

**DATE:** October 6, 2009

**TO:** Redevelopment Agency Board Members

**FROM:** Redevelopment Director

**SUBJECT:** Authorization to Design, Procure, and Install Two LED Signs on B Street for the City Hall Parking Garage.

### **RECOMMENDATION**

That the Redevelopment Agency Board adopts the attached resolution authorizing the Executive Director to enter into contract(s) to design, procure, and install two LED signs on B Street to identify the location of the City Hall Parking Garage, in an amount not to exceed \$77,000.

### **DISCUSSION**

This project is proposed as a result of actual and anticipated increase in visitors to the downtown as a result of new businesses on B Street, and also during public events in the downtown. In addition, since the downtown Hayward Farmers Market has moved to Watkins Street, the Watkins Street entrance to the City Hall Parking Garage is blocked off each Saturday morning; and as a result, it becomes more important that the Mission Boulevard entrance to the Parking Garage be clearly advertised from B Street so shoppers can take advantage of the adjacent parking.

The proposed two signs would be located on the south side of B Street: one in the landscaped median about mid-way between Mission Boulevard and Main Street, adjacent to The Stein Room at 939 B Street; and the second in the landscaped median adjacent to the B Street Marketplace plaza and the H&R Block store at 835 B Street. The signs would be similar to the LED parking sign for the Cinema Place Parking Garage located adjacent to the Theater Alley, but may – if possible - be mounted in a frame with the Hayward colors and “Rosette” logo that is used to identify other parking areas, for example the B Street signage identifying Muni Lot One. In addition, it is proposed that “Public Parking” graphic signs be painted over both entrances to the City Hall Parking Garage. Staff intends for this to be the first step in a larger, longer-term effort to analyze “way-finding” needs of visitors to the downtown area, including signage and visible access to public parking.

## FISCAL IMPACT

Public Works staff estimates that the total cost to design, procure and install the two LED signs will not exceed \$77,000, as follows:

Sign Fabrication and Delivery	\$15,000
Foundation and Frame Construction	\$20,000
Electrical Installation and Connection	\$18,000
Removal/Restoration of Landscaping	\$5,000
Staff Administrative Costs	\$10,000
Parking Structure Painted Sign Allowance	\$2,000
Contingency	<u>\$5,000</u>
Total Costs	\$77,000

If the expenditure is approved, \$77,000 in remaining funds from Account 451-5080 (Cinema Place) will be transferred to Account 451-5081 (Downtown Clean and Safe) to fund the LED signs. The Cinema Place account has a balance of approximately \$240,000, and there is one outstanding project left to be funded for this project, which is to install murals for the Cinema Place Parking Garage exterior. Staff estimates that the approximately \$165,000 remaining in the account will be sufficient to fund these murals.

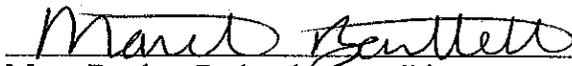
## PUBLIC CONTACT

The proposed project has not previously been discussed at a public meeting.

## SCHEDULE

If the project is approved, staff will proceed to design, procure, and install the two signs. It is estimated that the signs can be completed by the end of calendar year 2009.

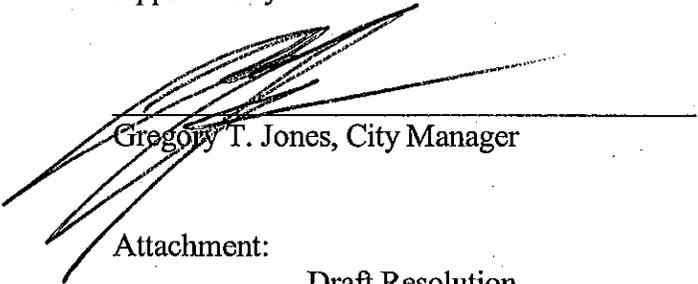
Prepared by:

  
Maret Bartlett, Redevelopment Director

Recommended by:

  
Fran David, Assistant City Manager

Approved by:



Gregory T. Jones, City Manager

Attachment:

Draft Resolution

