



# CITY OF SANTA BARBARA

## JOINT COUNCIL AND REDEVELOPMENT AGENCY AGENDA REPORT

**AGENDA DATE:** June 28, 2011

**TO:** Mayor and Councilmembers

**FROM:** Housing and Redevelopment Division, Community Development  
Department  
Recreation Division, Parks and Recreation Department

**SUBJECT:** Cabrillo Pavilion East Beach Bathhouse Business Plan Contract

**RECOMMENDATION:** That Council:

- A. In accordance with the Cabrillo Pavilion Cooperation Agreement dated June 21, 2011, and on behalf of the Redevelopment Agency, authorize the Parks and Recreation Director to execute a Professional Design Services Agreement, with GreenPlay, LLC in an amount not to exceed \$45,700, for the development of a business plan to support the renovation of the Cabrillo Bathhouse, and authorize the Director to approve expenditures of up to \$4,570 to cover any cost increases that may result from necessary changes in the scope of work; and
- B. Adopt, by reading of title only, A Resolution of the Council of the City of Santa Barbara Approving and Adopting the Findings Required by Health and Safety Code Section 33445 for the Funding of Capital Improvements to the Cabrillo Bathhouse.

### **DISCUSSION:**

#### Background

On June 29, 2010, the Agency Board adopted the Fiscal Year 2011 Capital Program which included the allocation of \$250,000 toward the preparation of a building feasibility assessment and a business plan for the renovation of the Cabrillo Bathhouse. Constructed in 1926, renovation of the Bathhouse was identified by the Infrastructure Financing Task Force as a key project in October 2008. The purpose of the renovation is to address structural and mechanical deficiencies, increase recreational programming and other community serving uses, and to expand revenue opportunities to offset operating expenses.

On June 21, 2011, the Agency Board and City Council approved the Cooperation Agreement for Cabrillo Pavilion/East Beach Bathhouse Renovation between the Redevelopment Agency and the City of Santa Barbara ("Cabrillo Pavilion Cooperation

Agreement"). In that Agreement, the City agreed to complete the project and the Agency agreed to reimburse the City for all associated expenses. Today's Council action will implement the provisions of the Cabrillo Pavilion Cooperation Agreement through the City Council approval of the Design Services Agreement with GreenPlay, LLC and the Agency transfer of tax increment to the City to fund the project.

### Project Management

Development of the business plan and the building feasibility assessment is a collaborative effort of the Parks and Recreation Department, Public Works Department and Redevelopment Agency. The Parks and Recreation Department is leading the development of the business plan, and the Public Works Department will oversee the building assessment. Staff is completing the Request for Proposal (RFP) process for the building assessment and will be making recommendations to the Council in July 2011.

### Business Plan RFP and Consultant Selection

The Parks and Recreation Department issued a Request for Proposal (RFP) in March 2011, and received four (4) responses. All four consulting firms were interviewed by a panel comprised of Parks and Recreation, Public Works and Redevelopment Agency Staff. Through this process, GreenPlay, LLC was selected as the most qualified for the project. GreenPlay, LLC has extensive experience in the preparation of business and marketing plans for parks and recreation facilities throughout the country.

### Scope of Work and Schedule

The purpose of the business plan is to guide both facility renovation and operating objectives, including areas to be programmed by the Department, and areas that may be designed and operated for private concessions. Development of the business plan will occur over a 4-month schedule. The business plan will assess existing and potential markets for recreation and other community serving uses, provide recommendations, and establish marketing strategies. The scope of work also includes coordination with the mechanical and structural building assessment and renovation feasibility analysis.

### **BUDGET/FINANCIAL INFORMATION:**

The Board appropriated \$250,000 toward the Cabrillo Pavilion & Bathhouse Building Assessment Study. The following table summarizes the expenditures for the business plan element as recommended in this report.

**CONSULTANT CONTRACT FUNDING SUMMARY**

	<b>Basic Contract</b>	<b>Change Funds</b>	<b>Total</b>
Business Plan Consultant	\$45,700	\$4,570	\$50,270
<b>TOTAL RECOMMENDED AUTHORIZATION</b>			\$50,270

Staff is completing the Request for Proposal (RFP) process for the structural and systems assessment element of the overall facility investigation and will be bringing forward a contract recommendation to the City Council in July 2011. When complete, staff will have a clear cost estimate for the renovation.

**HEALTH AND SAFETY CODE SECTION 33445**

Health and Safety Code section 33445 provides that a redevelopment agency may pay for the installation and construction of public improvements on public property located either within the Project Area or contiguous thereto if the legislative body consents to the use of funds and makes certain findings. The Cabrillo Pavilion is contiguous to the Redevelopment Agency Project Area. The Cabrillo Pavilion & Bathhouse Renovation Project meets all of the required findings in Section 33445 because the proposed improvements are consistent with the Implementation Plan adopted pursuant to Health and Safety Code 33490 and are of benefit to the Central City Redevelopment Project Area. The facility improvements will generate additional public activity by locals and tourists and add to the attractive environment of the Project Area, thereby eliminating blight. In addition, the improvements to the Cabrillo Pavilion/Bathhouse will encourage pedestrian activity and additional commerce that will benefit the Project Area. An increase in these activities improves the vitality of the project area by encouraging economic activity by locals and visitors, which leads to additional public improvements, and thereby eliminates blight and the conditions that lead to blight. No other reasonable means of financing the improvements are available.

**SUSTAINABILITY IMPACT:**

The project will have its greatest impact on the environment at the point it begins construction. Recognizing the possible impacts, Agency-sponsored capital projects incorporate environmentally responsible design and construction techniques including, but not limited to, the specification of recycled-content building materials, construction debris recycling processes, compliance with storm water management policies and the use of drought tolerant landscaping. These techniques further the City's sustainability goals in a variety of ways specific to the individual project and include recycling, reducing waste and reducing resource consumption.

**ATTACHMENT:** Project Area Map

**PREPARED BY:** Brian Bosse, Housing and Redevelopment Manager/MEA/PB  
Jill Zachary, Assistant Parks and Recreation Director

**SUBMITTED BY:** Paul Casey, Community Development Director/Assistant City  
Administrator

**APPROVED BY:** City Administrator's Office

Cabrillo Bathhouse  
1118 E. Cabrillo Boulevard

