



## CITY COUNCIL AGENDA REPORT

**Meeting Date:** July 18, 2019

**From:** John Swiecki, Community Development Director

**Subject:** Baylands Urban Design Consultant Services

### Community Goal/Result

Community Building

#### Purpose

For the City to hire a consultant to provide urban design services related to the Baylands Specific Plan.

#### Recommendation

That the City Council authorize the City Manager to execute a professional service agreement with the urban design firm as recommended by the City Council Baylands subcommittee.

#### Background

The City Council previously authorized city staff to hire an urban design firm to represent the City in the ongoing preparation and subsequent review of the draft Baylands Specific Plan. Major functions will include interfacing with the developer's urban design team as they prepare the draft specific plan review, and to provide peer review of the draft specific plan once it is formally submitted to the City.

#### Discussion

The City released a Request for Proposals to a limited number of qualified firms, and the selection process is underway as of the writing of this staff report. Three firms are being interviewed by the Baylands subcommittee consisting of Mayor Davis and Councilmember Lentz. The subcommittee recommendation will be presented at the July 18 City Council meeting for City Council review and approval. If the City Council concurs with the selection, it is recommended that the City Manager be authorized execute a final agreement with the selected firm. This would allow the firm to be engaged in a timely fashion which aligns with the developer's ongoing efforts in preparing the draft specific plan.

#### Fiscal Impact

None. Universal Paragon Corporation shall be responsible for paying the costs associated with agreement.

**Measure of Success**

That the City's interests are represented in the development and review of the draft specific plan.

**Attachments**

1. Urban Design Services Request for Proposals

  
\_\_\_\_\_  
John Swiecki, Community Development Director

  
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Clay Holstine, City Manager



June 7<sup>th</sup>, 2019

**Subject: City of Brisbane Request for Proposals for Urban Design Consultant Services Related to the Brisbane Baylands Specific Plan**

The City of Brisbane is seeking urban design consultant services related to the forthcoming Brisbane Baylands Specific Plan. See the attached Request for Proposal for information regarding project background, scope of services, budget, and consultant selection process.

Proposals are due by July 3, 2019. Please submit proposals electronically to John Swiecki, Community Development Director, at [jswiecki@brisbaneca.org](mailto:jswiecki@brisbaneca.org). Any questions can also be directed to Mr. Swiecki at the email address above or at 415.508.2120.

Thank you for your consideration.

Sincerely,

A handwritten signature in blue ink, appearing to read "Clay Holstine", written over a horizontal line.

Clay Holstine

City Manager



## City of Brisbane Request for Proposal - Urban Design Services for the Brisbane Baylands

### Purpose

The City of Brisbane is seeking a highly qualified urban design firm to provide services related to the preparation and review of a forthcoming developer-prepared specific plan for the Brisbane Baylands.

The City's consultant will:

1. Represent the City in discussions with Developer's Urban Design Team during the specific plan preparation phase;
2. Provide technical review of draft specific plan once formally submitted;
3. Provide public education materials and/or undertake public informational workshops on relevant urban design-related issues as needed to facilitate public review of the draft specific plan.

### Background

The Brisbane Baylands (see attached map) is a privately owned, approximately 640 acre site along Highway 101 abutting the City of San Francisco. The site has been the subject of prolonged and contentious planning efforts spanning approximately 15 years. These efforts reached an important milestone in November 2018 when Brisbane voters approved Measure JJ by a margin of 55/45, which amended the City's General Plan as it pertains to the Baylands. In summary Measure JJ:



1. Deleted the prohibition on housing on the Baylands and allows for a range of 1,800 - 2,200 residential units in the northwesterly portion of the site;
2. Allows for up to 7 million square feet of new commercial development;
3. Requires the developer to prepare a Specific Plan implementing the land use program and addressing the following policy issues:
  - a. Ensure the site is remediated to safely accommodate residential uses;
  - b. Secure an adequate water supply;
  - c. Ensure that development is revenue-positive for the City;

- d. Incorporate sustainability principles including reduction in vehicle miles travelled;
  - e. Protect/restore habitat and historic resources; and address long-term sea level rise and flood protection.
4. Requires the preparation and approval of a Development Agreement to accompany the specific plan.

The full text of Measure JJ may be accessed here:

[http://brisbaneca.org/sites/default/files/reso201863\\_20180731.pdf](http://brisbaneca.org/sites/default/files/reso201863_20180731.pdf)

The passage of Measure JJ and the policy guidance it provides for the City and developer in moving forward represents a significant step forward. Both the developer and City are committed to working toward approval of a specific plan consistent with the provisions of Measure JJ.



To help reset the public planning process for the Baylands, the City sponsored two community conversations in Spring 2019 to discuss community values and goals and their relationship to future Baylands development. The developer (Universal Paragon Corporation-UPC) and urban design team led by Peter Calthorpe is commencing their own community engagement process as a precursor to the preparation and submission of their draft specific plan to the City. UPC anticipates holding 3 community meetings from June-October 2019.

### **City Expectations**

The City's urban design consultant will be a creative, articulate and passionate advocate for the City's needs, desires, and interests, with the communication and negotiation skills to ensure that the City's position is well-represented throughout the specific plan process. The consultant will understand the community's aspirations for the project and help effectively translate these aspirations into the regulatory framework and structure of a specific plan and development agreement. The consultant will be conversant with best practices and innovative approaches to dealing with the complex design and technical challenges that the site and project pose. The consultant will have a depth of experience and knowledge to meaningfully and constructively engage with the developer's urban design team. The successful consultant will have strong communication skills and the ability to effectively explain and illustrate technical design concepts in an accessible and relatable manner.

## Scope and Tasks

While the purpose section above defines the City's objectives, the City anticipates an iterative process wherein the City and consultant agree upon specific tasks and work products to achieve the defined objectives. As a precursor to these efforts, the consultant will need to familiarize themselves with the project history and relevant documents, which include at a minimum:



November 2018 Ballot Measure JJ (link provided above):

Baylands Sustainability Framework:

<https://brisbaneca.org/baylands-sustainability-framework>

Baylands Public Space Master Plan:

<https://brisbaneca.org/departments/building-and-planning/baylands/public-space-master-plan>

Brisbane Community Conversation Reports:

[March 21](#) and [May 4](#), 2019 meetings.

Broader project history:

<https://brisbaneca.org/content/baylands-info-prior-12-31-18>