

Agenda Report

TO: CITY COUNCIL

DATE: JUNE 9, 2008

FROM: CITY MANAGER

SUBJECT: AUTHORIZATION TO ENTER INTO A CONTRACT WITH MOULE & POLYZOIDES, ARCHITECTS AND URBANISTS, TO DEVELOP DESIGN GUIDELINES FOR NEIGHBORHOOD COMMERCIAL AND MULTIFAMILY DISTRICTS

RECOMMENDATION

It is recommended that the City Council:

1. Authorize the City Manager to enter into a contract with Moule & Polyzoides, Architects and Urbanists, in an amount not to exceed \$85,000 to develop design guidelines for neighborhood commercial areas and for residential projects in RM (multi-family) districts; and
2. Acknowledge that Competitive Bidding is not required pursuant to City Charter Section 1002(F) contracts for professional or unique services.

BACKGROUND

The adopted work plan includes developing new design guidelines for neighborhood commercial areas outside of specific plan areas and updating the design guidelines for multi-unit residential projects (City of Gardens projects) in the RM zoning districts. As part of this effort, the Council also requested an update of the design guidelines for the N. Lake Specific Plan. The Council appropriated funding (in fiscal year 2008) for the services of a consultant, working with City staff, to develop these design guidelines.

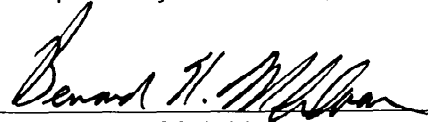
Earlier this year, staff distributed a Request for Proposals to 30 consulting and/or architectural firms and posted the RFP in the Purchasing Division's online Contracting Opportunity system. Nine firms responded with proposals, seven of which were invited to participate in an initial interview phase. The top two firms from the initial interview phase were then invited to participate in a second round of interviews. The selection committee, which consisted of two staff members and two members of the Design Commission, recommended selection of Moule & Polyzoides to complete the project. (The committee's recommendation is included in Attachment A).

The total budget for the project is \$85,000 and the expected timeline for the project is approximately 12 months. The scope of services is outlined in Attachment B.

FISCAL IMPACT

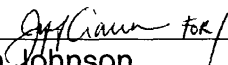
Funding in the amount of \$85,000 is available in the City's adopted FY 08 budget.

Respectfully Submitted,



Bernard K. Melekian
City Manager

Prepared by:



Kevin Johnson
Acting Senior Planner

Approved by:



Richard J. Bruckner
Director of Planning & Development

Attachments:

- Attachment A – Committee Selection Criteria
- Attachment B – Consultant's Scope of Services
- Attachment C– Taxpayer Protection Amendment Form

ATTACHMENT A

SELECTION RESULTS

Firm	Score (100-Point Scale)
Moule & Polyzoides	98
Peter Tolkin Projects/Patricia Smith ASLA	83
RBF Consulting	80
Keating/Khang	73
Pacific Municipal Consultants	71
The Arroyo Group	69
William Hezmalhalch Architects	68

ATTACHMENT B

PROJECT METHODOLOGY

THE PROJECT METHODOLOGY WE PROPOSE FOR THIS PROJECT CONSISTS OF FOUR PHASES AND IS DESIGNED TO allow early collaboration with the City staff, agreement upon goals, objectives and documentation. Following Phase 1, Data Gathering and Analysis, we will proceed with Phase 2, Present Findings and Recommendations. Phase 3, Prepare Guidelines, will enable us to proceed with the Guidelines and obtain comments from the Design Commission and the public. Phase 4, Adoption Process, will incorporate the results of the efforts in a series of formal presentations for approval and presentation of the Final Design Guidelines to the Design Commission and City Council.

The details of this methodology are as follows:

PHASE 1: DATA GATHERING AND ANALYSIS

- Attend up to two meetings with City staff / Design Review Board
 - Identify origin of issues leading to this project, recurring issues in Design Review
 - Clarify key expectations
 - Confirm projects to be documented
 - Confirm format of deliverable
- Review key existing guidelines
 - Neighborhood Commercial guidelines
 - Multi-Family Residential guidelines
 - Specific Plan guidelines
 - Other identified guidelines
- Document and evaluate approved / recently built projects in Pasadena
 - Identify issues and their source(s)
- Summarize relevant documented projects
 - Identify the prototypical solutions to issues

PHASE 2: PRESENT FINDINGS AND RECOMMENDATIONS

- Attend one meeting with City staff
 - Present findings, obtain comments on issues to be addressed
 - Present recommendations ranging from typological approach to processing/design review procedure
 - Receive direction for preparing Guidelines

PHASE 3: PREPARE GUIDELINES

- Attend up to two meetings with City staff
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PROJECT METHODOLOGY

- Coordinate progress findings, obtain comments
- Prepare working draft of four-topic document:
 - Topic 1: Introduction and Purpose
 - Topic 2: Design Guidelines for Neighborhood Commercial Districts
 - At the neighborhood scale: movement and recreation patterns, distribution of services
 - At the block scale: access, walkability, continuity
 - At the building scale: lot width/depth, access, parking, open space, landscape, frontage, building size and massing, accessory buildings
 - Topic 3: Design Guidelines for Multi-Family Residential/Courtyard Standard/City of Gardens
 - At the neighborhood scale: movement and recreation patterns, distribution of services
 - At the block scale: access, walkability, continuity
 - At the building scale: lot width/depth, access, parking, open space, landscape, frontage, building size and massing, accessory buildings
 - Topic 4: Processing and Review
- Attend one Design Commission meeting on Guidelines
 - Final revisions to Design Guidelines

PHASE 4: ADOPTION PROCESS

- Attend one meeting with City staff to respond to requests for clarification and prepare for final approval (does not include additional edits to document)
- Attend one Design Commission public hearing
- Attend one City Council public hearing
- Deliver final document per adoption process (pdf of report can be linked to a web site)

PROJECT DELIVERABLES

In support of the Project Methodology, we will provide the following work products:

PHASE 01: DATA GATHERING & ANALYSIS

- Documented examples of 20 projects, 11 x 17 format (2 copies)
- Memorandum of Findings and Preliminary Recommendations (2 copies)
- One set of up to five posters (of enlarged documented examples)
- Memorandum Summarizing Public Meeting Comments
- Meetings as noted in Project Methodology

PHASE 02: PRESENT FINDINGS & RECOMMENDATIONS

- Meetings as noted in Project Methodology

PHASE 03: PREPARE GUIDELINES

- Draft Design Guidelines for Commercial Districts
- Draft Design Guidelines for Multi-Family Residential Projects
- Memorandum Summarizing Public Meeting Comments
- Meetings as noted in Project Methodology

PHASE 04: ADOPTION PROCESS

- One set of up to five posters (of enlarged Draft Guidelines pages)
- Final Design Guidelines for Commercial Districts (2 copies)
- Final Design Guidelines for Multi-Family Residential Projects, 11 x 17 format pages (2 copies)
- Digital version (pdf) of Final Guidelines
- Meetings as noted in Project Methodology

ELIZABETH MOULE & STEFANOS POLYZOIDES

ARCHITECTS AND URBANISTS

30 April 2008

Mr. Kevin Johnson
City of Pasadena
Permit Center
175 North Garfield Avenue
Pasadena, CA 91109

RE: Supplemental Proposal – Design Guidelines for North Lake Avenue Specific Plan

Dear Kevin:

This letter is in response to our discussion at our recent interview regarding our interest in providing supplemental services for the North Lake Avenue Design Guidelines.

We understand this work to be independent of the larger, Citywide Design Guidelines effort for which we have already submitted a proposal but see many opportunities for efficiency between the two projects. Below, we have outlined the overall approach, the major tasks and fees associated with this scope of work:

Intent of Update: Per the RFP, we acknowledge that we are to: a) update the 1997 guidelines in the specific plan for new construction on privately owned property and for alterations to existing non-residential buildings and, b) condense and reformat the existing, 1997 guidelines, to refine the existing concepts for 'village' and 'house' non-residential projects, and to assist property owners with façade improvement programs. In reviewing the North Lake Avenue Specific plan, the applicable chapter to be updated is Chapter "D": Community Design.

Overall Approach

Several of the tasks identified below are expected to occur during the same timeframe for such tasks on the Citywide Design Guidelines work but are identified as distinct tasks for purposes of preparing and developing the various deliverables and materials.

Task 1: Analysis

While we have initially reviewed the Design Guidelines to help inform this scope of work, we will review the Guidelines in detail to accomplish the following:

- a. become fluent in the use of the document
- b. identify the document's strengths and weaknesses in carrying forward the goals and objectives of the North Lake Specific Plan
- c. interview planning staff to discuss issues in implementing the guidelines
- d. interview representatives of property owner and business owner groups
- e. Identify opportunities for improving the document in light of the Specific Plan's objectives

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- f. Meet with City staff and Design Commission to present the above findings and provide a summary memo

Fee for Task 1: \$12,000

Schedule: Weeks 1-3

Task 2: Community Workshop

- a. Prepare for community workshop (materials, visuals, etc.)
- b. Present and discuss the differences between the community's expectations as identified in the North Lake Specific Plan with what is being realized per the current guidelines / standards.
- c. Document the community feedback in a memo to the City.

Fee for Task 2: \$6,000

Schedule: Week 4 or 5 (to be scheduled with City)

Task 3: Frame the Update

- a. Based on the community workshop, generate an itemized list/outline of necessary changes / refinements to Chapter "D" of the North Lake Specific Plan and submit it to the City for review and direction.
- b. Adjust list/outline per City comments.

Fee for Task 3: \$3,000

Schedule: Week 6

Task 4: Update Chapter "D" of North Lake Specific Plan

- a. Prepare illustrations necessary to convey intent and requirements of the updated concepts and guidelines
- b. Prepare new 8.5 x 11 color document to replace Chapter "D" per the community's feedback and direction
- c. Submit Administrative Draft to City for review and comment
- d. Meet with City staff to review Admin Draft comments and direction
- e. Prepare Draft document by incorporating 1 set of non-contradictory comments provided in meeting with City staff
- f. Submit Draft to City for review and comment
- g. Meet with City staff to review Draft comments and direction

Fee for Task 4: \$20,000

Schedule: Weeks 7-10

Task 5: Community Workshop

- a. In a multi-part workshop, meet first with the property owner and business owner groups to present and discuss the Draft Update of Chapter "D" to receive comment and feedback
- b. In the second part of the workshop, present the Draft Update of Chapter "D" along with feedback from the property owner and business owner groups to the general community for their review and feedback.
- c. In the last part of the workshop, present all of the above to the Design Commission for their review and feedback.

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d. Document the results in a memo to City staff.

Fee for Task 5: \$5,000

Schedule: Week 11

Task 6: Finalize Update

a. Meet with City staff to identify and discuss final revisions to the document

b. Final presentation to Design Commission for review and approval.

c. Prepare final revisions to document and submit to City for review and finalization.

d. Submit electronic files and reproducible copy to City staff

Fee for Task 6: \$5,000

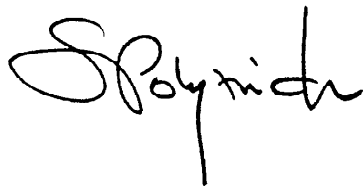
Schedule: Weeks 12-14

TOTAL FEE: \$51,000

Schedule: 14 weeks

We are very excited about the possibility of doing this project that would be so important for the development of the City of Pasadena. We look forward to additional discussions with you regarding this work.

Sincerely,

A handwritten signature in black ink, appearing to read 'S Polyzoides', written in a cursive style.

Stefanos Polyzoides, Architect and Urbanist

ATTACHMENT C

626-3967257

Disclosure Pursuant to the
City of Pasadena Taxpayer Protection Amendment
Pasadena City Charter, Article XVII

Contractor/Organization hereby discloses its trustees, directors, partners, officers, and those with more than 10% equity, participation, or revenue interest in Contractor/Organization, as follows:


(If printing, please print legibly. Use additional sheets as necessary.)

1. Contractor/Organization Name: ELIZABETH MOJLE + STEFANOS POLYZOZDES ARCHITECTS AND URBANISTS INC.

2. Type of Entity:
 non-government nonprofit 501(c)(3), (4), or (6)

3. Name(s) of trustees, directors, partners, officers of Contractor/Organization:
ELIZABETH MOJLE
STEFANOS POLYZOZDES

4. Names of those with more than a 10% equity, participation or revenue interest in Contractor/Organization:
ELIZABETH MOJLE
STEFANOS POLYZOZDES

Prepared by: 
(Signature)

Title: RAF UGER, DIRECTOR OF FINANCE

Phone: 626-844-2400

Date: 5/13/08