



# City of Morgan Hill

## Legislation Details (With Text)

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**Title:** APPROVAL OF CONTRACT WITH LISA WISE CONSULTING, INC. FOR PREPARATION OF A MONTEREY CORRIDOR MARKET AND LAND USE CAPACITY STUDY

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. LWC Final Signed contract

| Date      | Ver. | Action By    | Action   | Result |
|-----------|------|--------------|----------|--------|
| 1/18/2017 | 1    | City Council | approved | Pass   |

## CITY COUNCIL STAFF REPORT MEETING DATE: JANUARY 18, 2017

PREPARED BY: Leslie A. Little, Asst. City Manager/Community Development  
APPROVED BY: Steve Rymer, City Manager

## APPROVAL OF CONTRACT WITH LISA WISE CONSULTING, INC. FOR PREPARATION OF A MONTEREY CORRIDOR MARKET AND LAND USE CAPACITY STUDY

### RECOMMENDATION(S)

Authorize contract with Lisa Wise Consulting, Inc (LWC) in an amount not to exceed \$54,500 for preparation of a Monterey Corridor Market and Land Use Capacity Study to serve as a foundation for neighborhood design and zoning code modifications to facilitate the Mixed Use-Flex Development land use designation in the Morgan Hill 2035 General Plan Update.

### COUNCIL PRIORITIES, GOALS & STRATEGIES:

#### Ongoing Priorities

Protecting the environment  
Preserving and cultivating public trust

#### 2016 Focus Areas

Planning Our Community  
Developing Our Community  
Enhancing Our Services

### REPORT NARRATIVE:

In late July of 2016, the City Council adopted Morgan Hill 2035, the update to the Morgan Hill General Plan. Morgan Hill 2035 created a new land use policy designation for portions of Monterey Road to encourage mixed use flex development that will include a variety of uses and forms to foster a dynamic urban environment. A contract with Lisa Wise Consulting, Inc (LWC) proposes to begin the baseline work required to implement the goals established in the General Plan, including the creation of complementary zoning. This proposal is a market and land use capacity study, which will provide the foundation and include community and property owner engagement necessary to ensure that the resulting zoning is practical, understands development impediments, including market and geography, land utilization, age, obsolescence, design objectives, and overall community needs and desires. The LWC team is uniquely qualified to assist Morgan Hill to create zoning and policies grounded in real estate economics, to remove development barriers and incentivize quality development and revitalization of the corridor. The specific goals of the Mixed Use Flex land use designation contained in Morgan Hill 2035 include:

Policy CNF -13.1 Mixed Use Flex Development. Encourage a mix of uses, either vertically or horizontally, to allow residents and employees to meet daily needs without the use of the private automobile

Policy CNF -13.2 Density Feathering. Encourage the feathering of land use densities and intensities from high to low along Monterey Road with higher intensity land uses located adjacent to Downtown

Policy CNF -13.3 Maximize Land Use. Encourage mixed use flex development to maximize allowed densities and intensities adjacent to Downtown

Policy CNF -13.4 Block Level Master Plans. Require mixed use flex developments to prepare block-level master plans to ensure well-planned development

Policy CNF -13.5 Monterey Road Infrastructure. Provide infrastructure improvements, as appropriate to stimulate development along Monterey Road

Lisa Wise Consulting is an urban planning and economics firm specializing in pedestrian and transit-oriented neighborhoods with significant background developing effective strategies for land uses grounded in the assessment of exiting land use policy, market forces, potential fiscal impacts, and community expectation. LWC has prepared form-based code strategies, hybrid codes, and specific plans for motor/transit corridors similar to Monterey Road in history and land use pattern for numerous communities including San Pablo, Livermore, unincorporated Ashland and Cherryland corridors of Alameda County, Richmond, and Burlingame to name a few. As President/owner, Lisa Wise is a New Urbanist, a CPA, a Planner and the current Chairperson of the National Form-Based Code Institute. This proposal begins with significant reconnaissance, including input from property owners and stakeholders, businesses, neighborhood groups, developers and others with an interest in the area. LWC will conduct meetings in the community and will also engage the Planning Commission and City Council for feedback. This contract spans approximately 5 1/2 months and will result in a comparison of potential zoning alternatives and implementation options the City may wish to consider regarding neighborhood design, zoning code approach (including form-based code approach), responding to market analysis and recommendations in a manner consistent with Morgan Hill 2035.

**COMMUNITY ENGAGEMENT:**      **Involve**

This proposal begins with significant reconnaissance, including input from property owners and stakeholders, businesses, neighborhood groups, developers, and others with an interest in the area. LWC will conduct meetings in the community and will also engage the Planning Commission and City Council for feedback.

### **ALTERNATIVE ACTIONS:**

Alternatives to this action include requesting the Planning team to prepare zoning for the implementation of the Mixed Use Flex land use designation. The current team does not have specific experience drafting form-based or alternative mixed codes, but could research some models, and although unique to each community, adapt them for Morgan Hill's use. The activity would require outside assistance from real estate market professional(s)/economist and would require 9-12 months to complete. Morgan Hill does not have one team member who could devote significant time to this project to complete more quickly.

### **PRIOR CITY COUNCIL AND COMMISSION ACTIONS:**

In late July of 2016, the City Council adopted Morgan Hill 2035, the update to the Morgan Hill General Plan. Morgan Hill 2035 created a new land use policy designation for portions of Monterey Road to encourage mixed use flex development that includes a variety of uses and forms to foster a dynamic urban environment. The next step is to develop zoning to implement this land use.

### **FISCAL AND RESOURCE IMPACT:**

This contract will be funded from the Long Range Planning Fund 207, which is funded in part from permit activity. The contract is for an amount not-to-exceed \$54,500. This activity was contemplated in the preparation of the FY 2016-18 budget.

### **CEQA (California Environmental Quality Act):**

Not a Project

This stage of the planning exercise does not require CEQA. The actual ordinance preparation/adoption will require environmental review prior to adoption.

### **LINKS/ATTACHMENTS:**

Contract

Exhibit A to Contract - Proposal - Scope of Work

Exhibit B to Contract - Schedule of Compensation

Exhibit C to Contract - Term of Contract