

## CineDome Focus Area



## CineDome Focus Area Master Plan

**Proposals Due: June 17, 2016 (5:00 pm)**

Your firm is invited to submit a proposal for professional design and consulting services to prepare a Master Plan and required environmental documentation for the downtown Napa "CineDome Focus Area." An overview of the project along with the desired scope of services, budget and time frame is provided below.

**Please submit 5 complete copies of the proposal no later than 5:00 p.m., June 17, 2016.**

Submittals may be delivered to:

City of Napa  
Community Development Department  
Attention: Ken MacNab, Planning Manager  
1600 First Street, Napa, CA 94559

For questions related to this Request for Proposals, please contact:

Rick Tooker, Community Development Director  
[rtooker@cityofnapa.org](mailto:rtooker@cityofnapa.org)  
(707) 257-9520

# CineDome Focus Area

## CineDome Focus Area Context

The CineDome Focus Area includes properties owned by the City of Napa, Napa Sanitation District and SyWest Development. The City of Napa is the lead agency for the purpose of this master planning effort with SyWest Development as an active and engaged stakeholder. The City is requesting Napa Sanitation District's active participation in the process as well. The properties that comprise the CineDome Focus Area include a 1.3-acre parcel on the north side of Pearl Street that contains an abandoned sewer pump station, old skate park and surface parking ("NSD" parcel); and south of Pearl Street a vacant parcel that once housed a movie theater south of Pearl Street, plus any additional land resulting from property line adjustments ("SyWest" parcel), a soon-to-be demolished Parks & Recreation Services building parcel, surface parking, and street remnants that may possibly be abandoned as part of the development entitlement process ("City" property). Combined, the Focus Area is approximately 5.4 acres.

The 2012 Downtown Napa Specific Plan ("DSP") was the culmination of a two-year community-based planning effort to set forth a vision, goals, objectives, and policies to guide the planning and development of Downtown Napa through 2030. Chapter 4 of the DSP, "Land Use Designation and Zoning Districts" identifies three key "focus areas" (Section 4.8 beginning on page 80) defined as geographic areas that offer development opportunities capable of serving as a catalyst for additional high quality investment in Downtown Napa. The CineDome Focus Area is the subject of this Master Plan effort (beginning on page 84 of DSP).

As described in the DSP, the 5.4-acre CineDome Focus Area is situated in the north end of Downtown Napa adjacent to a recently completed flood protection bypass channel. Officially named Oxbow Commons, this 12-acre open space functions as a City park throughout the year but its primary function is a river bypass designed to carry water during heavy rain storms and floods. Complete with plantings, trails, river access for kayaks and event space, the Oxbow Commons serves as a potential community gathering space for special events and a pedestrian and bicycle link to the burgeoning Oxbow District east of Soscol Avenue.

The CineDome Focus Area ("Focus Area") is close to Napa Creek and historic buildings. Its surrounding uses include office, retail and restaurant, and entertainment. The City will soon construct a temporary surface parking lot on the former theater site (SyWest parcel) and adjacent City-owned parcel to address a growing parking need in the area until a permanent parking structure can be designed and built within the Focus Area. The southeastern edge of the SyWest parcel will remain in an interim condition for flood protection in the foreseeable future until permanent Flood Protection Project improvements are in place, at which time a permanent solid wall will be constructed but until then, some other treatment will need to be defined for the "gap." Until upriver improvements are complete, the timing for which has not been defined, portions of the SyWest and NSD parcels will remain in the floodway.

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## Project Overview

### **Focus Area and Master Plan Goals and Objectives**

The DSP (page 84) describes Focus Area goals for mixed land uses; improved bicycle and pedestrian connections; access and visual connections to Oxbow Commons and Napa Creek; appropriate and sensitive building massing; and open space to encourage activity through and around the future development. The Master Plan (“Project”) will build on the DSP goals and provide a more detailed future development plan that establishes the types, intensity, scale and location of future development, phasing, infrastructure needs including public and private parking, circulation and access, pedestrian linkages to Oxbow Commons and other key nodes, streetscape, and open space. The intent is to establish an overall synergistic approach to the development of these properties while still allowing for independently phased construction and implementation. Each property, once completed, will add to and reinforce the development potential of the other.

Building from these goals, the objectives of the Master Plan are to:

- Create a plan that enhances and expands on the diversity of uses and amenities in the Downtown. Uses could include hotel, commercial, residential, parking, office, entertainment, etc.
- Ensure an appropriate scale, massing and intensity of development.
- Provide a viable mix of uses and treatments alongside the Oxbow Commons park (bypass channel) that will draw pedestrians along the Riverfront Promenade and through the park.
- Develop an overall parking strategy and define a new structured parking facilities to help to serve replacement, existing uses, new development and “parking cushion” when possible to address development in the area. Parking should be integrated into the overall development.
- Provide pedestrian and bicycle linkages to the Riverfront Promenade, Oxbow Commons Park, Napa Creek, and surrounding streets (Main Street, Soscol Avenue, Pearl Street).
- Define the necessary infrastructure and circulation to support new development and maintain the major circulation links to Soscol Avenue and Downtown via Pearl and Clinton streets.
- Provide a design solution, to include the potential for phasing, for the “interim” flood control conditions on the southeastern edge of the Project site, which allows

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overland flow of floodwater into the bypass channel until an upriver permanent flood wall is in place at Lincoln Avenue.

- Address future “long term” floodway conditions when the flood improvements at Lincoln Avenue are completed (i.e., no more overland flow of floodwater).
- Determine logical development phasing that considers interim flood conditions, infrastructure removal and replacement, grading, removal and replacement of public parking and private development, etc.
- Create a development plan that is feasible from an economic and constructability / entitlement standpoint.
- Prepare an environmental review document that satisfies CEQA requirements.

### **Project Components**

In preparation for the Master Plan effort, the City has obtained topographic surveys in AutoCAD format that incorporate the area bound by Main Street, Pearl Street (including the frontage of properties on the north side of Pearl), Napa Creek and the bypass channel on the south, and the centerline of Soscol Avenue on the east which will be made available to the consultant for preparation of the Master Plan. Components of the planning effort will include:

1. **Conceptual Site Plan Alternatives:** The first step in the process will be to consider allowable land use alternatives for the Focus Area and to identify the highest and best use, potential positive and negative impacts, opportunities/constraints, and other considerations for each alternative, development cost, construction phasing, etc.
2. **Parking Alternatives:** The Focus Area is located in the Downtown Parking Exempt District where non-residential development is not required to self-park but can pay a Parking Impact Fee to the City. The City in turn uses the fee and other sources to accommodate parking demand using structure parking to serve private development. The City’s primary goal is to construct a public parking garage in the Focus Area. Despite its parking-exempt status, non-residential development may potentially consider incorporating private parking, separate from the public parking, into the plan.

As part of the Site Plan Alternatives exercise, parking demand and supply alternatives should be considered and solutions identified. Parking will be a challenging component of the Master Plan as it must address existing and anticipated future demand as well as the operational needs of the City and private ownership. The City anticipates a <sup>+/-</sup>400-space public garage will be necessary in addition to the parking demand the Focus Area development will generate.

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3. **Key Stakeholder Outreach:** City staff will work with the selected consultant in an outreach effort to engage key stakeholders which may include key City staff, Planning Commission members, City Council members, and nearby property owners, for input on the alternatives. From there, the City will work with SyWest and NSD to select a preferred alternative, which may be a hybrid of more than one alternative based on input and direction. Outreach could include a variety of methods such as interviews, workshops, attendance at public meetings, etc.
4. **Draft and Final Master Plan:** The selected consultant (“consultant” or “consultant team”) will work with the City to prepare a review draft and final Master Plan, which will include broad site planning objectives including design guidelines, with concept illustrations that illustrate building massing and form, height, setbacks and step-backs, major entrances and site circulation, open space, future property lines (public and private) and related broad development parameters. See more discussion in the Scope of Work section of this RFP.
5. **Environmental Analysis:** The selected consultant will work with the City team to determine the level of environmental analysis and documentation required for the Master Plan, and the consultant will prepare the document(s) accordingly. The DSP included a comprehensive Environmental Impact Report (EIR) which may serve as a master EIR for the subsequent environmental review from which to tier from for the Master Plan environmental analysis, if applicable. See further discussion under Scope of Work.

### **Project Budget, Schedule and Contract**

The City has a budget of \$200,000 for this Project. Should the Consultant determine any additional service, or services, are required to complete the Project scope, the service and any associated cost, must be clearly identified in advance of executing the City’s standard Professional Services Agreement, attached to this RFP. The City anticipates starting the process in July 2016 and concluding the assignment within 12 months. Responses to this RFP must indicate the Consultant’s willingness to accept the language and terms stated in this agreement pursuant to the Proposal Format section below, with any proposed minor amendments clearly described.

### **Desired Team Composition and Scope of Services**

#### **Desired Team Composition**

The City will hire a firm to lead the Master Plan preparation. The Consultant will include expertise in the following disciplines:

- Planning – To prepare land use, zoning and environmental review. It is strongly encouraged that the Planners have expertise or provide as part of a sub to the

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consultant team an art consultant to identify opportunities for Master Plan public art for incorporation/placement in the future as the property develops.

- Building Architecture – To provide design expertise for buildings, design guidelines, and all design components of Master Plan.
- Civil Engineering – To provide technical expertise and understanding of ALTA survey (to be provided by City); elevations; floodway/floodplain considerations; utilities; etc.
- Landscape Design – To identify on a conceptual plan open spaces and connectivity and to create standards for design of the exterior common area landscape and any open space component of the Master Plan
- Parking Design and Operations – A parking firm is anticipated which will serve as a sub to the prime consultant.

### Scope of Services

#### Kick-Off Meeting and Site Visit

The selected consultant team will meet with City team to review and finalize the Scope of Work and project schedule. This meeting will include discussion of project goals, opportunities and constraints, review of relevant background material, consultants' material needs to be furnished by City, schedule and deliverables, future meetings, and a process for regular progress reports. After the meeting, the consultant will tour the site with representatives from the City and SyWest to gain a visual understanding of the Focus Area context and features.

#### Site and Conceptual Design Alternatives Development

Based on information provided by the City team and property owners and the consultants' site visit, consultant team should be prepared to progress through an iterative process of multiple land use alternatives with the following for each:

- A colored "bubble" diagram showing proposed land uses, open space, building footprints, easements, parking, etc.
- An order-of-magnitude calculation of square footages by land use and parking spaces the alternatives would generate based on the proposed development plan
- Identification of project components (public vs. private) and potential construction phasing, as well as property line adjustments needed to accommodate the project components
- Cost analysis for the project components
- Impacts / feasibility / constraints / considerations

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- Massing studies identifying the building envelopes with sufficient detail to understand the general scale and extent of development, setbacks and step backs, etc. The plans do not anticipate design detail, but sufficient information will be provided to understand the range of development within the context of the adjoining properties and greater downtown.

### Parking Alternatives

Parking alternatives will explore solutions for parking to serve the public need (est. 400 spaces) and the demand generated by new Focus Area development. While the Focus Area is in the Parking Exempt District and new non-residential development is not required to provide on-site parking, parking created by new development in the north part of downtown is going to compound a parking challenge in this area. Additionally, the Oxbow District on the east side of Soscol Avenue will experience major parking impacts when the Culinary Institute of America at Copia opens later this summer. A future parking facility in the Focus Area could easy access through Oxbow Commons to the Oxbow District as well as the rest of the downtown. The land use alternatives described above will inform the parking demand assumptions that need to be addressed.

Parking alternatives will consider at a minimum the following scenarios (and consultant may identify others) with cost estimates, and will identify opportunities / challenges for each:

- (NSD parcel) Parking generated by on-site development to be accommodated off-site in the Master Plan area (except for residential which shall be provided onsite)
- (NSD parcel) Parking generated by onsite development to be provided entirely on site
- (NSD parcel) Parking for all development in the Master Plan area to be provided on the NSD parcel in structured parking, possibly wrapped with residential on north side and retail / office on south side
- (City parcel) A stand-alone public parking garage, with and without subterranean parking, to accommodate all development on in the Master Plan area.
- (City parcel) A stand-alone public parking garage, with and without subterranean parking, to accommodate a portion of development on in the Master Plan area, with some demand generated by development of the NSD and SyWest parcels accommodated in the new garage and some demand being accommodated on private land.
- (SyWest parcel) Parking generated by onsite development to be provided entirely on the Sywest parcel.
- (SyWest parcel) Parking generated by onsite development to be provided partially on the Sywest parcel and partially in an off-site common garage.

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Each version above shall identify the total amount of parking generated by development and the proposed location of new spaces, cost implications, and other applicable considerations such as viability of development and phasing. The plan should also consider the viability of privatizing parking, including both on private and public land.

### **Outreach/Public Meetings**

The City team will evaluate the alternatives and narrow the selection for discussion with key stakeholders (e.g., nearby property owners, members of City staff, etc.). Consultant will be required to attend at least two (2) workshop-type meetings and three (3) public meetings with the Planning Commission and City Council. The City team will work with Consultant to arrive at a preferred alternative for incorporation into the final Master Plan.

### **Draft Master Plan**

Consultant will prepare a draft Master Plan which will build from and refine the preferred alternative based on direction from the City team. The draft Master Plan will include similar components to the land use alternatives, including a land use diagram depicting land uses, open space, building footprints, parking, etc.; square footage by land use calculations; parking calculations; public versus private project components, general property lines; construction phasing; and cost analysis for the public and private components. The Master Plan will include architectural design guidelines for the buildings and urban design guidelines for street improvements, walkways/trails, and open space, including lighting, railings, furnishings, and public art throughout the Focus Area.

### **Draft Environmental Analysis**

As early as practical concurrent with preparation of the draft Master Plan, Consultant shall prepare a draft environmental analysis. The environmental analysis will consider the Master Plan's compatibility with the Downtown Specific Plan EIR and will require at a minimum a land use analysis; traffic study; parking demand analysis; urban design impacts on open space and surrounding uses, and historic and cultural resources.

### **Final Master Plan and Environmental Analysis**

Consultant will prepare the final Master Plan and environmental document based on written comments from the City.

### **Proposal Format**

In order to effectively evaluate proposals, the City requests proposals in the following format:

#### **A. Executive Summary**

Include a clear description of your understanding and interest in the project, consultant's available to meet the objectives and timeline, and total cost of services presented in your proposal. A single point of contact for your firm/team should be designated in this Executive Summary, including the contact's address, phone number, and e-mail address.

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### **B. Project Team**

Identify the project team members and the individual who will be responsible for leading the project. Provide a brief description of the qualifications of key personnel and their responsibilities. (Resumes may be included as an appendix to the proposal.)

### **C. Project Understanding and Approach**

Describe your understanding of the project and your firm's proposed approach to the Scope of Services. Your team will be evaluated on your level of expertise, your background in the needed disciplines and your ability to complete a Master Plan based on your track record with similar projects.

### **D. Scope of Work and Cost Proposal**

Present a detailed Scope of Work with a clear description of the tasks involved; the personnel assigned to these tasks and their chargeable rates; the total number of hours assigned to each task and person; and a total cost, including reimbursable expenses.

### **E. Relevant Examples of Your Previous Work**

Describe representative examples of your consultant's work (including for all members of the team), and indicate whether the final product was implemented and was within the adopted budget.

### **Copies**

Deliverables shall include ten (10) bound copies of the Draft and Final Master Plan and Draft and Final environmental documents and one (1), one (1) unbound master copy which may be reproduced by the City, and all project documents including supporting reports and exhibits in an electronic format.



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DOWNTOWN NAPA SPECIFIC PLAN



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