



C o u n t y o f S a n L u i s O b i s p o

GENERAL SERVICES AGENCY

Janette D. Pell, Director

Helen McCann, Department Administrator

REQUEST FOR PROPOSAL PS- #1132 COMMUNITY DESIGN MODEL

June 14, 2011

The County of San Luis Obispo (County) is currently soliciting proposals for professional services for a Community Design Model.

Each proposal shall specify each and every item as set forth in the attached specifications. Any and all exceptions must be clearly stated in the proposal. Failure to set forth any item in the specifications without taking exception may be grounds for rejection. The County reserves the right to reject any and all proposals and to waive any irregularity or informality in any proposal or in the Request for Proposal process, as long as, in the judgment of the County, such action will not negate fair competition and will permit proper comparative evaluation of the proposals submitted.

This Request for Proposal is posted on the County's Purchasing website at http://www.slocounty.ca.gov/GSA/Purchasing/Current_Formal_Bids_and_Proposals.htm. Any changes, additions, or deletions to this Request for Proposal will be in the form of written addenda issued by the County. Any addenda will be posted on the website. Prospective proposers must check the website for addenda or other relevant new information during the response period. The County is not responsible for the failure of any prospective proposer to receive such addenda. All addenda so issued shall become a part of this Request for Proposal.

If your firm is interested and qualified, please submit five (5) hard copies and one (1) electronic copy (on CD or DVD) of your proposal on July 21, 2011 by 3:00 p.m. to:

County of San Luis Obispo
Debbie Belt, GSA - Purchasing
1087 Santa Rosa Street
San Luis Obispo, CA 93408

If you have any questions about the proposal process, please contact me. For technical questions and information contact James (Jamie) Lopes at (805) 781-5975.

All questions pertaining to the content of this Request for Proposal must be made in writing via e-mail to James Lopes at: jlopes@co.slo.ca.us. All questions will receive a response within two (2) business days. The question and its response will be posted (anonymously) on the County's Purchasing web site located at: http://www.slocounty.ca.gov/GSA/Purchasing/Current_Formal_Bids_and_Proposals.htm. The County reserves the right to determine the appropriateness of comments/questions that will be posted on the website.

DEBBIE BELT
Buyer – GSA - Purchasing
dbelt@co.slo.ca.us

LOCAL VENDOR PREFERENCE

The County has established a local vendor preference. When quality, service, and other relevant factors are equal, responses to Requests for Proposals will be evaluated with a preference for local vendors. Note the following exceptions:

1. Those contracts which State Law or, other law or regulation precludes this local preference.
2. Public works construction projects.

A "local" vendor preference will be approved as such when, 1) The vendor conducts business in a fully staffed office with a physical address within the County of San Luis Obispo; 2) The vendor holds a valid business license issued by the County or a city within the County; and 3) The vendor has conducted business at the local address for not less than six (6) months prior to the due date of this Request for Proposal..

Proposals received in response to this Request for Proposal will be evaluated by the Selection Committee considering the local vendor preference described above when quality, service and other relevant factors are equal. The burden of proof will lie with proposers relative to verification of "local" vendor preference. Should any questions arise, please contact a buyer at (805) 781-5200.

	YES	NO
Do you claim local vendor preference?		
Do you conduct business in an office with a physical location within the County of San Luis Obispo?		
Business Address: _____ _____		
Years at this Address: _____		
Does your business hold a valid business license issued by the County or a City within the County?		
Name of Local Agency which issued license: _____		

Business Name: _____

Authorized Individual: _____ Title: _____

Signature: _____ Dated: _____

PROPOSAL SUBMITTAL AND SELECTION

1. All proposals, consisting of five (5) hard copies and one (1) electronic copy (on CD or DVD) must be received by mail, recognized carrier, or hand delivered no later than 3:00 p.m. on July 21, 2011. Late proposals will not be considered and will be returned, unopened.
2. All correspondence should be directed to:

San Luis Obispo County
General Services Agency
1087 Santa Rosa Street
San Luis Obispo, CA 93408
ATTENTION: DEBBIE BELT
Telephone: (805) 781-5903
3. All costs incurred in the preparation and submission of proposals and related documentation will be borne by the proposer.
4. It is preferred that all proposals be submitted on recycled paper, printed on two sides.
5. Selection of qualified proposers will be by an impartial Selection Committee using an approved County procedure for awarding professional contracts. Selection will be made on the basis of the proposals as submitted, although the County reserves the right to interview applicants as part of the selection process. The proceedings of the Selection Committee are confidential, and members of the Selection Committee are not to be contacted by the proposers.
6. This Request for Proposal does not constitute an offer of employment or to contract for services.
7. The County reserves the option to accept or reject any or all proposals, wholly or in part, received by reason of this request, and make more than one award, or no award, as the best interests of the County may appear.
8. All documents submitted to the County in response to this Request for Proposal will become the exclusive property of the County and may be returned to the proposer or kept by the County, in the County's sole discretion.
9. All proposals shall remain firm for ninety (90) days following closing date for receipt of proposals.
10. The County reserves the right to award the contract to the firm who presents the proposal which in the judgment of the County, best accomplishes the desired results, and shall include, but not be limited to, a consideration of the professional service fee.
11. Any contract awarded pursuant to this Request for Proposal will incorporate the requirements and specifications contained in this Request for Proposal. All information presented in a proposer's proposal will be considered binding upon selection of the successful proposer, unless otherwise modified and agreed to by the County during subsequent negotiations.
12. Under the provisions of the California Public Records Act (the "Act"), Government Code section 6252 et seq., all "public records" (as defined in the Act) of a local agency, such as the County, must be available for inspection and copying upon the request of any person. Under

the Act, the County may be obligated to provide a copy of any and all responses to this Request for Proposal, if such requests are made after the contract is awarded. One exception to this required disclosure is information which fits within the definition of a confidential trade secret [Government Code section 6254(k)] or contains other technical, financial or other data whose public disclosure could cause injury to the proposer's competitive position. If any proposer believes that information contained in its response to this Request for Proposal should be protected from disclosure, the proposer MUST specifically identify the pages of the response that contains the information by properly marking the applicable pages and inserting the following notice in the front of its response:

NOTICE: *The data on pages _ of this response identified by an asterisk (*) contain technical or financial information, which are trade secrets, or information for which disclosure would result in substantial injury to the proposer's competitive position. Proposer requests that such data be used only for the evaluation of the response, but understands that the disclosure will be limited to the extent the County considers proper under the law. If an agreement is entered into with the proposer, the County shall have the right to use or disclose the data as provided in the agreement, unless otherwise obligated by law.*

The County will not honor any attempt by proposer to designate its entire proposal as proprietary. If there is any dispute, lawsuit, claim or demand as to whether information within the response to the Request for Proposal is protected from disclosure under the Act, proposer shall indemnify, defend, and hold harmless, the County arising out of such dispute, lawsuit, claim or demand.

13. An electronic copy of your proposal must be included. This electronic copy should include all documents being submitted combined into one Adobe Acrobat (pdf) file on a CD, using this convention for the file name: FIRM NAME + RFP NUMBER

Example: Your firm, Acme Inc., is responding to RFP PS-#1101. Your Adobe Acrobat (pdf) file would be named: **Acme 1101**

PROPOSAL FORMAT

A qualifying proposal must address all of the following points and shall be in the format outlined in this section:

1. Project Title
2. Applicant or Firm Name
3. Firm Qualifications
 - a. Type of organization, size, professional registration and affiliations.
 - b. Names and qualifications of personnel to be assigned to this project.
 - c. Outline of recent projects completed that are directly related to this project. Consultant is required to demonstrate specific design and project expertise relating to the requirements of the Project Scope.
 - d. Qualifications of consultants, subcontractors, or joint venture firm, if appropriate.
 - e. Client references from recent related projects, including name, address and phone number of individual to contact for referral.
4. Understanding of and Approach to the Project
 - a. Summary of approach to be taken.
 - b. Description of the organization and staffing to be used for the project.
 - c. Indication of information and participation the proposer will require from County staff.
 - d. Indication of time frame necessary to complete the plan review once a Notice to Proceed is issued.
5. Fees and Insurance
 - a. Propose total fixed fees to complete project as described under Project Scope.
 - b. The selected Consultant will be required to provide insurance coverage. See the insurance requirements detailed on page 7.
 - c. The Consultant shall provide within five (5) days after the Notice of Award is issued a certificate of liability insurance naming the County of San Luis Obispo and its employees and officers as additionally named insured. This shall be maintained in full force and effect for the duration of the contract and must be in an amount and format satisfactory to the County.

d. **Indemnification**

Consultant shall defend, indemnify and hold harmless the County, its officers and employees from all claims, demands, damages, costs, expenses, judgments, attorney fees, liabilities or other losses that may be asserted by any person or entity, and that arise out of or are made in connection with the acts or omissions relating to the performance of any duty, obligation, or work hereunder. The obligation to indemnify shall be effective and shall extend to all such claims and losses, in their entirety, even when such claims or losses arise from the comparative negligence of the County, its officers and employees. However, this indemnity will not extend to any claims or losses arising out of the sole negligence or willful misconduct of the County, its officers and employees.

The preceding paragraph applies to any theory of recovery relating to said act or omission, by the Consultant, or its agents, employees, or other independent contractors directly responsible to Consultant including, but not limited to the following:

1. Violation of statute, ordinance, or regulation.
2. Professional malpractice.
3. Willful, intentional or other wrongful acts, or failures to act.
4. Negligence or recklessness.
5. Furnishing of defective or dangerous products.
6. Premises liability.
7. Strict Liability.
8. Violation of civil rights.
9. Violation of any federal or state statute, regulation, or ruling resulting in a determination by the Internal Revenue Service, California Franchise Tax Board or any other California public entity responsible for collecting payroll taxes, when the Consultant is not an independent contractor.

It is the intent of the parties to provide the County the fullest indemnification, defense, and "hold harmless" rights allowed under the law. If any word(s) contained herein are deemed by a court to be in contravention of applicable law, said word(s) shall be severed from this contract and the remaining language shall be given full force and effect.

COMMUNITY DESIGN MODEL**SAN LUIS OBISPO COUNTY INSURANCE REQUIREMENTS**

Consultant, at its sole cost and expense, shall purchase and maintain the insurance policies set forth below on all of its operations under this Agreement. Such policies shall be maintained for the full term of this Agreement and the related warranty period (if applicable) and shall provide products/completed operations coverage for four (4) years following completion of Consultant's work under this Agreement and acceptance by the County. Any failure to comply with reporting provision(s) of the policies referred to above shall not affect coverage provided to the County, its officers, employees, volunteers and agents. For purposes of the insurance policies required hereunder, the term "County" shall include officers, employees, volunteers and agents of the County of San Luis Obispo, California, individually or collectively.

1. MINIMUM SCOPE AND LIMITS OF REQUIRED INSURANCE POLICIES

The following policies shall be maintained with insurers authorized to do business in the State of California and shall be issued under forms of policies satisfactory to the County:

a. COMMERCIAL GENERAL LIABILITY INSURANCE POLICY ("CGL")

Policy shall include coverage at least as broad as set forth in Insurance Services Office (herein "ISO") Commercial General Liability coverage. (Occurrence Form CG 0001) with policy limits not less than the following:

- \$1,000,000 each occurrence (combined single limit);
- \$1,000,000 for personal injury liability;
- \$1,000,000 aggregate for products-completed operations; and,
- \$1,000,000 general aggregate.

The general aggregate limits shall apply separately to Consultant's work under this Agreement.

b. BUSINESS AUTOMOBILE LIABILITY POLICY ("BAL")

Policy shall include coverage at least as broad as set forth in Insurance Services Office Business Automobile Liability Coverage, Code 1 "Any Auto" (Form CA 0001). This policy shall include a minimum combined single limit of not less than One-million (\$1,000,000) dollars for each accident, for bodily injury and/or property damage. Such policy shall be applicable to vehicles used in pursuit of any of the activities associated with this Agreement. Consultant shall not provide a Comprehensive Automobile Liability policy which specifically lists scheduled vehicles without the express written consent of County.

c. WORKERS' COMPENSATION AND EMPLOYERS' LIABILITY INSURANCE POLICY ("WC/EL")

This policy shall include at least the following coverages and policy limits:

1. Workers' Compensation insurance as required by the laws of the State of California; and
2. Employer's Liability Insurance Coverage B with coverage amounts not less than one million (\$1,000,000) dollars each accident/Bodily Injury (herein "BI"); one million (\$1,000,000) dollars policy limit BI by disease; and, one million (\$1,000,000) dollars each employee BI by disease.

2. DEDUCTIBLES AND SELF-INSURANCE RETENTIONS

Any deductibles and/or self-insured retentions which apply to any of the insurance policies referred to above shall be declared in writing by Consultant and approved by the County before work is begun pursuant to this Agreement. At the option of the County, Consultant shall either reduce or eliminate such deductibles or self-insured retentions as respect the County, its officers, employees, volunteers and agents, or shall provide a financial guarantee satisfactory to the County guaranteeing payment of losses and related investigations, claim administration, and/or defense expenses.

3. ENDORSEMENTS

All of the following clauses and endorsements, or similar provisions, are required to be made a part of insurance policies indicated in parentheses below:

- a. A "Cross Liability", "Severability of Interest" or "Separation of Insured" clause (CGL & BAL);
- b. The County of San Luis Obispo, its officers, employees, volunteers and agents are hereby added as additional insured with respect to all liabilities arising out of Consultant's performance of work under this Agreement (CGL & BAL);
- c. If the insurance policy covers an "accident" basis, it must be changed to "occurrence" (CGL & BAL);
- d. This policy shall be considered primary insurance with respect to any other valid and collectible insurance County may possess, including any self-insured retention County may have, and any other insurance County does possess shall be considered excess insurance only and shall not be called upon to contribute to this insurance (CGL, BAL & PL);
- e. No cancellation or non-renewal of this policy, or reduction of coverage afforded under the policy, shall be effective until written notice has been given at least thirty (30) days prior to the effective date of such reduction or cancellation to County at the address set forth below (CGL, BAL, WC/EL & PL);
- f. Consultant and its insurers shall agree to waive all rights of subrogation against the County, its officers, employees, volunteers and agents for any loss arising under this Agreement (CGL); and
- g. Deductibles and self-insured retentions must be declared (All Policies).

4. ABSENCE OF INSURANCE COVERAGE

County may direct Consultant to immediately cease all activities with respect to this Agreement if it determines that Consultant fails to carry, in full force and effect, all insurance policies with coverages at or above the limits specified in this Agreement. Any delays or expense caused due to stopping of work and change of insurance shall be considered Consultant's delay and expense. At the County's discretion, under conditions of lapse, the County may purchase appropriate insurance and charge all costs related to such policy to Consultant.

5. PROOF OF INSURANCE COVERAGE AND COVERAGE VERIFICATION

Prior to commencement of work under this Agreement, and annually thereafter for the term of this Agreement, Consultant, or each of Consultant's insurance brokers or companies, shall provide County a current copy of a Certificate of Insurance, on an Accord or similar form, which includes complete policy coverage verification, as evidence of the stipulated coverages. All of the insurance companies providing insurance for Consultant shall have, and provide evidence of, a Best Rating Service rate of A VI or above. The Certificate of Insurance and coverage verification and all other notices related to cancellation or non-renewal shall be mailed to: GENERAL SERVICES AGENCY, ATTN: DEBBIE BELT, 1087 SANTA ROSA ST, SAN LUIS OBISPO, CA 93408

COMMUNITY DESIGN MODEL

Scope of Work

Community Design Model

1. Project Description

The County Board of Supervisors has adopted “Strategic Growth” principles and policies (in Attachment 1) that direct growth to strategically planned urban communities which have resources. In addition to County policies, State statutes require more attention to better land use and transportation relationships that will reduce greenhouse gases and vehicle miles traveled. Higher residential densities need to be planned close to public transit and daily destinations. Decision makers and the public would benefit from a geographic model of community design that rapidly calculates the results of scenarios that change assumptions, inputs and land uses.

This project would create a new computer model which correlates with zoning, subdivision and development standards and infrastructure and transportation needs. It will calculate outputs such as water, transportation and public facilities demands and pollution such as greenhouse gases (GHG). The County Department of Planning and Building has and is developing many GIS layers that can be incorporated into a model. This project will coincide with other grant-funded projects: a Complete Communities Survey, and Infill Subdivision and Development Standards. These projects will provide new data to integrate with the Community Design Model:

- Facility costs that are needed to create complete communities will be identified in the Survey and will be included in the Model.
- Draft Infill Subdivision and Development Standards will generate different densities in existing zoning.

The model will be utilized to analyze proposals in the San Miguel Community Plan Update, which will be the first opportunity to consider a community plan that implements the County Strategic Growth policies. The Community Design Model will assist the community plan by identifying relative differences in density and neighborhood livability, using measurement factors, in support of the community plan and environmental impact report.

This model will also be integrated with the County EnergyWise Plan (Climate Action Plan) emissions model and the SLOCOG SCS iPlace3s model. Consultant assistance to enhance the County Community Design Model will integrate these new data sources to create scenario capabilities related to GHG emissions and energy and water conservation.

2. Project Tasks

The following sections comprise the project, which shall be under the supervision of the Department of Planning and Building.

A. Model Development

1. Review available data sources and County concepts for implementing the model within 10 urban areas, 16 villages and the rural areas. Prepare a report with proposals for creating an interactive model of these areas with residential and commercial development types that are expected through other planning projects.

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2. After staff review and approval of the report, create the data layers and interactive calculations related to types and amounts of development.

B. Scenario Development

Work closely with Planning and Building Department staff to:

1. Create a "base case" scenario that interprets existing zoning and ordinance standards and provides output data concerning the results of Conventional Development.
2. Create a Strategic Growth scenario that emphasizes compact development and interprets new ordinance amendments for Planned Developments, Infill Subdivision and Development and any others.
3. Create a Greenhouse Gas Reduction scenario that interprets potential General Plan and ordinance changes to reduce greenhouse gases, related to the SLOCOG Sustainable Communities Strategy, the Conservation and Open Space Element and the EnergyWise Plan (Climate Action Plan).
4. Prepare an audio video of all of the scenarios with explanations of the issues, applicable methodology in general, and outputs compared to each other in Tasks 2.B.1-3, appropriate for meetings, Cable TV Channel 21, and for YouTube.

3. Project Meetings

1. A kick-off meeting will be held with the consultant and the County team to review the project scope, budget and deliverables; discuss team communication processes; and discuss data sources and sharing. The Planning and Building Department will form a project team to work with the consultant.
2. Besides the "kick off" meeting, the consultant will be available to meet with one or more of the County or other agency staff when given advance notice. The cost estimate shall include the "kick off" meeting and at least **ten (10)** other staff meetings or teleconferences.

4. Public Meetings

The consultant shall include costs for attendance at **two (2)** public study sessions at Planning Commission and Board of Supervisors, and **two (2)** public workshops or meetings. The consultant shall be prepared to make presentations, respond to questions and/or participate in an advisory capacity during meetings/hearings. The costs for attendance at the public meetings/hearings shall be itemized and are to be considered an option to be exercised by the County.

5. Deliverables

Deliverables shall include the following reports in a consistent format to also form a single document or set of documents and programs:

1. **Software Program with County Inputs:** Software configured with data layers and interactive calculations related to Task 2.A.
2. **Model Scenarios:** Completed scenario development for Task 2.B
3. **Video Demonstration:** Video with audio explanation of the model and scenarios in Task 2.B.4.

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- 4. Monthly Progress Reports:** Brief monthly reports that document progress on the tasks and identify any issues that need special attention.

Each deliverable shall include one (1) electronic copy, and five hard copies if appropriate.

Electronic copies shall be in programs that are available and acceptable to the Planning and Building Department.

The format for all text documents, tables, charts, and illustrations shall be 8 ½" x 11" vertical. Format design shall be agreed upon with County staff. If oversized inclusions are necessary, they will be 11" x 17". Document covers for all related documents shall be coordinated so they appear as a "set." All efforts shall be made to maintain the size of the project to no more than 200 pages. As much of the technical information as possible shall be placed in appendices. Duplication of information in multiple locations shall be avoided as much as possible. All administrative drafts, drafts, and final documents shall be two-sided, black ink, on recycled stock paper (white or light color).

GIS Data Requirements. If a GIS program is developed/ used, this information shall also be submitted electronically. The County uses ESRI ArcMap and expects the following process to be used for GIS work:

1. Any geographic information electronically mapped as part of this project shall be provided either as a .SHP file or geodatabase, compatible with ESRI's ArcMap GIS software program, and shall be registered to the California State Plane NAD 83, Zone 5 coordinate system, units in feet. A .PRJ file shall be included reflecting this coordinate system.
2. All GIS files submitted shall include sufficient metadata compatible with the ArcCatalog .XML format. This metadata shall include at minimum the following:
3. An abstract containing a brief narrative summary of the data set including levels of accuracy and methods of data capture.
4. Brief descriptions of each mapping unit and its defining characteristics for this county project
5. Purpose for creating the data with a summary of the intentions with which the data set was developed
6. Citation including the name of the organization and/or individual that developed the dataset
7. Maintenance requirements noting the frequency with which changes (if any are necessary) are made to the data set after the initial data set is completed
8. Theme key words associated with the data set
9. Contact information for the creator of the data set and for the creator of the metadata
10. Date the data was published
11. Descriptive text, thoroughly defining all features within each mapped data set, shall be incorporated into the data attribute tables. If codes or abbreviations were used for data attributes then a .LYR or other document explaining the codes shall be included. Map symbology shall be provided in a .LYR file which the County can import into any subsequent maps if desired.

6. Proposal Content

A. Form

Proposals and supporting materials shall be submitted in bound copies suitable for evaluation. Legibility, clarity and completeness are essential. Proposals should provide assurance that the firm has the professional capability to satisfactorily complete all tasks as described in Section 2 of this Scope of Work.

B. Personnel and Experience

If subcontractors are to be used, describe the methods that will be used to assure their cooperation and performance. Describe the project contribution of each key person and approximate amount of time to be devoted to the project. Include a resume for each of the key personnel detailing their special

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qualifications applicable to the project. Describe the firm's qualifications in relationship to the required services. Summarize past projects of a similar nature that the consultant's firm has completed.

C. Coordination

Describe the process for maintaining a close working relationship between the consultant and the county project coordinator. Considerable merit will be placed on a relationship in which county staff is frequently and completely briefed on all work in process.

D. Proposed Scope of Work

The consultant will provide a proposed scope of work with refinements to this initial scope, which reflects the consultant's understanding and expertise.

E. Task Timetable and Cost Estimates

The proposal shall contain the tasks required to complete the project with a time frame and cost estimate for each task.

F. Objectivity

All reports and plans are to be an independent, objective, and unbiased work product. Proposals shall certify that the consultant, principals, and subcontractors (if used) have the capacity to submit neutral and unbiased work products.

7. Criteria for Evaluation of Proposal

The County of San Luis Obispo will evaluate the proposals based on but not limited to the following criteria:

1. Understanding of the Scope of Work to be Performed

- A. Demonstrated understanding of the project objectives.
- B. Consultant's approach to accomplishing the scope of work.
- C. Timetable and costs for completing the project.

2. Consultant's Methods and Procedures to be Used

- A. Consultant's general approach to evaluating the issues.
- B. Complete description of the procedures and analytical methods to be utilized.

3. Management, Personnel and Experience

- A. Qualifications of each participant and overall "skill mix" for the firm.
- B. Experience and performance on projects of a similar nature.
- C. Information obtained by contacting references listed by the consultant.

4. Consultant's Consultation and Coordination with County of San Luis Obispo

- A. Procedures to be used to ensure close contact between consultant and the project coordinator.
- B. Demonstrated experience in working with local government.

5. Cost Estimates

- A. Are professionals and nonprofessionals used for the appropriate tasks in the proposal?
- B. What quality of product will be delivered for the consultant's fee?
- C. Are the cost estimates reasonable for the work product proposed?

COMMUNITY DESIGN MODEL**8. Background Information**

The following materials and documents contain information and standards applicable to the project:

1. Attachment 1: Strategic Growth Principles, Policies and Implementing Actions (excerpts)
2. Framework for Planning - Inland and Coastal Zone Portions of the Land Use and Circulation Element
3. Land Use Ordinance - Inland and Coastal Zone
4. GIS Maps - Geographic Technology and Design Section
5. Land Use Estimator - Geographic Technology and Design Section
6. EnergyWise Plan (Climate Action Plan), Public Review Draft
7. Conservation and Open Space Element
8. 2010 Regional Transportation Plan and Preliminary Sustainable Communities Strategy, San Luis Obispo Council of Governments

Attachment 1

Strategic Growth Principles, Policies and Implementing Actions (Excerpts)

From Framework for Planning – Inland Area County of San Luis Obispo

(Similar policies from the Coastal Zone Framework for Planning
apply to coastal communities)

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**EXCERPTS from Framework for Planning (Inland)
Part I of the Land Use and Circulation Element**

CHAPTER 1: INTRODUCTION TO THE LAND USE ELEMENT

Omitted: Figure 1-1: Scenic Morros in a rural setting between San Luis Obispo and Morro Bay

F. PLANNING PRINCIPLES, POLICIES AND IMPLEMENTING STRATEGIES

The following principles and policies reflect the Board of Supervisors' adoption of "Smart Growth Principles." The purpose of these principles and policies is to better define and focus the county's proactive planning approach and balance environmental, economic and social equity concerns. This approach includes strategic planning, which considers constraints and opportunities and identifies realistic, short-term strategies that will achieve longer-term goals. Accordingly, the combination of smart growth and strategic planning is considered "strategic growth," which seeks cooperation among communities to resolve concerns, respect resource limitations and enhance economic prosperity.

As resources become more limited and the costs of infrastructure increase, the Land Use Element encourages planning for compact, efficient and environmentally sensitive development to better utilize energy, land, water and fiscal resources. It emphasizes community-centered growth that provides people with additional travel, housing and employment choices that are closer to job centers and public facilities.

The following principles reflect the County's mission and vision to plan and develop safe, healthy, livable, prosperous and well-governed communities by balancing economic, environmental and social equity concerns in planning and development decisions. Each principle is further defined by policies and supported by implementing strategies to ensure progress toward the principles. The implementing strategies shall be started and funded within the priorities and time frames that are listed in Table G-1 in Appendix G, for timely achievement of the strategic growth policies.

Strategic Growth Definition for San Luis Obispo County

Strategic growth is a compact, efficient and environmentally sensitive pattern of development that provides people with additional travel, housing and employment choices. It focuses future growth away from rural areas and limited resources, closer to existing and planned job centers and public facilities where sustainable resources are available.

Strategically planned communities are urban or village areas with the following characteristics:

- Adequate resources, services and facilities for long-term growth (20 years),
- Inter-connected street systems, bicycle and pedestrian ways,

County Mission:

***Serve the community with pride
to enhance the economic,
environmental and social
quality of life in San Luis
Obispo County.***

County Vision:

***Create and maintain a place that
is safe, healthy, livable,
prosperous and well-governed.***

**Planning and Building
Department Mission:**

***Promoting the Wise Use of Land
Helping to Build Great
Communities***

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- Neighborhood areas that can accommodate a variety of housing types that are affordable to all income groups, which are located close to focal points serving daily needs,
- Adequate areas for commerce, employment, education, recreation, civic and social life.

Strategic Growth Principles

1. *Preserve open space, scenic natural beauty and sensitive environmental areas. Conserve energy resources. Conserve agricultural resources and protect agricultural land.*
2. *Strengthen and direct development towards existing and strategically planned communities.*
3. *Foster distinctive, attractive communities with a strong sense of place.*
4. *Create walkable neighborhoods and towns.*
5. *Provide a variety of transportation choices.*
6. *Create a range of housing opportunities and choices.*
7. *Encourage mixed land uses.*
8. *Take advantage of compact building design.*
9. *Make development decisions predictable, fair and cost-effective.*
10. *Encourage community and stakeholder collaboration.*
11. *Strengthen regional cooperation.*

Together, the principles and policies define how land will be used and resources will be protected. They provide the basis for defining the 13 land use categories, determining the land areas to which they are applied, and for considering all discretionary development and land division applications. More detailed goals, objectives and policies that address specific planning issues are presented in the other chapters of this report and in the area plans.

The policies also function as criteria to help determine the consistency of a development proposal with the LUE. New development should be located, designed and built in a manner that furthers these principles and goals, as well as complying with all other provisions of the LUE.

(Text for Principles 1 and 2 is omitted)

Principle 3: Foster distinctive, attractive communities with a strong sense of place.**Policies**

1. Protect and restore the valuable history, cultures, images and identity of communities and rural areas.
2. Protect rural areas between communities to achieve well-defined communities within an attractive rural setting.
3. Establish and maintain a distinct edge between urban and rural areas to enhance community separation while



Figure 1-7: Streetscape on a downtown street

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allowing for appropriate and compact urban expansion at the urban edge.

4. Enhance the commercial identity and viability of downtowns.
5. Foster a strong local identity through appropriate design of public spaces and buildings.

Principle 4: Create walkable neighborhoods and towns.**Policies**

1. Plan communities with schools, parks, public spaces, transit stops and commercial districts located as focal points within convenient walking distances of neighborhoods as illustrated in Figure 1-8.
2. Plan for maximum connectivity between different land uses through walkways or other means.
3. Create attractive street enhancements and public spaces that serve as gathering places on corridors and at connecting locations.
4. Provide parks, natural areas and recreation facilities with new urban development to enhance a community's quality of life and improve public health.
5. Create neighborhoods and non-residential areas that minimize fear and crime through environmental and urban design.

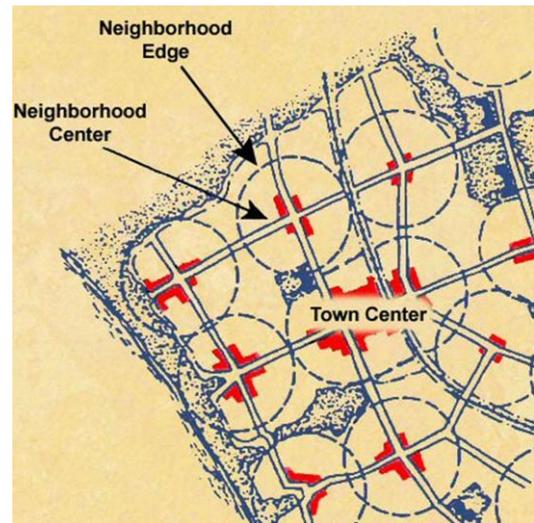


Figure 1-8: Walkable neighborhoods

Principle 5: Provide a variety of transportation choices.**Policies**

1. Design a safe, reliable and effective transportation system that protects natural and scenic resources and minimizes environmental impacts.
2. Reduce and minimize the generation of air pollutants and greenhouse gases from existing and future development, with emphasis on reducing vehicle miles traveled.
3. Coordinate land use and transportation planning to ensure that all transportation demands can be safely and adequately accommodated.
4. Provide public transit, bicycle lanes, multi-use trails and pedestrian walkways that connect destinations within and between communities, to encourage alternative transportation.



Figure 1-9: Bike lane on a residential street

COMMUNITY DESIGN MODEL

5. Make communities more bicycle- and pedestrian-friendly with safe and attractive routes.

Principle 6: Create a range of housing opportunities and choices.**Policies**

1. Plan for most new housing to be within urban or village areas and close to jobs while protecting residential areas from incompatible uses.
2. Provide quality housing choices that are affordable to people with a variety of income levels.
3. Provide a range of housing types within each neighborhood, and avoid creating adverse concentrations of affordable units.

**Figure 1-10:** Creekside Gardens affordable**Principle 7: Encourage mixed land uses.****Policies**

1. Integrate residential units designed for affordability with non-residential uses in order to bring workplaces, commercial development and homes closer together for workers, senior citizens and others..
2. Integrate complementary uses within commercial sites, in order to build effective mixed-use neighborhoods.

**Figure 1-11:** Mixed retail and residential uses in Sacramento**Principle 8: Take advantage of compact building design.****Policies**

1. Develop compact neighborhoods that contain residential uses that are affordable-by-design and efficient in land and energy consumption.
2. Include public and private amenities with new development to enhance the livability of compact neighborhoods.

(Text for Principles 9 – 11 is omitted)

**Figure 1-12:** Compact neighborhood design