



Building A Better Long Beach

March 7, 2011

REDEVELOPMENT AGENCY BOARD MEMBERS

City of Long Beach

California

RECOMMENDATION:

Approve and authorize the Executive Director to enter into a contract with the Cal Poly Corporation in an amount not to exceed \$40,000 to conduct planning studios focused on the Long Beach Design District and Atlantic Avenue from 56th Street to 59th Street. (Central and North – Districts 1,6,9)

DISCUSSION

The California Polytechnic State University, San Luis Obispo (Cal Poly) Department of City and Regional Planning (CRP) has submitted a proposal to the Redevelopment Agency (Agency) for the purpose of conducting graduate and undergraduate planning studios in Long Beach. The studios are intended to provide students with an in-depth understanding of the specific plan and urban design process. Recent CRP studios have been conducted in partnership with the San Francisco Redevelopment Agency, the City of Oakland, and the City of Morro Bay.

Although the studios are primarily geared toward providing students with professional planning experience, there is a significant benefit to the host city. Through a combination of site visits and community meetings, student teams develop plans to specifically address land use needs identified by the city and community. The plans incorporate professional-level research and technology at a fraction of the cost of a professional consultant.

Given these benefits, staff has identified two potential study areas: the Long Beach Design District (Design District) and Atlantic Avenue from 56th Street to 59th Street. The Design District studio will focus on specific plan development and is envisioned to achieve three specific goals: first, it would respond to recommendations in the Central Long Beach Strategic Guide for Development; second, it would build upon the Design District Implementation Plan adopted in 2009; and finally, it would aid in further development of the Design District as a destination for creative resources.

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The Atlantic Avenue studio will focus on urban design and further the recommendations of the community and the Village Center Implementation Plan. Students will incorporate site analysis, conceptual designs, and stakeholder feedback into design standards that realize the community vision for Atlantic Avenue. The goal is to facilitate development that supports area-wide community uses for all of North Long Beach.

The proposed contract is for an amount not to exceed \$32,324 and will cover student travel costs, lodging, and program supplies (i.e., printing) for both studios. Cal Poly will cover all other costs, including faculty time. The remaining contract amount will be reserved as a contingency to allow for unanticipated community meetings, presentations, and plan development as needed or requested by stakeholders. Staff will work collaboratively with the respective City Council offices, City departments, and the community to build consensus. At the conclusion of the studios the plans will be presented to both the Agency Board and Planning Commission in study sessions.

The studios are scheduled for the 2011 Spring Quarter that runs from March 28 to June 3, 2011. The CRP Department Head and an Assistant Professor will co-teach the studios.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



ROBERT M. ZUR SCHMIEEDE, AICP
ASSISTANT EXECUTIVE DIRECTOR



AMY J. BODEK, AICP
EXECUTIVE DIRECTOR

AJB:RMZ:DSW:TJK

Attachments: Exhibit A – Long Beach Design District Specific Plan Proposal
Exhibit B – Atlantic Avenue Urban Design Plan Proposal

RESEARCH AGREEMENT (Cost Reimbursable)

THIS AGREEMENT is between the **Redevelopment Agency of the City of Long Beach** ("Sponsor") a California municipality doing business at 333 West Ocean Blvd. 3rd Floor, Long Beach, California 9082, and the Cal Poly Corporation ("Corporation"), a separate non-profit auxiliary organization serving the interests of the California Polytechnic State University ("University") and doing business at 1 Grand Ave. San Luis Obispo, California 93407.

The research project contemplated by this Agreement is of mutual interest and benefit to the University, Corporation and to the Sponsor, and will further benefit the instructional and research programs of the University in a manner consistent with its status as a non-profit, tax-exempt, educational institution, and may derive benefits for the Sponsor, University, and Corporation through improvements, inventions and/or discoveries:

The parties hereto agree to the following terms and conditions:

1. **STATEMENT OF WORK** The Research project ("Project") entitled "**Conceptual Long Beach Design District Specific Plan Proposal**" as described in Attachment A, shall be performed on a reasonable efforts basis.
2. **PRINCIPAL INVESTIGATOR AND TECHNICAL REPRESENTATIVE:** The Project will be directed by **Dr. Umut Toker** (Principal Investigator), **City and Regional Planning Department**, who will be responsible for the Project. In the event that the Principal Investigator becomes unable or unwilling to continue the Project, and a mutually acceptable substitute is not available, the Corporation and/or the Sponsor shall have the option to terminate the Project.
3. **PERIOD OF PERFORMANCE:** The research of the Project shall be conducted during the period **March 28, 2011 – July 1, 2011**.
4. **REIMBURSEMENT OF COSTS:** The Sponsor will reimburse Corporation for total costs, which shall not exceed the sum of **\$22,524**. Since research by its nature is unpredictable and without guarantee of successful results, this project is conducted on a "reasonable efforts" basis. No fee or profit is received on research and such work for extramural sponsors is performed on a "no-profit-no-loss" basis. For these reasons, the Corporation will not accept agreement provisions that guarantee results, impose penalties for failure to make progress by firm deadlines, or provide for withholding of payments if the sponsor is not satisfied with the results. Allowable costs will be those associated with direct project activities and the Corporation/University indirect costs as set forth in the project budget.
5. **ORDER OF PRECEDENCE:** Any inconsistencies in this contract shall be resolved by giving precedence in the order below
 - (1) This agreement
 - (2) The statement of Work (Attachment A hereto).
 - (3) Addenda to this contract including any licenses
 - (4) Other documents, exhibits, and attachments.

6. PAYMENT:

The Sponsor will pay Corporation for total costs, which shall not exceed the sum of \$22,524. Allowable costs will be those associated with direct project activities and the Corporation/University indirect costs. Payment shall be made to the Cal Poly Corporation on the following basis:

- An initial deposit of \$6,000 to be held in reserve.
- Payment of monthly invoices for accrued costs to date, up to a maximum of \$16,524.

A final expenditure report will be submitted to the Sponsor within ninety days of the completion of the project.

Payment terms shall be net 30. Invoices will be handled in accordance with the Prompt Payment Act (31 U.S.C. 3903) and Office of Management and Budget (OMB) prompt payment regulations at 5 CFR Part 1315.

7. TERMINATION:

7.1 Sponsor: Performance under the Agreement may be terminated by the Sponsor for convenience. In the event of such termination, the Contractor shall immediately stop all work hereunder and shall immediately notify any and all of its suppliers and subcontractors to cease work. Subject to the terms of this contract, the Contractor shall be paid a percentage of the contract price reflecting the percentage of the work performed prior to the notice of termination plus reasonable charges, including non-cancellable obligations, the Contractor can demonstrate to the satisfaction of the sponsor using its standard record keeping system, have resulted from the termination. The Sponsor may also terminate this contract, or any part hereof, for cause in the event he Corporation fails to comply with any contract terms and conditions, or fails to provide the Sponsor upon request, with adequate assurances of future performance. In the event of termination for cause, the sponsor shall notify the Corporation of the failure and the Corporation will have 30 days to cure the notice. If it is determined that the Sponsor improperly terminated this contract for default, such termination shall be deemed a termination for convenience.

7.2 Corporation: Performance may be terminated by the Corporation if circumstances beyond its control preclude continuation of the research Project such as in the event that the Principal Investigator becomes unable or unwilling to continue the Project, and a mutually acceptable substitute is not available, the Corporation and/or the Sponsor shall have the option to terminate the Project or in the event of non payment of the sponsor. Sponsor shall pay all costs accrued by the Corporation as of the date of termination, including all non-cancelable obligations incurred prior to the effective date of termination. In the event the Principal Investigator becomes unable or unwilling to complete the project on time and a mutually acceptable substitute is not available, the corporation shall have the option to terminate the project.

8. PUBLICITY: Sponsor shall not use the name of the University or Corporation, nor any its employees, or other persons or entities affiliated with the project, in any publicity, advertising, or news release without the prior written approval of an authorized representative of the Corporation. Except for on-campus newsletters and reports, the

Corporation/University will not use the name of the Sponsor, or its employees or subcontractor of the Sponsor, in any publicity without approval of the Sponsor.

9. **NON-DISCLOSURE:** Anything in this Agreement to the contrary notwithstanding, any and all knowledge, know-how, practices, process, or other information (hereinafter referred to as "Confidential Information") disclosed in writing or in other tangible form which is designated Confidential Information or which, if initially orally disclosed is reduced to writing within fifteen (15) days of disclosure to either party by the other shall be received and maintained by the receiving party in strict confidence and shall not be disclosed to any third party. Furthermore, neither party shall use said Confidential Information for any purpose other than those purposes specified in this Agreement. The parties may disclose Confidential Information to those requiring access thereto for the purpose of this Agreement provided, however, that prior to making any such disclosures, such employees shall be apprised of the duty and obligation to maintain Confidential Information in confidence and not use such information for any purpose other than in accordance with the terms and conditions of this Agreement. All parties agree to use reasonable efforts not to disclose any agreed to Confidential Information.

Nothing contained herein will in any way restrict or impair either party's right to use, disclose, or otherwise deal with any Confidential Information which at the time of receipt:

- (a) Is not disclosed in writing and so marked with an appropriate confidentiality legend within fifteen (15) days of disclosure;
- (b) Is generally available in the public domain, or thereafter becomes available to the public through no act of the receiving party;
- (c) Was independently known prior to receipt thereof, or made available to such receiving party as a matter of lawful right by a third party; or
- (d) Is independently developed by the recipient party.

The above obligations for Confidential Information shall be in effect for a period of one (1) year from the termination or expiration of the Agreement.

10. **OWNERSHIP OF RESEARCH RESULTS:** The Corporation may hold University intellectual property, and manage the rights to such intellectual property consistent with University regulation and policy. All rights and title to Intellectual Property whether patentable or copyrightable or not, relating to Project made solely by employees of University or Corporation shall belong to California Polytechnic State University and shall be subject to the terms and conditions of this Agreement.

All rights and title to Intellectual Property, whether patentable or copyrightable or not, relating to Project made and/or owned solely by employees of Sponsor shall belong to Sponsor. Such inventions, improvements, and/or discoveries shall not be subject to the terms and conditions of this Agreement.

All rights and title to Intellectual Property, whether or not patentable or copyrightable, relating to Project made jointly by the parties shall belong jointly to the parties. The Intellectual Property belonging to the parties includes, without limitation, the "Deliverables" itemized at paragraph 5 of the Project Proposal, 02/10/2011, attached

hereto as Attachment A. Each of Corporation and Sponsor shall have full ownership of the Deliverables and each party may use the Deliverables in any manner it chooses.

10.1 PUBLICATIONS: The Project personnel will be free to publish the results of that part of the research which is performed under this Agreement. Publication of information that had previously been researched by the Sponsor but presented to Project personnel as a component of the Project research performed under this Agreement requires prior written approval of the Sponsor.

10.2 COPYRIGHTS: Title to and the right to determine the disposition of any copyrights, or copyrightable material, first produced in the performance of the research Project shall remain with the University, or Corporation as an agent for the University in Intellectual Property.

10.3 PATENTS: Title to any invention conceived or first reduced to practice by Project personnel will remain with the University, or Corporation as an agent for the University in Intellectual Property, which will have the sole right to determine disposition of any patents or other rights resulting there from. Such disposition shall be calculated to protect the public interest as well as the rights and equities of both parties. This will not, however, give the Corporation any rights to the title of any invention conceived or first reduced to practice prior to this Agreement or performed by the Sponsor, and/or employees or other subcontractors, during the time period of this Agreement, which may be required to further the research under this Agreement.

The Corporation agrees to grant to Sponsor a time-limited option to negotiate an exclusive, world-wide, royalty-bearing license, to make, use, or sell any invention or discovery made and conceived under this Agreement directly resulting from the performance of the research hereunder, including the right to sublicense on a royalty-bearing basis with accounting to Corporation.

Sponsor shall have sixty (60) days from disclosure of any invention or discovery to notify Corporation of its desire to enter into such a license agreement.

A license agreement shall be negotiated in good faith within a period not to exceed one hundred and twenty (120) days from Sponsor's notification to Corporation of its desire to enter into a license agreement, or such period of time as the parties shall mutually agree.

In the event Sponsor elects to exercise its option as to any invention or discovery, in accordance with above, it shall be obligated to pay all patent expenses for such invention or discovery.

Should Sponsor elect not to file or maintain, or decides to discontinue the financial support of the prosecution, maintenance or protection of a patent application or patent for Intellectual Property, Corporation shall be free to file or continue to prosecute or maintain any such application(s), and to maintain any protection issuing thereon in the United States and in any foreign country, at Corporation's sole expense, and Sponsor shall have no rights in the application or resulting patent.

11. **INDEPENDENT CONTRACTOR:** For the purposes of this Agreement and all services to be provided hereunder, each party shall be, and shall be deemed to be, an independent contractor and not an agent or employee of the other party. Neither party shall have authority to make any statements, representation or commitments of any kind, or to take any action, which shall be binding on the other party, except as may be explicitly provided for herein or authorized by the other party in writing

12. **INDEMNIFICATION:** CORPORATION shall defend, indemnify and hold City of Long Beach, the Redevelopment Agency, its officers, employees, and agents harmless from and against any and all liability, loss, expense, attorneys' fees or claims for injury or damages arising out of the performance of this Agreement but only in proportion to and to the extent such liability, loss, expense, attorneys' fees, or claims for injury or damages are caused by or result from the negligent or intentional acts or omissions of CORPORATION, its officers, agents or employees.

Sponsor shall defend, indemnify and hold CORPORATION, its officers, employees and agents harmless from and against any and all liability, loss, expense attorneys' fees, or claims for injury or damages arising out of the performance of this Agreement but only in proportion to and to the extent such liability, loss, expense, attorneys' fees, or claims for injury or damages are caused by or result from the negligent or intentional acts or omissions of [Name of other entity or person:], its officers, agents or employees.

13. **DISPUTES:** Any dispute concerning a question of fact arising under terms of this agreement that is not resolved by mutual agreement of the parties shall be brought to the attention of the authorized signatories of both parties. If resolution of the dispute cannot be accomplished, the parties agree to resolve the dispute by final binding arbitration before the American Arbitration Association (AAA), utilizing its Commercial Arbitration Rules. One arbitrator shall be selected using AAA procedures. The arbitrator shall use all reasonable efforts to minimize discovery and to complete the arbitration proceedings as expeditiously as possible. The Arbitrator shall render a written decision within thirty (30) calendar days of the hearing. The arbitrator will not award attorney's fees, or punitive, incidental, consequential, treble or other multiple or exemplary damages, and the parties hereby agree to waive and not seek such damages. Either party may seek judicial relief to compel the other party to comply with the provisions of this Section, or injunctive or other equitable relief to protect its intellectual property rights, provided (unless prohibited by applicable law) that the remainder of the dispute or claim is submitted to arbitration. The arbitration shall be held in San Luis Obispo, California; both parties hereby give their irrevocable consent to jurisdiction of courts of or in the State of California, as well as processes of the AAA in California. Awards shall be final, binding and non-appealable (except on the minimal grounds required under the Federal Arbitration Act or other applicable law). All awards may be filed with one or more courts, state, federal or foreign having jurisdiction over the party against whom such award is rendered or its property, as a basis of judgment and of the issuance of execution for its collection.

14. **GOVERNING LAW:** This Agreement will be deemed fully executed when signed by both parties. This Agreement shall be governed in accordance with the laws of the State of California.

- 15. **AGREEMENT MODIFICATION:** Any changes in the terms of this Agreement in any way shall be valid only if the change is made in writing and approved by mutual agreement of authorized representatives of the parties hereto.
- 16. **SEVERABILITY:** The parties agree that if any part, term, or provision of this Agreement is held illegal or invalid, the validity of the remaining portions or provisions shall not be affected, and the rights and obligations of the parties shall be construed and enforced as if the Agreement did not contain the particular part, term, or provision held to be illegal or invalid.
- 17. **PRIMARY POINTS OF CONTACT**

Authorized Sponsor Representative
 Amy J. Bodek, Director of Development Services
 Long Beach Redevelopment Agency
 City of Long Beach
 333 West Ocean Blvd., 3rd Floor
 Long Beach, CA 90802
 (562) 570-6248
Amy.Bodek@longbeach.gov

Sponsor Technical Representative
 Tim Kelly, Development Analyst
 Long Beach Redevelopment Agency
 City of Long Beach
 333 West Ocean Blvd., 3rd Floor
 Long Beach, CA 90802
 (562) 570-6922
Tim.Kelly@longbeach.gov

Cal Poly Corporation Representative
 Melissa Mullen
 Sponsored Programs Manager
 Cal Poly Corporation
 1 Grand Avenue
 San Luis Obispo, California 93407-0830
 (805) 756-1123
spnprog@calpoly.edu

Cal Poly Technical Representative
 Umut Toker, Assistant Professor
 City & Regional Planning Dept.
 California Polytechnic State University
 1 Grand Avenue
 San Luis Obispo, California 93407-0283
 (805) 756-1592
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APPROVED:

 Amy J. Bodek, Director of Development Services
 Redevelopment Agency of City of Long Beach

Date

 Melissa Mullen, Sponsored Programs Manager
 Cal Poly Corporation

Date

Attachment A

CITY OF LONG BEACH REDEVELOPMENT AGENCY

CONCEPTUAL LONG BEACH DESIGN DISTRICT SPECIFIC PLAN PROPOSAL

California Polytechnic State University, San Luis Obispo

College of Architecture and Environmental Design

City and Regional Planning Department

CRP 553 Project Planning Laboratory – Spring Quarter 2011

PROJECT TASK DESCRIPTION, 02/10/2011

1. PROJECT TEAM

Principal Investigators:

Umut Toker, PhD. (Assistant Professor) and Hemalata Dandekar, PhD. (Professor, Department Head)
City and Regional Planning Department, California Polytechnic State University, San Luis Obispo.

Student Assistants:

Two students to be identified.

2. PROJECT / COURSE DESCRIPTION AND OBJECTIVES

This proposed work program is to prepare Conceptual Design District Specific Plan Proposals (project area depicted in Figure 1). These will be based on the Cal Poly Team's (CRP 553 Community Design Laboratory students under supervision of Dr. Umut Toker and Dr. Hemalata Dandekar) understanding of the City's needs and familiarity with the community. A collaborative planning effort with California Polytechnic State University, San Luis Obispo and the City of Long Beach Redevelopment Agency is envisioned. This work program assumes the completion of Conceptual Design District Specific Plan Proposals, and does not include the preparation of any environmental documentation pursuant to the California Environmental Quality Act. This project is conducted for educational purposes only.

All project area data and graphical information (i.e. maps, drawings, public data) in GIS, CAD and other formats, including previous plans and documentation shall be provided by the City of Long Beach Redevelopment Agency.

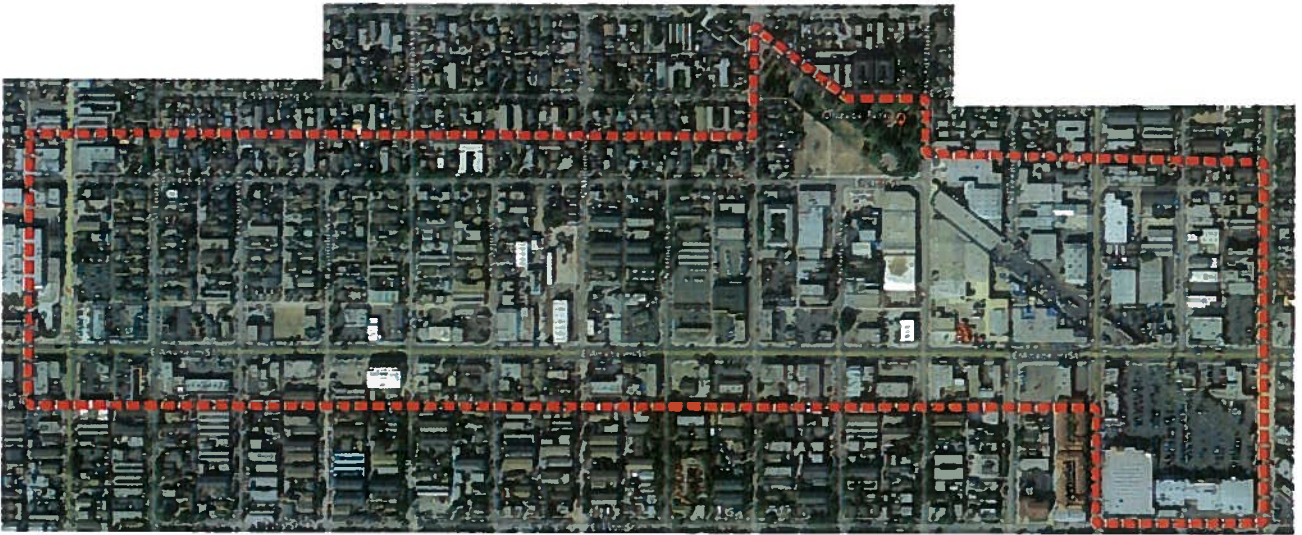


Figure 1. Project area on Design District highlighted in red.

3. PROJECT DURATION

Project will start on March 28, 2011 and will end on July 01, 2011. The academic quarter and student work is limited to the period between March 28, 2011 and June 03, 2011.

4. DEFINITION OF TASKS

The class is envisioned to have approximately 20 students enrolled. The class assignment will request four teams of five students to develop one Specific Plan Proposal each, adding up to a total of four proposals from the class. Each of the student teams will complete the following tasks.

4.1. TASK 1. UNDERSTANDING OF THE CITY'S NEEDS: EXISTING CHARACTERISTICS AND CITY DOCUMENTS (WEEKS 1 AND 2)

- Presentation by City of Long Beach Redevelopment Agency Staff (on Cal Poly campus, April 01, 2011 Friday): Project overview, City objectives, Design District issues, concerns and needs.
- CRP 553 field trip to Long Beach for site inventory and site analysis.
- Analysis of the existing plan documents provided by the City of Long Beach Redevelopment Agency and secondary source information.
- Data collection on the following items:
 - Existing conditions and land uses
 - Circulation and Transportation
 - Natural Environment and Infrastructure
 - Relevant plans and documents affecting the site

4.2. TASK 2. CONCEPTUAL DEVELOPMENT (WEEK 3)

- Analysis of similar scale specific plans.
- Conceptual development (conceptual diagrams and design concepts) based on 1 (one) community meeting that will be held in collaboration with the Long Beach Redevelopment Agency.
- Review of student work by City of Long Beach Redevelopment Agency Staff (on Cal Poly campus).

4.3. TASK 3. LAND USE, CIRCULATION AND PUBLIC SPACE PLANNING (WEEKS 4 AND 5)

- Land use, circulation and public space planning based on 2 (two) community meetings that will be held in collaboration with the Long Beach Redevelopment Agency.
- Review of student work by City of Long Beach Redevelopment Agency Staff (on Cal Poly campus).

4.4. TASK 4. DESIGN GUIDELINE DEVELOPMENT (WEEKS 6 AND 7)

- Development of design guidelines for the project area based on findings from tasks 1, 2 and 3 as specified above.
- Review of student work by City of Long Beach Redevelopment Agency Staff (on Cal Poly campus).

4.5. TASK 5. SUSTAINABILITY, PHASING AND IMPLEMENTATION (WEEKS 8 AND 9)

- Development of principles for sustainable development, phasing and implementation for the project area based on findings from tasks 1, 2, 3 and 4 as specified above.

4.6. TASK 6. DRAFT SPECIFIC PLAN DOCUMENT DEVELOPMENT (WEEK 10)

- Development of a plan document that reports the process completed, and summarizes the findings and recommendations for the project area, to include the following aspects:
 1. Introduction
 2. Site Inventory and Analysis
 3. Conceptual Development and Community Participation
 4. Land Use, Circulation and Public Spaces
 5. Design Guidelines: Urban Form, Visual Quality and Massing
 6. Sustainability and Natural Resources
 7. Phasing and Implementation
- A presentation of the plan proposals City of Long Beach Redevelopment Agency.

5. DELIVERABLES

- One draft Long Beach Design District Specific Plan document per student team (a total of four plan documents) in printed and electronic (PDF on CD-ROM) format.
- Digital poster files summarizing the four plan documents (PDF format, on CD-ROM).

6. PROJECT BUDGET

Please see attached budget proposal.

Long Beach, CA	CONCEPTUAL LONG BEACH DESIGN DISTRICT SPECIFIC PLAN PROPOSAL - CRP 553 - CITY AND REGIONAL
Project Term:	3/28/11 - 7/1/11
Reference Number:	GDO # 11-214

Personnel

Project Director: Umut Toker	No faculty time charged to project.	\$0
Project Co-Director: Hemalata Dandekar	No faculty time charged to project.	\$0
Student Assistant(s) 164 hrs	164 hours @ \$14.00 /hr [average]	\$2,296
Subtotal Personnel		\$2,296

Fringe Benefits

Faculty OC	10.88%	\$0
Project Administrator	39.318%	\$0
Students	3.23%	\$74
TOTAL Fringe Benefits		\$74
TOTAL Personnel Services		\$2,370

Travel

Mileage: SLO TO Long Beach	230 miles round trip, 6 cars, 5 trips, \$0.51/mile	\$3,519
Lodging	14 rooms, 5 trips, one night each	\$7,000
TOTAL Travel		\$10,519

Equipment (> \$5,000)

TOTAL Equipment \$0

Supplies (< \$5,000)

Program supplies (printing and high resolution aerial photos)	\$3,000
Telephone calls to Long Beach (estimated)	\$200
TOTAL Supplies	\$3,200

Other Operating Costs

TOTAL Other Operating Costs \$0

Contractual

TOTAL Contractual (Subcontracts) \$0

TOTAL DIRECT COSTS:

Indirect Costs @ 40% of Modified Total Direct \$16,089

TOTAL ESTIMATED PROJECT COSTS \$22,524

Personnel
The rates shown are budgetary figures; actual costs may vary. Salaries will be charged to the project at the actual rate in effect at the time service is provided. Lead Project Director's compensation may be drawn as summer or overload compensation. Co-Project Director's salary is based on the Project Director's salary; however, final determination will be established by the CalPoly Corporation salary scales, and the total expense will not exceed line item cost.

Benefits
Faculty benefits for OC or summer salary do not include retirement or medical. The percentages used for this budget are based on historical averages. Actual rates in effect at the time the service is performed will be charged to the project.

Travel
Travel costs will be reimbursed at the Cal Poly Corporation approved rates in effect at the time trip is made.

Supplies
Program stationary and supplies.

Equipment
N/A

Indirect Costs
Indirect costs are applied at the DHHS negotiated rate of 40% of MTDC (Modified Total Direct Costs), effective July 1, 2009. MTDC excludes equipment, capital expenditures, charges for patient care, tuition remission, rental costs of off-site facilities, scholarships, and fellowships, as well as a portion of each subgrant and subcontract in excess of \$25,000 (regardless of the period covered).

Exhibit B

Draft Long Beach Atlantic Avenue Urban Design Plan Proposal □ CRP 203 Urban Design Studio II □ Cal Poly City And Regional Planning

CITY OF LONG BEACH REDEVELOPMENT AGENCY

CONCEPTUAL ATLANTIC AVENUE URBAN DESIGN PLAN SPECIFIC PLAN PROPOSAL

California Polytechnic State University, San Luis Obispo

College of Architecture and Environmental Design

City and Regional Planning Department

CRP 203 Urban Design Studio II – Spring Quarter 2011

PROJECT TASK DESCRIPTION, 02/15/2011

1. PROJECT TEAM

Principal Investigators:

Umut Toker, PhD. (Assistant Professor) California Polytechnic State University, San Luis Obispo.

Student Assistants:

Two students to be identified.

2. PROJECT / COURSE DESCRIPTION AND OBJECTIVES

This proposed work program is to prepare Conceptual Atlantic Avenue Urban Design Plan Proposals (project area depicted in Figure 1). These will be based on the Cal Poly Team's (CRP 203 Urban Design Studio students under supervision of Dr. Umut Toker) understanding of the City's needs and familiarity with the community. A collaborative planning effort with California Polytechnic State University, San Luis Obispo and the City of Long Beach Redevelopment Agency is envisioned. This work program assumes the completion of Conceptual Atlantic Avenue Urban Design Plan Proposals, and does not include the preparation of any environmental documentation pursuant to the California Environmental Quality Act. This project is conducted for educational purposes only.

All project area data and graphical information (i.e. maps, drawings, public data) in GIS, CAD and other formats, including previous plans and documentation shall be provided by the City of Long Beach Redevelopment Agency.



Figure 1. Project area on Atlantic Avenue highlighted in red.

3. PROJECT DURATION

Project will start on March 28, 2011 and will end on July 01, 2011. The academic quarter and student work is limited to the period between March 28, 2011 and June 03, 2011.

4. DEFINITION OF TASKS

The class is envisioned to have approximately 12 students enrolled. The class assignment will request three teams of four students to develop one Urban Design Plan Proposal each, adding up to a total of three proposals from the class. Each of the student teams will complete the following tasks.

4.1. TASK 1. UNDERSTANDING OF THE CITY'S NEEDS: EXISTING CHARACTERISTICS AND CITY DOCUMENTS (WEEKS 1 AND 2)

- Project overview, City objectives, Atlantic Avenue issues, concerns and needs.
- CRP 203 field trip to Long Beach for site inventory and site analysis.
- Analysis of the existing plan documents provided by the City of Long Beach Redevelopment Agency and secondary source information.
- Data collection on the following items:
 - Existing conditions and land uses
 - Circulation and Transportation
 - Natural Environment and Infrastructure
 - Relevant plans and documents affecting the site

4.2. TASK 2. CONCEPTUAL DEVELOPMENT (WEEK 3)

- Analysis of similar scale urban design plans.
- Conceptual development (conceptual diagrams and design concepts) based on 1 (one) community meeting that will be held in collaboration with the Long Beach Redevelopment Agency.
- Review of student work by City of Long Beach Redevelopment Agency Staff (on Cal Poly campus).

4.3. TASK 3. LAND USE, CIRCULATION AND PUBLIC SPACE PLANNING (WEEKS 4 AND 5)

- Land use, circulation and public space planning.
- Review of student work by City of Long Beach Redevelopment Agency Staff (on Cal Poly campus).

4.4. TASK 4. FORM-BASED CODE DEVELOPMENT (WEEKS 6 AND 7)

- Development of form-based codes for the project area based on findings from tasks 1, 2 and 3 as specified above.
- Review of student work by City of Long Beach Redevelopment Agency Staff (on Cal Poly campus).

4.5. TASK 5. 3D MODELING, VISUALIZATION (WEEKS 8 AND 9)

- Development of a computer-bases 3D model for the project area, based on findings from tasks 1, 2, 3 and 4 as specified above.

4.6. TASK 6. DRAFT URBAN DESIGN PLAN DOCUMENT DEVELOPMENT (WEEK 10)

- Development of a plan document that reports the process completed, and summarizes the findings and recommendations for the project area, to include the following aspects:
 1. Introduction
 2. Site Inventory and Analysis
 3. Conceptual Development and Community Participation
 4. Land Use, Circulation and Public Spaces
 5. Design Guidelines: Urban Form, Visual Quality and Massing (including visualization outcomes)
- A presentation of the plan proposals City of Long Beach Redevelopment Agency.

5. DELIVERABLES

- One draft Long Beach Atlantic Avenue Urban Design Plan document per student team (a total of three plan documents) in printed and electronic (PDF on CD-ROM) format.
- Digital poster files summarizing the three plan documents (PDF format, on CD-ROM).

6. PROJECT BUDGET

Please see attached budget proposal.