

DATE: July 7, 2009

TO: Redevelopment Agency Board Members

FROM: Redevelopment Director

SUBJECT: Authorization for the City Manager to Execute a Professional Services Agreement with Suzanne Gale for a New Mural for the Cinema Place Alley Way Project at 1051 B Street

RECOMMENDATION

That Redevelopment Agency adopts the attached resolution authorizing the Executive Director to enter into an agreement with artist Suzanne Gale in the amount of \$36,219, and to expend an additional amount up to \$5,000 for wall preparation and additional project costs as needed, for the Cinema Place Alley Way Mural on B Street.

BACKGROUND

The Redevelopment Agency and Maintenance Services Department proposes the painting of a mural on the property located at 1051 B Street (Avalon Jewelers) on the alley wall facing the Cinema Place Theater. The mural would depict local business store fronts, landscape and pedestrian activities. The proposed Mural would be a coordinated effort between local artist Suzanne Gayle, a local Hayward resident, an artist assistant, and one local high school student.

The Mural Program takes its inspiration from the City Council's "Crime and Public Safety" and "Cleanliness" Priorities, as well as from the City Manager's Leadership Principles that emphasize alignment of services, strategic planning, and improving service delivery at the community level. Its program design consolidates "best practices" from efforts implemented by other communities that have faced similar challenges arising from graffiti vandalism. In addition, it has long been a goal of the Redevelopment Agency to enhance the Cinema Place Theater Alley with a combination of landscaping, lighting, and mural painting.

DISCUSSION

The proposed mural would not only address potential exterior code violations on the B Street building wall facing Cinema Place, but engage the community in a fun and creative neighborhood partnership. By showing people and activity in the mural, it is hoped that the mural will add to the sense of safety in the Theater Alley. Finally, the mural is intended to provide "visual cues" to direct visitors toward B Street and the Cinema Place theater complex. The owner of the 1051 B Street

property (Avalon Jewelers) has responded enthusiastically to the opportunity to participate in this program.

Staff has also ordered five additional street lights, which are identical to the B Street lamps, at the northern, B Street end of the alley. These are expected to be installed this summer. In addition, staff has recently approached Cinemark theaters with preliminary designs for two new theater identification signs: one which would be a pillar sign on B Street in front of the theater courtyard, and the other would be attached to the Cinema Place building on Foothill Boulevard. These would be offered to the business for funding under the Downtown Retail Attraction Loan Program. Finally, staff will continue to pursue mural designs for the Cinema Place parking structure.

A visual “mock-up” of the proposed mural will be provided at the Agency Board meeting.

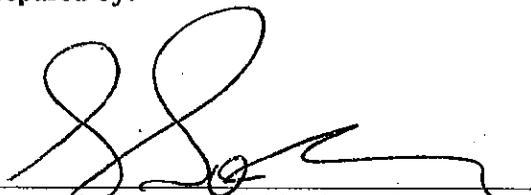
FISCAL IMPACT

The proposed mural for this “Cinema Place Alley Way” project will be funded from the Redevelopment Agency through remaining funds in Redevelopment Project 451-5080, which are being carried over into FY 2010. Total project costs are expected to run up to approximately \$41,000, and the project account has approximately \$240,600 remaining. Other remaining project costs that may be funded out of this account include the installation of five street lights, and the installation of murals on the Cinema Place garage walls.

PUBLIC CONTACT

The City’s Mural Program was presented to the Council Downtown Committee on June 22, 2009, and was enthusiastically supported and discussed in detail.

Prepared by:

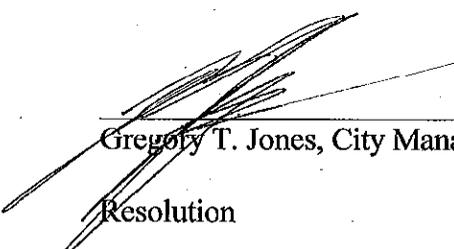


Stacey Sorensen, Neighborhood Partnership Manager

Recommended by:


Maret Bartlett, Redevelopment Director

Approved by:


Gregory T. Jones, City Manager

Resolution

DRAFT DH 1/2/09

REDEVELOPMENT AGENCY OF THE CITY OF HAYWARD

RESOLUTION NO. RA-09-_____

Introduced by Agency Member_____

RESOLUTION AUTHORIZING THE EXECUTIVE DIRECTOR TO NEGOTIATE AND EXECUTE A CONTRACT FOR ANEW MURAL FOR THE CINEMA PLACE ALLEY WAY PROJECT AT 1051 B STREET

BE IT RESOLVED by the Redevelopment Agency of the City of Hayward that the Executive Director is hereby authorized and directed to negotiate and execute a contract for a new mural for the Cinema Place Alley Way project at 1051 B Street, in an amount not to exceed \$36,219 in a form to be approved by the General Counsel.

HAYWARD, CALIFORNIA_____, 2009

ADOPTED BY THE FOLLOWING VOTE:

AYES: AGENCY MEMBERS:
MAYOR:

NOES: AGENCY MEMBERS:

ABSTAIN: AGENCY MEMBERS:

ABSENT: AGENCY MEMBERS:

ATTEST:_____
Secretary of the Redevelopment Agency

APPROVED AS TO FORM:

General Counsel