



City of Arts & Innovation

City Council Memorandum

TO: HONORABLE MAYOR AND CITY COUNCIL DATE: JUNE 24, 2025

**FROM: COMMUNITY AND ECONOMIC DEVELOPMENT WARD: 1
DEPARTMENT**

**SUBJECT: PROFESSIONAL CONSULTANT SERVICES AGREEMENT FOR
PREPARATION OF THE CALIFORNIA ENVIRONMENTAL QUALITY ACT
(CEQA) REVIEW FOR THE RIVERSIDE ADVENTURE CENTER AND MIXED-
USE TOWN CENTER DEVELOPMENT LOCATED WITHIN A 126-ACRE CITY-
OWNED PROPERTY IN THE NORTHSIDE, WITH ALBERT A. WEBB
ASSOCIATES FOR A TOTAL AMOUNT OF \$299,492 PLUS 40% CONTINGENCY
OF \$114,829, FOR A TOTAL CONTRACT AMOUNT OF \$414,321 FOR A TWO-
YEAR TERM, WITH THE OPTION TO EXTEND FOR TWO ADDITIONAL 6-
MONTH TERMS**

ISSUE:

Approve a Professional Consultant Services Agreement for Albert A. Webb Associates for the preparation of the California Environmental Quality Act (CEQA) environmental review for the Riverside Adventure Center and Mixed-Use Town Center Development, for a total amount of \$299,492 plus 40% contingency of \$114,829 for a total contract amount of \$414,321, for a two-year term, with the option to extend for two additional 6-month terms.

RECOMMENDATIONS:

That the City Council:

1. Approve a Professional Consultant Services Agreement for Albert A. Webb Associates for preparation of the California Environmental Quality Act (CEQA) environmental review for the proposed Riverside Adventure Center and Mixed-Use Town Center Development project for an amount of \$299,492;
2. Authorize a 40% contingency in the amount of \$114,829 resulting in a contract amount not to exceed \$414,321; and
3. Authorize the City Manager, or his designee, to execute the Professional Consultant Services Agreement with Albert A. Webb Associates, including making minor and non-substantive changes including but not limited to extensions to the term of the Agreement.

BACKGROUND:

The project site is a 126-acre city-owned property consisting of three vacant and underutilized parcels (APN's 246-060-011, 206-070-002 and 206-070-003), located within the Northside Specific Plan (NSP). The NSP is the policy document developed by the City, in conjunction with

the local community, to guide future development in the Northside neighborhood. The City Council adopted both the Specific Plan and the Program EIR in November 2020.

In February 2025, the City Council approved an Exclusive Negotiating Agreement (ENA) with the Adrenaline Sports Resorts (ASR) Collaborative (Developer) for the acquisition and development of 126 acres of City-owned property. The term of the ENA is six months with two possible 6-month extensions upon request of the developer. During the term of the ENA, the proposed development is required to undergo environmental review and clearance pursuant to the California Environmental Quality Act (CEQA).

ASR Collaborative proposed a development project for the 126-acre site that is consistent with the Northside Specific Plan (NSP) vision, which is designed to accommodate a safe, healthy and balanced community that celebrates the history and culture of the greater Riverside Area.

The development, representing a capital investment from the master developer of \$200 million, is anticipated to create:

- 722 housing units with 25% reserved as affordable housing in compliance with the Surplus Land Act and Notice of Availability;
- Four-story, 150 room, 91,500 square foot Adventure Center Hotel and Conference Center;
- 20,000 square foot athlete hostel;
- Town Center with commercial and 360,000 square feet retail uses including a 45,000 square foot grocery store, restaurants and Main Street retail;
- A sports adventure center that serves as a highly amenitized public park with programs that will drive job creation and bring benefits to the community. This will include biking, hiking, trails, climbing, kids play areas, open space and connection to Reid Park and open to the public.
- The Riverside Adventure Center will be open to the public and will become a community gathering place rooted in healthy living, sharing the goals of the City's Blue Zones pursuit;
- Create 2,800 jobs; and
- Yield an estimated cost savings of \$3.9 million annually for the City.

This project is an economic development catalyst for the City of Riverside.

DISCUSSION:

Due to the massive economic development potential and expedited timeframe of the proposed development, it is imperative that the CEQA environmental review and clearance be performed in an adequate and timely manner. In an effort to initiate the CEQA process, the project is seeking approval to enter into an agreement with Albert A. Webb Associates to conduct the necessary environmental review and clearance for the proposed development. The goals of this environmental review effort are:

- To fully evaluate and, where necessary, mitigate potential environmental impacts of the proposed project; and
- Prepare all necessary environmental clearance to facilitate and streamline the development process for the proposed project.

Scope of Work

The terms of the contract is two years, with an option to extend two additional 6-month terms, subject to City Manager approval. The proposed scope of work can be found in Attachment 2 of the Staff Report and summarized in bullet points below:

- Task 1 - Project Set Up Coordination/Kick-Off Meeting
- Task 2 - Preparation of Project Description
- Task 3 – Preparation of Technical Studies
 - Subtask 3.1: Prepare Cultural Resource Report
- Task 4 – Peer Review
 - Subtask 4.1: Peer Review of Biological Reports
 - Subtask 4.2: Peer Review of VMT Analysis
- Task 5 – Prepare Supporting Document for CEQA Section 15183
- Task 6 – Attend Public Hearings
- Task 7 – Prepare CEQA Determination Notice
- Task 8 – Project Management and Coordination
- Task 9 – Regulatory Permitting (Optional Task) – Webb shall only complete this task if directed to do so, in writing, by the City.

Purchasing Resolution No. 24101, Section 702 states, Exceptions. Competitive Procurement through the Informal Procurement and Formal Procurement process shall not be required in any of the following circumstances...(d) “When the Procurement can only be obtained timely from a single source and the Manager is satisfied that the best price, terms and conditions for the Procurement thereof have been negotiated.”

The Purchasing Manager concurs that the recommended action complies with Purchasing Resolution No. 24101.

STRATEGIC PLAN ALIGNMENT:

This item contributes to Envision Riverside 2025 **Strategic Priority 3 – Economic Opportunity** (Goal 3.3: Cultivate a business climate that welcomes innovation, entrepreneurship and investment) and **Strategic Priority 5 – High Performing Government** (Goal 5.3 Enhance communication and collaboration with community members to improve transparency, build public trust, and encourage shared decision-making).

This Project aligns with the following Cross-Cutting Threads:

1. **Community Trust** – The proposed project creates transparency as it will be reviewed at a public hearing.
2. **Equity** – The proposed project will provide environmental analyses required under CEQA to analyze for any potentially significant impacts and facilitate a development that aims to provide open space and recreation, housing, commercial uses, and a unique destination for residents and visitors within the City.
3. **Fiscal Responsibility** – The City is a prudent steward of public funds and ensures

responsible management of the City's financial resources while providing quality public services to all.

4. **Innovation** – The City is inventive and timely in meeting the community's changing needs. The consultant team will leverage available technologies and innovations to accurately assess all potential impacts and prepare an environmental document per CEQA.
5. **Sustainability & Resiliency** – The awarding of this contract will allow for a comprehensive assessment of all environmental impacts of the project under CEQA to ensure a sustainable and resilient project.

FISCAL IMPACT:

No fiscal impact to the City is anticipated for the project. All costs are borne by the Applicant. The Applicant will provide a check deposit which will be deposited into the Special Deposits Account, Planning EIR Trust Account No. 0000720-224250. No work shall be commenced until the Applicant provides the full amount of applicable fees to the City as set forth by Webb Associates in the Cost Proposal.

Prepared by:	Regine Kennedy, Senior Planner
Approved by:	Jennifer A. Lilley, Community & Economic Development Director
Certified as to availability of funds:	Kristie Thomas, Finance Director/Assistant Chief Financial Officer
Approved by:	Mike Futrell, City Manager
Approved as to form:	Rebecca McKee-Reimbold, Interim City Attorney

Attachments:

1. Professional Consultant Services Agreement
2. Webb Associates Proposal