

HERMOSA BEACH

ZONING AND SUBDIVISION ORDINANCE UPDATE

PROPOSAL FOR THE CITY OF HERMOSA BEACH

September 8, 2020

RFP 20-05



September 8, 2020

Ken Robertson, Community Development Director
City of Hermosa Beach, Community Development Department
1315 Valley Drive, Hermosa Beach, CA 90254

RE: ZONING AND SUBDIVISION ORDINANCE UPDATE

Dear Mr. Robertson,

Miller Planning Associates, together with RRM Design Group, is pleased to submit this proposal to the City of Hermosa Beach to undertake a comprehensive update of the Zoning and Subdivision Ordinances. This project interests us tremendously because of the opportunity to help the City create a more effective and user-friendly set of zoning regulations in accordance with PLAN Hermosa and consistent with State and federal law. Our team is uniquely suited to help the City accomplish its goals. We offer:

Zoning experience. Miller Planning Associates specializes in zoning and development codes, particularly preparing responsive, user-friendly development regulations that are easy to use and understand. We have worked in a wide array of diverse settings, including urban centers, small towns, coastal communities, and rural counties, giving the team a depth of understanding that allows us to focus quickly on solutions for various community objectives, whether the focus is to create vibrant, mixed-use centers, natural resource protection and agricultural preservation, or anything in between.

Coastal planning expertise. We are currently assisting the coastal communities of Goleta and Morro Bay on comprehensive zoning ordinance efforts. We have previously worked on Coastal Implementation Plans and Local Coastal Plans in numerous other communities, including Huntington Beach, Avila Beach, Pismo Beach, Santa Barbara, Cambria, San Simeon, and Princeton (San Mateo County). Our experience with best practice approaches enables us to focus quickly on viable options for Hermosa Beach.

Strength in developing comprehensive, user-friendly ordinances. We recognize that zoning and subdivision ordinances must be understandable to all interested persons and, with a minimum of reading, should provide clear answers to questions such as: "What regulations apply to this lot, or to this use?" All of our ordinances are drafted in a user-friendly format that consolidates similar provisions, with cross-references where needed, provides high-quality illustration of concepts, and easily interfaces with the web.

Architecture and urban design expertise. RRM's architectural and urban design practice brings a high level of design capacity to the project. Our team also has experience on all sides of the development process, from public sector development review to architects and designers building real projects. We understand how to write regulations that respond to local conditions and result in high quality design.

Consensus building and public outreach skills. We have proven expertise in making public participation successful, including through a variety of digital and remote participation methods, enabling broad community involvement in the process and buy-in to changes from the community, staff, and decision makers alike.

If selected, Martha Miller, AICP, will be the project manager and primary point of contact for the City. She has over 20 years of experience preparing and implementing zoning regulations as public agency staff and in the private sector. Martha's recent and ongoing experience includes comprehensive ordinance updates for the cities of West Sacramento, Goleta, and Morro Bay. All of these projects share an ultimate objective of producing a state-of-the-art, flexible, user-friendly ordinances to implement recently adopted General Plans.

Our team brings the experience and specialized knowledge needed to undertake thorough research and technical analysis, engage the community, collaborate effectively with City staff, and produce a clear, concise, user-friendly Zoning and Subdivision Ordinance that will stand the test of time. We look forward to this opportunity to continue our work with the City of Hermosa Beach.

Sincerely,

Martha Miller, AICP, Principal and Owner
Miller Planning Associates, a Sole Proprietorship
830 Venable Street; San Luis Obispo, CA 93405
martha@millerplanningassociates.com (626) 616-9303

**Martha Miller is the primary contact regarding the proposal and is authorized to represent and legally bind the firm.*

PROPOSAL FOR THE CITY OF HERMOSA BEACH
ZONING AND SUBDIVISION ORDINANCE UPDATE

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ABOUT MILLER PLANNING ASSOCIATES:

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FIRM PROFILE

Section

I



Our team brings the experience needed to effectively manage the Zoning and Subdivision Ordinance Update project, and the knowledge to help the City of Hermosa Beach achieve effective outcomes. Miller Planning Associate's core planning, zoning, community outreach, and management experience is complemented by RRM's team of specialists bringing expertise in the areas of architecture and urban design.

MILLER PLANNING ASSOCIATES

Prime Consultant

Miller Planning Associates provides planning and zoning services to a variety of municipal clients throughout California and nationwide. Through our work, we seek to give form to community aspirations, and foster places that are vital, livable, and reflect environmental stewardship. After 20 years of working in private firms and the public sector, Martha Miller began Miller Planning Associates in 2019 to provide each client and project the time and individual attention it deserves. Each assignment is approached with an open mind, and provided strategic, context-based solutions that address the unique issues and needs facing each client. Miller Planning Associates is located in San Luis Obispo, CA.



Official Name, Contact, and Location:

Miller Planning Associates
Martha Miller, AICP, Principal and Owner
830 Venable Street, San Luis Obispo, CA 93405
(626) 616-9303 / martha@millerplanningassociates.com

Type of Business Entity:
Sole Proprietorship

Ownership:
Miller Planning Associates is not owned by another business organization or individual

Business Established:
November 2019

Years Experience Providing Required Services: *20 years*

Failures or Refusals to Complete a Contract:
None

RRM DESIGN GROUP

Subconsultant

RRM Design Group exists because we love creating environments people enjoy. That is what got us into the business 45 years ago, and it is why we continue to thrive today. Our architects and landscape architects, planners, engineers, and surveyors work with our clients and their communities to create the parks our children play in, the roads we drive down on our way to work, the neighborhoods we come home to, and the fire stations that keep our communities safe. Innovation. Collaboration. Respect. Whether your project is public or private, commercial or residential, we listen, we design, and we deliver. On time. On budget.



Official Name, Contact, and Location:

RRM Design Group
Diane Bathgate, Principal
32332 Camino Capistrano, Suite 205, San Juan Capistrano, CA 92675
(949) 361-7950 / dlbathgate@rrmdesign.com

Federal Employer ID. #:
95-2923783

Type of Business Entity:
S Corporation

Ownership:
RRM Design Group is 100% Employee Owned; it is not owned by a parent company

Business Established:
November 1974

Years Experience Providing Required Services: *30 years*

Failures or Refusals to Complete a Contract:
None



STATEMENT OF PROJECT UNDERSTANDING

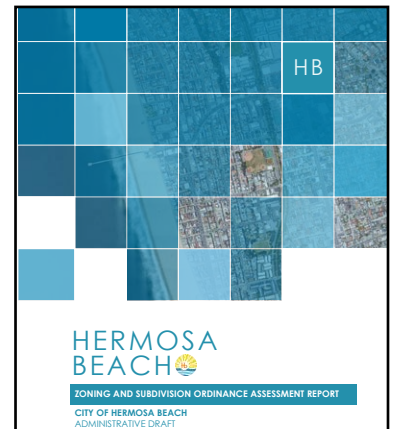
On August 22, 2017, the Hermosa Beach City Council unanimously adopted its first general plan update since 1979, PLAN Hermosa. PLAN Hermosa incorporates many ideas from residents, City officials and staff, and others involved in the planning process and articulates a shared vision.

“Hermosa Beach is the small town others aspire to be; a place where our beach culture, strong sense of community, and commitment to sustainability intersect.”

Earlier this year, working closely with staff, decisionmakers, and the community, Miller Planning Associates and RRM Design Group completed an assessment of the Zoning and Subdivision Ordinances, which evaluated their effectiveness achieving the kind of development Hermosa Beach wants, consistent with PLAN Hermosa and identified issues that need to be addressed and changes that should be considered as part of an ordinance update.

Our team also prepared a recommended framework for updated zoning and subdivision ordinances, focusing on usability, and a work plan for conducting the update through an iterative process that involves community members and decisionmakers throughout the project.

The challenge now is to complete the update of the Zoning and Subdivision Ordinances, translating the PLAN Hermosa policies related to zoning and subdivision controls into a user-friendly, legally adequate, and effective set of regulations and procedures that steer development to the most suitable places and helps the community achieve their long term vision as a community that values small beach town character, a vibrant economy, and healthy environment and lifestyles.



OBJECTIVES

The ultimate objective for this project is to produce a state-of-the-art, flexible, user-friendly Zoning and Subdivision Ordinance update so they serve as effective tools in achieving the community's vision for the future expressed in PLAN Hermosa, place the City at the forefront of best planning practices, and comply with legislative mandates. To achieve these objectives, this proposal includes a scope of work designed to provide updated ordinances that:

- Implement PLAN Hermosa policies,
- Simplify administration and enforcement,
- Are clear, concise, user-friendly, and highly graphic,
- Create a transparent, predictable, and consistent process, and
- Are consistent with state, federal, and case law.

UNDERSTANDING THE CITY'S NEEDS

Miller Planning Associates and RRM Design Group are dedicated to providing highly customized and creative planning programs based on the unique composite of issues and challenges facing each individual community. Our approach is grounded in extensive coordination with community members and stakeholders, as well as in thorough, objective research and best practice analysis. Each effort is unique, reflecting the needs and desires of the community as well as the local design vernacular and economic realities.

We understand what it takes for zoning and subdivision ordinances to be successful. Our ordinances are written with an awareness of who will be affected—decisionmakers, staff, property owners, developers, architects, builders, designers, residents, and other community members. We engage these groups through the update process. Before offering solutions, we test and analyze different approaches to make sure we are addressing a problem and not creating inadvertent impacts.

Our breadth and depth of planning and zoning experience enables us to provide efficient, high-quality work that considers the most appropriate strategies and best practices for Hermosa Beach. Our team also brings experience in public sector development review. We understand how to write regulations that respond to local conditions and produce results.

PRINCIPLES OF ZONING

Zoning and subdivision regulations are the heart of any city's development management program. Zoning controls what is built on the ground and what uses occupy buildings and sites. Through urban form standards, zoning can shape how private development can create identifiable places, enhance streetscapes and the public realm, and improve the private realm. Zoning also establishes the rules that can help to preserve and enhance the City's existing character by ensuring that new development is compatible in scale and character. We believe that:

- Zoning should be effective in implementing the City's planning policies for land use, community design, sustainability, economic development, and public health,
- Zoning should be positive, focusing on what the community wants, not just what it doesn't,
- Community character, particularly in neighborhoods, should be respected,
- Economic and fiscal realities should be recognized, and
- Zoning must reflect a willingness to rethink traditional assumptions.

An updated Zoning and Subdivision Ordinance should clearly communicate and effectively implement the PLAN Hermosa's policies and incorporate its carefully crafted development, design, resource protection, and performance standards. The revision should correct technical deficiencies identified by City staff and stakeholders, meet State and federal law, and increase efficiency and predictability in the project development process.

PUBLIC OUTREACH

We believe an effective community outreach program creates confidence in the planning process, promotes broad-based understanding, and reflects the interests and needs of the community. The project will focus on carrying forward principles contained in PLAN Hermosa and developed with robust public input, as well as building on stakeholder and decision-maker input collected during the Zoning and Subdivision Code Assessment work phase. Workshops/study sessions held at key stages during the process will provide opportunities for public education and informal comment on choices being considered. It is effective to conduct these with the Planning Commission and/or City Council to ensure decisionmaker involvement throughout the process, while inviting directly affected stakeholders, including property owners, businesses, interest groups, and the community at-large. The effort will be tailored to be effective in building a collaborative interest and obtaining consensus in the project given the potentially diverse group of stakeholders that may have differing needs and expectations. For the foreseeable future, virtual tools and forums are envisioned considering the COVID-19 context. However, we are flexible and interested in working closely with City staff to ensure the engagement strategies adapt to meet potentially changing needs.

CREATING UNDER-FRIENDLY REGULATIONS

Zoning and other regulations should be understandable to all interested persons and should make it possible to find out, with a minimum of reading, the rules that apply to a particular situation and the procedures that must be followed. Important features the update should incorporate:

- **Logical organization.** An ordinance should be organized to reflect the sequence in which users most commonly need to find specific information.
- **Clear language and readability.** It should be clearly written, avoiding ambiguity, jargon, and lengthy narrative. The simplest terms possible should be used to describe requirements. Redundancies and duplication should be avoided.
- **Consistent expression.** An ordinance should express the same provisions in the same way and use different language when provisions are different. For example, when the same finding is required for several different types of permits, the code should use the same wording to avoid any confusion or uncertainty.
- **Navigation tools.** Clear titles, cross-references, headers and footers, and a detailed table of contents and section lists help users to find their way around the ordinance and readily identify provisions that apply to their project.
- **Extensive use of graphics.** Illustrations clearly convey expectations, often in a way that is far more effective than text alone.
- **Organized to accommodate changes.** Chapters and sections should be organized and numbered to accommodate amendments over time.

An updated Zoning and Subdivision Ordinance should clearly communicate and effectively implement the PLAN Hermosa’s policies and incorporate its carefully crafted development, design, resource protection, and performance standards.

The revision should correct technical deficiencies identified by City staff and stakeholders as well as meet State and federal law.

The revision should increase efficiency and predictability in the project development process, and it also should be designed using clear, web-ready graphics to illustrate key concepts.

ZONING CODE
USER FRIENDLY FORMATTING

Zoning Code District Regulations page header

17.17.030 District Standards prominent headings

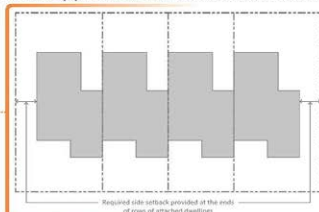
Table 17.17.030, Development Standards-Residential Districts, prescribes the development standards for Residential Districts. Additional regulations are denoted in the right hand column. Section numbers in this column refer to other sections of this Code while individual letters refer to subsections the directly follow the table.

TABLE 17.17.030: DEVELOPMENT STANDARDS-RESIDENTIAL DISTRICTS tables

Standard	RS	RL	RM	RH	Additional Regulations
Maximum Height (ft)	30	35	75	100	See Section TBD, Height and Height Exceptions
Minimum Setbacks (ft)					
Front	25	20	20 (A)	20 (A)	
Side	10	100	5	5	See Section TBD, Setback Encroachments
Rear	20	20	10	10	

A. Attached Single-Unit Dwellings. Required setbacks apply to the ends of rows of attached single-unit dwellings. cross references

FIGURE 17.17.030(A): SETBACKS FOR ATTACHED SINGLE-UNIT DWELLINGS



17.17.040 Development Regulations consistent numbering

A. Open Space. Open space, unoccupied by main or accessory structures and open and unobstructed to the sky, shall be provided in accordance with the following standards.

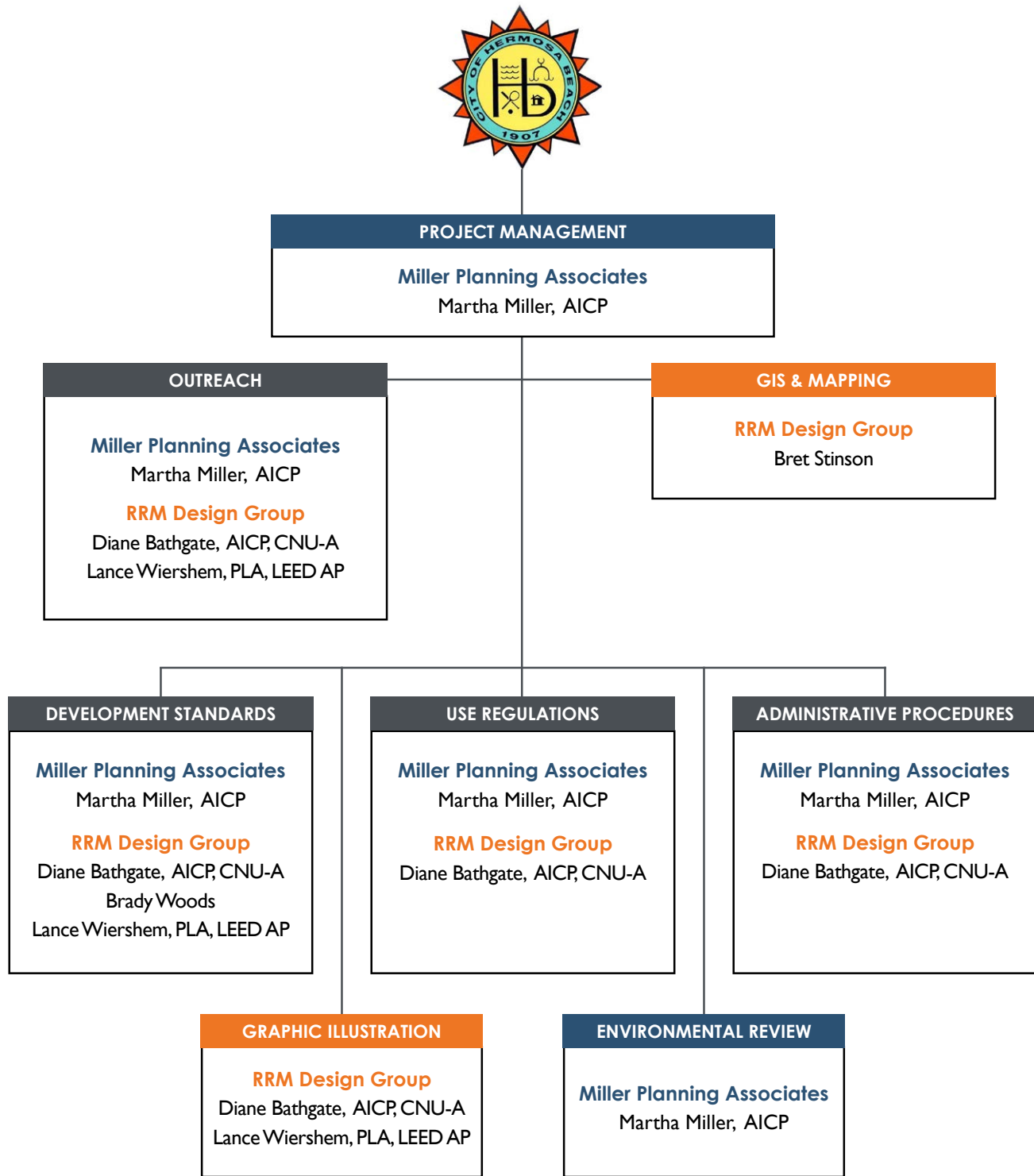
1. Single-Unit Development. Required usable open space may consist of a single area or several adjacent or separate areas. indented paragraph

- Minimum Dimensions.** Minimum dimension of 15 feet.
- Location.** Required open space shall not be located in a required front or street side setback.

56 page numbers

ORGANIZATIONAL CHART

We have assembled a team for the City of Hermosa Beach Zoning and Subdivision Ordinance Update that brings a strong expertise in the areas of zoning, development regulations, coastal planning, and urban design and architectural practice. The proposed project team structure is presented in the organizational chart below. Highlights about the involvement and professional experience of project leadership are provided on the following page. Full resumes are included in Section 4, Experience and Qualifications.



APPROACH TO WORK PROGRAM

TASK 1. PROJECT MANAGEMENT AND COORDINATION

Miller Planning Associates will provide project management and coordination activities, including coordination of subconsultant, RRM Design Group, and administrative tasks throughout the project. We envision working in close partnership with City staff with regular check-ins, status updates, and meetings. Martha Miller's extensive experience managing teams on similar comprehensive planning projects will ensure this task is executed efficiently.

Meetings: Monthly Project Check-in Calls and Meetings
Project Coordination
Deliverables: Project Status Reports
Meeting Agenda and Summaries

TASK 2. PROJECT INITIATION

2.A: Kickoff Meeting. The Consultant Team will meet with City staff to discuss their ideas and aspirations for the project, establish project management and communication protocols, discuss the public engagement process, finalize the work program and schedule, and clarify roles and responsibilities.

2.B: Virtual City Tour. The Consultant Team will take a virtual tour of the City with staff to become familiar with geographic areas of concern and the physical details of development representing implementation of the current regulations.

Meetings: Kickoff Meeting and Virtual City Tour
Deliverables: Final Work Program and Schedule, Including Communication Protocols
Meeting Agenda and Summary

TASK 3. PUBLIC ENGAGEMENT

3.A: Public Engagement Program. The Consultant Team will prepare a Public Engagement Program for the project outlining a public process which allows community stakeholders, decisionmakers, and the public to review and comment on updated regulations as they are being formulated. The Public Engagement Program incorporates the components included in this Work Program and outlines all outreach tools to be used throughout the project. Though the Public Engagement Program will outline the format and approach for outreach activities, it is important to remain flexible and allow for redirection and variations of the approach and activities as the process evolves, particularly as the COVID-19 crisis impacts how people interact and share information and ideas. This will allow the project team to adapt to the changing social interaction environment and customize the outreach program and activities to optimize their effectiveness.

3.B: Project Website and Social Media. A project website and social media are effective and efficient ways to provide access to project materials and information. Miller Planning Associates and RRM will provide informational text and graphics for City staff to post on the webpage and social media sites throughout the project.

Deliverables: Public Engagement Program
Website and Social Media Materials

TASK 4. PLANNING COMMISSION AND CITY COUNCIL WORKSHOPS

4.A: Workshops/Study Sessions. The Consultant Team will conduct up to five community workshops/study sessions with decisionmakers at key stages during the process to provide opportunities for public education and informal comment on the choice(s) being considered. Anticipated workshops/study sessions are as follows:

- **Workshop/Study Session #1.** Project Initiation. A project initiation workshop will be held to introduce the project and the project team, present the update process, recap the results of the Zoning and Subdivision Ordinance Assessment, and get initial project input. It is anticipated that this study session will be held as a joint meeting with the City Council and Planning Commission.
- **Workshops/Study Sessions #2-4.** Draft Regulations. Three workshops will be held through the process to review and provide input on regulations as they are drafted. Topics will be based on the ‘modules’ of draft regulations described in Task 5. These study sessions may be held as meetings with the Planning Commission, as meetings with the City Council, or as joint meetings with the City Council and Planning Commission.
- **Workshop/Study Session #5.** Draft Zoning and Subdivision Ordinance. A workshop will be held to review the Draft Zoning and Subdivision Ordinances with focused discussion on items that weren’t fully resolved during the preliminary draft phase. This study session may be held as a meeting with the Planning Commission, as a meeting with the City Council, or a joint meeting with the City Council and Planning Commission.

*The workshops/study sessions may also be combined with on-line events, providing a forum for informal discussion with individual community members seeking to understand the new regulations. Straightforward and informational outreach materials will be created for each workshop/study session.

Meetings: Workshops/Study Sessions (Total of 5 Throughout the Project)

Deliverables: Workshop Materials

TASK 5. DRAFT ZONING AND SUBDIVISION ORDINANCE

Draft Zoning and Subdivision Ordinances will be prepared reflective of PLAN Hermosa, issues identified in the previously prepared Assessment Report, and input from decisionmakers, City staff, and the public. Preliminary drafts of updated regulations will be developed in ‘modules’ as described below to facilitate review prior to incorporation into a complete Draft Zoning and Subdivision Ordinance. Each ‘module’ will include an introduction summarizing key changes from the existing provisions and highlighting how draft regulations address input provided throughout the process.

5.A: Zone Evaluation. The Consultant Team will evaluate existing zones for consistency with PLAN Hermosa land use designations and potential for consolidation or removal and recommend changes to the zoning map to bring all parcels into consistency with their land use designation or recommend amendments to the General Plan as needed.

5.B: Draft Zoning and Overlay District Regulations. The Consultant Team will prepare Draft Zoning and Overlay District Regulations, consisting of the following:

- **Zoning District Use Regulations.** Land use regulations by zoning district, clearly indicating which uses are permitted and what type of approval is required. Permitted land uses should be consistent with the corresponding General Plan land use designation and adaptable to contemporary trends in land use.
- **Zone Development Standards.** Updated development standards for each zone based on existing or desired development patterns, the purposes of the zone, and PLAN Hermosa direction. Development standards will include objective standards for multi-unit and mixed-use development consistent with State law.
- **Specific Plan Areas and Overlay Districts.** Existing specific plan areas and overlay districts will be evaluated for their usefulness in implementing PLAN Hermosa and whether the standards could be incorporated into base zone standards. New overlay districts will be incorporated, if necessary, to implement PLAN Hermosa or address other needs.

- **General Site Regulations.** General site regulations that are applicable to all land within some or all zones, regardless of use, such as fences, landscaping, lighting, and screening.
- **Land Use Definitions.** A complete set of definitions of land uses regulated by the ordinance. Land uses should be defined through a clearly articulated modern use classification system that reflects contemporary land uses and groups them based on common functional, product, or physical characteristics. Use groups should be broad enough to allow classification of new, unanticipated uses.

5.C: Draft Citywide Standards. The Consultant Team will analyze current standards that apply in some or all zones and prepare new or revised standards and performance requirements for implementing PLAN Hermosa, addressing issues identified in the Assessment Report, and responding to decisionmaker, City staff, and community input. Topics include items such as nonconforming provisions, parking regulations, performance standards, sign regulations, rules of measurement, and standards for specific uses.

5.D: Draft Administration and Permit Procedures. The Consultant Team will prepare Draft Administrative and Subdivision Procedures, consisting of the following:

- **Administrative Procedures.** Evaluate and update existing administrative provisions for all zoning decisions and identify opportunities to improve streamlining and enforcement.
- **Definitions.** Prepare a comprehensive set of definitions, including appropriate illustrations, for key terms used throughout the Zoning Ordinance.
- **Subdivisions.** Review existing provisions in Title 16, Subdivisions, for consistency with State law and PLAN Hermosa policies. Prepare Draft Subdivision Regulations considering format and organizational changes intended to make it easier to understand and use.

5.E: Public Review Draft Zoning and Subdivision Ordinances. The Consultant Team will review all comments on the draft regulations and prepare the Public Review Draft Zoning and Subdivision Ordinances. The Public Review Draft will be accompanied by supplementary text highlighting the revisions made to the previous sets of draft regulations.

5.F: Public Hearing Draft Zoning and Subdivision Ordinances. The Consultant Team will prepare Public Hearing Draft Zoning and Subdivision Ordinances based on comments received on the Public Review Draft for consideration through a formal review and adoption process. The Public Hearing Draft will be considered during Task 7, Public Hearings.

*Deliverables: Zoning/General Plan Land Use Designation Consistency Recommendations
 'Modules' of Draft Regulations
 Zoning and Overlay District Regulations
 Citywide Standards
 Administration and Permit Procedures
 Public Review Draft Zoning and Subdivision Ordinances
 Public Hearing Draft Zoning and Subdivision Ordinances*

TASK 6. CEQA COMPLIANCE

6.A: EIR Consistency Technical Memo. The City certified an EIR for PLAN Hermosa on August 22, 2017. The Zoning and Subdivision Ordinances Update is intended to implement the policy direction of PLAN Hermosa, the environmental effects of which were evaluated in detail in the EIR. It is anticipated the Zoning and Subdivision Ordinances Update will be consistent with the General Plan EIR and a technical memo supporting findings of consistency is all that is needed. However, if the City desires more formal documentation, an EIR Addendum may be prepared.

Deliverables: EIR Consistency Technical Memo

TASK 7. PUBLIC HEARINGS

7.A: Public Hearings. The Consultant Team will attend, prepare materials for, and make formal presentations at up to four public hearings to support Zoning and Subdivision Ordinance adoption. It is assumed this will consist of two Planning Commission hearings and two City Council hearings.

Meetings: *Planning Commission Hearings (2)*
 City Council Hearings (2)

TASK 8. FINAL ZONING AND SUBDIVISION ORDINANCES

8.A: Final Zoning and Subdivision Ordinances. Based on City Council action and final text changes provided by staff, the Consultant Team will prepare the final Zoning and Subdivision Ordinances. The final Zoning and Subdivision Ordinances will be provided in both a PDF and Microsoft Word format.

Deliverables: *Final Zoning and Subdivision Ordinances*

OPTIONAL TASK: WEB-BASED ZONING CODE

The current Zoning Ordinance is available on-line as part of the City's on-line Municipal Code maintained by the City Clerk via a code publishing company. As part of the base scope of services for the project, we will provide a modernized Zoning Ordinance with graphics and a user-friendly layout in a format for conversion into the City's on-line Municipal Code and able to accommodate online interactive functions. Alternatively, if the desired on-line interactivity options are not available through the code publishing company, an interactive on-line Zoning Ordinance and Map separate from the City's on-line Municipal Code will be provided. As a first step in this process, we will meet with City staff, including those who maintain the Municipal Code, to discuss options available and determine the best fit for the City. Considerations will include desired features, site building, and ongoing licensing fees and maintenance. We have provided a similar service with the West Sacramento Zoning Ordinance Modernization Project with EnCodePLUS, which can be viewed at <http://online.encodeplus.com/regs/westsacramento-ca/index.aspx>.

SUMMARY OF MEETINGS AND DELIVERABLES

Our work program includes preparation of the following meeting and deliverables. An administrative draft, screencheck draft, and final version of each deliverable will be provided in Word and PDF formats.

TASK 1. PROJECT MANAGEMENT AND COORDINATION

Meetings	Deliverables
Monthly Project Check-in Calls and Meetings	Project Status Reports
Project Coordination	Meeting Agenda and Summaries

TASK 2. PROJECT INITIATION

Meetings	Deliverables
Kickoff Meeting	Final Work Program and Schedule
Virtual City Tour	Meeting Agenda and Summary

TASK 3. PUBLIC ENGAGEMENT

Meetings	Deliverables
Kickoff Meeting	Final Work Program and Schedule
Virtual City Tour	Meeting Agenda and Summary

TASK 4. PLANNING COMMISSION AND CITY COUNCIL WORKSHOPS

Meetings	Deliverables
Workshop #1: Project Initiation	Workshop Materials
Workshop #2: Zoning and Overlay Districts	
Workshop #3: Citywide Standards	
Workshop #4: Administration and Permit Procedures	
Workshop #5: Draft Zoning and Subdivision Ordinance	

TASK 5. DRAFT ZONING AND SUBDIVISION ORDINANCE

Meetings	Deliverables
	Zoning/GP Land Use Designation Consistency Recommendation
	'Modules' of Draft Regulations: <i>Zoning and Overlay Districts</i> <i>Citywide Standards</i> <i>Administration and Permit Procedures</i>
	Public Review Draft Zoning and Subdivision Ordinance
	Public Hearing Draft Zoning and Subdivision Ordinance

TASK 6. CEQA COMPLIANCE

Meetings	Deliverables
	EIR Consistency Technical Memo

TASK 7. PUBLIC HEARINGS

Meetings	Deliverables
Planning Commission Hearings (2)	
City Council Hearings (2)	

TASK 8. FINAL ZONING AND SUBDIVISION ORDINANCES

Meetings	Deliverables
	Final Zoning and Subdivision Ordinances

OPTIONAL. WEB-BASED ZONING CODE

Meetings	Deliverables
Options/Approach Determination	Interactive, Web-based Zoning Ordinance and Map

ROLES AND RESPONSIBILITIES FOR CITY STAFF

Section 2.5 of the RFP identifies work to be performed or provided by the City. Our suggested refinements to the list of those tasks and functions are as follows:

- **Project Manager.** Provide a staff project manager that will serve as the key point of contact for the City
- **Meeting Minutes.** Record minutes at any meetings requiring recordation of meeting minutes.
- **Consolidated Comments and Direction.** City staff will provide a single set of nonconflicting, consolidated comments on the review drafts of all documents.
- **Printing.** The consultant team will provide digital files of documents in Word and PDF formats. The City will be responsible for printing and any mailing of hard copies of reports, and other material.

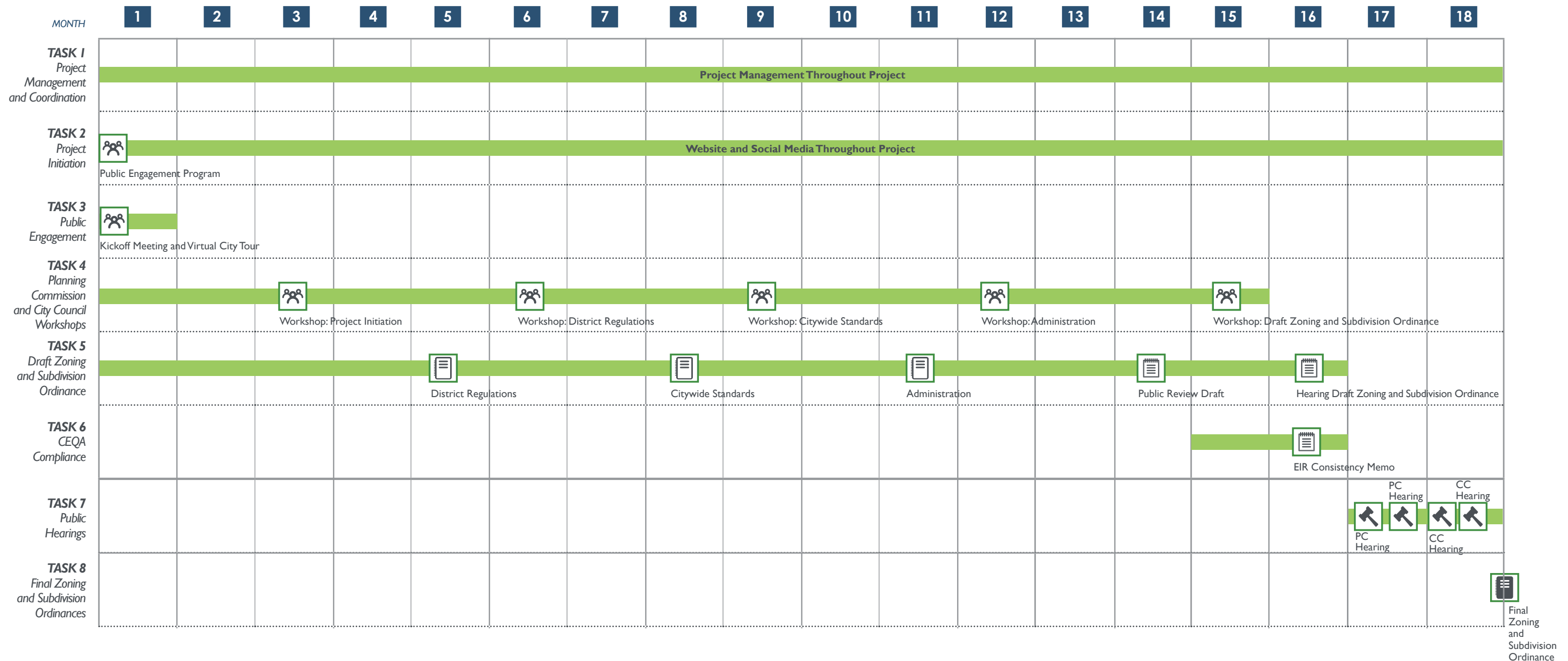
Section 3

PROJECT MANAGEMENT PLAN



SCHEDULE (EXHIBIT A)

A proposed schedule, showing the timing and sequencing of project tasks, deliverables, and community engagement efforts is presented below. We have shown a 18-month timeframe. This schedule is preliminary; we are happy to work with you to refine any aspects of the work program to better fit the City's needs.



COMMUNICATIONS APPROACH

Clear and coordinated communication is critical to staying on time and budget for complex planning projects—not just amongst the consultant team members, but also between the consultants and City staff. We envision working in close partnership with staff. The complementary skills and knowledge of staff and planning consultants can result in a process that is efficient and transit station area planning that is effective.

Miller Planning Associates will maintain regular communication with City staff about budget, scheduling, and the progress of the planning process, through informal checkins—over email and phone—as well as in-person meetings as needed. If desired, a Microsoft Project schedule will be developed and maintained on at least a biweekly basis to organize and track resources, deliverables, the schedule, and overall progress of the project. Monthly progress memos and invoices will summarize progress and charges for completing project tasks.

QUALITY ASSURANCE/QUALITY CONTROL APPROACH

Miller Planning Associates and RRM Design Group specialize in providing consulting services for local governments and working collaboratively on complex projects. Moreover, we have previously collaborated or are currently working together on a number of similar projects, including the Goleta New Zoning Ordinance, Morro Bay Zoning Code Update, West Sacramento Zoning Ordinance Modernization Project, and the El Monte Zoning and Design Guidelines Update. Each firm's extensive experience has fostered strict adherence to draft checking and quality control procedures.

As prime contractor, Miller Planning Associates will have overall responsibility for project management including conduct of work, design of analysis methodology, review of documents, community outreach, report writing, reviewing and editing materials prepared by others, and presentations with assistance from other team members as needed.

Other key aspects of our management and quality assurance approach include:

- **Experienced Project Manager in charge of actual work.** Martha Miller, Principal and Owner of Miller Planning Associates brings a great level of expertise in similar work, and will be directly involved in all aspects of the project. Miller Planning Associates is intentionally a small firm, only committing itself to a limited number of new projects each year in order to give each client personal attention.
- **Adherence to protocols and styles honed over the years.** Miller Planning Associates specializes in zoning and development codes and coastal planning, and has honed processes and methods to deliver the highest quality of products to clients. Especially for a project of this importance, it is essential to ensure that products maintain a consistent style. Miller Planning Associates has been able to do so through the use of a style manual and the application of document templates. The styles and templates will be submitted to City staff for approval and then provided to all members of the consultant team.
- **Final approval of all documents and products.** As a subconsultant, RRM Design Group will submit products to Miller Planning Associates for integration into project deliverables and final review and approval before delivery to the City. To keep track of changes as documents go through multiple revisions, we use word-processing tracking and comment features that simplify procedures for identifying the source of the comment and the result. All mapping will be computer-based, so any changes can be made rapidly. Administrative draft copies will be made available to staff well in advance of intended publication dates. A senior staff member reviews each product in entirety to ensure similar “voice” across all products and contributors.

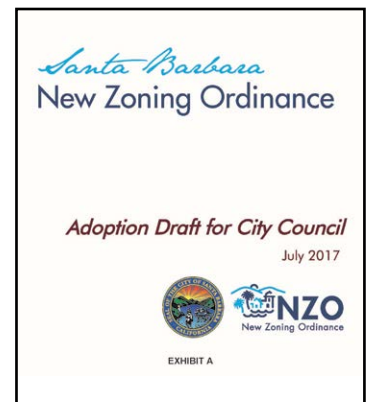


SUMMARY OF RELEVANT PROJECTS

Our team brings a strong expertise in the areas of zoning and development regulations, coastal planning, urban design, and architectural practice to enable us to achieve the City's goals successfully, respond to community concerns, and prepare a zoning and subdivision ordinance that is useful, effective, and stands the test of time. A summary of our project team's qualifications relevant to the key elements of the project is provided below, followed by a sample of projects most relevant to the Hermosa Beach Zoning and Subdivision Ordinance Update.

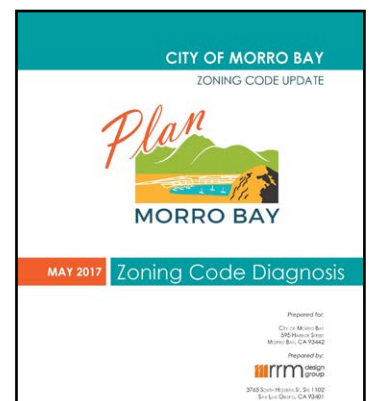
ZONING AND SUBDIVISION ORDINANCES

Miller Planning Associates offers expertise in preparing zoning and subdivision ordinances in a wide variety of settings, including urban centers, small towns, and rural communities. Martha Miller has prepared numerous comprehensive zoning and subdivision ordinances and studies throughout California, including special purpose ordinances for topics such as multifamily and mixed-use development, landscaping, hillsides, parking, planned development, and community benefits. She utilizes the whole menu of zoning approaches, including form-based, performance-based, and Euclidean, to devise a strategy tailored to the unique needs of each community.



LOCAL COASTAL PROGRAMS

Miller Planning Associates and RRM Design Group have extensive experience writing and implementing Local Coastal Programs. We are currently working together on the City of Goleta's first Local Coastal Program and an update of the City of Morro Bay's Zoning Code/Implementation Program. As a coastal planner with San Luis Obispo County for over eight years, Martha Miller has gained a keen understanding of Local Coastal Plan requirements and implementation. In addition to processing numerous Coastal Development Permits, Martha was involved with the County's response to the Coastal Commission's Periodic Review of the County's Local Coastal Program, and managed the North Coast Area Plan Local Coastal Plan Amendment and the Port San Luis Master Plan Local Coastal Plan Amendment.



ARCHITECTURE AND URBAN DESIGN

Design is a central area of practice at RRM. We have an architectural practice with over 30 staff members who work with developers and owners to design residential, mixed-use, corporate, and commercial buildings and developments. This intimate experience designing and constructing projects gives us an advantage in knowing what development standards will work, responding to the community vernacular and market conditions.

GIS SERVICES

A successful project entails more than sound planning strategies and design. Maps are an integral and essential tool to both inform the planning process and convey the desired information to decision-makers. RRM maintains leading ArcGIS capabilities and a highly-skilled technical staff so tasks related to mapping and spatial analysis are completed efficiently.

COMMUNITY OUTREACH

Successful outreach will enable the Zoning Ordinance Update to be embraced by the community, staff, and decision-makers alike. We integrate community outreach into all of our work, and carry it out with our professional staff who are trained in meeting facilitation. We will work with the City to devise an effective outreach program that meets the needs of the project and engages a broad spectrum of the community to build interest in and commitment to the new regulations. In order to address today's modern era of communications challenges with communities and stakeholders, the RRM team utilizes a variety of methods to engage participants of diverse backgrounds, education levels, and abilities with a cross-platform approach that gives agencies the ability to listen, offer remote participation, and collect feedback from all voices in the community.

Hit the streets at a safe social distance

Connect with stakeholders in places where they already are

- Pop-up engagement
- Walking tours
- Stakeholder interviews
- Student involvement



Get the word out

Strengthen participation through education and notification

- Project website and branding
- Social media advertising
- Newsletters and e-blasts
- Mailers or flyers
- Community ambassadors



Bring people together for a conversation

Virtual or in-person platforms to engage a broad cross-section of stakeholders

- Project committees
- Decision-makers feedback loops
- Community workshops
- Open houses



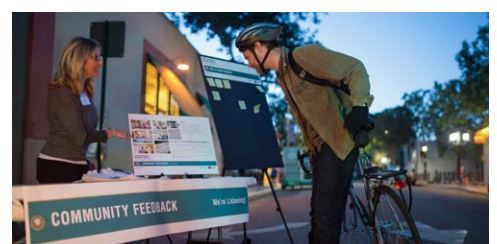
Engaging with online tools

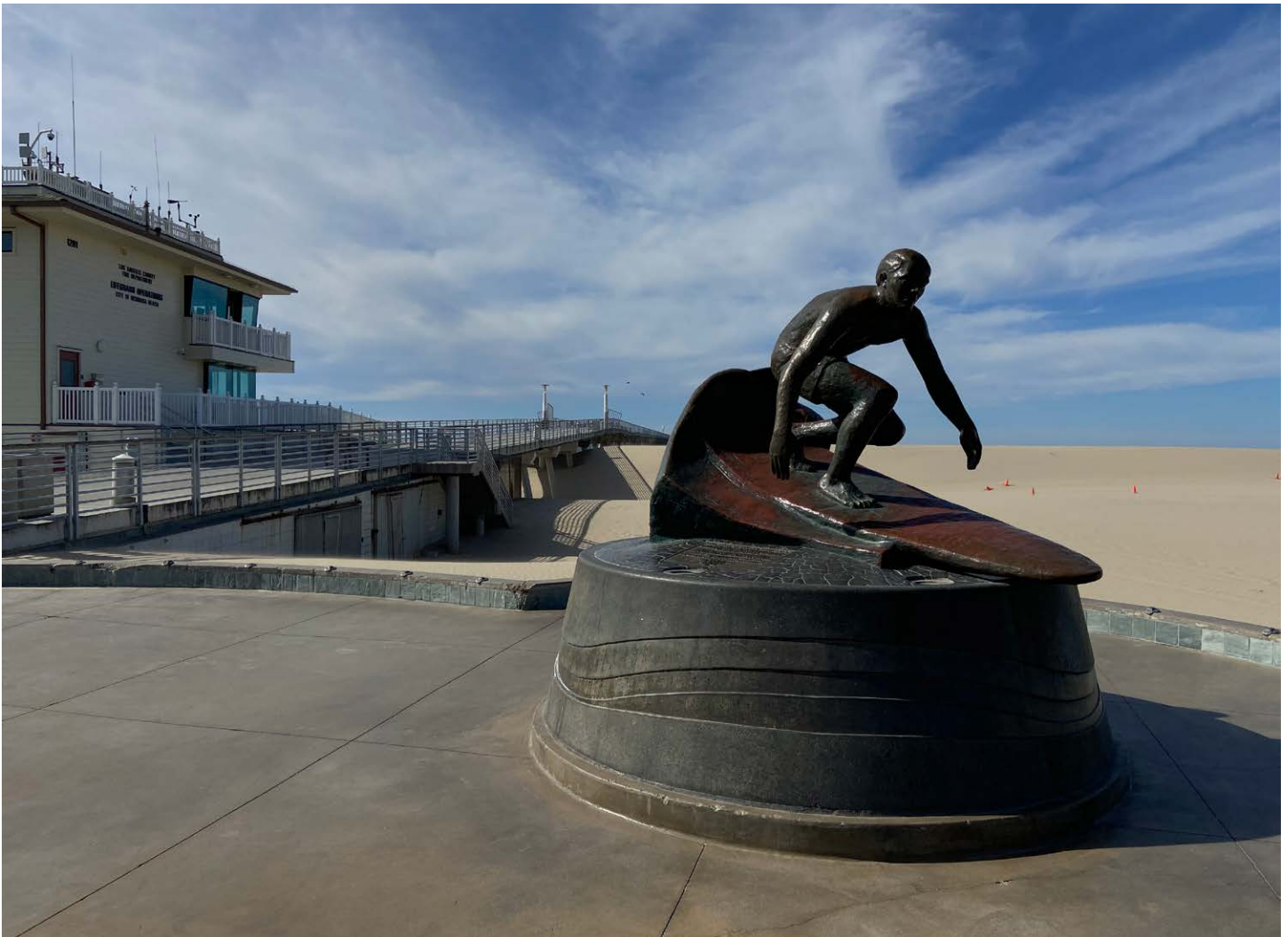
Engage with key demographics that are traditionally not represented

- Pre-recorded videos
- Live streaming
- Mobile apps
- On-line and real-time surveys
- Google/Microsoft forms
- Zoom meetings and polling



Scan with camera app or click icon to learn more!





HERMOSA BEACH ZONING AND SUBDIVISION ORDINANCE ASSESSMENT

HERMOSA BEACH, CA

NOTABLE INFO AND STATS

Client: City of Hermosa Beach
Civic Center, 1315 Valley Drive
Hermosa Beach, CA 90254

Contact/Reference: Ken Robertson,
Community Development Director
(310) 318-0242

krobertson@hermosabeach.gov

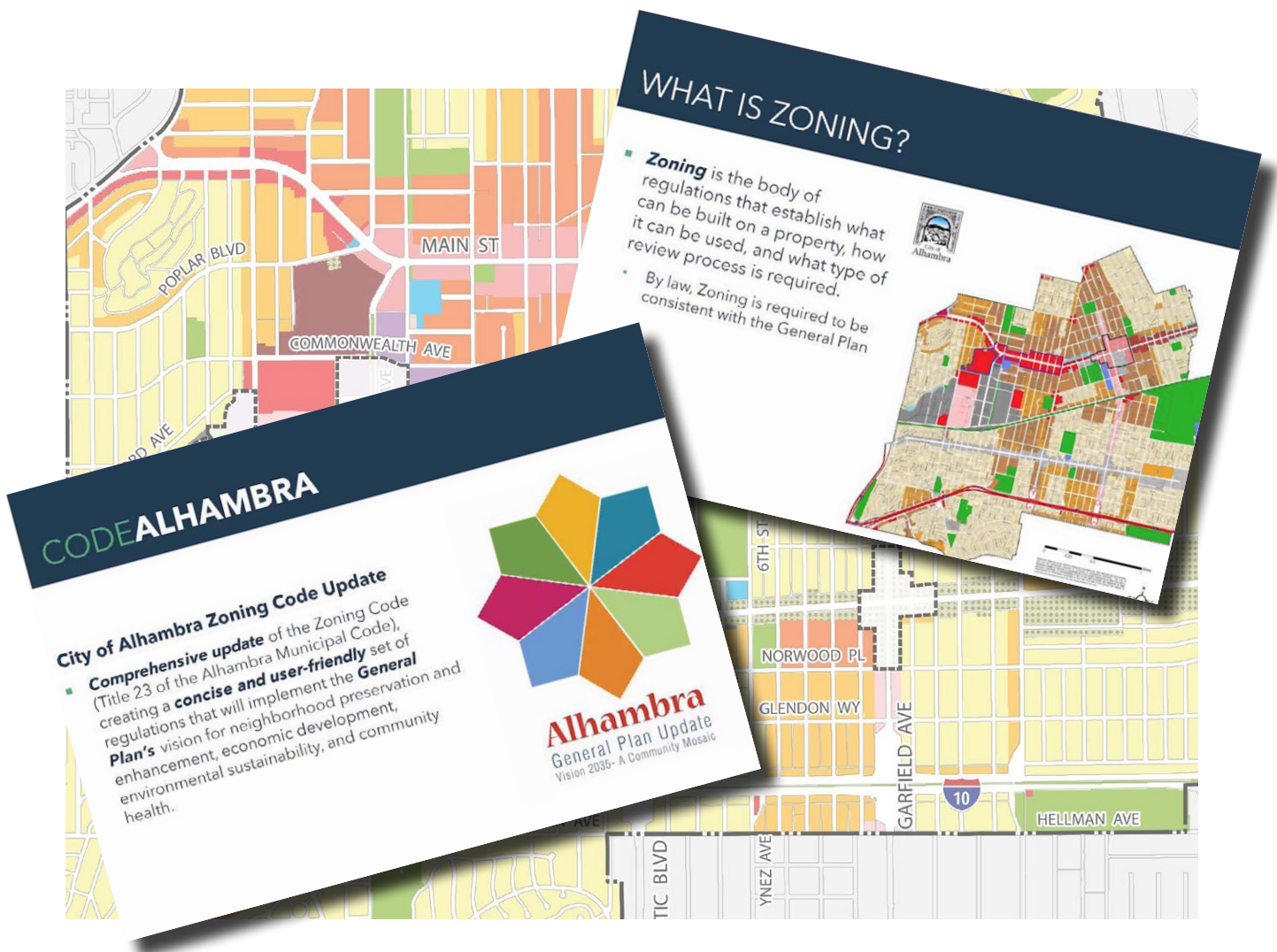
Project Timeline: January-May 2020

Team: Martha, Diane, Lance, Bret
Contract Value: \$30,000



Miller Planning Associates and RRM Design Group recently completed an assessment of the City of Hermosa Beach's Zoning and Subdivision Ordinance ability to implement the City's General Plan, PLAN Hermosa. The Assessment resulted in a set of recommendations, framework, and work plan that set the foundation for an updated Zoning and Subdivision Ordinance that not only complies with state law, but also:

- Is consistent with and implements the General Plan,
- Provides clear decision-making protocols and streamlined review processes,
- Retains the character and scale of the community's neighborhoods, districts, and corridors,
- Adds to the economic vitality and promotes adaptive reuse and reinvestment of properties, and
- Is clear, concise, understandable, and easy to use.



ALHAMBRA NEW COMPREHENSIVE CODE UPDATE

ALHAMBRA, CA

NOTABLE INFO AND STATS

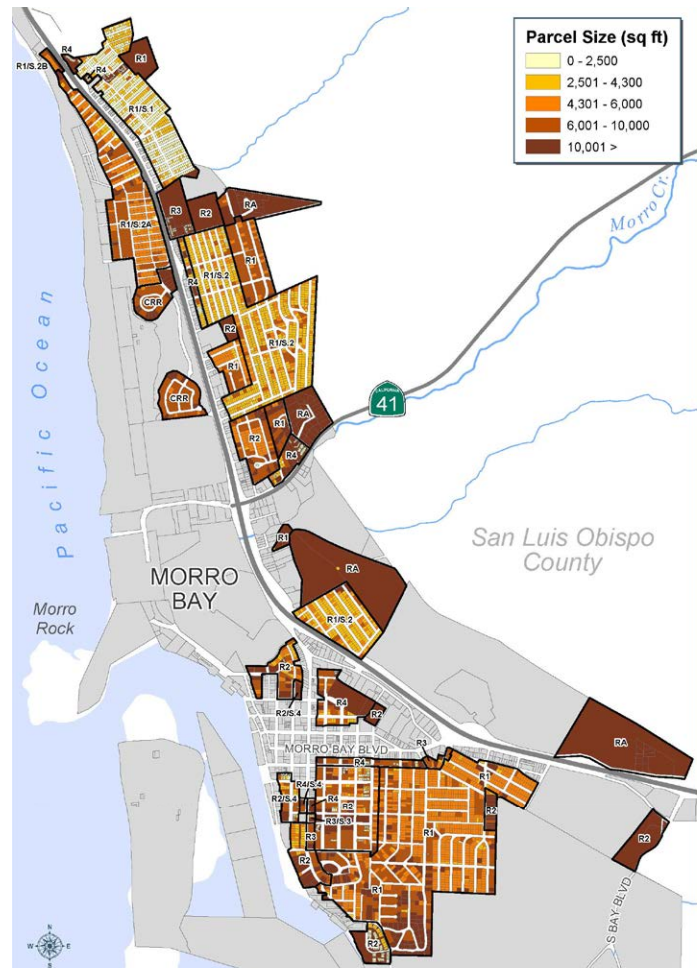
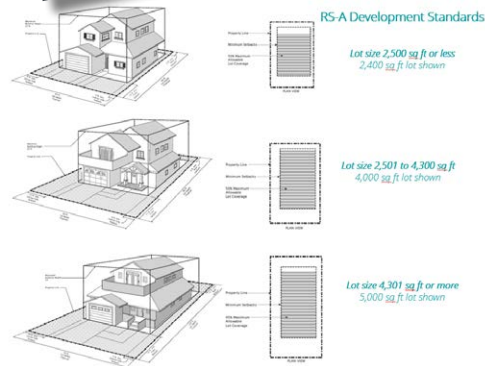
Client: City of Alhambra
111 South First Street
Alhambra, CA 91801
Contact/Reference: Vanessa Reynoso,
Deputy Director
(626) 570-5033
vreyoso@cityofalhambra.org
Project Timeline: 2020-Ongoing
Team: Martha, Diane,
Lance, Bret, Brady
Contract Value: \$318,000

WEBPAGE LINK

www.alhambrcodeupdate.com



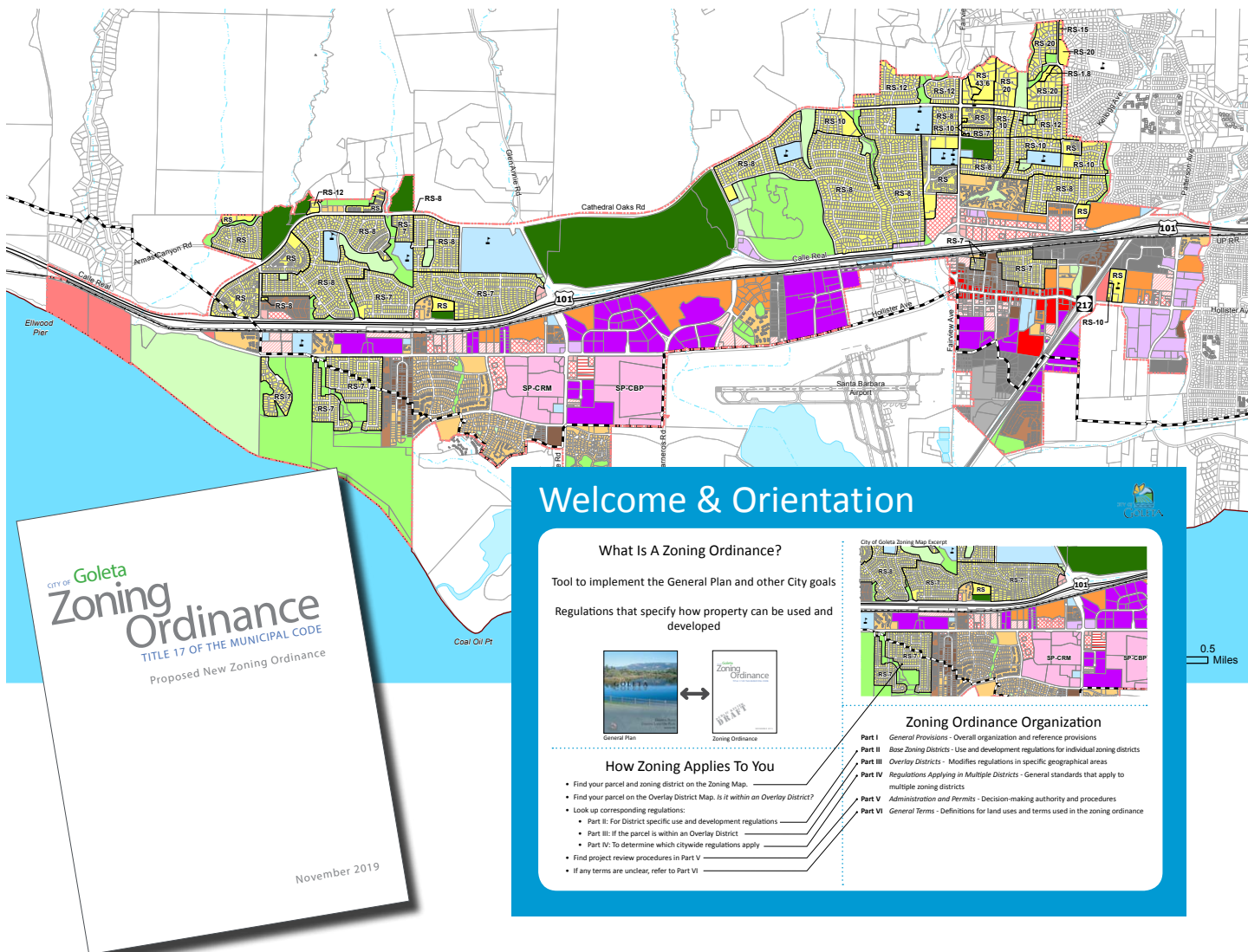
Miller Planning Associates and RRM Design Group are working with the City of Alhambra to comprehensively update the Zoning Code to create a concise and user-friendly set of regulations to help implement the recently updated General Plan's vision for neighborhood preservation and enhancement, economic development, environmental sustainability, and community health. Objectives of the CODEAlhambra project are to develop new standards to maintain and enhance the unique identity of the city's neighborhoods, districts, and corridors while ensuring that new infill development strengthens the character and function of those areas. Other objectives include providing opportunities for economic vitality while maintaining the City's small-town feel and ensuring a sensitive transition from more intense development to surrounding neighborhoods. The project is partially funded through an SB2 Planning Grant and includes the development of objective standards to achieve quality-designed housing projects without subjective interpretation or a complex review and approval process, consistent with State law requirements.



MORRO BAY, CA



The Zoning Code Update project is intended to comprehensively revise the Morro Bay Zoning Code, Title 17 of the Morro Bay Municipal Code, in order to create a concise and user-friendly set of regulations that will implement the new General Plan/ Local Coastal Plan currently in process and be consistent with State and federal law.



GOLETA NEW ZONING ORDINANCE

GOLETA, CA

NOTABLE INFO AND STATS

Client: City of Goleta

130 Cremona Drive, Suite B
Goleta, CA 93117

Contact/Reference: Anne Wells,
Advance Planning Manager
(805) 961-7557

awells@cityofgoleta.org

Project Timeline: 2015-Ongoing

Team: Martha, Lance, Bret

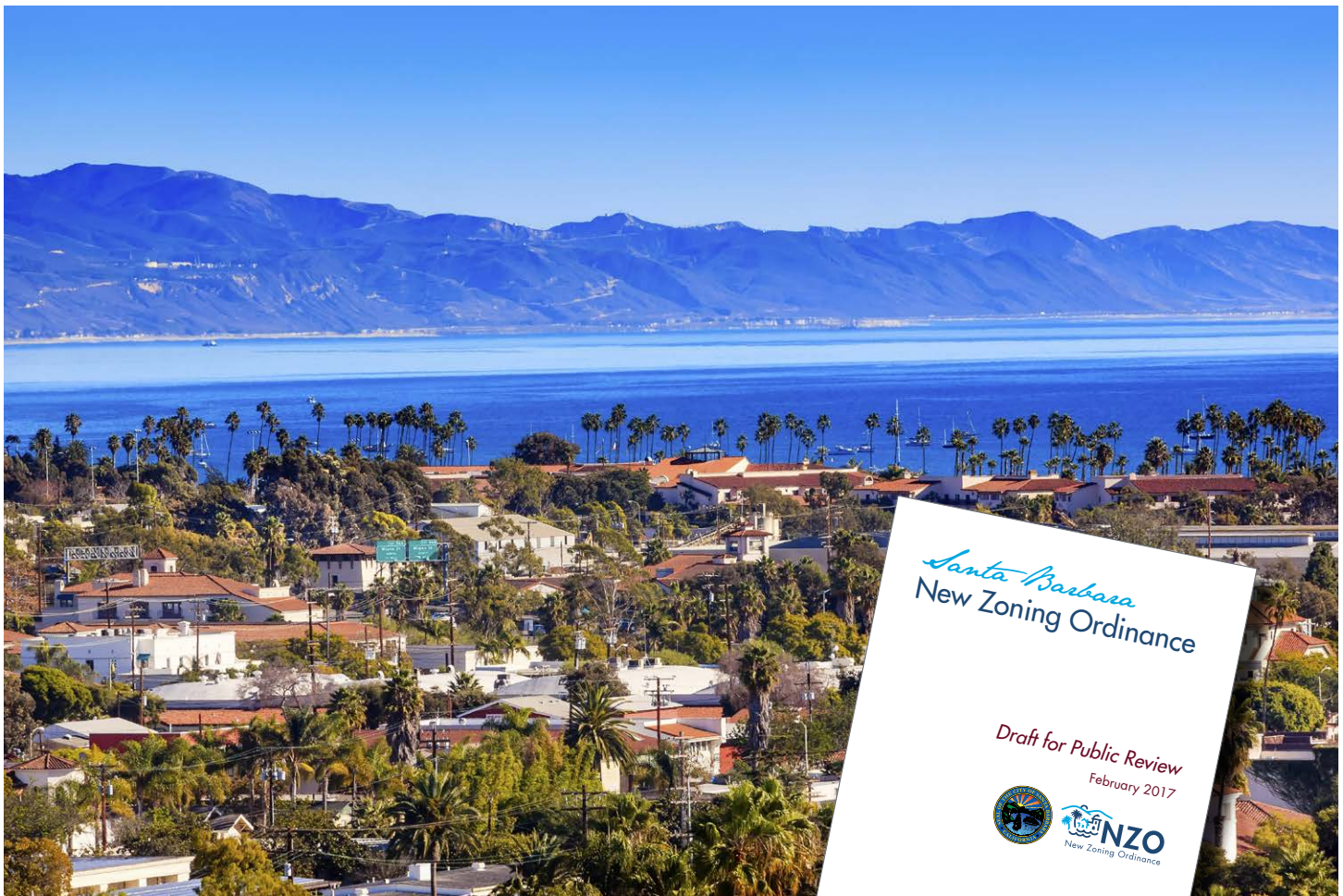
Contract Value: \$240,000

WEBPAGE LINK

www.goletazoning.com



Miller Planning Associates and RRM Design Group are working with the City of Goleta to create its first Zoning Ordinance since becoming a City. The new Zoning Ordinance will implement General Plan policies and the Local Coastal Program, replacing the Santa Barbara County Zoning Ordinance that the City has been using since they incorporated in 2002. The inherited ordinance does not reflect best zoning and planning practices that are appropriate for a growing city. It is not effective in implementing the land use and design goals in Goleta's General Plan and other City policies. The purpose of the new Zoning Ordinance is to create an innovative, integrated code that shapes future growth according to the community's vision, is clear and easy to use, and provides objective standards and criteria for use in the development review and permitting process that will result in high quality development.



SANTA BARBARA NEW ZONING ORDINANCE

SANTA BARBARA, CA

NOTABLE INFO AND STATS

Client: City of Santa Barbara
630 Garden Street
Santa Barbara, CA 93101
Contact/Reference: Marck Aguilar,
Project Planner/Business Liaison
(805)897-1933
maguilar@santabarbaraca.gov
Project Timeline: 2014-2018
Team: Martha
Contract Value: \$200,000

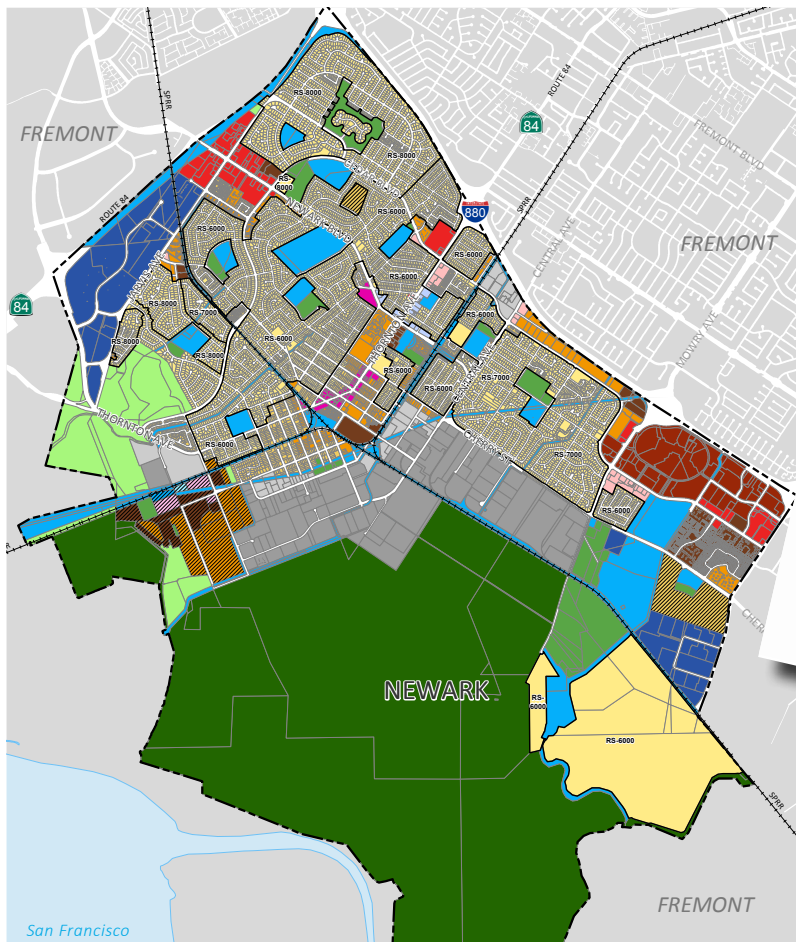
WEBPAGE LINK

<http://bit.ly/2otLrt9>



In partnership with Dyett & Bhatia, Urban and Regional Planners, Martha Miller led a comprehensive update of the City of Santa Barbara's Zoning Ordinance. The Santa Barbara New Zoning Ordinance (NZO) effort was initiated to update Santa Barbara's regulation of land use and development included in the Zoning Ordinance, bringing it up to date to reflect best practices and make the ordinance easier to use and understand by all users. Specific objectives of the project were to craft a new Zoning Ordinance that:

- Is consistent with and implements the General Plan,
- Is modern and reflects the City's current uses, practices, and development patterns,
- Provides clear decision-making protocols and streamlined review processes, where appropriate,
- Addresses previously created nonconforming situations and brings them into compliance to the extent feasible,
- Promotes adaptive reuse of properties, and
- Is clear, concise, understandable, and easy to use.



NEWARK ZONING CODE UPDATE

NEWARK, CA

NOTABLE INFO AND STATS

Client: City of Newark
37101 Newark Boulevard
Newark, CA 94560

Contact/Reference: Art Interiano,
Deputy Community Development Director
(510) 578-4331
art.interiano@newark.org

Project Timeline: 2016-2018

Team: Martha, Diane, Bret
Contract Value: \$200,000

WEBPAGE LINK

<http://bit.ly/2KsD6iG>



Martha Miller and RRM Design Group completed a comprehensive update of the City of Newark's zoning regulations. The current version of the Zoning Ordinance was adopted in 1965. While it has since been amended several times in response to community concerns and to reflect changes in federal and state law, the adoption of the General Plan update in 2013 has created both an obligation and an opportunity for a comprehensive update.

The new Zoning Ordinance implements the City of Newark's General Plan in a concise and user-friendly set of regulations. The new regulations are written to be predictable, understandable, and enforceable. A streamlined approval process is established for conforming projects. The new ordinance has a new format and organization, eliminating unnecessary regulations and repetition and makes extensive use of graphics to reduce wordiness.

REFERENCES

Martha Miller and RRM Design Group have collaborated on several projects that involve similar scopes of service. The following references provide a range of valuable perspectives on the quality of our work, our collaborative efforts with staff, our responsiveness, and our thoroughness.

VANESSA REYNOSO, DEPUTY DIRECTOR

Agency: City of Alhambra

Contact: (626) 570-5033, vreynoso@cityofalhambra.org

Project/Date: Alhambra Code Update, April 2020-Ongoing

Status: In-progress

Description: A comprehensive update to the Zoning Code to create a concise and user-friendly set of regulations to help implement the recently updated General Plan. The project is partially funded through an SB2 Planning Grant and includes the development of objective standards to achieve quality-designed housing projects without subjective interpretation or a complex review and approval process, consistent with State law requirements.

Key Personnel: Martha Miller, Diane Bathgate, Lance Wierschem, Brady Woods

ANNE WELLS, ADVANCE PLANNING MANAGER

Agency: City of Goleta Planning and Environmental Review Department

Contact: (805) 961-7557, awells@cityofgoleta.org

Project/Date: Goleta New Zoning Ordinance, 2015-Ongoing

Status: Local Zoning Ordinance: adopted; Coastal Implementation Plan: In-progress

Description: Work with the City to develop a new Zoning Ordinance to implement General Plan policies and the Local Coastal Program, replacing the Santa Barbara County Zoning Ordinance that the City has been using since they incorporated in 2002.

Key Personnel: Martha Miller, Lance Wierschem, Bret Stinson

MARCK AGUILAR, PROJECT PLANNER/BUSINESS LIAISON

Agency: City of Santa Barbara Community Development Department

Contact: (805)897-1933, maguilar@santabarbaraca.gov

Project/Date: Santa Barbara New Zoning Ordinance, 2014-2018

Status: Adopted

Description: Comprehensive update of the City of Santa Barbara's Zoning Ordinance to update the City's regulation of land use and development, bringing it up to date to reflect best practices and make ordinance easier to use and understand by all users.

Key Personnel: Martha Miller

SCOT GRAHAM, COMMUNITY DEVELOPMENT DIRECTOR

Agency: City of Morro Bay Community Development Department

Contact: (805)772-6291, sgraham@morrobayca.gov

Project/Date: Morro Bay Zoning Code Update, 2015-Ongoing

Status: Public Review Draft Completed, revisions and adoption pending Local Coastal Land Use Plan

Description: Comprehensive update to the Morro Bay Zoning Code to create a concise and user-friendly set of regulations to implement the new General Plan/Local Coastal Plan and Downtown-Waterfront Strategic Plan.

Key Personnel: Martha Miller, Lance Wierschem, Bret Stinson

JASON MIKAELIAN, CITY PLANNER/PLANNING MANAGER

Agency: City of El Monte Community and Economic Development Department

Contact: (626)258-8626, jMikaelian@elmonteca.gov

Project/Date: El Monte Zoning Code and Design Guidelines Update, 2016-Ongoing

Status: In-progress

Description: A comprehensive update to the City's Zoning Code and Design Guidelines to implement the new General Plan and repurpose the Zoning Code and Design Guidelines are more effective tools to provide the kind of development that El Monte wants.

Key Personnel: Martha Miller, Diane Bathgate

EXPERIENCE/QUALIFICATIONS OF KEY PERSONNEL

Resumes summarizing the experience and qualifications of key personnel identified in the Organization Chart on page 5 are included. Project management staff and key personnel are supported by a suite of technical staff specializing in Geographic Information Systems (GIS), architecture, urban design, entitlements, visualization, and outreach facilitation.

ASSIGNMENT OF KEY PERSONNEL

In consideration of current workload and the firm's backlog, the key personnel identified in the Organizational Chart on page 5 will be dedicated to the project for its duration. Miller Planning Associates is intentionally a small firm, only committing itself to a limited number of new projects each year in order to give each client personal attention.



MARTHA MILLER | AICP

Martha is a skilled land use planner and project manager specializing in community planning, development regulations, and community engagement. With 20 years of experience working in private firms and for public agencies, Martha brings an in-depth understanding of how to translate community vision into a usable set of plans, policies, and regulations that achieve results. Martha's approach is marked by carefully assessing each client's needs and resources, and bringing best practices from form-based, performance-based, and Euclidean applications.



Project Role

PROJECT MANAGER

Experience

20 YEARS OF
EXPERIENCE

RELEVANT PROJECTS

- El Monte Comprehensive Zoning Ordinance and Citywide Design Guidelines Update
- Goleta New Zoning Ordinance
- Morro Bay Comprehensive Zoning Code Update
- Santa Barbara New Zoning Ordinance
- Newark Comprehensive Zoning Ordinance Update
- Vacaville Land Use and Development Code Audit(CodeUP)
- West Sacramento Zoning Ordinance Modernization Project (ZOMPI)
- Norma Triangle (West Hollywood) Neighborhood Overlay District and Design Guidelines
- Fresno Development Code Update
- Honolulu TOD Ordinance Amendments
- Tahoe Region Local Planning Implementation
- Town of Mammoth Lakes Commercial Districts Development Standards
- Placer County Area Plan and Implementing Ordinance
- Porterville Development Code Update
- San Carlos Zoning Ordinance Update
- San Gabriel "Greening the Code" Zoning Amendments

EDUCATION

- Master of City and Regional Planning, California Polytechnic State University, San Luis Obispo
- Bachelor of Science, Industrial Engineering, Purdue University, West Lafayette, IN

ACCREDITATIONS • LICENSES • AFFILIATIONS

- American Institute of Certified Planners
- American Planning Association, California Central Coast San Luis Obispo Subsection Director (2015 - 2017)
- Cal Poly City and Regional Planning Advisory Council (CiRPAC), Chair

PREVIOUS WORK EXPERIENCE

- Lisa Wise Consulting, Inc.
- RRM Design Group
- Dyett & Bhatia, Urban and Regional Planners
- San Luis Obispo County Department of Planning and Building



CREATING
ENVIRONMENTS
PEOPLE
ENJOY.

DIANE BATHGATE | AICP, CNU-A

With over 30 years of experience in planning for both the public and private sectors, Diane has managed a wide range of RRM's land use planning, urban design, and environmental assignments. Her background as the former mayor, city councilmember and planning commissioner of San Juan Capistrano, and as a professional planning, urban design, and environmental consultant makes Diane a versatile strategist and project manager. She understands the importance of stakeholder support and the necessary resolution of the sometimes many layers of agency requirements. Diane's understanding of multiple perspectives and policy frameworks are vital elements in successfully addressing the unique challenges that each project brings. She anticipates and resolves issues collaboratively with property owners, developers, citizens, community organizations, and agency staff.

Title

PRINCIPAL

Experience

34 YEARS OF
EXPERIENCE

RELEVANT PROJECTS

- Alhambra New Comprehensive Zoning Code
- Azusa TOD General Plan/Development Code
- El Monte Zoning Code and Design Guidelines Update
- Hermosa Beach Zoning and Subdivision Ordinance Assessment
- Huntington Beach Research and Technology Zone
- Long Beach General Plan Noise Element
- Lower Hastings Ranch Residential Neighborhood Zoning Code Revisions, Pasadena
- Newark Zoning Ordinance Update

EDUCATION

- Bachelor of Arts, Environmental Studies and Psychology, University of California, Santa Barbara
- Graduate Studies, Public Administration, California State University, Long Beach

ACCREDITATIONS •

LICENSES • AFFILIATIONS

- American Institute of Certified Planners (AICP), Certificate No. 013489
- Congress for the New Urbanism Accredited (CNU-A)
- American Planning Association (APA)
- Association of Environmental Professionals (AEP)



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LANCE WIERSCHEM | PLA, LEED AP

Lance is a licensed landscape architect with over a decade of experience. His minor in City and Regional Planning brings added value to landscape and planning projects. Lance is well versed in all aspects of project administration; from visioning and policy stages, public workshops and community outreach, programming and schematic design through to construction document preparation. His versatility has aided in the success of projects including a Downtown Core & Corridors Specific Plan for Fullerton and both a Community Plan and Specific Plan for San Ysidro. Outside of RRM, Lance crafts colorful custom lithomosaics that provide a sense of place in installations throughout the Western United States.

Title

SENIOR LANDSCAPE
ARCHITECT

Experience

13 YEARS OF
EXPERIENCE

RELEVANT PROJECTS

- Alhambra New Comprehensive Zoning Code
- Azusa TOD General Plan/Development Code Update and Specific Plan
- Balboa Avenue Station Area Specific Plan
- Fullerton Downtown Core & Corridors Specific Plan
- Goleta Zoning Ordinance and Local Coastal Program Update
- Hermosa Beach Zoning and Subdivision Ordinance Assessment
- Huntington Beach Downtown Specific Plan
- Long Beach On-Call Planning Consultant Services, Long Beach, CA

EDUCATION

- Bachelor of Science, Landscape Architect, California Polytechnic State University, San Luis Obispo

ACCREDITATIONS •

LICENSES • AFFILIATIONS

- Landscape Architect, CA, 6210
- Leadership in Energy and Environmental Design Accredited Professional (LEED AP)



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ENVIRONMENTS
PEOPLE
ENJOY.

Title

SENIOR PLANNER/GIS
ANALYST

Experience

26 YEARS OF
EXPERIENCE

BRET STINSON

Bret is a senior planner who has been collaborating on urban planning and design projects at RRM for over 20 years. He is responsible for preparing all GIS database maps and exhibits. Bret has extensive GIS experience and has been able to establish an expanded GIS service for RRM. Bret is skilled at developing informative and easy-to-use exhibits and has incorporated mapping skills in his work through creation of a comprehensive hierarchical mapping structure and robust geodatabase management.

RELEVANT PROJECTS

- Alhambra New Comprehensive Zoning Code
- Morro Bay Comprehensive General Plan, Local Coastal Plan, and Zoning Code Updates and EIR
- Newark Zoning Code Update
- Pomona Zoning and Subdivision Code Updates
- Goleta Zoning Ordinance and Local Coastal Program Update
- Azusa TOD General Plan/Development Code Update and Specific Plan
- Balboa Village Design Guidelines, Streetscape Improvement Plan, and Wayfinding Sign Program, Newport Beach
- Claremont Village West Specific Plan and Design Guidelines
- Fremont Design Guidelines and Design Review Services
- Long Beach Urban Design Element and On-Call Planning Services
- Morro Bay Comprehensive General Plan, Local Coastal Plan, Zoning Code Updates and EIR (MPA)
- Lower Hastings Ranch Residential Neighborhood Zoning Code Revisions, Pasadena
- Newark Zoning Ordinance Update
- Yorba Linda Town Center Specific Plan

EDUCATION

- Bachelor of Science, Landscape Architecture, California Polytechnic State University, Pomona



CREATING
ENVIRONMENTS
PEOPLE
ENJOY.

Title

SENIOR PLANNER

Experience

19 YEARS OF
EXPERIENCE

**Work performed prior to
joining RRM Design Group*

BRADY WOODS

Brady brings 19 years of land use planning experience from both the public and private sectors. He has worked as a city planning manager and land use consultant in California and Florida, with project experience that includes mixed-use and urban infill development, town center plans, large-scale residential communities, theme resorts/attractions, civic and institutional projects, and form-based code. Brady strives to successfully integrate design development with community interest by leveraging his expertise in innovative placemaking, project management, government relations, and civic engagement.

RELEVANT PROJECTS

- Alhambra New Comprehensive Zoning Code
- Anaheim On-Call Architecture, Urban Design, and Landscape Architecture
- Bradenton Form-Based Code, Bradenton, FL*
- Bradenton Zoning Handbook, Bradenton, FL*
- Cupertino Consulting Architectural Review Services
- Dania Beach Urban Infill & Redevelopment Area Plan, Dania Beach, FL*
- Encinitas SB 2 Planning Grant and Objective Design Standards
- Promenade at Riverwalk Development, Bradenton, FL*
- Santa Clarita Architectural Design Review Services
- The Source Mall, Buena Park*
- West Coast Sand & Gravel Headquarters, Buena Park*
- Rosemead Freeway Corridor Mixed-Use Overlay Zone
- Santa Clarita Architectural Design Review

EDUCATION

- Master of City and Regional Planning, Design and Development, Florida Atlantic University
- Bachelor of Science, Architecture, Florida A&M University, Tallahassee

AFFILIATIONS

- American Planning Association
- American Planning Association - OC Chapter



CERTIFICATE OF PROPOSAL

RFP 20-05 Zoning and Subdivision Ordinance Update

City of Hermosa Beach



6.2 Required Forms

6.2.1 Certification of Proposal

The undersigned hereby submits its proposal and agrees to be bound by the terms and conditions of this Request for Proposal (RFP).

1. Proposer declares and warrants that no elected or appointed official, officer or employee of the City has been or shall be compensated, directly or indirectly, in connection with this proposal or any work connected with this proposal. Should any agreement be approved in connection with this Request for Proposal, Proposer declares and warrants that no elected or appointed official, officer or employee of the City, during the term of his/her service with the City shall have any direct interest in that agreement, or obtain any present, anticipated or future material benefit arising therefrom.
2. By submitting the response to this request, Proposer agrees, if selected to furnish services to the City in accordance with this RFP.
3. Proposer has carefully reviewed its proposal and understands and agrees that the City is not responsible for any errors or omissions on the part of the Proposer and that the Proposer is responsible for them.
4. It is understood and agreed that the City reserves the right to accept or reject any or all proposals and to waive any informality or irregularity in any proposal received by the City.
5. The proposal response includes all of the commentary, figures and data required by the Request for Proposal
6. The proposal shall be valid for 90 days from the date of submittal.
7. Proposer acknowledges that the City may issue addendums related to this RFP and that the proposer has reviewed the following addendums which have been issued:

Addendum: _____

Addendum: _____

Addendum: _____

Addendum: _____

8. Proposer further acknowledges the provisions of any addendums issued have been incorporated into their proposal.

Signature of Authorized Representative:

Printed Name and Title:

Martha Miller, AICP, Principal and Owner

NON-COLLUSION AFFIDAVIT

RFP 20-05 Zoning and Subdivision Ordinance Update

City of Hermosa Beach



6.2.2 Non-Collusion Affidavit

The undersigned declares states and certifies that:

1. This proposal is not made in the interest of or on behalf of any undisclosed person, partnership, company, association, organization or corporation.
2. This proposal is genuine and not collusive or sham.
3. I have not directly or indirectly induced or solicited any other Proposer to put in a false or sham proposal and I have not directly or indirectly colluded, conspired, connived, or agreed with any other Proposer or anyone else to put in a sham proposal or to refrain from submitting to this RFP.
4. I have not in any manner, directly or indirectly, sought by agreement, communication, or conference with anyone to fix the proposal price or to fix any overhead, profit or cost element of the proposal price or to secure any advantage against the City of Hermosa Beach or of anyone interested in the proposed contract.
5. All statements contained in the Proposal and related documents are true.
6. I have not directly or indirectly submitted the proposal price or any breakdown thereof, or the contents thereof, or divulged information or data relative thereto, or paid, and will not pay, any fee to any person, corporation, partnership, company, association, organization, RFP depository, or to any member or agent thereof, to effectuate a collusive or sham proposal.
7. I have not entered into any arrangement or agreement with any City of Hermosa Beach public officer in connection with this proposal.
8. I understand collusive bidding is a violation of State and Federal law and can result in fines, prison sentences, and civil damage awards.

Signature of Authorized Representative:

A handwritten signature in blue ink, appearing to read 'Martha Miller', written over a horizontal line.

Printed Name and Title:

Martha Miller, AICP, Principal and Owner

COMPLIANCE WITH INSURANCE REQUIREMENTS

RFP 20-05 Zoning and Subdivision Ordinance Update

City of Hermosa Beach



6.2.3 Compliance with Insurance Requirements

The selected consultant will be expected to comply with the City's insurance requirements contained within this RFP.

The undersigned declares states and certifies that:

1. Proposer agrees, acknowledges and is fully aware of the insurance requirements as specified in the Request for Proposal.
2. If selected, proposer agrees to accept all conditions and requirements as contained therein.

Signature of Authorized Representative:

A handwritten signature in blue ink, appearing to read 'Martha Miller', written over a horizontal line.

Printed Name and Title:

Martha Miller, AICP, Principal and Owner

ACKNOWLEDGEMENT OF SERVICES AGREEMENT

RFP 20-05 Zoning and Subdivision Ordinance Update

City of Hermosa Beach



6.2.4 Acknowledgement of Professional Services Agreement

The selected consultant will be expected to comply with and sign the City's Professional Services Agreement. Proposers should identify and/or indicate any exceptions to the Sample Professional Services Agreement included in Section 6.2. The City Attorney or their designee retains the discretion to accept or reject proposed exceptions or modifications to the City's Professional Services Agreement.

1. Proposer agrees, acknowledges and is fully aware of the conditions specified in the City's Sample Professional Services Agreement.
2. Proposer agrees to accept all conditions and requirements as contained therein with exceptions noted as follows:

12. INDEMNIFICATION. CONSULTANT shall indemnify, ~~defend with counsel approved by CITY,~~ and hold harmless CITY, its officers, officials, employees and volunteers from and against all liability, loss, damage, expense, and cost (including without limitation **reimbursement of** reasonable attorney's fees, expert fees and all other costs and fees of litigation) of every nature arising out of or in connection with CONSULTANT's performance of work hereunder or its failure to comply with any of its obligations contained in this AGREEMENT **to the degree determined in a final and nonappealable judgement or by agreement of the parties to be proportionate to its liability, regardless of CITY'S passive negligence, but excepting such loss or damage which is caused by the sole active negligence or willful misconduct of the CITY. Should CITY in its sole discretion find CONSULTANT'S legal counsel unacceptable, then CONSULTANT shall reimburse the CITY its costs of defense, including without limitation reasonable attorney's fees, expert fees and all other costs and fees of litigation.** The CONSULTANT shall promptly pay any final judgment rendered against the CITY (and its officers, officials, employees and volunteers) **with respect to claims determined by a trier of fact to have been CONSULTANT's allocated share of liability covered by this indemnity obligation.** It is expressly understood and agreed that the foregoing provisions are intended to be as broad and inclusive as is permitted by the law of the State of California and will survive termination of this Agreement.

The requirements as to the types and limits of insurance coverage to be maintained by CONSULTANT as required by Section 17, and any approval of said insurance by CITY, are not intended to and will not in any manner limit or qualify the liabilities and obligations otherwise assumed by CONSULTANT pursuant to this Agreement, including, without limitation, to the provisions concerning indemnification.

Signature of Authorized Representative:

A handwritten signature in blue ink, appearing to read "Martha Miller", written over a horizontal line.

Printed Name and Title:

Martha Miller, AICP, Principal and Owner