

# Agenda Report

February 29, 2016

**TO:** Honorable Mayor and City Council

**FROM:** Planning & Community Development Department

**SUBJECT: AUTHORIZATION TO ENTER INTO A CONTRACT WITH EYESTONE ENVIRONMENTAL FOR AN AMOUNT NOT TO EXCEED \$601,210 TO PROVIDE ENVIRONMENTAL CONSULTING SERVICES FOR THE PREPARATION OF AN ENVIRONMENTAL IMPACT REPORT FOR THE ART CENTER COLLEGE OF DESIGN MASTER PLAN**

## **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 without competitive bidding pursuant to City Charter Section 1002(F), Contracts for Professional or Unique Services, with Eyestone Environmental for an amount not to exceed \$601,210 for the preparation of an Environmental Impact Report for the Art Center College of Design Master Plan.

## **BACKGROUND:**

Art Center College of Design (Art Center) is a university which offers undergraduate and graduate programs in a wide variety of art and design fields, including advertising, film, and photography. It was first established in 1930 in Los Angeles and moved to the current Hillside Campus location at 1700 Lida Street in 1976.

In July 1989, the City of Pasadena Board of Directors approved a five-year Master Plan for Art Center's Hillside Campus. The Master Plan allowed for a 47,472 square foot expansion to the existing campus, 200 new parking spaces and a maximum enrollment capacity of 1,500 students, but with no more than 1,275 students in attendance on campus at any one time.

In 2004, Art Center opened its first South Campus location at 950 S. Raymond. In January 2006, the City Council approved a 10-year Master Plan for the South Campus

that focused on student housing uses. The South Campus Master Plan consisted of two parcels at 950 and 988 S. Raymond Avenue and allowed for a new student housing facility with 152 units, 228 beds and three levels of underground parking. There was no maximum enrollment capacity established as part of the 2006 Art Center South Campus Master Plan.

In 2012, Art Center began operating a shuttle system to connect the Hillside and South Campuses which were increasingly becoming interconnected campuses despite their distance. More recently, Art Center acquired three parcels adjacent to the existing South Campus and obtained permits for additional work to the South Campus parcels. In 2014, Art Center acquired another parcel at 1111 S. Arroyo Parkway in order to further expand its South Campus operations.

Art Center has submitted for a new 10-year Master Plan which comprehensively identifies a vision for both the Hillside and South campuses. As the South Campus has grown and operations have shifted to this Campus over time, the interrelationship between the two campuses has strengthened. There are currently approximately 1,900 students between both campuses. The proposed Master Plan focuses growth on the South Campus while making infrastructure upgrades to the Hillside Campus.

Based on a review of the Master Plan application and the scope of work, it has been determined that the appropriate environmental analysis, compliant with the California Environmental Quality Act, is an Environmental Impact Report (EIR).

#### Consultant Selection

The City released a Request for Proposals (RFP) for professional services to prepare the EIR for the project that closed on November 20, 2015; eleven firms submitted proposals. Eyestone Environmental was rated the highest among the submitted proposals and has been selected based on established criteria stated in the RFP:

A.	Qualifications of Firm - Technical experience as documented by experience in providing Environmental Impact Reports for projects of similar scope and dynamics; and ability to provide ongoing support as necessary.	50 points
B.	Approach and Scope of Work - Understanding of tasks and deliverables necessary for the project.	30 points
C.	Fee – Scoring based on hourly fees and not-to-exceed amount for the project.	5 points
D.	Schedule – Scoring based on completeness of task in schedule time table and duration of tasks	5 points
E.	Local Pasadena Business receive a 5 point preference	5 points
	Small / Micro-Businesses Preference entitlement	5 points
	TOTAL	100 points

While many firms were qualified, Eyestone Environmental scored slightly higher in the criteria of *Expertise and Qualifications* and *Approach and Scope of Work*. Through their proposal, Eyestone Environmental has demonstrated their expertise in preparing EIRs for high-profile, multi-phase projects with substantial amount of community input, such as the University of Southern California Master Development Plan, Paramount Pictures Master Plan and the Forest Lawn Memorial Park – Hollywood Hills Master Plan. The firm has worked directly with several municipal clients such as City of Los Angeles, City of Long Beach and City of Manhattan. Furthermore, staff from Eyestone Environmental also prepared the EIR for the 100 W. Walnut Planned Development (the Lincoln/Parsons Project) for the City of Pasadena that was certified by City Council in 2015.

Although Eyestone Environmental is a woman-owned, small business enterprise with 16 employees, at the time of the proposal, Eyestone Environmental was not yet certified by the State of California as a Small Business Enterprise, and therefore, did not qualify for the small/micro business preference incentive. However, Eyestone Environmental is currently in the process of obtaining the certification. Eyestone Environmental operates from Los Angeles and therefore, did not qualify for the Local Pasadena Business incentive.

A complete list of all the firms and their ranking is provided in Attachment A. The proposed contract fully complies with the competitive selection process. The proposed contract with Eyestone Environmental is for a not to exceed amount of \$601,210. The contracted amount includes all applicable technical studies that may be required, and a 10 percent (\$54,655) contingency. All costs associated with the preparation of the EIR will be borne by the project applicant.

### CEQA Compliance

The EIR will include a comprehensive analysis of all required issues and is anticipated to include chapters on Aesthetics (including light and glare), Air Quality (including a Greenhouse Gas assessment), Geology, Soils and Seismic Hazards, Hazards, Hydrology and Surface Water Quality, Land Use, Noise, Public Services, Traffic and Parking, Utilities and Energy. 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.

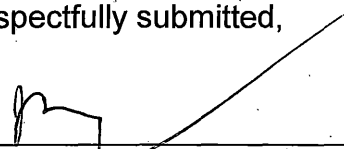
### ENVIRONMENTAL REVIEW:

The proposed action is authorization to enter into a contract with Eyestone Environmental for the preparation of an Environmental Impact Report. This action will authorize the preparation of technical studies only and is therefore exempt from CEQA per Section 15061(b)(3) (General Rule).

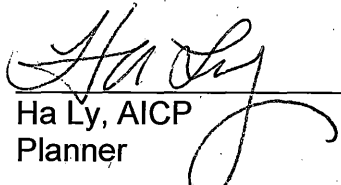
**FISCAL IMPACT:**

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

Respectfully submitted,

  
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DAVID M. REYES  
Interim Director of Planning & Community  
Development Department


Prepared by:

  
\_\_\_\_\_  
Ha Ly, AICP  
Planner

Concurred by:

  
\_\_\_\_\_  
David Sinclair, LEED AP  
Senior Planner

Approved by:

  
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STEVE MERMELL  
Interim City Manager

Attachments: (1)  
Attachment A – List of RFP Responders