

**CITY OF DANA POINT
AGENDA REPORT**

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

DATE: NOVEMBER 30, 2005

TO: CITY MANAGER/CITY COUNCIL

FROM: KYLE BUTTERWICK, DIRECTOR OF COMMUNITY DEVELOPMENT

SUBJECT: AMEND ROMA DESIGN GROUP CONTRACT TO DEVELOP THE TOWN CENTER PLAN

RECOMMENDED ACTION:

That the City Council (1) authorize the City Manager to amend the agreement with ROMA Design Group; and (2) approve a transfer of \$142,173.00 from the Undesignated General Fund Balance to the Community Development, Planning Division, Professional Services Account # 01-41-20-0000-223 to pay for the costs associated with the professional services contract amendment.

ISSUE:

The process for developing the Town Center Specific Plan has been expanded since the original scope was approved by the City Council in May 2004. The additional services required of Roma Design Group justify an increase in the project budget.

BACKGROUND:

The City of Dana Point is in the process of developing a Specific Plan (Plan) for the Town Center to revitalize and encourage a more vibrant business climate in the area. ROMA Design Group was retained in May 2004 to assist in this effort. The original scope of work included stakeholder interviews, two public workshops, and two joint sessions with the Planning Commission and City Council and was estimated to be completed within nine months.

The original planning process was expanded significantly to include a more aggressive outreach effort, detailed street design alternatives and further analysis of plan options. Today the project is in month nineteen of the planning process.

DISCUSSION:

During the planning process it was recognized that a more extensive effort and analysis was needed in a variety of areas. The following summarizes the additional tasks which were not considered in the Roma's original scope and budget.

- **Detailed Streetscape Design:** ROMA prepared design studies and alternative plans exploring a number of alternative approaches for the design and treatment of Pacific Coast Highway and Del Prado. On the basis of input from the City (in particular the Department of Public Works) as well as input from the traffic consultants, Kimley-Horn, ROMA prepared a series of plans, sections and axonometric drawings, describing the recommended size of the carriageway, width and directionality of lanes, on-street parking, bus stops, stop signs, signalization and crosswalks as well as landscape lighting and sidewalk treatment. This task also involved working with the City and its consultants to determine the potential location of underground utilities and street trees. In addition, potential construction budget estimates, phasing and implementation strategies were also prepared.
- **Focus Group Meetings:** This task includes five additional meetings with specific focus groups to review the recommendations and discuss issues of concern. To date, the City and Roma have held three Focus Group meetings.
- **Town Center Subcommittee Meetings:** The Town Center Subcommittee includes thirteen members and has conducted nine publicly noticed meetings since June 2005 to discuss specific topics and recommended revisions or refinements to the Plan. Roma has played a critical role in presenting Plan options and addressing the Subcommittee.
- **Visual Analysis:** Maps and analyses of visual impacts based on the recommendations for additional height were prepared to facilitate public discussion on this topic. Simulations have been prepared showing a fly-by at different contours and the simulated view of buildings of 40, 50 and 60 feet in height for review by City staff.
- **Financial Proforma Analysis:** A financial pro forma was developed to evaluate the differences between a 3 and 4 story mixed use development on a prototypical lot within Dana Point.
- **Traffic Analysis and Streetscape Design:** Kimley-Horn prepared the analysis for an alternative vehicular movement concept, which would be two lanes in one direction with parking and bike lanes on both Del Prado and PCH. Plans and cross-sections showing proposed improvements were prepared by ROMA.
- **Plan Documentation:** ROMA will prepare the final plan document in camera-ready and electronic format for City publication. The plan will include revised graphics and diagrams as well as updated text.
- **Town Hall Meeting:** ROMA will prepare for and participate in a Town Hall meeting which will provide a broad cross-section of the community with an update of the evolution of the plan and the input and deliberations of the Subcommittee prior to taking the Plan to public hearings for adoption with the Planning Commission and City Council.

The following matrix lists the status of the key tasks of the original scope of work and the additional tasks. As shown, a number of these tasks have already been completed in response to information needs and in order to maintain the continued progress in developing the Plan.

KEY TASK	STATUS
May 2004 Scope of Work	
Public Participation <ul style="list-style-type: none"> • Stakeholder Interviews • Workshops (2) • Joint Session 	Completed Completed (9/04 & 3/05) Completed (5/05)
Development Standards	Completed
Design Guidelines	Completed
Marketing Assessment	Completed
Traffic Study	Completed
Original Contract Budget	\$424,788
Additional Services	
Streetscape Design Concept	Completed
Traffic & Alternative Streetscape Design	In Process
Visual Analysis	Completed
Financial Performa	Completed
Public Participation <ul style="list-style-type: none"> • Focus Meetings w/ Business Community (5) • Subcommittee Meetings (7) • Town Hall Meeting 	In Process In Process To Be Scheduled
Plan Documentation	In Process
Additional Budget	\$142,173
TOTAL PROJECT BUDGET	\$566,961

Based on the current direction of the project, the additional funds will be adequate for Roma Design Group to support the City through the adoption phase of the Town Center Plan. However, additional funds will be required for development of the CEQA documentation. The type of document required (i.e., EIR or Negative Declaration) and required budget will be determined upon completion of the draft Plan.

NOTIFICATION AND FOLLOW-UP: Roma will be notified of the City Council's decision.

FISCAL IMPACT: A total of \$142,173.00 would be transferred from the Undesignated General Fund Balance to the Community Development Department, Planning Division, Professional Services Account # 01-41-20-0000-223 to pay for costs associated with the amendment to the ROMA Design Group professional services contract.

STRATEGIC PLAN IMPLEMENTATION: The proposed action is consistent with the Strategic Plan Initiative to create a vibrant, pedestrian-oriented Town Center which meets

the needs of our residents, visitors and businesses.

ACTION DOCUMENTS:

Page No.

None.

SUPPORTING DOCUMENTS:

A. [Detailed Budget](#)..... 5

SUPPORTING DOCUMENT A

Fee Estimate - Dana Point Town Center Specific Plan
 October 24, 2005 (Revised November 3, 2005)

	B.Dramov	B.Fisher	J.Adams	W.Rask	J.Leritz	Y.Huang	R.Holloway	L.Brown	Total
	\$ 240	\$ 220	\$ 220	\$ 160	\$ 145	\$ 120	\$ 105	\$ 80	
Task 1: Streetscape Design Concept	80	40	24		40	24			41,960
Task 2: Focus Meetings (5)	40	24		8		8	8	8	18,600
Task 3: Subcommittee Meetings (7)	56	28		24			8		24,280
Task 4: Visual Analysis									0
Task 5: Financial Proforma Analysis	4	2							1,400
Task 6: Traffic & Alternative Streetscape Design	4	2				24	8		5,120
Task 7: Plan Documentation	24	40		40	80			10	33,360
Task 8: Town Hall Meeting	24	8	8	8					10,560
<i>Total Hours:</i>	<i>232</i>	<i>144</i>	<i>32</i>	<i>80</i>	<i>120</i>	<i>56</i>	<i>24</i>	<i>18</i>	
<i>Total Labor:</i>	<i>55,680</i>	<i>31,680</i>	<i>7,040</i>	<i>12,800</i>	<i>17,400</i>	<i>6,720</i>	<i>2,520</i>	<i>1,440</i>	<i>135,280</i>
<i>Direct Costs:</i>									<i>14,350</i>
<i>Additional Services:</i>									
<i>Earthwork</i>									<i>975</i>
<i>Thompson Dorfman</i>									<i>5,000</i>
<i>Kimley Horn</i>									<i>16,528</i>
<i>Travel Expenses</i>									<i>12,000</i>
FEE ESTIMATE	\$ 55,680	\$ 31,680	\$ 7,040	\$ 12,800	\$ 17,400	\$ 6,720	\$ 2,520	\$ 1,440	\$ 184,133
LESS: TASK 1 STREETScape DESIGN WORK									(41,960)
TOTAL ADDITIONAL FEE									\$ 142,173