



**CITY OF NEWPORT BEACH
COMMUNITY DEVELOPMENT DEPARTMENT**

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Memorandum

To: Planning Commissioners
From: Brenda Wisneski, AICP, Deputy Community Development Director
Ben Zdeba, AICP, Associate Planner
Date: February 18, 2015
Re: Item #5 West Newport Mesa Streetscape Master Plan –
Project Introduction

In January 2016, the City kicked-off the development of a West Newport Mesa Streetscape Plan which is intended to unify the many diverse elements of this community through sidewalks, parkways and landscape improvements that encourage pedestrian and bicycle use and enhance the aesthetics of the public realm. A map of the area is provided on page 2 of this memo.

The objective of this initial discussion with the Planning Commission is as follows:

1. Introduce project scope of work and schedule
2. Summarize feedback from stakeholders and Feb. 9th public workshop (flyer is attached).
3. Obtain input from Planning Commission on the vision for the area.
4. Review next steps.

The need for the streetscape plan was identified in 2015, when the City Council created a Height Overlay Zone for the residential area within the West Newport Mesa neighborhood which allows residential development additional building height in exchange for increased building setbacks from the street. The increased setbacks create the opportunity to augment the public realm. The need to create a unified Development of a streetscape master plan was identified as the best method to direct private improvements, as well as potential investment from the City.

This Master Plan implements the following General Plan Policy which is specific to West Newport Mesa:

LU 6.6.4 Livable Residential Neighborhood

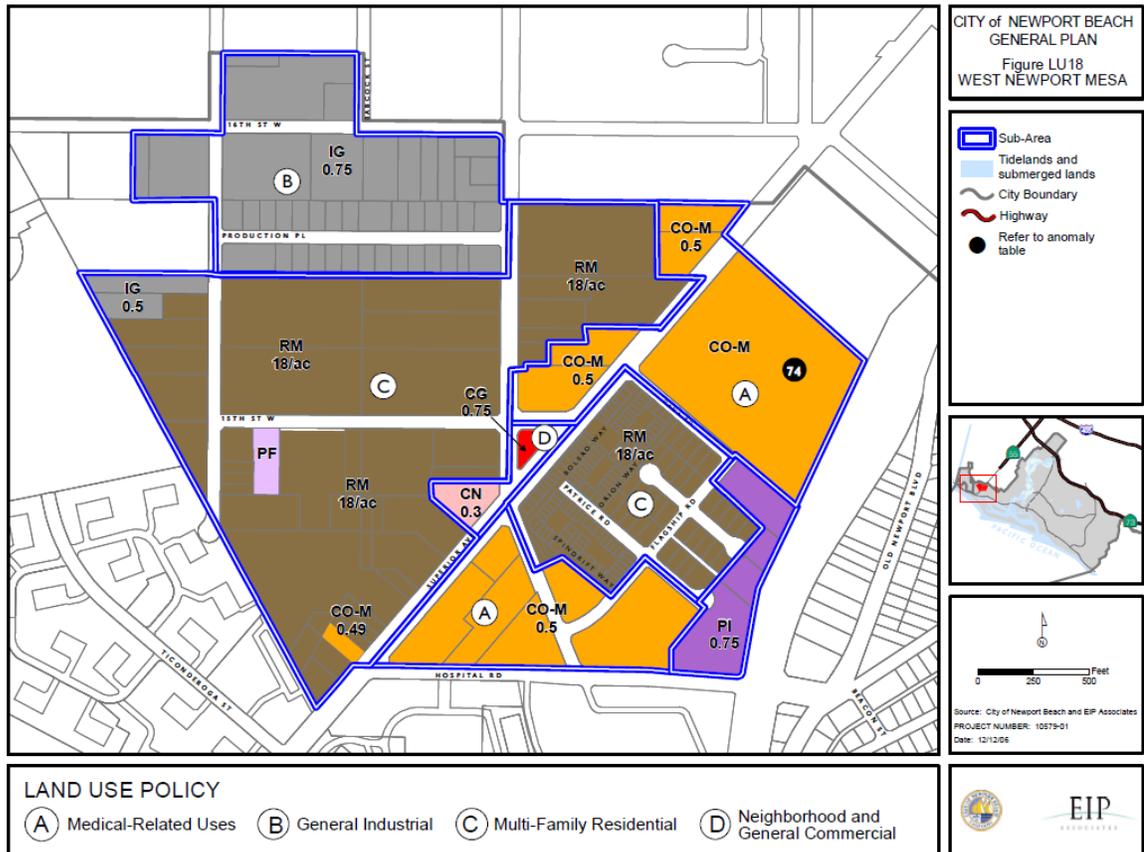
Work with property owners and encourage the preparation of a master plan for the residential neighborhood defining park and streetscape improvements that provide amenity for local residents and enhance the area's identity.

Scope of Work

Following a competitive request for proposal (RFP) process, the City retained RRM Design Group to develop the streetscape plan for West Newport Mesa. The detailed scope and schedule are attached (Attachment 1). The program offers an extensive public outreach program which includes three public workshops, stakeholder interviews, and briefings with the Planning Commission.

A recommendation from the Planning Commission will be sought prior to the master plan being considered the City Council.

Exhibit 1 Project Area



Attachment 1 RRM Design Scope of Work and Schedule
Attachment 2 Public Work Flyer



EXHIBIT A

PROPOSED SCOPE OF SERVICES

TASK A: PROJECT INITIATION

Task A.1: Data Collection/Existing Conditions

RRM will review all data that is relevant to the area (to be provided by the City), including mapping information, previous engineering studies, OC County data, available traffic studies for streets in the Project Area, underground and/or overhead public utility maps, standard City details and specifications, etc. Our design team will review this data to gain an understanding of the project area's opportunities and constraints this data will be useful in identifying the physical, jurisdictional, and land use constraints of the streetscape sites and will play a critical role in assessing all aspects of the streetscape's design.

Deliverables:

- *Review and gather data as described above*

Task A.2: Kickoff Meeting and Site Tour

The RRM team will prepare for and conduct an initial kick-off meeting and site tour with City staff. This task will include the following:

- Obtain client-supplied maps, documents, and related information
- Review of project objectives, scope of work, and project timeline
- Identification of key project contacts and information exchange
- Height overlay information
- Identification of potential stakeholder interviewees
- Discussion of general problems, hot spots, and issues to be focused on during the project
- Identification of optimal working relationship in terms of receipt and review of materials, turnaround times, etc.
- Discussion of public outreach strategy
- Discussion of product format, organization, and graphic quality
- Field tour of the project area with staff



Deliverables:

- *Pre-meeting list of data needs*
- *Prepare for and attend kick-off meeting and field walk*

Task A.3: Mapping/Opportunities and Constraints

RRM will assess the street right-of-way and the area's physical characteristics to build the basis of an Opportunities and Constraints Map. We will provide a written assessment of certain items and features that require more detailed information in addition to plan symbols. This task will also include a look at potential siting opportunities for the West Newport Community Center.

Deliverables:

- *One (1) electronic and one (1) hard copy of the Opportunities and Constraints Exhibit*

Task A.4: Stakeholder Interviews

RRM and Graphic Solutions will engage the stakeholders in a collaborative and interactive working session. The purpose of the meeting will be to solicit input from the businesses, college and hospital campuses, Pacific Christian High School, utility agencies, City departments (including City Public Works and Maintenance staff), and residential association representatives related to the goals of the project, the vision for the future of West Mesa, and discussing streetscape and wayfinding ideas. RRM will facilitate one day of back-to-back meetings.

Deliverables:

- *Prepare meeting agenda, materials, and facilitate the meeting*
- *City staff will be responsible for meeting logistics, and notification*

TASK B: MASTER PLAN DESIGN AND OUTREACH

Task B.1: Meeting No. 1 - Visioning, Issue Identification

RRM and Graphic Solutions will engage the community in a collaborative and interactive working session. The purpose of the meeting will be to gain an understanding of project goals, the vision for the future of West Mesa, and to discuss streetscape and wayfinding ideas and multi-modal upgrades to the street network.

Deliverables:

- *Prepare meeting agenda, materials, and facilitate the meeting*
- *City staff will be responsible for meeting logistics, notification, microphones, refreshments, and advertisement*



Task B.2: Conceptual Streetscape Master Plan

RRM will develop Conceptual Streetscape Design Plans for Placentia Avenue, Superior Avenue, Flagship Road, Production Place, Superior Avenue, 15th and 16th Street. The plans will clearly locate and illustrate such things as sidewalk uniformity, seating areas, bike facilities, parking and lane configuration concepts, landscaping, street trees, wayfinding sign and monument sign elements, traffic calming measures, and pedestrian crossing enhancement opportunities. The layout will be communicated through plan graphics, along with a loose perspective character sketch for each concept option to help communicate the “Character” of the overall street experience. The vantage points of each of the perspective sketches will be selected by RRM to best represent the design variations. RRM and Graphic Solutions will explore the most creative design solutions to ensure the streetscape design is innovative, sound, and incorporates the planned changes to potential building heights and new setbacks. The West Newport Community Center site will be included with a few alternatives in the concept level. RRM will also coordinate with Graphic Solutions to include the proposed wayfinding signs and monuments, public parking signs, and other elements of the sign program into the streetscape master plan elements.

Deliverables:

- *One (1) plan view and one (1) typical street sections for 7 streets*
- *One (1) perspective for Placentia Street*
- *One (1) perspective for Superior Avenue*
- *One (1) set of wayfinding and signage concepts*

Task B.3: Meeting No. 2 – Concept Review

RRM will facilitate a second meeting with the community to present and gather feedback on preliminary streetscape, multi-modal, and wayfinding design concepts. Participants will be asked to provide close grained feedback on initial concepts and alternatives.

Deliverables:

- *Prepare meeting agenda, materials, and facilitate the meeting*
- *City staff will be responsible for meeting logistics, notification, microphones, refreshments, and advertisement*



Task B.4: Streetscape Master Plan Refinement

With refinement ideas incorporated, and design direction from City staff, RRM will prepare the refined Streetscape Concept Design Plans. The plans will “polish” the rough concepts and ideas developed in Task B.2. Refined concepts will be communicated through plan graphics, street sections, and two (2) perspective character sketches to clearly illustrate the streetscape design from a pedestrian’s point of view. Street furnishings, street trees, shrubs, wayfinding and monument sign elements, sidewalks, and other streetscape and active transportation improvement elements will be included in the exhibits.

Deliverable Products:

- *Refinements to plans and sketches from Task B.2. We ask that the City provide one (1) consolidated marked-up, redline version of all comments.*

Task B.5: Meeting No. 3 – Concept Refinement

RRM will facilitate a third meeting with the community to present the refined streetscape and wayfinding design concepts. This meeting will be setup as more of an informational open house showing the results of the stakeholder and community guided improvement designs.

Deliverables:

- *Prepare meeting agenda, materials, and facilitate the open house meeting*
- *City staff will be responsible for meeting logistics, notification, microphones, refreshments, and advertisement*

Task B.6: Final Master Plan and Cost Estimates

RRM will prepare the Final Streetscape Master Plans, along with cost estimate refinements in preparation for presentation to the Planning Commission. RRM will prepare the final master plan graphic, which will finalize the sketches prepared in Task B.4. Cost estimates will be provided for Placentia Avenue, Superior Avenue, Flagship Road, Production Place, Superior Avenue, 15th and 16th Street. Materials will be consolidated into a document that will summarize the process, recommendations, improvements, order of magnitude costs, and phasing.

Deliverable Products:

- *One (1) color Final Master Plan graphic including any refinements resulting from Meeting #3*
- *Order of magnitude cost estimates*
- *Master Plan document, one (1) electronic and one (1) hard copy, and one (1) set of revisions. We ask that the City provide one (1) consolidated marked-up, redline version of all comments.*



Task B.7: Phasing Plan and Cost Estimates

RRM will prepare the project phasing plan using the final design elements and cost estimates. The phased projects will be outlined to best prioritize capital improvement projects and applicable grant-funding programs for multi-modal transportation, healthy communities, and urban runoff-related categories. RRM will work with City staff to determine cost phasing breakout.

Deliverable Products:

- *One (1) phasing and implementation plan exhibit and memorandum. Phasing plan and cost estimates will be included into the Master Plan document.*

Task B.8: Visual Sim Sketches

RRM will generate a three-dimensional computer model of the concept streetscape plan for Placentia and Superior Avenues. RRM will use an existing photograph of the area and superimpose proposed streetscape improvements in greater detail to illustrate the post-construction conditions.

Deliverables:

- *One (1) draft of two (2) visual simulations illustrating before-and-after conditions. We ask that the City provide one (1) consolidated marked-up, redline version of all comments.*
- *One (1) final submittal*

TASK C: PROJECT MANAGEMENT

Task C.1: Project Management and Coordination

Throughout the project, RRM will need to coordinate with City staff, various departments, subconsultants, and interest groups. This task is intended to allow for necessary coordination between the project team members and City staff including teleconferences meetings, correspondence, record keeping, electronic file management, and additional necessary coordination.

Deliverables:

- *Ongoing project coordination and management throughout Master Plan process, as described above. This assumes an average of two (2) hour per week for seven (7) months*



Task C.1: Project Design Team Meetings

RRM's project manager will prepare for and facilitate up to four (4) project design team meetings with the client team during the design phase of the project. These meetings will provide an opportunity to collectively review, discuss, and clarify any design issues so that work may proceed in an efficient manner. For efficiency in time and cost, we will coordinate design team meetings to be held on the same day as Planning Commission updates or other presentations and project specific meetings. Additional or impromptu meetings can be coordinated on conference calls as needed or as follow-up on pressing issues.

Deliverables:

- *Prepare and attend up to four (4) design team meetings with the City*

Task C.3: Planning Commission Updates

RRM will work with City staff to prepare for and present the Streetscape Master Plan updates to the Planning Commission for their review and the eventual recommendation to City Council. RRM will develop a power point and/or other presentation support media/graphics as determined appropriate by the City/RRM team.

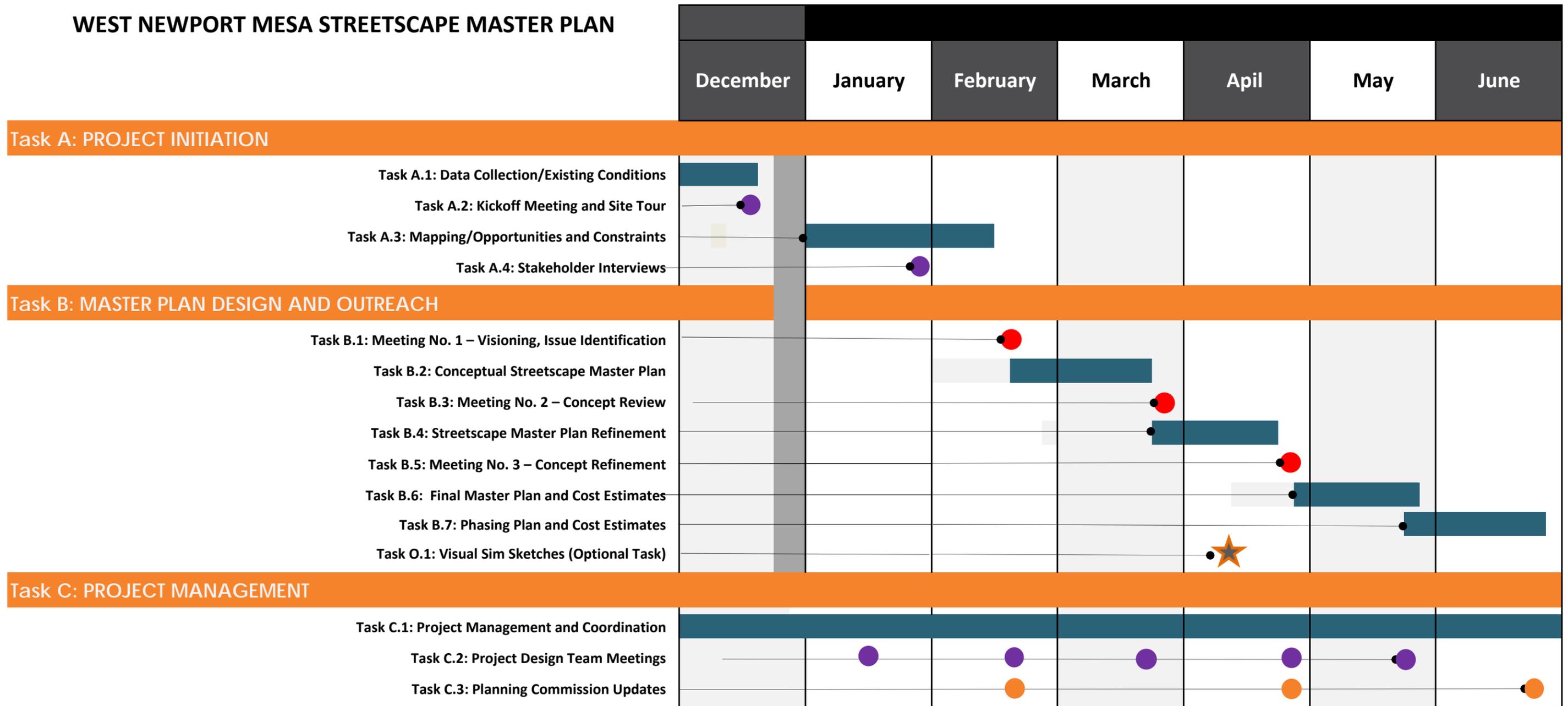
Deliverables:

- *Prepare for and present up to three (3) project updates to Planning Commission*
- *Support media/graphics*

Reimbursable Expenses

Incidental expenses incurred by RRM Design Group, or any subconsultant it may hire to perform services for this project, are reimbursed by the client at actual cost plus 10% to cover its overhead and/or administrative expenses. Reimbursable expenses include, but are not limited to, reproduction costs, postage, shipping and handling of drawings and documents, long-distance communications, fees paid to authorities having jurisdiction over the project, the expense of any additional insurance requested by client in excess of that normally carried by RRM Design Group or its subconsultants, travel expenses (transportation/automobile/lodging/meals), renderings and models. Reimbursable automobile travel mileage will be billed at the current IRS business standard mileage rate.

WEST NEWPORT MESA STREETSCAPE MASTER PLAN





The City needs to hear from you....

What do your neighborhood streets need?
Sidewalk and/or bike lane connections? Wider sidewalks? Improved landscaping? Additional lighting? Street furniture? Signage? What else?



Please share your ideas at a **PUBLIC WORKSHOP** for the
West Newport Mesa Streetscape Master Plan
881 West 15th Street (Pacifica High School/West Newport Community Center)
Wednesday, February 17, 2016 @ 5:30 p.m.

For questions, please contact Ben Zdeba, Associate Planner at 949/644-3253 or bzdeba@newportbeachca.gov