



## CITY OF FULLERTON

Community Development Department

August 8, 2011

RE: Town Architect RFQ – Fullerton Transportation Center Specific Plan

Dear Colleague,

The City of Fullerton Community Development Department is pleased to invite you to submit qualifications for the consulting position of "Town Architect".

Late last year the City of Fullerton adopted the Fullerton Transportation Center Specific Plan (FTCSP). This transit-oriented development plan establishes the vision, goals and development standards for nearly 40 acres of public and private property in and near Fullerton's Downtown.

Over the last six months the plan has been recognized by numerous state and local organizations, including the following:

- State of California, Department of Housing and Community Development (HCD)  
*2010 Catalyst Projects for California Sustainable Strategies Pilot Program, Gold Designated Project*
- Southern California Association of Governments (SCAG)  
*2011 Compass Blueprint, Award for Sustained Leadership*
- Urban Land Institute (ULI), Orange County/Inland Empire Section  
*2011 Best of the Best Vision Award*
- American Planning Association (APA), Orange County Section and California Chapter  
*2011 Neighborhood Planning Awards*

The FTCSP is intended to expedite the review and approval of high quality development. The Plan achieves this through the use of a Form Based Code and a unique design review process. The design review process uses a Town Architect to make project recommendations to the City's Director of Community Development.

It is the City's intent to establish a list of qualified firms from which the Town Architect will be selected. This RFQ is the first step in the selection process. To be considered, a complete RFQ submittal packet must be received by the Fullerton Community Development Department prior to 4:30p on September 15, 2011.

Thank you in advance for your consideration of this opportunity.

Sincerely,

Jay S. Eastman, AICP  
Senior Planner  
jaye@ci.fullerton.ca.us  
P. (714) 738-6549  
F. (714) 738-3110

### THE EDUCATION COMMUNITY

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**THE CITY OF FULLERTON  
COMMUNITY DEVELOPMENT DEPARTMENT**

**Request for Qualifications**  
For “Town Architect” Consulting Services

## **I. Introduction**

The City of Fullerton Community Development Department is seeking qualified firms to provide architectural consulting services as an extension of City staff. The submittal deadline for this Request For Qualifications (RFQ) is 4:30 P.M. on September 15, 2011.

Selected firms will provide recommendations to the Director of Community Development on development proposals located within the Fullerton Transportation Center Specific Plan ("Specific Plan") area. One or more selected firms will perform the "Town Architect" function discussed in the Specific Plan (Chapter 4).

The Fullerton Transportation Center Specific Plan is available on the internet at:

[www.cityoffullerton.com/depts/dev\\_serv/development\\_activity/fullerton\\_transportation\\_center\\_specific\\_plan.asp](http://www.cityoffullerton.com/depts/dev_serv/development_activity/fullerton_transportation_center_specific_plan.asp)

The Town Architect(s) will analyze development projects for overall quality of design; compliance with the criteria contained within the Specific Plan; compliance with the Secretary of Interior's Standards for Rehabilitation; and compliance with the U.S. Green Building Council's LEED-NC rating system.

The Town Architect(s) may also be responsible for compliance monitoring of the Specific Plan's LEED-NC equivalency requirement, from project design through construction.

The Town Architect(s) must be a LEED Accredited Professional, or be an architectural firm with LEED Accredited Professionals available to support the critical functions of the Town Architect position.

The Town Architect(s) must be an architect licensed in the State of California, or be an architectural firm with California licensed architects available to support the critical functions of the Town Architect position.

It is the City's intent to establish an approved Town Architect list. The Director of Community Development, or his appointee, shall coordinate and assign projects to firms on the approved list based on a firm's availability and the firm's unique expertise.

To avoid conflicts of interest, or perceived conflicts of interest, a firm placed on the Town Architect list shall be precluded from working for any client, other than the City of Fullerton, who has a project pending, under construction, or recently constructed (within two years) in the Specific Plan boundary. Any architect or architectural firm on the approved Town Architect list whose client subsequently obtains work within the Specific Plan boundary shall notify the City of Fullerton immediately, and the Fullerton Director of Community Development shall determine procedures for completing or reassigning projects under review by the firm.

## **II. Background**

Fullerton is a 22.3 square mile city in northern Orange County, California, and has a population of over 135,000 people (2010 U.S. Census).

The Town of Fullerton was first established in 1887 by George and Edward Amerige, shortly after receiving assurance that a railroad station would be established in the area. The train stop became the center of Fullerton, both geographically, economically and socially. Today, Fullerton's downtown reflects 120 years of development around the railroad site.

The original train stop has grown to become the Fullerton Transportation Center (FTC). The FTC is primarily comprised of Amtrak trains, Metrolink trains and Orange County Transit Authority (OCTA) buses. Recent estimates indicate over 860,000 Metrolink boardings per year at the Fullerton Train Station, with increases expected in coming years.

In October 2010 the Fullerton City Council approved the Fullerton Transportation Center Specific Plan ("Specific Plan"). The Specific Plan document contains the vision, framework and development regulations for 39 acres near the Fullerton Transportation Center (FTC). The Specific Plan serves as both a General Plan designation and a Zoning Classification. The plan creates a sustainable transit-oriented neighborhood, and is intended to focus the City's growth and development in proximity to public transit. The Specific Plan allows existing properties to be redeveloped with mixed-use and multi-family residential buildings. The Specific Plan includes a "form-based code", which will ensure that the physical development of public and private property is consistent with the vision specified in the plan.

The Fullerton Transportation Center Specific Plan has been recognized as an innovative, market-based planning document which achieves many of the goals and objectives of the City, Region and State. The Plan has received recognition and awards since its adoption:

- State of California, Department of Housing and Community Development  
*2010 Catalyst Projects for California Sustainable Strategies Pilot Program, Gold Designated Project*
- Southern California Association of Governments  
*2011 Compass Blueprint, Award for Sustained Leadership*
- Urban Land Institute (ULI), Orange County/Inland Empire Section  
*2011 Best of the Best Vision Award*
- American Planning Association, Orange County Section & California Chapter  
*2011 Neighborhood Planning Awards*

Additional information regarding the Specific Plan can be found in Appendix A and B.

#### Town Architect Role

The Specific Plan includes a unique development project review process. This process uses an outside architectural firm to provide professional consultation to the City on issues related to a project's design, historic compatibility and compliance with LEED-NC criteria. The Specific Plan identifies this consulting position as the "Town Architect", and defines it as follows:

*"An architect or architectural engineering firm hired or employed by the City to review and recommend approval of development projects in the FTC Specific Plan Area. The Town Architect is selected by the City's Redevelopment Design Review Committee based on a public interview process. The Town Architect shall be*

*contracted staff and permit processing fees shall be collected to reimburse the cost associated with the Town Architect review.”*

The intent of including a Town Architect in the design review process is to provide: a design critique based on professional experience and training; an unbiased third-party opinion; new solutions to design challenges that facilitate world class projects; and an expedited project review process.

The Town Architect will work concurrently and in conjunction with City staff assigned to the development project, which will typically be at a Senior Planner or Planning Manager level, depending on the scope of the project. The staff planner will oversee invoices and coordinate the Town Architect’s review.

### **III. Submission Requirements**

RFQ respondents wishing to perform the City’s Town Architect function must submit the following information:

#### **1. Respondent Information:**

- Name of Respondent Firm and Contact Person
- Address of Respondent and Contact Person
- Phone and Facsimile Number of Respondent and Contact Person
- E-mail Address of Contact Person

The above Respondent Information shall be limited to one (1) page.

#### **2. Respondent Statement:**

Provide an introductory overview statement about the Respondent and its experience/expertise related to the following:

- Designing contemporary buildings that reflect the architecture of our current place in time.
- Experience in historic preservation and implementing the Secretary of Interior’s Standard for evaluating and treating historic properties (Department of Interior regulations, 36 CFR 67).
- Design and/or oversight of projects certified as LEED-NC structures by the U.S. Green Building Council.
- Interpreting and implementing a Form-Based Code (FBC).

The above Introductory Overview Statement shall not exceed two (2) pages. Three (3) additional pages of visual samples shall be provided showing projects the firm has designed that illustrate the above criteria. An additional page (1) with project/client references shall be provided. References shall included, when applicable, local government agencies that have had contracts with the firm.

#### **3. Comprehension of the Specific Plan:**

Provide a brief summary of the Fullerton Transportation Center Specific Plan, identifying the design opportunities and design challenges of the plan, as perceived by

the firm. The intent of this exercise is to determine the firm's understanding of the Specific Plan, and the firm's ability to implement the plan's vision.

The firm's summary showing *Comprehension of the Specific Plan* should not exceed one (1) page.

4. Respondent Firm Team Members:

Identify key employees of the respondent firm that will function as the Town Architect, and will support the Town Architect role (e.g. architects, planners, engineers, project leader, sustainability experts, and any others the respondent wishes to identify).

Identify relevant experience and certifications for each key employee. Identify employees that are LEED accredited and licensed in the State of California to practice architecture.

Also identify the individual who possesses the authority to legally bind the Respondent.

A maximum cumulative total of five (5) pages shall be allowed to identify key employees, identify employee experience and credentials, and identify the individual with binding authority.

5. Litigation and Claims:

The Town Architect will function as an extension of City Staff. The firm, its employees, subcontractors and representatives shall provide the residents, employees, businesses and clients of the City with the highest level of ethical and professional service.

To support the Town Architect's ability to provide the highest level of professional conduct, a list and brief description of all litigation, claims and settlements involving the Respondent firm shall be provided. The list shall identify all litigation, claims and settlements within the last 5 years, and the firm shall notify the City of any litigation, claims and settlements that may occur following the filing of the Town Architect application. There are no limits to the number of pages needed to list litigation and claims.

6. Compensation / Billing / Fee Structure:

Town Architect review will be funded through an initial cash deposit submitted to the City by the development proponent, at the time a development application is filed. It is anticipated that the Town Architect program will be based on time and materials. However, the Director of Community Development may establish a formal contractual/billing arrangement for large development projects, or projects/submittals anticipated to occur in multiple phases.

Because compensation is anticipated on a time and materials basis, please provide a schedule of the Respondent Firm's billing rates, including a brief description/explanation of each rate. Billing rates should correspond with the key team members identified above (see paragraph no. 4).

The billing rate schedule must be submitted in a sealed envelope. The RDRC shall not use compensation as a basis for determining qualifications for performing the Town Architect role. However, the billing rate schedule may be considered by the Director of Community Development when selecting a Town Architect from the approved list.

#### **IV. Submission Review**

Submittals shall be limited to the total number of pages for each specific category identified above under Section III. All information submitted shall be provided in the following format and quantity:

- A. Three (3) copies of a CD-ROMs containing the submittal requirements listed above. Submittal requirements shall be saved as PDFs. Each CD shall be labeled with the name of the respondent firm and the title "FTCSP Town Architect".
- B. Six (6) bound hard copies of the submittal requirements, in an 8.5"x11" format. A front and a rear cover sheet shall be affixed to the submittal. The cover sheets shall be blank white pages (no illustration, graphics, typing, titles, etc.). The City will place a label on the cover sheet at the time of submittal.

Materials submitted to the City will not be returned.

The submitting deadline for the Town Architect RFQ is September 15, 2011, at 4:30 PM. A complete package containing all the submittal information identified in this RFQ must be received by the City's Community Development Department by the submittal deadline. Packages submitted after the deadline will not be accepted. Submittals may be made in person at the Community Development Department counter, at City Hall, or by mailing the packet to the following:

Jay Eastman, AICP  
Senior Planner  
City of Fullerton, Community Development Department  
303 W. Commonwealth Avenue  
Fullerton, CA 92832

Once an RFQ submittal package is received and determined complete, the City staff will distribute the packages to a preliminary review panel, which will score the submittals based on the following criteria:

- 10 points: Locality
- 35 points: Design Experience
- 10 points: Project Sustainability/LEED-NC Experience
- 15 points: Historic Preservation
- 20 points: Litigation and Claims
- 10 points: Experience with Local Government

Additional information regarding the scoring criteria can be found in Appendix C.

City staff will then contact the ten highest ranked firms and coordinate an interview before the Redevelopment Design Review Committee (RDRC) at a noticed public hearing. The RDRC meets at 4:00 PM on the second and forth Thursday of each month. It is

anticipated that the RDRC interviews will occur within three (3) to five (5) weeks after the respondents submittal is deemed complete.

Questions shall be directed to Jay Eastman, Senior Planner, at (714) 738-6549 or [jaye@ci.fullerton.ca.us](mailto:jaye@ci.fullerton.ca.us).

**APPENDIX A**  
**FTCSP Planning Background**

**Request for Qualifications**  
For “Town Architect” Consulting Services

## City of Fullerton

Fullerton is located in northern Orange County. The 22.3 square mile city has a population over 135,000. Fullerton is home to five accredited colleges and universities. The City has an award-winning public school system and offers an excellent quality of life for its residents.

The Town of Fullerton was first established in 1887 by George and Edward Amerige, shortly after they obtained assurance that a railroad line and station stop would be established by the Pacific Land and Improvement Company, a subsidiary of the Santa Fe Railroad. The train stop became the center of Fullerton, both geographically, economically and socially. Today Downtown Fullerton reflects over 120 years of development around the railroad site.

The original train stop has grown to become the Fullerton Transportation Center (FTC). The FTC is primarily comprised of Amtrak and Metrolink rail services, and Orange County Transit Authority (OCTA) buses. Amtrak initiated intercity service along the LOSSAN corridor in 1970, resulting in the City's efforts to foster a "transportation center" in the mid 1970s. The first development phase for the FTC occurred in the 1980s, primarily including the construction of a public parking structure and the OCTA bus transfer facility. In the 1990's Metrolink rail service was added to the LOSSAN corridor, and renovations of the historic Santa Fe Train Station and train platforms were initiated. Current estimates indicate over 860,000 Metrolink boardings per year at the Fullerton Transportation Center, and ridership is expected to increase with OCTA's current Metrolink Service Expansion Project, the rise in gas prices and the limited capacity of the freeway network.

## Planning History of the Fullerton Transportation Center Specific Plan

In 1995 the City's Redevelopment Agency conducted a study of a 16 block area surrounding the Fullerton Transportation Center (FTC). The study was done to establish visions and goals for the area, and to identify opportunities and constraints. By 2005 many of the goals and objectives identified in the FTC Study had been achieved. Therefore the Agency conducted a community process to update the study. This resulted in the 2005 Downtown Strategy, a community planning document that defines a vision of land uses, urban design strategies, and recommend future development actions within Downtown.

The Downtown Strategy identified the following urban design concepts for the Downtown:

- **Combine, not Separate: Land Uses**  
The concept is to layer uses on single properties and within buildings, rather than spreading land uses out among separate properties. The approach creates mixed-use buildings with active ground floor activities (retail, entertainment, business services and cultural uses) and less active uses above (office and residential).
- **Tighten, not Widen: Auto and Pedestrian Scale**  
Create an active and lively downtown by encouraging walk-able streets. Streets, therefore, should be pedestrian friendly. This concept recommends that areas used for automobiles should be reduced, or "tightened"; and the areas for pedestrians increased. Large sidewalks were identified as a design objective.
- **Grow, not Shrink: Urban Form and Buildings**  
With development of the downtown and the Transit Center imminent, the downtown should be encouraged to grow upward. Buildings with heights ranging from 30-50 feet, 50-70 feet

and 70-90 feet should be encouraged, depending on their location. The intent, in part, is to accommodate viable mixed-use infill development in a compact, walk-able area. The 2005 Downtown Strategy recommended that buildings around the Transit Center accommodate heights of 70 to 100 feet. It identified that new buildings need to have quality architecture, and should not mimic the historic past. Rather, buildings should be authentic and “represent the temporal reality of [their] conception”.

As the 2005 Downtown Strategy was being finalized, the Fullerton Redevelopment Agency released a RFQ soliciting companies interested in developing properties around the FTC. In early 2006 the Agency Board entered into a partnership with JMI Realty and The Morgan Group (together, FTC Acquisitions, LLC) to prepare a development concept. The development area was later expanded to include approximately 39 acres of property. The development concept was completed in 2007, after public outreach and numerous community workshops.

In January 2009 Agency and City staff, and the Agency’s development partner, initiated the preparation of the Fullerton Transportation Center Specific Plan (FTCSP) and its Program Environmental Impact Report (PEIR). By April 2010 the planning documents were nearly complete. Prior to the release of the final draft, City staff held a community meeting to present and obtain public feedback on the FTCSP goals, ideas and features. Many comments were made by the public, with the major topics of discussion including: concern that the OCTA Bus Terminal will be dark, hidden from view, and inaccessible to transit riders; too little or too much parking; the level of environmental review; increasing employment opportunities; use, visibility and activation of parks and civic spaces; and providing neighborhood serving businesses, such as a grocery store.

Revisions to the draft FTCSP were made, and on August 6, 2010 the FTCSP and the Draft Environmental Impact Report (DEIR) were made available for public review and comment. The City Council reviewed and approved the Specific Plan in October 2010 after numerous community presentations and committee/commission meetings.

**APPENDIX B**  
**FTCSP Notable Features**

**Request for Qualifications**  
For “Town Architect” Consulting Services

The Fullerton Transportation Center Specific Plan (FTC Specific Plan) includes numerous unique features, the most notable being:

- The FTC Specific Plan is a “form-based code”. A form-based code is unlike typical zoning, as it focuses mostly on regulating physical design, rather than land uses. A form-based code specifies an overall vision of how a community will be constructed, including streets, civic spaces and buildings, and generally provides more flexibility in allowable land uses. Due to the emphasis on design and use flexibility, land uses are highly influenced by the planned physical layout and market conditions.
- Alternative modes of transportation are integral features of the Development Plan and Regulating Code. Land use development is enhanced with pedestrian and bicycle connections to the Fullerton Transportation Center, which consolidates rail, bus and public bicycle amenities. The plan includes a “bike-n-ride” facility, on-site and on-street bicycle parking requirements, and enhanced bicycle routes. Public sidewalks will range from 10 to 20 feet in width, with most sidewalks at 12 and 14 feet (20 feet width provided where sidewalk dining is anticipated).
- The FTC Specific Plan specifies that existing and future historical sites shall be preserved. While adaptive reuse of a “preserved building” is allowed, the specific plan does not include any direct provisions for the demolition of an identified historic building. Furthermore, the FTC Specific Plan establishes a project review process that encourages consideration of adjacent historic buildings when a project is initially designed, rather than modifying the project after it is submitted for City review.
- The FTC Specific Plan will implement a “Net Zero Water Demand” requirement. Private projects within the specific plan will need to off-set their forecasted increase in water use by implementing conservation measures elsewhere in the City, or by finding a new source of water.
- The FTC Specific Plan is a market driven plan. Although there is a specific vision for the planning area, the plan itself is intended to be flexible in regards to land use. This is to allow development to address changes in the real estate market. Additionally, the specific plan attempts to reduce development requirements that increase costs and provide limited community benefit. As an example, to reduce the amount of unused parking spaces during off-peak times, the plan pools parking into a central location, allowing office and retail uses to share parking based on their peak usage. This reduces the overall number of parking spaces required. Additionally, requirements such as water conservation and incentives for alternative transportation are based on end results; wherein a developer has the ability to find the most cost effective solution, rather than the City dictating a one-size-fits-all approach.
- The FTC Specific Plan strives to provide housing that is affordable to households of moderate, low or very low income. To the extent allowed by law, the specific plan requires projects to set aside 15% of their units for affordable housing.
- The FTC Specific Plan will strive to be a certified LEED-ND (Neighborhood Development) project, and all new development within the FTC Specific Plan will be equivalent to a LEED-NC (New Construction) project. Although new developments are not required to be certified as LEED-NC projects, the plan recognizes that an

equivalent project achieves the same results as a certified project (just without the recognition). The plan does not require projects to be LEED certified due to the required cost and timing.

- The FTC Specific Plan allows development projects to utilize low-impact vehicle concepts to reduce the number cars on the road, or reduce the pollution caused by single occupancy vehicles. Such concepts could include the use of Neighborhood Electric Vehicles (NEV), car sharing, and similar concepts.
- FTC Specific Plan will require that a parking management plan (PMP) be implemented. The parking management plan ensures that public parking is operated efficiently and effectively. As examples, the management plan may include way-finding signage, maintenance, paid parking, timed parking, patron validation systems, dedicated commuter parking and valet service.

**APPENDIX C**  
**Preliminary Review Panel Scoring Criteria**

**Request for Qualifications**  
For “Town Architect” Consulting Services

The following questions shall serve as a guide for scoring submittals, as identified in section IV of this RFQ.

**Locality: 10 Points**

- How close is the firm's location to the City of Fullerton?
- Is the firm (or a staffed office) located within the boundary of the Southern California Association of Government?
- Has the firm designed a commercial or public project that has been constructed in the City of Fullerton within the last 10 years?
- Are there other factors that elevate this firm's knowledge of the community and its expected built aesthetic?

**Design Experience: 35 Points**

- Has the firm's practice exhibited an understanding of the current trends in architectural design?
- Has the firm shown how to interpret traditional architectural features and concepts in an innovated and modern style?
- Has the firm received recognition by professional associations and industry peers for innovative work?
- Has the firm demonstrated an ability to utilize materials in a manner appropriate to a site's built and natural environment?
- Has the firm demonstrated an ability to use building materials, scale and orientation to achieve a building's design objectives?
- Has the firm designed buildings that reflect the size, mass and context of buildings located in Downtown Fullerton?
- Has the firm designed multi-story mixed use buildings, podium structures and buildings with underground or aboveground parking?
- Has the firm designed facilities that accommodate large amounts of people, such as public transit stations or sports facilities, wherein an understanding of the circulation and assembly of people in public spaces is paramount?
- Has the firm designed affordable housing projects, as defined by California Health and Safety Code section 50052.5?

**Project Sustainability/LEED-NC Experience: 10 Points**

- Has the firm designed a building that is LEED certified?

- Has the firm designed a building that is LEED certified as “gold”?
- Has the firm designed a building that is LEED certified as “platinum”?
- Has the firm identified “Green Building” and sustainable practices as a primary characteristic of their firm’s philosophy and work product?
- Has the firm designed a project that focuses on water conservation in all manners of design (e.g., net zero, grey water reuse, purple pipe systems, etc.)?
- Does the firm have experience in designing urban projects with Low Impact Development (LID) principles?

**Historic Preservation: 15 Points**

- Has the firm been involved in the rehabilitation or addition to a building officially classified as an historic structure by a local, state or federal entity?
- Has the firm been involved in the rehabilitation or addition to a building listed on the National Register of Historic Places?
- Has the firm designed or renovated a structure that is adjacent to or in the proximity of an historic building, wherein the new or renovated structure has been reviewed for, or the design was altered as a result of, its compatibility with historic features?

**Litigation and Claims: 20 Points**

- Within the last five years, has the firm been in litigation or had claims related to construction defects?
- Within the last five years, has the firm been in litigation or had claims related to contractual obligations?
- Has the firm settled any claims associated with the professional services they provide?

**Experience with Local Government: 10 Points**

- Has the firm provided services to a local or state government agency, wherein the firm is a contracted extension of the government staff?
- Has the firm provided architectural services in the last ten years to a local or state government agency?