



THE CITY OF SAN DIEGO
Redevelopment Agency's Report

DATE ISSUED: April 18, 2007

REPORT NO.: RA-07-13

ATTENTION: Honorable Chair and Members of the Redevelopment Agency
Docket of April 24, 2007

SUBJECT: Euclid Tower Restoration Project – City Heights Redevelopment Project Area

REQUESTED ACTIONS:

Should the Redevelopment Agency:

1. Approve the expenditure of up to \$225,000 in FY 2007 City Heights Redevelopment Project Area tax increment funds for the restoration of the Euclid Tower?
2. Authorize the Executive Director or designee to enter into a Cooperation Agreement with the property owners for the restoration of the Euclid Tower?
3. Accept the low and responsible bid and authorize the City of San Diego Purchasing and Contracts Department to enter into a Contract on behalf of the Redevelopment Agency with Stanford Sign & Awning, Inc. for providing and installing the Tower based on Bid 8645-07-P?
4. Authorize the Executive Director or designee to enter into an Agreement with Architects Richard Bundy and David Thompson for architectural consulting services related to the restoration of the Euclid Tower?

STAFF RECOMMENDATION TO THE REDEVELOPMENT AGENCY:

Approve the Requested Actions.

SUMMARY:

The Euclid Tower ("Tower") building is located on the southeast corner of University Avenue and Reno Drive, which is adjacent to the major intersection of University and Euclid avenues (Attachment 1). The Tower was once a highly visible landmark in the community and was the centerpiece of an Art Deco Moderne architectural district consisting of three buildings including the Tower; the Egyptian Garage, which is adjacent to the Tower and the Silverado Ballroom, located on the north side of University Avenue. These three structures create a significant group of landmark buildings in City Heights and were part of the terminus of the trolley system that at one time existed on University Avenue.

Currently, the Tower building is a two-story structure that is privately owned and houses two business tenants. The property owner and tenants have been involved with this proposed restoration project since the latter part of 2004. The owner is willing to enter into a Cooperation Agreement (Attachment 2) with the Agency for the construction of the Tower, which will add no

usable space to the building. The cost of the construction and installation of the Tower will be funded using City Heights Redevelopment Project Area tax increment. The Agency will have a permanent easement on and ownership rights to the Tower. Additionally, this Cooperation Agreement will be recorded with the County of San Diego so that any future owners will be made aware that the Tower is not to be modified in any way. This covenant is intended to run with the land on which the Tower is located.

The restoration of the Tower is of particular importance for the community and will positively affect the neighborhood character around Euclid Avenue. This project is listed as a priority goal in the City Heights Redevelopment Third Five-Year Implementation Plan.

BACKGROUND:

The Tower building was constructed in 1932 and was modeled after the Empire State building in New York. Originally, a hollow monumental pylon crowned the top of the Tower building and stood at 110 feet above the two-story octagonal structure. Due to the Tower being inaccessible for maintenance, the pylon was shortened.

In the early 1990's, the City administered a Public Art Master Plan ("PAMP") in ten selected communities throughout the City. City Heights participated in the PAMP, and through a series of public meetings, the community identified the Tower building as the site for public art. In November, 1994, the City entered into an Agreement with a team of artists to implement the "PAMP City Heights Tower Project." The intent of the public art project was to enhance the Art Deco Moderne character of the building by repainting the Tower and installing tiles designed by community children. The Tower portion of the building was removed in the late 1990's as the pylon began to lean to one side.

Architects Richard Bundy and David Thompson ("AB&T") have been providing assistance to the Agency in determining how best to restore the Tower since January, 2005. Through various public meetings with the City Heights Project Area Committee ("PAC") and the City Heights Area Planning Committee ("CHAPC"), a color scheme was selected. The preferred color scheme is to duplicate the public art project (Attachment 3). Once installed, the Tower including the two-story structure will stand at approximately 80 feet.

The City's Purchasing and Contracts Department issued a Request for Bids for the construction and installation of the Tower in January 2007. Stanford Sign & Awning ("Contractor") was the only company to submit (Attachment 4). The Scope of Work requires the Contractor to provide and install a new lightweight tower structure. The structure will be constructed off-site and installed on the building at a mutually agreed upon time and place. All work will be coordinated through the City's Redevelopment Division. It is recommended that a contract be awarded to Stanford Sign & Awning.

AB&T's past experience with this restoration project as well as their expertise with restoring structures throughout San Diego, qualify them to provide project management services to the Agency for this project (Attachment 5). The contract with AB&T would require them to:

- Review shop drawings;
- Assist during fabrication and installation of the Tower;

- Monitor the progress and quality of the construction of the Tower;
- Review and recommend payment of invoices; and
- Assist certifying the completion of the project.

FISCAL CONSIDERATIONS:

This action proposes to expend up to \$225,000 in budgeted FY 2007 City Heights Redevelopment Project Area tax increment funds as follows:

- \$187,000 for construction and installation of the Tower;
- \$7,100 for project management by AB&T; and
- \$30,900 for contingency.

PREVIOUS AGENCY and/or COUNCIL ACTION:

None.

COMMUNITY PARTICIPATION & PUBLIC OUTREACH EFFORTS:

On May 1, 2006, the acting Chair of the CHAPC appointed Jessie Sergent and Patty Vacariello to the Euclid Tower Joint Design Subcommittee.

On May 8, 2006, the Chair of the PAC appointed James Gingles and Kevin Hauck the Euclid Tower Joint Design Subcommittee.

On May 30, 2006, the Euclid Tower Joint Design Subcommittee recommended that the CHAPC and PAC hold a Special Joint Meeting to recommend a color scheme.

On June 12, 2006, the PAC voted (11/1/4) to recommend restoration of the Euclid Tower with a budget of \$266,210. The PAC also voted (9/4/3) to support the Euclid Tower Joint Design Subcommittee recommendation that the CHAPC and PAC hold a Special Joint Meeting to recommend a color scheme.

On July 17, 2006, the PAC and CHAPC hosted a community forum to seek a recommendation for the color scheme for the Tower. There was a consensus from the attending community, CHAPC and PAC members to restore the Tower using the public art project color scheme.

In January, 2007, six potential bidders were contacted to submit to the Request for Bid for the construction and installation of the Tower that was advertised by the City's Purchasing and Contract Department. In addition, the bid was advertised in the San Diego Daily Transcript and posted on the City's official internet site.

Respectfully submitted,

Janice L. Weinrick
Deputy Executive Director,
Redevelopment Agency

Approved: William Anderson
Assistant Executive Director,
Redevelopment Agency

- Attachments:
- 1) Site Map
 - 2) Cooperation Agreement
 - 3) Public Art Project Color Scheme
 - 4) Bid Package from Stanford Sign & Awning
 - 5) Architectural Consulting Agreement