



Building A Better Long Beach

Item 2

March 17, 2008

REDEVELOPMENT AGENCY BOARD MEMBERS

City of Long Beach
California

RECOMMENDATION:

Approve and authorize the Executive Director to enter into agreements with design firms for architectural and commercial facade design services. (All Project Areas – Citywide)

DISCUSSION

The Redevelopment Agency (Agency) administers a Commercial Facade Improvement Program (Program) to further its corridor revitalization efforts and to assist businesses. The Program involves the rehabilitation and improvement of commercial building facades along target corridors neighboring recent public or private investment and areas of interest, as nominated by Agency staff or the Project Area Committees.

The sizeable success of the Program in revitalizing the City's corridors has inspired greater demand of this revitalization tool. As a result, the Agency plans to complete more than fifty-five projects over the next three years throughout the Downtown, Central, North and West Industrial Project Areas. In December 2007, the Agency requested qualifications from architectural design firms. Extensive outreach was conducted to regional AIA-accredited firms, including press and internet advertising, and contacting all Long Beach design firms. In response, the Agency received thirty-two proposals. Of the total proposers, fifteen firms were interviewed and eleven were selected. The following firms were selected:

- Alchemy / Design + Architecture
- BOA Architects
- Environ Architecture
- Fernald Architects
- Frank R. Webb Architects
- JAG ROTO Architects
- Kaplan Chen Kaplan
- Meghiddo Architects
- Moen Architecture
- RRM Design Group
- Studio One Eleven

THE CITY OF LONG BEACH REDEVELOPMENT AGENCY

333 West Ocean Blvd., Long Beach, CA 90802 T: 562.570.6615 F: 562.570.6215 rda.longbeach.gov

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March 17, 2008

Page 2

The selected firms have an average of twenty-three years of professional experience working with government and private agencies. Additionally, six of the eleven firms are Long Beach based.

Staff proposes to enter into agreements with each of these firms. This affords the Agency the ability to use each firm's services on an as-needed basis. The availability of multiple firms will ensure that projects are initiated and completed in a timely manner. The term of each agreement will be for three years, for an amount not to exceed \$400,000, with two possible one-year extensions at the discretion of the Executive Director.

SUGGESTED ACTION:

Adopt recommendation.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'C. Beck'.

CRAIG BECK
EXECUTIVE DIRECTOR

CB:DSW:AES:th