



Agency Rpt

(35)

**SACRAMENTO
HOUSING AND REDEVELOPMENT
AGENCY**



APPROVED
BY THE CITY COUNCIL

AUG 13 1985

OFFICE OF THE
CITY CLERK

CITY MANAGER'S OFFICE
RECEIVED

AUG 7 1985
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AUG 13 1985
SACRAMENTO REDEVELOPMENT AGENCY
CITY OF SACRAMENTO

Redevelopment Agency of the
City of Sacramento

Sacramento City Council
Sacramento, California

Honorable Members in Session:

TO: Redevelopment Agency of the County of Sacramento
Sacramento County Board of Supervisors

FROM: William H. Edgar, Executive Director

SUBJECT: Commercial Facade Improvement Program -
Request for Commercial Building Design Services

SUMMARY

This report requests: 1) Approval of the Request for Proposal (RFP) to provide commercial design services in conjunction with the Facade Improvement Program for businesses located in commercial target areas and designated redevelopment project areas (Target Areas) within the City and County of Sacramento (see RFP and map of the eligible areas in Attachment 1), 2) Authorization for the Executive Director of the Sacramento Housing and Redevelopment Agency to solicit the RFP and execute a contract with a commercial building designer(s) for an amount not to exceed \$35,000, and 3) An amendment to the Agency budget transferring \$15,000 and \$5,000, respectively, from the City and County 1985 general Economic Development Community Development Block Grant (CDBG) budget, utilizing \$10,000 from the Oak Park tax increment budget, and \$5,000 from the Del Paso Heights tax increment budget to finance these services.

8-13-85
All Districts

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BACKGROUND

In the early stages of the Commercial Facade Improvement Grant program, it became clear that a number of business people in the target areas needed professional design assistance to direct them in their building improvements. Without this assistance, a number of business people were reluctant to become involved in the revitalization effort. In response to these problems, \$9,500 of CDBG funds were utilized to retain a design consultant firm, West Coast Signs and Design Services, to provide services.

Since this contract became effective in February, many of the initial problems with the Facade Improvement Program have been resolved. The design consulting firm has been well accepted by the commercial revitalization coordinators and by the business people in the target areas, and reluctance to participate in the program has been significantly reduced.

The design services have been invaluable for individuals who are unsure about what design strategy to use. We would like to extend design assistance to all businesses which, in the opinion of Agency staff or the commercial revitalization coordinators, have a high probability of entering the program. With professional assistance, the rehabilitation projects follow a cohesive design plan for the target areas so that improvements to individual buildings complement each other and contribute to a neighborhood identity. Also, the availability of an experienced design consultant who is familiar with the objectives and constraints of the program has greatly streamlined the Facade Improvement Program.

It is the strategy of this proposal to continue providing these services and streamline the process by selecting more than one consultant. Having more than one design consultant available, probably two, will allow work to proceed concurrently with more businesses and prevent time delays. This is especially important due to the committee approval process, where all applications have to be reviewed for approval on the same date. In addition, as the program becomes available to new areas and is utilized more regularly in the existing target areas, it is anticipated the volume of activity will increase even more.

The details of the consultant's responsibilities are described in the RFP (Attachment 1), but the general scope of services includes the following:

- making recommendations to the property owners on how to achieve attractive exterior business designs within the budget constraints on the project

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- developing a blue-line, colored rendering of the property outlining the recommended improvements. The designs proposed must be consistent with design guidelines established for the area and compatible with existing codes and sign ordinances.

These renderings are then reviewed by the target area Design Review Committee.

ENVIRONMENTAL IMPLICATIONS

Environmental review is not applicable for action on this item. Each facade application undergoes individual environmental review.

FINANCIAL IMPLICATIONS

It is recommended that \$15,000 from City Community Development Block Grant funds, \$5,000 from County Community Development Block Grant funds, \$10,000 from the Oak Park tax increment budget (cost center 0731), and \$5,000 from the Del Paso Heights tax increment budget (cost center 0527) be utilized to finance this contract.

POLICY IMPLICATIONS

The action proposed in this staff report is consistent with previously approved policy to promote joint public/private ventures to stimulate the commercial revitalization of blighted commercial areas.

VOTE AND RECOMMENDATION OF COMMISSION

At its regular meeting of August 5, 1985, the Sacramento Housing and Redevelopment Commission adopted a motion recommending adoption of the attached resolutions. The votes were as follows:

AYES: Amundson, Glud, Lopez, Pettit, Wooley, Angelides

NOES: None

ABSENT: Lopez, Moose, Sanchez, Teramoto, Walton

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RECOMMENDATION

The staff recommends adoption of the attached resolutions to: 1) Approve the RFP, 2) Solicit proposals, 3) Award the contract, 4) Amend the Agency budget in the amount of \$15,000 to finance these services, 5) Amend the City CDBG budget by transferring \$15,000 from the 1985 Economic Development line item (cost center 4318); 6) Amend the County CDBG budget by transferring \$5,000 from the 1985 Economic Development line item (cost center 8331); 7) Utilize \$10,000 in the Oak Park Redevelopment Plan budget for the Commercial Rehabilitation Assistance; and 8) Utilize \$5,000 in the Del Paso Heights Redevelopment Plan budget for the Marysville Boulevard Economic Development.

Respectfully submitted,

William H. Edgar

WILLIAM H. EDGAR
Executive Director

Contact Person: John Molloy
440-1360

TRANSMITTAL TO COUNCIL

Walter J. Slipe, Jr.
for: WALTER J. SLIPE
City Manager

CS:j
7/25/85
Design SR

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RESOLUTION NO. 85-066

ADOPTED BY THE REDEVELOPMENT AGENCY OF THE CITY OF SACRAMENTO
ON DATE OF

August 13, 1985

REQUEST FOR PROPOSALS,
CONTRACT AND FINANCING FOR
COMMERCIAL BUILDING DESIGN SERVICES

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

Section 1: The Request for Proposals for Commercial Building Design Services as presented in the staff report is hereby approved.

Section 2: The Executive Director is authorized to advertise the approved Request for Proposals and to execute a contract for the Commercial Building Design Services.

Section 3: The 1985 Agency budget is hereby amended in the amount of \$15,000 to finance the Economic Development Design Service as follows:

<u>Amount</u>	<u>From</u>	<u>To</u>
\$15,000	1985 City CDBG Economic Development (4318 Cost Code)	1985 City CDBG Economic Development Design Services (4411 Cost Code)

Section 4: The 1985 Agency budget includes the amount of \$15,000 to finance the Commercial Rehabilitation Assistance and the Marysville Boulevard Economic Development.

CHAIR

ATTEST:

SECRETARY

z:RFPComBldgDes



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RESOLUTION NO. 85-615

ADOPTED BY THE SACRAMENTO CITY COUNCIL ON DATE OF

August 13, 1985

AMENDMENT TO COMMUNITY DEVELOPMENT BLOCK GRANT BUDGET FOR COMMERCIAL BUILDING DESIGN SERVICES

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

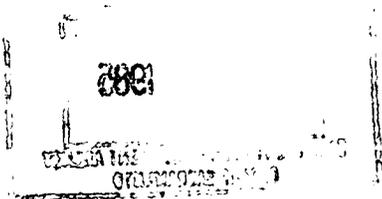
Section 1: The City Council hereby amends the Community Development Block Grant budget by transferring \$15,000 in 1985 Economic Development funds (Cost Center 4318) to the Economic Development Design Services line item (Cost Center 4411).

MAYOR

ATTEST:

CITY CLERK

z:CDBGDevDesign



APPROVED
BY THE CITY COUNCIL
AUG 13 1985
OFFICE OF THE
CITY CLERK

REQUEST FOR PROPOSAL SUBMITTAL
COMMERCIAL BUILDING DESIGN SERVICES

COMMERCIAL FACADE IMPROVEMENT PROGRAM

INTRODUCTION

The Sacramento Housing and Redevelopment Agency is interested in retaining a design consultant(s) to assist participants of the Commercial Facade Improvement Program. This program provides financial assistance to business and property owners in order to stimulate building improvements and upgrade the appearance of commercial storefronts in commercial revitalization target areas. (See map, Attachment 1.) The consultant will develop design renderings of building facades and other eligible improvements. All improvements must be consistent with the design guidelines established for the target area.

Facade design assistance shall include design work in relation to facade renovation; signs; doors; windows; awnings; graphics; exterior lighting improvements; landscaping; decorative fencing and landscaping of vacant parcels in connection with a facade treatment. The average facade project costs approximately \$6,000.

SCOPE OF WORK

The responsibilities of the selected design consultant(s) will include the following:

- making recommendations to the property owners on how to achieve attractive exterior business designs within the budget constraints on the project,
- developing a blue-line, colored rendering of the property outlining the recommended improvements. Sample paint swatches and awning material/color samples must accompany the rendering. The designs must be consistent with the design guidelines established for the area and compatible with existing codes and sign ordinances.

FUNDING

A maximum of \$35,000 is available for this consultant contract. More than one firm may be selected to provide services as requested. The term of the contract will be for one year. The Agency will pay the consultant upon completion of the services

rendered per individual project and upon receipt of a statement from the consultant stating the amount due for such services and containing a breakdown of the charges per project, including the number of hours worked and the hourly rate.

PROPOSAL SUBMISSION AND FORMAT

Qualified design firms desiring to be considered in the selection are requested to submit five (5) copies of their written proposals to:

Sacramento Housing and Redevelopment Agency
ATTENTION: Joan Roberts, Agency Clerk
630 I Street
Sacramento, CA 95814

Any questions regarding this Request for Proposal should be directed to Cynthia Shallit telephone (916) 440-1355. The proposal must be received at the Office of the Agency Clerk on or before 5:00 P.M., Wednesday, September 4, 1985.

PROPOSAL SUBMISSION

Written statements should include the following information:

- A cover or transmittal letter executed by an authorized signatory of your firm, not to exceed one (1) page.
- A statement on relevant experience and qualifications of principal staff to whom the project responsibility will be assigned, not to exceed two (2) pages.
- A detailed statement on experience in working on small (under \$15,000) commercial facade rehabilitation projects, including a list of small business clients, a brief project description, and the names and telephone numbers of persons who can be contacted regarding your experience on those projects, not to exceed three (3) pages.
- Estimated costs and fee proposals, including hourly rates and estimated costs per building not to exceed one (1) page.
- In addition, identify whether the company is a minority or women-owned firm. If the entity involves more than a single individual, describe your firm's affirmative action, equal employment program and identify your current mix of female and minority employees in relation to your entire workforce; not to exceed two (2) pages.

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INTERVIEW EVALUATION

Applicants scheduled for interviews should bring samples of work on similar projects including before and after shots of commercial projects. Sample renderings should represent the quality of work which could be prepared in approximately two to three hours of work.

Contract award will be based upon the responses in the maximum nine (9) pages allotted above, any additional materials requested by the Agency, and the evaluation of the interview. All material included in the written proposal shall be retained by the Agency, but samples of work brought to the interview will be returned to the applicant.

The Agency reserves the right: to reject any or all proposals submitted, to request clarification of information submitted and/or to request additional information of one or more competitors; and the right to waive any irregularity in the proposal submission and review process. An award, if made, will be made to the firm judged to be best qualified, and whose proposal is deemed to be in the best interest of the Agency.

SELECTION CRITERIA

The Executive Director of the Agency will make the final contract award; however, recommendations will be made by a selection committee. The selection committee, will be comprised of one Sacramento Housing and Redevelopment Commissioner, two property owners/-business operators, one Agency staff person, and one commercial revitalization coordinator.

The basis for the selection of the Design Consultant(s) will be the evaluation of the written material submitted, followed by a formal interview of the highest-scoring proposers. The selection committee may elect, upon review of the proposals, to ask additional questions or request additional material related to assessing the firm's proposal. Selected firms will be notified of any additional required information after statements have been evaluated.

Evaluation criteria and the relative weight assigned to each are listed below:

A. Written Statement Evaluation (50%)

1. Expertise and qualification of personnel 25%
2. Experience on similar projects 25%
3. Cost effectiveness 40%
4. Minority/Woman-Owned firm or affirmative action program 10%

B. Oral Evaluation (50%)

1. Ability to communicate 10%
2. Experience with small business owners/operators 20%
3. Experience with low cost commercial facade design work 20%
4. Level of design ability and creativity 20%
5. Cost effectiveness (proposed costs per rendering) 30%

The Agency retains the right to reject any and all proposals. The written proposal will be used to select the best qualified firms for an oral evaluation. Written proposals will constitute 50% and the interviews 50% of the selection decision.

The Agency may add additional criteria prior to the time of selection, at its discretion.

The firm selected will enter into a contract with the Agency, which will include all standard conditions of such contracts.

TENTATIVE SELECTION SCHEDULE

Proposal Due Date	September 4, 1985
Oral Interviews	September 20-21, 1985
Contract Executed	September 30, 1985

CS:j
RFQ-Design
7/26/85

