

## REQUEST FOR PROPOSALS (RFP)

FOR

AN AMENDMENT TO THE MANABE-OW SPECIFIC PLAN, TO INCLUDE CONSIDERATION OF A VARIETY OF FUTURES USES SUCH AS RESIDENTIAL, ADDITIONAL OFFICE/RETAIL, AS WELL AS LIGHT INDUSTRIAL USES



**Release Date: December 17, 2021**

**Deadline for Submission: 4:00 p.m., January 24, 2020**

**Project Manager: Ivan Carmona, Associate Planner**

## 1. PROPOSAL DUE DATE AND SUBMITTAL INFORMATION

**Project Summary:** The City of Watsonville Community Development Department is requesting proposals from urban design and planning consulting firms interested in providing consulting services for the preparation of an amendment to the Manabe-Ow Specific Plan. The amendment will require the preparation of an environmental impact report in compliance with CEQA. The Specific Plan Amendment will require input from stakeholder groups and the public. There are existing deed restrictions on the Specific Plan property that were agreed upon by the Watsonville Farm Bureau, Watsonville Wetlands Watch, County of Santa Cruz and LAFCO as conditions of annexation. The developer and the City will be responsible for communicating directly with these parties regarding proposed land use modifications. The proposal should include a scope of work for environmental services in compliance with CEQA.

The Manabe Ow Specific Plan and Specific Plan EIR can be found on the City's website at:

<https://cityofwatsonville.org/DocumentCenter/Index/157>

**RFP Issued:** December 17, 2019

**RFP Deadline:** January 24, 2020

**Submit To:** Ivan Carmona, Associate Planner  
Community Development Department  
City of Watsonville  
250 Main Street  
Watsonville, CA 95076  
(831) 768-3078  
[Ivan.carmona@cityofwatsonville.org](mailto:Ivan.carmona@cityofwatsonville.org)

**Number of Copies:** 10 complete sets and digital copy on flash drive

All respondents will be notified of the selection results and may be requested to participate in an oral interview to assist with the selection process.

## **2. OVERVIEW**

### **A. COMMUNITY OVERVIEW**

The City of Watsonville (City) is located in the Pajaro Valley, equidistant from the Cities of Monterey and Santa Cruz within Santa Cruz County. The City lies less than an hour from the City of San Jose and Silicon Valley. The City has and continues to be the economic, educational and cultural center of the Pajaro Valley, and one of the most productive agricultural areas in the world.

Approximately 6 square miles in size, the City is bounded by the Pajaro River to the south and unincorporated Santa Cruz County to the east, north and west. The City's jurisdictional boundaries are restricted by an urban growth boundary (Measure U) passed by the voters in 2002, as well as airport land use restrictions in the vicinity of the Watsonville Municipal Airport. The Manabe-Ow Specific Plan area was part of the Measure U growth boundary, earmarked for annexation to provide up to 2,000 jobs as a large industrial park area. Since the passage of Measure U, the Manabe-Ow area has been annexed and a 195,000 square foot Federal Express distribution facility and infrastructure have been constructed.

### **B. MANABE OW SPECIFIC PLAN**

The 95-acre Manabe-Ow property has been a focal point of Watsonville's economic future since 1994. A first attempt to annex the property in 1998 was rejected by LAFCO. After Measure U passed in 2002, a Specific Plan was prepared for the Manabe-Ow area. This area was expected to meet one of the City's primary economic growth objectives by accommodating up to 2,000 new employment-generating jobs, from office and flexible-industrial use spaces to light industrial uses and a small commercial retail area. In addition, a modest workforce housing component was also included. The remaining acreage was set aside for environmental protection and expansion of the Watsonville Slough and slough trail system.

As part of the annexation of the Manabe-Ow property, the owners agreed to the recordation of deed restrictions on the site that prohibits big box retail stores and auto dealers. The amount of retail square footage is limited to 5% of the industrial square footage, with no retail building exceeding 20,000 square feet. The workforce housing allowed on the site is limited to buyers with incomes between 50 and 200% of Santa Cruz County median income. The deed restriction is included in Appendix A to the Manabe Ow Specific Plan. The residential portion of the project is currently under construction and consists of 87 single family attached and detached homes.

### **C. PROJECT OVERVIEW**

The City is looking for a qualified firm to assist in the development of an amendment to the Manabe Ow Specific Plan. The property owners have attempted to market the remaining 37-acres of the Manabe Ow Specific Plan area since annexation in 2010, however due to the high cost of infrastructure improvements and the development restrictions placed on the site, the owners have been unsuccessful in securing developers/tenants for the site. The property owners and the City have been in discussions regarding modification of the Specific Plan and deed restrictions to allow more flexibility in the development and uses allowed, which may include a corporate campus, hotel uses, up to 50% high density housing, and commercial and retail uses. To provide for maximum flexibility for a range of future development, removal of the minimum FAR and allowing warehousing by right. The City and property owner will look to the consultant team to guide the appropriate mix of potential uses to be allowed on the remaining acreage.

The Manabe-Ow Specific Plan Amendment will require preparation of an Environmental Impact Report in compliance with CEQA. After adoption, implementation of the amendment will necessitate modification of the existing deed restrictions on the property, which will require coordination with all stakeholders involved in the creation of the Manabe Ow Specific Plan.

### **3. SCOPE OF SERVICES**

#### **A. GENERAL**

The consultant shall prepare amendments to the Manabe Ow Specific Plan in accordance with Government Code Section 65450 et. seq. The proposal should address all studies, activities and disciplines necessary to complete the amendment. Consultant responsibilities are those listed below which are not exhaustive. The City encourages innovation in concept, design and implementation. It is not intended that the plan include construction level engineering and design; however, the work must be of adequate detail to evaluate needs, capacity and cost.

- Assemble and review existing information and data.
- Develop new information and data to support the Amendment
- Present background information and data, either within the plan document, or as a separate compendium. The consultant's recommendation on the most effective approach is requested. All information should be made available in electronic format suitable for display on the City's web site.
- Subcontract as needed with other consultants in specific disciplines and manage any such subcontracts including: coordination, editing and integration of sub-consultant work into the format and style of the lead consultant, management of time schedules and billing, insurance, etc. Except as otherwise noted, the City will not be responsible for separate contracts with any sub-consultants.
- Prepare all text, illustrations and maps contained in the Amendment. Provide administrative draft(s) for internal City review, a screen check draft, a public review draft, and final documents reflecting all modifications directed by the City. Provide documents in sufficient quantity for review by City officials, property owners and for public circulation, and provide all materials in an electronic format suitable for publication on the City's website.
- Provide new maps and diagrams as necessary. The consultant will be required to develop all maps and exhibits in the latest version of ArcGIS or compatible form, so that all work produced by the consultant can also be manipulated and reproduced by City GIS staff without any technical or conversion problems. Refer to additional discussion below.
- Develop CEQA alternatives.
- Coordinate with the City to ensure consistency of documents and that they are mutually supportive.

#### **B. SCOPE OF WORK**

##### **Task 1: Community Involvement Plan**

The Consultant will prepare a Community Involvement Plan that includes the following:

- A roster of Technical Advisory Committee (TAC) members, and/or a process for selecting members (see below for a description of the TAC);
- Strategies to partner with local community organizations and engage community members;
- Strategies specific to engaging low-income communities, communities of color, the non-English speaking population, seniors, and youth in the area;
- Schedule of public meetings, TAC meetings, and other public events/meetings; and

- Additional engagement strategies to be utilized to educate the community and solicit feedback, such as transit-oriented development (TOD) tours or workshops, photo simulations, surveys, stakeholder focus groups and interviews, and posting of public presentation material online.

The Consultant will attend and be prepared to answer questions at several public hearings and study sessions to be held by the Watsonville City Council, Planning Commission, technical advisory committee meetings and neighborhood workshops. There will be a minimum of 2 community meetings, held during weekday evenings, generally beginning at 6 PM. There may be additional meetings at the request of the City Council and/or Commission.

The consultant team will also need to meet periodically with City staff between the TAC meetings, as the draft Amendment is developed, to discuss progress and prepare for upcoming meetings.

#### **A. Technical Advisory Committee**

The project work program includes 3-4 TAC meetings over a 6- 8 month period during the initial preparation of the Specific Plan Amendment and precedent studies. These meetings are planned to occur in the evening, during the week. Though City staff will participate in TAC meetings, the consultant shall be responsible for producing agendas, facilitating and leading discussions, taking minutes, and coordinating with City staff to produce information packets for distribution to the TAC members in anticipation of each meeting. The consultant will coordinate with City staff in preparing the language contained within the public notices for these meetings, however the City will be responsible for distributing and posting said public notices.

#### **B. Community Meetings**

The Consultant will lead a series of community meetings during the preparation of the draft Specific Plan. A total of two (2) community meetings are planned.

The Consultant will also prepare large format graphics and presentation materials for the meetings, as well as meeting summaries immediately following each meeting.

#### **Task 2: Provide Project Overview and Context**

- a. Describe Specific Plan Amendment Objectives.
- b. Review and revise scope as necessary, and refine schedule and process, including role of the TAC.
- c. Provide Project background.
- d. Describe the project in context of State law and guidelines.

#### **Task 3: Evaluate and Update Project Setting**

- a. Update Specific Plan maps to include existing land uses, surrounding land uses, General Plan and zoning characteristics.
- b. Review proposed/pending project applications for surrounding area.
- c. Update Specific Plan maps to include existing infrastructure, including, but not limited to:
  - Public Roadway system, infrastructure and Level of Service;
  - Public Transit;
  - Public Bike lanes;
  - Sidewalks; and
  - Other essential facilities.
- d. Describe and map existing constraints.
- e. Review and summarize existing studies and plans for the area.
- f. Review and analyze infrastructure capacity.

#### **Task 4: Conceptual Plan Amendment**

Work with TAC to consider background and constraint analysis to prepare conceptual plan. The following concepts and constraints shall be considered:

- a. **Zoning Regulations.** The City desires that alternative methods be explored/developed such as a hybrid form based/Euclidian code at appropriate locations, as long as it is equal to or superior to the existing zoning regulations in terms of ease of customer understanding, effectiveness, and City administration.
- b. **Design Guidelines.** The original Specific Plan envisioned a light industrial park, and included design guidelines for these types of buildings. The Amendment will include design guidelines for all types of uses included in the plan.
- c. **Market Assessment and Demand Analysis.** A Market Demand Analysis (commercial and residential). The analysis will provide insight into current market trends, and inform the types of uses to be considered on the Manabe-Ow property.
- d. **Parking.** The Amendment will include appropriate parking requirements for the variety of uses envisioned for the Manabe Ow Specific Plan Area.
- e. **Public Space and Uses.** As part of the Plan Amendment, consideration of connections to the Watsonville Slough trail should be entertained.
- f. **Sustainability.** The Plan Amendment and recommendations regarding land use and intensity policies, physical improvements, property-development standards, transportation systems, utility infrastructure, and public spaces shall be based on "new urbanism" and "sustainable communities" principles. The Amendment shall appropriately identify and summarize how the Plan meets this intent.
- g. **Public Infrastructure.** Utilizing base information provided by the City, the Plan will evaluate the existing infrastructure serving the Specific Plan Area and determine, based on recommended land uses, what additional improvements may be needed in order to serve the future population.
- h. **Specific Plan Administration.** The administrative and regulatory approaches for the plan should be clearly established. Appropriate items include, but are not limited to, the Specific Plan's relationship to the Zoning Ordinance and establishing a process for administrative modification of Specific Plan standards during project review.

#### **Task 5. Land Use Alternatives**

The Consultant will prepare three land use and circulation alternatives which examine different future land use and circulation scenarios that would be possible under the proposed Specific Plan Amendment. The Conceptual Alternatives will be presented to the Planning Commission City Council for preliminary endorsement to allow environmental review to begin.

#### **Task 6: Planning Commission and City Council Review of Alternatives**

Prepare work session staff reports for Planning Commission and City Council  
Hold work study sessions with Planning Commission and City Council

Compile data and provide to City

**Task 7: Preferred Land Use Alternative**

Based on input received from staff, the public, and the Technical Advisory Committee, the Consultant will develop a preferred land use and circulation alternative which will serve as the basis for the Manabe Ow Specific Plan Amendment. To complement the preferred land use and circulation alternative, the consultant shall modify the circulation plan/streetscape designs contemplated in the original Specific Plan based on staff and community input.

**Task 8: Draft Specific Plan Amendment**

The Consultant will prepare a draft Specific Plan Amendment that complies with state law. In conjunction with the City's General Plan, the Specific Plan Amendment will serve as the City's long range, comprehensive land use, circulation, and implementation plan for guiding development within the plan area boundary.

**Task 9: Prepare Draft Environmental Impact Report (EIR)**

Submit twenty (20) copies of document for administrative review

Revise document based on staff comments

Submit fifty (50) copies of Final Draft Plan for public review and electronic version for placement on City website

**Task 10: Public Review of Draft EIR**

Focus group meetings on Draft EIR sections

Staff meetings on Draft EIR sections

**Task 11: Public Meetings before Planning Commission and City Council on Draft EIR**

Prepare Notification for Planning Commission and City Council meetings on the Draft EIR

Present Draft EIR to Planning Commission and City Council

**Task 12: Develop Final EIR and Final Draft Plan**

Submit twenty (20) copies of document for administrative review

Revise document based on staff comments

Submit fifty (50) copies of Final Draft Plan for public review and electronic version for placement on City website

Hold focus group meetings on final draft documents

Hold community meeting on final draft documents

Compile data and provide to the City

**Task 13: Revise Final Draft and Final EIR based on public comments**

Revise document based on public and staff comments

**Task 14: Planning Commission review of Final Draft Plan and EIR**

Prepare notification for Planning Commission meeting

Prepare Planning Commission staff report

Present Plan and EIR to Planning Commission

**Task 15: City Council Adoption of Plan and EIR**

Prepare notification for City Council meeting

Prepare City Council staff report

Present Plan and EIR to City Council

**Work Products:**

The consultant shall submit:

- Preferred land use alternative: ten (10) hard copies and one (1) electronic copy (ftp site, thumb drive) in press quality Adobe PDF and Microsoft Word 2010 format;
- Administrative Draft Specific Plan Amendment, Draft EIR: twenty (20) hard copies and one (1) electronic copy (ftp site, thumb drive) in press quality Adobe PDF and Microsoft Word 2010 format;
- Final Specific Plan and Final EIR: fifty (50) hard copies and one (1) electronic copy (ftp site, thumb drive) in press quality Adobe PDF and Microsoft Word 2010 format;
- One electronic copy on a thumb drive (or similar) of all spatial data developed for this project in an ESRI geodatabase or shapefile format. All fields of information within the geodatabase or shapefile describing its attributes will be defined. Data will be created in the State Plane Coordinate system, Zone III, datum Nad83, and units of feet. The geodatabase or shapefiles created will have a description for each about its XY accuracy, purpose, and when it was created. (A city boundary and parcel data set will be provided by the City);
- Two (2) hard copies (one mounted on hardboard backing) and one (1) electronic copy (in press quality Adobe PDF format) on a thumb drive of all large format display graphics; and
- All maps produced must be compatible for incorporation into the City of Watsonville’s GIS system.

*Note:* In addition to attending meetings specifically called for in Tasks 1 through 8, consultant/sub-consultants will attend up to three (3) additional meetings with City staff to facilitate successful completion of this Scope of Work.

All State Mandated Specific Plan Elements Required

The Plan must fully comply with applicable state planning laws including changes in legislation that have occurred.

Mapping

The City has a well-developed GIS system currently in ArcGIS 10.2.1. A full-time staff GIS specialist supports the Community Development Department and other City departments. Among the current mapping resources are: complete parcel base map of planning area and City; existing general plan designations; zoning designations; sphere of influence; two-foot topographical contours, and various other resource layers. In addition, the City just acquired high resolution, ortho-photos of the entire planning area. All of these maps and data will be made available to the Specific Plan consultant.

**5. ADDITIONAL DETAILS FOR CONSIDERATION**

This section describes several issues of concern to the City. It is offered so that the consultant can understand where the City thinks emphasis should be placed. This is not an exhaustive list.

**A. User Friendly Document**

It is expected that the Specific Plan will be a well-organized user-friendly document that clearly establishes the framework for development of the site.



The City desires the consultant to produce a state of the art, cutting-edge planning document that will be highly user-friendly for City staff to administer; and for potential tenants, owners, the public, and elected officials to understand and apply. The Plan should be as short as excellent organization and policy/program writing can make it and provide adequate flexibility to allow efficient and appropriate land uses in the area. It should be a lively document that people will want to read, and it should be illustrated by pictures, figures, tables, etc. appropriate to Watsonville.

## **6. SERVICES NOT REQUESTED**

### **A. Original Development of Mapping System**

The City has a well-developed GIS system including parcel base maps, existing general plan land use element, and zoning ordinance, and numerous overlays. The consultant will not need to undertake any significant original mapping work to be able to immediately proceed with the project.

## **7. PROPOSAL FORMAT**

Proposals should be organized in the following sequence. Strict adherence is appreciated.

- Cover letter
- Statement of understanding of assignment
- Proposed tasks
- Proposed subcontracting and work scope for each sub-consultant
- Proposed public participation program with roles and responsibilities
- Project schedule/timeline by task and task sequencing (chart format)
- Cost proposal by task and total cost
- Consultant staff assignments and level of involvement of principals
- Discussion of availability of assigned staff
- Distance impacts - discussion of how distance (for consultants more than 60-miles from Watsonville) will be mitigated during project and effects on fees and project approach
- Consultant concerns or alternative approaches
- Consultant expectations of City staff
- Statement of agreement to standard city consulting contract and insurance requirements
- Firm profile or Statement of Qualifications. Additional copies will be required even if your firm responded to the Request for Qualifications

## **8. SELECTION PROCESS**

Following receipt of proposals, City staff will complete an initial review of all proposals and will make follow-up calls to consultants as needed to clarify the proposals and will rank the proposals. Each proposal will then be evaluated and rated by a team of City staff members using the criteria shown below.

Three consultants with the highest scoring proposals will be interviewed in order to complete the evaluation process and a recommendation to the City Council.

<b>Evaluation Criteria</b>		<b>Weight</b>
1	Relevant background and experience of lead consultant firm and assigned employees.	10
2	Kind and extent of involvement in project by firm's principal(s)	5
3	Relevant background and experience of sub-consultant firms and assigned employees.	10
4	Previous experience of consultant and sub-consultants in Monterey Bay region.	5
5	Understanding of proposal and City's desired areas of emphasis	30
6	Time schedule	5
7	Creativity and problem solving provided in proposal	20
8	Public involvement program and bilingual support	10
9	Capability of firm to complete the EIR	5
<b>Total Points Possible</b>		<b>100</b>

## 9. QUESTIONS ABOUT THIS REQUEST FOR PROPOSALS

The City encourages the consultants to contact staff during preparation of proposals, but efficiency would be appreciated. City and documents are available at the cost of reproduction.

*All requests for information should be made to:*

Ivan Carmona, Associate Planner  
 Community Development Department  
 City of Watsonville  
 250 Main Street  
 Watsonville, CA 95076  
 (831) 768-3078 | [ivan.carmona@cityofwatsonville.org](mailto:ivan.carmona@cityofwatsonville.org)

Attachments: City of Watsonville Standard Contract