



## CITY OF PACIFIC GROVE, CALIFORNIA

# REQUEST FOR QUALIFICATIONS CITY OF PACIFIC GROVE AMERICAN TIN CANNERY HOTEL AND COMMERCIAL PROJECT EIR



CONTACT PERSON: Christy Sabdo, AICP  
PHONE: (831) 648-3119 EMAIL: [csabdo@cityofpacificgrove.org](mailto:csabdo@cityofpacificgrove.org)

RFQ ISSUE DATE: July 30, 2019

RFQ DUE DATE & TIME: **August 26, 2019, 12:00 p.m.**

LATE STATEMENTS OF QUALIFICATIONS (SOQ) WILL NOT BE ACCEPTED.

SUBMITTAL LOCATION: Community Development Department  
City of Pacific Grove  
300 Forest Avenue  
Pacific Grove, California 93950

The City of Pacific Grove is accepting Statement of Qualifications (SOQ) from qualified teams to prepare an Environmental Impact Report (EIR) and conduct peer reviews of technical reports for the proposed development located at 125 Ocean View Boulevard. CCS Pacific Grove Manager, LLC has filed applications with the City of Pacific Grove to allow a former industrial site, now a retail outlet, known as the American Tin Cannery (ATC), to be converted to a new hotel with on-site parking and related ancillary uses.

If you or your firm has experience with CEQA review and familiarity and experience with local and coastal zone projects, we invite you to respond to our Request for Qualifications (RFQ). Should you have any questions, please contact Christy Sabdo, AICP, Contract Planner, at 831 648-3119, or [csabdo@cityofpacificgrove.org](mailto:csabdo@cityofpacificgrove.org), or Alyson Hunter, Senior Planner at 831-648-3127; [ahunter@cityofpacificgrove.org](mailto:ahunter@cityofpacificgrove.org).

## **I. BACKGROUND**

The project site is an important gateway transitioning from Monterey's historic Cannery Row to the City of Pacific Grove. The ATC building was originally constructed and used for industrial use; however, manufacturing uses on the property ceased operation decades ago. The property is currently used as a retail outlet center that is sparsely occupied with small retail stores, restaurants, and recreational uses (i.e., bicycle rentals, mini-golf, and a fitness facility).

Passed by a ballot initiative in 2016, the Pacific Grove Municipal Code was amended to add Section 23.31.025 C-V-ATC zoning district. This district applies to the American Tin Cannery site that is comprised of Assessor Parcel Numbers 006-231-001, 006-234-004, and 006-234-005 and that segment of Sloat Avenue that is continuous to the American Tin Cannery site.

The project site is located in the City's Coastal Zone, Area I, and is subject to the Coastal Act, Local Coastal Program (LCP). Until the City Council adopted 2018 LCP is certified by the California Coastal Commission (CCC), the Coastal Act will be the standard of review, with the 1989 LUP serving as guidance. The CCC is recommending that the proposed project be reviewed for conformance with the updated LCP as it contains specific policies and standards for a hotel at this site. The applicant will be applying for a Coastal Development Permit.

## **II. PROJECT LOCATION**

The project site is comprised of Assessor's Parcel Numbers 006-231-001, 006-234-004, 006-234-005, 006-234-008, and that segment of Sloat Avenue that is continuous to the American Tin Cannery site. As shown on Figure 1, the project site is bounded by Ocean View Boulevard to the north, Central Avenue to the south, Dewey Avenue to the west and Eardley Avenue to the east. The property fronts on Ocean View Boulevard directly across from Hopkins Marine Station, Stanford University; and is in close proximity to the Monterey Bay National Marine Sanctuary and Pacific Grove Area of Biological Significance (ASBS), Monterey Bay Aquarium, and historic Cannery Row. The

Monterey Bay Coastal Recreational Trail is located directly across Ocean View Boulevard from the site. Other adjacent uses include Andronico's Community Market and a fast food restaurant to the east across Eardley Avenue, residential to the west across Dewey Avenue, and a mix of commercial uses to the south along Central Avenue. The C-V-ATC zoning district applies to the American Tin Cannery site with the exception of APN 006-234-008, which is in the C-1 zoning district.

**Figure 1. Vicinity Map of the ATC Hotel and Commercial Project Site**



### **III. PROPOSED PROJECT**

The project would include the partial demolition and renovation of one existing ATC building, the complete demolition of two existing ATC buildings, and construction of new buildings to establish a new hotel with related commercial uses and on-site parking. On-site parking would consist of above grade parking lots and a subterranean parking garage. The hotel would include two guest wings, an Executive Wing and a Family/Group Wing, each with a distinctive visitor experience with respect to amenities and services. Refer to Attachment A - ATC Hotel and Commercial Project Description, Section 2.1 for a table summarizing the proposed number of hotel rooms by type, and square footage for each proposed use.

Guests of the Family/Group Wing of the hotel would access the arrival area from Ocean View Boulevard and guests of the Executive Wing would access the arrival area from Eardley Avenue. On-site valet parking spaces are provided on the lower level of each building and in a surface parking lot access from Central Avenue. Access to back-of-the

house operations would be via Dewey Avenue to Sloat Avenue; and access to the surface valet parking area would be from Central Avenue. The applicant is proposing to use approximately 497 linear feet of Sloat Avenue for the proposed development and to allow for existing encroachments (i.e., building columns, former rail train bump stop, etc.) to remain in the right-of-way. The applicant would be required to obtain a Real Property Agreement from the City.

As shown on the Demolition Plan, the project would involve the partial demolition of the ATC Building A, and complete demolition of ATC Buildings B and C. The subject property is described in the 2012 Pacific Grove Historic Context Statement; however, the City never formally listed it as a historic resource. According to the letter report from Kent Seavey dated October 21, 2018 (See Attachment A), the subject property is eligible for inclusion in the California Register in spite of the smoke stack loss, for its historical significance in the economic development of Pacific Grove and the Monterey canning industry. It may also qualify for architecture as the only known example of commercial Art Moderne design in Pacific Grove. Furthermore, the property is eligible for inclusion in the inventory, at the local level of significance for reasons cited above regarding the California Register. The treatment of the building as a potential historic resource shall be further analyzed under CEQA.

Due to the required grading, construction and shoring, the proposed construction requires removal of 79 identified trees. A tree assessment (Refer to Attachment A) has been prepared that identifies and addresses the affects that would result from construction or grading. As indicated by Certified Arborist, Frank Ono, in the Tree Resource Assessment, trees outside of building and grading area will need to be assessed on a separate review.

The applicant proposes to strive to meet the Leadership in Energy and Environmental Design (LEED) Gold Standards. Sustainability features will be incorporated into the design of the building and site. Furthermore, beyond the mandatory and traditional sustainability practices, additional sustainability practices would be incorporated into the hospitality operation. Proposed sustainability features and practices are described in Attachment A, ATC Hotel and Commercial Project Description.

#### **IV. REFERENCE MATERIALS**

The following relevant application materials and existing technical studies are included as Attachment A:

1. Architectural Permit (AP)/Use Permit (UP)/Tree Permit (TP) Application
2. ATC Hotel and Commercial Project Description
3. ATC Hotel and Commercial Project Plan Set
4. ATC Hotel and Commercial Project Supplemental Plans
5. Land Title Survey
6. Professional Opinion of ATC Historic Significance (Kent Seavey)
7. Cultural Resources Due Diligence Letter Report (First Carbon Solutions)

8. Tree Resource Assessment (Frank Ono)
9. Limited Geotechnical Investigation (Haro, Kasunich, and Associates)
10. Monterey Peninsula Water Management District (MPWMD) Final Minutes from October 15, 2018; Approval of Special Circumstances for the ATC project.
11. Water Demand Analysis
12. Preliminary Storm Water Control Plan
13. Hazardous Materials questionnaire from Monterey County Department of Health; potential for a Phase I Environmental Health Assessment
14. Title Report

The following additional technical reports are currently being prepared by the applicant and will be available soon:

1. Photomontage (visual simulation)
2. Noise Study
3. Parking Demand Analysis
4. Transportation Demand Management Plan
5. Analysis of Coastal Hazards, including but not limited to coastal flooding, SLR including adequacy of storm drain system, storm surge, tsunami run-up.

The consultant shall indicate any outstanding studies that are needed for the EIR that are not listed above (i.e., Biological Assessment and Traffic Study, including a vehicle and non-vehicle Level of Service (LOS) analysis and Vehicle Miles Traveled (VMT) analysis).

## **V. SCOPE OF WORK**

The Scope of Work should include all components required to initiate and complete an EIR for the Project including conducting the scoping meeting, peer review of existing technical documents, developing alternatives, performing all the necessary impact analysis for the document, providing draft and final documents, responses to comments, Mitigation Monitoring and Reporting Plan (MMRP), and attending meetings and public hearings.

The Scope of Work at a minimum should at a minimum include the following tasks for preparation of the EIR. Additional tasks can be included as needed:

**Task 1: Kick-off meeting with City staff and applicant.** Within one week of authorization to proceed, the consultants shall organize an EIR kick-off meeting with City staff to review receipt and review of background technical studies, confirm the approach to the environmental evaluation, fine-tune the overall project schedule, and establish an operation protocol. The consultant shall prepare an agenda for the meeting and provide summary notes after the meeting.

**Task 1 Deliverables:** 1 kick-off meeting, and summary notes of kick-off meeting.



**Task 2: Bi-weekly check-in/coordination meetings with the City.** The consultant should hold bi-weekly (i.e., once every two weeks) meetings with City staff during the course of preparation of the EIR. The majority of these meetings will be held via conference call and will typically last an average of 30 minutes. However, meetings will be cancelled when not needed, and during key active phases of the project, more regular meetings may be required.

**Task 2 Deliverables:** Weekly meeting, and an email summarizing the highlights of each meeting, including action items assigned to individuals for follow through.

**Task 3: Detailed EIR Schedule.** One week after the kick-off meeting, the consultant shall submit a detailed EIR schedule including all tasks, each with specific dates for deliverables.

**Task 3 Deliverables:** Detailed schedule.

**Task 4: Notice of Preparation (NOP).** One week after receiving the notice to proceed, the consultant will prepare a Notice of Preparation (NOP) of a Draft EIR, consistent with CEQA Guidelines Section 15082.

The NOP shall include a brief project description, project location, and summary of the probable environmental effects of the project. The consultant shall distribute the NOP to the State Clearinghouse and all identified responsible and trustee agencies and individuals on the City's distribution list via certified e-mail.

**Task 3 Deliverables:** NOP, and NOP distribution

**Task 4: Scoping Meeting.** The consultant shall conduct one scoping meeting to be scheduled by City staff. This task should include the preparation of a PowerPoint presentation, scoping meeting presentation, and a summary of notes from the meeting.

**Task 4 Deliverables:** PowerPoint, attendance and presentation at the scoping meeting, and summary of public/agency comments from the meeting.

**Task 5: Peer review of existing technical studies.** The benefit of peer review is to ensure the existing technical reports are objective and accurate. The peer review will evaluate the completeness and accuracy of existing information and conditions. The review should confirm that the impact assessment is accurate and complete, aligned with industry accepted methodology and practice, and evaluate if recommended mitigation would be sufficient to reduce identified impacts to less than significant under CEQA. The peer review should include a brief memorandum summarizing the findings of the peer review, and provide recommended remedies, as applicable, to address any potential shortfalls. It should be assumed that any revisions needed to the technical reports would be prepared by the applicant's consultants.

This task should include communication with the City during the course of the peer review and coordination calls with the City and applicant to discuss the findings of the peer reviews.

**Task 5 Deliverables:** Peer review memorandums (one for each technical study), and coordination calls to discuss findings.

**Task 6: Project description.** Preparation of the project description as an initial task is critical as it will form the basis for the environmental evaluation under the EIR. The project description shall be prepared in accordance with State CEQA Guidelines Section 15124.

**Task 6 Deliverables:** Project Description

**Task 7: Administrative Draft EIR.** Upon City approval of the Project Description, the consultant shall begin preparation of the Administrative Draft EIR in accordance with the updated State CEQA Guidelines. This task shall include all components necessary to complete the environmental impact analysis. SOQ's should describe how each EIR section will be addressed. This task should include time to respond to City comments.

**Task 7 Deliverables:** Administrative Draft EIR (digital only)

**Task 8: Alternatives Memo.** The consultant shall provide a summary of each proposed alternative (minimum of three alternatives) for the City to review prior to the consultant drafting the Alternatives Section of the EIR.

**Task 8 Deliverables:** Alternatives Memo, and revisions based on City comments

**Task 9: Administrative Record.** The City requests the consultant maintain an organized record of all supporting documents used in the EIR, including technical reports and memos, phone logs, and emails that provide data used in the EIR. The Administrative record shall be provided in digital format (pdf's).

**Task 9 Deliverables:** Administrative Record (digital format)

**Task 10: Screencheck Draft EIR.** In response to City staff and applicant's legal team review of the ADEIR, the consultant shall complete final revisions to the document before creating a Screencheck Draft EIR for final review prior to publication. At this stage, it is anticipated that revisions will be limited to minor textual revisions and formatting changes.

**Task 10 Deliverables:** Screencheck Draft EIR (digital format)

**Task 11: Public Draft EIR.** This task involves production of the Draft EIR for public review and comment. The consultant shall prepare the documents required for submission to the State Clearinghouse for publication of the EIR, including the Notice of Completion (NOC) and Summary Form. The consultant will mail the following documents to the State Clearinghouse via certified mail: one copy of the Notice of Completion (NOC), 15 hardcopies of the Summary Form, and 15 CDs of the EIR. This scope of work also includes providing the City with up to 20 printed copies of the Draft EIR with appendices on a CD at the back of the document, and a digital version in PDF format for posting to the City's website. The City will be responsible for distributing and circulating the Draft

EIR and associated Notice of Availability to agencies, local jurisdictions, and individuals, and filing the Notice of Availability with the County Clerk.

**Task 11 Deliverables:** Public Draft EIR (digital and printed formats)

**Task 12: Public Outreach.** Public outreach and presentations during the 45-day public review period will be important for this project. This task will include one community meeting and one Planning Commission meeting for informational purposes.

**Task 13: Final EIR.** Upon receipt of all public comments on the Draft EIR, the consultant will prepare responses to each comment received (including verbal comments provided at the EIR public hearing). As necessary and appropriate, the consultant will revise the Draft EIR text, showing the revisions using strikethrough for deleted text and underline for added text. The Administrative Final EIR will be provided to City staff for review in electronic (Word and/or PDF) format. The Administrative Final EIR will consist of an introduction, comments and responses, and a summation of Draft EIR text revisions.

Concurrent with the Administrative Final EIR, the consultant will prepare a Mitigation Monitoring and Reporting Program (MMRP). The MMRP will be provided in a format designed for use by planners or code enforcement officers and will incorporate both monitoring by the City and reporting by the applicant, with subsequent report verification by on-site inspection, if necessary. Essentially, this plan will take the form of a detailed table that compiles all of the adopted mitigation measures developed within the body of the EIR, as well as information necessary to monitor compliance with each measure.

The program will include:

- Suggested wording as a condition of approval;
- Identification of persons/agencies responsible for monitoring compliance with each condition;
- Timing when monitoring must occur;
- Frequency of monitoring; and
- Criteria to be used to determine compliance with conditions.

**Task 13 Deliverables:** Final EIR including response to comments and MMRP

**Task 14: Public Hearing Attendance.** The consultant will attend two public hearings, one at the Planning Commission and one at the City Council. Hearing attendance will include assistance with oral presentations to the hearing body and graphic presentations. These hearings will be scheduled and selected at the City's discretion.

## **VI. SUBMITTAL REQUIREMENTS**

### **A. Submittal Contents**

The Statement of Qualifications shall contain the following items:



1. Introductory Letter/Statement of Project Understanding and Approach. The introductory letter shall be addressed to Christy Sabdo, AICP, Contract Planner. A brief discussion of your understanding of the project and work is requested. Describe your approach to the performance of work requested that illustrates the Consultant's understanding of the tasks addressed in the "Scope of Work" section above. The letter shall indicate proposed deviations and modifications, if any, to the Agreement for Professional Services (Attachment B), with supporting rationale.

2. Proposed Project Team Members: Provide the Consultant's contact information, list any sub-consultants, and identify the offices where work will be conducted. A single point of contact should be designated. Identify the project manager and project team for the project. A brief description of the qualifications of key personnel and their responsibilities should be included.

3. Statement of Qualifications and Experience:

The Statement of Qualifications and Experience (Statement) shall describe the Consultant's ability and capacity for successfully completing the project. The Statement shall identify the members of the Consultant's team and describe each member's role and responsibilities. The Statement shall include résumés of key staff and describe previous project experience relevant to this project. The Statement should explain how previous experience will enable the Consultant to deliver high quality, cost-effective services. The Statement shall discuss the projected availability of key staff and how the Consultant will assure staff continuity and timely work performance. The Statement shall include at least three references (name and telephone number or e-mail address) for the Consultant and each sub-consultant.

4. Scope of Work. Expand upon the "Scope of Work" section included in the RFQ and present a detailed scope of work.

5. Costs:

The SOQ shall include a cost breakdown by task and a total budget. Include billing rates and an hourly breakdown by task for each person working on the project. Lowest cost will not necessarily be chosen as the criterion for hiring.

6. Schedule:

Provide an EIR schedule for the tasks included in the Scope of Work understanding that a more detailed schedule with specific dates will be required one-week after the kick-off meeting.

**B. Qualifications Submittal**

1. Please submit five copies and one electronic version of the SOQ. SOQs must be received by the Pacific Grove Community Development Department no later than **Monday, August 26, 2019, 12:00 p.m.**

2. All SOQs shall be submitted in an envelope clearly marked with the RFQ description (i.e., City of Pacific Grove American Tin Cannery EIR), and closing date and time.
3. Late or faxed SOQs will not be accepted.
4. All statements, whether selected or rejected, shall become the property of the City.
5. Cost of preparation of the SOQ shall be borne by the submitting party.
6. Statements shall be signed by an authorized employee in order to receive consideration.
7. SOQs shall be hand-delivered to the following address:  
City of Pacific Grove  
c/o Christy Sabdo, AICP, Contract Planner  
Community Development Department  
300 Forest Avenue  
Pacific Grove, California 93950
8. The City will not be responsible for SOQs delivered to a person/location other than specified above.
9. The City reserves the right to reject any and all SOQs that do not comply with these submittal instructions.
10. Questions regarding the RFQ can be directed to Christy Sabdo, AICP, or Alyson Hunter, Senior Planner no later than Thursday August 22, 2019 at 2pm.

### **C. Selection Process and Evaluation Criteria**

The City Manager will evaluate and rank the submitted written SOQs based on demonstrated competence and professional qualifications for performance of the services required.

Depending upon the relative quality of the SOQs, the City Manager may elect to interview two or three firms that in the opinion of the committee appear to be most capable of meeting the conditions of the project.

Based on the City Manager's ranking, the City Manager, or designee, will enter directly into contract negotiations with the highest-ranked firm. The proposed Agreement for Professional Services is contained in Attachment B. If the Community Development Department is unable to successfully negotiate a satisfactory agreement with the highest-ranked firm, the City may commence negotiations with the remaining firms in order of their ranking.

The final Agreement for Professional Services will be submitted to the City of Pacific Grove City Council for review and approval.

SOQs should contain information sufficient to enable the City Manager to properly evaluate the competence and qualifications of the consultant for achieving the project objectives. SOQs will be evaluated based on the following criteria:

- Understanding of project objectives.
- Proposed project approach and staffing plan.
- Ability to provide high-quality, cost-effective consultation services.
- Comparable experience.

SOQs will be scored and ranked as follows:

<b>Criteria</b>	<b>Total Points</b>	<b>Possible Score</b>
Project understanding / timeline	25	
Proposed approach/design	25	
Quality/cost-effectiveness	25	
Comparable experience/staffing	25	
Total	100	

## **VII. CONTRACT**

The Consultant shall adhere to the Pacific Grove Agreement for Professional Services.

### **Attachments:**

- A. Relevant Application Materials and Existing Technical Studies  
(see dropbox)
- B. City of Pacific Grove Agreement for Professional Services

**Attachment B**  
**City of Pacific Grove Agreement for Professional Services**