



# AGENDA ITEM MEMORADUM

Item No. 11c

**Town Manager's Office**

**Bud Bentley**

Assistant Town Manager / Development Services  
Director

<b>COMMISSION MEETING DATE (*) - 7:00 PM</b>	<b>Deadline to Town Clerk</b>
<input type="checkbox"/> November 8, 2011	

\*Subject to Change

- Presentation       Reports       **Consent**       Ordinance
- Resolution       Quasi-Judicial       Old Business       New Business

**FY2011 DESIGNATED HIGH PRIORITY ITEM: Efficiency of Government**

## **SUBJECT TITLE: Authorize Purchase Orders for JC Consulting (Cecelia Ward) to Complete Planning Priorities # 2 and 3**

**EXPLANATION:** At the August 23<sup>rd</sup> meeting, the Commission authorized engaging Cecelia Ward of JC Consulting to serve as the Acting Town Planner for the months September and October at a total cost of \$10,000. Earlier in the fiscal year, the Commission had also authorized that we compensate Ms. Ward \$3,000 for her work on Planning Priority #2- the Hotel study.

Ms. Ward has completed the work she was to do under both authorizations. The Hotel Study Priority implementation plan called for the Town Planner to expend \$4,000 worth of time on picking up the Hotel Study and completing it. We think it makes more sense at this stage for Ms. Ward to complete that work and recommend that the Commission authorize a \$4,000 purchase order for Ms. Ward to finish that project and oversee the parking and hotel consultants who will also provide input on the study.

Ms. Ward began working on Priority #3 – Revisions to the Sign Code while serving as acting Town Planner. The implementation plan for that project called for us to devote \$3,250 of the Town Planner's time, spend \$10,000 with an urban design firm to overhaul the ordinance, and \$600 for the consulting planner to coordinate and integrate the work. Because this project is behind schedule due to the lack of a staff planner and there are several LBTS businesses have requested changes to the sign code, it is recommended we assign Ms. Ward the responsibility to prepare ordinance amendments to address the immediate issues of banner signs, signs on walls of buildings, and pole signs. She has indicated she can do that work within the \$3,250 we originally allocated from a staff planner's salary.

Additionally, she has indicated she can then prepare a more comprehensive review of the sign ordinance at a cost not to exceed \$6,500, which would leave us \$3,500 for an urban design firm to prepare any form-based inserts into the sign ordinance that she determines are appropriate for LBTS. Funds are available in the Development Services budget to cover these expenses.



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**RECOMMENDATION:**

- a. Approve issuance of a purchase order in an amount not to exceed \$4,000 to JC Consulting to complete planning work and oversee other consultants on Planning Priority#2 – Hotel Study and Recommendations.
- b. Approve issuance of a purchase order in the amount not to exceed \$9,750 to JC Consulting to complete planning work and oversee other consultants on Planning Priority#3 –Sign Code Revisions.

**SOURCE OF FUNDS:**      **Dept. 519 Development Services Department**  
   **Account # 001.519.100.500.315 Professional Services**

Reviewed by Town Attorney  
 Yes     No

Town Manager Initials CA