

**CITY OF DANA POINT
AGENDA REPORT**

Reviewed By:	
DH	<u>X</u>
CM	<u>X</u>
CA	___

DATE: SEPTEMBER 4, 2007

TO: CITY MANAGER/CITY COUNCIL

**FROM: KYLE BUTTERWICK, DIRECTOR OF COMMUNITY DEVELOPMENT
CHRISTY TEAGUE, ECONOMIC DEVELOPMENT MANAGER**

**SUBJECT: AUTHORIZE REQUEST FOR PROPOSALS FOR A COMPREHENSIVE
PARKING ANALYSIS FOR TOWN CENTER**

RECOMMENDED ACTION:

That the City Council: Authorize Staff to Distribute a Request for Proposals (RFP) Seeking Bids for a Comprehensive Parking Analysis for Town Center.

DISCUSSION:

The City Council approved the Town Center Plan on November 8, 2006. The Town Center Plan has been forwarded to the California Coastal Commission for their review and approval, and it is expected to be on the agenda in the next 60-90 days. The development of a comprehensive parking program is a necessary first implementation step to implementation for the Town Center Plan.

The Implementation portion of the Town Center Plan includes development of a Parking Program. The following actions were included in the Town Center Plan to expedite parking improvements to support merchants and residents and to encourage development on vacant and underutilized lots:

1. Development of a Parking Management Program/Plan to evaluate public parking prior to roadway construction to establish a baseline parking condition (using a supply/demand analysis).
2. Immediately take steps for a purchase option or long-term lease to acquire properties for additional public parking in Town Center. Additional public parking shall be established when a need is demonstrated in the Parking Management Plan.
3. Create additional public parking which would include one and preferably two facilities prior to Phase 1 and ensure adequate parking signage is provided. Phase 1 is defined as any construction of public improvements that would result in the removal of any on-street parking.
4. Establish appropriate parking time limits for public parking in the Town Center.

- 5. Meet with the business community to review parking issues.
- 6. Require new development to comply with current parking regulations defined in the Dana Point Zoning Code.

The Implementation portion of The Town Center Plan also includes development of an In-Lieu Parking Program. The Town Center Plan notes an in-lieu parking program may be developed to allow commercial businesses to reduce a portion of the parking spaces otherwise required to be provided on-site. The fee would be used to offset a portion of the cost required to construct public parking facilities in the Town Center area. Studies would be conducted to establish the cost of constructing the parking area and relative in-lieu parking fees. The following elements shall be considered in the development of the In-Lieu Parking Program:

- 1. Conduct a study to determine appropriate in-lieu fees.
- 2. Implement in-lieu parking program in areas between Golden Lantern and Blue Lantern.
- 3. Participation in the in-lieu parking program will be encouraged. The City shall work with developers to develop a parking analysis to ensure adequate parking is provided at the time of development.
- 4. Require that residential and guest parking be provided on-site.

The Scope of Work in the Request for Proposals includes the development of a Parking Program and the development of an In Lieu Parking Program as specified in the Town Center Plan.

CONCLUSION:

Staff recommends the City Council authorize staff to distribute a Request for Proposals (RFP) seeking consultant bids utilizing funds in the current year budgeted for this purpose and to return to the City Council with consultant recommendation, expected in 45-60 days.

NOTIFICATION/FOLLOW-UP:

The initiation request before the City Council does not require public noticing at this time beyond the 72-hour Brown Act meeting notice posting requirement.

FISCAL IMPACT:

The current fiscal year Planning Professional Services budget (41-223) has designated \$25,000 for the Town Center Parking Plan.

ACTION DOCUMENTS:

Page No.

A. [Request for Proposal](#)3

ACTION DOCUMENT A



City of Dana Point

Comprehensive Parking Analysis for Town Center

Request for Proposals

September 5, 2007

City of Dana Point Community Development Department
Contact: Christy Teague
(949) 248-3519
cteague@danapoint.org

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Purpose and Intent

The City of Dana Point is soliciting this request for proposals (RFP) for a comprehensive parking analysis for the Town Center area of the community. The goals of the parking analysis are:

- Determine whether there is a current or projected shortage of parking, and if so, to what extent;
- Formulate alternatives for addressing parking needs, supply, and demand utilization strategies;
- Assist the City in developing an in-lieu parking program; and
- Develop a parking management plan for efficiently and effectively utilizing parking resources while minimizing impacts to adjacent residential neighborhoods.

Introduction

Incorporated in 1989, Dana Point is a scenic coastal community, often identified by over seven miles of coastal bluffs. The City is home to over 35,100 residents, major resorts, beaches, and regional parks. In addition, Dana Point Harbor provides slips and mooring to more than 2,500 boats.

The Town Center Plan was adopted by the City Council in November 2006 to encourage the revitalization of the City's Town Center. The plan is currently under consideration of the Coastal Commission, which is the final step prior to implementation. The plan establishes a framework of public improvements that will support private reinvestment and development, while rebalancing activities to encourage a pedestrian friendly environment.

Upon buildout, Town Center could accommodate up to approximately 530,000 square feet of retail and restaurant space, 286,000 square feet of office space, and 300 residential units. A map of Town Center is located on page 5 of this document. In addition, the Town Center Plan can be found on the City's website at www.danapoint.org.

Currently, businesses are required to meet their individual parking needs on-site, which results in more than half of a typical parcel being dedicated to surface parking. This pattern of development has prevented Dana Point from achieving a critical retail mass and a pedestrian environment. Under the new Town Center Plan, businesses will no longer be required to provide parking on-site, thus opening up alternatives to meet parking demand.

The proposed parking program is intended to provide the City with a blueprint for the creation of all the parking necessary to support the revitalization of Town Center, with minimal impacts to surrounding residential neighborhoods. The proposed program should implement the main tenets of the parking policies outlined in the Town Center Plan. These include:

- Provide opportunities for shared parking facilities in the Town Center, such as through the establishment of an off-street parking district.
- Develop land use and parking regulations to assure that adequate and reasonable standards are provided.
- Develop a parking concept that emphasizes shared parking facilities.
- Create a parking development and management program which assesses parking demand and requirements based on the Dana Point Zoning Code.
- Create an in-lieu fee parking program which includes appropriate fees which consider the costs of land acquisition and construction costs associated with providing a parking space in the Town Center.
- Create additional public parking which would include, one or preferably two, facilities prior to beginning roadway construction.
- Parking areas shall be located in the rear of properties, where alley access is available.
- Prevent excessive Town Center parking in adjacent residential neighborhoods.

Scope of Work

The Consultant shall prepare a written comprehensive parking analysis and implementation plan analyzing, at a minimum, the content areas described in the Scope of Work. With prior written City approval, the Consultant may include additional analyses it deems necessary to provide the City with a complete program. The Consultant may also be called upon to provide analyses of the parking component of development proposals received during the contract period, with compensation based on the schedule of hourly rates provided with this submittal.

During the Town Center Plan creation, a comprehensive parking count was completed for both public and private areas, this count will be available to the Consultant in preparation of the analysis. The City also has traffic circulation simulation software for Town Center available at the Consultant's request.

Meetings

The Consultant shall meet with the City Staff as needed, and shall attend approximately two (2) evening meetings to present the draft program to the City Council.

Deliverables

The Consultant shall prepare a written comprehensive parking analysis, including all necessary graphics and addressing all of the content areas listed below. The Consultant shall provide the City with one (1) original and ten (10) copies of the final report, including one unbound master, suitable for copying. In addition, please include one (1) electronic copy on CD.

Comprehensive Parking Analysis Content

- 1) Analysis of parking demand including a summary of current and projected conditions in Town Center, and existing and projected parking supply, demand, and utilization.
- 2) Analysis of parking construction and economics including:
 - Overview of alternative parking structure types, for both private and public parking.
 - Overview of current construction costs for parking.
 - Economic projections for both privately and municipally owned free-standing parking structure.
 - Discussion of the typical components of a municipal parking program.
 - Exploration of vacant sites for surface parking.
- 3) Analysis of financing techniques for the parking program.
- 4) Analysis of the adequacy of current parking standards.
- 5) Recommendations for a parking in lieu fee program to offset a portion of the cost required to construct public parking.
- 6) Analysis of innovative parking strategies such as:
 - Shared parking
 - Valet parking
 - Tandem parking (for residential development)
- 7) Analysis of community impacts and parking enforcement.
- 8) Analysis of potential fiscal impacts on public safety agencies as a result of increased construction and utilization of structured parking.
- 9) Recommended parking program for Town Center, including:
 - Opportunities to maximize parking within City owned right of ways, such as La Plaza Park.
 - Opportunities for the City to purchase or lease additional parking sites within Town Center.
 - Establish appropriate time limits for public parking in the Town Center.
 - Administration and regulation of the parking program.
 - Analysis of parking alternatives to minimize impacts to surrounding residential neighborhoods.
 - Costs of adopting the proposed parking program, including startup, personnel, equipment, and financing.

Proposal Submittal and Contact Person

A written response to the Request for Proposal is being solicited. Proposals should be clearly marked "Dana Point Town Center Comprehensive Parking Analysis." One (1) original and ten (10) copies of the proposal must be received by no later than **4 pm on Monday, October 15, 2007**. Please include an electronic copy of the proposal on CD.

Late and faxed proposals will be returned and postmarks will not be accepted.

During the proposal process, applicants shall direct all questions in writing to the City of Dana Point. This will help assure that consistent and accurate information is disseminated. The deadline to submit questions about the RFP to the City is October 1, 2007. The City contact is:

Christy Teague, Economic Development Manager
City of Dana Point
33282 Golden Lantern, Suite. 203
Dana Point, CA 92629
(949) 248-3519
cteague@danapoint.org

Submittal Requirements

Applicants shall submit ten (10) copies of their proposal package, with one (1) electronic copy of their submittal. Proposals are not limited in length, however conciseness is encouraged. Proposals shall be:

- 8 1/2" x 11" format
- Enclosed in one or more sealed envelopes (large format drawings may be submitted in a sealed tube or drawing package, but will not be returned)
- Clearly labeled with the title of the RFP ("Dana Point Town Center Comprehensive Parking Analysis")

To facilitate review by the City, please submit information in accordance with the following format, identifying each item by the appropriate number or letter.

- 1) Cover Letter
- 2) Statement of Qualifications
 - Corporate resumes for consultant and sub-consultants (if any).
 - Personal resumes for professional staff assigned to this project
 - Describe relevant project experience in at least three (3) related projects.
 - Detailed narrative describing methodological approach to each numbered section listed in the Scope of Work included in this RFP. These should be ordered sequentially.

- Detailed project budget and schedule, including projections of consultant hours spent by individual staff persons.
- Contact information for at least three (3) client references.
- Overall not-to-exceed price and estimated completion date.
- Any additional materials Applicant wishes to include.

Sealed Proposals shall be received by the City, in the office of the City Clerk, no later than **4:00 p.m., on October 15, 2007**, addressed as follows:

City Clerk
 City of Dana Point
 33282 Golden Lantern
 Dana Point, CA 92629
 (949) 248-2505

Proposals received after the deadline may be returned unopened and will not be considered. Postmarks will not be accepted as proof of receipt.

Selection Process

Proposals will be evaluated primarily on the following items, which are listed in no particular order:

- Qualifications and experience (both of the firm and the specific staff)
- Overall budget
- Anticipated completion time
- References from past projects
- Responsiveness to the required components of the submittal

A selection committee comprised of City staff members will rank the proposals, and, if necessary, arrange for qualifying applicants to present their proposals in person. The City reserves the right to reject any proposal, or to require additional submittals from any applicant to clarify the information in the proposal.

Schedule of Performance

The tentative schedule for this RFP process is as follows:

Action	Date
RFP Issued	September 5, 2007
Written Questions on RFP Due to City	October 1, 2007
Written responses to all questions issued by City	October 8, 2007
Proposals Due	October 15, 2007
Review Proposals and Interview Finalists	October 16 - 29, 2007
City Council Award of Contract (tentative)	November 20, 2007

