

Town Planning Services

for the MUNICIPALITIES OF MONTEREY COUNTY
with a focus on Visioning, Plan Analysis, Urban Design,
Great Streets & City-Centered Investment

Dear Members of the Monterey County Supervisors & Cities of Monterey County:

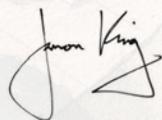
It would be a pleasure to work with the leaders and citizens of Monterey County to help build a more economically resilient, sustainable, walkable, and livable region.

The Project. We have put together a list of a number of services that we routinely provide across the country, and world, tailored to the \$20,000 maximum funding (per project) recommended by the County. At the August 26, 2014 County Supervisors Meeting it was recommended that the County partner as a 50/50 funder with any City or Downtown Business Association that would like to contract with Dover-Kohl for an analysis of downtown plans or other related services. Services could include, but aren't limited to: mini-charrettes; designs and illustrations for streets, public spaces, urban centers and suburban retrofit; downtown economic development recommendations; form-based coding; and guest lectures. We will make ourselves available in whatever way you see fit.

The Team. An interdisciplinary team is fundamental to understanding how planning issues are interrelated and require integrated solutions. We have assembled an acclaimed group of national and regionally local experts who are familiar with working together on complex planning assignments to collaborate on this important planning effort. Our team members are experts in not only public participation and community outreach, but also in town planning, urban design, market analysis, multi-modal transportation planning, sustainable urbanism, environmental analysis, and visualizations. Our recent contributions to the literature of Planning include the books *Street Design* by Dover and Massengale, *Walkable Cities and the Smart Growth Manual* by Speck, and *Sustainable Urbanism and Form Based Codes*, to which I was a major contributor.

The Opportunity. Compelling plans and renderings have been used by both our municipal clients and our transportation agency clients to secure federal and state funding. We have successfully competed for grant funding for walkable communities, sustainable communities, cap and trade, transit-oriented development, complete streets, and so forth. Please review our list of prospective services. However, we adapt our techniques for each specific situation, and we look forward to evolving our approach for each of Monterey County's municipalities.

Sincerely yours,
DOVER, KOHL & PARTNERS



Jason King, AICP, CNU-A, Principal
jking@doverkohl.com | 305.666.0446



POTENTIAL SERVICES

Changes in the built environment can be controversial; we've found that education and a shared sense of authorship is key to creating consensus. The Dover-Kohl team has numerous techniques for building consensus and helping communities establish an implementable vision, form-based tools and design guidelines to steer future growth and decision-making.

THE MINI-CHARRETTE: ON-SITE VISIONING & MASTER PLANNING APPROXIMATE FEE: \$20,000 TO \$25,000

- Three to four person team
- Focused Study Area
- Three to four day on-site workshop
- Day 1: Kick-off Presentation & Public Hands-on Design Session
- Day 2 - 3: Open Design Studio & Stakeholder Meetings
- Final Day: Work-in-Progress Presentation
- Vision Report

Sample focused Study Areas: Main streets in need of revitalization; open spaces in need of a redesign; focal civic buildings or iconic sites that need a concept plan and renderings.

SPECIFIC PLANS, STREET DESIGNS & RENDERINGS APPROXIMATE FEE: \$5,000 TO \$10,000

Political will and private capital follow inspiration. Bright, glowing renderings can help turn verbal goals like "a walkable, mixed use center" into a shared common vision of what it means and what it will take to accomplish such a goal.

But our work is more than a pretty picture, we work with the public and private sector to understand market realities and the benefits of the shared vision. We also help find small public investments or moves that will spark larger private investments.

REVIEW OF PLANS: DESIGN GUIDELINES, PLANS & CODES APPROXIMATE FEE: \$10,000 TO \$20,000

The health of cities and towns depends more on place-based development than on big projects. What kind of places are your guidelines, plans and codes actually building? Do they correspond with the community's vision?

Our team can help augment your existing codes and ordinances with simple and clear graphic prescriptions for street standards, building height, how buildings are placed on sites, and how building elements are used to control development.

SPEAKING ENGAGEMENTS & TRAINING APPROXIMATE FEE: \$5,000 TO \$10,000

Perhaps the best place to start is with a conversation about your community's future. Sessions can range from simple book presentations and signings to expert forums, focused on the concerns of your community, and facilitating conversations.

IMPLEMENTATION & GRANT IDENTIFICATION APPROXIMATE FEE: TBD PER BASIS

We continue to work with communities past the planning stage; assisting in implementation and funding is key to implementation. Redevelopment strategies, in particular, are often most successful when carried out through partnerships. We can work with interested cities to determine potential federal, state and local funding opportunities, in addition to public-private partnerships.

What does your community want to be when it grows up?

Dover, Kohl & Partners team:

- **DOVER, KOHL & PARTNERS**
Town Planning, Urban Design & Public Participation | doverkohl.com
- **ALTA PLANNING + DESIGN**
Multi-Modal Transportation Planning
altaplanning.com
- **HELIX ENVIRONMENTAL PLANNING**
Environmental Analysis | helixepi.com
- **STRATEGIC ECONOMICS**
Market Analysis | strategiceconomics.com
- **NOTABLE EXPERTS**
 - JEFF SPECK, AICP, CNU-A, LEED-AP, HONORARY ASLA | jeffspeck.com
 - BILL LENNERTZ, NATIONAL CHARRETTE INSTITUTE | charretteinstitute.org

With our team, principal involvement is a given. Jason King will serve as the Principal-in-charge and will personally direct these projects. Other Principals and experienced staff from each sub-consultant firm will be involved in all phases of the work.

What did we miss?

We are especially interested in the success of Monterey County and look forward to working with you in whatever way we can help. We can work with you to find the best a way to meet your needs while also remaining within your budget.

