



# LONG BEACH REDEVELOPMENT AGENCY

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November 6, 2006

## REDEVELOPMENT AGENCY BOARD MEMBERS

City of Long Beach  
California

### RECOMMENDATION:

Recommendation to approve and authorize the Executive Director to execute an agreement with Fernald Design Group for architectural and commercial façade design services for an amount not to exceed \$200,000. (Citywide – All Project Areas)

### DISCUSSION

During the past year the Agency Board has approved a number of commercial façade projects in the Central Long Beach, North Long Beach, and West Long Beach Industrial Redevelopment Project Areas. To support these commercial façade projects, Agency staff utilizes the services of architectural design firms.

Fernald Design Group, a Long Beach architecture firm, has been providing a high-quality product for a number of architectural design and commercial façade improvement projects, including Renaissance Square tenant improvements and commercial façade improvements at Atlantic and Anaheim, 1900 Atlantic, 1500 West Willow (Big Savers), and 5641 Atlantic Avenue. The Redevelopment Agency has been utilizing the services of Fernald Design through a blanket purchase order. Throughout the term of the firm's agreement with the Agency, Fernald Design Group has provided excellent service and solid designs that enhance the character of the commercial corridors. Therefore, it is recommended that the Agency enter into a two-year agreement with Fernald Design Group to continue to provide architectural design services. The agreement would have a not to exceed amount of \$200,000.

### SUGGESTED ACTION:

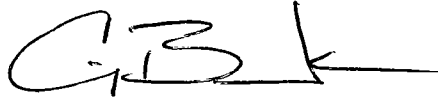
Approve recommendation.

REDEVELOPMENT AGENCY BOARD

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Page 2

Respectfully submitted,



~~PHW~~

PATRICK H. WEST  
EXECUTIVE DIRECTOR

APPROVED:

  
GERALD R. MILLER  
CITY MANAGER

PHW:CAB:LAF