City of Encinitas

October 5, 2015

Lee D. Einsweiler
Principal
1200 East 11th Street #107
Austin, Texas 78702
(512) 478-2200

SUBJECT: Housing Element Update – Work Project # WC14B, Contract Amendment No. 1

Dear Mr. Einsweiler,

Upon signature and return, this correspondence will serve as an amendment to the original contract, executed on February 6, 2015, between the City of Encinitas and Code Studio, Inc., regarding professional services to assist in the development of a Housing Plan update.

This amendment provides for additional services, as itemized in Attachment A, dated September 28, 2015, to include the creation of workshop posters and informational graphics to be utilized at the Community Dialogue Session events. These services are estimated to cost approximately $15,400. This amendment also covers travel-related expenses for one work session for the consultant team in the City of Encinitas. Travel-related expenses will be reimbursed in accordance with Section 3.2 of the original, February 6, 2015 contract, in a not to exceed amount of $3,700.

This amendment will increase the contract budget of $49,990 in an amount not to exceed $19,100 for a total authorized contract budget of $69,090.00. The amended scope of services and fee detail is included as Attachment A.

Please indicate your acceptance of this amendment by signing where indicated below, and returning the original to my attention. This amendment does not change the terms and conditions of the original agreement. If you have any questions, please feel free to contact me at (760) 943-2101.

Sincerely,

MDS

Mike Strong
Senior Planner

CODE STUDIO
~~MJE Marketing Services~~

By _____
Lee D. Einsweiler
Principal

City of Encinitas

By _____
Karen P. Brust
City Manager

ADDITIONAL TASKS FOR PUBLIC OUTREACH POSTERS
Scope Submitted by Winter & Company
September 28, 2015

General Information:

- Posters to be produced in Adobe InDesign CC2015
- Some imagery/graphics may be requested of staff
- Posters to be printed by staff
- Draft posters to be complete by **October 19, 2015**
- City comments to be complete by **October 23, 2015**
- Final posters to be complete by **October 30, 2015**

TASK 1: CREATE POSTER BASE

- Create poster base for this outreach process.
- Amend existing outreach posters, with similar styles/color/etc. but differentiate as new public outreach process.
    - Flip colors (orange and teal);
    - "Community Dialogue Sessions – PART 2" – to reinforce that this is a continued process, not starting over…
- Produce "base" posters for all stations – different titles, etc.

TASK 2: DEVELOP DRAFT POSTERS

Station 1 Posters – "PROCESS"

- Poster 1A – WHY WE NEED TO PLAN FOR FUTURE HOUSING
    - This poster will amend old Poster 1A to reiterate WHY we have to plan for future housing:
        - Population is changing
        - It protects our quality of life
        - Tax dollars are saved
        - It's the law
- Poster 1B – HOW WE PREPARE FOR ACCOMMODATING FUTURE HOUSING
    - #1 – select land based on best community design and planning principles.
        - Reiterate the "factors for considering housing location" and the Framework Map (old poster 1C and 1D)
    - #2 – Identify potential future housing sites.
        - Show the map with ALL possible sites; highlight that this land only represents 2% of all city land, etc.
    - #3 – Allow these sites to accommodate appropriate uses and density.
        - In order for these sites to be "buildable" and for the city to get appropriate housing credits from RHNA, we have to allow these sites to accommodate the appropriate uses and density via new zoning.
        - This is why you are here today – to learn about the city's implementation process and commitment to high design quality for new projects.

- The bottom of this poster will include a timeline from the Restart effort beginning to where we are now. Approximately August 2014 (?) to November 2015.

Station 2 Posters – "STRATEGY"

- Poster 2A – THE CONTENT THAT INFORMED THE PROCESS
  - This poster will reiterate the content developed for the prior public outreach process. It will summarize:
    - Community Character (reuse station 2 city-wide map and matrix information)
    - Housing Prototypes (reuse station 3 overview poster – just thumbnail images and titles, not programs or example imagery)
    - Neighborhood Prototypes (similar presentation as housing prototypes with thumbnail of aerial and title, reusing graphics from station 4)
- Poster 2A – HOW THE COMMUNITY GUIDED THE FINAL STRATEGY
  - This poster will elaborate on the importance community engagement has played in the Housing Element Update process. It will explain the e-Town Hall website, prior workshop process, how long the process lasted, how it was advertised, etc. Visuals will include:
    - Snapshots from the online tool process
    - Pictures from public workshops
    - Pictures of advertising the process (highway sign, etc.)
    - Display # of participants/people engaged, etc.
  - It will also summarize "key themes" that emerged from the prior outreach process
    - Word clouds of individual community context descriptors
    - Key themes summarization as developed by staff
- Poster 2C – THREE DRAFT STRATEGIES
  - This poster will show the three draft map strategies being considered.
  - This poster will visually link back to Poster 2B (and 2A) to show the important link between final strategies and the outreach process…i.e. the community helped develop these!!!

Station 3 Posters – "IMPLEMENTATION"

- Poster 3A – WHAT IS ZONING?
  - What does zoning do? (to my property, to my city) – use text write-up from Mike.
  - What is a floating zone? This includes a new diagram to describe the floating zone and how it works and how it is administered.
  - Why is this necessary?
    - To meet RHNA numbers
    - To allow mix of uses
    - Etc.
- Poster 3B –WHAT DOES IT REGULATE?
  - This poster will include the Neighborhood Center aerial highlighting WHAT in a new development such as this the zoning would regulate:
    - Density
    - Open Space
    - Build-To Range/Setbacks
    - Parking

        - Building Height and Articulation
        - Transparency, Access, etc.
        - Uses
        - Etc. etc.
    - This poster will weave in "key terms" and use imagery from the new zoning code in "measurements and exceptions" chapter.
    - This will also include a "process" flow chart to quickly describe the process and using the floating zone overlay.
- Poster 3C – HOW IS IT DIFFERENT THAN CURRENT REGULATIONS?
    - This poster will highlight the "big ideas" from the new floating zones:
        - Transitions
        - Context-sensitive standards
        - Use matrix
    - Terminology break-down:
        - R or X (purely residential or mixed use)
        - 30 (maximum density allowed)
        - M, N, or V (context)

Station 4 Posters – "QUALITY CONTROL"

- Poster 4A – LEVELS OF DESIGN QUALITY
    - This poster is the exploded axon showing the 5 different levels of design quality that the Design Guidelines help regulate:
        - City-wide – Design Principles
        - Community-wide – Community Character
        - Context-based – Design Context
        - Site-specific – Site Design
        - Building-specific – Building Design
- Poster 4B – WHAT IT REGULATES?
    - This poster will include the aerial of the Neighborhood Center prototype and explain with "call-outs" what the Design Guidelines would regulate in a development such as this, and how they differ from the code.
    - Like the zoning "what it regulates?" poster, this will also include more detailed information where appropriate. In some cases, we might blow up a specific design guideline.
    - This will also include a "process" flow chart to quickly describe the process and how DGs are administered.
- Poster 4C – TABLE OF CONTENTS
    - This poster will include an enlarged Table of Contents of the document with a two-page spread from each chapter to show what the document will look like, as well as how it functions.

Station 5 Posters "NEXT STEPS"

- Poster 5A – TOWARD A NEW HOUSING ELEMENT
    - This poster will take off from the previous (station 1) timeline and project until November 2016.
    - It will also tell people how to get involved and stay updated on the process, etc.

TASK 3: REFINE POSTERS AND FINAL DELIVERY

- This task will include making refinements to the draft posters once receive staff comments.
- Deliver final posters by October 30, 2015

ADDITIONAL TASKS FOR CODE GRAPHICS
Scope Submitted by Winter & Company
September 28, 2015

TASK 1: CREATE GRAPHICS TO EXPLAIN TRANSITION AREA OPTIONS

- #1 – Narrow Lot Condition
  - Section showing "main street" type development at street edge, and transition options for this context, when it abuts SF zone, such as:
    - Wall/fence + landscaping
    - Landscaped buffer
    - Landscaped driveway/parking area
    - Maximum building height within X feet of SF zone property line.
- #2 – Large Lot Condition
  - Section showing "neighborhood center" type development with various building types on one site, and transition options for this context, when it abuts SF zone, such as:
    - Maximum building height within X feet of SF zone property line.
    - Landscaped buffer
    - Appropriate lower-scaled land uses/housing types
- #3 – Topography Condition
  - Section showing appropriate transitions when site has significant slope, such as:
    - Maximum two-story building, or no more than one-story above adjacent SF residential building (as measured from ground floor of SF residential building)
    - Show down-slope and up-slope condition to explain appropriately.

HOUSING ELEMENT UPDATE - COMMUNITY DIALOGUE SESSIONS PART 2
Fee for Poster Development
Winter & Company - September 28, 2015

Task #1 Create Poster Base

Personnel Fees	Rate	Hours	Amount
N. Winter	$175	0	$0
C. Bostic	$130	4	$520
C. Ball	$70	2	$140
Total Fees Task #1			**$660**

Task #2 Develop Draft Posters

Personnel Fees	Rate	Hours	Amount
N. Winter	$175	4	$700
C. Bostic	$130	36	$4,680
C. Ball	$70	24	$1,680
Total Fees Task #2			**$7,060**

Task #3 Refine Posters and Final Delivery

Personnel Fees	Rate	Hours	Amount
N. Winter	$175	4	$700
C. Bostic	$130	14	$1,820
C. Ball	$70	18	$1,260
Total Fees Task #3			**$3,780**

TOTALS

Personnel Fees	Rate	Hours	Amount
N. Winter	$175	8	$1,400
C. Bostic	$130	54	$7,020
C. Ball	$70	44	$3,080
Total Fees			**$11,500**

HOUSING ELEMENT UPDATE - CODE GRAPHICS ADDITIONAL SERVICE
Code Graphics Assistance
Winter & Company - September 28, 2015

Task #1 Create Graphics to Explain Transition Area Options

Personnel Fees	Rate	Hours	Amount
N. Winter	$175	4	$700
C. Bostic	$130	16	$2,080
C. Ball	$70	16	$1,120
Total Fees Task #1			**$3,900**

Michael Strong

From: Michael Strong
Sent: Wednesday, September 30, 2015 10:15 AM
To: Michael Strong
Subject: FW: September Trip: Expenses

From: Colin Scarff [mailto:colin@code-studio.com]
Sent: Tuesday, September 08, 2015 8:27 AM
To: Manjeet Ranu; Michael Strong
Cc: Lee D. Einsweiler; "Noré V. Winter"; Cheney Bostic
Subject: September Trip: Expenses

Manjeet/Michael

In order to save on costs, we budgeted trips to Encinitas to coincide with work we are doing in LA. Due to time constraints with this project, we need to schedule our final on-site working session in Sept. This does not coincide with a LA trip. Our next LA trip is in October. We therefore need to request **$3,700** to cover expenses for the Sept trip for both Winter and Company and Code Studio. A breakdown of the additional costs are listed below.

In looking back at the budget, we only budgeted 16 hours for each firm for this second trip with assumption that the trip was an added day onto an LA trip. Since this is a specific trip we are also short hours, there is no real way for Code Studio to make it to Encinitas and back in one day. Having said that, we said on the phone that all we need for the Sept trip was expense money so we are going to make it work with the hours budgeted, all we need is additional funding for expenses.

thanks,
Colin

Winter

Cheney ticket =		$300	
Nore's ticket =		$150	
Hotel rooms for 2 nights/2 people	$800		
Meals ($65/pp/pd)		$390	
Parking, mileage, etc.	$150		
Rental car		$100	
TOTAL			**$1,890**

Code Studio

Airfare ($500 x2)		$1,000
Hotel 2 nights 1 room	$400	
Meals ($65/pp/pd) 2 days	$260	
Parking, mileage, etc.	$50	

Rental car	$100	
TOTAL		**$1,810**