

Oceanside Boulevard Corridor

Specific Plan and Program EIR



Request for Proposals

On Thursday, October 8, 2009, Planning Division staff will host a meeting with prospective candidates to acquaint them with the planning area and the City's vision for it. The meeting will commence at 10AM in the parking lot of the Crouch Street Sprinter Station.



The City of Oceanside seeks proposals from planning professionals qualified to assist the City in realizing a community-crafted vision for the future of the Oceanside Boulevard Corridor between Interstate 5 and Canyon Drive. The City intends to prepare a regulatory specific plan and associated environmental impact report that together will catalyze transit-oriented redevelopment and infill, enhance the form and function of the street network, protect adjacent neighborhoods and spur rehabilitation of Loma Alta Creek. As part of the planning process, the City expects a robust public outreach program that provides stakeholders with ample opportunity to review and comment upon the project as it evolves.

Proposals from interested parties are due by **November 6, 2009**.

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OCEANSIDE BOULEVARD CORRIDOR

SPECIFIC PLAN and PROGRAM ENVIRONMENTAL IMPACT REPORT

I. OVERVIEW & PURPOSE

The City of Oceanside seeks an experienced team of land use planners, urban designers, transportation specialists, economists and environmental specialists to work with City staff to prepare a specific plan and associated environmental documentation for a segment of Oceanside Boulevard, a four-lane major arterial extending from the Pacific Ocean to the City's eastern boundary and serving as a principal conduit of east-west circulation through the heart of the City. Prepared in accordance with Section 65450 of the California Government Code, the specific plan is intended to guide both public and private development along the Corridor in a manner consistent with the Oceanside Boulevard Vision Statement, as accepted by the Oceanside City Council in November 2007. The specific plan would be accompanied by a programmatic environmental impact report (PEIR) pursuant to the California Environmental Quality Act (CEQA). Following adoption of the specific plan, it is the City's expectation that the associated PEIR will provide a basis for streamlined environmental review of development projects that accord with specific plan policies, regulations and guidelines.

The Oceanside Blvd. Corridor Specific Plan (OBSCP) will provide both the regulatory framework and the infrastructural support for the revitalization of that segment of Oceanside Blvd. stretching eastward from Interstate 5 to Canyon Drive, inclusive of the Crouch Street Sprinter Station. The OBSCP will foster sustainable, high-quality infill and redevelopment, a synergistic balance of land uses, restoration of wetlands habitat, viable transportation alternatives and a safe, healthy, convenient and enjoyable pedestrian experience along the Corridor by:

- Articulating the community's expectations for both new construction and adaptive reuse, thereby bringing clarity and certainty to the development review process;
- Defining the long-term function and form of Oceanside Boulevard and adjacent roadways through analysis of traffic demand and capacity, formulation of roadway sections and specifications, and identification of character-defining street improvements (e.g. landscaping, lighting, signage);



- Making Loma Alta Creek a focal point within the planning area and defining its function as an ecosystem, a flood control and water quality mechanism, an aesthetic resource and a functional public amenity;
- Providing a wide range of housing opportunities in proximity to shopping, employment and transportation options;
- Encouraging destination-quality retail uses that capture a regional market share;
- Providing for signature office uses that bring stable, high-paying jobs;
- Providing for parks, squares, greenbelts and other public amenities that inspire healthy outdoor activity and social interaction;
- Encouraging mixed-use, transit-oriented development, Green Building practices and other approaches that emphasize efficient energy use, conservation of natural resources and reduction of greenhouse gas emissions and other forms of waste;
- Determining other infrastructure needs (e.g. energy, water, sewer, drainage) that might be occasioned by more intensive development and land use.

The OBCSP will be informed by stakeholder input as well as technical studies (e.g. market conditions, traffic, biology, cultural resources, hydrology, air quality) and other pertinent planning data. This information will serve to identify development constraints and opportunities and determine the viability of proposed strategies, regulations and projects. The OBCSP will leverage and build upon existing community assets (e.g. Loma Alta Creek, the Sprinter light rail system, proximity to Interstate 5) while encouraging appropriate catalytic change on blighted and underperforming properties.

This long-range planning effort will culminate in a comprehensive, market-tested, realizable specific plan that will set forth: a) land use, urban design, mobility, socioeconomic and environmental parameters; b) an illustrative comprehensive concept plan; c) several detailed prototype development scenarios for catalytic opportunity sites; and d) action-oriented implementation strategies, phasing and performance measures.

Environmental assessment of the OBCSP, conducted simultaneous to the plan's development, will thoroughly and explicitly identify the plan's potential impacts on air quality (including greenhouse gas emissions), hydrology and water quality, geology and soils, biological resources, cultural resources, housing, transportation, noise, public



services, hazardous waste disposal, community aesthetics and other important components of the built and natural environment.

The environmental document will identify project impacts, determine appropriate mitigation measures and outline a mitigation monitoring program that not only ensures that these measures are implemented but also that they ultimately serve their intended purpose. It is the City's expectation that, pursuant to Government Code Section 15162, subsequent development activities consistent with the Specific Plan and within the scope of the PEIR will generally not be subject to project-specific environmental review. The City requests proposals from qualified consultants to provide a variety of services leading up to and including the preparation of the OBCSP. The work described in this Request for Proposal (RFP) includes guidance by the consultant to City staff on matters related to public engagement, urban design, infrastructure, public services, land use and development regulations, environmental assessment and plan implementation methods. Under the direction of City Staff, the Consultant will coordinate the work of sub-consultants, including environmental specialists capable of producing an environmental document that thoroughly addresses the immediate and long-term impacts of private development and public improvements.

II. BACKGROUND: THE CITY OF OCEANSIDE, THE OCEANSIDE BOULEVARD CORRIDOR, THE OBCSP PROCESS AND RELATED PLANNING EFFORTS

The City of Oceanside was incorporated in 1888 as a General Law city and is governed under the Council/Manager form of government. The City Council is comprised of five members who are elected at large, serving staggered four-year terms.

Home to nearly 180,000 residents, the City of Oceanside comprises approximately 42 square miles adjacent to the Pacific Ocean in northern San Diego County. The City is bordered to the north by U.S. Marine Corps Base Camp Pendleton, to the south by the City of Carlsbad and to the east by the City of Vista. Interstate Highway 5 traverses the City near its coastal boundary, while State Routes 76 and 78 extend eastward from the coast to connect the City with the inland communities of Vista, San Marcos, Escondido, Fallbrook and Bonsall. Two major watersheds cross through the City: the San Luis Rey River, which reaches the ocean immediately south of Oceanside's small craft harbor; and Buena Vista Creek, which empties into Buena Vista Lagoon at the City's southwestern corner. Those portions of the City rimming these two watersheds feature rolling hills and narrow mesas.

In addition to its small craft harbor, Oceanside has 3.5 miles of beachfront and the longest wooden pier on the west coast. The beach amphitheater at the base of the pier



accommodates a variety of community events throughout the year. Other attractions in the City include the Oceanside Museum of Art, the California Surf Museum, Heritage Park, Guajome Regional Park and the Buena Vista Audubon Society Nature Center. Mira Costa Community College is located in Oceanside, and California State University San Marcos is nearby. Oceanside is a commuter rail hub that serves as the southern terminus of the Metrolink, the northern terminus of the Coaster and the western terminus of the Sprinter. The City also maintains a general aviation airport.

Incorporated in 1888, Oceanside is one of the oldest cities in the region. Inhabited for centuries by Native Americans of the Luiseno Tribe, Oceanside saw its first European settlement nearly 100 years before its incorporation, with the founding of Mission San Luis Rey de Francia in 1798. The community grew as a tourist and farm center after the arrival of the railroad in 1883, and then again as a bedroom community and service industry center following the establishment of Camp Pendleton in 1942. Spurred by a statewide housing boom, the City experienced significant growth during the 1980's, with its population increasing from just over 75,000 to nearly 130,000. Population growth slowed substantially after 2000, by which time most of the City's residentially zoned property had been developed.

Oceanside's socioeconomic character – including its racial and ethnic makeup, median age, median household income and educational attainment – is largely consistent with San Diego County averages. The current population is roughly 63 percent White, 22 percent Hispanic, seven percent Asian and five percent Black. The City also has a substantial Pacific Islander population. The City's median age is slightly over 34 years. The median household income is \$62,083. Just over 20 percent of Oceanside residents have earned at least a bachelor's degree, with another 36 percent having completed some college coursework.

Oceanside is now the third largest city in San Diego County, behind only San Diego and Chula Vista. While residential development opportunities are now limited, the City is continuing to build its employment base with the development of several business parks within its geographical core. Future housing growth is expected to come primarily in the form of residential and mixed-use infill development in the downtown area and along the City's established commercial corridors.

According to forecasts prepared by the San Diego Association of Governments (SANDAG), Oceanside is expected to have nearly 210,000 residents by 2030, with the number of individuals over 60 years of age increasing by more than two-thirds.



Employment during this period is expected to increase by nearly 60 percent, with the addition of more than 25,000 jobs.

The entire Oceanside Boulevard Corridor extends eastward approximately 7.5 miles from the Pacific Ocean to Oceanside's boundary with the City of Vista. The Corridor accommodates a broad spectrum of land uses, including single and multi-family housing at its western end, strip retail and service uses at major intersections (e.g. Interstate 5, El Camino Real, College Blvd.), intermittent pockets of industrial and warehousing activity, natural open space along its midsection and a smattering of institutional uses including several churches, El Corazon Specific Plan Area (as yet undeveloped) and the Oceanside City Operations Center. The Corridor also includes five station stops for the Sprinter light-rail service, which runs parallel to Oceanside Boulevard. Bordered on both sides by hills and mesas, the Corridor is a watershed that drains directly to the ocean via Loma Alta Creek, a largely channelized watercourse running along the south side of Oceanside Boulevard. Loma Alta Creek is straddled by a 100-year floodplain of varying width; many developed private properties lie within this floodplain. Roughly five percent (5%) of the watershed now constitutes habitat for native animals and plant species. In the spring of 2003, the City released the Loma Alta Creek Watershed Management Plan (LACWMP), which evaluates the current state of the Creek and establishes goals and objectives for enhancing the Creek's water quality, protecting its natural habitat and reducing its flood risks. The LACWMP can be accessed on the City's website at http://www.oceansidecleanwaterprogram.org/lac_w.asp.

The planning process that will culminate with the adoption of the OBCSP began in the spring of 2007 with the formation of the Oceanside Boulevard Task Force, which was charged with developing a broad vision for the future of the two-mile stretch of the Oceanside Boulevard Corridor between Interstate 5 and El Camino Real. After nine meetings over an eight-month period, the Task Force prepared a vision statement and a series of policy objectives illustrated with visuals of exemplary urban design from other communities. The vision statement and associated final report can be accessed on the City's website at <http://www.ci.oceanside.ca.us/obv/documents.asp>.

In November 2007, the City Council accepted the final report of the Task Force and directed Planning Division staff to work with property owners in the Corridor to 1) create a partnership in support of the ongoing planning effort and 2) prepare a limited market analysis of residential, office and retail uses within the Corridor. The Planning Division retained consultants Strategic Economics and CitiVenture Associates, who together determined that attracting quality mixed-use, transit-supportive projects to the Corridor will likely require major improvements to the public realm – e.g. streetscape



enhancements, beautification of Loma Alta Creek. The consultants also found that while there is no single transformative opportunity in the current land use market, sufficient demand may exist in a number of land use categories to begin an incremental revitalization effort.

Informed by a range of factors including existing land uses, current market conditions, property owner expectations, and the size and configuration of existing parcels, the consultants concluded that the City should “focus its initial planning efforts and capital investments” in that portion of the Corridor lying between Interstate 5 and Canyon Drive (referred to as Areas A and B). This planning area includes all properties with frontage on Oceanside Boulevard as well as adjoining properties located within a quarter-mile radius of the Crouch Street Sprinter Station. Comprising just over 158 acres, the planning area is largely developed, with the principal exception of 27 contiguous acres of vacant property at the planning area’s southwest corner, situated between Oceanside Blvd. and the Fire Mountain neighborhood. This vacant property is considered a prime site for catalytic infill development in proximity to the Crouch Street Sprinter Station.

In December 2008, following review of the consultants’ findings, the City Council directed Planning Division staff to prepare a request for proposals for a specific plan and associated environmental review. The findings and development strategy prepared by Strategic Economics and CitiVentures can be accessed on the City’s website at <http://www.ci.oceanside.ca.us/obv/documents.asp>.

On March 9, 2008, the North County Transit District (NCTD) initiated its 22-mile Sprinter rail service between Escondido and Oceanside, providing half-hour headways on weekdays and hourly service on weekends between 4AM and 9:30PM. Due to its potential to accommodate transit-oriented development, the area within a quarter-mile radius of the Crouch Street Sprinter Station, located at the intersection of Crouch Street and Oceanside Boulevard, has been designated as a Smart Growth Opportunity Area by the San Diego Association of Governments (SANDAG). Specifically, SANDAG has categorized this area as a potential Smart Growth Community Center, which is intended to accommodate residential densities of 20 to 45 dwelling units per acre in low and mid-rise mixed-use development situated in close proximity to high-frequency transit service. Based in large part on this Smart Growth designation, SANDAG recently awarded the City a \$160,000 grant through its Smart Growth Incentive Program (SGIP), intended to partially fund the development of the OBCSP. Acknowledging the SGIP’s objective of supporting Smart Growth projects, the City’s SGIP grant application establishes that “a major component of the OBCSP will be the creation of a mixed-use, transit-oriented development at the Crouch Street Sprinter Station.” Recognizing that the advent of light



rail presents new challenges for those who inhabit and travel through the area, the Vision Statement calls for a planning process that will “beautify the Sprinter corridor, minimize noise...reduce the barrier between the north and side sides of the rail line” and mitigate the Sprinter’s impacts on other forms of transportation.

In December of 2008, the City Council approved the Oceanside Bicycle Master Plan (OBMP), which is intended to function as a component of the City’s Circulation and Recreational Trails Elements. The OBMP reiterates the City’s 1995 Circulation Element in establishing the Oceanside-Escondido Rail Trail as a planned Class 1 bicycle facility. This planned bike path, which is also shown on the SANDAG’s 2007 San Diego Region Bike Map, is expected to parallel Oceanside Boulevard along its entire length, stretching from the City of Vista to the Pacific Ocean, where it would connect with the Coastal Rail Trail. Nevertheless, several alignments are possible for the Inland Rail Trail as it passes through the planning area: within the right-of-way of the Boulevard; within the NCTD Sprinter right-of-way, and/or adjacent to Loma Alta Creek. The OBMP can be accessed at http://www.ci.oceanside.ca.us/pdf/ENG_TR_oceanside_bmp_final.pdf.

The City’s recently drafted Pedestrian Master Plan (PMP) is now undergoing review by City staff and the Transportation Commission. The current draft of the PMP establishes pedestrian facility improvements along Oceanside Boulevard as a priority project. Some of these improvements, including the addition of sidewalk along the south side of Oceanside Boulevard between Interstate 5 and the Crouch Street Sprinter Station, have received funding and are slated to occur within the current fiscal year. A copy of the draft PMP can be provided upon request.

III. SCOPE OF WORK

As noted earlier, the City is seeking guidance on matters related to public engagement, urban design, infrastructure, public services, land use and development regulations, environmental assessment and plan implementation methods. It will be the task of the Consultant to assemble a team of experts who can prepare, manage and document a rigorous, inclusive, transparent and efficient planning process that produces a regulatory plan that effectively guides development, land use and environmental stewardship within the planning area for several generations. Throughout the planning process, the Consultant will be expected to maintain consistent and open communication with City staff, proactively seeking out direction and reporting progress on a regular basis. City staff will monitor progress on the basis of five (5) phases of work, as outlined below.



Phase One: Research, Project Programming and Feasibility Analysis

The initial phase of the planning process will involve the gathering and analysis of all relevant information. Through review of the General Plan, the Zoning Ordinance, the Regional Comprehensive Plan, the Regional Transportation Plan and other applicable policies and standards, the consultant will develop a thorough understanding of the existing regulatory framework. Examination of previous technical studies (e.g. traffic, biology, hydrology, geology), demographic information, market assessments, historical documents and other pertinent textual material will provide insight into the physical, social and economic character of the planning area, as well as a sense of how this character has evolved over time. Field visits will provide a working knowledge of existing conditions on the ground, including the topographical features of the area, the form and arrangement of existing development, patterns of mobility, environmental resources, quality of life factors, physical constraints on future development and opportunities for positive change. Interviews with City staff, elected and appointed City officials, regional authorities and representatives of local stakeholder groups will furnish awareness of community values and priorities. It is the City's expectation that the Consultant will:

- Arrange an initial three to four-day visit to Oceanside to gather textual materials, interview stakeholders and conduct field studies. During this initial visit:
 - o Meet with all City staff directly involved in the Specific Plan effort, elected officials, members of various advisory commissions, property owners, business owners, community groups and other interested parties.
 - o Tour the planning area with City staff to become acquainted with existing conditions.
 - o Conduct a preliminary community meeting to inform the general public of the impending planning process and reconnect this process to the prior visioning effort.
- Develop a project program which precisely outlines how the planning process will unfold and when the various deliverables will be provided.



- On the basis of the information and awareness gathered through initial fact-finding efforts, prepare a preliminary report/diagram that, at minimum, provides the following:
 - o Inventory and analysis of existing development and land use;
 - o Analysis of existing circulation patterns and hindrances (for all modes of transportation);
 - o Inventory and analysis of existing parking resources and demand;
 - o Summary of the most recent demographic data available for the planning area and adjacent residential neighborhoods;
 - o Analysis of current and prospective market conditions in the planning area and vicinity, with emphasis on the feasibility of mixed-use transit-oriented development;
 - o Summary of environmental issues, with emphasis on the biological, hydrological and water quality issues associated with Loma Alta Creek;
 - o Summary of the development history of the planning area and vicinity.
- Conduct research on recently completed planning efforts for areas with similar geographies, demographics, built environments and economic dynamics. Provide City staff with three to five examples of planning documents that reflect the scope and quality of product that the City can expect at the conclusion of the planning process.

Phase Two: Public Outreach

The second phase of the planning process will involve the gathering of public input on the future of the Oceanside Boulevard Corridor. It is the City's expectation that the consultant will prepare, promote, facilitate and assemble the input from a series of public workshops intended to solicit from community members their perspectives on the Corridor's past, present and future. Unfolding over a three to five-day period, these workshops will allow participants to revisit and build upon the visioning effort undertaken two years ago, moving from the general principles expressed in the Vision Statement to the policies, standards and implementation strategies that will ultimately comprise the Specific Plan.



- Work closely with City staff to organize and schedule the workshop series.
- Assist City staff with the preparation of promotional materials (e.g. press releases, mailings, on-line announcements).
- Prepare necessary workshop materials, including maps, photographs, renderings, diagrams and other graphic exhibits that allow participants to visualize the planning context and evaluate potential changes to it.
- Direct the workshops by furnishing pertinent background, introducing key issues, engendering and moderating discussion, seeking consensus and communicating next steps.
- Engage in any necessary follow-up with workshop participants or stakeholders unable to participate in the workshops.
- Provide a synopsis of the workshop proceedings and outcomes that can be posted to the City's website and placed among the project archives.
- Upon completion of a draft plan that has been fully vetted by City staff, conduct an open house at which the community can review the document and ask questions. Compile the public input from this open house and work with City staff to determine if and how this input should be assimilated into the plan.

It will be essential to the success of the planning process that stakeholders not only be given ample opportunity to share their input but also allowed to see how their input is lending form and substance to the Specific Plan. To maintain the transparency of the planning process, the Consultant will be expected to provide regular updates on the status of the Specific Plan that can be posted to the City's website, conveyed at public hearings and shared through other appropriate forms of media.

Phase Three: Plan Preparation

With information and policy direction garnered during the prior phases of the planning process, the Consultant shall prepare a Specific Plan that includes, at minimum, the following components:

- Overview of Planning Principles, Goals and Policies
- Description of Existing Physical, Demographic and Economic Conditions
 - o Photographic Survey (Aerial and Ground-Level)



- o Land Use Table (with Acreage/Square Footage of Existing Land Uses)
 - o Real Estate Market Analysis
- Description of Existing Regulatory Framework
- Overview of Constraints and Opportunities
- Narrative and diagrammatic descriptions of the Research, Public Engagement and Plan Preparation Processes
- Comprehensive Conceptual Plan, illustrating the general form and character of the entire planning area under a theoretical build-out scenario
- Detailed Circulation and Streetscape Plan, graphically specifying the configuration and dimension of all existing and proposed streets, sidewalks, paths and other conduits for automobile, bicycle and pedestrian mobility
- Transportation and Parking Demand Management Plan, employing innovative strategies to reduce vehicle miles traveled, achieve parking efficiencies and encourage walking, bicycling and transit use
- System Diagrams/Overlays, graphically depicting open space, drainage, water and sewer facilities, viewsheds, etc.
- Illustrative Renderings of Key Areas and Elements, such as public gathering spaces, catalytic private development projects, street frontages
- Regulatory Plan
 - o Zoning Map and Zone Descriptions
 - o Land Use Standards
 - o Subdivision Standards
 - o Development Standards and Design Guidelines, illustrated with oblique, plan-view and profile drawings
 - o Review and Approval Process
- Implementation Plan
 - o Infrastructure Financing
 - o Development Incentives
 - o Green Incentives
 - o Phasing



The outline above is meant only to provide a basis for the content and organization of the Specific Plan; the Consultant is encouraged to propose additional and/or modified components, as well as alternative formats that promote readability. It is the City's expectation that the Specific Plan will be a highly illustrative document that assists readers in visualizing how the planning area will look and function as the plan comes to fruition. In short, the City expects that the Specific Plan will be formatted and expressed in a manner that renders it accessible not only to land development professionals but to everyone who has a vested interest in the OBCSP process and its outcomes.

The Specific Plan shall comply with Government Code Section 65450 *et seq* and any other applicable state guidelines and regulations (e.g. AB 32 and other climate change legislation). The Specific Plan shall also comply with the City's General Plan, which may require amendment as part of this planning process. Working closely with City staff, the Consultant shall ensure that the Specific Plan is consistent with all applicable City policies and requirements, including those related to building and safety, mobility, water quality, natural habitat preservation, etc.

The Consultant shall furnish the City with an electronic copy of the first "screen check" draft of the Specific Plan, along with an electronic version of the draft document. City staff may also ask that several large format copies of certain exhibits (e.g. zoning map, illustrative renderings) be provided. It will be at the discretion of City staff to ask for subsequent iterations of the Specific Plan, as deemed necessary to bring the document to the level of quality and completeness reflected in the examples provided by the Consultant as part of Phase One of the planning process.

Phase Four: Environmental Review

One of the key motivations behind this planning effort is the provision of streamlined environmental review for redevelopment and infill projects that accord with the policies and standards of the OBCSP. By means of a programmatic Environmental Impact Report (PEIR), the City intends to proactively identify the cumulative environmental impacts of OBCSP policies and regulations, and, in turn, address these cumulative impacts with comprehensive mitigation measures that reduce the need for subsequent site-specific mitigation. In accordance with CEQA Guidelines Section 15168, the PEIR would provide a consistent and defensible methodology for evaluating whether site-specific projects require separate environment review or whether the PEIR has already identified and accounted for their potential impacts. To these ends, the Consultant shall be responsible for enlisting and managing a qualified environmental professional to



prepare a programmatic EIR that not only conforms to applicable CEQA requirements but also responds to the specific environmental concerns of the Oceanside community.

The environmental review phase of the planning process shall include, at minimum, all of the following:

- All preliminary technical analyses deemed necessary to evaluate the viability of project alternatives (e.g. land use designations, development standards, right-of-way improvements, creek restoration options, water availability and sewer capacity);
- All necessary meetings with resources agencies having jurisdiction over portions of the planning area (e.g. Fish & Game, Fish & Wildlife, Water Quality Control Board, Army Corps);
- Assistance with required notification (e.g. Notice of Preparation);
- Preparation, facilitation, documentation of PIER scoping meeting;
- An initial “screen check” draft of the PEIR, followed by a second “screen check” draft that addresses initial staff feedback;
- A third iteration of the PEIR to be made available for public review;
- All necessary technical reports for staff review (15 hard copies);
- Written response to comments on the draft PEIR;
- Preparation of required findings and statements of overriding consideration (as applicable) to accompany the final PEIR;
- Preparation of the Mitigation Monitoring & Reporting Program;
- Attendance at as many as five public hearings/meetings at which the PEIR would be evaluated by City officials.

While it is understood that the bulk of the PEIR will be composed after an initial draft of the Specific Plan has been prepared, it is the City’s expectation that environmental review will also play an integral role in the *development* of the Specific Plan, with preliminary analysis of environmental sensitivities and impacts being a key factor in determining the feasibility and appropriateness of certain project alternatives. For example, analysis of hydrology, water quality and biological resources will likely be necessary before specific policies and regulations related to Loma Alta Creek can be formulated. Accordingly, the City expects environmental review to largely coincide with, rather than simply follow, plan preparation.

Phase Five: Final Plan Review and Approval

Working closely with City staff, the Consultant will shepherd the Specific Plan and PEIR through the City’s formal review and approval process, responding to the questions and



concerns of review authorities, incorporating necessary changes and furnishing final products that, in terms of both form and content, meet all legal requirements.

Along with City staff, the Consultant will present the project to the Oceanside Planning Commission, Economic Development Commission and City Council at separate public meetings. In doing so, the Consultant will provide the visual aids and other supportive materials necessary to explain the project in an intelligible and compelling way. All graphic illustrations must be available in large format and handout size (8.5" by 11").

III. PROJECT SCHEDULE

The table below outlines the anticipated schedule for the OBCSP process, which the City hopes will culminate prior to the spring of 2011.

Task	Deliverable(s)	Completion Date
Project programming	Meetings with City staff, City officials, other stakeholders; work program	February 2010
Background studies	Document review; field surveys; interviews; preliminary report(s)	April 2010
Public outreach	Workshop schedule; publicity; workshop materials; facilitation of workshop; summation of public input	April – May 2010
Plan preparation	1 st screen-check draft	June 2010
	2 nd screen-check draft	July 2010
	Draft for public review	August 2010
	City Council review/approval of final concept	September 2010
	Final Draft	October 2010
Environmental review	Preliminary assessments	April 2010
	Scoping meeting	June 2010
	Draft PEIR	October 2010
	Response to public comments	November 2010
	Final PEIR	January 2011
Final Review & Approval	Public hearings	February 2011



As indicated by the above schedule, it is the City's expectation that the project will be completed within approximately one year's time. To ensure that environmental review does not delay the project, it is expected that this component of the planning effort will largely occur in conjunction with, rather than trailing after, the preparation of the Specific Plan. It will thus be incumbent upon the Consultant to ensure that environmental review is not simply an after-the-fact effort but rather fully integrated into the planning process from the beginning.

IV. CANDIDATE QUALIFICATIONS

The Consultant must have the logistical capacity and proven leadership ability to build and coordinate an organized and collaborative team of professionals from a variety of disciplines. It is essential that candidates demonstrate their experience in managing sub-consultants and ensuring the timely completion and integration of their work.

The Consultant must have demonstrated experience in producing innovative and viable planning documents that are regulatory (and not simply advisory) in nature. Moreover, the Consultant's portfolio must include projects that have gained final approval and proceeded to some stage of implementation.

The Consultant must be versed in a variety of approaches to the regulation of land use and development, from conventional zoning to form-based coding. The Consultant must also be familiar with a variety of graphical methods for illustrating the types of private development and public realm improvements anticipated for the planning area.

V. SUBMITTAL FORMAT AND CONTENT

All candidates must follow the submittal format specified below. The content of the submittal must be clear, concise and complete. Each section of the submittal must be tabbed according to the numerical system shown below to allow for expedient review.

Submittal Cover - Include the Request for Proposals title and submittal due date, the name, address, fax number, and the telephone number of the principal firm.

Table of Contents - Include a complete and clear listing of headings and pages to allow easy reference to key information.

1. Cover Letter The cover letter must be brief (three pages maximum). As concisely as possible, the cover letter must convey a basic understanding of the planning context, the prospective project and its key objectives, and the planning process as outlined in this request for proposals. The cover letter must state why the candidate is interested in pursuing the project, and how the project relates to



other work the candidate has successfully performed. The cover letter must describe how services would be provided to the City, and how the candidate is effectively positioned to furnish these services in a timely and efficient manner. Additionally, the cover letter must identify what the candidate considers to be the principal constraints or potential problems that could impact the scope of work and adversely affect the cost and/or timeframe of the project. Finally, the cover letter should identify any and all partners and sub-consultants that would be involved in the project, specifying the services to be provided by each partner and sub-consultant and the proposed percentage of the entire project that each of these services would comprise. The cover letter must include the title and signature of the firm's principal contact person for this procurement. The cover letter's signatory must be the person with official authority to bind the company to any subsequent contract(s) with the City.

2. Methods and Strategic Plan This component of the proposal must describe the methods, plan and deliverables involved in carrying out the Scope of Work. It is here that the candidate must specify project tasks and associated timelines.
3. Qualifications and Experience This section should contain the following: a description of the team's experience in providing planning, urban design, environmental, economic and other appropriate consulting services for public entities or the private sector. Candidates should list their experience over the past three to five years with projects relevant to the Scope of Work, along with the inception and completion dates for these projects. Experience with redevelopment and infill, transit-oriented development, site and architectural design guidelines, multimodal street design, watershed management and wildlife habitat preservation should be highlighted. Each listed experience must include the name(s) and telephone number(s) of the project manager(s) for both the candidate and the client. Where sub-consultants were involved, the exact tasks performed by these sub-consultants must be described.
4. List of Project Personnel This list should include the identification of the contact person(s) who would bear primary responsibility for the project, as well as other project personnel, including partners and/or sub-consultants, and their particular areas of expertise and responsibility. The firms and personnel listed will be considered as being committed to the project. A resume for each professional and technical person assigned to the project (including those associated with partners and/or sub-consultants) must be submitted. Resumes should include at least two references from previous assignments.



5. Organization Chart An organization chart containing the names of all key personnel, joint venture partners and sub-consultants with titles and their specific task assignment for this project must be provided in this section.
6. Schedule of Rates and Proposed Budget Candidates must provide a budget that estimates fees and expenses associated each of the components outlined in the project schedule included with this request for proposals. In addition, candidates must provide a schedule of principal/staff hourly rates.

VI. RFP AND CANDIDATE EVALUATION SCHEDULE

The distribution, receipt and evaluation of proposals, as well as the selection of the Consultant, will conform to the following schedule:

Distribution/Advertisement:	September 29, 2009
Deadline for RFP Submittal:	November 6, 2009
Interview/Award of Contract:	TBD

The respondents' proposal must comply with the established project initiation and completion dates unless otherwise justified as part of the submitted RFP.

One original and six copies of the submittal shall be delivered to the address below no later than 5:00 p.m. on Friday, November 6, 2009:

**City of Oceanside
Development Services Department
Planning Division
300 N. Coast Hwy
Oceanside, CA 92054**

Attn: Russ Cunningham, Senior Planner

Copies received by FAX shall not be deemed received.

VII. SUBMITTAL SELECTION PROCESS

A selection committee will review all proposals meeting the requirements outlined in this request for proposals. The committee will "short-list" the most qualified candidates, utilizing the selection criteria listed below. In the event that an interview is requested by



the selection committee, all key project personnel and the designated project manager are expected to be in attendance.

Once successfully negotiated and approved by the City Council, the City will enter into a "Contract for Professional Services" with the Consultant.

VIII. SUBMITTAL EVALUATION CRITERIA

Submittals received by the City of Oceanside will be evaluated according to the criteria listed below:

- Organization, presentation, and content of the submittal;
- Specialized experience and technical competence of the candidate(s), in light of the services required; the complexity of prior projects; record of performance (including the approval and implementation of projects); and the strength of key personnel dedicated to the project;
- Proposed methods and overall strategy to accomplish the work in a timely, thorough, inclusive and compelling manner;
- Knowledge and understanding of the planning context;
- Degree of availability.

Please note that while project cost will not be determinate, it may be considered in the selection process. Incomplete submittals, incorrect information or late submittals shall be cause for immediate disqualification.

IX. PUBLIC DISCLOSURE

As a general rule, all documents received by the City of Oceanside are considered public record and will be made available for public inspection and copying upon request.

X. TERMS AND CONDITIONS

Issuance of the RFP does not commit the City of Oceanside to award a contract, to pay any costs incurred in the preparation of a response to this request, or to procure a contract for services. All respondents should note that the execution of any contract pursuant to this RFP is dependent upon the approval of the City Council of the City of Oceanside.

The City reserves the right to retain all proposals for a period of sixty (60) days for examination and comparison. The City also reserves the right to waive non-material



irregularities in any proposal, to reject any or all proposals, to reject or delete one part of a proposal and accept the other, except to the extent that the proposals are qualified by specific limitations.

Once the proposal has been selected and all negotiations completed, the consultant will be asked to execute the City's Standard Professional Services Agreement (Attachment 2) and return it to the City with all necessary documentation including Certificates of Insurance. Once the City Attorney has reviewed and approved the signed agreement, a presentation will be scheduled for approval of the contract by the City Council.

All studies, reports, documents, and other materials prepared by or in possession of the consultant as part of work or services under the contract shall become the permanent property of the City and shall be delivered to the City upon demand.

XI. EQUAL OPPORTUNITY PROGRAM REQUIREMENTS

The City of Oceanside is committed to equal opportunity in solicitation of professional service consultants doing business with, or receiving funds from the City. The City encourages candidates to share this commitment.

XII. CITY CONTACT

The City of Oceanside looks forward to receiving your proposal. If you have any questions regarding this RFP, please contact:

Russ Cunningham, Senior Planner
(760) 435-3525
rcunningham@ci.oceanside.ca.us