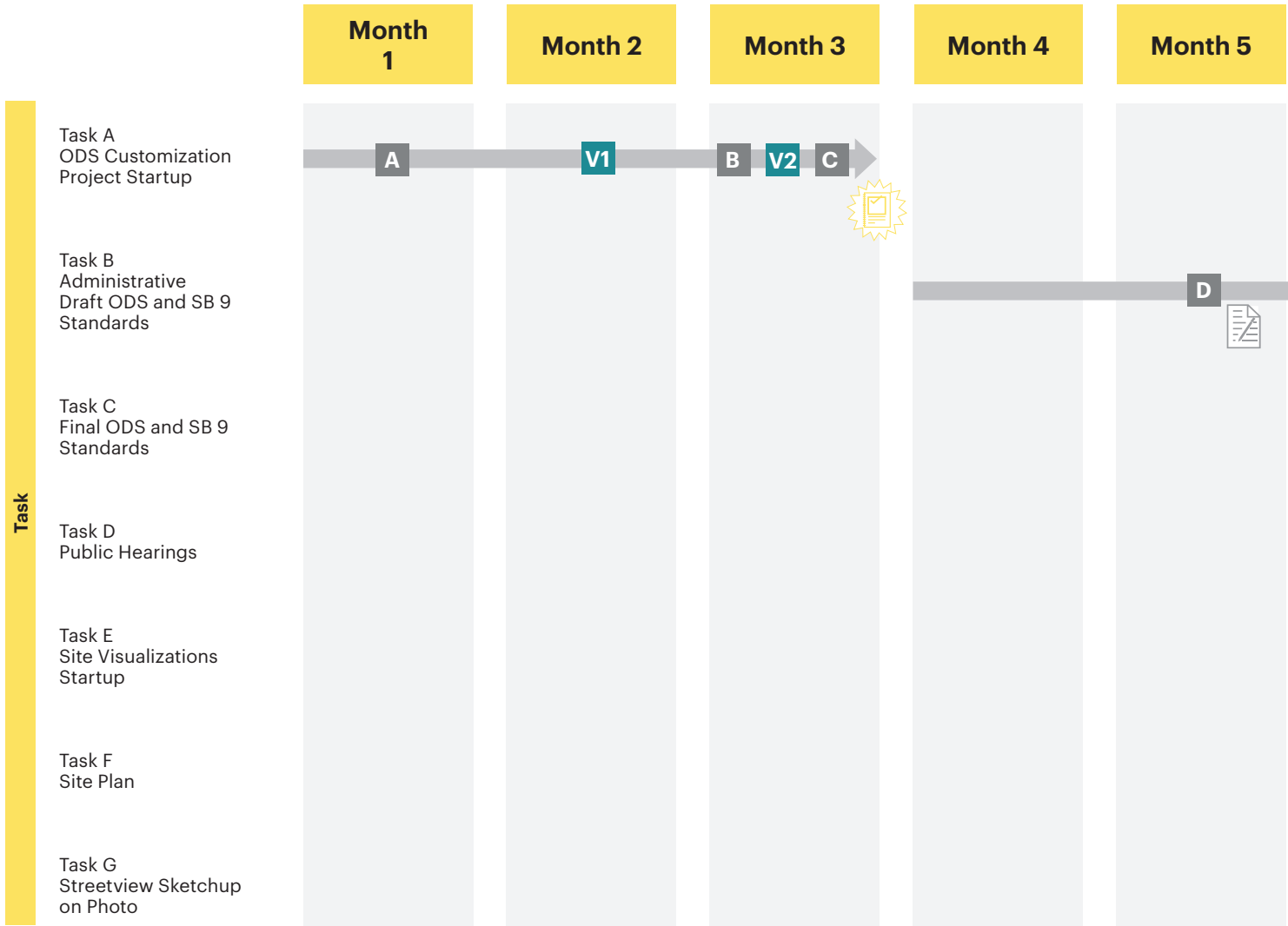
Schedule of Work

CHAPTER
5



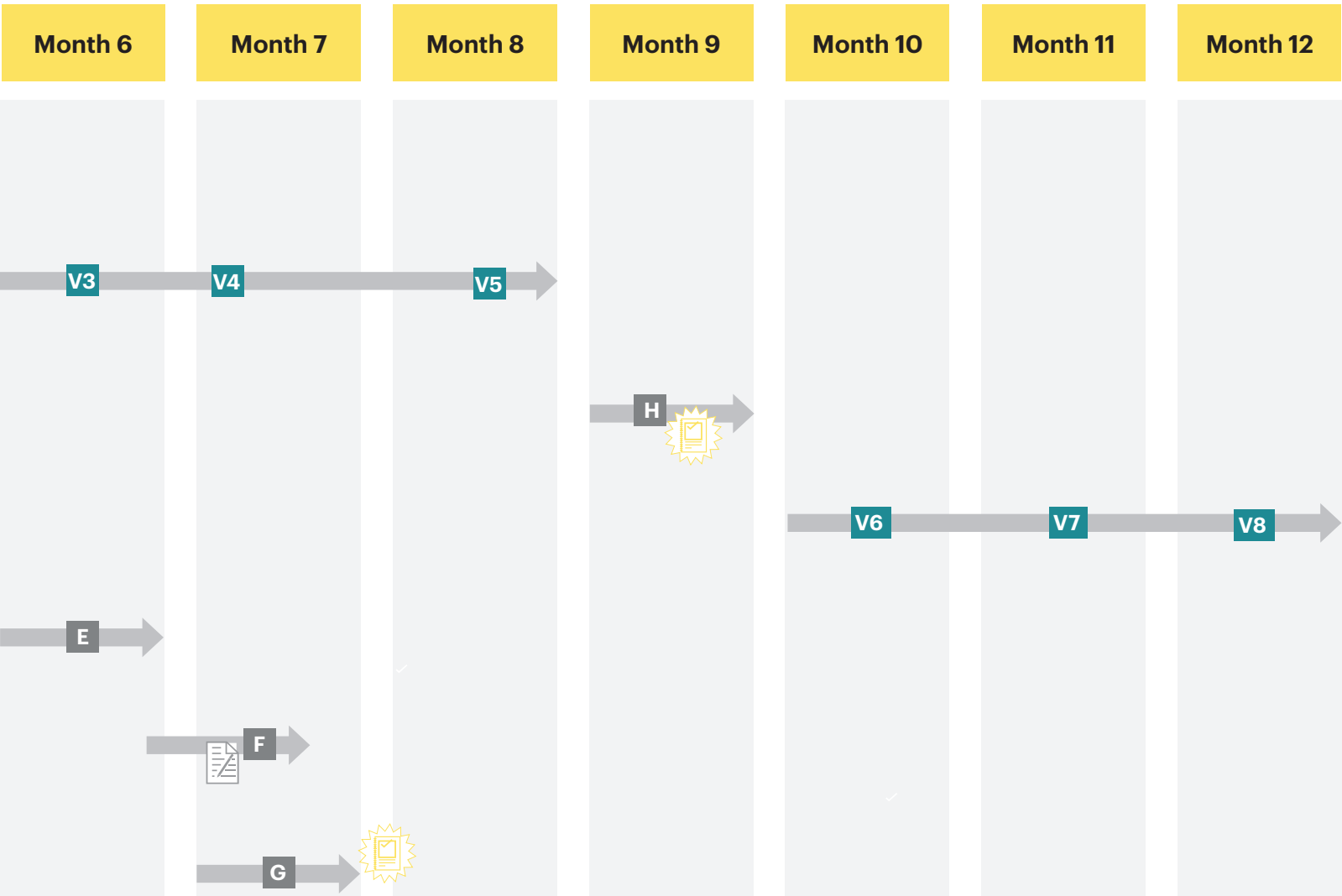
Proposed Timeline

We have prepared a schedule that complies with the requirements in the RFP and propose to complete the project in 12 months.



Milestones + Deliverables

- | | |
|---|---------------------------------------|
| A Kickoff | E Kickoff |
| B Draft Memo | F Final Site Plans |
| C Final Memo | G Final Street Views |
| D Admin Draft ODS and SB 9 Standards | H Final ODS and SB 9 Standards |



Visits

- V1** Visit 1
- V2** Visit 2
- V3** Visit 3
- V4** Visit 4
- V5** Visit 5
- V6** Visit 6, Meeting with DGS
- V7** Visit 7, Meeting with Planning Council
- V8** Visit 8, Meeting with City Council

Conflict of Interest, Litigation + Contract Agreement

CHAPTER

6-8



Conflict of Interest

Opticos Design, Inc. has no financial, business, or other relationships with the City of Sebastopol that would have an impact upon the outcome of a contract, inclusive of current client relationships, financial interests, or relationships with any construction companies.

Litigation

Opticos Design Inc. has not been involved in any litigation in connection with prior projects since its incorporation.

Contract Agreement

Opticos Design, Inc does not have any issues or need changes made to the proposed Professional Services Agreement (Attachment 2 in the RFP).

Our proposal includes a work scope and schedule, our team's qualifications, and a budget as required by the RFP. The work will be managed by our Senior Associate and Coding Director Tony Perez and his team under my direction. To date, we have not received any Addendums, and our proposal is valid for a period of ninety (90) days from submittal.

Cost Proposal

CHAPTER

9



Proposed Work Plan Budget

Budget does not include rental or purchasing fees for space or equipment for workshops, charrettes and other meetings. (Consultant to bring computers and drafting supplies.) Consultant will not be responsible for any such planning or expenses. Budget does not include food for participants other than the design team for workshops, charrette and working sessions. Budget does not include postage associated with public outreach and marketing. Budget does not include installation of any and all public outreach media including but not limited to banners and signage. In the interest of environmental considerations, the consultant will provide a PDF file of each deliverable unless otherwise specified. Client shall be paid on a fee basis for performance of services under this agreement in accordance with the table above. Any additional tasks performed outside of those specified above, such as attending additional meetings or completing additional revisions beyond the hours or number of revisions specified above, will be compensated at the hourly rates listed in the table above (subject to increase by five percent (5%) on January 1 of each calendar year occurring during the term of this agreement.)

| Proposed Work Plan: Objective Design Standards for Residential, Mixed-Use, and SB-9 projects | | Opticos Design, Inc. | | | | | Subtotal Fees | Subtotal Expenses | TOTAL |
|--|---|----------------------|------------------|------------------|------------------|-------------------|-----------------|-------------------|-------|
| | | Principal | Senior Associate | Senior Designer | Designer | | | | |
| | | \$315 | \$235 | \$175 | \$165 | \$0 | \$0 | | |
| Task A | Toolkit Customization Project Startup | \$9,135 | \$9,635 | \$14,350 | \$25,740 | \$58,860 | \$1,000 | \$59,860 | |
| Task B | Administrative Draft ODS and SB 9 Standards | \$9,450 | \$9,400 | \$9,275 | \$13,365 | \$41,490 | \$375 | \$41,865 | |
| Task C | Final ODS and SB 9 Standards | \$1,260 | \$1,645 | \$2,975 | \$5,115 | \$10,995 | \$0 | \$10,995 | |
| Task D | Public Hearings | \$5,985 | \$4,700 | \$2,275 | \$2,970 | \$15,930 | \$0 | \$15,930 | |
| Sub-TOTAL FEES and Expenses for ODS Customization | | \$ 25,830 | \$ 25,380 | \$ 28,875 | \$ 47,190 | \$ 127,275 | \$ 1,375 | \$ 128,650 | |
| Task E | Site Visualizations Startup | \$630 | \$705 | \$875 | \$1,155 | \$3,365 | \$0 | \$3,365 | |
| Task F | Site Plan | \$2,205 | \$2,820 | \$6,650 | \$14,520 | \$26,195 | \$0 | \$26,195 | |
| Task G | Streetview Sketchup on Photo | \$1,260 | \$2,350 | \$3,500 | \$12,540 | \$19,650 | \$0 | \$19,650 | |
| Sub-TOTAL FEES and Expenses for Site Visualizations | | \$ 4,095 | \$ 5,875 | \$ 11,025 | \$ 28,215 | \$ 49,210 | \$ - | \$ 49,210 | |
| TOTAL FEES and Expenses | | \$29,925 | \$31,255 | \$39,900 | \$75,405 | \$176,485 | \$1,375 | \$177,860 | |

REVISED - SEE FINAL PAGE OF AGENDA ITEM



Project Sebastopol
 Date 2021.04.11

FINAL COST PROPOSAL

| Proposed Work Plan: Objective Design Standards for Residential, Mixed-Use, and SB-9 projects | | Opticos Design, Inc. | | | | | Subtotal Fees | Subtotal Expenses | TOTAL |
|--|---|----------------------|------------------|------------------|------------------|-------------------|---------------|-------------------|-------|
| | | Principal | Senior Associate | Senior Designer | Designer | | | | |
| | | \$335 | \$250 | \$185 | \$175 | \$0 | \$0 | | |
| Task A | Toolkit Customization Project Startup | \$6,365 | \$8,000 | \$10,360 | \$31,500 | \$56,225 | \$0 | \$56,225 | |
| A.1 | Kickoff Meeting (via Zoom: Preparation, Preliminary direction from City including where the ODS are expected to be applied) | 3 hr | 3 hr | 4 hr | 4 hr | \$3,195 | \$0 | \$3,195 | |
| A.2 | Data Collection and Background Document Review | 2 hr | 4 hr | 12 hr | 20 hr | \$7,390 | | \$7,390 | |
| A.3 | Virtual Site Visit and Work Session 1 with Design Guideline Subcommittee (DGS) | 3 hr | 4 hr | 4 hr | 16 hr | \$5,545 | \$0 | \$5,545 | |
| A.4 | Analysis of Existing Conditions and Physical Character: non-SB 9 areas | 2 hr | 4 hr | 8 hr | 40 hr | \$10,150 | | \$10,150 | |
| A.5 | Analysis of Existing Conditions and Physical Character: SB 9 areas | 2 hr | 4 hr | 8 hr | 40 hr | \$10,150 | | \$10,150 | |
| A.6 | Draft Community Design Preferences Memo (Incl proposed ODS zones and Key Standards) | 2 hr | 6 hr | 8 hr | 40 hr | \$10,650 | | \$10,650 | |
| A.7 | Virtual Work Session 2 with DGS to review Draft Memo | 3 hr | 3 hr | 4 hr | 8 hr | \$3,895 | \$0 | \$3,895 | |
| A.8 | Final Community Design Preferences Memo (Incl proposed ODS zones) | 2 hr | 4 hr | 8 hr | 12 hr | \$5,250 | | \$5,250 | |
| Task B | Administrative Draft ODS and SB 9 Standards | \$5,025 | \$7,000 | \$9,065 | \$19,600 | \$40,690 | \$375 | \$41,065 | |
| B.1 | Location of ODS in Sebastopol Municipal Code and Numbering Style | 0 hr | 1 hr | 2 hr | 4 hr | \$1,320 | \$0 | \$1,320 | |
| B.2 | Table of Contents | 0 hr | 1 hr | 3 hr | 4 hr | \$1,505 | \$0 | \$1,505 | |
| B.3 | Applicability Section of Chapter 1 | 0 hr | 1 hr | 4 hr | 12 hr | \$3,090 | \$0 | \$3,090 | |
| B.4 | Internal Draft | 2 hr | 6 hr | 12 hr | 30 hr | \$9,640 | \$0 | \$9,640 | |
| B.5 | Administrative Draft for review by City | 2 hr | 4 hr | 12 hr | 40 hr | \$10,890 | \$0 | \$10,890 | |
| B.6 | Virtual Work Sessions 3, 4, 5 with DGS to review Administrative Draft ODS | 9 hr | 12 hr | 12 hr | 18 hr | \$11,385 | \$375 | \$11,760 | |
| B.7 | Meetings via Zoom with City staff during Task B | 2 hr | 3 hr | 4 hr | 4 hr | \$2,860 | \$0 | \$2,860 | |
| Task C | Final ODS and SB 9 Standards | \$1,340 | \$1,500 | \$2,960 | \$8,050 | \$13,850 | \$0 | \$13,850 | |
| C.1 | Confirm direction with City staff for Final | 2 hr | 2 hr | 3 hr | 3 hr | \$2,250 | \$0 | \$2,250 | |
| C.2 | Revisions to make Final | 1 hr | 2 hr | 10 hr | 40 hr | \$9,685 | \$0 | \$9,685 | |
| C.3 | Meetings via Zoom with City staff during Task C | 1 hr | 2 hr | 3 hr | 3 hr | \$1,915 | \$0 | \$1,915 | |
| Task D | Public Hearings | \$6,365 | \$4,835 | \$2,405 | \$3,150 | \$16,755 | \$0 | \$16,755 | |
| D.1 | Virtual Meeting: Design Guidelines Subcommittee (incl prep) | 6 hr | 5 hr | 3 hr | 4 hr | \$4,600 | \$0 | \$4,600 | |
| D.2 | Virtual Meeting: Planning Commission | 6 hr | 6 hr | 3 hr | 4 hr | \$4,765 | \$0 | \$4,765 | |
| D.3 | Virtual Meeting: City Council | 6 hr | 6 hr | 3 hr | 4 hr | \$4,765 | \$0 | \$4,765 | |
| D.4 | Revisions to Final after Adoption by City Council | 1 hr | 2 hr | 4 hr | 6 hr | \$2,625 | \$0 | \$2,625 | |
| Sub-TOTAL FEES and Expenses for ODS (Incl SB 9) Customization | | \$ 19,095 | \$ 21,335 | \$ 24,790 | \$ 62,300 | \$ 127,520 | \$ 375 | \$ 127,895 | |