

## TOWN COUNCIL STAFF REPORT

Subject: Joint Town Council Workshop with the Planning and Economic Development Commission to receive a presentation on The Parcel Preferred Conceptual Land Use Plan, to provide comments and to consider acceptance of the Plan as presented or with modifications.

Meeting Date: December 11, 2019

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### **RECOMMENDATION:**

Staff recommends Town Council consider comments from the Planning and Economic Development Commission (PEDC), provide comments, and consider acceptance of The Parcel Preferred Conceptual Land Use Plan as presented or with modifications.

### **BACKGROUND/ANALYSIS:**

The Plan The Parcel conceptual land use planning process has included two joint Town Council/PEDC workshops as well as a multi-day Design Workshop. The first joint workshop on June 26 resulted in the drafting of overall Guiding Principles and Development Objectives. The Design Workshop in August resulted in the preparation of three conceptual plan alternatives. The second joint workshop on October 9 focused on narrowing those three alternatives down to one preferred concept plan. This third and final joint workshop allows Town Council and PEDC to provide final comments on the Preferred Plan, and to consider accepting the plan as presented or with modifications. Lisa Wise Consulting (LWC) will present the Preferred Plan (Attachment 3).

### **Preferred Plan - Key Points (excerpted from the attached Executive Summary)**

LWC has worked with Town staff to incorporate the results of the October 9 joint workshop in preparing the Preferred Plan. Summary notes from that workshop are included as Attachment 4. The preferred plan includes the following:

- A variety of housing types and unit types
- Opportunities for affordable rental and ownership (120% Area Median Income and below)
- 400 to 450 affordable housing units
- Streets with multi-use paths and sidewalks
- Streets designed with traffic calming strategies to slow and discourage cut-through traffic
- An angled street network to maximize solar exposure and facilitate enhanced redevelopment opportunities for adjacent Downtown properties
- Open spaces and parks, including a linear green space along Mill Ditch
- Community spaces and amenities
- New bus stops
- Integrated snow storage areas in informal and formal open spaces
- Covered parking and supplemental on-street parking with an overall parking rate of 1.36 spaces per unit
- Transition of building height consistent with adjacent neighborhoods

- A phasing approach focused on financial feasibility
- A high-level understanding of financial feasibility for two initial phases
- A list of key action items to undertake for successful development

As outlined in the preferred plan, the concepts included in the plan were the result of extensive community outreach and participation. The final Plan will provide conceptual design guidance to facilitate development and will serve as the starting point for the future development process.

**Meeting Agenda**

The attached agenda (Attachment 1) will be used to guide the presentation and discussion. The agenda is intended to provide an overview of the components of the preferred plan and allow the Town Council and Planning and Economic Development Commission to provide feedback and consider acceptance of the document.

**Fiscal Analysis**

Staff has previously emphasized the importance of the Preferred Plan being fiscally sound. The consultant has provided a preliminary analysis, with an updated funding model based on the Draft Preferred Plan, of the first two of four possible phases of the Preferred Plan. This analysis is included as Appendix D of the Preferred Plan and preliminary estimates indicate that there is \$60 million in funding needed from local sources. This funding gap assumes that the Town will receive funds from a variety of different grant sources. In order to work towards a solution, on November 20, 2019, the Town Council considered several Town-wide funding opportunities. While the staff report addressed a number of short and long-term financing proposals, Town Council took the following action related to funding for an initial phase of The Parcel:

- The Town Council approved a total of \$1 million in funding: \$300,000 for the environmental analysis and \$700,000 for initial project support.
- Discussed earmarking additional funding from transient occupancy tax (TOT) revenues in the amount of up to \$8,250,000 from FY19-20 and FY20-21 to support the first phase development.

Further discussion of long-term financing strategies will be scheduled for a future Town Council meeting.

**Developer Solicitation**

On November 8, 2019, staff advertised and distributed the Request for Qualifications (RFQ) to engage one or more development teams to design, build, and manage The Parcel project. The RFQ is available on the Town’s website at: <https://www.townofmammothlakes.ca.gov/bids.aspx?bidID=153>

On November 21, 2019, staff held an optional pre-submittal conference to provide an opportunity for interested parties to ask questions related to the process. Fifteen individuals representing potential development partners and consultants participated, about half in person and half via telephone. Notes from that conference were added to the RFQ documentation.

An outline of the preliminary schedule for Development Team Selection includes:

RFQ Responses Due  
Initial Response Evaluation

December 19, 2019  
January 8, 2020

Prepare Preselection Shortlist	January 10, 2020
Interviews	February 2020
Prepare Selected Shortlist for Future RFPs	February 2020
Development Team Initial Selection	February-March 2020
Negotiations and Notice to Proceed	TBD

The precise timeline for Development Team Selection will depend upon the number, quality and specific content of responses received.

**Next Steps**

Staff is requesting that the Council consider accepting the Preferred Conceptual Land Use Plan. The information provided and comments received during discussion and final plan acceptance will inform the development team that will be selected through the RFQ process. Interested development teams have been made aware of the December 11 meeting and its purpose. Upon acceptance of the Preferred Conceptual Land Use Plan, as presented or as modified by the Council a copy will be made available as part of the RFQ process, staff and the consultant will finalize the Preferred Conceptual Land Use Plan.

**ATTACHMENTS**

1. Workshop Agenda
2. Workshop PowerPoint Presentation
3. Preferred Conceptual Land Use Plan
4. October 9 Summary Memo
5. Public Comments