February 10, 2016 Special Meeting - Joint City Council / Planning Commission Meeting

1. Meeting Agenda

   Documents: CC_PC_AGENDA.PDF

2. Item 1A
   Civic Center Design Standards Project

   Documents: CC_PC_ITEM 1A.PDF

Malibu Joint City Council / Planning Commission
Special Meeting Agenda

Wednesday, February 10, 2016

6:30 P.M. – SPECIAL CITY COUNCIL / PLANNING COMMISSION MEETING
City Hall – Council Chambers
23825 Stuart Ranch Road

Six-Thirty p.m. **Regular Session**

Call to Order - Mayor

Roll Call - Recording Secretary

Pledge of Allegiance

Approval of Agenda

Report on Posting of Agenda – February 3, 2016

1. New Business

A. Civic Center Design Standards Project

Recommended Action: 1) Receive presentation on work completed to date by the Civic Center Design Standards Task Force; and 2) provide recommendations on how to proceed.

Staff contact: Planning Director Blue, 456-2489 ext. 258

Adjournment

Guide to the City Council Proceedings

The Oral Communication portion of the agenda is for members of the public to present items, which are not listed on the agenda but are under the subject matter jurisdiction of the City Council. No action may be taken under, except to direct staff unless the Council, by a two-thirds vote, determines that there is a need to take immediate action and that need came to the attention of the City after the posting of the agenda. Although no action may be taken, the Council and staff will follow up, at an appropriate time, on those items needing response. Each speaker is limited to three (3) minutes. Time may be surrendered by deferring one (1) minute to another speaker, not to exceed a total of eight (8) minutes. The speaker wishing to defer time must be present when the item is heard. In order to be recognized and present an item, each speaker must complete and submit to the Recording Secretary a Request to Speak form prior to the beginning of the item being announced by the Mayor (forms are available outside the Council Chambers). Speakers are taken in the order slips are submitted.

Items in Consent Calendar Section A have already been considered by the Council at a previous meeting where the public was invited to comment, after which a decision was made. These items are not subject to public discussion at this meeting because the vote taken at the previous meeting was final. Resolutions concerning

decisions made at previous meetings are for the purpose of memorializing the decision to assure the accuracy of the findings, the prior vote, and any conditions imposed.

Items in Consent Calendar Section B have not been discussed previously by the Council. If discussion is desired, an item may be removed from the Consent Calendar for individual consideration. Councilmembers may indicate a negative or abstaining vote on any individual item by so declaring prior to the vote on the motion to adopt the entire Consent Calendar. Items excluded from the Consent Calendar will be taken up by the Council following the action on the Consent Calendar. The Council first will take up the items for which public speaker requests have been submitted. Public speakers shall follow the rules as set forth under Oral Communication.

For Public Hearings involving zoning matters the appellant and applicant will be given 15 minutes each to present their position to the City Council, including rebuttal time. All other testimony shall follow the rules as set forth under Oral Communication.

Old Business items have appeared on previous agendas but have either been continued or tabled to this meeting with no final action having been taken. Public comment shall follow the rules as set forth under Oral Communication.

Items in New Business are items, which are appearing for the first time for formal action. Public comment shall follow the rules as set forth under Oral Communication.

City Council Items are items, which individual members of the City Council may bring up for action, to propose future agenda items or to suggest future staff assignments. No new items will be taken-up after 10:30 p.m. without a two-thirds vote of the City Council.

City Council meetings are aired live and replayed on City of Malibu Government Access Channel 3 and on the City's website at www.malibucity.org/video. Copies of the staff reports or other written documentation relating to each item of business described above are on file in the office of the City Clerk, Malibu City Hall, 23825 Stuart Ranch Road, Malibu, California and are available for public inspection during regular office hours which are 7:30 a.m. to 5:30 p.m., Monday through Thursday and 7:30 a.m. to 4:30 p.m., Friday. Written materials distributed to the City Council within 72 hours of the City Council meeting are available for public inspection immediately upon distribution in the City Clerk's office at 23825 Stuart Ranch Road, Malibu, California (Government Code Section 54957.5.b.2). Copies of staff reports and written materials may be purchased for $0.10 per page. Pursuant to State law, this agenda was posted at least 72 hours prior to the meeting.

The City Hall phone number is (310) 456-2489. To contact City Hall using a telecommunication device for the deaf (TDD), please call (800) 735-2929 and a California Relay Service operator will assist you. In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact Environmental Sustainability Director Victor Peterson, (310) 456-2489, ext. 251. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. [28 CFR 35.102-35.104 ADD Title II]. Requests for use of audio or video equipment during a Council meeting should be directed to Alex Montano at (310) 456-2489 ext. 227 or amontano@malibucity.org. Material must be submitted by 12:00 p.m. on the meeting day.

I hereby certify under penalty of perjury, under the laws of the State of California that the foregoing agenda was posted in accordance with the applicable legal requirements. Regular and Adjourned Regular meeting agendas may be amended up to 72 hours in advance of the meeting. Dated this 3rd day of February 2016.

Lisa Pope

Lisa Pope, City Clerk

Special Meeting
02-10-16
Item
1.A.

Joint City Council / Planning Commission Agenda Report

To: Mayor Rosenthal and the Honorable Members of the City Council and Chair Stack and Members of the Planning Commission

Prepared by: Bonnie Blue, Planning Director BB

Approved by: Jim Thorsen, City Manager

Date prepared: February 3, 2016 Meeting date: February 10, 2016

Subject: Civic Center Design Standards Project

RECOMMENDED ACTION: 1) Receive presentation on work completed to date by the Civic Center Design Standards Task Force; and 2) provide recommendations on how to proceed.

FISCAL IMPACT: In 2014, the consultant prepared a response to the request for proposals to prepare Civic Center design guidelines and a specific plan, along with an environmental impact report, for a cost of $661,034. An alternative scope of work was prepared for the design standards only, with a proposed contract amount of $187,510. The City Council authorized an agreement in the amount of $206,261 which included a contingency amount of $18,751 for additional services for completion of the design standards. The consultant has completed 55% of the scope of work and does not require additional funds to complete the design standards project. However, should the City Council and the Planning Commission recommend modifying the scope of work, or proceeding with a Civic Center Specific Plan, an appropriation by City Council from the General Fund Undesignated Reserve would be necessary to proceed.

DISCUSSION: At its October 21, 2013 meeting, the City Council considered a formula retail ordinance that would regulate formula retail (chain stores) in the Civic Center area. During the hearings on the formula retail ordinance, the City Council considered whether a specific plan and/or design standards could better address the concerns expressed by the public regarding an increase in the number of formula retail businesses locating in the Civic Center area.

In June 2014, the City Council approved an agreement, including a scope of work (attached), between the City of Malibu and a consultant team consisting of MIG/Hogle-Ireland, Inc. and John Kaliski Architects for preparation of Civic Center Design Standards. The Council also established a Civic Center Design Standards Task Force ("Task Force"), comprised of citizens with a stake or interest in the Civic Center area, to work with the consultant. On October 13, 2014, ten members were appointed to the Task Force by the Council. The Task Force was charged with: 1) providing feedback to the consultant and City staff on the results of the two planned community workshops; and 2) providing feedback on the design standards project.

This Joint City Council and Planning Commission meeting is identified as Task 4.5 in the consultant's scope of work. During this meeting, the consultant team and staff will lead the City Council and Planning Commission through the following:

1. Discussion of the Task Force work completed to date:
    a. Community Open House
    b. Baseline Report
    c. Task Force Meetings
    d. Framework / Vision
    e. Preliminary Design Standards Outline;
2. Discussion of the Task Force's suggestions;
3. Input from the public; and
4. Recommendations for next steps

Meeting materials of the Community Open House and Task Force meetings are available online at www.malibucity.org/ccds.

The scope of design standards, generally, is to address:

Site Planning

- Building placement
- Location of parking
- Setback treatments
- Open space
- Relationships between uses

Building Design

- Form/massing/scale
- Articulation
- Materials/colors
- Roof forms
- Sides of buildings
- Windows

Landscaping

- Context sensitivity
- Plant palette
- Irrigation systems

Signs

- Utilities / mechanical
- Sustainability

Interconnectivity

At the last meeting of the Task Force in May 2015, the consultant presented a concept of the Civic Center area as a "rural coastal village" that was generated from input from the prior Task Force design charrette meeting. If consensus were reached on the rural coastal village concept, the consultants would use the concept to guide development of the design standards. However, comments made by the Task Force members and the public addressed not only design standards but some issues for the future of the Civic Center that fall outside the scope of design standards. These issues could be addressed by other mechanisms such as a specific plan or individual code amendments. The issues included were but were not limited to:

- Potential land use and zoning changes to allow:
  - Housing (such as senior housing, affordable housing and local workforce housing)
  - Mixed use development
  - Hospitality uses
  - Street standards, such as reclassification and redesign of public streets in the Civic Center
- Pedestrian crossing of Pacific Coast Highway
- Revisions to parking requirements
- Retirement of properties for open space purposes (such as through transfer of development credit or other approach)
- Public safety – traffic flow (ingress/egress)
- Convenient access to existing homes
- Shared parking
- Trails
- Public spaces for events
- Local shopping
- Public transportation (such as shuttle or trolley)

The issue before the City Council and the Planning Commission is whether to recommend: 1) proceeding with completion of design standards; 2) expanding the scope of work to include a specific plan; or 3) providing other input on priorities or planning efforts for the Civic Center area.

ATTACHMENT: MIG/Hogle-Ireland Civic Center Design Standards Scope of Work

Malibu Civic Center Area
Design Standards
Scope of Work

TASK 0 – ON-GOING TASKS

Task 0.1 – Staff Coordination – Calls and Meetings
Regularly scheduled staff meetings (phone meetings and meetings in Malibu) and miscellaneous project coordination, including scope and schedule review, will be held for the duration of the planning process between City staff and MIG. The summaries of these meetings will be included in the monthly invoicing process.

Task 0.2 – Project Management
MIG will meet periodically with the subconsultants for coordination and management purposes. This task also covers day-to-day project management tasks, including invoice review and preparation and contract administration. Assuming an approximate one-year program, the budget includes an allowance for this task.

Task 0 Deliverables:

- Bi-weekly Meeting Summaries

TASK 1 – PROJECT INITIATION

Task 1.1 – Refine Tasks and Schedule
MIG will meet with City staff to:

- Refine and tailor work the program to ensure that timing, responsibilities and objectives are clearly understood
- Establish coordination and logistical procedures
- Refine desired outcomes
- Prepare a detailed project schedule
- Develop a management structure to help ensure project deadlines are met and work is completed on time and on budget
- Determine the need and structure of input venues for various interests, such as stakeholders, the general public, the Task Force, other governmental agencies, etc.
- Identify potential members of the Task Force (if not already established)
- Identify potential Stakeholders for the stakeholder interviews
- Outline roles and responsibilities of consultants and City staff—expectations and protocols for how we will all interact, communicate, cooperate, invoice, and bill

MIG will develop a comprehensive Public Engagement Plan in coordination with City staff to identify how best to conduct outreach to community members regarding the Civic Center Design Standards. The initial Public Engagement Plan will include components such as a schedule, key priorities, structure, public involvement and

outreach activities, and identification of key relationships. It will also include a detailed process diagram to illustrate the sequence and timing of project activities in a succinct format.

Task 1.2 – Preliminary Data Collection and Review
The consultant team will collect and review existing plans and additional key data pertaining to the Civic Center Design Standards, and will identify potential current and future issues. MIG will obtain GIS data from City consultants.

Task 1.3 – Organize and Conduct Project Area Tour
MIG and City staff will coordinate the initial meetings. Areas addressed include: 1) identification of additional data and information needs; 2) preparation of agendas and questions for the kick-off meetings; 3) next steps for organizing the Task Force; and 4) identification of responsibilities of staff and other technical sources. City staff will lead the MIG Team on a tour of the Civic Center area. The tour will be conducted via a windshield survey and walking, and will identify conditions not acknowledged in existing data. MIG will document landmarks, opportunity areas, circulation, access, and visibility. MIG will photo-document the Malibu Civic Center area's design character (towers, cupolas, roof parapets, kiosks, changes in roof elevations, roof monuments, signage, landscape features, pedestrian walkways, lighting and pavement materials) for use in subsequent presentations and work products. The City will be responsible for tour logistics.

Task 1 Deliverables

- Refined Scope of Work and Public Engagement Plan
- Summary of MIG/City Staff Meeting
- Photos from Project Area Tour

TASK 2 - INITIAL LEARNING AND EDUCATION

Task 2.1 – Work Session with City Staff
The MIG Team will meet with the City staff to discuss prominent issues and opportunities, and to prepare for immediate work tasks.

Task 2.2 – Stakeholder Interviews
The MIG Team will conduct two full days of one-on-one and small group stakeholder interviews/meetings. These interviews are expected to be informal meetings that last approximately one hour. Potential participants/interviewees include representatives from business representatives (Chamber of Commerce, local merchants), development industry, environmental organizations, and community and neighborhood organizations. The final list of interviewees will be developed by MIG in close coordination with City staff. City staff will be responsible for contacting the interviewees and setting up the meetings.

Task 2 Deliverables:

- Summaries of Work Session with City Staff
- Summary of Stakeholder Interviews

TASK 3 – EXISTING CONDITIONS ANALYSIS

The MIG Team will conduct an analysis of existing conditions and their regulatory context. MIG will prepare comprehensive and concise technical studies to support the Design Standards.

Task 3.1 – Base Mapping
The MIG Team will identify, collect, and review existing GIS data from the City. Data request is dependent on data availability but is likely to include existing and future land use, zoning, available parcel and assessor attributes (ownership, year built, value, housing, employment characteristics, height), jobs data, street

centerlines, rights-of-way, building footprints, easements, trails, and infrastructure. All information will be assumed to be accurate and up-to-date.

MIG, in coordination with the City staff, will also define and format a series of base maps to illustrate existing conditions information such as existing land use, zoning, circulation, and environmental information. We will ensure all maps have a uniform style, legend, and title block. At the culmination of the project, MIG will provide the City with the GIS maps and associated files developed during the process.

Task 3.2 – Detailed Land Use Survey
MIG will conduct a land use survey (using satellite imagery, Google Streetview, and a follow-up windshield survey for field verification as needed) to establish baseline land use conditions for planning and CEQA analysis purposes. At the culmination of the project, MIG will provide the City with the GIS maps and associated files developed during the process. All GIS data and mapping will be developed consistent with City protocols and data formats to ensure easy integration into the City's information system upon completion of the project.

Task 3.3 – Urban Design Analysis
MIG and Kaliski Architects will conduct an urban design analysis of existing development and plans currently in process. We will note architecture, landscaping, pedestrian and bicycle accommodations, signage, streetscape improvements, etc. The analysis report will be largely pictorial, with comments on themes and features that may be encouraged and those that perhaps should not be repeated. MIG will produce associated maps and graphics that illustrate existing conditions, including gateways, historic resources, major urban features, open space, character areas, and landmarks.

Task 3 Deliverables:

- Base Maps (electronic version)
- Land Survey Maps (electronic version)
- Urban Design Analysis (electronic version)
- Summary of Staff Work Session on Technical Studies (electronic version)

TASK 4 – COMMUNITY VISION

Task 4.1 – Community Workshop #1- Visioning
MIG will prepare base mapping, display materials, and a presentation for this first workshop focused on refining the Vision for the Civic Center area. MIG will facilitate a community workshop to provide an overview of the project and solicit input from the community on a draft Vision and desired outcomes. Topics include community values, confirmation of the issues to be addressed in the Design Standards, and what the vision should be for the Civic Center. MIG, in coordination with City staff and the project team, will be responsible for developing the content, printing materials, and facilitating the workshop. City staff will be responsible for securing workshop locations and printing and mailing announcements.

Task 4.2 – Summarize Community Workshop #1
MIG will prepare a summary of the information received at Community Workshop #1.

Task 4.3 – Task Force Meeting #1 and Summary
MIG will meet with the Task Force to discuss the results of the community workshop. Following the meeting, we will prepare an action summary. (We will not prepare detailed minutes of the Task Force meetings.)

Task 4.4 – Draft Vision Document
Based on the input received from the workshop and Task Force, and in close coordination with City staff, MIG will develop a Vision Document for the Design Standards. This framework will include a vision for future growth

and revitalization in the Civic Center and draft Guiding Principles. The MIG Team will submit a draft for City staff review, and then will produce a revised version that reflects staff's edits that will be forwarded to the Planning Commission and City Council.

Task 4.5 – Joint City Council and Planning Commission Workshop: Affirm Vision
MIG will conduct a joint Planning Commission and City Council workshop to review community ideas and priorities for the Design Standards and to approve the Vision Document.

Task 4 Deliverables:

- Materials and Presentation for Community Workshop #1(electronic version)
- Summary Report for Community Workshop #1 (electronic version)
- Draft Vision Document (electronic version)
- Materials for and Summaries of Staff Debrief, Debrief with Taskforce, and Update with Planning Commission and City Council (electronic version)

TASK 5 – DESIGN STANDARDS AND ALTERNATIVES APPROACHES

Task 5.1 – Creation of Concept Alternative Design Approaches
Building upon the Vision, MIG will develop—in close coordination with City staff—three Concept Alternative Design Approaches that will be used to show architectural patterns and themes to be preserved, character elements to emphasize, and barriers to be addressed. The concept alternatives will be highly graphic and include descriptive text, diagrams, and images (including photo simulations and sketches). Our budget provides an allowance of staff hours for the photo simulations and sketches.

Task 5.2– Department Work Session
The MIG Team will meet with City staff and representatives of City Departments to review the Concepts with the intension of identifying concerns, issues, or other concepts that should be tested. MIG will then finalize the Concept Alternative Design Approaches into a Summary Report.

Task 5.3 – Task Force Meeting #2 and Summary
MIG will prepare for and facilitate a meeting with the Task Force to discuss the Concept Alternatives. The Task Force will provide feedback to MIG on the Concept Alternatives, including suggested additions and revisions. The Task Force will also discuss the agenda and goals for Community Workshop #2.

Task 5.4 – Milestone Newsletter on Alternative Concepts
MIG will prepare a newsletter that summarizes—graphically and with narrative text—the Concept Alternatives Summary Report and what is expected at the upcoming Community Workshop #2. The newsletter will include the overall planning process, schedule, and how members of the public people can get directly involved. MIG will post the newsletter on the project website and distribute it via e-blasts (in Task 5.6). The City will be responsible for distributing the newsletter.

Tasks 5.5 – Community Workshop #2 and Summary
MIG will prepare base mapping, display materials, and the presentation for Community Workshop #2. MIG will facilitate meeting to provide an update on the project and solicit input from the community. The agenda for this workshop will include: presentation of the Vision and Guiding Principles, summary of the Concept Alternative Design Approaches, and an interactive exercise to gain public input on the Design Concept Alternatives, ultimately resulting in direction for a preferred alternatives with or without modifications. We will consider using keypad polling to get real-time feedback from workshop attendees on the concept alternatives. MIG, in coordination with City staff and the project team, will be responsible for developing the content, printing materials, and facilitating. Our budget provides for attendance by three MIG staff persons and support

subconsultant staff. City staff will be responsible for securing meeting location, and printing and mailing announcements.

MIG will prepare a summary of the information received at Community Workshop #2.

Task 5.6 – Prepare Administrative Draft of Design Standard Alternatives
Based on the input received at the Community Workshop #2, MIG will adjust the Concept Alternatives into a Preferred Alternative.

Task 5.7 – Task Force Meeting #3
MIG will prepare for and facilitate the Task Force meeting to review the results of the Community Workshop #2. The Task Force will comment on the Preferred Alternative and suggest modifications.

Task 5 Deliverables:

- Concept Alternatives Summary Report (Descriptions and Assessment Summary) (electronic version)
- Summaries of Work Sessions with Staff and Task Force (electronic version)
- Milestone Newsletter on Concept Alternatives (electronic version)
- Materials and Presentation for Community Workshop #2 (electronic version)
- Summary of Community Workshop #2 Results (electronic version)
- Administrative Draft Design Standards – 1 copy of each document on CD (to include both a PDF and Word versions)

TASK 6 – CEQA DOCUMENTTATION, PUBLIC HEARINGS, AND FINAL DESIGN STANDARDS

Task 6.1 – Prepare Final Design Standards for Public Hearing
Based on the input received from the Task Force and in consultation with City staff, MIG will draft the Final Design Standards. City staff will be responsible for producing the document in ordinance form, if required.

Task 6.2 – CEQA Documentation for Design Standards
As noted above, adoption of the Design Standards is considered a "project" under CEQA and will require CEQA review. We have assumed preparation of an Initial Study/(Mitigated) Negative Declaration. We will prepare such in accordance with the State CEQA Guidelines and any local City CEQA regulations. The City will be responsible for all noticing and mailing.

Task 6.3 – Public Hearings on Design Standards (allowance)
MIG will prepare for and facilitate a hearing with the Planning Commission to present the proposed Design Standards. Following Planning Commission action, MIG will prepare for and facilitate a hearing with the City Council. In the budget, we provide an allowance for hearing attendance.

Task 6.4 – Final Design Standards
Based on final direction from the City Council, MIG will finalize the Design Standards.

Task 6 Deliverables:

- Final Draft of the Design Standards for public hearings (20 bound copies, a reproducible original and 1 copy on CD (to include both PDF and Word versions of the document)
- Administrative Draft Initial Study/(Mitigated) Negative Declaration (to include both PDF and Word versions of the document)
- Public Draft Initial Study/(Mitigated) Negative Declaration (20 bound copies, a reproducible original and 1 copy on CD; also to include both PDF and Word versions of the document)

- Final Design Standards (reproducible original and 1 copy on CD to include both PDF and Word versions of the document)

TASK 7 –MARKET ASSESSMENT AND DEVELOPMENT FEASIBILITY ANLAYSIS (OPTIONAL)

Task 7.1 – Market Assessment

This task will be led by Andrew Kaplan of EPS. The purpose of the market assessment is to support the team by identifying the underlying real estate trends and socio-economic conditions that influence market potential in the Civic Center area for various land uses, development prototypes, and tenants, given market factors and the physical development envelope as determined by site conditions and a range of zoning and building code parameters. The findings of this analysis will inform the development of the plan scenarios, provide context for community and stakeholder discussions, and support the subsequent program and implementation strategy recommendations. The market assessment analysis will include the following sub-tasks.

Define Competitive Trade Area: The analysis will focus on the Civic Center area as well as a larger Trade Area. This Trade Area will be defined to extend beyond the Civic Center area to include areas or nodes that may compete directly with the Civic Center area for the provision of retail and commercial services, or alternatively, that may provide direct sources of land use demand. For example, retail options at the Trancas Market Shopping Center or in Point Dume Village may mitigate the need for certain kinds of retail in the Civic Center area. At the same time, Malibu attracts destination retail demand from outlying areas, which supports the inclusion of cities such as Calabasas, Agoura Hills, Pacific Palisades, and Santa Monica in the Trade Area.

Evaluate Socio-Economic Characteristics: This task will focus on factors that position the Civic Center area competitively and that drive demand for potential land uses. Specifically, EPS will analyze demographic conditions within the Study Area and Trade Area (e.g., population growth, household formation, age, income, and education levels, etc.), employment characteristics (e.g., employment mix, in-commute/out-commute patterns), and how each could evolve within the land use context defined by the proposed Design Standards, or other applicable regulatory framework. EPS will rely primarily on database resources in completing this task, such as from the census, ESRI, and SCAG.

Evaluate Real Estate Economics: In this task, EPS will review existing market metrics for retail, residential, office, hotel, and other potential land uses. As a part of this analysis, EPS will assess the implications of various influential factors, such as different design standards, formula retail guidelines, property ownership patterns, and other considerations, on the development economics of various uses. EPS will perform this task using database resources, on-site surveys, and interviews with real estate professionals and users including brokers, investors, developers, retail tenants, and office tenants. The specific land use categories to be analyzed will be determined in consultation with staff but could include the following:

- Retail and Commercial Services potential will be analyzed based on a review of existing retail performance in the Civic Center area and Trade Area, an assessment of existing and future expected competition, and a broad consideration of retail category representation and leakage. In its analysis, EPS will distinguish neighborhood retail and services supporting residents and local employees from destination retail. As part of this analysis, EPS will also prepare a summary of retail tenant physical site requirements, broken out by tenant and category. EPS will also consider how constraints on access due to the limited capacity of Pacific Coast Highway and the canyon roads influence category market potential.
- Residential potential will be analyzed through an assessment of the current housing supply and what future housing and housing types—given market and socio-economic conditions—may be supportable. Market indicators such as construction starts, rents, and housing prices will be researched and compared with competing areas. Market findings will be cross-referenced with long-term

residential and population growth projections and with findings from the City's General Plan Housing Element.

- Office potential will be evaluated through a review of rents, vacancies, absorption rates, and historical inventory changes. Market metrics will be supplemented with interviews with land use professionals knowledgeable about the dynamics of the Malibu office market and its competitive position.
- Small visitor-serving, hospitality uses will be evaluated through a broad assessment of competitive supply and positioning using a mix of qualitative and quantitative approaches. Demand will be assessed using industry forecasts and through selected interviews with industry professionals.

Summary Memo: EPS will integrate findings from the market analysis and make a preliminary recommendation for market-supported uses, given market factors, site factors, findings from community meetings, formula retail restrictions, design considerations, preferred zoning envelope, and other factors to be determined in consultation with the team. Where applicable, EPS will illustrate how recommended uses may reflect trade-offs between economic and policy goals.

Task 7.2 – Development Feasibility Anlaysis

EPS will test the financial feasibility of up to two unique land use programs comprising three unique uses each to illustrate the interplay between revenue, cost, and regulatory factors in determining financial feasibility. The program options will be based on findings from the Market Assessment and developed in close collaboration with team members and staff to illustrate an appropriate range of development options for the Civic Center Area. The analysis will employ development pro forma models that consider rents and escalations, land costs, buy-out costs (if existing uses are to be redeveloped), demolition costs (if appropriate), site work, typical direct and indirect construction costs, and an assumed developer return to test development feasibility of the proposed prototypes. This modeling tool will also provide flexibility for testing and refining program ideas, such as alternative approaches to design guidelines and allowable densities.

Task 7 Deliverables:

- Market Assessment Summary Memo (to include both PDF and Word versions of the document)
- Feasiblity Anlaysis (to include both PDF and Excel versions of the model)

project budget - city of malibu civic center area designs standards

		MIG, Inc.														Subconsultants						
		Laura Stetson Principal-in-Charge/Project Manager		Rick Barrett Design Lead and Sustainability		Jose Rodriguez Asst. PM/Lead Specific Plan Author		Chase Mullen Design Support		John Baas and Laura Moran Wetlands Planning/CEQA Analysis		Other MIG Staff Outreach/CEQA/ Administrative Support		MIG Totals		Iteris	EPS	John Kaliski Architects	Fuscoe Engineering	Dudek	Subconsultant Totals	Professional Fees Totals
		Hours @	$195	Hours @	$180	Hours @	$115	Hours @	$120	Hours @	$190	Hours @	$110	Hours	Cost							
0	Management & Meetings																					
0.1	Staff Coordination Calls and Meetings (allowance)	36	$7,020	12	$2,160	36	$4,140				$0	8	$880	92	$14,200			$3,000			$3,000	$17,200
0.3	Project Management	30	$5,850			40	$4,600							70	$10,450						$0	$10,450
	Task 0 Subtotal	*66*	*$12,870*	*12*	*$2,160*	*76*	*$8,740*				*$0*	*8*	*$880*	*162*	*$24,650*			*$3,000*			*$3,000*	*$27,650*
1	Project Initiation																					
1.1	Public Engagement Plan	2	$390			8	$920					2	$220	12	$1,530						$0	$1,530
1.2	Preliminary Data Collection and Review	2	$390	8	$1,440	16	$1,840				$0	4	$440	30	$4,110						$0	$4,110
1.3	Organize and Conduct Project Area Tour	4	$780	4	$720	8	$920					2	$220	18	$2,640			$1,000			$1,000	$3,640
	Task 1 Subtotal	*8*	*$1,560*	*12*	*$2,160*	*32*	*$3,680*				*$0*	*8*	*$880*	*60*	*$8,280*			*$1,000*			*$1,000*	*$9,280*
2	Initial Learning & Education																					
2.1	Work Session with City Staff	4	$780	4	$720	4	$460							12	$1,960						$0	$1,960
2.2	Stakeholder Interviews (2 full days) and summary	8	$1,560	8	$1,440	2	$230					2	$220	20	$3,450			$1,200			$1,200	$4,650
	Task 2 Subtotal	*12*	*$2,340*	*12*	*$2,160*	*6*	*$690*					*2*	*$220*	*32*	*$5,410*			*$1,200*			*$1,200*	*$6,610*
3	Existing Conditions Analysis																					
3.1	Base Mapping	1	$195			8	$920					24	$2,640	33	$3,755						$0	$3,755
3.2	Detailed Land Use Survey	1	$195			8	$920					24	$2,640	33	$3,755		$2,720				$2,720	$6,475
3.4	Urban Design Analysis	1	$195	16	$2,880									17	$3,075			$3,000			$3,000	$6,075
	Task 3 Subtotal	*3*	*$585*	*16*	*$2,880*	*16*	*$1,840*					*48*	*$5,280*	*83*	*$10,585*			*$3,000*			*$5,720*	*$16,305*
4	Community Vision																					
4.1	CommunityWorkshop #1 - Visioning	8	$1,560	8	$1,440	32	$3,680	16	$1,920			40	$4,400	104	$13,000			$1,500			$1,500	$14,500
4.2	Summarize Community Workshop #1	1	$195			2	$230					8	$880	11	$1,305						$0	$1,305
4.3	Task Force Meeting #1 and Summary	6	$1,170			12	$1,380					12	$1,320	30	$3,870						$0	$3,870
4.4	Draft Vision Document	2	$390			16	$1,840					20	$2,200	38	$4,430						$0	$4,430
4.5	Joint CC/PC Workshop: Affirm Vision	6	$1,170			8	$920					16	$1,760	30	$3,850						$0	$3,850
	Task 4 Subtotal	*23*	*$4,485*	*8*	*$1,440*	*70*	*$8,050*	*16*	*$1,920*			*96*	*$10,560*	*213*	*$26,455*			*$1,500*			*$1,500*	*$27,955*
5	Design Standards and Alternative Approaches																					
5.1	Creation of Concept Alternatives	8	$1,560	32	$5,760	16	$1,840	40	$4,800					96	$13,960			$14,000			$14,000	$27,960
5.2	Department Work Session	4	$780	8	$1,440									12	$2,220			$1,200			$1,200	$3,420
5.3	Task Force Meetings #2 and Summary	4	$780			4	$460					4	$440	12	$1,680						$0	$1,680
5.4	Milestone Newsletter on Alternatives	4	$780			16	$1,840					40	$4,400	60	$7,020						$0	$7,020
5.5	Community Workshop #2 & Summary	6	$1,170	8	$1,440	12	$1,380					32	$3,520	58	$7,510			$1,500			$1,500	$9,010
5.6	Prepare Admin Draft Preferred Alternative	2	$390	4	$720	8	$920	16	$1,920			4	$440	34	$4,390			$7,000			$7,000	$11,390
5.7	Task Force Meeting #3	4	$780	6	$1,080	8	$920					4	$440	22	$3,220						$0	$3,220
	Task 5 Subtotal	*32*	*$6,240*	*58*	*$10,440*	*64*	*$7,360*	*56*	*$6,720*			*84*	*$9,240*	*294*	*$40,000*			*$23,700*			*$23,700*	*$63,700*

		MIG, Inc.														Subconsultants						
		Laura Stetson Principal-in-Charge/Project Manager		Rick Barrett Design Lead and Sustainability		Jose Rodriguez Asst. PM/Lead Specific Plan Author		Chase Mullen Design Support		John Baas and Laura Moran Wetlands Planning/CEQA Analysis		Other MIG Staff Outreach/CEQA Administrative Support		MIG Totals		Iteris	EPS	John Kaliski Architects	Fuscoe Engineering	Dudek	Subconsultant Totals	Professional Fees Totals
		Hours @	$195	Hours @	$180	Hours @	$115	Hours @	$115	Hours @	$190	Hours @	$110									
6	CEQA Documentation, Public Hearings, & Final Design Standards																					
6.2	Prepare Final Design Standards for Public Hearing	2	$390	4	$780	4	$460	8	$920			8	$880	26	$3,430			$2,000			$2,000	$5,430
6.2	CEQA Documentation for Design Standards	8	$1,560							$10	$1,900	70	$7,700	88	$11,160						$0	$11,160
6.3	Public Hearings on Design Standards (allowance)	8	$1,560									2	$220	10	$1,780			$650			$650	$2,430
6.4	Final Design Standards	2	$390	4	$780	4	$460	8	$920			4	$440	22	$2,990			$2,000			$2,000	$4,990
	Task 6 Subtotal	*20*	*$3,900*	*8*	*$1,560*	*8*	*$920*	*16*	*$1,840*			*84*	*$9,240*	*146*	*$19,360*			*$4,650*			*$4,650*	*$24,010*
Professional Time Subtotal		164	$31,980	126	$22,800	272	$31,280	88	$10,480	5	$950	330	$36,300	990	$134,740	$0	$1,360	$38,050	$0	$0	$40,770	$175,510
	Direct Costs																					
	Deliverables (allowance)														$5,000			$2,500			$2,500	$7,500
	Travel and Miscellaneous														$4,000			$500			$500	$4,500
	Total Direct Costs														$9,000	$0	$0	$3,000	$0		$3,000	$12,000
Total Project Budget																						$187,510

OPTIONAL TASK:

Market Assessment and Develoment Feasibility Analysis	$400	$42,600				$43,000