

## Agenda Report

March 30, 2015

**TO:** Honorable Mayor and City Council

**FROM:** Planning & Community Development Department

**SUBJECT: AUTHORIZATION TO ENTER INTO A CONTRACT WITH ENVIRONMENTAL SCIENCE ASSOCIATES (ESA) FOR AN AMOUNT NOT TO EXCEED \$432,033 TO PROVIDE ENVIRONMENTAL CONSULTING SERVICES FOR THE PREPARATION OF AN ENVIRONMENTAL IMPACT REPORT FOR ADDITIONAL DISPLACEMENT EVENTS (MUSIC FESTIVAL) WITHIN THE ROSE BOWL AREA OF THE ARROYO SECO PUBLIC LANDS**

### **RECOMMENDATION:**

It is recommended that the City Council:

1. Find that actions proposed herein are exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15061(b)(3) (General Rule); and
2. Authorize the City Manager to enter into a contract with Environmental Science Associates for an amount not to exceed \$432,033 for the preparation of an Environmental Impact Report for additional displacement events within the Rose Bowl area of the Arroyo Seco Public Lands. Competitive bidding is not required pursuant to City Charter Section 1002 (F), Contracts for Professional Services.

### **BACKGROUND:**

Pursuant to the Arroyo Seco Public Lands Ordinance, Section 3.32.270(A) of the Pasadena Municipal Code, the Rose Bowl stadium may host up to 12 events per year which displace recreation programs and accessibility to the Arroyo Seco facilities ("displacement events"). Additional displacement events may be approved by the City Council upon making certain findings.

The Rose Bowl Operating Company (RBOC) has been pursuing an opportunity to host a music festival and would be partnering with an established festival/concert promoter in order to accomplish this. In addition to the current events that occur at the Rose Bowl, the proposed festival would increase the number of allowable displacement events. Additionally, displacement events have often resulted in the usage of areas of the

Brookside Golf Course, which is not permitted by Municipal Code Chapter 3.32. The proposed music festival would include events within the Rose Bowl stadium and on the Brookside Golf Course. Therefore, a Municipal Code amendment would be required to: 1) increase the number of displacement events; and 2) expand the allowed uses of the Brookside Golf Course.

An amendment to the Ordinance to allow a larger number of displacement events is a discretionary action that would trigger the requirement for compliance with CEQA. In order to properly determine the environmental impacts of increased displacement events, the City/RBOC must complete an Environmental Impact Report (EIR). Consistent with CEQA requirements, an EIR for the proposed events will be prepared to analyze the proposed project's impacts resulting from the events occurring on the Brookside Golf Course. The City Council must certify the EIR prior to approving an amendment to the Ordinance.

The proposed project does not include any physical changes to the Rose Bowl stadium or any of the surrounding features. It would not increase or decrease the seating available at the stadium or associated parking. It does not include any ground disturbing or excavation activities, any interior or exterior renovation to the Rose Bowl, or any new permanent structures on the project site.

#### Consultant Selection

The City released a Request for Proposals for professional services to prepare an EIR for the project that closed on March 12, 2015. A total of seven firms submitted proposals. Environmental Science Associates was rated the highest among the submitted proposals and has been selected based on established criteria including qualifications of the firm, qualifications of the personnel, proposed approach, local preference, small and micro business preference, and fee. A complete list of all the firms and their scores is provided in Attachment A. The proposed contract fully complies with the competitive selection process. The proposed contract with Environmental Science Associates is for a not to exceed amount of \$432,033. All costs associated with the preparation of the EIR would be borne by the RBOC with up to \$400,000 to be reimbursed by the selected promoter. In addition, it is anticipated that the RBOC Board will consider a separate contract with Fehr and Peers to prepare the required traffic study for the project at its meeting of April 2, 2015.

#### CEQA Compliance

The EIR will include a comprehensive analysis of all required issues and is anticipated to include chapters on Aesthetics, Air Quality (including a Greenhouse Gas assessment), Cultural Resources, Land Use, Public Services, Recreation, Traffic and Parking, Noise, and Lighting. The EIR will be released for public review and public meetings will be conducted to allow the public an opportunity to comment on the EIR and the issues that should be discussed within the EIR.

During the 45-day review period, staff will present the EIR and take public comments at meetings conducted by the RBOC, the Transportation Advisory Commission and the Planning Commission before bringing the proposed text amendment to the City Council.

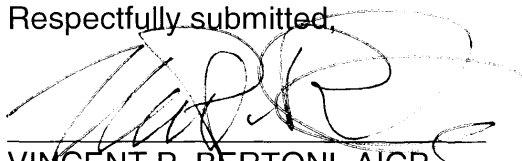
**ENVIRONMENTAL REVIEW:**

The proposed action is authorization to enter into a contract with Environmental Science Associates for the preparation of an Environmental Impact Report for additional displacement events within the Rose Bowl area, including Brookside Golf Course. This action will authorize the preparation of technical studies only and is therefore exempt from CEQA per Section 15061(b)(3) (General Rule).

**FISCAL IMPACT:**

There is no impact to the City's General Fund associated with this action. All costs associate with this will be paid by the project applicant.

Respectfully submitted,



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Development Department

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Concurred by:



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Approved by:



MICHAEL J. BECK  
City Manager

Attachments: (1)

Attachment A – Complete list of RFP responders