

PLACEWORKS PROPOSED SCOPE FOR CUPERTINO OBJECTIVE DESIGN STANDARDS

This document describes the scope of services to be completed by PlaceWorks to produce Objective Design Standards for the City of Cupertino. We are flexible regarding the tasks and recognize that it may be necessary to alter the scope as the project progresses per your direction to ensure the successful completion of the project.

Task A. Project Kick-Off and Management

PlaceWorks will prepare for and attend a virtual kick-off meeting with City staff to initiate the Objective Design Standards project. Agenda items will include:

- Project goals, expectations, and process
- Review scope, schedule, and budget
- Confirm management and communication protocols

This task also covers ongoing project management responsibilities, including regular and collaborative discussions with Planning staff, internal team coordination, invoice review and submittal, budget tracking, organizing meetings, tracking project progress, project scheduling, and identifying forthcoming issues and deadlines.

Task A deliverables

- Summary notes from all PlaceWorks/City staff meetings

Task B. Document Review and Issue Identification

The PlaceWorks team will evaluate existing City design guidelines and other relevant City documents to fully understand the City's approach to multifamily and mixed-use housing design. We will record design themes and priorities in order to capture Cupertino's design approach to the highest degree possible. We will review and assess each of the following:

- City staff summary of issues, including townhome and mixed-use development
- Cupertino General Plan
- Cupertino Municipal Code, Title 19 – Zoning
- Specific Plans
 - Heart of the City (2014)
 - South Vallco (2008)
 - Monte Vista (1978, including Design Guidelines)
- Concept Plans
 - South Vallco Connectivity (2014)
 - South De Anza Boulevard (1985)

- South Saratoga Sunnyvale Road (1981)
- North De Anza Boulevard (1976)

Any potential conflicts between these documents and objective design standards will be recorded in an Issue Identification Memo and then addressed in Task F, Administrative Draft Standards. City staff will provide comments on a draft of the memo, and then a final version will be produced.

In addition, PlaceWorks will facilitate a discussion with City staff to establish needs and potential approaches to developing landscape design standards. We will discuss:

- the extent of detail desired by the City;
- the type of information to be included; and
- target areas.

Task B deliverables

- Draft and Final Issue Identification Memo (including a summary of the need for objective design standards)

Task C. Community Meeting

PlaceWorks will work with City staff to host a public community meeting for the Objective Design Standards project. The meeting will consist of an in-person open house and a 2-hour online complement.

The goals of the public meeting will be to educate community members about objective design standards and the project, and to solicit input on multifamily housing and mixed-use design preferences. To accomplish this, the meeting is proposed as follows:

- ODS Overview. PlaceWorks, working with City staff, will provide an overview of the project and present background and goals of Objective Design Standards for the City.
- ODS Insights and Process. We will build from public input obtained to date through the 6th Cycle Housing Element update and use examples of built projects to highlight:
 - definitions and examples of objective standards;
 - the connection between objective standards and State housing law;
 - the objective standards development process; and
 - that objective standards can both ensure compliance with recent legislation and produce high quality design and amenities.

Potential approaches to the open house include asking participants to rank existing development projects to collect quantifiable feedback regarding overall aesthetic and specific design components, and/or separating design preference discussions by target areas of the City.

PlaceWorks will prepare noticing materials, meeting presentation, and content for the meeting, as well as a summary of community input. We will work with City staff to identify translation and logistical needs and plan for translation of materials and live translation, as needed. We will also set up and launch the online complements.

Task C deliverables

- Draft and final materials and summary memo for the community meeting

Task D. Stakeholder Engagement

PlaceWorks will work with City staff to facilitate two 2-hour virtual meetings with two sets of interest groups potentially impacted by objective multifamily design standards and the effects on housing review and approval. PlaceWorks assumes that City staff will select the list of developers and stakeholders to reach out to. PlaceWorks will help prepare meeting materials, assist in the conversations, and capture discussion points in notes. Potential stakeholders could include:

- Local Developers and Housing Advocates. Following City staff approval, PlaceWorks will assist in engaging the local development community in a conversation about potential impacts to housing project feasibility and implementation. We will record concerns, relevant experiences, and specific examples of project implementation following adoption of objective standards.
- Designers and Architects. Following City staff approval, PlaceWorks will assist in engaging local architects and designers to assess concerns and collect input regarding the relationship of objective standards and design feasibility.

Task D deliverables

- Draft and final materials and summary memos for stakeholder meetings

Task E. Planning Commission and City Council Study Sessions

PlaceWorks will work with City staff to facilitate Planning Commission and City Council Study Sessions in which we present the major themes, opportunities, and critical issues resulting from community input to date. We will present a series of potential approaches for discussion and solicit feedback and direction from City officials. This feedback will be integrated into Task F, Administrative Draft Standards.

Task E deliverables

- Draft and final Commission and Council Study Session meeting materials and summaries

Task F. Administrative Draft Standards

The PlaceWorks team will produce Administrative Draft Objective Design Standards for multifamily and mixed-use development and landscape design, including explanatory narratives, conceptual diagrams, elevations, plans, sections, axonometric views, and other illustration formats that will best communicate the standards for users and City development reviewers.

We will submit the Administrative Draft Objective Design Standards to City staff and will incorporate one round of consolidated comments after review is complete.

Task F deliverables

- Draft Standards Outline
- Administrative Draft Citywide Objective Design Standards

Task G. City Staff Survey

PlaceWorks will develop an electronic survey of City staff to be paired with the Administrative Draft Standards. The survey will be used to assess how well the draft standards integrate into existing city regulations and the functionality of the standards. We will work with the City to identify recipients across multiple departments, including:

- Planning
- Building
- Housing
- Code Enforcement
- Public Works
- Environmental Services

The survey will be concise and targeted, with questions regarding, but not limited to:

- The value of introductory and background information
- The clarity of the ministerial design review process
- Identification of important design topics that aren't covered by the standards
- Identification of standards that conflict, or are redundant with, other city regulations.

Task G deliverables

- Draft e-survey
- Final e-survey
- Survey summary memo and recommended draft ODS revisions

Task H. Public Draft Standards

PlaceWorks will incorporate City comments and revisions to the Administrative Draft document and results of the staff survey to produce the Public Draft Objective Design Standards. This draft will be made available for review by the Cupertino community prior to the Planning Commission and City Council review.

Task G deliverable

- Public Drafts of Objective and Landscape Design Standards

Task I. Hearings and Final Standards

PlaceWorks staff will attend a Planning Commission meeting to present the Public Draft Objective Design Standards and solicit feedback and direction for finalizing the Standards. PlaceWorks will prepare a presentation of the shift from subjective to objective Standards for a series of major design components. We will develop other meeting materials and submit a Summary Memo of feedback received.

PlaceWorks will incorporate Planning Commission direction into Final Objective and Landscape Design Standards and present those to the City Council and identify and seek Council approval for any actions needed to achieve consistency with Title 19 of the municipal code and/or the General Plan. The PlaceWorks team will then make any Council-directed changes necessary to publish the final adopted Objective Design Standards.

Task H deliverables

- Planning Commission materials and summary
- Council materials
- Final Objective Design Standards

PlaceWorks

City of Cupertino Objective Design Guidelines for Housing Development

COST PROPOSAL

		PLACEWORKS								Task Hours	2% Markup for Office Expenses	Task Total
		Charlie Knox	Greg Goodfellow	Bruce Brubaker	Sara Sutton	Erina Shimanuki	Erika Lindstrom	Spence Koehler				
		Principal-In-Charge \$275	Project Manager \$220	Design Advisor \$265	Landscape Advisor \$250	Urban Designer \$155	Associate \$185	Landscape Designer \$155	GRAPHICS / EDITING \$140			
Hourly Rate												
PROJECT TASKS												
A	Project Kick-Off and Management	16	40			8	16	4		84	\$360	\$18,380
B	Document Review and Issue Identification	4	24	4	4	24	8	8		76	\$298	\$15,178
C	Community Meetings	4	12			14	14	6		50	\$189	\$9,619
D	Stakeholder Engagement	8	16			16	16			56	\$223	\$11,383
E	Planning Commission and City Council Study Sessions	16	16				16			48	\$218	\$11,098
F	Administrative Draft Standards	16	48	2	2	56	56	56	16	252	\$919	\$46,869
H	City Staff Survey	6	12			8	6		2	34	\$138	\$7,058
I	Public Draft Standards	16	24	2	2	40	40	24	16	164	\$605	\$30,875
J	Hearings and Final Standards	16	16			8	8	8	8	64	\$260	\$13,260
Total Hours		102	208	8	8	174	180	106	42	828		
Total		\$28,050	\$45,760	\$2,120	\$2,000	\$26,970	\$33,300	\$16,430	\$5,880		\$3,210	\$163,720
EXPENSES												
Travel												\$800
GRAND TOTAL												\$164,520

Tasks	Time	April 2024			May 2024			June 2024			July 2024			August 2024			September 2024			October 2024			November 2024								
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
A. Project Kick-Off and Management	ongoing	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
B. Document Review and Issue Identification	3 weeks	█	█	▨																											
C. Community Meeting	5 weeks				█	█	█	█	█	█	█																				
D. Stakeholder Engagement	5 weeks						█	█	█	█	█	█	█	█	█																
E. Planning Commission and City Council Study Sessions	5 weeks											█	█	█	█	█															
F. Administrative Draft Standards	12 weeks																														
G. City Staff Survey	3 weeks																														
H. Public Draft Standards	4 weeks																														
I. Hearings and Final Standards	4 weeks																														

Legend

- PlaceWorks Team
- City Review Period
- Public Review Period
- Public Hearing/Meeting

