

# Agenda Report

DATE: March 26, 2001

TO: City Council

FROM: City Manager

SUBJECT: AUTHORIZATION TO ENTER INTO CONTRACT WITH RRM DESIGN GROUP TO PROVIDE PROFESSIONAL CONSULTING SERVICES FOR THE EAST COLORADO BOULEVARD SPECIFIC PLAN.

## RECOMMENDATION

It is recommended that City Council:

Authorize the City Manager to execute a contract with RRM Design Group, for an amount not to exceed \$126,500 to provide consulting services for the East Colorado Boulevard Specific Plan.

## BACKGROUND

The East Colorado Boulevard Specific Plan is the seventh and final of the Specific Plans identified in the General Plan to be initiated. The General Plan describes the East Colorado Boulevard Specific Plan as follows:

*The Specific Plan will identify areas of East Colorado which are appropriate for developing mixed-use projects and areas where commercial development should be concentrated. The Specific Plan will analyze the corridor between Colorado Blvd. and the proposed light rail station at Allen Avenue and the 210 Freeway for appropriate pedestrian and circulator links. The Specific Plan will also establish mechanisms to protect the single family residential area north of the Freeway on Allen Avenue from impacts of the light rail station and protect the residential area surrounding the Specific Plan area.*

*Retail shops and offices are encouraged at Hill Avenue adjacent to Pasadena City College, Colorado Blvd. and Sierra Madre, and Allen Avenue at Colorado. Membership, retail, discount department stores and auto dealers are the primary uses encouraged to anchor the eastern entrance to the City on Colorado Blvd. These uses will also serve residents of adjacent cities.*

Planning staff distributed two Requests for Proposals (RFP) to approximately 60 consulting firms on November 17, 2000. The primary RFP requested consultant assistance with development standards and design guidelines, traffic and transportation issues, and the economic feasibility of housing and other land uses throughout the planning area. The second RFP solicited assistance with an Environmental Impact Report (EIR) for the project based on the plan recommendations and alternatives. Consultants were invited to bid on either RFP or

both of them together. Three consulting teams responded to the RFP for the Specific Plan and all three teams were interviewed for the project. No proposals were received for the EIR. The EIR will be re-advertised once the Specific Plan process is underway and plan alternatives have been developed. With a more specific scope of work to include in a future RFP, staff believes that the EIR project will attract more interest from the consultant community.

The proposals for the Specific Plan were evaluated using the criteria set forth in the RFP, in accordance with the City's competitive selection process for professional services. RRM Design Group received the highest number of points with 562, The Arroyo Group received 558 points and Gruen Associates received 524 points. It is recommended that RRM Design Group, the firm receiving the highest total points from the evaluation team, be awarded the contract.

A "Coordinating Committee" has been established which includes members of the community and individuals representative of the many stakeholder groups active on East Colorado Boulevard, as well as a member of the Planning Commission. The Committee has met once and has monthly meetings planned to guide the Specific Plan process.

The expected timeline for the project is 15 months. The project is expected to commence in April 2001 and continue through July, 2002. The project will also include a tiered Environmental Impact Report, which will be completed along with the Specific Plan.

#### FISCAL IMPACT

The City Council has authorized funding in the Planning and Permitting budget for the East Colorado Boulevard Specific Plan (Project #444200-0505). The total amount allocated for the production of this plan is \$174,984. The appropriations for this plan are to be made over three years, FY 2000, 2001, and 2002. To develop background information and establish baseline data, the City has utilized FY 2000 funds to complete a Historic Resources Inventory, purchase digitized land parcel data for the Plan area, and produce GIS maps of the Plan area. The total amount expended thus far out of the FY 2000 budget is approximately \$8,000.

The proposed total cost for this contract is \$126,500. This action will reduce the existing line item #444200-0505 by \$126,500. The projected cost of the EIR is approximately \$40,000.

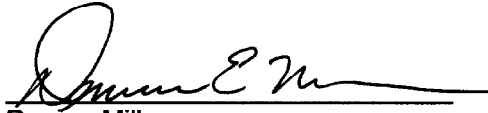
Respectfully submitted,

  
CYNTHIA J. KURTZ  
City Manager

Prepared by:

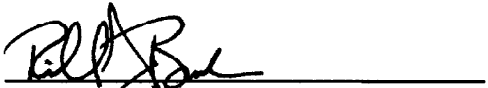
  
Jason Kruckeberg, Planner  
Planning and Permitting Department

Reviewed by:

A handwritten signature in black ink, appearing to read "Denver Miller", written over a horizontal line.

Denver Miller  
Zoning Administrator

Approved by:

A handwritten signature in black ink, appearing to read "Richard Bruckner", written over a horizontal line.

Richard Bruckner  
Interim Director of Planning and Permitting

Attachments:

- Exhibit A – Scope of Services for East Colorado Boulevard Specific Plan
- Exhibit B – Map of Plan Area