



**Centre City
Development
Corporation**

REPORT NO. CCDC-07-03
CCDC-07-03

DATE ISSUED: February 21, 2007

ATTENTION: Honorable Chair and Members of the Redevelopment Agency
Council President and City Council
Docket of February 27, 2007

ORIGINATING DEPT.: Centre City Development Corporation

SUBJECT: Historic Balboa Theatre Rehabilitation (Fourth Avenue and E
Street) – Request to Take Such Actions as Necessary to Provide
for the Fabrication and Installation of the Marquee Canopy and
Vertical Blade Sign – Horton Plaza Redevelopment Project

COUNCIL DISTRICT(S): District 2

REFERENCE: None

STAFF CONTACT: Gary J. Bosse, Senior Project Manager – Construction,
619-533-7163

REQUESTED ACTION: That the Redevelopment Agency (“Agency”) and City Council (“Council”) take such actions as necessary to provide for the fabrication and installation of the marquee canopy and vertical blade sign for the rehabilitation of the Historic Balboa Theatre (Theatre).

STAFF RECOMMENDATION:

That the Agency:

- Authorize the Corporation, on behalf of the Agency, to advertise and receive bids for the fabrication and installation of the marquee canopy and vertical blade sign for the rehabilitation of the Theatre;
- Authorize the Executive Director of the Agency, or his designee, to award the contract to the lowest responsible bidder, provided bids are within the established budget and all other requirements are met;
- Authorize the Corporation, on behalf of the Agency, to administer said contract;
- Make certain findings that the proposed improvements benefit the Horton Plaza Redevelopment Project or the immediate neighborhood in which the Project is located; that no other reasonable means of financing the improvements are available to the community; that the payment of funds for such improvements will assist in the elimination of blighting conditions inside the project area; and that the proposed improvements are consistent with the Implementation Plan adopted for the Project Area pursuant to Health and Safety Code 33490; and

- Adopt a resolution stating for the record that the Agency has previously reviewed and considered information contained in the Master Environmental Impact Report (“MEIR”), as it pertains to the rehabilitation of the Theatre.

And, that the Council:

- Make certain findings that the proposed improvements benefit the Horton Plaza Redevelopment Project or the immediate neighborhood in which the Project is located; that no other reasonable means of financing the improvements are available to the community; that the payment of funds for such improvements will assist in the elimination of blighting conditions inside the Project Area; and that the proposed improvements are consistent with the Implementation Plan adopted for the Project Area pursuant to Health and Safety Code 33490; and
- Adopt a resolution stating for the record that the City Council has previously reviewed and considered information contained in the MEIR, as it pertains to the rehabilitation of the Theatre.

SUMMARY: The Notice to Proceed for the construction of the final renovation phase of the Theatre was effective June 12, 2006. The procurement strategy for the fabrication and installation of the marquee and vertical blade sign has always been for the Corporation to have a direct contract with the sign contractor. This strategy was implemented due to a desire to have direct control over the quality of the fabrication and installation, as well as a fiscal/budget strategy. If the project is not approved, the Balboa Theatre exterior will be missing a significant architectural character defining element.

FISCAL CONSIDERATIONS: Funds are available in the Fiscal Year 2007 Horton Plaza Redevelopment Project Balboa Theatre budget. The estimated project cost is \$500,000.

CENTRE CITY DEVELOPMENT CORPORATION RECOMMENDATION: On January 31, 2007, the Centre City Development Corporation Board approved this item.

COMMUNITY PARTICIPATION AND PUBLIC OUTREACH EFFORTS:

In 2003, at the initiation of the design, the design team performed a program and budget development process via a series of work sessions with the stakeholders. These work sessions provided the stakeholders, which included CCDC, San Diego Theatres, potential user groups, technical representatives, and public representatives, a forum to define the mission, design goals, program requirements, budget goals, and schedule objectives. Ultimately these goals were incorporated in the Project Planning Guide.

KEY STAKEHOLDERS AND PROJECTED IMPACTS (if applicable):

The key stakeholders for the project are the proposed future operator, San Diego Theatres, and the future arts organizations that will use the Theatre. The marquee canopy and vertical blade sign are the architectural components that clearly identify the building as a theatre from the street. The marquee canopy also contains an electronic reader board that will provide announcements of the performances at the Theatre.

BACKGROUND

The rehabilitation of the Theatre advances the Visions and Goals of the Centre City Community Plan and the Objectives of the Horton Plaza Redevelopment Project by:

- Eliminating blight through the rehabilitation and upgrade of a significant historic structure;
- Strengthening the Arts District, thereby contributing to the growth of making downtown the dominant regional center for the arts, entertainment, dining and public festivals; and
- Providing a community facility to cater toward both downtown residents and visitors.

In addition, the Historic Preservation Focus Plan and the 2004-2009 Implementation Plans for Centre City and Horton Plaza specifically list the rehabilitation of the Theatre as a focus project. Completion of the project is scheduled for the fourth quarter of 2007.

The following provides the schedule for the refurbishment of the fabrication and installation of the marquee canopy and vertical blade sign:

<u>SCHEDULE</u>	<u>DATE</u>
Corporation Recommendation to Bid	January 31, 2007
Redevelopment Agency Authorization to Bid	February 27, 2007
Advertisement of Bid Opportunity	March 5, 2007
Bid Opening and Award	April 5, 2007
Completion of Refurbishment	November 1, 2007

The estimate for the cost of the fabrication and installation of the marquee canopy and vertical blade sign is \$500,000.

FINDINGS

State Law requires that certain findings be made by the City Council and Redevelopment Agency prior to the expenditure of Redevelopment Agency funds for public facilities/improvements. Attachment A recites the proposed findings with respect to the benefits of the proposed improvements to the Horton Plaza Redevelopment Project, the unavailability of other means to finance the proposed improvements, how the proposed improvements will assist in the elimination of blighting conditions inside the Project Area, and that the proposed improvements

are consistent with the Implementation Plan adopted for the Project pursuant to Health and Safety Code 33490.

EQUAL OPPORTUNITY

The project will utilize the City's Subcontracting Outreach Program ("SCOPE"). The purpose of SCOPE is to maximize opportunities for all qualified and available firms and to provide equal opportunity for all subcontractors. The program creates mandatory subcontractor outreach and utilization requirements for contractors.

Bid solicitation/outreach efforts identifying subcontracting and vendor opportunities will include CCDC's website (ccdc.com), Blue Hornet (e-based mail system to strategic trades), Ethnically/trade/community focused organizations and publications, 10 multiple public agencies, surrounding municipalities and be advertised in the *San Diego Daily Transcript*, *Asian Journal*, *El Sol de San Diego*, and *San Diego Voice and Viewpoint*. A pre-bid meeting will be conducted. For additional outreach, the Corporation will use its database of interested contractors and its community and trade organization list.

Environmental Impact – The City Council/Redevelopment Agency has previously reviewed and considered information contained in the Master Environmental Impact Report for the Centre City Redevelopment Project, and the Environmental Secondary Study prepared for the rehabilitation of the Balboa Theatre.

CONCLUSION

The restoration of the Theatre will play a vital role in fostering community participation in the arts and economic growth. The Theatre will become a multi-purpose performing arts center in the heart of downtown San Diego. This community treasure will become an exciting venue for cultural, commercial, community and convention activities. The added investment to this project will assure that the Theatre will enhance the Horton Plaza Redevelopment Project, the ongoing revitalization of the Gaslamp Quarter Historic District, and downtown San Diego as a whole. Installation of the marquee canopy and vertical blade sign will contribute to the historic restoration of the Balboa Theatre.

Respectfully submitted,

Concurred by:



Gary J. Bosse
Senior Project Manager – Construction



Nancy C. Graham
President

Attachment(s): A - Findings
B - Project Map