ALAMEDA COUNTY ILLUSTRATED DESIGN GUIDELINES
TASKFORCE KICK-OFF MEETING
October 7, 2008

AGENDA

1. Introductions

2. Project Scope and Schedule


4. Examples of Recent Development Projects – Presentation

5. Major Issues of Concern – Discussion

6. Stakeholder Interviews – Suggestions

7. Specific Locations and Examples – Discussion and Homework
ALAMEDA COUNTY ILLUSTRATED DESIGN GUIDELINES

PROJECT DESCRIPTION AND GOALS
The purpose of the Alameda County Illustrated Design Guidelines project is to prepare guidelines that will be used to review site plan review applications for proposed development projects. The guidelines are to be used by project applicants, County staff, and County decision-makers. The key goal is to provide clarity and certainty about site planning and architectural design expectations. The project also involves preparing recommendations regarding revisions to development standards in the zoning code, and recommendations regarding the project review process for all the different types of applications.
Exhibit A - 1: Scope of Work

TASK 1: RESEARCH AND RECONNAISSANCE
Meet with County staff to prepare a project schedule and details about taskforce meetings and public workshops. Review existing zoning, County plans, and case files from recent projects. Conduct fieldwork to take photos and measurements related to different types of development. Identify the different land use/development types for which design guidelines will be prepared.

A. Kick-Off Meeting with County Staff. Meet with County staff to review the scope of work and project schedule. Discuss logistics and details about stakeholder interviews, field tours, taskforce meetings and public workshops.

B. Planning Documents Research. Review the County Zoning Ordinance, Board policies, draft and adopted Area and Specific Plans, and other relevant documents including any draft or administrative guidelines that County staff has assembled.

C. Case Files Review. Review agendas and staff reports from the Planning Commission, Zoning Adjustments Board, and Municipal Advisory Committee as well as case files from Staff-level reviews. County staff will provide a compendium of these for the past two years. Review a sample of case files of typical projects for each development project. The case files will be selected and assembled by County staff.

D. Project Review Procedures. Interview County staff to learn about how the current project review process works, types of design issues, and how design review is conducted. Review peer community ordinances and procedures to identify alternative approaches for conducting design review. Document the current process and alternative approaches in a brief paper that includes flow diagrams and/or organizational charts.

E. Field Tour with County Staff. Participate in a field tour designed by County staff to view a variety of typical projects that illustrate key issues. The Consultant team will coordinate with Staff regarding the number, types, and locations of sites to visit.

F. Follow-up Field Work. Consultants will visit typical development sites in all five Alameda County communities, and take photographs and measurements to document key issues.

Meetings: Kick-Off Meeting with Staff
County Staff Interviews – Half Day
Field Tour with City Staff

Products: Technical memo identifying alternative approaches to design review process.

TASK 2: PUBLIC AND STAKEHOLDER INPUT
Gather input from stakeholders about the issues with current design standards and guidelines, and the quality of recent development projects. Meet with the taskforce to provide an overview of the project and begin to obtain feedback on specific issues that the design review process needs to address.

A. Stakeholder Interviews. Interview a wide range of people who interact with the development review process including developers, property owners, builders, County staff, planning commissioners, Board members and/or their staff, Municipal Advisory Committee members, Zoning Adjustment
Board members, and community members. County staff will be responsible for identifying names and contact information, sending out invitations, scheduling the interviews, and following up to ensure attendance. Interviews will be conducted on a single day, with a total of eight hours of interviews. Groups of 2 to 4 people will be interviewed in one session.

B. Taskforce Meeting – Kick-off. Discuss project approach and schedule. Ask for input about major goals and priorities for the project. Identify specific issues of concern.

Meetings: Stakeholder Interviews – One Day
Kick-Off Meeting with Taskforce

TASK 3: EXISTING CONDITIONS ANALYSIS

Based on technical review of the County's plans and procedures, field work, staff comments and input from the taskforce and stakeholders, prepare analysis that graphically documents current conditions and identifies key issues.

A. Existing Conditions Analysis and Documentation. The Consultant will analyze and document existing conditions. Photos and illustrations as outlined below will be included, with text that summarizes key findings and conclusions from the research and fieldwork. Key issues will be identified for each land use/development type. Issues will be grouped under categories such as: site planning, building massing, or building design, so people can begin to think about which types of standards or guidelines typically address that issue.

Contents

- Table of existing County zoning, subdivision and related development and design standards, accompanied by illustrations of key zoning standards and/or design guidelines
- Matrix of existing and proposed design policies from Area and Specific Plans
- Photos and/or Illustrations of key issues

The analysis will cover the following ten land use/development types. This list may be revised based upon fieldwork, but shall include no more than ten land use/development types:

Residential
- Single family detached on street-facing lots
- Single Family Hillside
- Single family on flag lots and private streets
- Small Lot Single Family
- Townhouses
- Multifamily – 2-4 stories

Commercial and Industrial
- Auto-oriented Commercial Businesses and shopping centers, with some general guidelines about signs
- Pedestrian-Oriented Commercial
- Mixed Use Development with retail/restaurants/services on the ground floor and office/residential above
• Creekside Development

TASK 4: STANDARDS AND GUIDELINES RECOMMENDATIONS REPORT

Compile a report that describes existing conditions, key issues, alternative approaches to revising standards and/or guidelines, and recommendations. Highlight alternative approaches and different levels of requirements, to facilitate discussion and evaluation of the recommendations. Conduct four taskforce meetings to review and evaluate the recommendations regarding design guidelines and standards.

A. Research Standards and Guidelines in Other Comparable Jurisdictions. Compile examples of design guidelines from other comparable jurisdictions. Research standards used in surrounding Bay Area cities for the different land use/development types.

B. Draft Recommendations – Standards and Design Guidelines. Draft key recommended standards and/or design guidelines for each land use/development type, along with alternative approaches. Include draft illustrations and/or photos for each recommendation.

C. Prepare Standards and Guidelines Recommendations Report. Compile a report that describes existing conditions, key issues, alternative approaches to revising standards and/or guidelines, and recommendations. The report will cover all ten land use/development types. It will also address all the existing zoning districts of the County, and recommend specific revisions or additions to development standards, and whether additional new zoning districts should be created. This work will include recommendations for revisions to subdivision, public works, and related regulations with significant design implications. The work will portray examples from all five of the urbanized communities in the County.

D. Conduct Taskforce Meetings. Conduct three separate meetings with the taskforce on Single Family Residential, Multifamily Residential, and Commercial Land Use Types. Conduct a fourth meeting to cover any remaining issues and review final recommendations. One of the taskforce meetings could be include a mobile workshop to go see project examples in the field. The County would be responsible for transportation, food, and other logistics.

E. County Staff Meeting. Discuss key unresolved issues with County staff, and identify key recommendations to be contained in the public review draft documents.

Meetings: Taskforce Meetings (4)
Meeting with County Staff

Products: Standards and Guidelines Recommendations Report

TASK 5: DRAFT DOCUMENTS AND PUBLIC REVIEW

Prepare the Draft Illustrated Design Guidelines document and the Draft Development Standards Memo based on the feedback from the taskforce and County Staff. Prepare recommendations regarding the design review process. Review the recommended guidelines, standards, and process changes with County Staff, the taskforce, the Planning Commission, and the Board of Supervisors.

A. Prepare Administrative Draft and Draft Illustrated Design Guidelines. Prepare a full document that provides design guidelines for all of the land use/development types, with illustrations and/or photos for each guideline. Lay out the document in either a document layout program such as InDesign, or in Word, so that the illustrations can be coordinated with the text into an engaging, attractive, and easy-to-understand document. County staff will review the Admin. Draft and provide
one coordinated set of review comments. The admin draft will be revised to reflect County staff and Task Force comments.

B. Admin. Draft and Draft Design Review Procedures Memo. Prepare a draft memo regarding the procedures for design review. Discuss organizational options to streamline the process, coordinate the review by multiple departments, and ensure compliance with all requirements. Staff will circulate the memo to County departments for review. County staff will review the Admin. Draft and provide one coordinated set of review comments. The admin draft will be revised to reflect County staff comments.

C. Admin. Draft and Draft Development Standards Memo. Prepare a memo outlining recommended revisions or additions to County zoning. The memo will be coordinated with the final recommended design guidelines. County staff will review the Admin. Draft and provide one coordinated set of review comments. The admin draft will be revised to reflect County staff and Task Force comments.

D. County Staff Meeting. Meet to discuss the design review process recommendations, and County staff comments on the Admin. Draft Illustrated Design Guidelines and Development Standards.

E. Taskforce Meetings. Conduct two separate meetings with the taskforce to discuss the draft documents and final recommendations, focusing on issues that were unresolved or contentious.

F. Prepare Public Presentation. Prepare a PowerPoint presentation to describe the recommended standards and guidelines.

G. Community Meeting. Conduct a community meeting to solicit input about the proposals and the draft documents.

H. Planning Commission Meeting. County staff to present an update briefing for the Planning Commission and solicit input on findings and recommendations.

I. County Board of Supervisors Meeting. County staff to present an update briefing and solicit input on findings and recommendations.

Meetings: Review Meeting with County Staff
Taskforce Meetings (2)
Planning Commission (County Staff – consultant may or may not attend)
Board of Supervisors (County Staff – consultant may or may not attend)
Community Meeting

PowerPoint Presentation
TASK 6: ADOPTION HEARINGS AND FINAL DOCUMENTS

Present the Public Review Draft Documents to the Planning Commission and Board of Supervisors, and listen to public testimony. Prepare the final documents based on the direction from the Board of Supervisors.

A. PowerPoint Presentation. Prepare a PowerPoint presentation highlighting major recommendations, issues that were difficult or contentious, and how they have been resolved. Summarize community input received in the presentation.

B. Planning Commission Public Hearing.

C. Board of Supervisors Committee Meeting.

D. Board of Supervisors Public Hearing.

E. Final Documents. Revise the three documents as warranted to reflect the final direction and decision of the Board of Supervisors.

Meetings: Planning Commission
Board of Supervisors (2)

Products: PowerPoint Presentation
Final Illustrated Design Guidelines
Final Development Standards Memo
Final Design Review Process Memo

TASK 7: IMPLEMENTATION AND TRAINING – ONE MONTH PLUS FOLLOW-UP SESSIONS

Prepare training materials for implementing the adopted design guidelines, and conduct training sessions with County staff.

A. County Staff Meeting. Present the adopted design guidelines to County staff and discuss types of materials that would be the most useful to staff for training and implementation.

B. Training Materials. Prepare training materials to assist staff in the implementation of the guidelines. They would include introductory materials about how the guidelines should be applied. They would also include comments on specific guidelines, with illustrations, photos, and/or discussion about how to interpret and apply the guideline.

C. Staff Training Session. Conduct a half-day training session for County staff in the use of the Design Guidelines. Use typical development applications to conduct the training exercise, so the training session is interactive and staff can discuss how the guidelines are applied to specific projects.

D. Follow-up Training Sessions. Conduct three half-day training sessions with County staff at one month, three month, and six month intervals, to evaluate how the design guidelines are working and what modifications are recommended. County staff will bring examples of projects that have been reviewed using the guidelines.

Meetings: County Staff Meeting
County Staff Training Session
Follow-Up County Staff Training Sessions (3)
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<th>Task</th>
<th>Month</th>
<th>Meetings</th>
<th>Products</th>
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<tbody>
<tr>
<td>Task 1</td>
<td>Research and Reconnaissance</td>
<td>09/08</td>
<td>Staff Meeting – Kickoff (Done)</td>
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<td>Field Tour (Done)</td>
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<td>County Staff Interviews (Done)</td>
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<td>Public &amp; Stakeholder Input</td>
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<td>Stakeholder Interviews</td>
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<td>Taskforce Meeting – Kickoff</td>
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<td>Existing Conditions Analysis</td>
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<td>Standards and Guidelines Recommendations Report</td>
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<td>03/09</td>
<td>Taskforce Meeting (4th Tuesdays)</td>
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<td>05/09</td>
<td>County Staff Review of Documents; Review Meeting with County Staff</td>
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<td>Task 6</td>
<td>Adoption Hearings and Final Documents</td>
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<td>12/09</td>
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<td>Implementation and Training</td>
<td>01/10-03/10</td>
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<td>Follow-up Training Sessions</td>
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Alameda County
Unincorporated Communities and Neighborhoods

Alameda County Community Development Agency
Alameda County Public Works Agency
Source: The layers in this map are referenced to the Alameda County base map as of August 2007.