

**CITY OF OAKLAND
COUNCIL AGENDA REPORT**

FILED
OFFICE OF THE CITY CLERK
OAKLAND
2005 JUN 15 PM 6:26

TO: Office of the City Administrator
ATTN: Deborah Edgerly
FROM: Community and Economic Development Agency
DATE: June 28, 2005

RE: A RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO NEGOTIATE AND EXECUTE ALL DESIGN CONTRACTS FOR THE NEIGHBORHOOD COMMERCIAL REVITALIZATION FAÇADE IMPROVEMENT PROGRAM IN AN AMOUNT NOT TO EXCEED \$300,000 FOR THE PERIOD OF JULY 1, 2005 THROUGH JUNE 30, 2009, WITHOUT RETURNING TO THE CITY COUNCIL

SUMMARY

This item is a request for City Council approval of a resolution authorizing the City Administrator to negotiate and execute all third-party design contracts necessary to administer the Neighborhood Commercial Revitalization Façade Improvement Program in an amount not to exceed \$300,000 for the period of July 1, 2005 through June 30, 2009.

Consulting services in the form of architectural design services are a key component of the Façade Improvement Program (FIP). Providing the City Administrator with authorization to execute third party design contracts using Community Development Block Grant funds allocated to the Neighborhood Commercial Revitalization (NCR) Program will facilitate the administration of the NCR FIP.

FISCAL IMPACT

Third-party design contracts not to exceed \$300,000 executed by the City Administrator for the NCR Façade Improvement Program will be funded from the approved budget for the U.S. Department of Housing and Urban Development-Community Development Block Grant Fund (2108), NCR Project Development (G83200). These expenditures will have no negative impact on the General Fund. Additionally funding for the Façade Improvement Program may result in an increase in sales tax and business tax revenue for the City of Oakland which will augment the General Fund in future years.

18
ORA/COUNCIL

JUL 19 2005

~~10~~
Item: _____
CED Committee
June 28, 2005

BACKGROUND

Neighborhood Commercial Revitalization Façade Improvement Program and Third Party Contracts

The Neighborhood Commercial Revitalization Façade Improvement Program was approved by the City Council on September 30, 1997. Since its inception more than 300 projects have been completed in approximately 15 NCR target areas throughout the City's Community Development Districts. Currently there are more than 120 active projects with more than \$500,000 in façade grant funds committed.

As part of the NCR Façade Improvement Program, participants are provided with free limited architectural services to develop designs for exterior improvements. There are generally six architectural firms under contract to provide on call design assistance to façade program participants. Professional design assistance is provided to ensure that façade improvements are of a high quality and enhance architecturally and historically significant features of commercial building storefronts. The maximum amount available for design assistance is \$3,000 per project.

NCR and Redevelopment staff recently completed a competitive Request for Qualifications (RFQ) process that resulted in the selection of architects to provide design assistance to the Redevelopment Agency sponsored Façade Improvement Program in the Downtown, West Oakland, Broadway/MacArthur/San Pablo, and Central City East Redevelopment Areas. NCR will select six architectural firms from this pool of architects for the NCR Façade Improvement Program. Selected design firms will be required to comply with the City's contracting requirements including the SLBE/LBE requirements.

SUSTAINABLE OPPORTUNITIES

Economic

The NCR Façade Improvement Program improves the physical and economic health of commercial districts by providing financial assistance to property and business owners to make improvements to their commercial properties.

Environmental

The Façade Improvement Program helps to stimulate usage of underutilized and blighted properties in neighborhood commercial districts.

Social Equity

The financial assistance provide by the Façade Improvement Program provides an opportunity for participation by property and business owners in the revitalization of their properties.

~~Item: _____
CED Committee
June 28, 2005~~

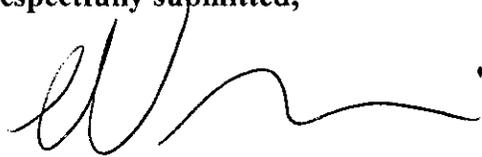
DISABILITY AND SENIOR CITIZEN ACCESS

Any new construction that occurs on the properties that participate in the NCR Façade Improvement Program will be required to comply with city, state and federal ADA requirements.

ACTION REQUESTED OF THE CITY COUNCIL

Staff recommends that the City Council approve the resolution authorizing the City Administrator to negotiate and execute third-party design contracts in an amount not to exceed \$300,000 necessary to administer the Neighborhood Commercial Revitalization Façade Improvement Program.

Respectfully submitted,



Dan Vanderpriem, Director of
Redevelopment, Economic Development
and Housing and Community Development

Prepared by:
Stephanie Floyd-Johnson, Program Manager
Neighborhood Commercial Revitalization

**APPROVED AND FORWARDED TO
THE COMMUNITY AND ECONOMIC
DEVELOPMENT COMMITTEE**


OFFICE OF THE CITY ADMINISTRATOR

18

ORA/COUNCIL

JUL 19 2005

~~Item:
CED Committee
June 28, 2005~~

2005 JUN 16 PM 6:34 APPROVED AS TO FORM AND LEGALITY:

D. Lewis

Deputy City Attorney

OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S.

A RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO NEGOTIATE AND EXECUTE DESIGN CONTRACTS FOR THE NEIGHBORHOOD COMMERCIAL REVITALIZATION FAÇADE IMPROVEMENT PROGRAM IN AN AMOUNT NOT TO EXCEED \$300,000 FOR THE PERIOD OF JULY 1, 2005 THROUGH JUNE 30, 2009, WITHOUT RETURNING TO THE CITY COUNCIL

WHEREAS, the City of Oakland contains many neighborhood commercial areas in need of revitalization and physical improvements; and

WHEREAS, the Community and Economic Development Agency's Neighborhood Commercial Revitalization (NCR) Program has designated targeted commercial areas for revitalization, including façade improvements; and

WHEREAS, the City Council authorized the NCR Façade Improvement Program and the City Administrator to approve and execute all third-party design contracts within the available budget for the Façade Improvement Program (Resolution No. 73818 C.M.S.); and

WHEREAS, the Façade Improvement Program provides incentives for property owners and business owners to rehabilitate and revitalize commercial buildings and storefronts in targeted commercial districts of the City located in eligible Community Development Districts and;

WHEREAS, such rehabilitation and revitalization assists in the elimination of blight in the target districts and assists with retaining and attracting businesses, increasing job opportunities and sales tax revenues for the City of Oakland; and

WHEREAS, architectural design consulting services are needed to implement the program; and

WHEREAS, CEDA staff issued a Request for Qualifications for architectural services and has selected a list of finalists from the respondents; and

WHEREAS, the City's standard procurement process for third-party contracts requires excessive time to obtain City Council authorization that may lead to potential

18
ORA/COUNCIL

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COMMUNITY AND ECONOMIC DEVELOPMENT AGENCY

JUN 28 2005

delays in the implementation of the Façade Improvement Program; and

WHEREAS, the City seeks to avoid such potential delays by authorizing the City Administrator to approve and execute all third-party design contracts within the available budget for the Neighborhood Commercial Revitalization Façade Improvement Program for the four (4) year period from July 1, 2005 through June 30, 2009; and

WHEREAS, the City finds that these services are of a professional nature and will be temporary in duration; and

WHEREAS, the City finds that these contracts will not result in the loss of employment or salary by any person having permanent status in the competitive services; now, therefore be it

RESOLVED: That the City Council authorizes the City Administrator or her designee to negotiate and execute, amend, modify and extend all third-party design contracts necessary to carry out the Neighborhood Commercial Revitalization Façade Improvement Program in an amount not to exceed \$300,000 to be funded from the U.S. Department of Housing and Urban Development-Community Development Block Grant Program Fund (2108), Neighborhood Commercial Revitalization Project Development (G83200) without having to obtain further City Council authorization; and be it

FURTHER RESOLVED: That all agreements executed pursuant to the Resolution be approved as to form and legality by the Office of the City Attorney and be filed in the Office of the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 2005

PASSED BY THE FOLLOWING VOTE:

AYES- BROOKS, BRUNNER, CHANG, NADEL, QUAN, REID, AND PRESIDENT DE LA FUENTE

NOES-

ABSENT-

ABSTENTION-

ATTEST:

LATONDA SIMMONS

Interim City Clerk and Clerk of the
Council of the City of Oakland,
California

18
COUNCIL
JUL 19 2005

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COMMUNITY DEVELOPMENT
JUL 28 2005~~