

Agenda Report

TO: CITY COUNCIL **DATE:** AUGUST 10, 2009

FROM: PASADENA COMMUNITY DEVELOPMENT COMMISSION

SUBJECT: AUTHORIZATION TO ENTER INTO A CONTRACT WITH URBAN FUTURES, HOGLE-IRELAND, ERA/AECOM, AND URBAN STUDIO, A MULTI DISCIPLINARY CONSULTING TEAM, IN AN AMOUNT NOT TO EXCEED \$190,000, TO PREPARE THE LINCOLN AVENUE SPECIFIC PLAN

RECOMMENDATION:

It is recommended that the Pasadena Community Development Commission (Commission) authorize the Chief Executive Officer to enter into a contract with the consulting team of Urban Futures, Hogle-Ireland, ERA/AECOM, and Urban Studio (a multidisciplinary consulting team), in an amount not to exceed \$190,000 to provide professional consulting services to prepare the Lincoln Avenue Specific Plan. Competitive bidding is not required pursuant to City Charter Section 1002(F) for contracts for professional or unique services.

RECOMMENDATION OF ADVISORY BODIES:

The Northwest Commission, Lincoln Avenue Project Area Committee, and the Community Development Committee, at their respective meetings recommended approval of the proposed contract.

BACKGROUND:

The objective of the Lincoln Avenue Specific Plan is to achieve community consensus for the revitalization of Lincoln Avenue between Mountain Street and the north City boundary by defining a land use pattern (zoning) and capital improvement projects that support and encourage reinvestment in the Lincoln Avenue Corridor.

The estimated time to complete the specific plan is approximately one year. The total budget for consultant services is \$190,000. The scope of services provided by the consultant team will include collaboration with the community on the following tasks:

- (1) Research and analysis of current conditions, including a review of previous studies, a review of the real estate market potential for the corridor (focusing on retail, office, residential, and mixed use); mapping existing infrastructure (land uses, historic buildings, institutional uses), and parcelization; and
- (2) An assessment of the existing building stock to determine rehabilitation versus redevelopment; and
- (3) Preparation of specific plan components including, an economic analysis, urban design and streetscape concepts, changes to the zoning code and land use classifications, and identification of capital improvement investment.

In mid-January 2009, staff distributed a Request for Proposal (RFP) to four consulting firms (Attachment B). The City received two responses to the RFP.

The staff team based on the following criteria independently evaluated the proposals.

Functionality Relative to the Requirements List	25%
Fee for Services	45%
Qualifications/References	20%
Small Micro Business	5%
Local Pasadena Business	5%

The outcome of the evaluation process for the two responding teams is as follows:

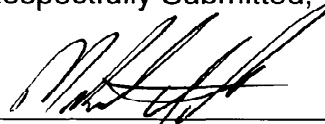
<u>PROPOSAL TEAM</u>	<u>Evaluated Score</u>
Team One	95%
Urban Futures, Inc. (Redevelopment Consultants)	
Hogle-Ireland (Planning Consultants)	
ERA/ACEOM (Marketing Analyst)	
Urban Studio (Architect)	
Team Two	85%
PBWS, Architects	
R. Steven Lewis (Architect)	
Valencia & Company (Community Outreach)	
J.L. Moseley Company (Development Advisor)	
Marie Jones Consulting (Economic Analyst)	

Staff determined that the consultant team consisting of Urban Futures, Hogle-Ireland, ERA/AECOM, and Urban Studio, is best qualified to perform the required analysis and preparation of the Specific Plan document. In addition, two of the project team firms are currently contracted with the City of Pasadena to prepare the Northwest Area Merger (Urban Futures), and the General Plan Update (Hogel-Ireland), giving the overall team more familiarity with planning issues.

FISCAL IMPACT

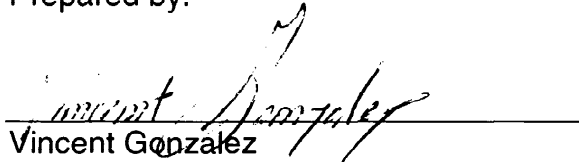
Funding for this contract is available in the Pasadena Community Development Commission's approved fiscal year 2010 budget, Lincoln Avenue Redevelopment Project Area account 8164-807-452254.

Respectfully Submitted,



Michael J. Beck
City Manager

Prepared by:



Vincent Gonzalez
Redevelopment Project Manager

Approved by:



Richard J. Bruckner
Director of Planning & Development

ATTACHMENTS:

- Attachment A – Lincoln Corridor Area Map
- Attachment B – Responding Consultants
- Attachment C – Summary Table of Scores
- Attachment D – Taxpayer Protection Amendment Form