



CITY COUNCIL AGENDA REPORT

Meeting Date: September 19, 2024

From: Community Development Director

Subject: 70 Old County Road Planning Program Sole-Source Contract with Good City Co.

Community Goal/Result

Community Building - Brisbane will honor the rich diversity of our city (residents, organizations, businesses) through community engagement and participation

Fiscally Prudent - Brisbane's fiscal vitality will reflect sound decisions which also speak to the values of the community

Purpose

To commence the planning process for the 70 Old County Road (former Bank of America) City-owned property.

Recommendation

Authorize the City Manager to execute a professional services agreement with Good City Co. for the 70 Old County Road planning program, including the scope of work, budget, and schedule described in the submitted proposal.

Background

On July 18, 2024 the City Council considered a preliminary scope of work for the community engagement and planning program for 70 Old County Road and authorized staff to negotiate a sole-source contract with Good City Co. The July 18, 2024 agenda report is attached for reference. Based on Council's authorization, staff released a Request for Proposal (RFP) to Good City Co. in August. Good City Co. submitted a proposal on September 9, 2024.

Discussion

Staff finds the submitted proposal to be responsive to the RFP. The proposed budget of \$150,000 addresses Phases 1 and 2 of the project as described in the City's RFP for community engagement and identification of preferred alternatives for the site. The third phase, implementation, is to be determined based on the outcome of the planning process and is not scoped or budgeted at this time. Good City proposes a 15-month schedule concluding in December 2025, which staff thinks is reasonable considering other planning issues slated for the community and Council's consideration in 2025.

Optional tasks include Parkside Plan updates, which may not be required and if required may be able to be performed by City staff. The proposal includes budget for 4

meetings with City Council and Planning Commission as directed. Additional meetings would be out of scope and would require additional compensation on a time and materials basis.

As noted above the third project phase- implementation- is not scoped or budgeted as staff believes it is too speculative to include at this time. Depending on the outcome of Tasks 1 and 2 staff may be able to address implementation in-house. A key deliverable of the proposal is an Implementation Strategy, which will outline necessary steps to move development of the site forward as envisioned by the community. Staff anticipates using this strategy to evaluate whether consultant services will be necessary for implementation and to inform future budget proposals for Council's consideration, as appropriate.

Fiscal Impact

As noted the proposal includes a budget of \$150,000. The \$150,000 is the amount budgeted in the 2024-25 budget.

Measure of Success

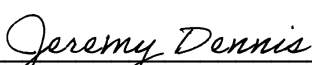
Execution of a consultant contract enabling the City to move forward with the community visioning and planning program for the 70 Old County Road site.

Attachments

1. Good City Co. Proposal dated 9/9/2024
2. July 18, 2024 City Council agenda report



John Swiecki, Community Development Director



Jeremy Dennis, City Manager

ATTACHMENT 1



Proposal for the Preparation of a 70 Old County Road Planning Program for the City of Brisbane

September 9, 2024





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Julia Ayres
Principal Planner
City of Brisbane
via email to jayres@brisbaneca.org

RE: Proposal for the Preparation of a Planning Program for 70 Old County Road in Brisbane

Dear Ms. Ayres,

Good City Company (Good City) is pleased to submit this proposal to prepare a planning program for the 70 Old County Road site in Brisbane.

Headquartered in Redwood City, Good City's technical expertise in current and advance planning, zoning code updates, objective design standards, and executive management is built upon decades of close collaboration with our local jurisdiction clients across the greater Bay Area. Based on our experience with similar projects, Good City is well qualified to prepare a planning program for the 70 Old County Road site. For this project, we have assembled a staff team skilled in planning, urban design, economic development, and community development. We are confident in our team's ability to deliver high-quality work that meets the unique needs of the City.

Aaron Aknin will serve as the Principal in charge and Kevin Gardiner, AICP will serve as the primary point of contact for this proposal. Lisa Costa Sanders, Good City Principal, will be available to provide additional support as needed. Jacob Garcia, Senior Planner, will support with project management and outreach. Noa Kornbluh, Economic Development Associate, will provide input on economic feasibility. Other team members will provide expertise in analysis and site design.



We look forward to the opportunity to work with the City of Brisbane on this interesting and important endeavor. Please contact me if you have any questions or need additional information. I can be reached at (415) 845-8344 or aaknin@goodcityco.com.

Sincerely,

A handwritten signature in blue ink, appearing to read 'A. Akin', with a stylized flourish at the end.

Aaron Akin, Partner
Good City Company





1. PROJECT APPROACH

Good City has prepared a work plan that responds to the City Council’s objectives for the 70 Old County Road planning effort:

- » **Community Engagement** – The work plan provides a meaningful and robust community engagement process to obtain community input in developing a land use program (or alternative programs) that the City should pursue, as well as important design features /components to be incorporated into subsequent site development plans. Good City proposes a combination of on-site engagement activities, at least one online survey, and at least two “pop-up” events and two open house events.
- » **Planning** – Based on the community input, Good City will develop a schematic development plan (or up to three plans, as applicable) for the site. Each development alternative for the site will be capable of being implemented on a standalone basis, recognizing the physical limitations established by surrounding existing private development.
- » **Vision for the Surroundings** – The work plan will also address the potential future redevelopment of the adjacent shopping center that promotes compatible development across multiple sites. Furthermore, planning will also factor the proposed redesign of Bayshore Boulevard to incorporate traffic calming measures.





2. SCOPE OF WORK

The following work plan follows the Scope of Work provided by the City in the RFP, with additional elaboration and detail.

PHASE 1: COMMUNITY VISIONING

1A Community Engagement and Brainstorming

Good City will lead a robust series of community engagement and brainstorming activities using creative and varied means to collect public feedback and ideas. There will be a combination of on-site engagement activities, at least one online survey, and at least two “pop-up” events and two open house events, with both in-person/analog and digital means of participation. Good City will leverage resources provided by Go Vocal (formerly CitizenLab) throughout the engagement process to collect, evaluate, and analyze community feedback through digital means. Good City will prepare a Community Engagement Plan for review and approval by staff.

1B Educational Messaging

In coordination with the Community Engagement and Brainstorming activities, Good City will prepare educational messaging for the public and decision-makers to ensure the community process is informed by market, economic, technical, design and other considerations that will influence the feasibility of future site development and long term viability. Educational materials may include examples of development types, technical information such as building heights and parking standards, and market demand matters. Educational messaging will be nuanced and not perceived as limiting the brainstorming process.

1C Meeting with Decisionmakers and Stakeholders

Meetings with City decision-makers and stakeholders, including:

- » At least one interview with individual City Council members (five meetings total)



-
- » Meetings or other means of outreach targeted to advisory bodies, e.g. City Council subcommittees and/or other appointed commissions or committees (to be determined). Five meetings are included in the base budget, and additional meetings shall be provided at a range from \$1,245 to \$1,660 per meeting (depending on length of meeting and attendance).

1D Community Engagement Summary

Good City will prepare a Community Engagement Summary which will include a broad level analysis of ideas shared by the community.

1E Vision(s)

Identify primary vision (or suite of alternatives) for community review and City Council consideration.

Deliverables

- » Draft and Final Community Engagement Plan
- » Draft and Final Educational Materials
- » Draft and Final Community Engagement Summary
- » Draft and Final Vision(s) Summary

PHASE 2: CONSENSUS AND ADOPTION OF VISION

2A Schematic Concept Plan(s)

Good City will develop up to three schematic concept plans reflecting the community vision for City Council consideration. Each concept plan will include a site plan showing building and parking layouts, building section diagrams, and a three-dimensional massing diagram prepared in SketchUp. While the primary detailed focus will be the 70 Old County Road site, some concepts may also include approaches for potential changes to the adjacent shopping center (to the extent that alternatives identified by the community rely on or would have synergy with changes at the shopping center).

- » The City will contract separately with transportation consultants to refine circulation-related elements of the plan or alternatives as needed. Good City will coordinate with the transportation consultant as needed.
- » Artistic renderings are not included, but can be commissioned as an additional service if desired.



2B Feasibility Evaluations

In response to input received from the community, Good City will evaluate various ideas against the market and other considerations at a high level to test feasibility. Evaluation will include interviews or focus groups with sources with knowledge of market feasibility, as well as identification of relevant case studies.

2C Development Plan

Based on City Council direction, Good City will refine a preferred schematic concept plan into a development plan for the site that is sufficient to allow for completion of project level environmental review. This will include refinement of the site plan, floor plans, and massing diagrams. An illustrative site plan will be provided that is comparable in graphic standards to the site plan in the Parkside Plan.

2D Parkside Plan Update (Optional)

As an optional task, Good City will assist in an update of the Parkside Plan to reflect:

- » The development plan for the 70 Old County Road site.
- » The preferred vision for the adjacent shopping center should land use changes at the shopping center factor into the preferred vision for the subject property.

2E California Environmental Quality Act (CEQA) Clearance

For the purposes of this proposal, it is assumed that a project-level CEQA infill exemption clearance of a development plan will be appropriate for the project. Good City will prepare a draft of the infill exemption.

- » Should a more substantial environmental review be required such as an Initial Study/Mitigated Negative Declaration (IS/MND), Environmental Impact Report (EIR), or EIR Addendum be required, Good City can subcontract with an environmental review consultant as an additional service.

2F Implementation Strategy

Good City will provide a memorandum that established a roadmap/strategy for the 70 Old County Road project implementation, depending on the approved development plan. The strategy will identify components necessary for the City to issue a Request for Proposals (RFP) for development of the site, as well as other relevant technical issues needing to be resolved for the project.



2G Planning Commission and City Council Meetings

Good City will attend up to four meetings with the Planning Commission and/or City Council during Phase 2. Additional meetings shall be provided at a range from \$1,245 to \$1,660 per meeting (depending on length of meeting and attendance).

Deliverables

- » Schematic Concept Plans – up to 3
- » Draft and Final Feasibility Memorandum
- » Development Plan
- » Parkside Plan Update (Optional – if applicable)
- » CEQA Clearance Document
- » Draft and Final Implementation Strategy Memorandum
- » Planning Commission/City Council Meetings (4)

PHASE 3: POST-ADOPTION SUPPORT

3A Post Adoption-Support

Good City will provide post-adoption support based on the preferred vision for the project. This may include assistance with preparing a Request for Proposals (RFP) for site development, assistance with Surplus Lands Act requirements should the City opt to transfer fee title to another entity, etc. Accordingly, Good City will submit an updated proposal for the City's consideration following completion of Phase 2 of the process.



3. PROJECT BUDGET

The Good City team proposes a not-to-exceed budget of **\$150,000** for Phases 1 and 2 of the work scope, including expenses. For optional services, or services without a defined limit (e.g., advisory body meetings), flat rates per meeting/service have been provided.

	70 Old County Road Planning Program	Principal	Advance Planning Director	Senior Planner	Economic Development Associate	Graphic Designer	Total Hours	Total Cost
		\$ 260	\$ 230	\$ 170	\$ 140	\$ 100		
Phase 1	Community Visioning					-		\$ 65,460
1A	Community Engagement and Brainstorming	20.0	40.0	80.0	8.0	20.0	168.0	\$ 31,120
1B	Educational Messaging	10.0	12.0	20.0	4.0	5.0	51.0	\$ 9,820
1C	Meetings with City Decisionmakers and Stakeholders	12.0	30.0	30.0	8.0	-	80.0	\$ 16,240
1D	Community Engagement Summary	2.0	4.0	12.0	2.0	-	20.0	\$ 3,760
1E	Vision(s)	4.0	8.0	8.0	2.0	-	22.0	\$ 4,520
Task 2	Consensus and Adoption of Vision							\$ 69,890
2A	Schematic Concept Plan(s)	10.0	50.0	35.0	4.0	20.0	119.0	\$ 22,610
2B	Feasibility Evaluations	4.0	8.0	20.0	20.0	-	52.0	\$ 9,080
2C	Development Plan	5.0	30.0	20.0	8.0	10.0	73.0	\$ 13,720
2D	Parkside Plan Update (Optional - see below)							
2E	CEQA Clearance	2.0	2.0	12.0	-	-	16.0	\$ 3,020
2F	Implementation Strategy	5.0	20.0	40.0	8.0	10.0	83.0	\$ 14,820
2G	Planning Commission and City Council Meetings	8.0	8.0	16.0	-	-	32.0	\$ 6,640
	Project Management					-		\$ 12,260
	Project Management	10.0	10.0	40.0	4.0	-	64.0	\$ 12,260
	Subtotal Hours by Position	92.0	222.0	333.0	68.0	65.0	780.0	
	Subtotal Cost by Position	\$ 23,920	\$ 51,060	\$ 56,610	\$ 9,520	\$ 6,500		\$ 147,610
	Project Expenses (Printing, etc.)							\$ 2,390
	Total Budget							\$ 150,000

Optional Tasks

2C	Parkside Plan Update	12.0	20.0	40.0	4.0	20.0	96.0	\$ 17,080
	Additional Meeting, each (range)	1.5	1.5	3.0			6.0	\$ 1,245
		2.0	2.0	4.0			8.0	\$ 1,660



Good City prides itself on being a cost-effective solution for public sector agencies. Staff retains detailed timesheets and works efficiently to ensure the client is getting the best value for the services.

TITLE	HOURLY RATE
» Principal/Partner	\$260
» Planning Director	\$230
» Principal Planner/Planning Manager	\$195
» Economic Development Director	\$230
» Public Policy Manager	\$225
» Chief Building Official	\$170
» Senior Planner/Project Manager	\$170
» Senior Economic Development Planner	\$170
» Housing Services Consultant	\$170
» Public Policy Lead	\$170
» Associate Planner	\$140
» Economic Development Associate	\$140
» Assistant Planner	\$130
» Planning Technician	\$100
» Marketing Specialist/Graphic Designer	\$100
» Administrative Specialist	\$90

Subconsultant Contracts Direct Billing + 10% oversight fee. Reproduction Costs Direct Billing. Rates subject to adjustment January 1st of each year (typically 3-7% increase). Mileage is reimbursed at the IRS rate. Travel within 30 miles of Redwood City offices will not be billed. Beyond 30 miles from the Redwood City Office, travel will be billed on an hourly basis at 50% of the above-listed rates.





4. PROJECT TIMELINE

Good City proposes a 15-month timeline for the 70 Old County Road planning program, per the timeline shown below.

Phase	2024			2025											
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Phase 1 Community Visioning															
Community Engagement and Brainstorming				•					•						
Educational Messaging															
Meetings with City Decisionmakers & Stakeholders				•	•	•	•								
Community Engagement Summary															
Vision(s)															
Phase 2 Consensus & Adoption of Vision															
Schematic Concept Plan(s)															
Feasibility Evaluations															
Development Plan															
Parkside Plan Update (Optional)															
CEQA Clearance															
Implementation Strategy															
PC & CC Meetings													•	•	•

- Meetings





5. MEET THE TEAM

For this project, we have assembled a staff team skilled in planning, architectural and urban design, economic development, and community development. We are confident in our team's ability to deliver high-quality work that meets the unique needs of the City.

Aaron Aknin will serve as the Principal in charge and Kevin Gardiner, AICP will serve as the primary point of contact for this proposal. Lisa Costa Sanders, Good City Principal, will be available to provide additional support as needed. Jacob Garcia, Senior Planner, will support with project management and outreach. Noa Kornbluh, Economic Development Associate, will provide input on economic feasibility. Other team members will provide expertise in analysis and site design.

Team resumes are on the following pages.



OUR TEAM



EDUCATION

B.A., Urban Studies, San Francisco State University

M.A., Public Policy, Cal State Northridge

MEMBERSHIPS

American Institute of Certified Planners

American Planning Association

International City/ County Manager Association



AARON AKNIN, AICP

Principal, Owner Good City Company

PROFESSIONAL EXPERIENCE

Aaron Aknin, AICP, is a Principal and Co-Owner of Good City Company. He has nearly two decades of Bay Area municipal experience, including serving in an executive capacity for several different Peninsula cities. He is a member of the American Institute of Certified Planners (AICP) and the American Planning Association. Aaron has frequently spoken at regional events, as well as served on panels at national conferences on topics related to development, downtown planning, transportation, parking, affordable housing, and related issues.

Most recently, Aaron was the Assistant City Manager and Community Development Director with the City of Redwood City. In this capacity, he oversaw a 70+ member department, which included the Planning, Housing, Engineering, Transportation, Front Counter Services, and Code Enforcement divisions. As the Assistant City Manager, he led key Citywide initiatives and also served as Interim City Manager in 2015.

Aaron was in Redwood City during a time of unprecedented growth and community involvement (2014-2019). During his half-decade with the City, the City reviewed and processed over 4,000 new housing units, as well as several million square feet of office space. In addition, Aaron oversaw the implementation of the Redwood City Downtown Precise Plan, including several key amendments to the plan. Aaron helped shape a first of its kind community benefits program ("Partnership Redwood City"), adoption of several key affordable housing initiatives including an inclusionary housing ordinance, an Airbnb affordable housing tax and renter protections, and the adoption the Citywide Transportation Plan.

Aaron was also deeply involved in economic development issues and served on the Redwood City Community Improvement Association (RCIA) Board. Aaron continues to serve on the RCIA Board and was recently appointed to the Chamber of Commerce Board of Directors. Finally, one of Aaron's key focuses in Redwood City was improving the process, both for residents participating in policy making, as well as applicants, business owners and developers who chose to invest in the City.

Prior to coming to Redwood City, Aaron was with the City of Palo Alto in 2012-2014. He served as both the Assistant and Interim Director of Planning and Community Environment. In this capacity, he led the Planning and Transportation Divisions within the City. Key projects included the formation of the first Downtown Residential Permit Program (RPP), leading the downtown

development cap process, providing direction related to the Comprehensive Plan (General Plan), being the Planning Commission liaison, and overseeing several Stanford related developments.

Prior to coming to Redwood City, Aaron was with the City of Palo Alto in 2012-2014. He served as both the Assistant and Interim Director of Planning and Community Environment. In this capacity, he led the Planning and Transportation Divisions within the City. Key projects included the formation of the first Downtown Residential Permit Program (RPP), leading the downtown development cap process, providing direction related to the Comprehensive Plan (General Plan), being the Planning Commission liaison, and overseeing several Stanford related developments.

During his time in Palo Alto, Aaron focused much of his efforts on transparency by increasing the amount of available (and understandable) public information and building a connection within the community.

Aaron “grew up” as a local government professional within the City of San Bruno. He began his career in San Bruno in 2002 as an Assistant Planner, and left in 2012, after spending the last 5 years as the Community Development Director. As Community Development Director, he was in charge of the Planning, Building, and the Code Enforcement divisions in the City. He also staffed the Planning Commission and managed their agendas. During his time in San Bruno, the Shops at Tanforan mall was renovated for the first time in generations, and over 1,500 residential units were constructed citywide. This included over 1,000 units at “The Crossing” (former Navy Base) which included 315 affordable units. During Aaron’s tenure as Director, the first General Plan in 25 years was adopted, and the draft Transit Corridor Plan was released.

Most importantly, Aaron served as the Plan Section Chief during the PG&E Pipeline Explosion and worked closely with property owners during the immediate aftermath and in the months and years following the disaster.

Aaron grew up in the Peninsula, spent much of his adult life in San Francisco, and moved back to San Carlos in 2012. He lives there with his wife Cindy, and two kids.

PROJECT EXPERIENCE HIGHLIGHTS

- » Caltrain at Diridon, Project Manager/City Liaison, Caltrain
- » Harbor Industrial Area Specific Plan, Principal-in-Charge, Belmont
- » Scotts Valley Town Center Specific Plan, Principal-in-Charge, Scotts Valley
- » North Fair Oaks Community Plan, Principal-in-Charge, County of San Mateo
- » Redwood City Precise Plan Implementation, Lead, Redwood City*

*Work completed at a previous place of employment

OUR TEAM



EDUCATION

B.S., City and Regional
Planning, California
Polytechnic State University
San Luis Obispo

MEMBERSHIPS

American Planning
Association

LISA COSTA SANDERS

Principal, Owner Good City Company

PROFESSIONAL EXPERIENCE

Ms. Costa Sanders has been with the firm since 1992. Her experience and specialties include interdepartmental project management, current, and long-range planning, solid waste and recycling management, budget preparation, and economic development and housing program implementation. She also has extensive experience in design review, California Environmental Quality Act (CEQA), Subdivision Map Act and worked on permit streamlining and permit tracking systems. Ms. Costa Sanders manages staff and processes large complex development projects.

Serving as Principal Planner for the City of San Carlos, Ms. Costa Sanders provides staff assistance for larger complex Planning and Economic Development projects. She was the Project Planner for the Wheeler Plaza Development and Landmark Hotel Development. She also assisted with property acquisition for economic development, managed city-owned properties including lease negotiations and managed the City's affordable housing programs. Ms. Costa Sanders also assists with General Plan and Zoning Code updates and amendments.

Ms. Costa Sanders also served as the Acting Assistant City Manager for the City of San Carlos. In that capacity, she prepared the Mayor's State of the City presentation, managed the City's annual Strategic Plan update, reviewed all City Council staff reports and attended several regional meetings on behalf of the City Manager's office.

As Town Planner for the Town of Atherton, Ms. Costa Sanders manages all current and long-range planning and presents projects to the Planning Commission and City Council. Ms. Costa Sanders also prepares ordinance amendments, General Plan updates and amendments, works on annexations and subdivisions.

Ms. Costa Sanders is currently assisting the City of South San Francisco with its comprehensive General Plan update, preparation of the Environmental Impact Report and Zoning Code Update.

As Contract Principal Planner for the City of Redwood City, Ms. Costa Sanders managed larger complex development applications including the Harbor View Place development, Rocketship Charter School, multi-family development at 150 El Camino Real, mixed-use development at 557 E. Bayshore and 610 Walnut Street, Sandpiper School expansion and the City's new water tank project.



Previously as the Acting Planning Manager for the City of San Bruno, she was the project planner for the Tanforan Remodel Project, Crossing 350-unit housing development, Pacific Bay Vistas, 308 unit multi-family development, Merimont 70 new home development, Skycrest 24 new home development, and Cedar Mills 14 new home development. She also assisted the Public Services Director with preparing reports to the City Council, managing sustainability projects, managing grant programs and served as the Assistant Project Manager for the San Bruno Grade Separation project.

PROJECT EXPERIENCE HIGHLIGHTS

- » Tanforan Shopping Center Redevelopment Project Manager, San Bruno, CA
- » Lindenville Specific Plan Project Manager, South San Francisco, CA
- » San Carlos East Side Innovation District Plan Strategic Advisor, San Carlos, CA
- » Northeast Industrial Specific Plan Strategic Advisor, San Carlos, CA
- » Wheeler Plaza Lead Planner, San Carlos, CA
- » Alexandria Campus Development Lead Planner, San Carlos, CA
- » Concord Passages Shopping Mall Redevelopment Lead Planner, San Mateo, CA
- » Bay Meadows Specific Plan Project Manager, San Mateo, CA

OUR TEAM



EDUCATION

B.A., Environmental Design,
University of California
Berkeley

M.Arch., University of
California Berkeley Master of
City and Regional Planning,
University of California
Berkeley Degree and
Insitution

MEMBERSHIPS

American Institute of Certified
Planners

American Planning Association

Congress for the New
Urbanism

Urban Land Institute

KEVIN GARDINER, AICP

Director of Advance Planning

PROFESSIONAL EXPERIENCE

Kevin Gardiner, AICP, has a background in planning and architecture, with nearly three decades of experience in both public service and private consulting. He is involved in all aspects of planning, with a specialization in long-range plans and urban design. He understands the complex relationships between planning policy, design, community input and market issues, and can respond with a range of creative approaches to allow informed decision-making.

Kevin is a member of the American Institute of Certified Planners, the American Planning Association, the Congress for the New Urbanism, and the Urban Land Institute. He is a skilled public speaker and regularly speaks at events and conferences on topics related to community planning, zoning regulations, housing, and climate adaptation.

Most recently, Kevin was the Community Development Director for the City of Burlingame. The position included oversight of Planning, Building, Economic Development, and Housing divisions. During his tenure he oversaw the city's first comprehensive update of its General Plan in 50 years, the complete rewrite of the city's zoning code, and the update of its Housing Element. He also managed a new transit-oriented specific plan for an emerging mixed-use neighborhood and led a pilot community engagement initiative focused on housing called "Burlingame Talks Together About Housing." Working with the county flood control and sea level rise district, he also oversaw a sea level rise risk assessment, leading to one of the first examples of zoning regulations focused on sea level rise resilience in the Bay Area.

Prior to coming to Burlingame, Kevin was with a series of planning consulting firms, including his own firm Kevin Gardiner & Associates. His work included downtown plans for the Cities of Burlingame and Napa, as well as Scottsdale, AZ; form-based zoning for the City of Palo Alto; re-use plans for two different high-tech districts in Mountain View, California; a conceptual transit-oriented development plan for Eugene, Oregon; and a comprehensive plan for a small town in Indiana.

PROJECT EXPERIENCE HIGHLIGHTS

- » Burlingame General Plan Update, Project Manager, Burlingame
- » Burlingame Housing Element Update, Project Manager, Burlingame
- » Site Feasibility Studies, Palo Alto
- » South Whisman Precise Plan, Mountain View

OUR TEAM



EDUCATION

B.S., Environmental Science,
Technology and Policy,
California State University,
Monterey Bay

Masters in Urban Planning
with a certificate in Real
Estate Development, San
Jose State University

MEMBERSHIPS

American Planning
Association (APA)

JACOB GARCIA

Senior Planner

PROFESSIONAL EXPERIENCE

Jacob Garcia is a Senior Planner with a background in land use planning, natural resource planning, and Geographic Information Systems (GIS). He has been with Good City Company since 2019 and provides contract planning services to the City of San Carlos, City of Pacifica, City of Belmont and the Town of Portola Valley.

Jacob currently manages development projects throughout the entitlement process. As such his duties include current planning assistance, design review and Zoning conformance review, and preparing and presenting staff reports before various design review boards, planning commissions and city councils. He assists jurisdictions with zoning amendments and policy research and implementation. He takes pride in providing excellent customer service and serving as a liaison to community groups and residents on behalf of cities and their various committees.

Jacob also has experience supporting the management of sustainability programs, staffing cities' environmental committees, and facilitating wet weather construction site inspections and annual stormwater reporting. Before joining Good City, Jacob worked for multiple public and private land management agencies providing natural resource and conservation planning services such as public outreach, data collection, data analysis, and research.

PROJECT EXPERIENCE HIGHLIGHTS

- » Stanford University, Belmont Campus, Conceptual Development Plan (CDP), Belmont, CA
- » Willow Commons, Supportive Housing and Density Bonus Project, Portola Valley, CA
- » Fairmont Shopping Center, Master Use List, Zoning Amendment, Pacifica, CA
- » Monitoring Urban Wildlife Corridors in San Diego County, Center for Natural Lands Management (CNLM), CA*
- » Ten Mile Canyon ACEC Draft Watershed Management and Monitoring Plan, Bureau of Land Management (BLM) Moab Field Office, UT*

OUR TEAM



EDUCATION

B.A., Political Economy,
University of California
Berkeley

M.S., Local Economic
Development, London
School of Economics &
Political Science

NOA KORNBLUH

Economic Development Associate

PROFESSIONAL EXPERIENCE

Noa has spent her career supporting communities in creating sustainable, resilient local economies. She has over eight years in community economic development working for state and local government, as well as non-profits. Noa has a background in community outreach and engagement, strategic planning, and building entrepreneurial ecosystems.

Most recently, she worked as an assistant field manager in community and economic development at the Rural Community Assistance Corporation (RCAC) providing training and technical assistance to low-income rural and indigenous communities across the Western United States. Prior to RCAC, she worked for local Bay Area governments. She served as a Community Development Analyst for the City of El Cerrito, helping to facilitate business permitting, and as an Economic Development Specialist for the City of Milpitas, developing business retention and attraction programs.

Noa is a Bay Area local. She grew up in the city of Palo Alto and completed a bachelor's degree from the University of California, Berkeley. She then went on to receive a master's degree in Local Economic Development from the London School of Economics and Political Science, followed by a year as an AmeriCorps Vista working for the State of Delaware's Main Street Program.

PROJECT EXPERIENCE HIGHLIGHTS

- » North Fair Oaks Community Plan Review Project, San Mateo County, CA
- » Small Business Technical Assistance Program, San Mateo County, CA
- » Economic Development Strategy and Program Implementation, Campbell, CA



GOODCITY
COMPANY



CITY COUNCIL AGENDA REPORT

Meeting Date: July 18, 2024

From: John Swiecki, Community Development Director

Subject: Authorize City Manager to Solicit Proposal and Negotiate Sole-Source Contract from Good City Co. for 70 Old County Road Community Engagement and Planning Project

Community Goal/Result

Community Building – Brisbane will honor the rich diversity of our city (residents, organizations, businesses) through community engagement and participation

Fiscally Prudent - Brisbane's fiscal vitality will reflect sound decisions which also speak to the values of the community

Purpose

To commence the community engagement and planning process for the 70 Old County Road (former Bank of America) City-owned property by negotiating a sole-source contract with Good City Co.

Recommendation

Authorize the City Manager to solicit a proposal and negotiate a scope of work and budget with Good City Co., urban planning consultants, with the final contract subject to City Council approval in the fall.

Background

On May 2, 2024 the City Council directed staff to move forward with a community engagement and planning effort to establish a land use program for the City owned site at 70 Old County Road. The City Council specified that the planning effort should focus on 70 Old County Road and allow for it be developed on a standalone basis. The Council further noted that consideration also be given to establishing a future vision for the potential redevelopment of the adjacent shopping center site to promote long-term compatibility between adjacent properties.

The Economic Development Subcommittee (Mayor Pro-tem Cunningham, Councilmember Lentz) met on May 30, 2024 to review a preliminary scope of work prepared by staff and provide direction on how to move forward with consulting services for the project. A revised preliminary scope of work is attached (Attachment 1). The Economic Development subcommittee staff report is also attached to this report as Attachment 2.

Discussion

The Economic Development subcommittee supported the staff recommendation that the City pursue a sole-source contract with Good City Co., an urban planning consulting firm that the City currently contracts with for several current planning projects and previously completed the community engagement and implementing zoning for the Objective Design and Development Standards (ODDS) project. A sole-source contract negotiation would expedite the launch of community engagement for the revisioning project starting in the fall of 2024, compared to a competitive Request for Proposals (RFP) process which would likely delay commencement until early 2025.

Fiscal Impact

The City Council's adopted FY 24-25 budget included a placeholder budget for this effort of \$150,000. This amount was not based on a final scope of work and the agreement to be presented in the fall will include actual cost subject to Council approval.

Measure of Success

A robust community engagement and planning program for 70 Old County Road that identifies the community's vision for this key site and establishes planning direction to implement the community's vision.

Attachments

1. Preliminary scope of work
2. May 30, 2024 Economic Development Subcommittee Meeting Agenda Report



John Swiecki, Community Development Director



Jeremy Dennis, City Manager

Draft

City of Brisbane

70 Old County Road Planning Program

Work Scope

Background and Purpose

In 2022, the City of Brisbane purchased an approximately 1.27 acre property at 70 Old County Road, Brisbane, the site of a former Bank of America branch (“subject property”). The subject property is located in the primary gateway to the City at the northwestern corner of the intersection of Bayshore Boulevard with Old County and Tunnel Roads. This strategic purchase allows the community to control and proactively plan for redevelopment of this site at a key entrance to Brisbane. The City Council intends to undertake a robust community dialogue to determine the appropriate community serving use(s) of this site and establish a site development plan based upon this vision. Housing, commercial and/or public uses have preliminarily been identified for consideration as potential land uses for this site.

Relevant Planning Considerations

The subject property is zoned Neighborhood Commercial- Brisbane Village (NCRO-2) and is located within the 25-acre Parkside at Brisbane Village Precise Plan (“Parkside Plan”) area. The Parkside Plan was adopted in 2017, at which time the subject property was owned by Bank of America and operated as a bank branch out of an approximately 40-year old portable trailer. The Parkside Plan envisioned the subject property being redeveloped with two adjacent properties (the Brisbane Village Shopping Center and 125 Valley Drive; together the “Commercial Vision Area”) as a connected retail center and park/plaza. This vision serves as an aspirational illustration, it was not codified through the adoption of land use policies and/or zoning regulations.

Other planning efforts in the vicinity include the Brisbane Baylands Specific Plan easterly of Bayshore Boulevard, which is undergoing environmental review. The City is also considering a redesign of Bayshore Boulevard to incorporate traffic calming measures. Additionally, a Light Maintenance Facility for the CA High Speed Rail project is proposed within the Baylands subarea and contemplates reconfiguring the four-way Bayshore/Old County/Tunnel Ave intersection fronted by the subject property into a three-way intersection (eliminating the easterly leg of the Tunnel Avenue/Bayshore Boulevard intersection). All these potential projects should be considered to the extent they would impact site access, visibility, and land use alternatives on the subject property.

Objectives

The City Council’s objectives in the 70 Old County Road planning effort are:

Community Engagement

- Engage in a meaningful and robust community engagement process to obtain community input in developing a land use program (or alternative programs) that the City should pursue, as well as important design features /components to be incorporated into subsequent site development plans.

Planning

- Based on the community input, develop schematic development plan or plans for the site. All development alternatives for the site must be capable of being implemented on a standalone basis recognizing the physical limitations established by surrounding existing private development.
- A secondary objective of the planning effort is to establish a vision for the future redevelopment of the adjacent shopping center that promotes compatible development across multiple sites. This planning effort shall ultimately result in the establishment of final site and development plans for the 70 Old County site.

Work Scope

1. Community Visioning

- a. Robust community education, engagement and brainstorming using creative and varied means to collect public feedback and ideas. A combination of on-site engagement activities, surveys, “pop-up” events should be proposed. The City recently contracted with Go Vocal (formerly CitizenLab), which should be leveraged throughout the engagement process to collect, evaluate, and analyze community feedback. The educational component should ensure the community process is informed by market, economic, technical, design and other considerations that will influence the feasibility of future site development and long term viability
- b. Evaluating ideas against the market and other considerations at a high level to test feasibility, including interviews with developers, commercial landlords and leasing agents, and/or others sources with knowledge of market feasibility.
- c. Identify primary vision (or suite of alternatives) for community review and City Council consideration

2. Planning

- a. Develop a schematic concept plan (or alternatives) reflecting the community vision for City Council consideration.
- b. Based on City Council direction refine the schematic concept plan into a development plan for the site that is refined to a level sufficient to allow for completion of project level environmental re
- c. view
- d. Update the Parkside Plan as needed to reflect the development plan for 70 Old County Road
- e. Update the Parkside Plan as needed to include the preferred vision for the adjacent shopping center should land use changes at the shopping center factor into the preferred vision
- f. Obtain project-level CEQA clearance for the Parkside Plan revisions as applicable.
- g. Establish a Roadmap/strategy for 70 Old County Road project implementation

3. Post-Adoption Support

- a. TBD depending on vision (e.g., assistance with preparing a Request for Proposals for site development, assistance with Surplus Lands Act requirements should the City opt to transfer fee title to another entity)

DRAFT



ATTACHMENT 2

MEMORANDUM

DATE: 30 May 2024

TO: City Council Economic Development Subcommittee

FROM: John Swiecki *JS*
Community Development Director

SUBJECT: 70 Old County Road Planning Update

BACKGROUND

On May 2, 2024 the City Council directed staff to move forward with a community engagement and planning effort to establish a land use program for the City owned site at 70 Old County Road. The City Council further specified that the planning effort should focus on 70 Old County Road and allow for it be developed on a standalone basis. The Council further noted that consideration also be given to establishing a future vision for the potential redevelopment of the adjacent shopping center site to promote long term compatibility between adjacent properties.

DISCUSSION

Staff has prepared the attached preliminary draft scope of work for the subcommittee's review and comment. The scope of work will be incorporated into a Request for Proposal (RFP) to solicit a proposal from a qualified planning consultant to assist in the City's planning efforts. It would be staff's preference to sole source the RFP to Good City, a local planning consulting firm that is currently under contract with the City to provide EIR management for several City EIRs now under preparation. City staff has a good working relationship with Good City and believes they have a solid understanding of land use issues in Brisbane and the technical ability to provide the necessary services in a timely way. Moving forward with Good City is predicated on their response to the RFP being responsive to the City's needs in a financially responsible manner. Any agreement with Good City would be subject to the approval of the full City Council. As an alternative the City would send the RFP to a more extensive list of qualified planning consultants and go through a more formal and consultant selection process.

ATTACHMENT

Preliminary Draft Scope of Work -70 Old County Road Planning Program

Preliminary Draft

City of Brisbane 70 Old County Road Planning Program Work Scope

Background and Purpose

In 2022, the City of Brisbane purchased an approximately 1.27 acre property at 70 Old County Road, Brisbane, the site of a former Bank of America branch (“subject property”). The subject property is located in the primary gateway to the City at the northwestern corner of the intersection of Bayshore Boulevard with Old County and Tunnel Roads. This strategic purchase allows the community to control and proactively plan for redevelopment of this site at a key entrance to Brisbane. The City Council intends to undertake a robust community dialogue to determine the appropriate community serving use(s) of this site and establish a site development plan based upon this vision. Housing, commercial and/or public uses have preliminarily been identified for consideration as potential land uses for this site.

Relevant Planning Considerations

The subject property is zoned Neighborhood Commercial- Brisbane Village (NCRO-2) and is located within the 25-acre Parkside at Brisbane Village Precise Plan (“Parkside Plan”) area. The Parkside Plan was adopted in 2017, at which time the subject property was owned by Bank of America and operated as a bank branch out of an approximately 40-year old portable trailer. The Parkside Plan’s envisioned the subject property being redeveloped with two adjacent properties (the Brisbane Village Shopping Center and 125 Valley Drive; together the “Commercial Vision Area”) as a connected retail center and park/plaza. This vision serves as an aspirational illustration, it was not codified through the adoption of land use policies and/or zoning regulations.

Other planning efforts in the vicinity include the Brisbane Baylands Specific Plan easterly of Bayshore Boulevard, which is undergoing environmental review. The City is also considering a redesign of Bayshore Boulevard to incorporate traffic calming measures. Additionally, a Light Maintenance Facility for the CA High Speed Rail project is proposed within the Baylands subarea and contemplates reconfiguring the four-way Bayshore/Old County/Tunnel Ave intersection fronted by the subject property into a three-way intersection (eliminating the easterly leg of the Tunnel Avenue/Bayshore Boulevard intersection). All these potential projects should be considered to the extent they would impact site access, visibility, and land use alternatives on the subject property.

Objectives

The City Council’s objectives in the 70 Old County Road planning effort are:

Community Engagement

- Engage in a meaningful and robust community engagement process to obtain community input in developing a land use program (or alternative programs) that the City should

pursue, as well as important design features /components to be incorporated into subsequent site development plans.

- **Planning**
- Based on the community input develop schematic development plan or plans for the site. All development alternatives for the site must be capable of being implemented on a standalone basis recognizing the physical limitations established by surrounding existing private development . A secondary objective of the planning effort is to establish a vision for the future redevelopment of the adjacent shopping center that promotes compatible development across multiple sites. This planning effort shall ultimately result in the establishment of final site and development plans for the 70 Old County site.

Work Scope

1. Community Visioning
 - a. Robust community education, engagement and brainstorming using creative and varied means to collect public feedback and ideas. A combination of on-site engagement activities, surveys, “pop-up” events should be proposed. The City recently contracted with CitizenLab, which should be leveraged throughout the engagement process to collect, evaluate, and analyze community feedback. The educational component should ensure the community process is informed by market, economic , technical, design and other considerations that will influence the feasibility of future site development and long term viability
 - b. Evaluating ideas against the market and other considerations at a high level to test feasibility .
 - c. Identify primary vision (or suite of alternatives) for community review and City Council consideration
2. Planning
 - a. Develop a schematic concept plan (or alternatives) reflecting the community vision for City council consideration.
 - b. Based on City Council direction refine the schematic concept plan into a development plan for the site that is refined to a level sufficient to allow for completion of project level environmental review
 - c. Update the Parkside Plan as needed to reflect the development plan for 70 Old County Road and vision for the adjacent shopping centers should land use changes at the shopping center factor into the preferred vision, updates to the Parkside Plan and project-level CEQA clearance would be required.
 - d. Establish a Roadmap/strategy for 70 Old County Road project implementation
3. Post-Adoption Support
 - a. TBD depending on vision (e.g., assistance with preparing a Request for Proposals for site development, assistance with Surplus Lands Act requirements should the City opt to transfer fee title to another entity)