



July 6, 2020

MSA Consulting, Inc.  
34200 Bob Hope Drive Rancho Mirage, CA 92270  
(760) 320 - 9811  
pdepalatis@msaconsultinginc.com

# Affordable Housing Rezoning Support

## Statement of Qualifications



Mr. Luis Lopez, J.D., Development Services Director  
llopez@coachella.org

City of Coachella, Permit Center  
53-990 Enterprise Way  
Coachella, CA 92236



**MSA CONSULTING, INC.**  
> PLANNING > CIVIL ENGINEERING > LAND SURVEYING

July 6, 2020

Mr. Luis Lopez, J.D., Development Services Director  
City of Coachella – Permit Center  
53-990 Enterprise Way  
Coachella, CA 92236

Subject: Statement of Qualifications  
Affordable Housing Rezoning Support (RFP 9001)

Dear Mr. Lopez:

**MSA Consulting, Inc.** (MSA) appreciates the opportunity to assist the City with its Affordable Housing rezoning needs. We understand how important it is that this go to hearings in November/early December well ahead of HCD's final December 31, 2020 deadline. We feel uniquely qualified to help the City accomplish this since we regularly manage land use entitlements according to pre-determined schedules to meet our clients' goals.

MSA has a 40-year track record here in the Coachella Valley and offers the following expertise to the City:

- We understand and can effectively engage with private sector landowners and developers.
- We have prepared and successfully processed hundreds of entitlement packages, including many Zoning Map Amendments.
- We understand entitlement processes comprehensively, from beginning to end, and proactively manage these processes to achieve hearing milestones.
- We regularly and routinely prepare thorough and defensible CEQA documents.
- We have served in the role of municipal planning and environmental consultants to multiple jurisdictions, allowing us to work seamlessly and efficiently with City Staff.

Attached are Qualifications materials describing our firm and key staff members assigned to this project as well as two sample affordable housing projects we have been involved with,

Very truly yours,

Paul DePalatis  
Director of Planning Services  
MSA Consulting, Inc.

PDP:ar

Via Electronic Mail





**MSA CONSULTING, INC.**  
> PLANNING > CIVIL ENGINEERING > LAND SURVEYING

**MSA Consulting, Inc. (MSA)** is a multi-disciplinary **Planning, Civil Engineering, Land Surveying, Environmental and Landscape Architectural** firm providing professional services to public agencies, tribal interests, non-profits, schools and private development since 1976. Located in Rancho Mirage, California, MSA is the Coachella Valley's largest locally owned, full-service planning, engineering and surveying company with an outstanding history of past performance on local and national projects with the capacity and expertise to provide services beyond our borders. MSA became an Employee-Owned company with an ESOP Trust in 2016. Included in the current staff of 65 are eight registered civil engineers and land surveyors as well as AICP, LEED and QSD Accredited Professionals and Landscape Architects.

- Firm Complete Name: MSA CONSULTING, INC.
  - Type of Firm: California Corporation
  - Date of Incorporation: December 21, 1976
  - Address of Corporate and only office:  
34200 Bob Hope Drive, Rancho Mirage, CA 92270
  - Telephone; Website; E-mail 760.320.9811  
[www.msaconsultinginc.com](http://www.msaconsultinginc.com) ; [info@msaconsultinginc.com](mailto:info@msaconsultinginc.com)
  - Number of Employees: 65
  - Completed Projects: 2,500
- Firm Board of Directors: Robert S. Smith, Chair of the Board  
Julian A. De La Torre, P.E., President Michael Oehlbaum, CFO
- Services: Planning; Environmental; Surveying; Engineering; Utility Coordination; Landscape Architecture; Construction Management
- Planning and Environmental Staff: 8
  - Affiliated Organizations:  
Urban Land Institute (ULI)  
Desert Valley Builders Association (DVBA) American Planning Association (APA)  
Association of Environmental Professionals (AEP)  
U.S. Green Building Council (USGBC) American Public Works Association (APWA)  
Desert Roundtable  
American Society of Landscape Architects (ASLA)



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760.320.9811 **MSACONSULTINGINC.COM**

## ***MSA Consulting, Inc. Services***

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### **Planning Services**

MSA Consulting offers a full complement of professional planning and design services thoroughly attuned to the needs of our private and public sector clients.

MSA specializes in land use entitlements, municipal contract planning support, physical and policy planning, and site design. We approach each project with an experience-based sensitivity to the economic, political, and environmental realities that must be balanced to achieve a successful land development project. Our expertise draws from extensive work in private sector land development, including affordable housing builder clients, as well as contract services to municipalities, counties, special districts, and regional councils of government. MSA's land planners, designers, and mapping specialists work seamlessly with our in-house environmental, civil engineering and other technical staff.

Our solutions consistently balance creativity (being innovative, forward-thinking, and inspirational) with practicality (being approvable, buildable, and cost sensitive) in a way that provides optimal service and value to our clients.

#### **Featured Services**

Entitlement Processing and Oversight  
Development Feasibility  
Site / Master Planning  
Policy and Community Plans  
Municipal Staff Support

#### **Primary Contact**

Paul DePalatis  
Vice President/Director of Planning Services  
[pdepalatis@msaconsultinginc.com](mailto:pdepalatis@msaconsultinginc.com)  
760-320-9811

### **Environmental Services**

MSA provides a full range of environmental services, a critical element in achieving timely project approvals given California's increasingly complex regulatory environment.

Through extensive training and experience, our staff has the tools to develop comprehensive and proactive solutions to the environmental challenges unique to Southern California and the Coachella Valley. We have a thorough understanding of the California Environmental Quality Act (CEQA) developed through hands-on experience in preparing scores of Categorical Exemptions, Negative Declarations and Environmental Impact Reports over the last 40 years. In-house GIS and AutoCad mapping resources enhance our capability for effective and efficient environmental analysis and presentation.

#### **Featured Services**

CEQA and NEPA Environmental  
Documentation  
Water Supply Assessments / Verifications  
Water Quality Management Plans  
QSD / QSP Services  
Phase One Environmental Site Assessments

#### **Primary Contact**

Michelle Witherspoon, LEED AP BD+C,  
CPESC, REPA, QSD/QSP  
Director of Environmental Services  
[mwitherspoon@msaconsultinginc.com](mailto:mwitherspoon@msaconsultinginc.com)  
760-320-9811 x 5130



## Paul Depalatis, AICP

### VICE PRESIDENT/DIRECTOR OF PLANNING

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Mr. DePalatis has worked as a professional planner for over 35 years with a focus on the Inland Empire and Coachella Valley areas of Southern California. He joined MSA Consulting, Inc. in April of 2013 after serving as Planning Director for various major California planning, engineering and environmental firms and running his own consulting practice in the Coachella Valley during the mid-2000's. He earned his Bachelor's Degree in Urban Planning from Stanford University in 1979. Because Mr. DePalatis has served as a consultant to public agencies and private developers, he understands the needs, goals and

priorities of each. He has managed scores of private development, CEQA/NEPA and municipal planning projects and clients have consistently rated his customer service and product quality as among the highest they have experienced. Mr. DePalatis is AICP certified, a member of the American Planning Association (APA) and the Association of Environmental Professionals (AEP) and, during his career, has also served as a Planning Commissioner, a board member for the APA California Chapter, Inland Empire Section and a general member of the Building Industry Association.

#### EDUCATION

- Urban Planning - Stanford University; Stanford, CA

#### REGISTRATIONS

- American Institute of Certified Planners AICP #6686

#### AFFILIATIONS

- American Planning Association
- Association of Environmental Professionals

### WORK EXPERIENCE

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#### **Section 31 Specific Plan, Rancho Mirage, CA - Project Manager, Principal Author**

Section 31 is a 618-acre master-planned, mixed-use community featuring a 34-acre swimmable Crystal Lagoon. Plans for the site include luxury resort hotels and a vibrant mixed-use town center. The site will accommodate a mix of single- and multi-family residential, live/workspaces, retail, recreation, and resort hotel land uses within a residential and mixed-use development. The MSA project team was contracted to perform a wide range of services for this project, including due diligence, entitlement, environmental, survey, utilities, landscape architecture, and preliminary engineering services.

#### **Indian Wells Tennis Garden Stadium No. 2; Indian Wells, CA – Municipal Services Manager**

Provided municipal support services to process plans, prepare staff reports, perform CEQA analysis and make staff presentations for the Indian Wells Tennis Gardens, a high-profile project known internationally for its spring tournament that attracts world class tennis talent to the desert. The project included a new tennis stadium, grand entry and expanded parking facilities. The project was processed through the City's Architectural Review Committee, Planning Commission and City Council in only four months to facilitate an aggressive construction schedule.

#### **West Anchorage District Plan, Anchorage, AK - Project Manager, Principal Author**

A 23-square mile policy plan addressing key issues involving land use density/intensity, airport compatibility, public transportation, circulation adequacy and recreation/open space. A central aspect of the plan involved facilitation and education efforts to overcome long-standing conflicts between the international airport and local residents.

### REFERENCES

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- Mary Alexander, Exec VP/General Counsel, DMB Development, (480) 357-7376, malexander@dmdbdevelopment.com
- Jon Berg, Community Development Director, City of Indian Wells, (760) 346-2489, jberg@indianwells.com
- Jeremy Gleim, Director of Development Svcs., City of Rancho Mirage, (760) 328-2266, jeremyg@ranchomirageca.gov



## Nicole Vann

### PLANNER



Nicole Vann joined the Planning Department at MSA Consulting, Inc. in 2004 and serves as a project manager in MSA's planning and environmental departments. She is responsible for document preparation, team oversight and general consulting for a wide range of environmental and entitlement projects. She has been involved in the successful completion and approvals of numerous Specific Plans, LAFCO annexations, CEQA/NEPA Analyses, Water Supply Assessments, and Regulatory Agency permitting. In her time at MSA and utilizing her extensive experience in the Coachella Valley, Mrs. Vann continues to work proactively with

all stakeholders to ensure that each Client is provided with the best service possible on each and every project.

### WORK EXPERIENCE

#### **North City Extended Specific Plan; Cathedral City, CA – Planner**

Worked as part of the environmental team on the Draft EIR writing sections and assisting the City with circulation and assembling final environmental documents. Served as the Planner for the annexation of 591.38 acres of vacant land into Cathedral City. Prepared a Plan of Service and coordinated with the City of Cathedral City, and Riverside County LAFCO staff to meet the requirements of the Plan of Service and processed for approval through LAFCO.

#### **Glass House Pharms; Cathedral City, CA –Planner**

Worked as part of the environmental team on the Mitigated Negative-Declaration for a 300-acre cannabis campus and coordinated the submittal of the CEQA document. Facilitated the City's review and assisted with the circulation for public review.

#### **Trilogy at the Polo Club; Indio, CA – Project Manager**

Responsible for preparing and managing entitlements and environmental services for the 255-acre master planned residential project in Indio.

#### **Abode Communities; Coachella CA – Project Manager**

Managed entitlements and processed a 160-unit affordable housing community using the Streamlined Ministerial Approval Process (SB 35).

#### **Coachella Valley Housing Coalition; Thermal CA – Project Manager**

Worked as the Project Manager to process entitlements and environmental services for a mixed-use development consisting of commercial/retail and 160 units of affordable multi-family residential units on approximately 26 acres in the community of Thermal-Oasis.

### REFERENCES

- William S. Messenger, Jr., Messenger Investment Company, (714) 313-9867, [bill@messengerco.com](mailto:bill@messengerco.com)
- Cassie Gogreve, Abode Communities, (213) 225-2815, [cgogreve@abodecommunities.org](mailto:cgogreve@abodecommunities.org)
- David Yrigoyen, Coachella Valley Housing Coalition, (760) 347-3157, [david.yrigoyen@cvhc.org](mailto:david.yrigoyen@cvhc.org)

#### **EDUCATION**

- Land Use Environmental Planning Certificate - University of California; Riverside, CA

#### **AFFILIATIONS**

- American Planning Association
- Association of Environmental Professionals
- Inland Empire AEP VP of Programs for the Coachella Valley





## **Michelle Witherspoon, LEED AP BD+C, CPESC, REPA, QSD/QSP**

### **DIRECTOR OF ENVIRONMENTAL SERVICES**



Ms. Witherspoon has over 20 years' experience understanding the convergence of natural systems, technical research and planning for land development. She joined MSA Consulting, Inc. in 2000 as a member of the Planning Department and was instrumental in the formation and management of Environmental Services in 2001 and GIS Services in 2005. With a Master's Degree in Urban and Regional Planning from CA State Polytechnic University, Pomona and a BS in Zoology from the University of Oklahoma, she enhances MSA's ability to help Lead

Agencies as well as clients in identification of Environmental challenges and solutions that work. As Director of Environmental Services and a project manager for the firm, she oversees the preparation of the firm's environmental documents/plans including, but not limited to: CEQA Initial Studies, Environmental Impact Reports, NEPA Environmental Assessments, Environmental Impact Statements, Fugitive Dust Control Plans, Stormwater Pollution Prevention Plans, Water Quality Management Plans, Water Supply Assessments, Designated Waters Permitting and Phase I Environmental Site Assessments. In addition, she provides consultation for various projects which have particularly challenging site assessment issues or environmental constraints.

#### **EDUCATION**

- Urban and Regional Planning - California State Polytechnic University; Pomona, CA
- Zoology - University of Oklahoma; Norman, OK

#### **REGISTRATIONS**

- CV Fugitive Dust Control Certification CV19020075707715
- Certified Prof. in Erosion and Sediment Control #5971
- SWPPP Developer/ Practitioner #20152
- LEED AP BD+C #10187135-AP-BD+C
- Environmental Property Assessor #897425

#### **AFFILIATIONS**

- Association of Environmental Professionals
- American Planning Association
- APWA
- US Green Building Council

### **WORK EXPERIENCE**

#### **On-Call Environmental Consultant; City of Desert Hot Springs, CA – Environmental Project Manager**

MSA was selected to provide as-needed municipal services with the City of Desert Hot Springs. Once under agreement, MSA performed Environmental Reviews for various development projects within the City of Desert Hot Springs. Projects include the Tuscan Hills EIR Addendum and Interstate West Industrial Park CEQA Mitigated Negative Declaration. MSA worked closely with the City to ensure the Environmental documents followed CEQA guidelines.

#### **Desert Palisades; Palm Springs, CA – Environmental Project Manager, Principal Author**

Desert Palisades is a proposed gated single-family residential community consisting of a maximum of 110 custom home sites in the Chino Cone area of Palm Springs. MSA's project team was responsible for the overall Master Plan, Specific Plan and preparation and processing of the Environmental Impact Report (EIR) for the environmentally sensitive area. Included in the EIR was the analysis of two Desert Water Agency (DWA) Water Reservoirs and consultation with the Agua Caliente Band of Cahuilla Indians Tribal planning staff.

#### **Downtown Specific Plan EIR; City of Indio, CA – Environmental Project Manager**

MSA is currently providing environmental utility services for the City of Indio Downtown Specific Plan EIR. MSA is preparing the Public Utilities CEQA EIR topical section and associated exhibits by researching existing conditions, defining thresholds of significance, analyzing potential significant impacts and identifying any required mitigation measures to reduce these impacts. While writing this section, MSA works with local utility providers to research future capacities that will serve development within the Downtown Specific Plan area. MSA continues to work closely with the City to make sure all documents and exhibits are accurate and follow the CEQA guidelines.

### **REFERENCES**

- Maryann Ybarra, Coachella Valley Housing Coalition, (760) 347-3157, maryann.ybarra@cvhc.org
- Ryan Lamb, Desert Community College District, (760) 776-7219, rlamb@collegeofthedesert.edu



# Christopher Brizuela

## PLANNER



Mr. Brizuela joined MSA's Planning Department after contract work with the Engineering and Planning Departments of the City of Hemet. His previous experience includes work for the Cities of Temecula and Perris. As Planner for MSA, he works closely with clients and Project Managers to ensure a timely submittal and quality entitlement process, while also managing sub-consultant and agency interactions. His other responsibilities include specific plan writing, CEQA document research, and preparing GIS exhibits for presentations and senior staff. Having worked in the public sector for multiple municipal agencies, he understands the

importance of a close working relationship between local government, developers, and the public. Mr. Brizuela's work in the public sector includes counter assistance, field work, grant writing, staff report and ordinance writing, participation in development review committees, and presenting at commission and council meetings. With his firm understanding of city government, land use policies, and general plan and zoning regulations, Mr. Brizuela produces quality reports, plans, and exhibits that are both communicative and effective.

### EDUCATION

- Economics - University of California, Los Angeles, CA (UCLA)

### AFFILIATIONS

- American Planners Association (APA)
- Association of Environmental Professionals (AEP)

## RELEVANT EXPERIENCE

### City of Indian Wells; Indian Wells, CA – Municipal Staff Support Services

Reviewed and processed applications for residential and commercial projects (resort hotel, single family homes, general plan/zoning map amendment, zone text amendment, etc.). Prepared GIS updates to City's General Plan and Zoning maps. Issued permits for various planning requests (Temporary use and event permits, etc.). Provided Zoning and General Plan research for complex planning projects. Drafted staff reports and resolutions for various projects, presented to Planning Commission and Architectural Review Board.

### City of Desert Hot Springs; Desert Hot Springs, CA – Municipal Staff Support Services

Assisted with staff report and ordinance writing. Provided coordination and drafted documents for CEQA notifications, determinations, and filings.

### City of Hemet; Hemet, CA – Contract Planner – Planning Department

Serviced planning counter, assisted public with zoning information and inquiries, issued permits, and answered phone calls. Reviewed applications for residential, commercial, and industrial developments. Assisted with advanced planning projects including the City's Zoning Consistency Update Plan. Participated in the City's Development Review Committee for various planning projects. Drafted staff reports, amendments, resolutions, and ordinances to facilitate the Community Development Department's objectives. Rewrote and assisted with various zoning ordinance amendments.

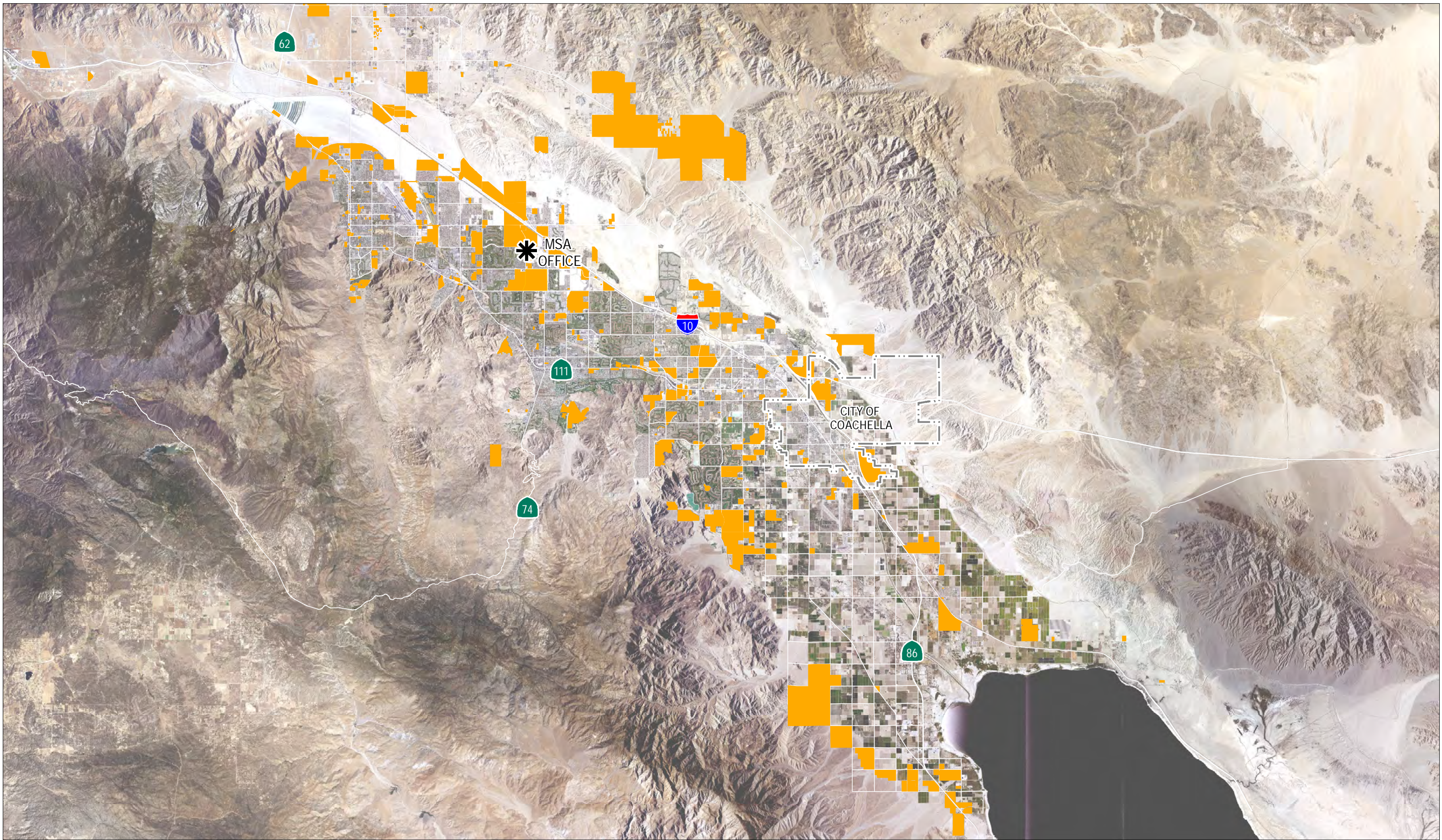
### City of Hemet – Contract Work - Engineering Department

Assisted with grant writing on SB 821 and ATP Grants. Assisted with drafting agendas, staff reports, and resolutions for principal engineer. Conducted extensive research and collected statistical data to help create Cartegraph database for the City's Public Works department. Provided general engineering information to public and clients, managed park reservations, and conducted field work.

## REFERENCES

- Jon Berg, City of Indian Wells, (760) 346-2489, jberg@indianwells.com
- Rebecca Deming, City of Desert Hot Springs, (760) 329-6411 x 240, rdeming@cityofdhs.org
- HP Kang, City of Hemet, (951) 765-2456, hkang@cityofhemet.org





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DATE: 7/6/2020

DATA SOURCES: RIVERSIDE COUNTY  
IT-GIS (APRIL 2020), USGS, ESRI

## MSA PROJECTS



**MSA CONSULTING, INC.**  
› PLANNING › CIVIL ENGINEERING › LAND SURVEYING









## Coral Mountain Apartments

### City of La Quinta

MSA Consulting, Inc. provided Civil Engineering services for the 22-acre, affordable housing community located directly south of Highway 111 just east of Dune Palms Road in the City of La Quinta. Comprised of residential units and a commercial component, the Coral Mountain community serves both the housing needs of low income residents, as well as providing commercial opportunities to facilitate the needs of La Quinta shoppers.

Preliminary services for the entire project included utility research and coordination, pre-design survey, utility research, hydrology and grading along with a drainage review of the residential site plan and a preliminary WQMP based on the NPDES-MS4-Whitewater Region Storm Water Management Plan. Final design engineering and environmental services were provided for the Multi-Family Residential portion to include preparation and processing of all channel permitting, final Water Quality Management Plan, Storm Water Prevention Pollution Plan, and Fugitive Dust Control Plan. MSA also provided onsite and offsite Construction Staking, SWPPP Monitoring services, and utility coordination for the storm drain line through the adjacent Desert Sands Unified School District property.

La Quinta, CA  
Total Project Cost \$34 million  
200 Units  
137,000 GSF  
22 Acre Site  
New Construction  
Affordable Housing  
Completed 2014