



DATE: May 22, 2008

TO: Meydenbauer Bay Steering Committee

FROM: Mike Bergstrom, Planning & Community Development
Robin Cole, Parks & Community Services

SUBJECT: **May 29, 2008 Steering Committee Meeting – Agenda Item #4 – Moving Forward**

This memo provides an overview of how the planning process will move forward transitioning to park master planning; opportunities for public comment and reaction; park alternatives development, refinement and integration with land use plan elements; Steering Committee recommendations vetted through board and commission review and public hearing; and ultimately City Council review and adoption of a final Meydenbauer Bay Park and Land Use Plan..

Introduction of EDAW, Inc.

Environmental issues and public concerns raised in the first phase prompted staff to review the skills needed to successfully complete the park plan and integrate the land use and park plan elements. Due to the park's waterfront location, it is clear that the park plan needs to focus on incorporating environmental solutions with opportunities for place-making consistent with environmental values. With that in mind, we contacted EDAW, Inc., the firm that ranked second in the initial selection process. EDAW, a multinational firm with a local office, combines environmental analysis with land use planning, park, and public open space design. In addition, EDAW has extensive waterfront planning and design experience informed by their environmental expertise. We were pleased to find them excited about the project and eager to work with us toward an inspired and environmentally responsible design solution.

Roles and Responsibilities

All of us have roles and responsibilities in the planning process: members of the public, Steering Committee members, City staff, the Consultant team, and our elected officials. At this point of re-engagement in the planning process, we think it is productive to reiterate and clarify the roles, responsibilities and opportunities available to each group.

EDAW's Brian Douglas Scott, Ph.D. will serve as communications and community outreach coordinator for the project. He will lead this discussion.

Park Planning Approach

The City, with the assistance of EDAW, envisions a park planning process that integrates design, planning, ecology and economics. EDAW describes the foundation of their practice as a "fusion

of disciplines and ideas, insight, and a shared belief in the connection of quality-of-life to quality-of-land.” David Blau, EDAW Partner-in Charge, will present the planning approach for the Meydenbauer project.

Schedule and Process

City staff and the EDAW team created a schedule and process flow chart that will take us to project completion in an efficient but realistic manner, allowing the Steering Committee and community stakeholders to anticipate major steps in the remaining planning process. The enclosed diagram illustrates the relationship of public input to steering committee deliberations and progression of design iterations. Environmental analysis is integrated at each step. Steering committee meetings are not scheduled monthly, but rather at key milestones when concrete concepts, issues or designs are presented for review and discussion. Marilee Stander, ASLA, EDAW’s project manager, will present the schedule and process.

Outreach

The outreach plan is comprised of several elements in addition to the public workshops and steering committee meetings. Brian Scott will describe the other outreach plan elements.

Attachments:

1. EDAW Firm Description
2. Process Diagram

profile

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PRACTICE

For more than half a century, EDAW has been a guiding force in the fields of landscape architecture, urban design, environmental planning, and economic development. In 1939, when EDAW founder Garrett Eckbo established a partnership with Ed Williams to practice landscape architecture and planning in California, their success was defined as much by social responsibility as by innovative design. Early on, this commitment to social justice began to evolve into a commitment to sustainability in the world's built, natural and social environments.

While EDAW is now one of the world's largest land-based design and planning consultancies, the values of its founding partners remain relevant today: residing in 1600 people across 31 offices worldwide. EDAW is a multi-disciplinary firm, combining design, environmental, economics and planning to create the firm's "DEEP" approach. Few firms can match EDAW's capacity to operate at every possible project scale, from the biology of vernal pools to the planning and design of new cities and regions. The firm's services include regional planning, urban regeneration strategies, community development, landscape architecture, land management, water and natural resource planning, environmental regulatory reviews, habitat creation and restoration, LEED design, and economic master planning. In all cases, the best ideas and most sustainable solutions win.

Sustainability is the domain of designers, economists, planners, environmental specialists, scientists, sociologists, and ultimately all of us; it is a fundamental concept in EDAW's approach to projects. With its depth of practice, diversity of disciplines, nimble local operations, and experience on multiple complex project types, EDAW is uniquely positioned to be the most comprehensively sustainable firm across the design and planning continuum, spanning regional and national borders. We measure project success by a sustainable environmental, economic and social "triple bottom line," helping clients realize their visions within budget, on schedule, and through all manner of challenges, via collaborations grounded in trust.

Adding yet more depth of talent and geographic reach, EDAW is part of AECOM: a family of world-class technical professional services companies that employs more than 30,000 people in 150 locations around the globe. In collaboration with its sister companies at AECOM, EDAW, possesses a comprehensive ability to enhance and sustain the world's built, natural and social environments.

PHILOSOPHY

EDAW's concern covers every aspect of environmental management. We see planning and policy-making, environmental analysis, physical design, and

implementation as a continuum of related professional activities. Through the application of our professional skills, we strive to improve the quality of the relationship between people and their environments

Our firm is interested in significant work: not measured by size, but by relevance to a project's investors, community, and setting. As practiced by EDAW, planning and design are action-oriented processes that identify alternate solutions to meet the client's goals. Each project is approached with this philosophy. Through rigorous management and flexible decision-making processes, results are maximized within time and cost constraints.

RECOGNITION

Over 200 local, state and national awards in the last 20 years — both client- and industry-based — exemplify EDAW's design and planning excellence.

Figure 1. Flow Diagram

