



# STAFF REPORT

## SAUSALITO CITY COUNCIL

---

### AGENDA TITLE

Consultant Services Agreement – Historic Design Guidelines

### RECOMMENDED MOTION

Direct the City Manager to Execute a Professional Services Agreement with Winter & Company for the preparation of Historic Design Guidelines.

---

### SUMMARY

The City Council has identified the preparation of Historic Design Guidelines as a Strategic Plan Objective and allocated \$50,000 in the FY 2009-10 Budget accordingly. To implement this priority, staff prepared a Request for Proposals (RFP) and sent the RFP to fourteen firms with experience with the preparation of historic design guidelines. Four firms submitted proposals. Staff and two members of the Historic Landmarks Board (HLB) evaluated and interviewed principals from the four firms and recommend selection of Winter & Company for the preparation of the Historic Design Guidelines.

### BACKGROUND

Staff has worked closely with the HLB on an RFP for the preparation of Historic Design Guidelines (see **Attachment 1**, RFP). On June 8, 2009, the Community Development Department sent the RFP to 14 consulting firms with experience in preparing Historic Design Guidelines. Four consulting firms submitted proposals by the due date of June 29, 2009. On July 7, 2009 and July 8, 2009, interviews were conducted by a four-person interview panel consisting of HLB members Nichols and Pierce, Community Development Director Graves, and Associate Planner Burns.

### ISSUES

Proposals were submitted by four consulting firms as shown below:

FIRM NAME	FIRM LOCATION	PAST EXPERIENCE WITH SAUSALITO	PROPOSAL COST
Winter & Company	Boulder, CO	No	\$50,000
Page & Turnbull	San Francisco, CA	No	\$49,960
Pacific Municipal Consultants (PMC)	Oakland, CA	Staff Contract Planning	\$48,600
LAK Associates	Sausalito, CA	Sausalito Marinways Charette (2000)	\$46,000

---

Item #: 60c  
Meeting Date: July 21, 2009  
Page #: 1

Principals from the four firms participated in one-hour interviews. It was determined unanimously by the interview panel that the proposal submitted by Winter & Company exceeded the other proposals in light of the following factors (see **Attachment 2**, Winter & Company Proposal):

- Project understanding as represented in the proposal.
- Innovative approach to the creation of historic design guidelines for all levels of understanding.
- High quality presentation.
- Commitment to public participation, outreach, and schedule.
- Strong commitment to integrating preservation planning with broader community objective of economic development, sustainability, and livability.
- Specializing in crafting design guidelines for historic districts. Winter & Company has created guidelines for over 100 communities across the nation, including many in California.
- Breadth of experience in working with similar waterfront and/or destination communities such as Carmel, Monterey, Napa, Calistoga, Truckee, Lahaina Town (Hawaii).
- In-depth experience in working with the State of California's Historic Preservation Office.
- Awards from the American Institute of Architects, American Planning Association, California Preservation Foundation, Office of the Governor, State of California.
- Enthusiasm to work with the Sausalito community.

The issue of Winter & Company being located in Boulder, Colorado was raised during the interview process. Based on web conferencing equipment supplied by Winter & Company, and a sufficient number of trips to Sausalito as identified in the proposal, the interview panel is confident the physical location of the Winter & Company office will not be detrimental to the process. Five trips to Sausalito are identified in the proposal which include public workshops, focus groups, and meetings within the HLB, in addition to attending Planning Commission and City Council public hearings.

The proposed services fall within the definition of "Professional Services" set forth in section 3.30.020 of the Sausalito Municipal Code (SMC). Therefore the provisions of SMC Section 3.30.500 *et seq.* apply which provide as follows: "... the lowest cost may not be the sole factor in deciding which firm or whom shall be awarded the contract. It may be in the City's best interest to award the contract to a higher priced contractor based on the scope of services available, unique skills, staffing levels, timing, prior experience, past working relationship and other factors required by the department or proposed by that contractor. The information needed for determining that level of competence, other qualifications and the procedure for selecting such services shall be determined by each City department responsible for recommending the professional or special service contract." Based upon the information reviewed by staff and set forth

herein staff believes that Winter & Company is the most qualified to perform the preparation of the Historic Design Guidelines.

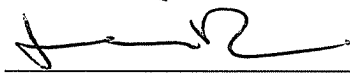
### STAFF RECOMMENDATION

Authorize the City Manager to Execute the Professional Services Agreement with Winter & Company for preparation Historic Design Guidelines consistent with the proposal (see **Attachment 3**, Professional Services Agreement).

### ATTACHMENTS

1. Request for Proposal for the Preparation of Historic Design Guidelines, dated June 2009
2. Winter & Company Proposal, revised July 15, 2009
3. Professional Services Agreement (Draft)

PREPARED BY:



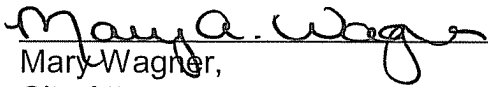
Heidi Burns, AICP  
Associate Planner

REVIEWED BY:



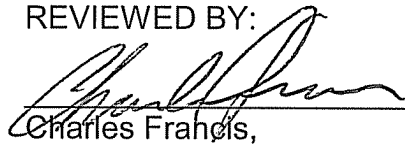
Jeremy Graves, AICP,  
Community Development Director

REVIEWED BY:



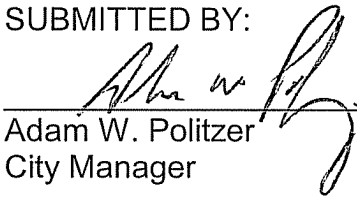
Mary Wagner,  
City Attorney

REVIEWED BY:



Charles Frahois,  
Director of Administrative Services

SUBMITTED BY:



Adam W. Politzer  
City Manager

I:\CDD\PROJECTS - NON-ADDRESS\CDD\2009\09-074 HDG\Council STAFF Prof Service Agreement HDG Proposal-revised.doc

Item #: 6c

Meeting Date: July 21, 2009

Page #: 3

Request for Proposals  
City of Sausalito  
Historic Design Guidelines  
June 2009



420 Litho Street · Sausalito, CA 94965  
Telephone: (415) 289-4100  
[www.ci.sausalito.ca.us](http://www.ci.sausalito.ca.us)



Attachment 1

60  
5

## Introduction

The City of Sausalito is requesting proposals from qualified consultants for the preparation of Design Guidelines for the preservation and rehabilitation of structures in the City's Downtown Historic Overlay District, as well as "Noteworthy Structures" and structures older than 50-years.

## General Background Information and History

The City of Sausalito is a small community incorporated in 1893. The City consists of approximately 7,300 residents and is 2.2 square miles located in southern Marin County. Sausalito is a waterfront community surrounded by Richardson's Bay and the Golden Gate National Recreation Area encompassing steep, wooded hillsides, small to moderate sized lots, and a community of houseboat and liveaboard dwellers.

The City's rich history includes indigenous Miwok Indian settlements near the shoreline that sustained themselves on shellfish as well as an abundance of fresh water and game available in the unpopulated hills. The Coast Miwok Indians' territory stretched as far north as Bodega Bay, as far east as the town of Sonoma and included all of present day Marin County. Archeologists hypothesize that the Coast Miwok Indians inhabited this area for at least 5,000 years until the late 18th century when they were enslaved by Spain and forced to work in Spanish missions.

Sausalito's most notable forefather is William Richardson, an Englishman who upon anchoring at Yerba Buena (later to become San Francisco) discovered Sausalito's rich natural resources in the 1830's. He promoted and capitalized on Old Town's Whaler's Cove for its safe harbor, plentiful lumber and fresh water needed to replenish ships laying over in the area.

Territory across the Golden Gate was in Mexico's hands and only Mexican nationals were allowed to own land. Richardson became a Mexican citizen and married the daughter of the Commandant of the Presidio. He was granted judicial title to the land known as Rancho del Sausalito covering 19,571 acres. He raised cattle, milled lumber and continued his maritime enterprises. Like many of the early land grantees, he was forced to sell his property piecemeal to continue operations eventually leaving little of the original grant for his heirs.

In 1869, ambitious businessmen and promoters wishing to establish Sausalito as California's next boom city formed the Sausalito Land & Ferry Company. Ferry service was set up to shuttle

prospective buyers over to stay in the hotels and purchase the newly laid-out residential lots. In 1874 the Sausalito Land and Ferry Company convinced the North Pacific Coast Railroad to extend tracks along the Sausalito waterfront. This was the start of Sausalito's diverse population—wealthy landowners building villas and cottages in the hills and working class ferry operators, railroad workers, boat builders, dairy farmers and merchants moving into more modest houses in the downtown and New Town/Caledonia Street areas to the north. This interdependency defined the early culture of Sausalito.

Many of the community's historic buildings were constructed during this time in what is now classified as the Downtown Historic Overlay District. Narrowly passing, the residents of Sausalito voted to incorporate as a city on September 4, 1893. This new status allowed for the civic amenities that were lacking at this time—a fire department, street lighting, telephone service and a water company. The opening of the Golden Gate Bridge in 1937 changed the transportation dynamics by replacing the need to arrive by ferry or train with access by the automobile. The railway and ferries were mostly dismantled by 1941. At the outbreak of World War II in 1942, Sausalito was chosen by the Government and the Bechtel Corporation as a suitable site for the building of Liberty ships and tankers. The Pine Point area in the northern waterfront was ordered to move its houses before the area was leveled and marshland filled for the Marinship Corporation yard. The shipyards worked around the clock with 70,000 workers building 93 ships in three and a half years. Housing stock was at a premium and many “in-law” units were created. At the close of operations, the population decreased by 20,000.

Post-war Sausalito has evolved into an eclectic and dynamic community with a variety of architectural styles ranging from Victorian, Bungalow, Arts and Crafts, Mid-Century, contemporary and unique houseboats. Affordable rents and an easy-going pace attracted students and artists who formed the early “Art Colony” in the late 1940s. Many talented and innovative individuals have resided here since. Although many 19th century commercial and residential historic buildings remain in existence, it is the Downtown Historic Overlay District, which provides the greatest snapshot of Sausalito's history.

The City Council became concerned with the loss of historic buildings and in 1976 adopted regulations to provide for designation, preservation, and control of the historic and cultural environment, as well as significant landmarks. The Historic Landmarks Board (HLB) reviews development projects and holds joint public hearings with the Planning Commission. In 1981, the City adopted a Downtown Historic Overlay District, established boundaries of the District, and identified specific properties, which warranted attention based on its special historic, architectural, and aesthetic or value. Since 1992, two updates have been made to the City's historic resources inventory list of Noteworthy Structures, Arks, Landmark Buildings, National Register Buildings, Structures, Sites, and Objects, and Downtown Historic District Buildings, Structures, Sites, and Objects. Today, the HLB reviews historic design review applications and provides recommendation and findings for development proposals within the Downtown Historic Overlay District, Noteworthy Structures, and buildings that are 50-years or older.

## Scope of Services

The purpose of the Design Guidelines is to ensure the future preservation and rehabilitation of historic structures in the City (specifically including historic structures in the Downtown Historic Overlay District) is conducted in a manner consistent with Federal and state regulations, as well as regional and local historic preservation best practices. The preparation of the Design Guidelines should include the following:

### 1. Existing Conditions

The Downtown Historic Overlay District should be described in terms of its historical and present-day character. The description should include sub-areas which are distinguished by land use and building types. Documentation should be provided of the sub-areas' distinctive features, historic sites/places, building styles, building siting and orientation, building diversity, building components, and materials, public improvements, signs, awnings, and recent construction.

### 2. Guidelines

The Design Guidelines should include the following components:

- a. Type of development actions to be governed by the Design Guidelines (e.g., demolition, reconstruction, rehabilitation, addition, relocation, infill development, and new construction of buildings and structures).
- b. Treatment of public open spaces and other natural, unique, contributing, and/or man-made features, such as landscaping, pathways and stairs.
- c. Architectural treatments, including but not limited to:
  - i. Doors, windows, porches, decks, steps, walls, roofs and roofing materials, gutters, siding materials, shutters, chimneys, skylights, awnings, antennae, solar collectors, paving, fences, mechanical equipment, spas, and swimming pools.
  - ii. Building siting and layout, mass, bulk, lighting, landscaping, utilities, pedestrian circulation, parking and loading zones.
  - iii. Material finishes (e.g., paint, stains, natural weathering).
- d. Application of the Secretary of the Interior Standards in accordance with California Environmental Quality Act requirements.
- e. Application of State Historical Building Code regulations.
- f. Photographs, diagrams, and drawings illustrating examples of acceptable and unacceptable treatments.

- g. Development of a common vocabulary to describe the character of the historic resources, including the Downtown Historic Overlay District.
- h. Development of a process and criteria for evaluation of any proposed demolition of historical resources.
- i. Discussion of incentives including waiver of City fees, façade easements, Mills Act property tax reductions, Historic Preservation Tax Credits, and other state and Federal programs.
- j. Development of a review process and criteria to determine if structures are historic resources, including structures 50 years and older.
- k. Procedures for application of the design guidelines to Noteworthy Structures and structures 50-years and older which are historic resources.
- l. Other items which the consultant may recommend to be added to the scope of work.

### Project Timeline and Products

Contract Approval
<b>Preparation of Administrative Draft</b> <ul style="list-style-type: none"> <li>• Kick off meeting and walking tour with HLB and Staff: 5 working days from contract approval</li> <li>• Public Workshop: 15 working days from contract approval</li> <li>• Consultant delivers 10 copies of Administrative Draft to City 50 working days from contract approval</li> </ul>
<b>Staff and HLB Review of Administrative Draft</b> <ul style="list-style-type: none"> <li>• Staff and HLB provide comments to consultant on Administrative Draft</li> <li>• Assumes Consultant attendance at two HLB meetings.</li> </ul>
<b>Preparation of Public Hearing Draft:</b> <ul style="list-style-type: none"> <li>• Consultant prepares Public Hearing Draft based upon Staff and HLB comments.</li> <li>• Consultant delivers 20 black and white copies of Public Hearing Draft to City 10 working days following receipt of Staff and HLB comments</li> </ul>
<b>Public Hearings</b> <ul style="list-style-type: none"> <li>• HLB and Planning Commission review Public Hearing Draft at joint public hearing: Winter 2010</li> <li>• City Council reviews Public Hearing Draft at public hearing: Winter 2010</li> <li>• Assumes Consultant attendance at three public hearings</li> </ul>

bc  
9



## Adoption

- City Council adopts Guidelines: Spring 2010
- Assumes Consultant attendance at one public hearing
- Consultant delivers 25 copies of adopted Guidelines and a digital copy in Word Format to the City 5 working days after City Council adoption. Spring 2010

## Submittal Requirements

The proposal must include the following:

- A. Eight copies of proposal on 8 1/2 " x 11" sheets.
- B. A brief response which demonstrates an understanding of the key elements of the project.
- C. Qualifications and experience of the firm and personnel, including:
  1. Description of the project team's organization; identification of the project manager.
  2. Identification of the Principal and the project manager responsible for day-to-day tasks, key personnel (including sub-consultants) and estimated staff hours for accomplishment of the respective tasks.
  3. Resumes of all key personnel and sub-consultants.
  4. Qualifications and experience in performing similar work. Include a selected list of recent project experience.
  5. References from at least three recent client cities involving development of Historical Design Guidelines.
- D. A description of the proposed work program provided in a task-oriented approach. The description must explain in detail how the team's approach will implement the project's technical requirements and constraints.

## Selection Policy and Procedure

Proposals will be reviewed utilizing the submitted information. The selection process may include an interview of top consultant teams. The final decision will be based on the following criteria:

- Experience with the preparation of Historic Design Guidelines;
- Quality and responsiveness of proposal;
- Demonstrated competence and professional qualifications necessary for satisfactory performance of the work required;
- Recent experience in successfully performing similar services; and
- Cost.

## Reference Materials

The following reference materials are available at [www.ci.sausalito.ca.us](http://www.ci.sausalito.ca.us).

1. Site Map of Downtown Historic Overlay District.
2. Sausalito's Historic District Inventory Resource, dated August 1, 1980 [Revised Addition]
3. Existing Historic Design Guidelines, dated January 21, 1993
4. Existing Historic Sign Guidelines, dated November 1998.
5. Interim Review Procedures, dated October 13, 1999.
6. Chapter 10.46, Historic Overlay District and Local Register, dated July 15, 2003.
7. Noteworthy Structures List, dated October 8, 2003.
8. Standard Professional Consulting Services Agreement.

## SUBMITTALS

8 bound copies must be received no later than 12:00PM on

**Monday, June 29, 2009**

CONTACT PERSON / SUBMIT TO:  
Heidi Burns, AICP, Associate Planner  
City of Sausalito  
420 Litho Street  
Sausalito, CA 94965  
(415) 289-4154  
e-mail: [hburns@ci.sausalito.ca.us](mailto:hburns@ci.sausalito.ca.us)

MARK ENVELOPE: "PROPOSAL — Historic Design Guidelines"

**PROPOSALS RECEIVED AFTER THE TIME AND DATE STATED ABOVE SHALL NOT BE CONSIDERED. FACSIMILE PROPOSALS WILL NOT BE ACCEPTED.**