

# **AGENDA**

## **WESTMINSTER ECONOMIC DEVELOPMENT AUTHORITY SPECIAL MEETING**

**MONDAY, July 8, 2013**

**AT 7:00 P.M.**

- 1. Roll Call**
- 2. Minutes of Previous Meeting** (June 24, 2013)
- 3. Public Hearings and New Business**
  - A. Master Planning Professional Services Contracts for the Westminster Center Urban Reinvestment Project
- 4. Old Business**
  - A. Sale of Holly Park Parcel (Tabled 6-24-13)
- 5. Adjournment**

CITY OF WESTMINSTER, COLORADO  
MINUTES OF THE WESTMINSTER ECONOMIC DEVELOPMENT AUTHORITY  
MONDAY, JUNE 24, 2012, AT 7:30 P.M.

ROLL CALL

Present at roll call were Chairperson McNally, Vice Chairperson Winter and Board Members Atchison, Briggs, Kaiser, Lindsey, and Major. Also present were J. Brent McFall, Executive Director, Martin McCullough, Attorney, and Linda Yeager, Secretary.

APPROVAL OF MINUTES

Board Member Briggs moved, seconded by Kaiser, to approve the minutes of the meeting of April 22, 2013, as written. The motion carried unanimously.

SALE OF HOLLY PARK PROPERTY

Member Atchison moved, seconded by Briggs, to table this consideration. The motion passed unanimously.

ADJOURNMENT

There was no further business for the Authority's consideration, and the Chairperson adjourned the meeting at 7:31 p.m.

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Chairperson

ATTEST:

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Secretary

# WEDA Agenda 3 A

## Agenda Memorandum

Westminster Economic Development Authority  
July 8, 2013



**SUBJECT:** Master Planning Professional Services Contract for the Westminster Urban Reinvestment Project

**Prepared By:** Mac Cummins, AICP, Planning Manager

### Recommended City Council Action

1. Based on a report of the Executive Director, find that the public interest is best served by entering into a negotiated contract with Torti Gallas and Partners for planning and architectural services; and authorize the Executive Director to execute a contract with Torti Gallas in an amount not to exceed \$375,000 for planning, architecture, transportation/traffic analysis related to the development of the Westminster Center Urban Reinvestment Project site.
2. Authorize the Executive Director to enter into such other contracts as necessary with other consultants for work related to the Westminster Center Urban Reinvestment Project in an amount not to exceed \$125,000.

### Summary Statement

- Planning and preliminary site design efforts on the Westminster Center Urban Reinvestment Project (WURP) are underway. City Staff have been working on this effort for some time and are prepared to put together a master plan that will serve the City's primary needs related to the vision and the creation of a new Downtown and skyline on the site previously occupied by the Westminster Mall bordered by 88<sup>th</sup> Avenue, Sheridan Boulevard, Harlan Street and US36.
- Torti Gallas is a nationally recognized firm with a wealth of experience related to these kinds of efforts. The firm is regularly recognized by the American Planning Association, Urban Land Institute, Railvolution, and other national organizations as being a leader in this kind of planning effort.
- This contract will allow staff to work closely with Torti Gallas and necessary sub-consultants (i.e., traffic, development feasibility, parks planning/landscape architecture, etc.) to create the master plan for the new Downtown Westminster. This plan will comprise the Preliminary Development Plan and the Official Development Plan, in 2 phases. Heavy importance will be placed on the creation of the site plan to allow for "organic" development evolving over time, on block sizes that are flexible enough to accommodate a range of uses.

**Expenditure Required:** Not to exceed \$375,000 for a contract with Torti Gallas  
Not to exceed \$125,000 for other contracts with various consultants,  
as necessary.

**Source of Funds:** WEDA – WURP Project Funds

**Policy Issue**

Should the WEDA contract for planning services with Torti Gallas relating to the creation of a master plan for the WURP site that can be used for entitlements, marketing to prospective developers, and to set the vision/framework for the next 20 years of development on the site?

**Alternative**

The alternatives in this case are to either attempt to perform this work “in house” with existing City staff or to look for another consultant to perform the work.

Neither of these alternatives is supported by staff. Staff’s skill sets and backgrounds are not sufficient to provide the necessary skills to perform the technical analysis necessary to produce the Preliminary Development Plan and Official Development Plan in house. Though staff has opinions on the general ideas and thoughts about how the project should proceed, hiring an expert planning firm and/or traffic analysis firm will give the City an additional layer of expertise in these areas and produce the publishable documents necessary to create the vision and framework for the new downtown.

In terms of possibly hiring a different consulting firm, this option is not supported as Torti Gallas is one of the most respected planning and architecture firms in the nation. Their work is regularly recognized as the top tier in their field. Even if staff were to put out a Request for Proposal (RFP) for consultant services, it is unlikely that another firm will match the skill sets of Torti Gallas for the type of work that will be performed in this case.

Recent work performed by the Los Angeles office of Torti Gallas includes:

- a) A new plan and Design Code for redevelopment area of Honolulu known as Kaka’ako;
- b) Redevelopment of a 70-acre site in the Boyle Heights area of Los Angeles, 3 miles from downtown (winner of a 2012 Charter Award from the Congress for New Urbanism);
- c) New Specific Plan for Downtown Santa Monica that incorporates a light rail transit station;
- d) A new Downtown plan for Round Rock, TX (home of Dell Computer) just outside of Austin; and
- e) A redevelopment plan for Coast Highway (Historic Hwy 101) through Downtown Oceanside, CA (winner of an Honor Award from the California Society of the American Planning Association).

**Background Information**

The contract with Torti Gallas is proposed to be divided into 2 phases. This is proposed for strategic reasons. In the first phase, proposed to be completed in October, the consultant will help staff create a master plan for the area that will include a street network, evaluate connections (both pedestrian and vehicular) and, evaluate possible land use implications. The outgrowth of this effort will be the Preliminary Development Plan.

In the July to August timeframe, staff will be working with the consultant to create a master site plan and massing model of the future vision for the Downtown. Staff is planning for a study session with the City Council sometime in August and a public open house meeting to receive input from the community toward the end of August. After receiving input from the Council and community, refinements will be made in the September time frame, with Planning Commission and City Council hearings to occur in October.

**Phase 1**

In general, the Phase 1 work will create a master plan which identifies, block size and structure, road locations, public parks and facilities locations, entrance and access points to the site, etc. In doing this, Torti Gallas will bring their wealth of experience to the table regarding urban form and downtown issues to consider, including but not limited to:

- creating the right size blocks for multiple land uses that may or may not occur on the site;
- developing land use mixes that are both flexible and prescriptive to the extent something might be important to the City at a particular location;
- developing public “realm” strategies that help create the cultural gathering places that staff has heard from the Council and residents that are very interested in.

This master plan will then need to be evaluated for traffic impacts and potential necessary mitigation as well as development feasibility of the site plan and market development concerns relative to the plan to make sure it is reasonable for the land uses the City is contemplating. Finally, production documents in a form that is acceptable to the City for approval will be produced for the public hearings in October.

Below is a list of the general categories of Phase 1 work that staff would be working with Torti Gallas (and sub-consultants):

#### Phase 1

Task 1.1: Project Management (for Phase 1)

Task 1.2: Digital 3D Massing /Town Information Model (TIM)

Existing Conditions

Proposed Buildout

Task 1.3: Site Plan

Task 1.4: Developer Feasibility Review

Task 1.5: On Site Workshop

Task 1.6: Circulation / Mobility Plan - Traffic Impacts

Task 1.7: Infrastructure Plan

Task 1.8: Marketing Materials and Plan Document

Task 1.9: Public Presentation / City Council Hearing

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#### Phase 2

Phase 2 will include a refinement of the Preliminary Development Plan and the production of a Master Official Development Plan. In so doing, the consultants and City Staff will be developing a policy framework and zoning/design guidelines to implement the vision set out in the Preliminary Development Plan. This document will also contemplate potential phasing and/or requirements to implement the vision. Below is a list of the likely Phase 2 work tasks that Staff would be working with Torti Gallas (and sub consultants) regarding:

#### Phase 2

Task 1.1: Project Management (for Phase 2)

Task 2.1: Design Standards and Guidelines

Task 2.2: Phasing and Implementation Plan

Task 2.3: Policy Framework

Task 2.4: Creation of Specific Plan Document

#### Overall Project

The overall master planning process is intended to create not just a vision, but also a framework to market to the development community. This framework will include entitlements and create a situation where any future developer that wants to purchase a “block” from the WEDA for development, would only need to produce an ODP or site plan/architectural elevations for that building only. Other analyses that usually

take time to review (i.e., traffic, etc.) would already have been evaluated as part of the master ODP. In this way, the City can create a more efficient, streamlined review process for future developers in our downtown by doing the planning work now. It will also create the kind of organic growth and development that is characteristic of an urban place as compared to a “project.”

#### Funding

The proposal is to authorize the Executive Director to enter into a contract with Torti Gallas for an amount not to exceed \$375,000. Staff believes this will be sufficient at this time to complete all of the work above. Staff is also asking the Board to authorize retaining other consultants as the need arises in an amount not to exceed an additional \$125,000; or for a total of \$500,000. At this time, staff does not have any other consultants in mind or possible work that would be needed, but a need may arise. In this situation, staff would like the opportunity to be nimble in reacting to the needs of the project and retain consultants as necessary. The source of the funds will be from WEDA – WURP Project Funding. Staff will be recommending the use of 2012 Carryover funding to supplement this project budget. 2012 Carryover will be brought before City Council in August.

Award of the contract for final design of the new Downtown Plan fulfills all of Councils strategic plan goals, including Strong Balanced Local Economy, Financially Sustainable City Government providing exceptional services, Safe and Secure Community, Vibrant Neighborhoods in One Livable Community, and Beautiful and Environmentally Sensitive City. When this plan is finished and adopted by Council, the new plan will set in motion the building blocks for the creation of a new urban cultural and community gathering place for residents and business within the Westminster.

Respectfully submitted,

J. Brent McFall  
Executive Director

Attachment A - Description of Torti Gallas Firm and Accomplishments

## Torti Gallas and Partners, Inc.

Established in 1953, Torti Gallas and Partners maintains a global practice of planning, architecture and urban design with offices Los Angeles, Silver Spring, MD, Washington, DC, and Istanbul. With a talented staff trained in multiple disciplines, Torti Gallas has helped hundreds of cities and towns develop more sustainable growth and development plans, understanding that the design of the built environment directly influences the strength of our economy, the health of our neighborhoods, and the livability of our communities. Our goal is to create vision plans, urban planning, design strategies, and codes that enhance the existing character of a community, improve the quality of life for its citizens, and provide a sustainable infrastructure for its future through grounded implementation.

With extensive experience in the public and private sectors, we take pride in balancing the diverse needs of communities with market realities and government regulations to develop design solutions that bring value to cities, government agencies, and developers with whom we work. Conceptual thinking and detailed analysis allow our plans to be both comprehensive and holistic at a variety of scales in a diversity of places.

Our team of both architects and planners is committed to providing transformative plans that are also practical and feasible - understanding that implementation is the ultimate mark of a successful plan. This dedication to full implementation of designs has been a Torti Gallas hallmark since our founding. As a result, we have been responsible for the planning and design of more than \$20 billion of construction



**Visual Simulation of La Brea Metro Station and Joint Development Opportunity**  
Los Angeles, California



**The New Wyvernwood**  
Boyle Heights, Los Angeles, California



**MacArthur Park Apartments**  
Los Angeles, California

### *Design Philosophy*

Torti Gallas' practice is grounded on the inextricable links between architecture, planning, and community - believing that great cities are created through buildings and landscapes that frame engaging and usable spaces, intelligent regulatory policies that provide both predictability and choice, and pragmatic implementation strategies. The over-arching concern of our practice is to create a "sense of place," for at the end of the day, our work is about people. We are guided by the following five principles:

- Holistic planning: Conceiving land use, design codes, planning policies, and community engagement as an integrated system rather than a sum of parts.
- Diversity of uses: Designing and planning for a diversity of uses to support and sustain jobs, housing, commerce, and civic space for a fully functioning community.
- Vibrant public realm: Planning public spaces, sidewalks, and civic structures to be accessible and flexible to support civic, cultural, and recreational activities for a wide range of ages and groups.
- Variety of housing types: Building a variety of housing types and densities that reflect the many ways of living and diverse levels of income that can be inter-mixed in a neighborhood, block or street.
- Diversity of transportation options: Supporting multi-modal transportation options (walking, bicycling, driving, riding on mass transit, etc.) to better connect neighborhoods, schools, jobs, etc, and promote healthy living.

### *Commitment to Sustainable Communities*

Torti Gallas and Partners has made a Firm-wide commitment to designs that yield economically viable and environmentally sustainable communities. Every new project begins with a Sustainable Development Workshop where we identify beneficial and feasible development options that integrate sustainable horizontal and vertical construction strategies. Our 30 LEED Accredited Professionals are supported by the entire Firm's resources in researching, designing, monitoring and implementing designs and master plans that preserve the earth's resources by creating developments that enhance the natural setting and buildings that maximize energy efficiency and indoor air quality.

### *Design Awards*

Torti Gallas has been the recipient of numerous awards for our innovative design work. We have won over 400 international, national, and local design awards for planning and design. This recognition by such prestigious groups as the American Institute of Architects, the Congress for the New Urbanism, the International Council of Shopping Centers, the American Society of Landscape Architects, and the National Association of Home Builders establishes Torti Gallas' long standing commitment to high quality design over our 59 year history.