

DEVELOPMENT SERVICES
DEPARTMENT

CITY OF SACRAMENTO
CALIFORNIA

1030 15TH STREET
SUITE 250
SACRAMENTO, CA
95814

DOWNTOWN ECONOMIC
DEVELOPMENT DIVISION

916-808-7223
FAX 916-808-8161

August 11, 2004

City Council and Redevelopment Agency of the City of Sacramento
Sacramento, CA

Honorable Members in Session:

**SUBJECT: APPROVAL OF A CAPITAL IMPROVEMENT PROJECT (CIP) FOR
MERGED DOWNTOWN REDEVELOPMENT SITE ENHANCEMENT
PROGRAM (PN: KDXX)**

LOCATION AND COUNCIL DISTRICT: Council District 1

RECOMMENDATION:

Staff recommends adoption of the attached City Council resolution authorizing:

1. The establishment of a Capital Improvement Project (CIP) for the Merged Downtown Redevelopment Site Enhancement Program (PN: KDXX) with a budget of \$22,500.
2. The City Manager to enter into an individual project agreement (IPA) with the Redevelopment Agency of the City of Sacramento (Agency) in the amount of \$22,500 for various Merged Downtown Redevelopment Project Area site enhancements.

Staff recommends adoption of the attached Agency resolution authorizing:

1. The establishment of a Merged Downtown Redevelopment Site Enhancement Program budget of \$22,500 with a transfer of funds from the Development Assistance account (630-100-3071).
2. The Executive Director to enter into an IPA with the City of Sacramento in the amount of \$22,500 for the Merged Downtown Redevelopment Site Enhancement Program.

CONTACT PERSONS: Laura Sainz, Sr. Econ Dev. Proj. Manager, 808-2677
Development Services Department

Michelle Walker, Director – Metro Arts, 566-3990
Convention, Culture, & Leisure Department

FOR COUNCIL MEETING OF: August 24, 2004

SUMMARY:

This staff report recommends establishing a CIP (PN: KDX) in the amount of \$22,500 for various possible improvements in the Merged Downtown Redevelopment Project Area to enhance vacant or distressed sites. The first project in this program to be funded is proposed to be for the design, fabrication, and installation of temporary murals in the Old Sacramento Historic District. Funding for this program will be from Merged Downtown tax increment funds. Funding for the project, via an IPA, is available in the Development Assistance account at the Agency.

COMMITTEE/COMMISSION ACTION:

None

BACKGROUND:

This proposal suggests a strategy for the design, fabrication, and installation of temporary murals in the Old Sacramento Historic District. Following discussions in early October 2003 between the City of Sacramento's Downtown Development Group and the Sacramento Metropolitan Arts Commission (SMAC), the notion of painting murals at vacant sites in Old Sacramento as a pilot program that could potentially be implemented in other downtown locations was supported by staff from both groups. Murals provide numerous benefits, including:

- 1) The esthetic enhancement of a vacant site;
- 2) The exposure of art to community residents and visitors in the area;
- 3) The positive visibility of vacant storefronts leading to increased interest in downtown development; and
- 4) The exposure of the historic and/or artistic elements portrayed in the murals.

The services will be provided via a Memorandum of Agreement between the Downtown Development Group and the Metropolitan Arts Commission.

The first mural in Old Sacramento will be at the Orleans Hotel site on 2nd Street.

The murals will depict historically accurate images of the events and lifestyles around the time period of 1849. The images should convey life sized activities, including pedestrian and retail activity as well as street scenes typical from that era.

SMAC will manage the following aspects of the project:

- 1) The Artist Selection Process: SMAC will invite experienced mural artists to submit proposals including slides and/or resumes. Based on these proposals, SMAC/AEO will select the artists;
- 2) Proposal Approval: SMAC prepares mural proposals to be reviewed and approved by the Downtown Development Group and any other project constituencies;
- 3) SMAC will negotiate, prepare and manage the artists' contract, including payment;
- 4) SMAC will provide all materials necessary to complete the murals;
- 5) SMAC will prepare and manage a schedule, budget and locations for all artwork;
- 6) SMAC will manage the completion of the artwork at each site;
- 7) Mural Identification: SMAC will prepare artist and mural information to be included as part of each mural;
- 8) Dedication: SMAC will assist the Downtown Development Group staff with dedication/reception for artists, property owners and community members;
- 9) Brochures, tour programs, and other items related to the murals are not included in this Memorandum of Agreement but may be negotiated separately, and;
- 10) SMAC will provide maintenance of the murals for one year, following completion of the mural.

Additionally, the CIP is proposed to include those improvements that would enhance any sites, as needed, located within the Merged Downtown Redevelopment Project Area.

FINANCIAL CONSIDERATIONS:

Staff recommends using a portion of the funding available in the Agency's Development Assistance account (630-358-3071) for this program. The funds will be transferred via an IPA to the Merged Downtown Redevelopment Site Enhancement Program CIP (PN: KDXX). The total budget will be \$22,500. No other City funds are available for this effort consistent with the provisions of the Master Project Agreement (CA 2001-0224)

ENVIRONMENTAL CONSIDERATIONS:

The Planning and Building Department, Environmental Planning Services has determined that the establishment of a CIP account is exempt from CEQA under Section 15061(b)(3) of the CEQA Guidelines. Exemption 15061(b)(3) consists of an

activity covered by the general rule that CEQA applies only to projects, which have the potential for causing a significant effect on the environment. The establishment of a CIP account is not a project.

POLICY CONSIDERATIONS:

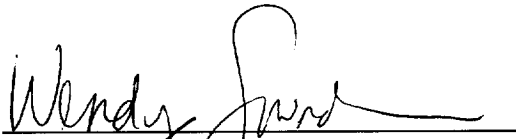
The improvements contemplated by this report are consistent with the City Council approved Merged Downtown Redevelopment Project Area Plan, the 2000 Economic Development Strategy, and the 2001-2004 City of Sacramento Strategic Plan goals of: 1) Preserve and expand the arts and culture, open space, urban forest, parks, and recreation opportunities; and 2) Promote and support economic vitality.

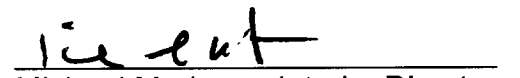
ESBD CONSIDERATIONS:

None.

Respectfully Submitted:

Approved:


Wendy Saunders, Manager
Downtown Redevelopment Group.


Michael Medema, Interim Director
Development Services Department

RECOMMENDATION APPROVED:

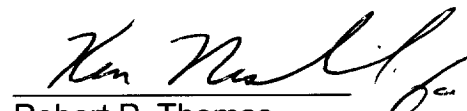

Robert P. Thomas
City Manager

Table of Contents:

City Resolution, p. 4
Agency Resolution, p. 5

RESOLUTION NO.

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF _____

ESTABLISHMENT OF A MERGED DOWNTOWN REDEVELOPMENT SITE ENHANCEMENT PROGRAM CAPITAL IMPROVEMENT PROJECT (PN: KDXX)

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF SACRAMENTO THAT:

Section 1. The statements in the staff report, including without limitations, the environmental findings, are true and correct, and are hereby adopted.

Section 2. The City Council hereby establishes a Capital Improvement Project for the Merged Downtown Redevelopment Site Enhancement Program (PN: KDXX) with \$22,500 as follows:

<u>Fund</u>	<u>Agency</u>	<u>Org. #</u>	<u>Object/Rev. Code</u>	<u>Amount</u>
206	500	KDXX	4258	\$22,500
206	500	KDXX	3530	\$22,500

Section 3. The City Council authorizes the City Manager to enter into an individual project agreement (IPA) with the Redevelopment Agency of the City of Sacramento (Agency) in the amount of \$22,500 for the Merged Downtown Redevelopment Site Enhancement Program.

Section 4. There are no other funds available to the City for said project.

MAYOR

ATTEST:

FOR CITY CLERK USE ONLY

RESOLUTION NO.: _____

DATE ADOPTED: _____

5

RESOLUTION NO.

ADOPTED BY THE REDEVELOPMENT AGENCY OF THE CITY OF SACRAMENTO

ON DATE OF _____

ESTABLISHMENT OF A CAPITAL IMPROVEMENT PROJECT FOR THE MERGED DOWNTOWN REDEVELOPMENT SITE ENHANCEMENT PROGRAM CAPITAL IMPROVEMENT PROJECT (PN: KDX)

BE IT RESOLVED BY THE REDEVELOPMENT AGENCY OF THE CITY OF
SACRAMENTO THAT:

Section 1. The statements in the staff report, including without limitations, the environmental findings, are true and correct, and are hereby adopted.

Section 2. The Executive Director is authorized to establish a project budget of \$22,500 to be funded with a transfer of funds from the Merged Downtown Redevelopment Project Area Development Assistance account (630-100-3071).

Section 3: The Executive Director is authorized to enter into an individual project agreement (IPA) with the City of Sacramento in the amount of \$22,500 related to the Merged Downtown Redevelopment Site Enhancement Program.

Section 4. The public improvements included in said project are contemplated by the Merged Downtown Sacramento Redevelopment Plan, and have no other source of funding.

CHAIR

ATTEST:

SECRETARY

FOR CITY CLERK USE ONLY

RESOLUTION NO.: _____

DATE ADOPTED: _____