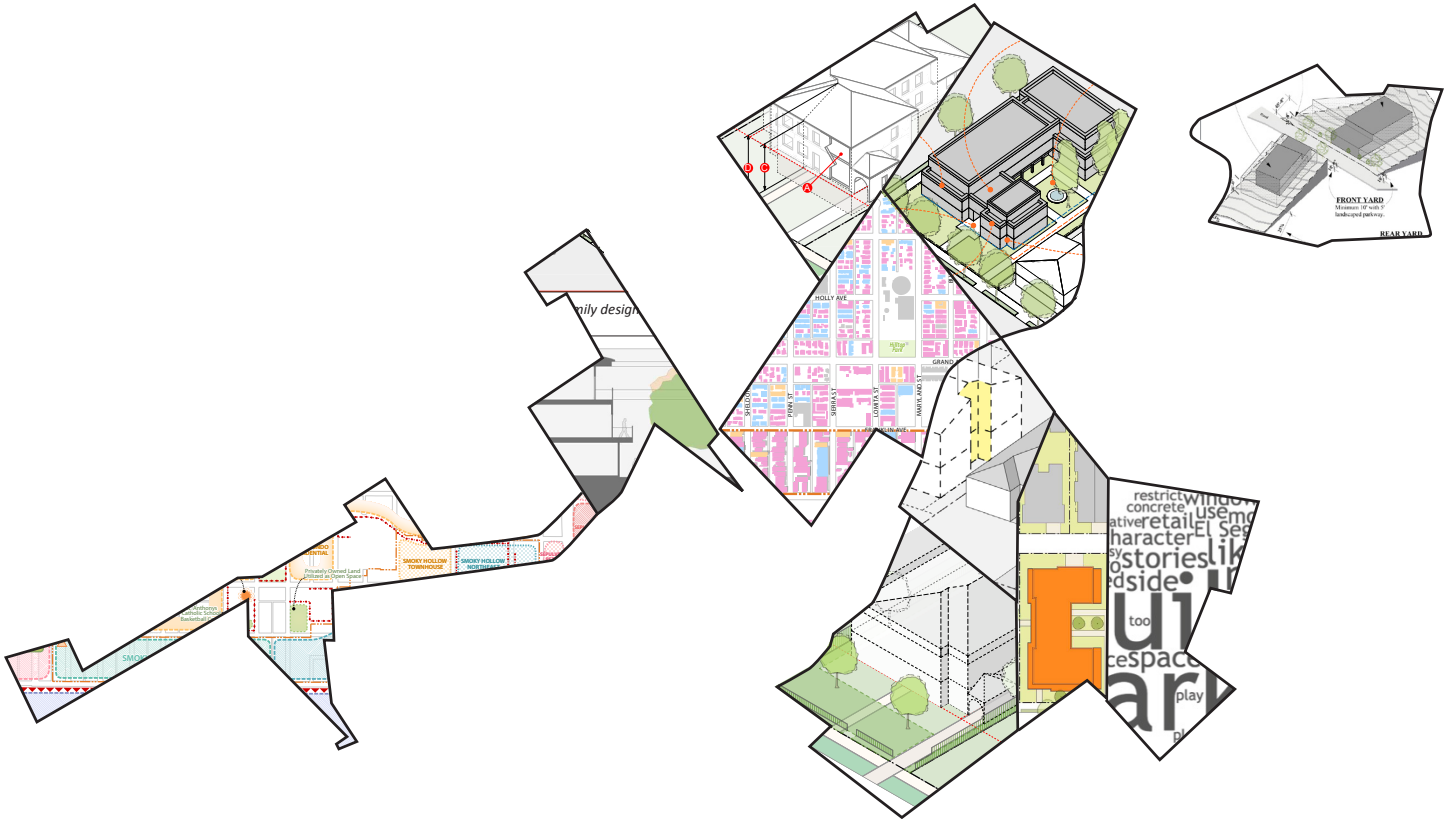




RESPONSE TO

Request for Proposals #1616

Consultant Service to Conduct Studies and Prepare Recommendations for R-1 Neighborhood Development Standards for One Single Family Residential Neighborhood

FOR

City of Culver City

COMMUNITY DEVELOPMENT DEPARTMENT

BY

John Kaliski Architects

November 2, 2016

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John Kaliski AIA C 17,945 URBAN STUDIO

John Kaliski Architects

November 3, 2016

City of Culver City
City Clerk
9770 Culver Boulevard
Culver City, California 90232

Letter of Transmittal and Executive Summary of Approach for Consultant Services to Conduct Studies and Prepare Recommendations for R-1 Neighborhood Development Standards for One Single Family Residential Neighborhood; RFP #1616

To Whom It May Concern,

John Kaliski Architects (JKA) is pleased to present our qualifications, proposed work plan, and fee (sealed envelope) to the City of Culver City for the above-mentioned RFP project (Project). Our experience as urban designers and architects on similar projects well qualifies our office for this scope of work.

Executive Summary of Proposal

The City of Culver City has recently completed revisions to their R-1 development standards that refine mass and bulk requirements for single-family homes citywide. The objective was to address neighborhood concerns that new construction and additions are impacting the design of the community's single-family character and values. However, these overarching revisions may not adequately address specific single neighborhood concerns community-by-community and the City now seeks to further define single-family residential design parameters to address specific neighborhood characteristics.

JKA proposes to carefully study the existing conditions of one neighborhood, Park East/Carlson Park, define the unique characteristics that separate this community from other residential neighborhoods, and propose zoning text amendments in the form of specific standards applicable to this neighborhood or an overlay district with a menu of options that may be applied as appropriate to this district. Additionally, JKA proposes to develop design guidelines that address the qualitative character-defining features for new construction and additions in this community. All of this work will be accomplished through an interactive and iterative process that incorporates observation, listening, development of options, and production of draft and final work products.

To engage the community, JKA proposes to undertake a walkshop in the community and two workshops to explore neighborhood ideas and present options and approaches to standards and guidelines for community consideration. JKA will additionally utilize an online survey and Twitter to collect neighborhood and community input from a broader audience and thereby seek to deepen participation in this planning and design process. Final work products will include zone text amendments and design guidelines for this

community which will anticipate and establish an outline for further application to additional single-family neighborhoods throughout Culver City.

JKA is a Los Angeles-based urban design and architecture firm that is working on, or has completed, single-family and multi-family design guidelines and zoning code recommendations and revisions in Los Angeles, Bel Air (Los Angeles), Burbank, Santa Monica, and West Hollywood. As both an architecture and urban design firm they bring both planning and architecture experience to these types of projects, allowing for detailed appreciation of the relationship of planning parameters and needs to the pragmatics of design costs, constructability, and character.

For the Culver City effort, JKA will undertake all tasks for the Project. John Kaliski, will be the principal-in-charge, attend all key meetings, facilitate workshops and the walkshop, and be responsible for the direction and content of all JKA work products. Wenchong Lai, Senior Urban Designer, will be the day-to-day contact, develop online tools, and be responsible for graphics and content. John and Wenchong have collaborated on previous “mansionization” projects including a present effort in the City of Burbank leading to anticipated adoption in December of 2016 of citywide single-family design guidelines. John and Wenchong will be joined by Carolyn Matsumoto, Project Manager, and Rebecca Radojicic, Senior Designer. Carolyn has been responsible for JKA’s ongoing urban design work with Metro, organizing workshops and developing content for the Crenshaw/LAX Joint Development Site Feasibility Studies and Design Guidelines. Rebecca has developed online surveys for JKA’s Santa Monica Memorial Park Area Plan and previously developed multi-family residential design guidelines for this same City. All JKA staff work on both urban design and architecture projects providing unique design-related perspective when developing planning parameters.

JKA, in developing this proposal, has generally followed and will complete in total the City’s proposed scope of work and additionally adhere to the schedule as outlined in the RFP assuming a mid-December notice to proceed.

Our team is excited about this project, is experienced with projects of this type, brings a unique architectural perspective to the effort, and would look forward to working with the City, the community, and staff on this project. If you have any questions, need clarifications, or require additional information, please do not hesitate to contact me.

We look forward to discussing this project with your team.

With kind regards,

A handwritten signature in black ink, appearing to read "John Kaliski". The signature is fluid and cursive, with a large initial "J" and "K".

John Kaliski, AIA
Principal

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Culver City RFP #1616

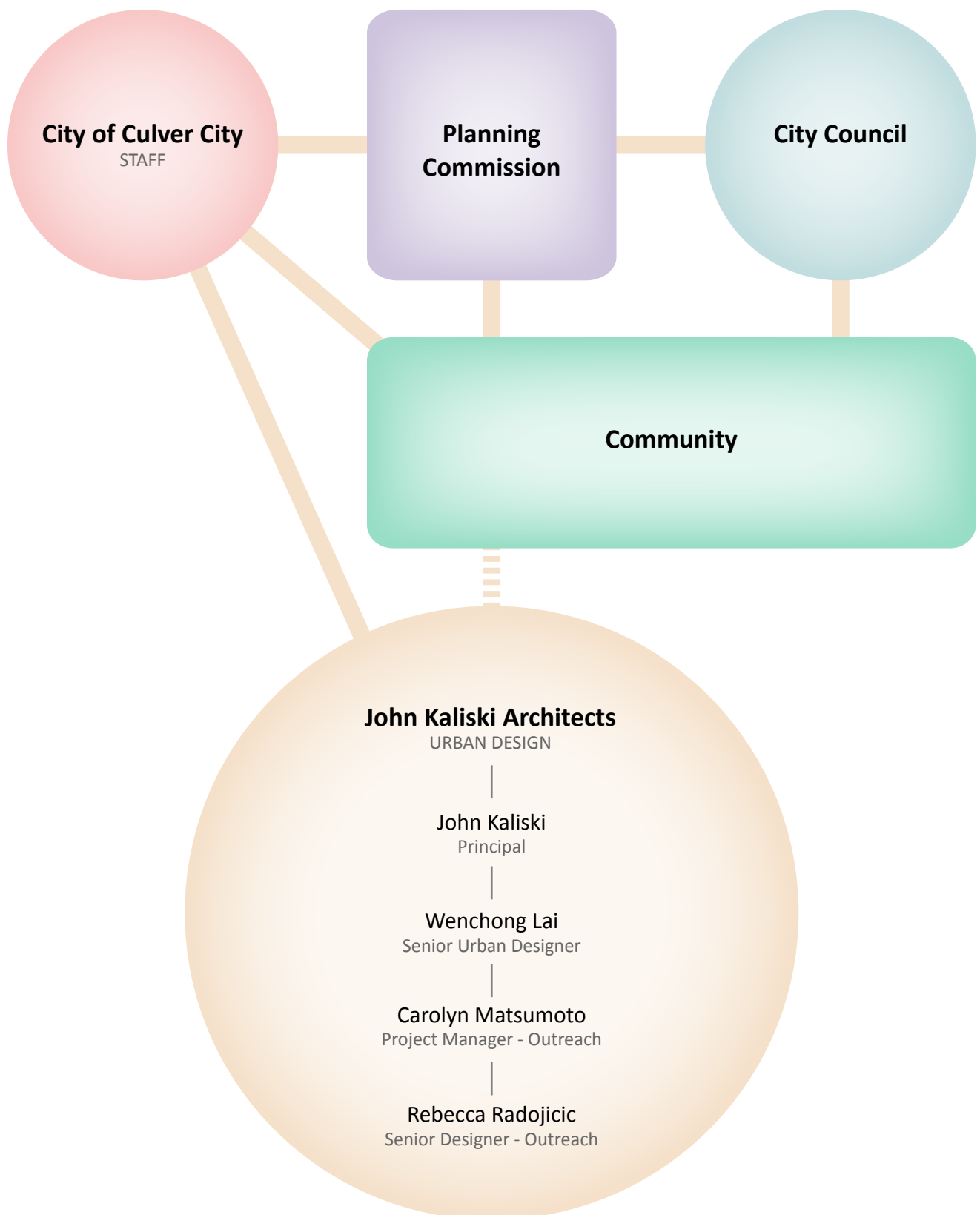
John Kaliski Architects Response

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JKA Team Organization



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John Kaliski Architects

Firm Profile



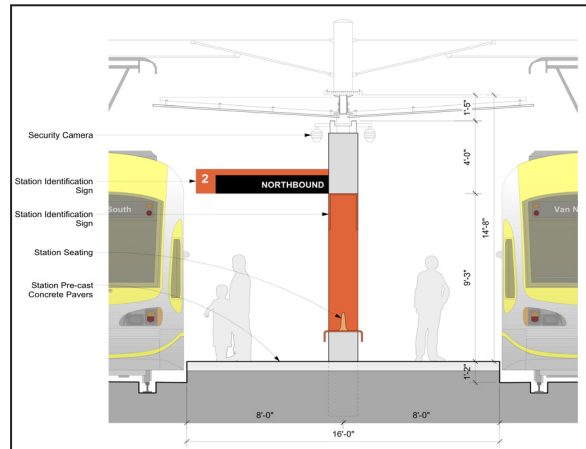
Architecture



Urban Design



Community Design



Mobility Design

John Kaliski Architects (JKA), founded in 2000 and based in Los Angeles, California, is a full-service architecture and urban design firm that specializes in infill architecture projects, multi-family housing, transit-oriented and mobility designs, and urban design for municipalities, non-profits, and the private sector.

The office has completed a range of work including urban design master plans, design guidelines, feasibility studies, streetscapes, and commercial, mixed-use, single-family, multi-family, and affordable housing. Recent clients include the City of Santa Monica (Citywide Design Guidelines and Memorial Park Neighborhood Plan), Hawkins Way Capital (Mark Twain Hotel), KOA/ Metro (East San Fernando Valley Transit Corridor), Motorcars West (Woodland Hills Audi and Beverly Hills Maserati/McLaren), and MIG/the City of Malibu (Civic Center Design Standards).

A common requirement of JKA clients is the need to work with a consulting firm that will successfully facilitate community processes associated with planning entitlements and community approvals. The firm's strong background in the relationship of architecture and urbanism to planning processes allows JKA to efficiently realize environments that reflect both community and client aspirations. The goal of each JKA project is to incorporate context and community opportunities into innovative urban design and architecture that realizes design quality, sustainability, and a sense of place.

John Kaliski Architects

John Kaliski Architects – Urban Design

John Kaliski Architects (JKA) provides design and planning guidance to public and private clients who seek to realize vital urban environments. Urban design is defined by JKA as the nexus of observation, input, consensus building, and policy- all visualized to form everyday urban dynamics. JKA urban design services include: master, open space, and urban design plans; design components of area, specific, community, and general plans; design standards and guidelines; streetscape, active transportation, and transit design; urban built-form feasibility studies; building and open space cost modeling; design review, design facilitation, and visualization. Recent works include the Santa Monica Memorial Park Neighborhood Plan, the design and implementation of Ocean Park Boulevard Complete Street in Santa Monica, design standards for the Malibu Civic Center, preliminary design and planning of La Plaza de Cultura y Artes in Los Angeles, the Hollywood Boulevard District Urban Design Plan for CRA/ LA, and strategic contributions to the City of Los Angeles’ “re:Code LA” zoning code update project. In each JKA project, the key urban design objective is to foster the creation of durable, authentic, and sustainable human-scale experiences that embody a distinct and local sense of purpose and place.

John Kaliski Architects’ Clients

JKA works with individuals, institutions, developers, non-profits, public agencies, and municipalities. Past and present clients include:

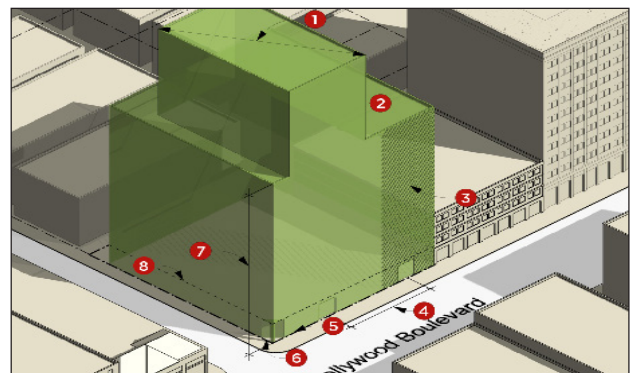
- Allan D. Kotin & Associates
- Angels Baseball
- Bel Air Association
- City of Beverly Hills
- City of Burbank
- City of El Segundo
- City of Garden Grove
- City of Los Angeles
- City of Pasadena
- City of Santa Ana
- City of Santa Barbara
- City of Santa Monica
- City of West Hollywood
- Community Redevelopment Agency of the City of Los Angeles
- Environmental Planning Associates
- Estalano LeSar Perez
- Greater Toluca Lake Neighborhood Council
- Housing Authority of the City of Los Angeles
- HR&A Advisors
- KOA Corporation
- Los Angeles County Metropolitan Transportation Authority
- MIG/Hogle-Ireland
- Skidmore, Owings & Merrill
- University of California Santa Barbara
- Urban Development Resource Corporation
- WRT/Solomon E.T.C.



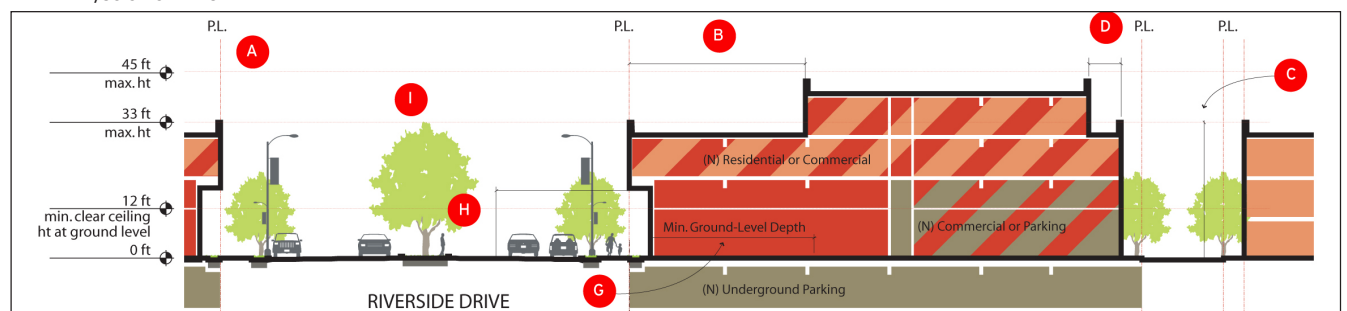
Metro East San Fernando Valley Transit Corridor



Jordan Downs Master Plan Design Guidelines



Hollywood Boulevard Urban Design Plan



Toluca Lake Neighborhood Design Guidelines

John Kaliski Architects



John Kaliski, AIA
Principal

*(213) 383-7980 ext. 201
jkaliski@johnkaliski.com*

Since graduating from Yale Architecture School in 1982, John Kaliski has had a diverse career as an architect, urban designer, teacher, and writer. This career has taken him from a designer at Skidmore Owings Merrill in both New York and Houston to Principal Architect for the Los Angeles Community Redevelopment Agency to serving as President in 2009 of the Los Angeles Chapter of the American Institute of Architects (AIA). John has four times been a Fellow of The Mayor's Institute on City Design and has been recognized by TIME MAGAZINE as one of fifty leaders who will shape the twenty-first century. He has written extensively on architecture and urban planning and his work has appeared in Harpers, Design Book Review, the Harvard Graduate School of Design Magazine, ARCA, Cite, Log, FORM, as well as the co-authored book, Everyday Urbanism, published in 1999 and 2009 by Monacelli Press. He has taught history, theory, and studios, currently at UCLA, and, before that, at USC, Cal Poly Pomona, the University of Houston and University of Michigan.

Since founding John Kaliski Architects in 2000, John's work has included a vision and implementation plan for Los Angeles' Crenshaw district, design guidelines for the Hollywood Boulevard and Franklin Avenue districts in this same city, architectural guidelines for the Los Angeles Housing Authority's Jordan Downs project, design of affordable small lot subdivision townhouse projects for Enterprise Foundation, and the design of non-profit medical clinics. His Mid-City Crenshaw Vision + Implementation Plan led to a \$14.5 million dollar grant for streetscape improvements from the State of California. Most recently he has completed the design of the Ocean Park Boulevard Complete Green Street project in Santa Monica, and is presently working on the Memorial Park Neighborhood Plan in this same city. Other work has been recognized with awards from the American Institute of Architects (AIA) and the American Planning Association (APA).

During his involvement with large-scale urban projects, John has been uniquely able to integrate public concerns into the urban design and planning processes. This ability has led to his leading numerous workshops and charrettes in cities as diverse as Des Moines Iowa, Kansas City Missouri and throughout Southern California. Due to his experience as an architect, environmental designer, and urban designer working with and for communities, John has developed the insight necessary to constructively reconcile divergent points of view in the larger interests of implementing projects.

He currently lives in Windsor Village, Los Angeles, with his wife, Lorraine Wild, and daughter, Ana.

John Kaliski Architects



Wenchong Lai
Senior Designer

(213) 383-7980 ext. 202
wlai@johnkaliski.com

Wenchong Lai joined JKA in 2013. He has participated in the full range of day-to-day design exercises for various JKA urban planning and architecture projects. His urban design work includes contributions to LA Plaza de Cultura Village Feasibility Study (2013), Santa Monica Memorial Park Neighborhood Plan (2013-2014), Santa Ana Train Station Depot Area Conceptual Design (2015), and various Metro transit line routing and station siting studies, transit-oriented design and development, plans, and freeway cap studies. He also is responsible for office the GIS analysis and mapping.

Wenchong has also worked to address single-family mansionization projects and developed recommendations that moderate the bulk, mass and height of structures to conserve neighborhood identity for projects in Beverly Hills (2013) and Burbank (2016). For the El Segundo Smoky Hollow Specific Plan Update (2014), he designed the methodology of collecting community input via infographic and interactive poster designs. As an assistant for John Kaliski's UCLA Advanced Urban Design Studio (2015) at the Luskin School of Public Affairs, he worked to incorporate social media metrics as part of a community outreach process.

Wenchong holds a master's degree in Urban and Regional Planning from the University of California, Los Angeles. During his study in UCLA, he won 2nd place in the UCLA Lewis Center GIS Contest (2013) and an American Planning Association, California Chapter Academic Award (2014). In his spare time, he writes code to develop interactive urban design web applications, including one that visualizes how design standards can change the bulk and mass of single-family homes.

John Kaliski Architects



Carolyn Matsumoto

Senior Designer

(213) 383-7980 ext. 205

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Carolyn Matsumoto first worked with John Kaliski in 2009 in collaboration with Bureau E.A.S.T. for their accessible dwelling unit exhibition entry for the Rotterdam Biennale and then rejoined JKA in 2012. Carolyn brings over ten years of professional experience, which have spanned architecture, landscape architecture, and urban design projects both in the United States and abroad. As Design Director and Project Manager at JKA, she has made contributions to both architecture and urban design projects including the Metro Crenshaw/LAX Transit Line Joint Development Opportunity Sites- Feasibility Studies, Development Guidelines and Design Review Project (2016), where she supported the outreach effort, which included community workshops, meetings with stakeholders, and the final design guidelines for the Expo/ Crenshaw and Fairview Heights Station sites. Additional projects include the historic rehabilitation of the Mark Twain Hotel (2016) and Gilbert Hotel (2014), multi-family housing projects at West 39th Street (2016) and Crenshaw Boulevard (2016), the Metro East San Fernando Valley Transit Corridor Feasibility Study (2015), and the non-profit HealthRIGHT360 Medical Clinic (2014), and the design of a single-family dwelling in Lake Balboa.

Carolyn holds a master's degree in architecture from Columbia University, a bachelor's degree in public policy from Mount Holyoke College, and studied abroad at the London School of Economics and Kyoto Seika University.

John Kaliski Architects



Rebecca Radojicic
Senior Designer

*(213) 383-7980 ext. 204
rradojicic@johnkaliski.com*

Since joining JKA in 2011, Rebecca, Assoc. AIA, has had the opportunity to work on the entire spectrum of architecture—from detailing to the design of cities. As Project Manager for the City of Santa Monica’s Memorial Park Neighborhood Plan (2013), she designed and implemented an online survey as an integral part of the community outreach effort. Her extensive urban design work also includes: the City of Garden Grove’s mixed-use zoning regulations (2011); the Big Blue Bus of Santa Monica Feasibility Study for a mixed-use complex (2011); campus planning for Valley Torah High School (2012); a feasibility study for the City of Santa Monica, detailing the highest and best use for reuse of a city-owned parcel (2011); and the mixed-use and multi-family residential design guidelines for the zoning code rewrite for the City of Santa Monica (2012).

Presently, Rebecca is a Project Manager involved in all aspects of architecture as well as urban design projects at JKA. Architecture projects include contributions to the McLaren and Chevrolet Showrooms (2012), historic rehabilitation of the Gilbert Hotel (2014) and Mark Twain Hotel (2016), and multi-family housing projects at Hyde Park Boulevard (2016) and West 39th Street (2016).

Prior to joining JKA, Rebecca assisted in the programming and design of environmental graphics at SKA Design. She was a Graduate Teaching Assistant in the Department of Architecture, and the Graduate Assistant at the Special Collections Archive in the College of Environmental Design at Cal Poly Pomona. She also enjoyed five years at the Santa Barbara Museum of Art’s Ridley-Tree Education Center as a Teaching Artist.

Rebecca holds a master’s degree in architecture from California State Polytechnic University, Pomona, and a bachelor’s degree in Art Studio from the University of California, Santa Barbara.

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John Kaliski Architects



City of Burbank Single Family Neighborhood Compatibility Review and Design Guidelines

City of Burbank, California
2015-2016

Recommendations for design guidelines address single-family mass, bulk, and character to conserve the identity of single-family neighborhoods in Burbank

City of Burbank Single Family Neighborhood Compatibility Review and Design Guidelines

City of Burbank, California

2016

In anticipation of the expiration of an "Interim Design Compatibility Ordinance" (IDCO), the City of Burbank asked Dyett and Bhatia and Regional Planners, working with JKA, to update its zoning code and design review process, and introduce design guidelines in order to better address the "mansionization" of residences that compromises the character of single-family neighborhoods in Burbank.

JKA, working with Dyett and Bhatia, undertook photo-documentation and community walking workshops to study the identities of a variety of single-family neighborhoods. These communities, ranging from hillsides to flats as well as equestrian communities, are characterized by distinct building masses, bulks and heights, architectural styles, and landscape features. Using the photo library and 3D visualization, JKA established a framework of known conditions that characterizes the suburban quality of these neighborhoods and then proposed urban design guidelines to conserve the street and neighborhood characters.

Based on feedback from the stakeholders, architects, City staffs, and planning commissioners, JKA also drafted a Design Guideline Checklist for the proposed staff-level Neighborhood Compatibility Review process. The drafted Design Guidelines and Checklist are being considered for adoption by the City Council in late 2016.

Client: Dyett & Bhatia Urban and Regional Planners for the City of Burbank

Scope: Single-family bulk, mass, and architectural character study, design guidelines, and design guideline review process

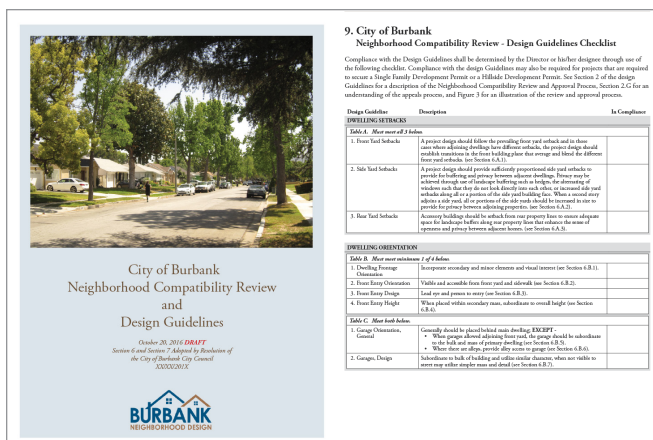
Cost: \$50,000



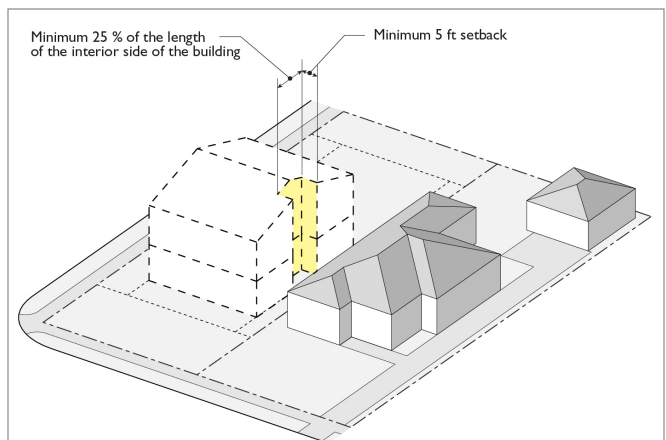
A typical newly-constructed three-story single-family residence in Burbank is larger in terms of bulk, mass, and scale than traditional homes.



After photo-documenting the conditions of the single-family neighborhoods, JKA built 3D massing models to visualize existing architectural characters as well as proposed design guideline parameters.

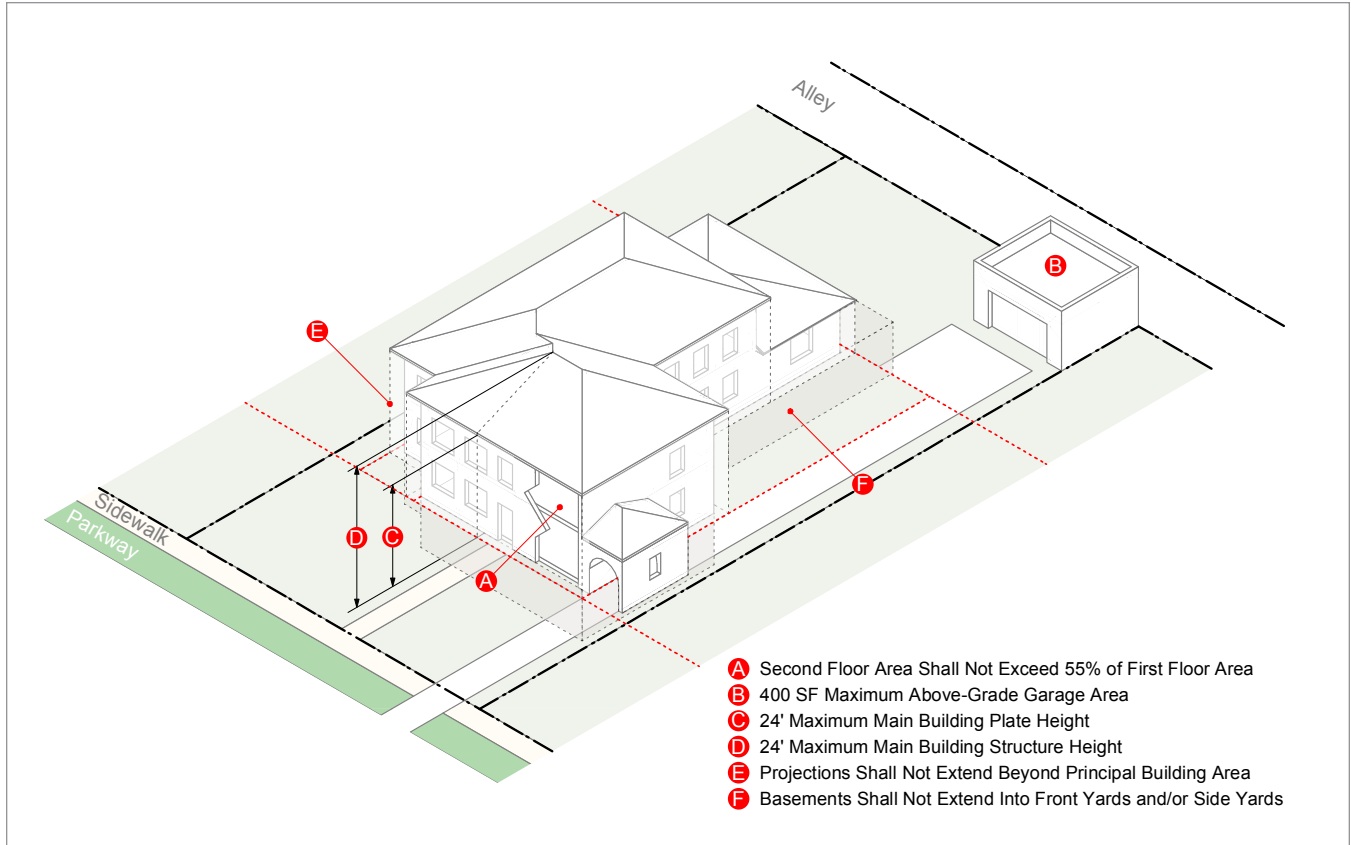


JKA drafted Design Guidelines and Design Guideline Checklist



Dyett and Bhatia updated the design standards (Image Credit: Dyett and Bhatia).

John Kaliski Architects



City of Beverly Hills Single-Family Mass and Bulk Study Beverly Hills, California 2013

Recommendations for standards and guidelines address excessive single-family mass and bulk to conserve the Central Area's residential garden charm.

City of Beverly Hills Single-Family Mass and Bulk Study Beverly Hills, California 2013

JKA, working with Dyett and Bhatia, was selected by the City of Beverly Hills to review existing conditions and develop recommendations related to the mass and bulk of newly constructed single-family residences that compromised the character of the Central Area community.

Analysis revealed that the existing code and guidelines never anticipated multi-generational families, one car per person households, large basements, or households seeking to maximize allowances for height and lot coverage while maintaining minimal setbacks. Using GIS data, JKA established a framework of known conditions that characterized the garden quality of Central Area neighborhoods. Alternatives and additions to existing zoning and design standards were then proposed to conserve street character.

After working on a bi-weekly basis with a task force that included stakeholders, architects, and Planning Commissioners, JKA presented alternatives to modulate single-family mass and bulk; these included increased side yard setbacks, incentives to park cars in subterranean garages, lower ridgelines, and encouragement of “L” shaped residences south of Santa Monica Boulevard. A consensus of concepts emerged, which are now being incorporated into the updated zoning ordinance.

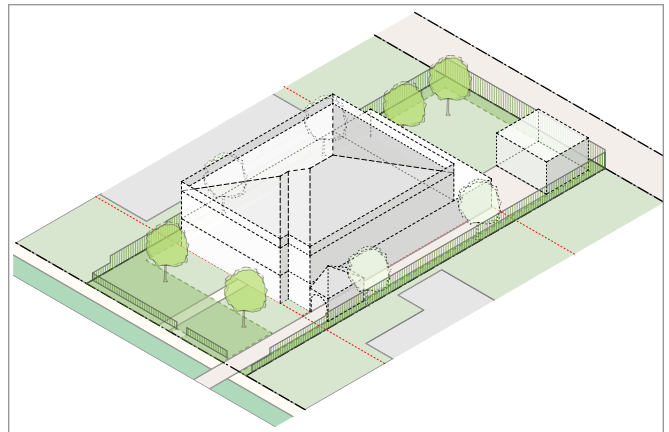
Client: Dyett and Bhatia Urban and Regional Planners for the City of Beverly Hills

Scope: Mass and bulk study and recommendations for the Zoning Code Update

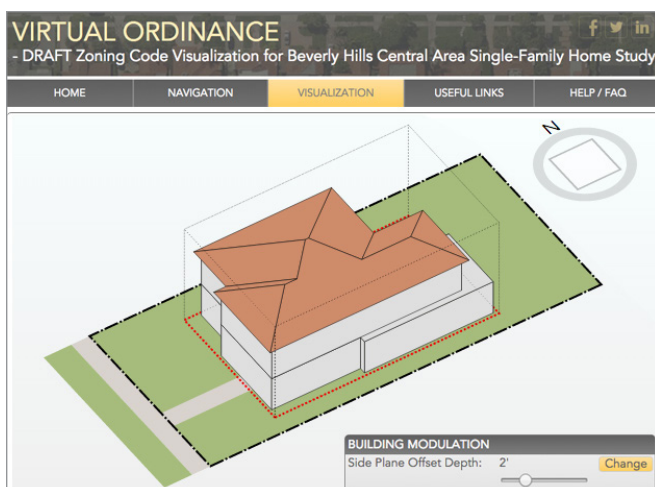
Cost: \$35,000



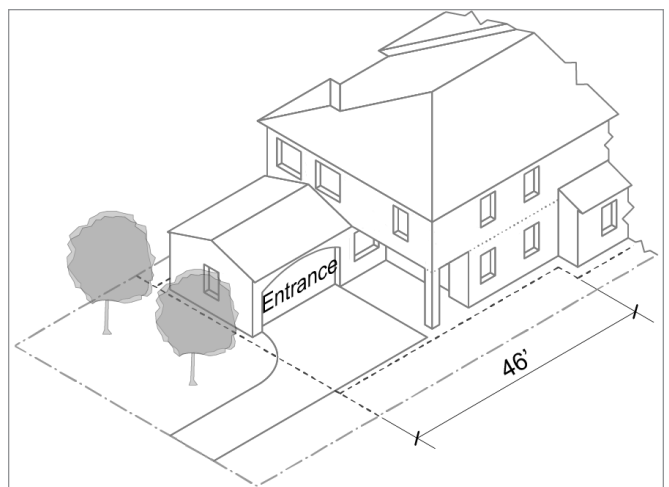
Utilization of GIS software to analyze existing conditions of the physical patterns of the residential area north of Santa Monica Boulevard.



Zoning envelope diagram representing outcome of recommendations for properties north of Santa Monica Boulevard.

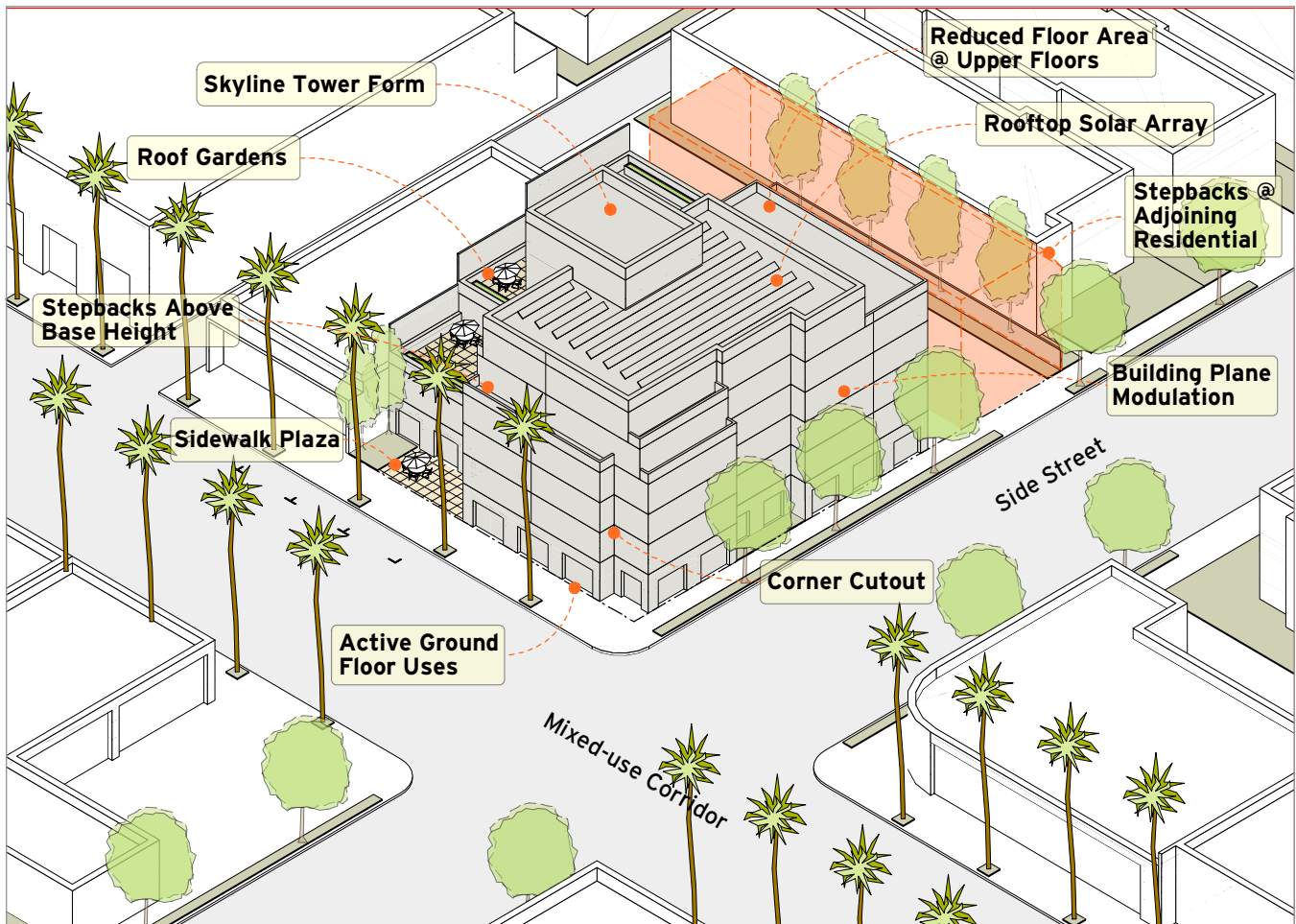


Development of an online application that allows interactive design inputs and generates real-time massing diagrams.



Zoning envelope diagram representing mass and bulk modulation and “L”-shaped configuration for properties south of Santa Monica Boulevard.

John Kaliski Architects



Santa Monica Multi-Family and Mixed-Use Land Use Designation Design Guidelines Garden Grove, California 2010-2011

Shaped by community input and context, Santa Monica's design guidelines provide specific direction for the design of projects and a framework for flexible decision-making to encourage architectural innovation.

City of Santa Monica
Mixed-Use and Multi-Family District Design
Guidelines
Santa Monica, California
2011 - present

JKA was asked by the City of Santa Monica to develop design guidelines for multi-family and mixed-use corridor districts. The guidelines are integral with a revised zoning code being simultaneously developed by planners Dyett and Bhatia. The Guidelines must also reflect both public comments and public input from the City's Architectural Review Board and Planning Commission. These public processes revealed two key shaping concepts: 1) provide specific design direction for new infill projects; and 2) encourage design flexibility, creativity, and innovation.

Utilizing these two concepts, the Draft Guidelines include overarching design objectives that provide a framework for new infill architecture. Each project requires compliance with these objectives to address basic design principles such as the orientation of buildings to sidewalks, the provision of architectural transitions between structures, and the realization of publically accessible at-grade open space. The overarching objectives are then each related to a second tier of design considerations, which serve as inspiration rather than prescription. These latter ideas encourage both traditional and contemporary design while allowing for flexibility of approach. In combination, the objectives and considerations, relate new design to Santa Monica's context and at the same time provides design means to assist in the realization of the architectural quality desired by City decision-makers and the community.

Upon completion of the Draft Guidelines, JKA was asked to develop a series of case studies to test their use, impact, and effect on a variety of sites. The outcomes and recommendations of this second "test fit" phase shaped the final guidelines product that was presented to the City for approval and adoption in 2015.

Client: City of Santa Monica

Scope: Design guidelines and zoning code case studies

Cost: \$90,000 including case study & test fit phase

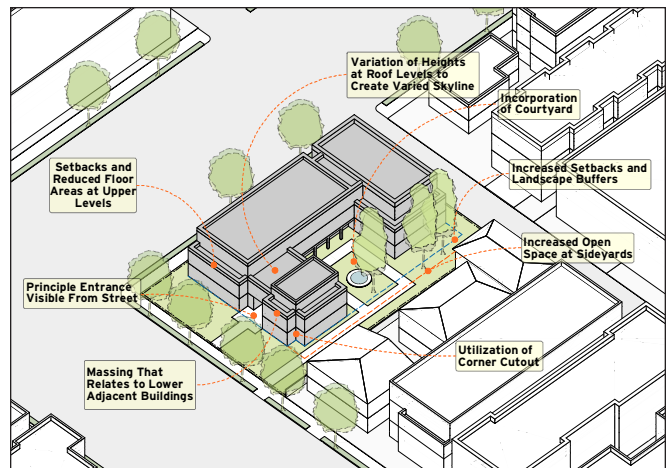
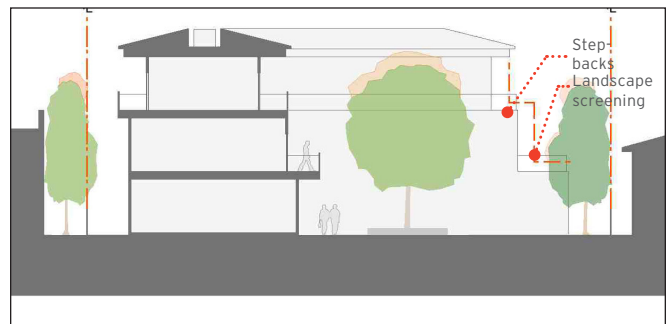
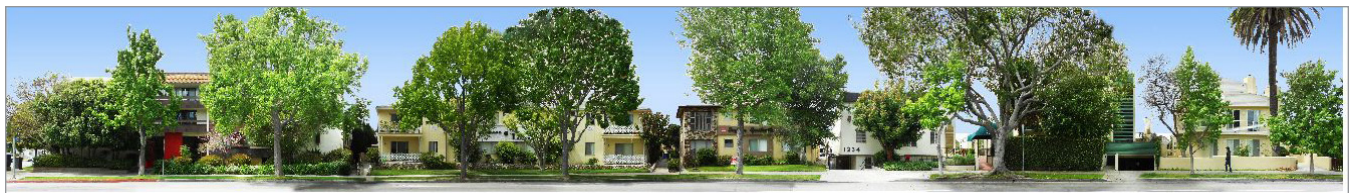
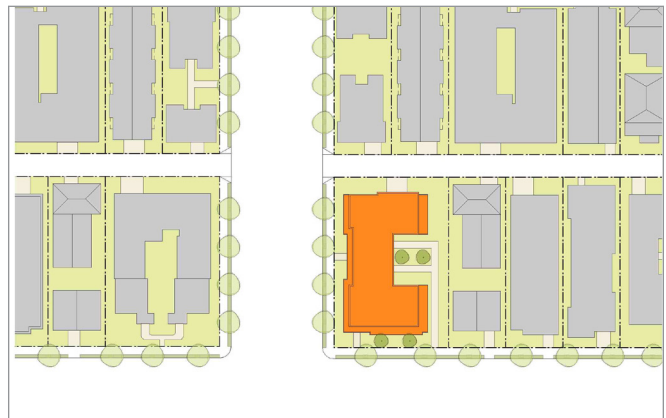


Illustration of multi-family design guidelines.



Stepbacks create bulit form transitions between old and new structures while landscape screening at setbacks maintains privacy.



A multi-family residential land use district along 11th Street north of Wilshire Boulevard.

John Kaliski Architects

Design Principles

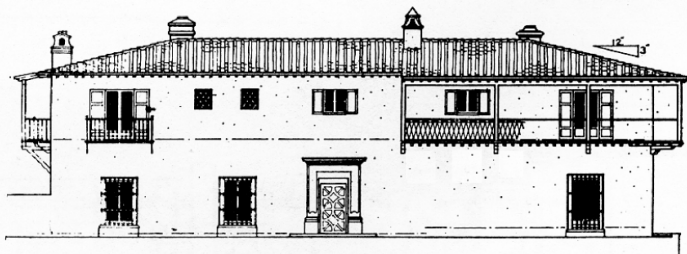
Style: Spanish Colonial Revival Mediterranean with Italianate influences
Spanish Mediterranean

Character Defining Features:

- chimneys with pots
- red clay tile
- tile capstone at parapet
- ±1:3 hipped roof
- recessed painted wood casement windows and doors
- decorative plaster cornice
- wrought-iron decorative fencing w/ brackets @ wall
- smooth hand-trowel finished painted plaster
- base plantings
- outdoor loggia with cast concrete columns
- varied massing breaks down scale and bulk
- painting wood casement windows with wood muntins/dividers



from Andree Herb, et al. Santa Barbara Architecture: From Spanish Colonial to Modern. (Santa Barbara: Capra Press, 1995). p190.



from Carole Rifkind. A Field Guide to American Architecture. (New York: New American Library, 1984). p107.

Bel-Air Design Guidelines

Bel-Air Residential Design Guidelines

Bel-Air, California
2005

Design guidelines for new construction ensure preservation of Bel-Air's original vision.

Bel-Air Residential Design Guidelines Los Angeles, California 2005-2006

Set within the Santa Monica Mountains, Bel-Air is a unique residential enclave renowned for its natural beauty and distinctive single-family residences. Since its founding in the 1920's, Bel-Air's mountain and ocean views, winding roadways, and setting have continuously attracted new residents who seek to improve properties through new construction that is not always compatible with the now historic context. JKA was asked to provide design guidelines for all new construction that would ensure the maintenance of the positive values of the original vision.

To develop the guidelines JKA researched and analyzed zoning, existing architectural styles, landscape conditions, community and developer sentiment, and the infrastructure that would be required to support new development.

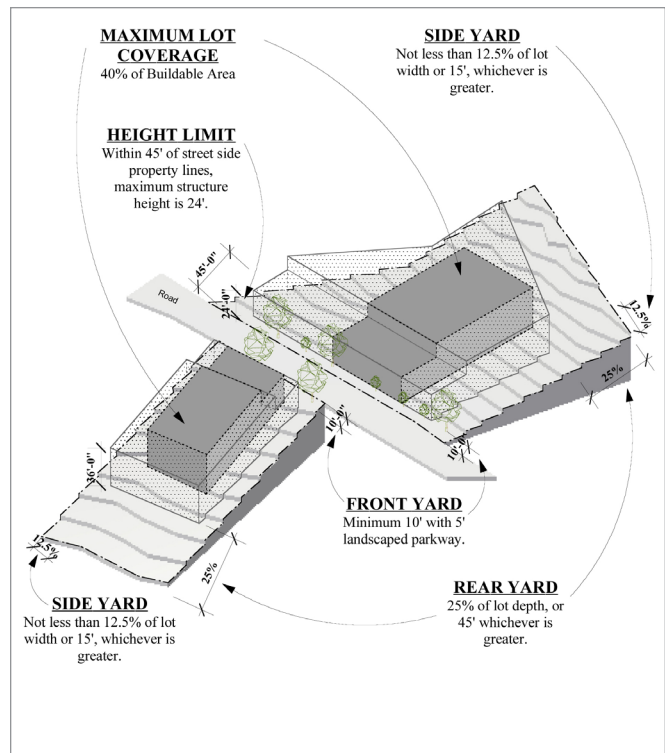
The completed Bel-Air Residential Design Guidelines establish a framework to retain this community's open space and encourage high-quality landscape. Additional standards regulate massing, bulk, height, and setbacks. Guidelines require new construction to relate to the architectural character of Bel-Air's older homes, yet incorporate flexibility of choice to encourage creative and innovative design. Lastly, mitigation of construction nuisances during construction is required.

The Bel-Air Association Board adopted the draft guidelines in February 2006.

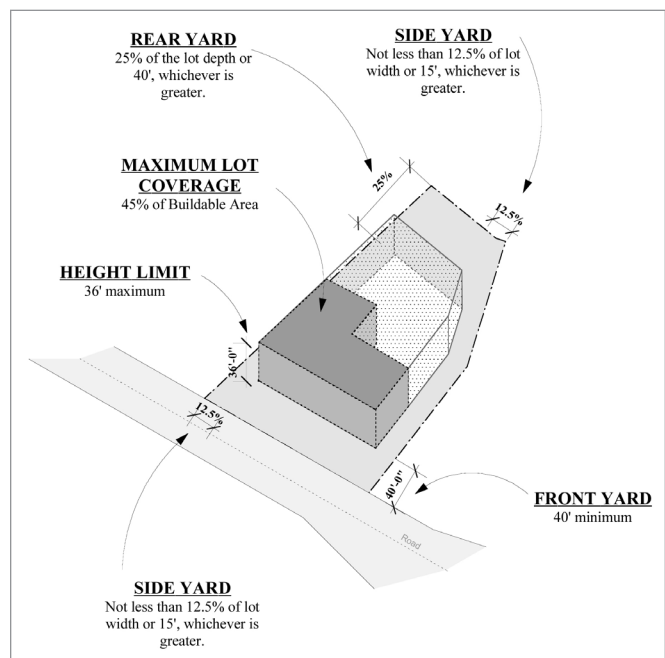
Client: Bel-Air Association

Scope: Residential Design Guidelines

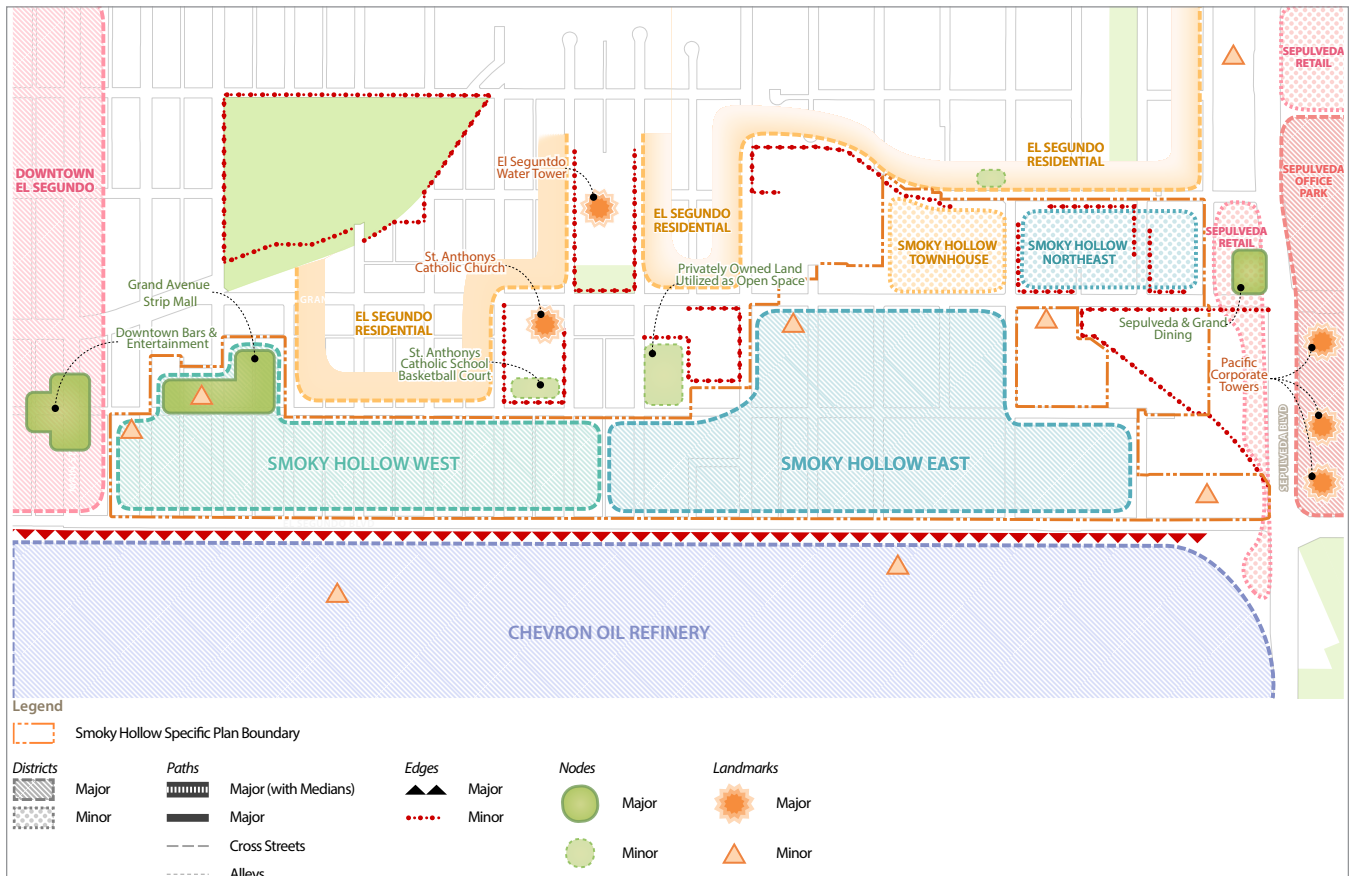
Cost: \$30,000



Hillside maximum envelope Design Guidelines.



Maximum envelope Design Guidelines.



City of El Segundo Smoky Hollow Specific Plan Update El Segundo, California 2014-present

Survey of urban design conditions and building prototype feasibility analysis to facilitate the specific plan update.

Smoky Hollow Specific Plan Update Smoky Hollow, California 2014-present

John Kaliski Architects (JKA), working with MIG, were contracted to conduct an urban design survey for Smoky Hollow, City of El Segundo. As part of this exercise, JKA observed and documented field conditions within and immediately surrounding the Smoky Hollow Study Area. Tasks include site visits conducted in the summer and winter of 2014 and the spring of 2015, spatial analysis utilizing geographic information systems data, and interviews with community stakeholders.

After in-depth studies of the site, JKA presented observations encompassing the characteristics of the urban form, statuses and styles of buildings, street conditions, and the community's perceptions of the site. Based on these observations, JKA further developed themes and preliminary recommendations for the long-term physical, environmental, and urban design for this area, to facilitate the drafting of the forthcoming updates in Smoky Hollow's specific plan.

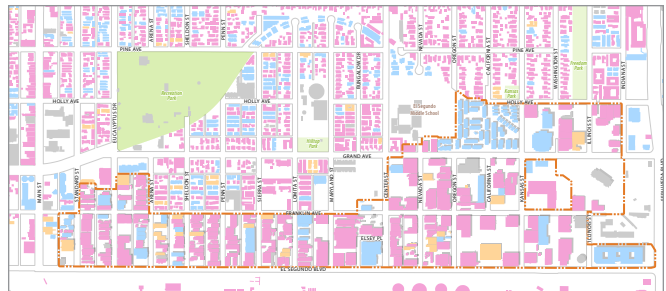
Client: MIG for the City of El Segundo

Scope: Urban design survey, building prototype feasibility analysis, visioning, and specific plan update

Cost: \$51,605



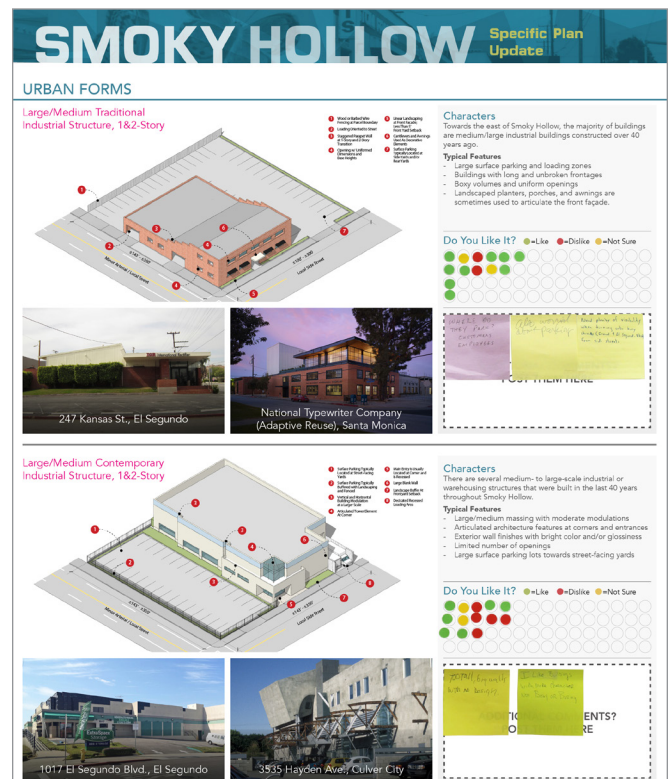
Photo documentations of the existing industrial setting of Smoky Hollow



Use of GIS to analyze the construction date of buildings and identify street blocks eligible for historic preservation



Word cloud analysis that summarizes the keywords and topics discussed in the community workshops



Use of interactive posters to collect community inputs in the community workshops

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Response to City of Culver City RFP #1616 Questionnaire

Company and General Information

John Kaliski Architects
3780 Wilshire Boulevard, Suite 300
Los Angeles, California 90010

Primary and Authorized Contact

John Kaliski, AIA, Principal
(213) 383-7980 v
(213) 383-7981 f
jkaliski@johnkaliski.com

John Kaliski has read and will comply with all terms and conditions of the RFP and has read and understands the 10/31/16 Response to Questions issued by the City.

Overview of Qualifications and Experience

Firm Overview

John Kaliski Architects (JKA) is a Los Angeles-based urban design and architecture firm that specializes in urban design projects and design review for municipalities and public agencies. Since its founding in 2000, the office has worked with numerous public entities throughout Southern California including:

- Burbank; Single-Family Neighborhood Development Standards and Design Guidelines
- Beverly Hills; Single-Family, Design Review
- Los Angeles; re:code LA
- Metro; Crenshaw Corridor Joint Development Design Guidelines
- Pasadena; Lincoln Avenue Specific Plan
- Santa Ana; Design Review, Metro West
- Santa Monica; Mixed-Use Corridor and Multi-family Design Guidelines, Design Review
- West Hollywood; General Plan Update, Multifamily Residential Design Guidelines

These projects, as well as others, have included outreach components, community engagement, workshops, charrettes, walkshops, websites, online surveys, and stakeholder meetings and activities organized and facilitated by JKA in group as well as one-on-one meetings. Presently, JKA is completing design guidelines and working on zone text amendments for single-family development and design in Burbank and contributing to the re:code LA effort that is rewriting the zoning code for Los Angeles. These efforts have immersed the office in current approaches, considerations, and outcomes and JKA, should it be retained by Culver City, will deploy staff who are up to date on comparative “mansions” efforts and approaches throughout the region.

JKA's unique perspective when undertaking planning projects is that JKA is not only a planning firm, but practicing architects, working on a variety of project types including single-family and multi-family housing projects. JKA integrates its understanding of design, building codes, and constructability into each of its urban design efforts. Each of the office's staff works on both design and urban design scopes. This combined planning and design experience, both as a firm and as individuals, is utilized in each project allowing for a broader understanding of the design issues and both innovative and pragmatic outcomes.

Primary Point Person and Team Leader

John Kaliski will be the principal-in-charge of JKA's Culver City scope of work. He has worked on mass, bulk, and "mansionization" efforts in Los Angeles, Bel Air, Beverly Hills and Burbank, and developed design guidelines for cities throughout Southern California. He has organized and facilitated workshops and meetings, and developed online tools and content for JKA projects. Having worked in both the public and private sector, he brings three decades of experience to city design processes and issues. As both an urban designer and an architect working on both planning and architecture projects, his broad technical skills, and sensitivity to costs and constructability, brings understanding of the planning, design, and empathy needed to address single-family neighborhood design issues.

Project Team

JKA will provide all services needed to complete the Project. Key team members and roles include:

- John Kaliski - Principal-in-Charge, responsible for direction and quality of work product, responsible for zone text language, workshop and community meeting facilitator.
- Wenchong Lai - Senior Urban Designer, day-to-day contact, responsible for graphics and development of project content, online engagement coordinator.
- Carolyn Matsumoto - Project Manager, responsible for visual and written content development and engagement organization and facilitation.
- Rebecca Radojicic, Senior Designer, outreach and facilitation.

Proposed John Kaliski Architects Scope of Services and Tasks

Task 1 – Background Review and Goals

Task 1.A: Kick-Off Meeting/Final Scope and Schedule

JKA will attend a kick-off meeting with City staff to review and finalize the scope of work and schedule.

- Task 1.A Work Product - Final written scope of work and tasks and schedule of tasks

Task 1.B: Review Plans and Policies

JKA will review and summarize in matrix form existing plans and policies as they describe single-family residence development and design standards including the City of Culver City General Plan, Culver City Zoning Code, and Culver City design guidelines. As part of this work, JKA shall prepare gross envelope diagrams that delineate existing design parameters for typical single-family residential lots in the Park East neighborhood. Additionally, JKA shall review and summarize in matrix form existing development standards and design standards for single-family homes in three comparative communities as determined by JKA and City staff.

- Task 1.B Work Product - Comparative single-family development and design parameter matrices of Culver City and three (3) additional cities; mass, bulk, and setback envelope diagram of typical R1 lot in Park East neighborhood.

Task 2 - Phase 1 Survey of Existing Conditions

Task 2.A: Park East Neighborhood Survey and Study

JKA shall survey in-the-field, study, and document the existing conditions and development and design parameters of the Park East/Carlson Park neighborhood. The objective of the survey will be to document the “neighborhood defining features” that establish the character of the community. Factors that will be documented with photographs and review of maps/aerials include but are not limited to streetscape, front yards, side yards, rear yards, lot coverage, accessory buildings, orientation, bulk, massing, rooflines, first versus upper stories, characteristic architecture, and typology. The mass and bulk diagrams prepared in Task 1.B will be utilized for to prepare additional diagrams (maximum 3) that further delineate typical character defining features seen in this single community. Based upon the work completed during this task.

- Task 2.A Work Product - Photo sheets of existing conditions and diagrams (maximum 3) of typical character defining features of a single community.

Task 2.B: General Neighborhood Tour with City Staff

JKA shall participate with City staff in a staff-organized approximate one-day general neighborhood tour of the Park East/Carlson neighborhood and other Culver City single-family residential neighborhoods as determined by staff. The other neighborhoods may include the Blair Hills, Culver Crest, Culver/West, McLaughlin, Park West, Studio Village, Sunkist Park, Washington Culver, and Blanco Park neighborhoods. The objective of the tour is for staff to describe the concerns, issues and differences that are shaping Culver City single-family neighborhoods while comparatively observing the communities. JKA shall document the tour and use the tour observations to assist in the preparation of subsequent zoning and design guidelines options.

- Task 2.B Work Product - Participation in a neighborhood tour and documentation of general observations with photographs and written bullet points.

Task 2.C: Neighborhood Characteristics Summary and Considerations Report

Based upon the survey and study work to-date, JKA shall prepare a Neighborhood Characteristics Summary and Recommendations Report. This report shall present the materials and findings of the Park East Neighborhood Survey and Study and outline a menu of development and design considerations that may address single-family mass, bulk, and character in this community.

- Task 2.C Work Product - Written and illustrated report.

Task 2.D: Additional Phase II Scope and Recommendations

Based upon the work completed in Task 1 and Task 2, JKA shall prepare a memorandum that outlines opportunities, a potential scope of work to address the opportunities, and an outline of potential development standard and design guideline approaches that would further shape mass, bulk, and character in additional Culver City single-family neighborhoods. This memorandum may be utilized by staff and City decision-makers to assist in the assessment of the applicability of additional single-family work and approaches to other Culver City Communities and associated costs of this additional work.

- Task 2.D Work Product - Memorandum.

Task 3 - Community Engagement

Task 3.A: Walkshop

JKA shall organize, implement, and facilitate, with staff input, a half-day walkshop for the Park East Carlson neighborhood. The walkshop is anticipated to include the following components:

- An online survey and analysis
- Twitter uploads and analysis
- A community tour/walkshop map that can be utilized by either groups or individuals
- Leaflets/postcards to each residence announcing the walkshop time, opportunity to participate at this time or, opportunity to self-guide
- Walkshop map

In general, the walkshop and walkshop materials and online engagement are meant to gather input, observations, and comments that may be utilized by JKA throughout the process to illustrate concerns, issues, likes, and opportunities as observed from the neighborhood level. Input, including images as uploaded to Twitter and identified with Twitter hashtags, analysis of Twitter data using word clouds, input from an online survey utilizing Survey Monkey, and input as recorded during the tour will be used to illustrate community issues and ideas.

- Task 3.A Work Product - Online survey and analysis, Twitter feed and data analysis, announcement leaflet/postcard, community tour map, and workshop summary memorandum. Note: JKA, with staff input shall organize, staff, and facilitate the walkshop with the City providing production and distribution of walkshop materials as prepared by JKA, community announcements, and insurance.

Task 3.B: Community Meeting 1 – Listening/Brainstorm

JKA shall organize, implement, and facilitate, with staff input, a first community meeting where existing conditions materials and walkshop findings will be presented and used as means to encourage the

exchange of ideas between the community, JKA, and others. The purpose of the first workshop is to create an opportunity for Park East/Carlson community members to express their feelings, expressions, and ideas about their community, change, and the work completed to date and to see these ideas acknowledged and recorded.

- Task 3.B Work Product - Community meeting incorporating materials developed to date and memorandum outlining comments and findings. During the meeting, JKA shall utilize Twitter and project hashtags to record the meeting and allow online opportunities outside of the context of the meeting venue for comment and dialogue that can be analyzed utilizing word clouds. Note: JKA, with staff input shall organize, staff, and facilitate the community meeting with the City responsible for providing the venue, production and distribution of community announcements, refreshments, translation if required, and insurance.

Task 3.C: Community Meeting 2 – Ideas and Direction

JKA shall organize, implement, and facilitate, with staff input, a second community meeting where work completed to date, but in particular a menu of development standards and guideline options, will be presented and discussed. The purpose of the second workshop is to get a sense from participants of the acceptability, or not, of a range of development standards and guidelines concepts that may further shape single family mass, bulk and character.

- Task 3.C Work Product - Community meeting incorporating materials developed to date and memorandum outlining comments and findings. During the meeting, JKA shall utilize Twitter and project hashtags to record the meeting and allow online opportunities outside of the context of the meeting venue for comment and dialogue that can be analyzed utilizing word clouds. Note: JKA, with staff input shall organize, staff, and facilitate the community meeting with the City responsible for providing the venue, production and distribution of community announcements, refreshments, translation if required, and insurance.

Task 3.D: Online Engagement

As noted in Task 3.A, 3.B, and 3.C above, JKA shall utilize an online survey tool and Twitter to expand opportunities for community members to engage in project activities. The online survey will generally be an opportunity for community members to shape their thoughts in relationship to mass and bulk issues, i.e. likes and dislikes. Twitter will be utilized to record public meetings and encourage public comments and discourse. Twitter “tweets”, when gathered, will be utilized to create analytic word clouds. If the Twitter comment board takes off, the word clouds generated will be a visual representation of the most common ideas and expressions shaping community discourse.

- Task 3.D Work Product - Online survey and Twitter feed. Note: JKA can develop a unique website for the online engagement tool but typically, these types of surveys are best hosted on a City website. JKA anticipates that the R-1 Neighborhood Development project web page, if any, will be developed and hosted by the City.

Task 4 - Identify and Prioritize Options

Task 4.A: Staff/Consultant Brainstorm

JKA shall facilitate a one-day brainstorm session either at City offices, or at JKA’s office, to review the work and findings to date and develop in real time and with staff input zoning code, overlay, and design guidelines options that will shape the development of the zone text amendments and potential design guidelines.

- Task 4.A Work Product - JKA shall take notes during the staff/consultant brainstorm session and incorporate them into the work products prepared for Task 4.B and 4.C below.

Task 4.B: Zoning Code Alternatives Memorandum

Based upon the staff/consultant brainstorm session, JKA shall prepare a range of zoning code/development standards approaches that would shape design standards and/or overlays for the Park East/Carlson neighborhood. The purpose of this memorandum is to provide a range of possible directions for staff comment and selection in use of the preparation of anticipated zoning code text amendments.

- Task 4.B Work Product - Memorandum outlining a range of design standard opportunities for consideration and direction by staff.

Task 4.C: Design Guidelines Alternatives

Based upon the staff/consultant brainstorm session, JKA shall a range of design guideline approaches to address character of single family design in the Park East/Carlson neighborhood. The purpose of this memorandum is to provide a range of possible directions for staff comment and selection in use of the preparation of anticipated design guidelines.

- Task 4.C Work Product - Memorandum outlining a range of design guidelines opportunities for consideration and direction by staff.

Task 5 – Implementation Documents

Task 5.A: Administrative Draft Standards and Guidelines

JKA shall prepare for staff input and comment an administrative draft of proposed zoning code text amendments and potential design guidelines. In general, zoning code language and design guidelines will be presented as separate documents for review. Zoning text changes are assumed to amend as needed the recently adopted R-1 requirements and will be prepared in Word to allow comparison between existing code language and proposed code language. At this time the scope of the design guidelines and potential design review processes are not known. However, for purposes of this Scope of Work, design guidelines are assumed to be both narrative and visual and include the following elements:

- Table of Contents
- Design Guidelines Purpose and Objectives
- Design Guidelines Review and Approval Process
- Neighborhood Design Characteristics
- Neighborhood Design Guidelines
- Glossary of Terms
- Design Guidelines Application and Check List
- Task 5.A Work Product - Administrative Draft Development Standards and Design Guidelines for the Park East/Carlson Park Neighborhood in Word format (zoning text amendments) and Word format with PDF illustrative appendix (design guidelines).

Task 5.B: Draft Standards and Guidelines

Based upon staff input and direction, and in anticipation of Planning Commission review and comment, JKA shall prepare a draft of proposed zoning code text amendments and potential design guidelines. The

draft standards and guidelines shall be a logical evolution of the administrative draft prepared during Task 5.A.

- Task 5.B Work Product - Draft Development Standards and Design Guidelines for the Park East/Carlson Park Neighborhood in Word format (zoning text amendments) and In-Design format (design guidelines).

Task 5.C: Final Standards and Guidelines

Based upon staff input and direction, as well as Planning Commission review and comment, JKA shall prepare a final draft of proposed zoning code text amendments and potential design guidelines. The final draft standards and guidelines shall be a logical evolution of the draft prepared during Task 5.B.

- Task 5.C Work Product - Final Draft Development Standards and Design Guidelines for the Park East/Carlson Park Neighborhood in Word format (zoning text amendments) and In-Design format (design guidelines).

Task 6 - Meetings, Coordination, and Administration

Task 6.A: Coordination Meetings

JKA shall attend coordination meetings (maximum 10) with staff, and others as determined by staff to coordinate the project and scope of work.

- Task 6.A Work Product - Meeting notes in outline form with action items as needed.

Task 6.B: Planning Commission Meetings

JKA shall attend Planning Commission meetings (maximum 2) to present the Project and receive input and direction.

- Task 6.B Work Product - Meeting notes in outline form with action items as needed.

Task 6.C: City Council Meetings

JKA shall attend City Council Meetings (maximum 2) to present the project and receive input and direction.

- Task 6.C Work Product - Meeting notes in outline form with action items as needed.

Task 6.D: Administration

JKA shall administer the Project and the Project contract including invoicing.

- Task 6.D Work Product - Administration: monthly invoices.

Resource Matrix and Schedule

Please see the following pages for the resource matrix and schedule.

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Resource Matrix

*Prepare Recommendations for R-1 Neighborhood Development Standards for
One Single Family Residential Neighborhood*

John Kaliski Architects

Task	JKA Hours		
	Principal	Project Manager	Senior Urban Designer
1 Background Review & Goals			
A Kick-off Meeting/Final Scope & Schedule	4	8	
B Review Plans and Policies	4		40
2 Phase I Survey of Existing Conditions			
A Park East Neighborhood Survey & Study	4	8	40
B General Neighborhood Tour w/Staff	4	4	24
C Neighbrohood Characteristics Summary & Recommendations	4	4	16
D AdditionalPhase II Scope & Recommendations Memo	2	4	8
3 Community Engagement			
A Community Meeting 1 - Listening/Brainstorm	6	24	40
B Walkshop - Observation	6	24	40
C Community Meeting 2 - Ideas & Directions	6	24	40
D Online Engagement	4	8	40
4 Identify & Prioritize Options			
A Staff/Consultant Brainstorm	8	8	8
B Zoning Code Alternatives	4	4	8
C Design Guidelines Alternatives	4	4	8
5 Implementation Documents			
A Administrative Draft Standards and Guidelines	8	24	64
B Draft Standards & Guidelines	8	16	40
C Final Standards & Guidelines	4	8	24
6 Meetings, Coordination, & Administration			
A Coordination Meetings (10 max.)	10		20
B Planning Commission Meetings (2 max.)	4		8
C City Council Meetings (2 max.)	4		8
D Administration	5		10
Total Hours	103	172	486

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Schedule

Prepare Recommendations for R-1 Neighborhood Development Standards for
One Single Family Residential Neighborhood

John Kaliski Architects

Task	December		January				February				March				April				May			
	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4
1 Background Review & Goals																						
A Kick-off Meeting/Final Scope & Schedule	★																					
B Review Plans and Policies																						
2 Phase I Survey of Existing Conditions																						
A Park East Neighborhood Survey & Study																						
B General Neighborhood Tour w/Staff					★ (★)																	
C Neighbrohood Characteristics Summary & Recommendations																						
D AdditionalPhase II Scope & Recommendations Memo																						
3 Community Engagement																						
A Community Meeting 1 - Listening/Brainstorm						★ (★)																
B Walkshop - Observation									★ (★)													
C Community Meeting 2 - Ideas & Directions												★ (★)										
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A Coordination Meetings (10 max.)																						
B Planning Commission Meetings (2 max.)																						
C City Council Meetings (2 max.)																						
D Administration																						
Legend																						
	Research and Production																					
	Coordination with City																					
	★ Event Date																					
	(★) Alternative Event Date																					

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JKA References

- **Carol Barrett, City Planner**
City of Burbank
150 North Third Street
Burbank, California 91502-1264
(818) 238-5250
CBarrett@burbankca.gov
Ms. Barrett is the lead staff person for and is familiar with JKA's work on the City of Burbank Neighborhood Compatibility Review and Design Guidelines (anticipated December 2016 adoption).
- **Ryan Gohlich, City Planner**
City of Beverly Hills
Beverly Hills City Hall
455 N. Rexford Drive, First Floor
Beverly Hills, California 90210
(310) 285.1141
rgohlich@beverlyhills.org
Mr. Gohlich is familiar with JKA's work on the Beverly Hills Single-Family Mass and Bulk Study (lead staff Michele McGrath has retired) as well as the recently completed 250 North Crescent Drive design review project.
- **Peter James, Principal Planner**
City of Santa Monica
Planning and Community Development Department
City Hall
1685 Main Street
Santa Monica, California 90401
(310) 458-8341
peter.james@smgov.net
Mr. James is the lead staff person for and is familiar with JKA's work on the Memorial Park Neighborhood Plan and Ocean Park Boulevard Complete Green Street, and is familiar with the City of Santa Monica Multi-Family and Mixed-Use Land Use Designation Design Guidelines (lead staff Stephan Traeger no longer works for the City of Santa Monica).

Proposed John Kaliski Architects Scope of Services and Tasks - Revised December 23, 2016 to Incorporate Phase 2 Services

Task 1 – Background Review and Goals

Task 1.A: Phase 1 Kick-Off Meeting/Final Scope and Schedule

JKA will attend a kick-off meeting with City staff to review and finalize the scope of work and schedule.

- Task 1.A Work Product - Final written scope of work and tasks and schedule of tasks

Task 1.B: Phase 1 Review Plans and Policies

JKA will review and summarize in matrix form existing plans and policies as they describe single-family residence development and design standards including the City of Culver City General Plan, Culver City Zoning Code, and Culver City design guidelines. As part of this work, JKA shall prepare gross envelope diagrams that delineate existing design parameters for typical single-family residential lots in the Park East neighborhood. Additionally, JKA shall review and summarize in matrix form existing development standards and design standards for single-family homes in three comparative communities as determined by JKA and City staff.

- Task 1.B Work Product - Comparative single-family development and design parameter matrices of Culver City and three (3) additional cities; mass, bulk, and setback envelope diagram of typical R1 lot in Park East neighborhood.

Task 2 - Survey of Existing Conditions

Task 2.A: Phase 1 Park East Neighborhood Survey and Study

JKA shall survey in-the-field, study, and document the existing conditions and development and design parameters of the Park East/Carlson Park neighborhood. The objective of the survey will be to document the “neighborhood defining features” that establish the character of the community. Factors that will be documented with photographs and review of maps/aerials include but are not limited to streetscape, front yards, side yards, rear yards, lot coverage, accessory buildings, orientation, bulk, massing, rooflines, first versus upper stories, characteristic architecture, and typology. The mass and bulk diagrams prepared in Task 1.B will be utilized to prepare additional diagrams (maximum 3) that further delineate typical character defining features seen in this single community

Task 2.A Work Product - Photo sheets of existing conditions and diagrams (maximum 3) of typical character defining features of a single community.

Task 2.B: Phase 1 General Neighborhood Tour with City Staff

JKA shall participate with City staff in a staff-organized approximate one-day general neighborhood tour of the Park East/Carlson neighborhood and other Culver City single-family residential neighborhoods as determined by staff. The other neighborhoods may include the Blair Hills, Culver Crest, Culver/West, McLaughlin, Park West, Studio Village, Sunkist Park, Washington Culver, and Blanco Park neighborhoods. The objective of the tour is for staff to describe the concerns, issues and differences that are shaping Culver City single-family neighborhoods while comparatively observing the communities. JKA shall document the tour and use the tour observations to assist in the preparation of subsequent zoning and design guidelines options.

- Task 2.B Work Product - Participation in a neighborhood tour and documentation of general observations with photographs and written bullet points.

Task 2.C: Phase 1 Neighborhood Characteristics Summary and Considerations Report

Based upon the survey and study work to-date, JKA shall prepare a Neighborhood Characteristics Summary and Recommendations Report. This report shall present the materials and findings of the Park East Neighborhood Survey and Study and outline a menu of development and design considerations that may address single-family mass, bulk, and character in this community.

- Task 2.C Work Product - Written and illustrated report.

Task 2.D: Phase 2 Scope and Recommendations

JKA shall review, analyze, and document the existing conditions and design parameters of nine (9) additional residential neighborhoods utilizing the same methodology and work products as outlined in Task 2.A above; and shall prepare a Neighborhood Characteristics Summary and Recommendations Report that presents the materials and findings of the nine (9) study residential neighborhoods as well as an outline menu of development and design considerations that may address single-family mass, bulk and character within these nine (9) neighborhoods.

- Task 2.D Work Product - Written and illustrated report.

Task 3 - Community Engagement

Task 3.A: Phase 1 Walkshop

JKA shall organize, implement, and facilitate, with staff input, a half-day walkshop for the Park East Carlson neighborhood. The walkshop is anticipated to include the following components:

- An online survey and analysis
- Twitter uploads and analysis
- A community tour/workshop map that can be utilized by either groups or individuals
- Leaflets/postcards to each residence announcing the walkshop time, opportunity to participate at this time or, opportunity to self-guide
- Walkshop map

In general, the walkshop and walkshop materials and online engagement are meant to gather input, observations, and comments that may be utilized by JKA throughout the process to illustrate concerns, issues, likes, and opportunities as observed from the neighborhood level. Input, including images as uploaded to Twitter and identified with Twitter hashtags, analysis of Twitter data using word clouds, input from an online survey utilizing Survey Monkey, and input as recorded during the tour will be used to illustrate community issues and ideas.

- Task 3.A Work Product - Online survey and analysis, Twitter feed and data analysis, announcement leaflet/postcard, community tour map, and workshop summary memorandum. Note: JKA, with staff input shall organize, staff, and facilitate the walkshop with the City providing production and distribution of walkshop materials as prepared by JKA, community announcements, and insurance.

Task 3.B: Phase 1 Community Meeting 1 – Listening/Brainstorm

JKA shall organize, implement, and facilitate, with staff input, a first community meeting where existing conditions materials and workshop findings will be presented and used as means to encourage the exchange of ideas between the community, JKA, and others. The purpose of the first workshop is to create an opportunity for Park East/Carlson community members to express their feelings, expressions, and ideas about their community, change, and the work completed to date and to see these ideas acknowledged and recorded.

- Task 3.B Work Product - Community meeting incorporating materials developed to date and memorandum outlining comments and findings. During the meeting, JKA shall utilize Twitter and project hashtags to record the meeting and allow online opportunities outside of the context of the meeting venue for comment and dialogue that can be analyzed utilizing word clouds. Note: JKA, with staff input shall organize, staff, and facilitate the community meeting with the City responsible for providing the venue, production and distribution of community announcements, refreshments, translation if required, and insurance.

Task 3.C: Phase 1 Community Meeting 2 – Ideas and Direction

JKA shall organize, implement, and facilitate, with staff input, a second community meeting where work completed to date, but in particular a menu of development standards and guideline options, will be presented and discussed. The purpose of the second workshop is to get a sense from participants of the acceptability, or not, of a range of development standards and guidelines concepts that may further shape single family mass, bulk and character.

- Task 3.C Work Product - Community meeting incorporating materials developed to date and memorandum outlining comments and findings. During the meeting, JKA shall utilize Twitter and project hashtags to record the meeting and allow online opportunities outside of the context of the meeting venue for comment and dialogue that can be analyzed utilizing word clouds. Note: JKA, with staff input shall organize, staff, and facilitate the community meeting with the City responsible for providing the venue, production and distribution of community announcements, refreshments, translation if required, and insurance.

Task 3.D: Phase 1 Online Engagement

As noted in Task 3.A, 3.B, and 3.C above, JKA shall utilize an online survey tool and Twitter to expand opportunities for community members to engage in project activities. The online survey will generally be an opportunity for community members to shape their thoughts in relationship to mass and bulk issues, i.e. likes and dislikes. Twitter will be utilized to record public meetings and encourage public comments and discourse. Twitter “tweets”, when gathered, will be utilized to create analytic word clouds. If the Twitter comment board takes off, the word clouds generated will be a visual representation of the most common ideas and expressions shaping community discourse.

- Task 3.D Work Product - Online survey and Twitter feed. Note: JKA can develop a unique website for the online engagement tool but typically, these types of surveys are best hosted on a City website. JKA anticipates that the R-1 Neighborhood Development project web page, if any, will be developed and hosted by the City.

Task 4 - Identify and Prioritize Options

Task 4.A: Phase 1 Staff/Consultant Brainstorm

JKA shall facilitate a one-day brainstorm session either at City offices, or at JKA's office, to review the work and findings to date and develop in real time and with staff input zoning code, overlay, and design guidelines options that will shape the development of the zone text amendments and potential design guidelines.

- Task 4.A Work Product - JKA shall take notes during the staff/consultant brainstorm session and incorporate them into the work products prepared for Task 4.B and 4.C below.

Task 4.B: Phase 1 Zoning Code Alternatives Memorandum

Based upon the staff/consultant brainstorm session, JKA shall prepare a range of zoning code/development standards approaches that would shape design standards and/or overlays for the Park East/Carlson neighborhood. The purpose of this memorandum is to provide a range of possible directions for staff comment and selection in use of the preparation of anticipated zoning code text amendments.

- Task 4.B Work Product - Memorandum outlining a range of design standard opportunities for consideration and direction by staff.

Task 4.C: Phase 1 Design Guidelines Alternatives

Based upon the staff/consultant brainstorm session, JKA shall prepare a range of design guideline approaches to address character of single-family design in the Park East/Carlson neighborhood. The purpose of this memorandum is to provide a range of possible directions for staff comment and selection in use of the preparation of anticipated design guidelines.

- Task 4.C Work Product - Memorandum outlining a range of design guidelines opportunities for consideration and direction by staff.

Task 4.D: Phase 2 Zoning Code Alternatives Memorandum

Based upon staff input and direction, JKA shall prepare a range of zoning code/development standards approaches that would shape design standards and/or overlays for the nine (9) residential study neighborhoods. The purpose of this memorandum is to provide a range of possible directions for staff comment and selection in anticipation of the preparation of zoning code text amendments.

- Task 4.D Work Product - Memorandum outlining a range of design standard opportunities for consideration and direction by staff.

Task 4.E: Phase 2 Design Guidelines Alternatives Memorandum

Based upon staff input and direction, JKA shall prepare a range of design guideline approaches to address the character of single-family design in the nine (9) residential study neighborhoods. The purpose of this memorandum is to provide a range of possible directions for staff comment and selection in anticipation of the preparation of anticipated design guidelines.

- Task 4.E Work Product - Memorandum outlining a range of design standard opportunities for consideration and direction by staff.

Task 5 – Implementation Documents

Task 5.A: Phase 1 Administrative Draft Standards and Guidelines

JKA shall prepare for staff input and comment an administrative draft of proposed zoning code text amendments and potential design guidelines. In general, zoning code language and design guidelines will be presented as separate documents for review. Zoning text changes are assumed to amend as needed the recently adopted R-1 requirements and will be prepared in Word to allow comparison between existing code language and proposed code language. At this time the scope of the design guidelines and potential design review processes are not known. However, for purposes of this Scope of Work, design guidelines are assumed to be both narrative and visual and include the following elements:

- Table of Contents
 - Design Guidelines Purpose and Objectives
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 - Neighborhood Design Characteristics
 - Neighborhood Design Guidelines
 - Glossary of Terms
 - Design Guidelines Application and Check List
-
- Task 5.A Work Product - Administrative Draft Development Standards and Design Guidelines for the Park East/Carlson Park Neighborhood in Word format (zoning text amendments) and Word format with PDF illustrative appendix (design guidelines).

Task 5.B: Phase 1 Draft Standards and Guidelines

Based upon staff input and direction, and in anticipation of Planning Commission review and comment, JKA shall prepare a draft of proposed zoning code text amendments and potential design guidelines. The draft standards and guidelines shall be a logical evolution of the administrative draft prepared during Task 5.A.

- Task 5.B Work Product - Draft Development Standards and Design Guidelines for the Park East/Carlson Park Neighborhood in Word format (zoning text amendments) and InDesign format (design guidelines).

Task 5.C: Phase 1 Final Standards and Guidelines

Based upon staff input and direction, as well as Planning Commission review and comment, JKA shall prepare a final draft of proposed zoning code text amendments and potential design guidelines. The final draft standards and guidelines shall be a logical evolution of the draft prepared during Task 5.B.

- Task 5.C Work Product - Final Draft Development Standards and Design Guidelines for the Park East/Carlson Park Neighborhood in Word format (zoning text amendments) and InDesign format (design guidelines).

Task 5.D: Phase 2 Final Standards and Guidelines

JKA shall prepare for staff input and comment an administrative draft of zoning code text amendments and potential design guidelines, utilizing the same process as specified in Task 5.A, for either the consolidated nine (9) residential study neighborhoods, or for specific individual neighborhoods (maximum 4) as directed by staff. Based upon staff input and direction, as well as Planning Commission review and comment, JKA shall prepare final draft of proposed zoning code text amendments and potential design guidelines utilizing the same process as specified Task 5.B and 5.C.

- Task 5.D Work Product - Final Draft Development Standards and Design Guidelines for the consolidated nine (9) residential study neighborhoods or for specific individual neighborhoods (maximum 4) as directed by staff, in Word format (zoning text amendments) and InDesign format (design guidelines).

Task 6 - Meetings, Coordination, and Administration

Task 6.A: Phase 1 Coordination Meetings

JKA shall attend coordination meetings (maximum 10) with staff, and others as determined by staff to coordinate the project and scope of work.

- Task 6.A Work Product - Meeting notes in outline form with action items as needed.

Task 6.B: Phase 1 Planning Commission Meetings

JKA shall attend Planning Commission meetings (maximum 2) to present the Project and receive input and direction.

- Task 6.B Work Product - Meeting notes in outline form with action items as needed.

Task 6.C: Phase 1 City Council Meetings

JKA shall attend City Council Meetings (maximum 2) to present the project and receive input and direction.

- Task 6.C Work Product - Meeting notes in outline form with action items as needed.

Task 6.D: Phase 1 Administration

JKA shall administer the Project and the Project contract including invoicing.

- Task 6.D Work Product - Administration: monthly invoices.

Task 6.E: Phase 2 Coordination Meetings

JKA shall attend coordination meetings (maximum 10) with staff, and others as determined by staff to coordinate the project and scope of work.

- Task 6.E Work Product - Meeting notes in outline form with action items as needed.

Task 6.F: Phase 2 Administration

JKA shall administer the Project and the Project contract including invoicing.

- Task 6.F Work Product - Administration: monthly invoices.

Fee & Expenses

Consultant Services to Conduct Studies and

Prepare Recommendations for R-1 Neighborhood Development Standards for Phase I

John Kaliski Architects

Phase I Tasks	JKA Tasks, Hours, & Costs			Phase I Subtotal
	\$205	\$140	\$110	
	Principal	Project Manager	Senior Urban Des.	
1 Background Review & Goals				
A Kick-off Meeting/Final Scope & Schedule	4	8	0	\$1,940.00
B Review Plans and Policies	4	0	40	\$5,220.00
2 Phase I Survey of Existing Conditions				
A Park East Neighborhood Survey & Study	4	8	40	\$6,340.00
B General Neighborhood Tour w/Staff	4	4	24	\$4,020.00
C Neighborhood Characteristics Summary & Recommendations	4	4	16	\$3,140.00
D (Phase II) Neighborhood Study, Neighborhood Characteristics Summary & Recommendations				
3 Community Engagement				
A Walkshop - Observation	6	24	40	\$8,990.00
B Community Meeting 1 - Listening/Brainstorm	6	24	40	\$8,990.00
C Community Meeting 2 - Ideas & Directions	6	24	40	\$8,990.00
D Online Engagement	4	8	40	\$6,340.00
4 Identify & Prioritize Options				
A Staff/Consultant Brainstorm	8	8	8	\$3,640.00
B Zoning Code Alternatives	4	4	8	\$2,260.00
C Design Guidelines Alternatives	4	4	8	\$2,260.00
D (Phase II) Prepare Zoning Code Alternatives Memorandum				
E (Phase II) Prepare Design Guidelines Alternatives Memorandum				
5 Implementation Documents				
A Administrative Draft Standards and Guidelines	8	24	64	\$12,040.00
B Draft Standards & Guidelines	8	16	40	\$8,280.00
C Final Standards & Guidelines	4	8	24	\$4,580.00
D (Phase II) Prepare Draft Standards and Guidelines for the consolidated nine neighborhoods or for specific individual neighborhoods as directed by staff (4 neighborhoods max.)				
6 Meetings, Coordination, & Administration				
A Coordination Meetings (10 max.)	10	0	20	\$4,250.00
B Planning Commission Meetings (2 max.)	4	0	8	\$1,700.00
C City Council Meetings (2 max.)	4	0	8	\$1,700.00
D Administration	5	0	10	\$2,125.00
E (Phase II) Coordination Meetings (10 max.)				
F (Phase II) Administration				
Expense Allowance				
1 Travel/Mileage				\$250.00
2 Printing				\$2,000.00
3 Messenger				\$100.00
4 Engagement Contingency				\$7,650.00
JKA Phase I Expense Allowance/Contingency				\$10,000.00
Professional Services				\$96,805.00
Expense Allowances				\$10,000.00
Not To Exceed Fee and Expense Allowance				\$106,805.00

Fee & Expenses

Consultant Services to Conduct Studies and

Prepare Recommendations for R-1 Neighborhood Development Standards for Phase II

John Kaliski Architects

Phase I Tasks	JKA Tasks, Hours, & Costs			Phase II Subtotal
	\$205	\$140	\$110	
	Principal	Project Manager	Senior Urban Des.	
1 Background Review & Goals				
A Kick-off Meeting/Final Scope & Schedule				
B Review Plans and Policies				
2 Phase I Survey of Existing Conditions				
A Park East Neighborhood Survey & Study				
B General Neighborhood Tour w/Staff				
C Neighborhood Characteristics Summary & Recommendations				
D (Phase II) Neighborhood Study, Neighborhood Characteristics Summary & Recommendations	8	12	252	\$31,040.00
3 Community Engagement				
A Walkshop - Observation				
B Community Meeting 1 - Listening/Brainstorm				
C Community Meeting 2 - Ideas & Directions				
D Online Engagement				
4 Identify & Prioritize Options				
A Staff/Consultant Brainstorm				
B Zoning Code Alternatives				
C Design Guidelines Alternatives				
D (Phase II) Prepare Zoning Code Alternatives Memorandum	18	18	54	\$12,150.00
E (Phase II) Prepare Design Guidelines Alternatives Memorandum	18	18	54	\$12,150.00
5 Implementation Documents				
A Administrative Draft Standards and Guidelines				
B Draft Standards & Guidelines				
C Final Standards & Guidelines				
D (Phase II) Prepare Draft Standards and Guidelines for the consolidated nine neighborhoods or for specific individual neighborhoods as directed by staff (4 neighborhoods max.)	20	48	360	\$50,420.00
6 Meetings, Coordination, & Administration				
A Coordination Meetings (10 max.)				
B Planning Commission Meetings (2 max.)				
C City Council Meetings (2 max.)				
D Administration				
E (Phase II) Coordination Meetings (10 max.)	10	0	20	\$1,400.00
F (Phase II) Administration	9	0	27	\$1,260.00
Expense Allowance				
1 Travel/Mileage				\$500.00
2 Printing				\$4,000.00
3 Messenger				\$200.00
4 Engagement Contingency				\$25,300.00
JKA Phase II Expense Allowance/Contingency				\$30,000.00
Professional Services				\$108,420.00
Expense Allowances				\$30,000.00
Not To Exceed Fee and Expense Allowance				\$138,420.00