

CITY of OAKLAND
Agenda Report

FILE
OFFICE OF THE CITY CLERK
OF OAKLAND

2005 OCT 27 PM 12:06

TO: Office of the City Administrator/Agency Administrator
ATTN: Deborah Edgerly
FROM: Community and Economic Development Agency
DATE: November 8, 2005

RE: **A RESOLUTION AUTHORIZING A CONTRACT WITH DESIGN, COMMUNITY & ENVIRONMENT/WOLFE MASON ASSOCIATES IN AN AMOUNT NOT TO EXCEED \$250,000 TO PREPARE DESIGN AND ENGINEERING DOCUMENTS FOR THE FOOTHILL STREETScape IMPROVEMENT PROJECT IN THE FRUITVALE AREA, APPROPRIATING FUNDS FOR THIS PURPOSE FROM CENTRAL CITY EAST REDEVELOPMENT PROJECT AREA FUNDS, AND AMENDING THE CENTRAL CITY EAST IMPLEMENTATION PLAN TO INCREASE THE FUNDING AMOUNT DESIGNATED FOR THE FOOTHILL BOULEVARD AND FRUITVALE AVENUE AREA FROM \$125,000 TO \$330,000**

SUMMARY

The Community and Economic Development Agency (CEDA) staff is recommending approval of an Agency resolution authorizing a contract with Design, Community, and Environment/Wolfe Mason Associates in an amount not to exceed \$250,000 to prepare design and engineering documents for the Foothill Streetscape Improvement Project in the Central City East (CCE) Redevelopment Project Area from Rutherford Street/Sausal Creek to High Street and appropriating funds for this purpose from the Central City Redevelopment Area funds. In addition, staff recommends amending the implementation plan, as recommended by the Central City East Project Area Committee (PAC) on July 11, 2005, to increase funds for the Foothill Boulevard and Fruitvale Avenue area from \$125,000 to \$330,000 to meet the financial gap for the streetscape improvement work in this area.

CEDA staff, working with the contract compliance division and the Public Works Agency staff, held a competitive bid process for this contract. A Request for Proposal (RFP) for the design and engineering contract for the Foothill Streetscape Project was released on July 29, 2005. Proposals were received from five design and engineering teams. An interview and selection process was completed in early September with Design, Community, and Environment/Wolfe Mason Associates in collaboration with Dowling Associates Transportation Engineering and Moffat & Nichol Civil Engineering selected as the winning firm.

FISCAL IMPACT ANALYSIS

The capital improvement funds were approved as part of the Redevelopment Agency budget for Fiscal Year 2005-06 to undertake streetscape improvement projects in the Central City East Project Area. Approval of the resolution will appropriate \$250,000 from the Central City East capital improvement funds for the Foothill Streetscape Improvement Project to pay for the design and engineering services for this project. The funds will be appropriated from Oakland Redevelopment Agency (Entity 5), Central City East Operations (Fund Number 9540), Central City East Development (Organizational Number 88699), and Oakland Redevelopment Agency/Central City East Repayment Agreement (Project Number S233310).

BACKGROUND

The Foothill Streetscape Improvement Project is located in the Central City East Redevelopment Project Area. In January 2005, the City Council approved a five-year implementation plan that includes funding for six streetscape improvement projects including the Foothill Boulevard area. The goal of the streetscape improvement project is to improve the physical environment of the commercial and residential area to create a safer environment for living and shopping along Foothill Boulevard. The streetscape improvements may include but are not limited to constructing new gutters, curbs, sidewalks; installing new street trees and shrubs, constructing both decorative and handicapped accessible crosswalks; constructing new medians with landscaping; installing street furniture such as trash receptacles and newspaper racks; and improving area lighting by improving the number of luminaries.

KEY ISSUES/IMPACTS

Foothill Boulevard is a key regional thoroughfare carrying automobile and bus traffic through the diverse southeast half of Oakland from Lake Merritt to 73rd Avenue. The section of Foothill Boulevard highlighted for this streetscape proposal, from Rutherford Street/Sausal Creek to High Street, traverses the very dense Fruitvale District and contains very active neighborhood-serving commercial "nodes" often inter-mixed with under-utilized and blighted parcels. This segment of Foothill Boulevard roughly parallels International Boulevard and is within walking distance of the nationally-celebrated Fruitvale Transit Village development project.

Due to Foothill Boulevard's importance as an inter-city thoroughfare and as a pedestrian-oriented commercial center for the District, many different public agencies and community groups have sought to influence the design and function of the street environs. Recently, a study for specific traffic and pedestrian streetscape improvements was completed as part of a State Department of Transportation (Caltrans) funded Environmental Justice Grant for the Fruitvale Avenue and Foothill Boulevard intersection.

PROJECT DESCRIPTION

For the proposed Foothill Streetscape design project, Design, Community & Environment/Wolfe Mason Associates and their team will create comprehensive streetscape design

and engineering plans for this segment of Foothill Boulevard. The plans will integrate and leverage existing efforts to enhance the corridor as a vibrant pedestrian-oriented mixed-use commercial district, balance the needs of automobiles and AC Transit Bus service, create ties into existing open spaces such as Cesar Chavez Park, and reflect the unique conditions and character of the area. As part of the design process, the consultants and their community outreach partner VSCE Inc. will conduct in-depth interviews with neighborhood stakeholders and hold three inter-active community forums in addition to working closely with the established City Technical Advisory Committee on all phases of the project. The completed streetscape design and engineering plans will be for 35% design documents and will provide cost-estimates and construction detailed drawings which will be used for subsequent capital funding purposes. The anticipated timeline for completion of the work is nine months from execution of the contract.

SUSTAINABLE OPPORTUNITIES

Economic

The implementation of the pedestrian safety, infrastructure and transit streetscape design elements may stimulate private investment in this key segment of the Foothill Boulevard corridor. Improvements in traffic calming, pedestrian safety, infrastructure, and access to public spaces in these commercial districts of Foothill Boulevard will help the area's desirability and identity as a destination and as a place of residence.

Environmental

The streetscape plan, when implemented, will increase pedestrian infrastructure and transit safety along the Foothill commercial corridor, encourage the walk-ability of the neighborhood, and increase the use of other transportation modes that will help reduce vehicular traffic. Plan elements will emphasize water conserving fixtures, landscaping and recycled content building materials, and low waste construction techniques as appropriate.

Social Equity

This project, when implemented, will result in benefits to the immediate neighborhood residents all along this mile-long corridor segment by improving access to goods and services as well as increased access to recreational, open space and social venues.

DISABILITY AND SENIOR CITIZEN ACCESS

The design and engineering plans and documents will comply with the Americans with Disabilities Act (ADA) and the Older Americans Act and other applicable laws.

RECOMMENDATION AND RATIONALE

Staff recommends approval of the attached resolution, which authorizes the Agency to enter into a contract with Design, Community, and Environment/Wolfe Mason Associates in an amount not to

exceed \$250,000 to prepare design and engineering documents for the Foothill Streetscape Improvement Project in the Central City East Redevelopment Project Area from Rutherford Street/Sausal Creek to High Street, appropriating funds for this purpose from the Central City Redevelopment Area funds, and amending the Central City East Implementation Plan to increase funds for the Foothill Boulevard and Fruitvale Avenue area from \$125,000 to \$330,000 for the streetscape improvement work. The streetscape design project commences the revitalization of the Foothill corridor between Rutherford Street and High Street which is a high priority of the Central City East Redevelopment Project Area Committee as identified in the Central City East Redevelopment Implementation Plan.

ACTION REQUESTED OF THE CITY COUNCIL

Staff recommends approval of the attached resolution, which authorizes the Agency to enter into a contract with Design, Community, and Environment/Wolfe Mason Associates in an amount not to exceed \$250,000 to prepare design and engineering documents for the Foothill Streetscape Improvement Project in the Central City East Redevelopment Project Area from Rutherford Street/Sausal Creek to High Street, appropriating funds for this purpose from the Central City Redevelopment Area funds, and amending the Central City East Implementation Plan to increase the funding amount designated for the Foothill Boulevard and Fruitvale Avenue area from \$125,000 to \$330,000.

Respectfully submitted,




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

Prepared by:

Gregory Hunter, Redevelopment Area Manager
Theresa Navarro-Lopez, Urban Economic Analyst IV
David Ralston, Urban Economic Analyst III

APPROVED FOR FORWARDING TO
THE COMMUNITY AND ECONOMIC
DEVELOPMENT COMMITTEE:


Office of the Agency Administrator

2005 OCT 27 PM 12:06

REDEVELOPMENT AGENCY OF THE CITY OF OAKLAND

RESOLUTION No. _____ C.M.S.

A RESOLUTION AUTHORIZING A CONTRACT WITH DESIGN, COMMUNITY & ENVIRONMENT/WOLFE MASON ASSOCIATES IN AN AMOUNT NOT TO EXCEED \$250,000 TO PREPARE DESIGN AND ENGINEERING DOCUMENTS FOR THE FOOTHILL STREETScape IMPROVEMENT PROJECT IN THE FRUITVALE AREA, APPROPRIATING FUNDS FOR THIS PURPOSE FROM CENTRAL CITY EAST REDEVELOPMENT PROJECT AREA FUNDS, AND AMENDING THE CENTRAL CITY EAST IMPLEMENTATION PLAN TO INCREASE THE FUNDING AMOUNT DESIGNATED FOR THE FOOTHILL BOULEVARD AND FRUITVALE AVENUE AREA FROM \$125,000 TO \$330,000

WHEREAS, the Central City East Redevelopment Project Area contains many commercial and residential corridors in need of revitalization and physical improvements; and

WHEREAS, the City Council and Agency approved on December 14, 2004 an amendment to the five-year implementation plan for the Central City East Redevelopment Area which designates the Foothill area along Foothill Boulevard approximately between Sausal Creek and High Street in the Central City East Redevelopment Project Area for the Foothill Streetscape Improvement Program; and

WHEREAS, the staff of the Community and Economic Development Agency held a competitive process to select the engineering and design firm for the Foothill Streetscape Improvement Project, and selected the firm of Design, Community & Environment/Wolfe Mason Associates; and

WHEREAS, capital improvement funds were approved as part of the Redevelopment Agency budget for Fiscal Year 2005-06 to undertake streetscape improvement projects in the Central City East Project Area; and

WHEREAS, the funds will be appropriated from Oakland Redevelopment Agency (Entity 5), Central City East Central City East Operation (Fund Number 9540), Central City East Development (Organizational Number 88699), and Oakland Redevelopment Agency/Central City East Repayment Agreement (Project Number S233310); and

WHEREAS, the Implementation Plan for the Central City East Redevelopment Project designates funding for the Foothill Boulevard and Fruitvale Avenue area in the amount of \$125,000; and

WHEREAS, the Agency wishes to enter into a contract with Design, Community & Environment/Wolfe Mason Associates for an amount not to exceed \$250,000 for the preparation of design and engineering documents for the Foothill Streetscape Improvement Project; and

WHEREAS, the Agency finds that the design and engineering contract will be for services of a professional nature, and the services under this contract will be temporary; and

WHEREAS, the Agency finds that the design and engineering contract will not result in the loss of employment or salary by any person having permanent status in the competitive service; now, therefore, be it

RESOLVED: That the Agency authorizes the Agency Administrator to negotiate and enter into a contract with Design, Community & Environment/Wolfe Mason Associates in an amount not to exceed \$250,000 to prepare design and engineering documents for the Foothill Streetscape Improvement Project; and be it further

RESOLVED: That the Agency hereby appropriates \$250,000 from Central City East Redevelopment Project Area funds from Fiscal Year 2005-06 (Entity No. 5, Fund No. 9540, Org. No. 88699, Project No. SC233310, and Project No. SC18) for this contract; and be it further

RESOLVED: That the Agency hereby amends the Central City East Implementation Plan to increase the funds designated for the Foothill Boulevard and Fruitvale Avenue area from \$125,000 to \$330,000; and be it further

RESOLVED: That the Agency authorizes the Agency Administrator or her designee to take any action with respect to this contract consistent with this Resolution and its basic purposes.

IN AGENCY, OAKLAND, CALIFORNIA, _____, 2005

PASSED BY THE FOLLOWING VOTE:

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

NOES-

ABSENT-

ABSTENTION-

ATTEST:

LATONDA SIMMONS
Secretary of the Redevelopment Agency
of the City of Oakland, California