



CITY COUNCIL AGENDA REPORT

MEETING DATE: APRIL 5, 2005

ITEM NUMBER:

SUBJECT: FY 2004-2005 DEVELOPMENT SERVICES DEPARTMENT'S BUDGET - CONSULTING SERVICES ACCOUNT FOR WEST 19TH STREET MARKETING & RECRUITMENT PROGRAM

DATE: MARCH 18, 2005

FROM: DEVELOPMENT SERVICES DEPARTMENT

PRESENTATION BY: CLAIRE L. FLYNN, AICP, SENIOR PLANNER

FOR FURTHER INFORMATION CONTACT: CLAIRE L. FLYNN, (714) 754-5278

RECOMMENDED ACTION

The following actions by City Council are recommended:

1. Reaffirm direction excluding West 19th Street Marketing & Recruitment Program.
2. Approve reallocation of Planning Division consulting funds if West 19th Street Marketing & Recruiting Program is deleted from Westside Community Implementation Program by adoption of Budget Adjustment 05-067.

BACKGROUND:

In June 2005, Council adopted the Planning Division 2004-05 FY budget to include \$25,000 in the consulting services account. The consulting budget was targeted for two projects: (1) Westside Landscape Gateways, and (2) West 19th Street Marketing and Recruitment Program. These two Westside projects were proposed by Mayor Mansoor during development of the Westside Community Improvement Program approved in March, 2004.

ANALYSIS:

On March 15, 2005, City Council considered the Westside Revitalization Oversight Committee (WROC) Implement Plan. Three of the recommended implementation programs related to the creation of a business improvement district (BID) for the West 19th Street commercial corridor. At that time, Council directed staff to proceed immediately with implementation of some of the WROC recommendations, as modified by Councilmember Bever. The three BID programs were not included in that direction.

Since BID's are typically created to market a business district and to recruit new businesses to the district, staff is seeking direction from Council regarding the City-funded marketing and recruitment program appropriated this fiscal year. If exclusion of the three BID programs was an indication that Council does not wish to promote the marketing and recruitment efforts, staff would request the funds be reallocated to complete the Bristol Street Mixed-Use Committee's final work efforts.

The specifics of the reallocation are summarized as follows:

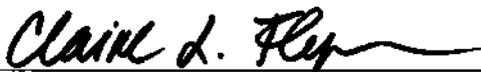
1. Landscape Gateways Plan can build upon landscaping efforts that are currently underway along W. 19th Street. Staff has determined that the landscape gateway plan can use existing work efforts related to the West 19th Street median improvement plans and previous work on City entry signs. Staff will develop a landscape gateway plan to include recommended sites and monument signage at major entry points in the Westside. The landscape gateway plan will feature: (a) consistent landscape palette as the West 19th Street medians/landscape parkways and (b) similar design of existing City monument signage.

Since the landscape gateway plan will incorporate previous planning work completed by Clark & Green Associates (landscape architects), staff estimates approximately \$5,000 in consulting assistance will be needed to prepare the final report graphics to support the staff plan and recommendations. This is an estimate only and may be slightly adjusted, but staff does not anticipate that the \$5,000 budget will be exceeded.

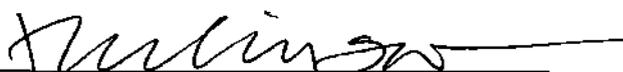
2. Mixed-Use Ordinance requires assistance by a professional architect. The majority of the Bristol Street Mixed-Use Committee's work has been completed without consultant assistance. However, as the draft ordinance is nearing its final stages of development, it has become clear that professional assistance from an architect would be critical to effectively illustrate potential mixed-use projects that could be developed under the new ordinance. Such exhibits would graphically communicate complex issues related to mixed-use zoning and eliminate much of the confusion/misconceptions related to the design/bulk/scale of mixed-use projects. The remaining balance of the consulting budget that is not expended by the Landscape Gateway Plan will be reallocated to a professional architect to help finalize the Bristol Street Mixed-Use Overlay work effort. These funds (estimated \$20,000) will be used for architectural graphic and design services to conceptualize the Committee's recommendations and make a concise, user-friendly presentation to City Council.
3. Mixed-Use Ordinance can also be applied to W. 19th Street Overlay Zone. The draft mixed-use ordinance will be a result of almost three years of work with the Mixed-Use Committee. The central framework of the draft ordinance can also be used in creation of a similar mixed-use overlay zone on W. 19th Street. These mixed-use development standards and live/work zoning regulations may be applied in comparable form to the Westside.

CONCLUSION:

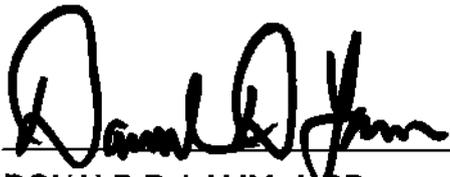
The reallocation of consulting services funds is not a request for additional funding. If City Council deletes the West 19th Street Marketing and Recruitment Program from the Westside Community Improvement Program, staff recommends that the Development Services Department's consultant budget of \$25,000 be reallocated between two projects: (1) Westside Landscape Gateways and (2) Bristol Street Mixed-Use Overlay Zone. Staff will determine the specific allocation of the consultant budget before the work effort is initiated, but the budget amount shall not exceed the total \$25,000 for both projects collectively. The reallocation of the consultant services budget will provide for a professional architect to assist the Bristol Street Mixed-Use Committee with communicating complex issues related to mixed-use zoning through architectural renderings and other professional quality graphics. These architectural exhibits will accompany the draft mixed-use ordinance when it is reviewed by City Council and Planning Commission.



CLAIRE L. FLYNN, AICP
Senior Planner



R. MICHAEL ROBINSON, AICP
Asst. Dev. Svs. Director



DONALD D. LAMM, AICP
Deputy City Mgr./Dev. Svs. Director

Attachment: Budget Adjustment 05-067

- cc: City Manager
- Assistant City Manager
- City Attorney
- Public Services Director
- City Clerk
- Staff (4)
- File (2)

File: 040505BudgetAdjust	Date: 031805	Time: 1030a.m.
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