

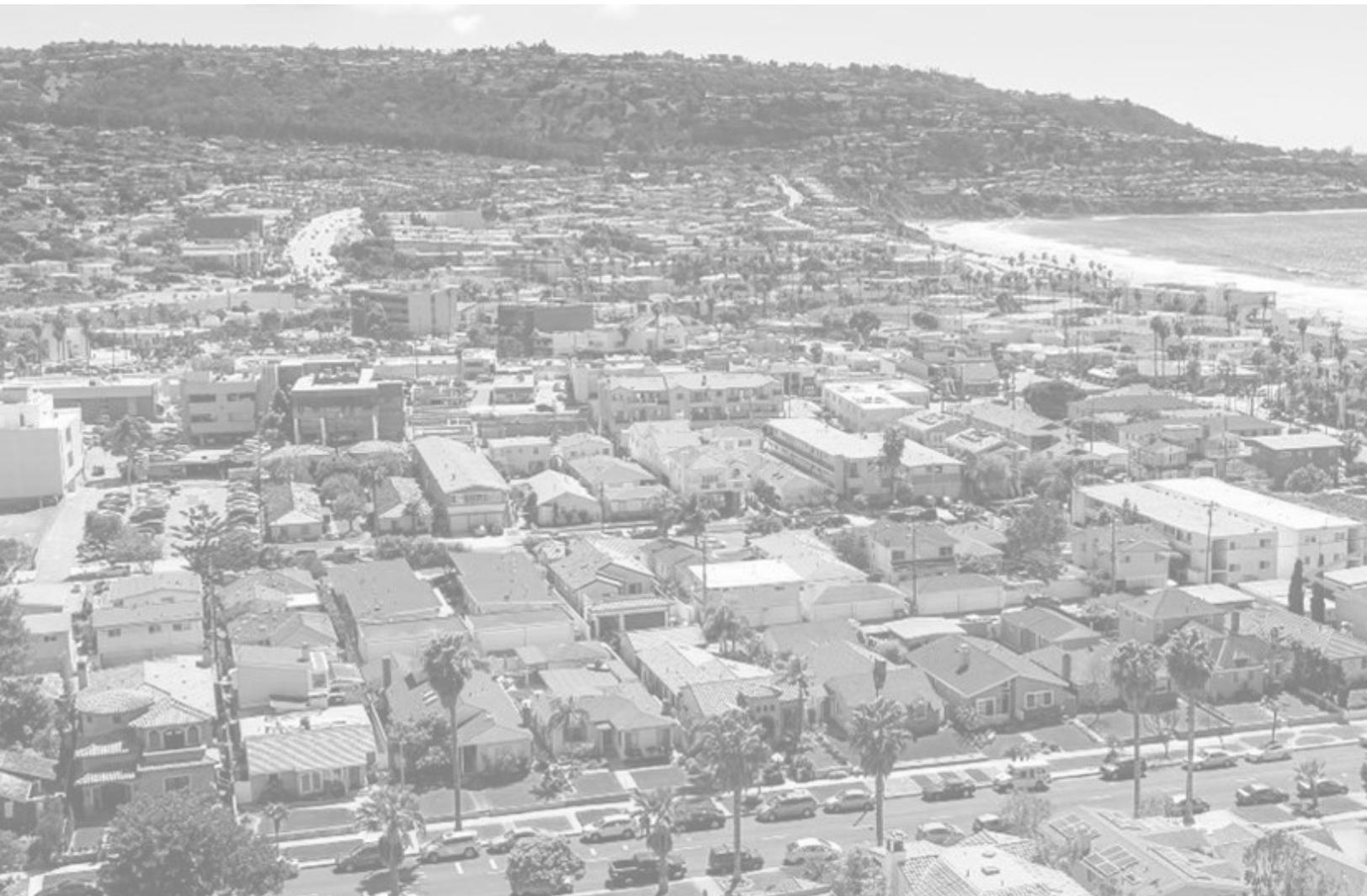
CITY OF  
REDONDO BEACH

OBJECTIVE RESIDENTIAL  
DESIGN GUIDELINES  
PROPOSAL

# CITYWORKS DESIGN

ARCHITECTURE, PLANNING & URBAN DESIGN SERVICES

APRIL 23, 2021





CITYWORKS DESIGN

April 23, 2021

Ms. Brandy Forbes, Community Development Director  
Department of Community Development  
City of Redondo Beach  
415 Diamond Street  
Redondo Beach, CA 90277

**Re: Objective Residential Design Guidelines Proposal**

Dear Ms. Forbes,

Cityworks Design is pleased to present this proposal to prepare Objective Residential Design Guidelines as outlined in your recently issued RFP. **Cityworks Design (CWD) is a small yet agile urban design & architecture practice based in the Pasadena area.** We've provided urban design services to the Cities of Santa Monica, Long Beach, Pasadena, Glendale, Los Angeles and West Hollywood since our inception in 2006. As Principal-In-Charge, I'll be responsible for guiding our efforts and ensuring the quality and promptness of our products. I anticipate working seamlessly with you and your Community Development colleagues.

**Our proposed CWD team has developed design guidelines for a variety of Southern California neighborhoods.** Our work has addressed everything from urban centers and smaller main streets, to mixed-use projects and residential villages. The attached qualifications should convey the breadth and depth of our work.

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Attached for your consideration are:

- Qualifications
- Resumes
- Fee Proposal

In addition to our core team of myself, Michael Najera and Esmi Rennick, we'll be joined by collaborator, Elizabeth (Liz) Bar-El, AICP, who brings planning experience from her work at the Cities of Santa Monica and South Pasadena.

I'd be happy to answer any questions and look forward to hearing if our services align with the City of Redondo Beach's needs.

Sincerely,



**Prime Contact**

Lisa Padilla, AIA, AICP, LEED AP, Principal  
Cityworks Design  
2275 Huntington Drive, Suite 343  
T: 626.304.9034  
E: lpadilla@cityworksdesign.com

# 1. CONSULTANT QUALIFICATIONS

## CITYWORKS DESIGN

**Cityworks Design (CWD) has successfully provided design services to the a variety of Southern California cities.** Over the last fourteen years CWD has provided architecture and urban design services to the following Southern California cities:

- City of Glendale – Urban Design Studio
- City of Long Beach – Planning & Community Development
- City of Los Angeles – Urban Design Studio
- City of Pasadena – Planning, and Transportation Divisions
- City of Santa Monica – Planning & Community Development

CWD's work for several of these cities has been so successful, and the collaboration with city staff so productive, that the firm has helped produce multiple plans, visions and guidelines.



**Lisa Padilla, AIA, AICP, LEED AP will serve as Project Manager for her team.** Lisa founded Cityworks Design in 2006 to focus on architecture, urban design and community visioning for city and public agency clients. As an Architect and Planner, Lisa brings a broad understanding of building typologies, materials and design guidelines – paired with understanding land use, development and urban design issues that make each neighborhood unique. She has extensive experience in community-based design and public engagement, so can artfully bring together built form, city-building and navigate local issues in order to help staff translate concepts into adopted plans and policies. Her current appointment as a Planning Commissioner adds to her knowledge of the forces involved with introducing new policies and plans while managing different stakeholder viewpoints.

**Michael Najera & Esmi Rennick** bring a variety of specialized skills that clients admire and rely on for making planning decisions, testing design concepts and communicating ideas to elected officials, residents and stakeholders. Michael's landscape design and urban design experience has been honed on large-scale public projects and city plans, including the craft of hand-drawn perspectives often more powerful than computer renderings. Esmi's social impact design work has contributed to the firm's active transportation planning work and public engagement strategies, and her graphic design innovations have advanced the firm's products and communication tools.

*“Cityworks Design is skillful at working collaboratively. They are knowledgeable, organized, thorough, and they listen. The thoughtful renderings they produce with subtle details are so imaginative and delightful. You can feel the place!”*

*Kristine Agardi, RA, Urban Designer, City of Glendale*

**Elizabeth Bar-El, AICP** brings 30 years of planning experience, mostly within city government, and now as a consultant that supports the work of city staff. Her recent experience in managing South Pasadena's Housing Element, updating the Accessory Dwelling Unit ordinance, and facilitating a new Inclusionary Housing Ordinance brings depth to CWD for zoning, ordinance writing and adoption processes.



The following pages highlight CWD's qualifications related to Redondo Beach's Scope of Work. These projects were selected to reveal our abilities with:

- Understanding Background & Existing Conditions
- Public Engagement
- Design Guidelines
- Plan Adoption
- Visualization Services

Additional projects are highlighted in the individual resumes that clarify each team member's role in advancing public projects.



***“Cityworks Design has always proven to be creative, responsive and nimble. Their ability to understand what we needed and translate that into great design was remarkable.”***

*Laura Cornejo, Director of Transportation,  
City of Pasadena*

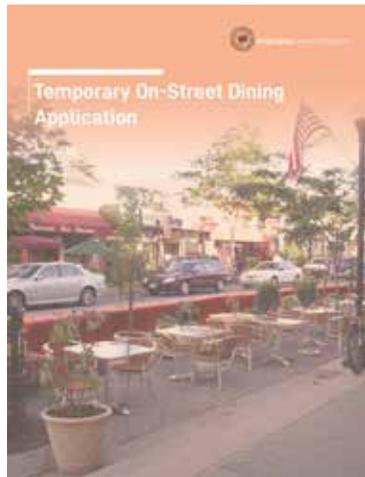
# PASADENA ON-STREET DINING / PARKLET GUIDELINES

## CLIENT

City of Pasadena, Department of Transportation

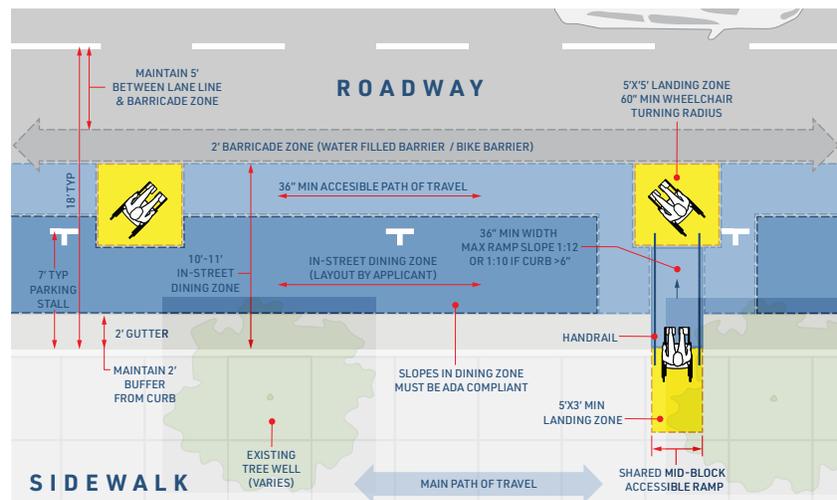
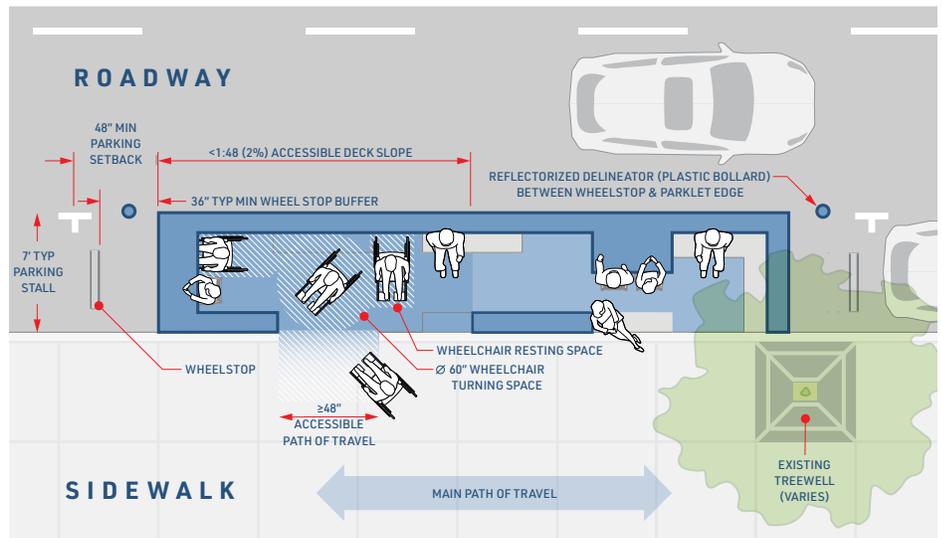
## RELEVANT SERVICES

- Prototyping
- Guidelines
- Standard Plans
- Visualization Services



Cityworks Design provided design support to the City of Pasadena during the Spring-Summer 2020 to address new health requirements for outdoor retail and restaurant services during the COVID-19 pandemic.

CWD's architectural guidelines address Temporary On-Street Dining and Temporary Parklet requirements. Michael Najera developed prototypical plans for modular parklets which are being used by a variety of business applicants. Lisa Padilla and Esmi Rennick crafted the city guidelines, application format and packaged everything into a single, comprehensive, easy-to-follow application packet. The work unfolded over several months and required quick responses and close collaboration with city staff and the input of multiple departments (transportation, planning, building & safety, police and fire department).



# GLENDALE DOWNTOWN SPECIFIC PLAN UPDATE

## CLIENT

City of Glendale Planning, Mobility & Urban Design Studio

## AWARDS

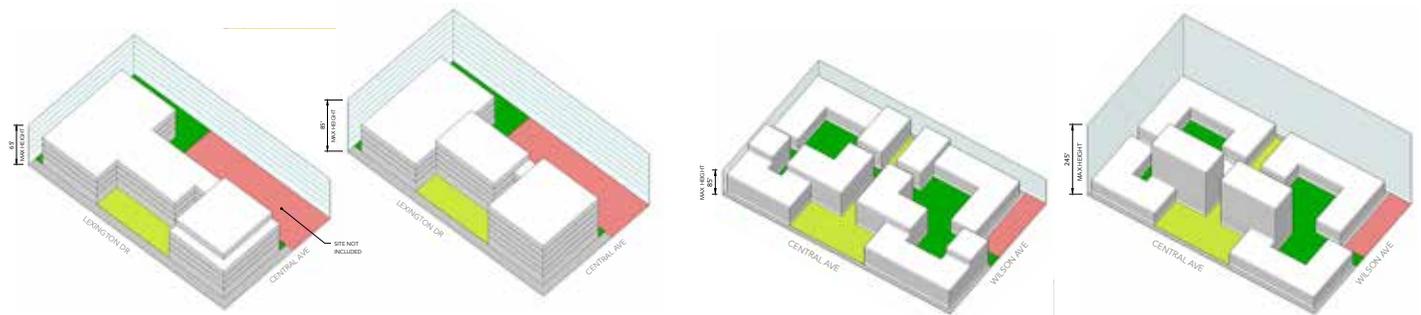
APA/LA Comprehensive Plan: Downtown Specific Plan, 2019

## RELEVANT SERVICES

- Urban Design
- Site Planning & Capacity Studies
- Design Guidelines
- Visualization Services
- Public Engagement

Cityworks Design led a team to provide urban design/planning/economics support to the City of Glendale for an update of their Downtown Specific Plan. Under the pressure of a citywide development moratorium, CWD was given an accelerated request to help update Glendale's DSP. Working closely with city planning & urban design staff, Patricia Smith & Keyser Marston, CWD crafted additional specific guidelines to address City Council's desire to control the outcome of new development. Input from a developer workshop,

the Planning Commission and City Council, were key to updating the specific plan in an appropriate and viable way. The team tested design scenarios on prototypical downtown sites, updated design guidelines, and generated graphic illustrations. Sketch up renderings were developed by city staff, and hand rendered by CWD. KMA provided the economic analysis needed to evaluate the effects of different zoning classifications and unit mixes. It was a successful collaboration with city staff that resulted in City Council adoption in a matter of months.



# GLENDALE TROPICO NEIGHBORHOOD TOD PLAN

## CLIENT

City of Glendale Community  
Development Department

## AWARDS

APA/LA Award of Merit, Public Outreach  
TOD Plan

## RELEVANT SERVICES

- Urban Design
- Prototyping
- Site Planning & Capacity Studies
- Standards & Guidelines
- Visualization Services
- Public Engagement

**CWD collaborated with Glendale's Urban Design Studio to develop a transit-oriented vision for the Tropico neighborhood focused on the Metrolink/Amtrak historic train station as a gateway into this historic neighborhood.** CWD, supported by Patricia Smith, created a revised land use plan, development standards and architectural design guidelines for this evolving community that includes a major hospital, light industry,

small businesses, schools, a park and residential development. Funded by a Metro Call-for-Projects grant, the framework concepts included a network of green streets, enhancements to the walk/bike network, and testing of density and heights on various sites near the train station. Public outreach events included walking tours, a movie night at the station complete with food trucks, and a family festival at a local park.



# SOUTH GLENDALE COMMUNITY PLAN

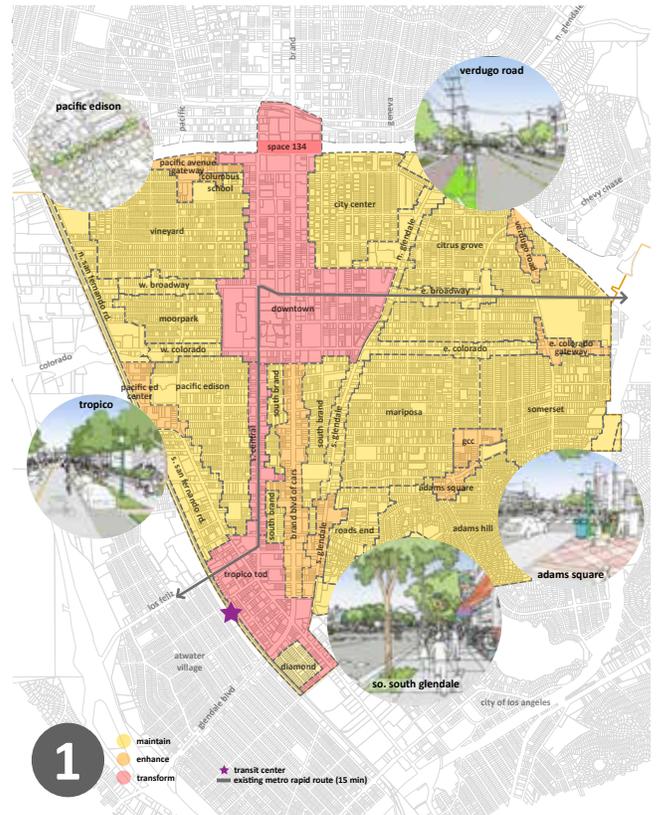
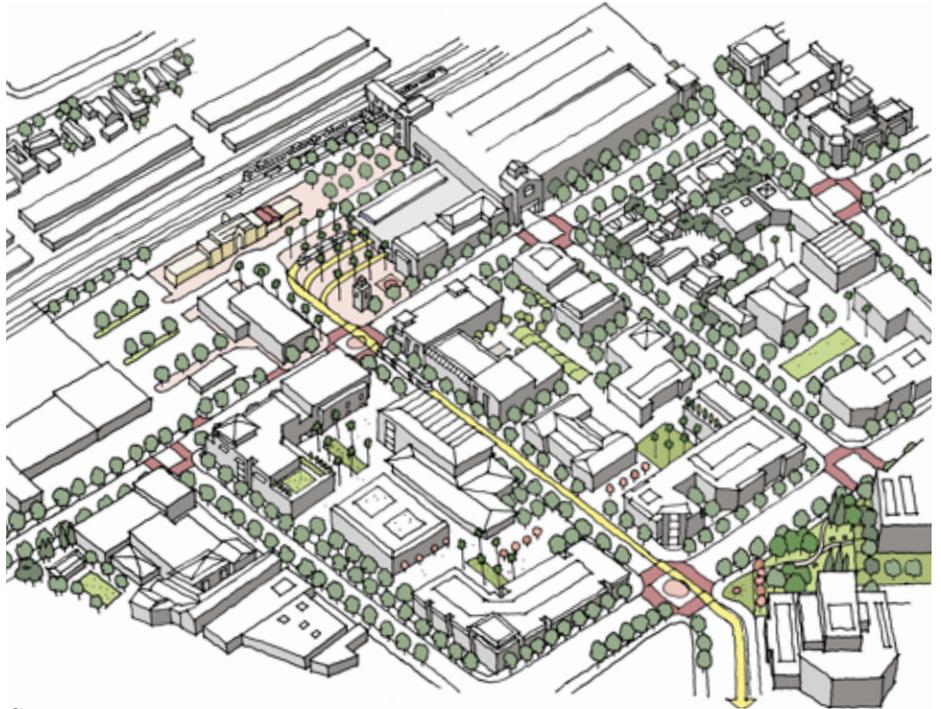
## CLIENT

City of Glendale Community Development Department

## RELEVANT SERVICES

- Urban Design
- Site Planning & Capacity Studies
- Community Planning
- Visualization Services

CWD collaborated with Glendale’s Urban Design Studio to incorporate key aspects and refinements of the Tropico Center TOD Neighborhood Plan into the updated South Glendale Community Plan. Work included planning & design guidance, and a series of before–after renderings to depict proposed land use and zoning changes. CWD provided content that city staff incorporated into a document that the city published and adopted.



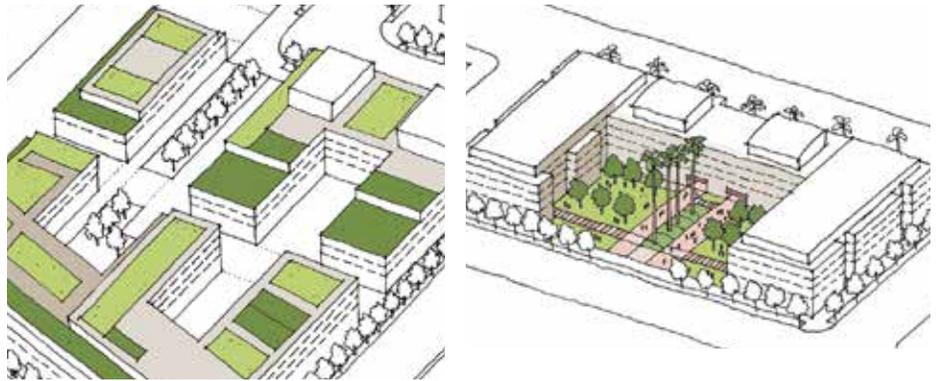
# LONG BEACH SOUTHEAST AREA SPECIFIC PLAN

## CLIENT

City of Long Beach  
Development Services

## RELEVANT SERVICES

- Urban Design
- Prototyping
- Site, Model & Concept Studies
- Design Guidelines
- Visualization Services
- Public Engagement



**Cityworks Design served as an architecture & urban design sub-consultant for the development and design standards for the Southeast Area Specific Plan 2060.**

CWD contributed to the community framework ideas, streetscape designs, site feasibility studies, height and setback illustrations and architectural design guidelines aimed at achieving a more sustainable, walkable and bikeable neighborhood of mixed-use development. Developers are encouraged to focus future density along Pacific Coast Highway, at major gateways and internally on the largest parcels. The Los Cerritos Channel and Wetlands required special consideration, specific edge conditions, setbacks and buffers. Lisa Padilla facilitated urban design discussions at regular advisory committee meetings and at several public open houses. CWD collaborated with Placeworks who primed the contract.



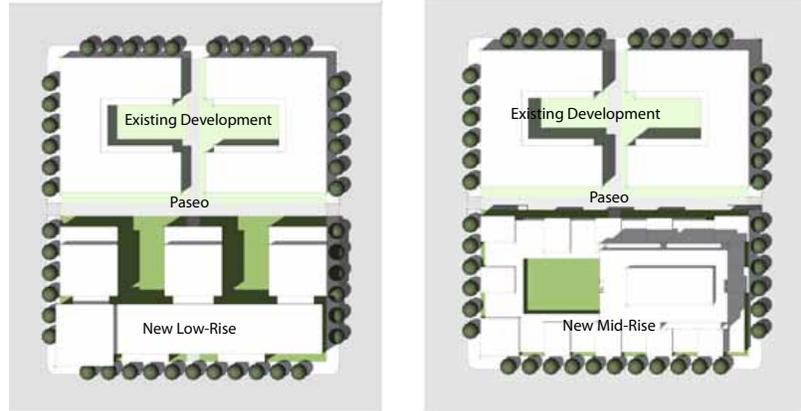
# LONG BEACH DOWNTOWN PLAN

## CLIENT

City of Long Beach Planning & Community Development

## RELEVANT SERVICES

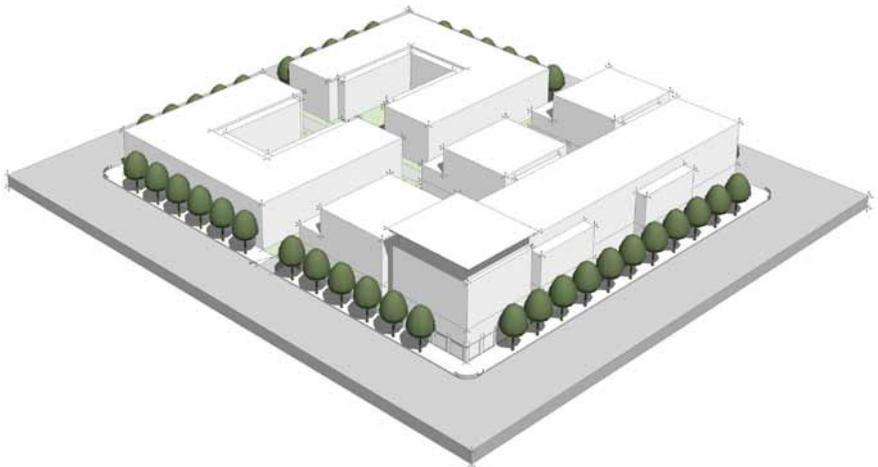
- Urban Design
- Site Planning & Capacity Studies
- Standards & Guidelines
- Visualization Services



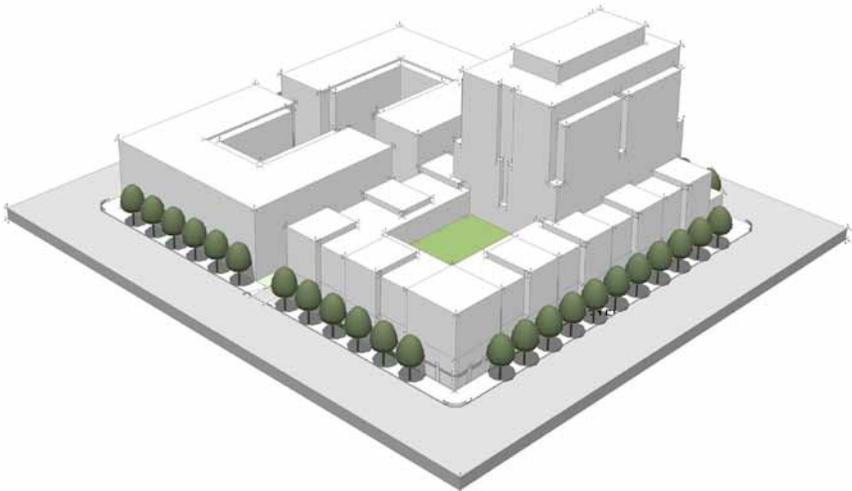
**Cityworks Design led the urban design component as a subconsultant for new development and design standards for Downtown Long Beach.**

The plan clarified districts, height, density and mix of uses to create a more sustainable downtown for Long Beach. A core feature of the new development standards is encouragement for developers to focus future density around the downtown Blue Line Stations to fully realize TOD potential in the downtown’s newest urban districts. Lisa Padilla crafted the introduction to the overall vision, shaped streetscape and public realm recommendations, and illustrated new building design standards that will address residential, commercial, mixed-use and high-rise development. CWD performed the FAR and density testing on typical downtown blocks, and three-dimensional massing studies that shape specific setback and open space standards. The final product was a highly illustrative document, concise and user-friendly for developers and architects, and straightforward for city staff to implement.

### STANDARDS BY BUILDING TYPE - LOW RISE



### STANDARDS BY BUILDING TYPE - MID RISE



# LONG BEACH GENERAL PLAN UPDATE

## CLIENT

City of Long Beach Planning & Community Development

## RELEVANT SERVICES

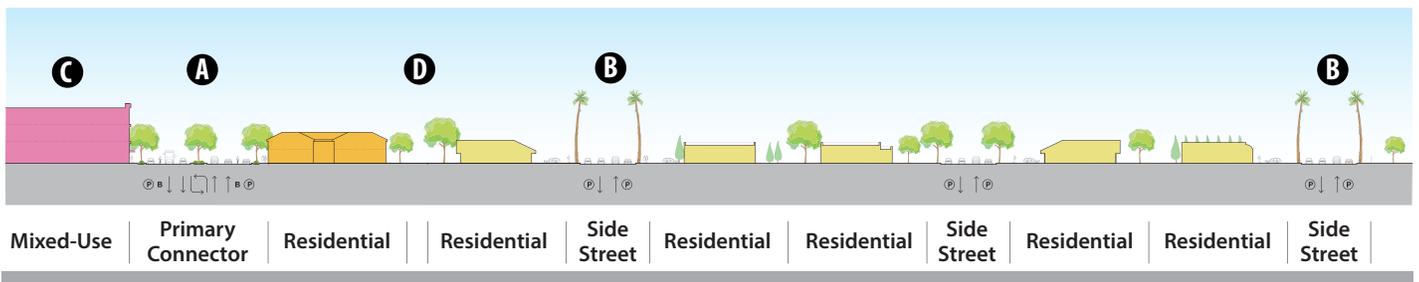
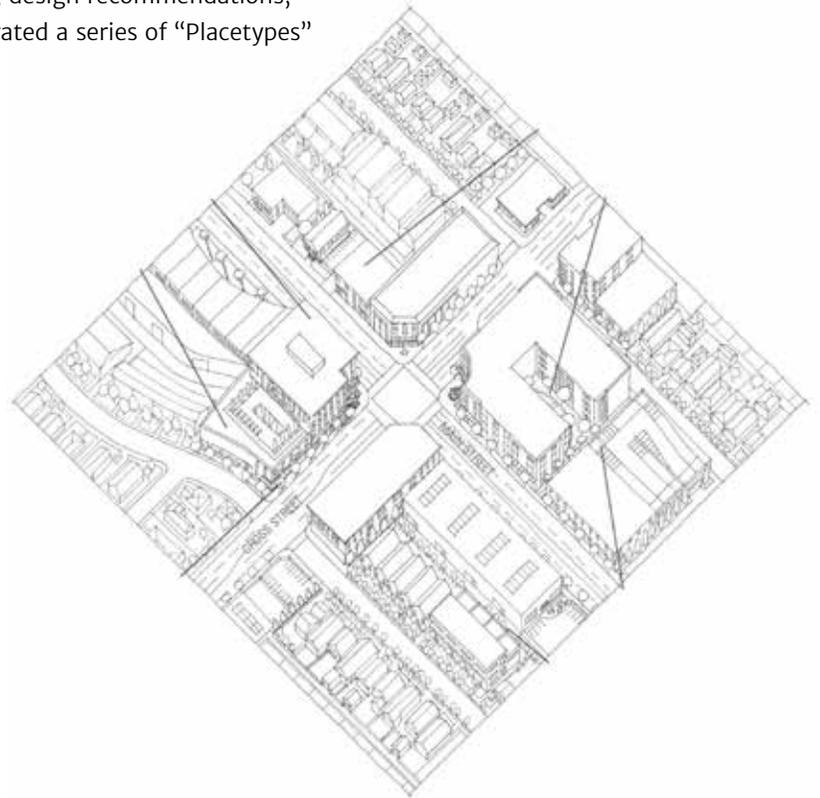
- Prototyping
- Site, Model & Concept Studies
- Site Planning & Capacity Studies
- Visualization Services
- Public Engagement

**Cityworks Design initiated the urban design element and contributed to the land use element of the Long Beach General Plan Update.**

Mobility and sustainable strategies were integrated with the urban design framework. City residents helped define the future vision of Long Beach in a series of workshops and smaller community meetings. CWD crafted key principles, design recommendations, and illustrated a series of “Placetypes”

that proposed a mix of uses to create more livable neighborhoods. One of the placetypes was a “Transit Oriented District” that seeks to capture the latent opportunities around the Metro Long Beach Blue Stations. A series of neighborhood-based strategies made the general plan policies more relevant to residents.

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# EAST SAN FERNANDO VALLEY FIRST/LAST MILE PLANNING

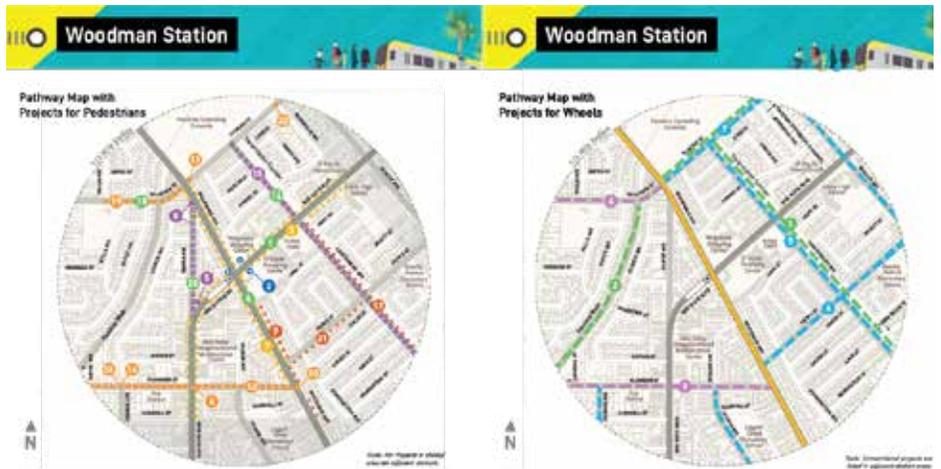
## CLIENT

LA County Metro

## RELEVANT SERVICES

- Active Transportation Planning
- Site, Model & Concept Studies
- Visualization Services
- Public Engagement

**CWD led Metro's First/ Last Mile Plan for 14 stations along the 9.5-mile East San Fernando Valley Transit Corridor (2018- 2020).** This light rail corridor is a Metro Twenty-Eight by '28 Initiative. Working closely with Metro Planning, Community Relations and the EIR team, CWD developed new methodologies to advance FLM planning for the entire light rail alignment. CWD's FLM planning included data analysis, GIS info-graphics, 14 walk audits, app refinement/administration/ ideas, pathway networks for each station, proposed project ideas, and a comprehensive analysis of the bike network 3-miles out from each station. The plan aims to make Metro customers feel safe and eager to walk or bike to all ESFVTC light rail stations from the diverse neighborhoods that surround them. The team worked closely with Pacoima Beautiful and Safe Moves to establish local priorities for FLM improvements.



# WEST HOLLYWOOD RAIL INTEGRATION STUDY

## CLIENT

City of West Hollywood

## RELEVANT SERVICES

- Land Use & Planning
- Urban Design
- Transit Integration

Cityworks Design is leading a design team to support city staff on the Crenshaw–North Extension and to help determine how best to integrate a major transit line into the fabric of the city. Key tasks include land use and zoning implications, small business retention, station locations and entrance recommendations, and addressing West Hollywood’s unique

concerns (special events, safety/security, station entrance activation, micro-mobility and first/last mile planning). CWD assembled a team of principal collaborators to address the unique project needs that include Grimshaw, Strategic Economics, Fehr & Peers, and Patricia Smith.

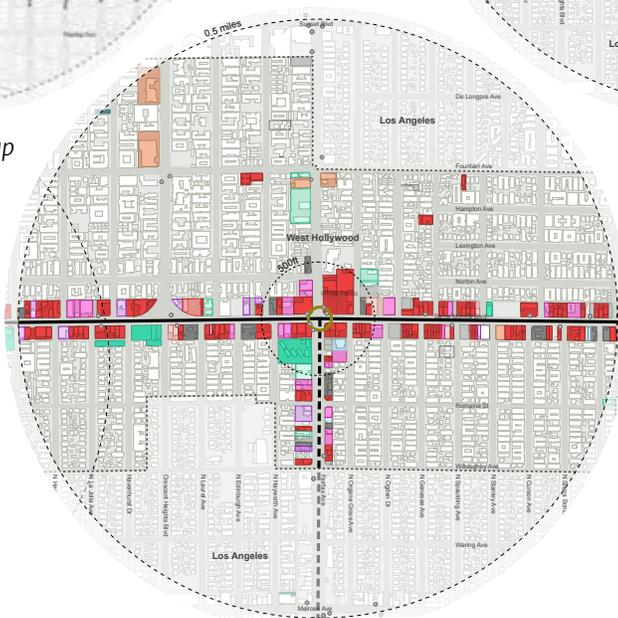
### Half Mile Station Area Evaluation Maps



Topography Map



Land Use Map



Non Residential Land Use Map

# DESIGN DISTRICT STREETScape MASTER PLAN

## CLIENT

City of West Hollywood

## AWARDS

APA/LA Urban Design Excellence Award, 2015

## RELEVANT SERVICES

- Urban Design & Streetscape
- Visualization Services
- Public Engagement

**Cityworks Design provided urban design & graphic support to prime Pat Smith and West Hollywood city staff for a master plan that will guide the public realm vision of Melrose Avenue, Robertson Boulevard and Beverly Boulevard.** Lisa Padilla helped facilitate design conversations with the Avenues Working Group, that included business owners, property owners and residents, over the course of 6 months. Michael Najera developed all the sketch perspectives that were used to convey

ideas to the working group and broader community. CWD's contributions included streetscape design input, sketch perspectives, cross-section illustrations and helping prepare workshop materials. Improvements included changes to roadway/sidewalk proportions, street trees, lighting, furnishings, new bike facilities improved crosswalk and special gathering places spaces for community use.



# TRANSFERS DESIGN GUIDE

## CLIENT

LA County Metro

## AWARDS

APA/LA Best Practice Award

## RELEVANT SERVICES

- Toolkit & Checklist
- Guidelines
- Visualization Services

**CWD was lead author and designer for LA County Metro's new guide for improving customers' transfer experience.** As a subconsultant to STV, CWD was asked to edit and develop design and content for this countywide initiative. More than half of Metro riders transfer at least once during their trip. As the county's transit network continues to expand and mobility patterns change, guidelines on how to plan and design good transfer experiences for riders are increasingly critical. The guide includes a design checklist and toolbox to provide practical assistance to designers, public agencies, city staff and transit operators across LA County as they work to improve transit connections

at new or existing stops and stations. With input from customer focus groups, stakeholders, advisory committees, and Metro staff, recommendations were organized around basic themes on how riders make decisions, move, and wait to board. Guiding principles include safety and security, accessibility, efficiency, clarity and comfort.



Local Precedent: Union Station, LA

### Passenger Loading Zone

Passenger loading zones facilitate passenger pick-up and drop-offs. Designating a space for this use reduces conflict with vehicles and transit vehicle operations. As ride-sharing smart phone applications become increasingly common, the role that passenger loading zones play at Stations will likely increase. The zone should accommodate persons with disabilities, paratransit vehicles, microtransit, and shuttle buses.

#### Design Considerations

- Can create pull-in zone for loading/unloading to avoid conflict with other vehicle circulation.
- Separate passenger loading areas from bus operations to ensure safety. Prioritize bus loading zones in hierarchy of boarding/drop-off areas.
- Anticipate demands of ride-sharing vehicles based on nearby land use and points of interest.

Level of Difficulty: **Medium**

#### Maintenance

Responsible Entities: Local jurisdiction or transit operator.



Local Precedent: Hollywood/Highland

### Scramble Crosswalk

Scramble crosswalks decrease the number of street-crossing movements needed to transfer by allowing pedestrians to cross diagonally. Scramble crossings are safer because no vehicles can move while pedestrians cross in all directions on one signal phase.

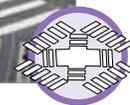
#### Design Considerations

- Install at intersections with high-transfer activity.
- Requires altering signal phasing or timing.
- Crosswalks can be artistic and contribute to placemaking if local jurisdiction permits.
- Consider adding audio to signal crossing.

Level of Difficulty: **Medium**

#### Maintenance

Responsible Entities: Local public works.



Local Precedent: Green Line Hawthorne Lennox Station

### Parking Facilities

Parking facilities provide long-term parking, increasing access to transit for customers beyond an easy walk or bike distance. Parking facilities are often placed at Terminus Stations or transit hubs along major commuter routes. They may include EV charging stations, van access, solar panels, and retail storefronts, and can be integrated with private development and operated as a shared facility to take advantage of different parking use patterns.

#### Design Considerations

- Design to accommodate future active uses, should parking demands diminish over time (i.e. surface lots preferred over structures)
- Include wayfinding, lighting, transit information, and easy payment system.
- Ensure pedestrian paths between parking and platform are safe, direct, convenient, and accessible.
- Requires parking enforcement and regulation to manage supply and demand.

Level of Difficulty: **Hard**

#### Maintenance

Responsible Entities: Local jurisdiction or transit agency.

Note: Refer to the Metro Parking Design Toolkit



Local Precedent: Anaheim ARTIC

### Vertical Circulation

Vertical circulation (e.g. stairs, escalators, elevators) allows faster, safer movement for disabled customers, and those traveling with strollers, luggage, bikes, etc. The location of these elements is important for Stations where customers are transferring from street level to elevated or underground connections. Vertical circulation and interface between Stops/Stations should minimize the vertical and horizontal distances a customer must travel to the greatest extent possible. Where bike channel/ramps are not installed, bicyclists may use elevators for vertical circulation.

#### Design Considerations

- Priority at Stations with grade change.
- Stairs, escalators, and elevators should be visible from boarding platforms and Station entry points to make circulation clear and intuitive and reduce wayfinding signage.
- Elevators should be located in high visibility locations and designed with transparent walls to improve security.
- Bike channel/ramp should be integrated into stairway design to reduce the demand on elevators.

Level of Difficulty: **Hard**

#### Maintenance

Responsible Entities: Transit agency.



# CONNECT US ACTION PLAN

## CLIENT

LA County Metro

## RELEVANT SERVICES

- Urban Design
- Streetscape & Public Realm
- Site, Model & Concept Studies
- Visualization services
- Public Engagement

**Cityworks Design was design lead for LA County Metro's visionary active transportation plan focused on improving access to LA County's busiest transit center and National Historic Landmark, LA Union Station.**

The plan's primary objective is to make it easier to walk and bike to LA Union Station and the future 1st/Central Regional Connector Station in Little Tokyo from the historic neighborhoods that surround them. Lisa Padilla served as Principal-in-Charge on this innovative pedestrian and bicycle access improvement plan. The plan considered a 3-square mile area that included seven of Los Angeles' most historic districts (El Pueblo, Chinatown, Cornfield Arroyo Seco, Boyle Heights, Arts District, Little Tokyo and Civic Center). Lisa and her team facilitated an unprecedented public outreach effort through the creation of unique community partner events, a public festival, bike tour, farmers market stalls, and more intimate neighborhood conversations. This plan boldly re-visions over 8-miles of city streets, and has supported several successful local/state/federal grant applications totaling over \$30 million to date.



# WEST SANTA ANA BRANCH TRANSIT CORRIDOR

## CLIENT

LA County Metro

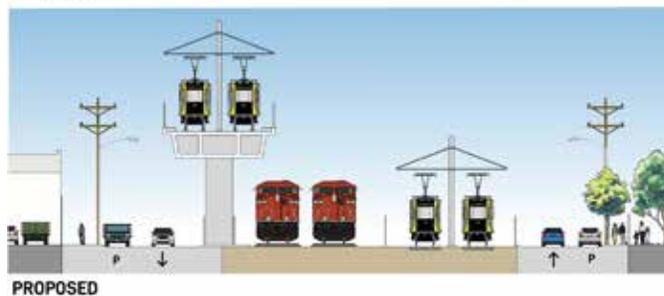
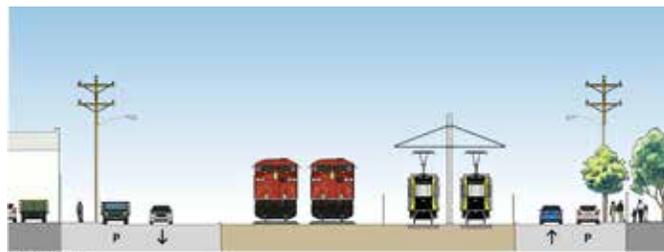
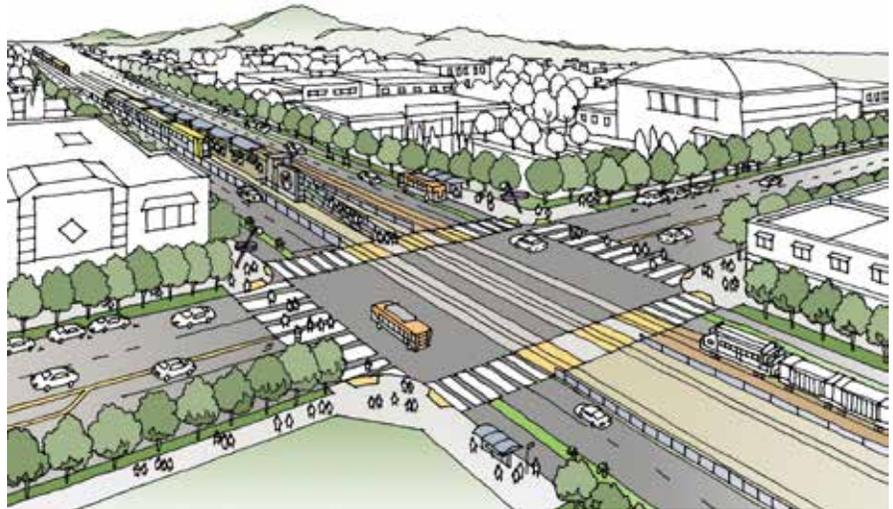
## RELEVANT SERVICES

- Urban Design
- Site, Model & Concept Studies
- Visualization Services
- Public Engagement

CWD has been providing urban design leadership for Metro's proposed 20-mile corridor in southeast LA County with stations proposed in Downtown Los Angeles, Huntington Park, Paramount, South Gate, Downey, Bellflower, Cerritos and Artesia.

**CWD developed graphic maps and illustrations, conceptual station area plans and cross-sections, and an illustrative Urban Design Guide.**

CWD's design products have included community engagement materials, specialized diagrams and before-after renderings.



# RAIL TO RIVER ACTIVE TRANSPORTATION CORRIDOR

## CLIENT

LA County Metro

## RELEVANT SERVICES

- Active Transportation Corridor
- Site, Model & Concept Studies
- Visualization Services
- Design Documents
- Public Engagement

**Cityworks Design was prime contractor & lead designer for Metro's inaugural active transportation corridor in the heart of South LA.**

Lisa and Michael led the preliminary engineering (30% design) and environmental clearance process that was supported by a robust community engagement program with involvement of South LA and adjacent cities' and key community-based organizations. The 6.5-mile corridor project (Segment A) will connect Metro customers to the Crenshaw Line's Fairview Heights

Station, Silver Line Station and the Blue Line's Slauson Station using an inactive freight rail ROW and serving some of South LA's busiest bus stops. Subsequent phases will connect the project with the LA River bike path and WSAB Transit Corridor. CWD led a team for the design and environmental clearance that involved several cities and historic neighborhoods through an intensive public engagement program. Michael Najera, Yunsoo Kim & Jeannie Olander lead the landscape design work.



# LISA PADILLA, AIA, AICP, LEED AP

## PRINCIPAL ARCHITECT / URBAN DESIGNER / PLANNER

### RELEVANT EXPERIENCE

***Lisa Padilla, AIA, AICP, LEED AP brings 35 years of experience in urban design and architecture. Her focus has been community-based planning alongside residents, stakeholders and elected officials. Her leadership skills are recognized nationally through appointments on professional juries, speaking engagements, peer reviews and commissions. As Principal of Cityworks Design she's been the recipient of urban design and planning awards in the local, state and national arenas.***

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### LEADERSHIP

- Planning Commissioner, City of South Pasadena
- AIA National Honor Award Juror for Urban Design/Regional Planning
- AIA National Urban Design Steering Committee Member
- National Peer Reviewer – Design Excellence Program, GSA
- Los Angeles Mayor's Vision Panel
- AIA/California Council Urban Design Committee, AIA/CC Urban Design Awards Juror
- AIA/Pasadena-Foothill Design Awards Juror
- APA/LA Planning Awards Juror

### COMMUNITY VISION & PLANNING

- Pasadena Parklet & Street Dining – Citywide Guidelines
- Glendale Downtown Specific Plan Update – Planning & Urban Design
- Southeast Long Beach Specific Plan – Urban Design & Guidelines
- South Glendale Community Plan – Planning & Urban Design
- Tropico Center TOD Neighborhood Plan – Design Guidelines
- Connect US Action Plan – Design Lead
- West Hollywood Rail Integration Study – Design Lead
- South & Southeast Los Angeles – Community Design Guidelines
- Downtown LA Design Guide – Architectural Guidelines
- Long Beach 2030 General Plan – Urban Design & Planning
- Long Beach Downtown Plan – Urban Design & Guidelines
- Pasadena General Plan Update – Urban Design
- Port of LA Downtown Waterfront/Promenade – Urban Design
- West Hollywood Avenues of Art & Design – Streetscape Plan
- Transbay Streetscape & Open Space Plan, San Francisco RDA
- Santa Monica Downtown Transit Mall, 2nd & 4th St Improvements – Design Lead
- West Hollywood's Santa Monica Blvd Master Plan & Implemt'n – Design Lead
- Glendale Downtown Specific Plan – Urban Design Lead
- Livable Waikiki, City & County of Honolulu, Hawaii – Urban Design
- Exposition Park Master Plan & Implemt'n, Los Angeles – Project Manager
- Figueroa Corridor Economic Development Strategy – Project Manager
- Master Plan & Entitlements, Childrens Hospital Los Angeles – Urban Design
- Cedar-Sinai – Campus Improvements Plan – Urban Design

### URBAN DESIGN & TRANSPORTATION

- Metro & South Bay Cities C Line – Urban Design & First/Last Mile Planning
- East San Fernando Valley Transit Corridor – First/Last Mile Planning
- West Santa Ana Branch Transit Corridor – Urban Design & Planning
- Rail to River Active Transportation Corridor – Design Lead
- Union Station Master Plan – Urban Design
- LA Countywide Transfers Design Guide – Design Lead, Editor
- Eastside Walk+Bike Access Improvements – Design Lead
- Expo Line – Architecture & Urban Design Lead
- San Jose Light Rail Enhancements – Station Access Plan

- Santa Monica’s Colorado Ave LRT Design Criteria – Design Lead
- LAX Airport Metro Connector – Station Concepts & Urban Design
- Metro Quality of Life Report – Infographics & Urban Design
- Anaheim’s ARTIC Guideway – Urban Design/Station Concepts

## SPECIAL FACILITIES & INSTITUTIONS

- Greek Theater Master Plan, Griffith Park, Los Angeles
- Santa Monica Airport Master Plan, Santa Monica
- Barnsdall Park Master Plan – Historic Site Research
- Phoenix Biotech R&D Campus Plan, AZ
- Cancer Center Master Plan, University of Hawaii, Kaka’ako
- Health Science Campus Pedestrian Linkages, USC, Los Angeles
- Research Facilities Site Planning & Urban Design, UCLA
- Art Center College of Design Master Plan, Pasadena
- Revelle College Neighborhood Planning Study, UCSD
- Geology Corner, Stanford University, Palo Alto
- Graduate Theological Union Library, Berkeley
- Wilshire–Robertson Office Building, Beverly Hills
- Domaine Chandon Winery, Yountville
- Vintage Park Residential, San Francisco
- Bayside Village Residential, San Francisco
- Monterey Bay Aquarium Renovations, Monterey, CA
- St. Dominic’s Church, San Francisco

## PUBLIC SPEAKING

### NATIONAL FORUMS *Invited or Juried*

- American Planning Association Conferences
- Congress for the New Urbanism Conference
- American Public Transportation Association Conference
- Railvolution Conferences
- Transit Research Board Conference

### STATE & LOCAL FORUMS *Invited or Juried*

- AIA/LA Urban Design Committee Panelist
- American Planning Association, Conferences & Site Tour Leader
- California Planning Roundtable Speaker
- Dallas–area Planning Commission
- LA Neighborhood Initiative Panelist
- Long Beach Public Design Forum
- Pasadena Speaker Series
- Westside Urban Forum Panelist
- Wilshire Blvd Forum
- Women in Construction, San Diego Chapter



## EDUCATION

Bachelor of Architecture, University of California, Berkeley

Latino Entrepreneur Initiative Fellow, Stanford Graduate School of Business

## LICENSE & CERTIFICATION

California Architect #C21037

Certified Planner #32848

LEED Accredited Professional

## AFFILIATIONS

American Institute of Architects  
(AIA) *Member*

American Planning Association  
(APA) *Member*

# MICHAEL NÁJERA, ASLA, ENV SP

## URBAN DESIGN / LANDSCAPE DESIGNER



### RELEVANT EXPERIENCE

*Michael Nájera brings experience in urban design and landscape architecture and has contributed to many of CWD’s city plans and visions. His experience ranges from 30% design documentation and illustrative diagrams, to hand-drawn sketches and facilitating community workshops. Michael’s graphics have served as vital tools for communicating planning and design elements ranging from urban design, first/last mile and station access to local jurisdictions and community stakeholders. His fluency in Spanish allows him to facilitate bilingual design conversations.*

### LONG BEACH SOUTHEAST AREA SPECIFIC PLAN

#### LONG BEACH, CA

Michael developed site feasibility studies, planning diagrams, guideline illustrations and perspective sketches to convey the community’s vision for a walkable and bikeable neighborhood in Southeast Long Beach. He collaborated with Lisa on the urban design and development standards to support final adoption of this important plan.

### DESIGN GLENDALE DOWNTOWN SPECIFIC PLAN UPDATE

#### GLENDALE, CA

Michael lead the site capacity studies that informed the city’s updated standards and guidelines. Michael’s graphic illustrations, Sketch Up models and hand-drawn renderings provided the community, developers and City Council with a clear vision of desired development and design. This work was done in close collaboration with city planners & urban designer.

### DESIGN DISTRICT STREETScape MASTER PLAN

#### WEST HOLLYWOOD, CA

Michael drafted streetscape plans and freehand sketches that conveyed pedestrian focused improvements as a subconsultant to Pat Smith. The project proposed to establish a consistent and inviting street character through the application of accessible sidewalks with pedestrian amenities like shade trees, lighting, and improving access to bicycle and transit connections.

### OTHER RELEVANT WORK

- Pasadena Parklet & Street Dining Guidelines
- Glendale Tropico TOD Plan
- South Glendale Community Plan
- East San Fernando Valley Transit Corridor First/Last Mile Planning
- Metro C Line Urban Design

YEARS OF EXPERIENCE 08

#### EDUCATION

Bachelor of Science in Landscape Architecture, California State Polytechnic University, Pomona

#### SPECIAL SKILLS

- Freehand Rendering
- 3D Modeling
- Spanish-fluent



# ESMI RENNICK

## SOCIAL IMPACT DESIGNER



### RELEVANT EXPERIENCE

*Esmi Rennick values sustainable solutions that consider the environment and social/economic implications on a neighborhood. Her methodology relies heavily on participatory design and ethnographic research. Infusing community members into the design process produces outcomes that reflect their culture and specific needs. Her professional experience includes working with community-based organizations, designing and fabricating community engagement installations, community based workshops, graphic design, producing construction documents, 3D model making and image rendering.*

### WEST HOLLYWOOD RAIL INTEGRATION STUDY

#### WEST HOLLYWOOD, CA

Esmi is providing project management support for West Hollywood’s Rail Integration Study and will be integral in community outreach efforts and First/Last Mile tasks that will be central to advocating for the ideal alignment and station locations. She is coordinating all sub-consultants work for CWD’s RIS efforts.

### WEST SANTA ANA BRANCH TRANSIT CORRIDOR

#### LOS ANGELES TO ARTESIA, CA

Esmi provided urban design and production support on Metro’s Urban Design Report and Vision Document, and for community workshop meeting materials. She’s developed the First/Last Mile Planning base maps that will be the basis for identifying walk/wheel improvements at all station areas across eleven cities.

YEARS OF EXPERIENCE 08

#### EDUCATION

Bachelor of Science in Environmental Design, Art Center College of Design, Pasadena, CA

#### SPECIAL SKILLS

- Public Art
- Community Engagement
- 3D Modeling

### EAST SAN FERNANDO VALLEY TRANSIT CORRIDOR FIRST/LAST MILE PLANNING

#### LOS ANGELES TO SAN FERNANDO, CA

Esmi helped lead stakeholder walk audits, developed station area graphics and supported community outreach for 14 neighborhood stations areas. Her experience with Pacoima Beautiful helped the team integrate CBO’s. She developed photo montage ‘after views’ to convey the vision to residents.

### OTHER RELEVANT WORK

- Climate Jam Project Board Member
- Pasadena DOT Street Dining and Parklets Guidelines
- Metro’s How Women Travel Report (LA County Wide)
- Westlake/MacArthur Park Metro Station Informal Vending Design Recommendations. (Pueblo Planning 2018)
- Somos Oasi Productive Public Space (Kounkuey Design Initiative 2017)
- The Spring, Hollywood CA (Public Art by Jenna Didier)



# ELIZABETH BAR-EL, AICP

## PRINCIPAL PLANNER

### EXPERIENCE

**Liz has over 30 years of Planning experience, including 28 years in City government. In 2020, she completed a 19-year career with the City of Santa Monica, where she was Senior/Acting Principal Planner and managed numerous projects in both current and long-range planning. She prepared Santa Monica's award-winning 2008-2014 Housing Element and followed up to lead development of the City's 2013-2021 Housing Element.**

For more than a decade, Liz served as the Planning & Community Development Department's housing policy expert, developing strong working relationships with the State HCD. She was also project manager for Santa Monica's Local Coastal Program Land Use Plan Update (adopted October 2018), working closely with Coastal Commission staff. Over the years, Liz led numerous efforts to improve the City's planning processes through Zoning Code and Landmarks Ordinance development and implementation. She has participated in panels at multiple APA State conferences speaking from the local government perspective on topics including transportation/land use integration, bike share, coastal issues and housing policy.

In December, Liz began interim work in South Pasadena, where she is now managing the Housing Element effort and has prepared two ordinances that were recently adopted – an update of the Accessory Dwelling Unit ordinance and a new Inclusionary Housing Ordinance, enabling the City for the first time to require provision of affordable housing in new market rate multi-family projects.

Prior to working in Santa Monica, Liz served eight years with the City of West Hollywood Planning Division, including leading the West Hollywood Zoning Code revision project (adopted in 2001), the City's first comprehensive Zoning Code revision since its 1984 incorporation.

### PROJECT EXPERIENCE

*City Planning Project Manager, selected projects*

*South Pasadena*

- 2021 ADU Ordinance
- 2021 Inclusionary Housing Ordinance

*City of Santa Monica*

- 2018 LCP Land Use Plan
- 2016 Breeze Bike Share program
- 2013 Bergamot Area Plan
- 2013-2021 Housing Element
- 2010 Land Use & Circulation Element (outreach, Youth Planning Program, concept development)
- 2008-2014 Housing Element
- 2001-2004 Landmarks Commission Liaison; Landmarks Ordinance update and program development

*City of West Hollywood*

- 2001 Zoning Ordinance Revision

### EDUCATION

- M.Sc. in Urban and Regional Planning – Technion, Israel Institute of Technology, Haifa, Israel
- B.Sc. in Sociology – University of California, Berkeley

### PROFESSIONAL AFFILIATIONS

- AICP (American Institute of Certified Planners), 1996-present
- American Planning Association (APA)

## 3. FEE PROPOSAL

Cityworks Design has developed a proposed fee based on Redondo Beach's RFP tasks and staff billing rates noted in the following worksheet. An annual escalation factor may apply, not to exceed 5% annually.

**Fee Proposal for Redondo Beach**  
Objective Residential Design Guidelines  
4/23/2021

		Cityworks Design				Subtotals by Task		Notes	
		L. Padilla, Architect & Planner	M. Najera Designer & 3D Studies	E. Rennick Research & Graphic Designer	L. Bar-El Planner				
CWD Hourly Billing Rates		\$205.00	\$84.00	\$70.00	\$120.00	Hours	Fees		
<b>Task #</b>	<b>Task 0 - Project Management</b>								
0	Invoicing, progress report, contract management (assumes 12 month effort)							Lisa will be PM	
	<b>Task subtotals</b>	<b>36</b>	<b>0</b>	<b>0</b>	<b>6</b>	<b>42</b>	<b>\$8,100.00</b>		
<b>Task 1 - Background &amp; Existing Conditions</b>									
1	Kick-off meeting to confirm project goals, review relevant plans/standards, policy framework, neighborhood context, potential prototypes; meeting prep/follow-up, field visit by LP & LB.							No products produced, just bulleted discussion notes	
	<b>Task subtotals</b>	<b>24</b>	<b>3</b>	<b>12</b>	<b>24</b>	<b>63</b>	<b>\$8,892.00</b>		
<b>Task 2 - Public Engagement</b>									
2.1	Staff Meetings - Attend six (6) outreach coordination meetings with staff.								
2.2	Content Development - Prepare draft & final content/ppt slides for six (6) meetings listed below.							No products produced, just bulleted discussion notes	
2.3	Engagement Events - Participate in two (2) Developer Roundtables, two (2) Public Meetings, and two (2) Planning Commission meetings. Round 1: Introduction, Goals, Gather Input to initial approach/changes. Round 2: Present draft document for input before finalization.								
	<b>Task subtotals</b>	<b>105</b>	<b>96</b>	<b>111</b>	<b>81</b>	<b>393</b>	<b>\$47,079.00</b>		
<b>Task 3 - Develop Objective Design Guidelines</b>									
3.1	Workshop with staff to identify what will be kept, refined or replaced in current GLs. Up to sixteen (16) meetings to review progress of ODG.								
3.2	Develop draft text sections. Submit to staff for two (2) rounds of review/comment: draft and draft final for presentation in 2nd set of meetings. Integrate images noted below.								
3.3	Illustrations - Develop 3D prototype sketches, cross-sections or collect/prep photo examples to illustrate ODG.								
3.4	Adoption - Support to staff with adoption (budget placeholder)								
3.5	Package Document - Final ODGs (budget placeholder)								
	<b>Task subtotals</b>	<b>160</b>	<b>116</b>	<b>180</b>	<b>152</b>	<b>608</b>	<b>\$73,384.00</b>		
		<b>325</b>	<b>215</b>	<b>303</b>	<b>263</b>	<b>1106</b>	<b>\$137,455.00</b>		
						<b>Other Direct Costs</b>	<b>\$2,500.00</b>		
						<b>TOTAL FEE</b>	<b>\$139,955.00</b>		

