

**DATE:** April 8, 2008

**TO:** Redevelopment Agency Board Members

**FROM:** Director of Community and Economic Development

**SUBJECT:** Appropriation of Funds for Redevelopment Agency Mid-Year Activities: Auto Row Banners and Appraisals of Mission Boulevard Property

**RECOMMENDATION:**

That the Agency Board adopts the attached resolutions appropriating funds in the total amount of \$74,000 for the purpose of: 1) obtaining appraisals for property located on the west side of Mission Boulevard between Pinedale Court and Sycamore Avenue, and 2) the purchase and installation of promotional banners for the Hayward Auto Row. Also, that the Agency Board authorize the Executive Director to amend an existing contract with Smith & Associates in an amount not to exceed \$24,000 for appraisals of the aforementioned Mission Boulevard property.

**BACKGROUND:**

The auto dealers along Mission Boulevard's Hayward Auto Row have requested assistance for banners and signage to help promote and create a uniform identity for the Auto Row. This proposed activity was previously identified in the Agency's Five-Year Implementation Plan with an associated cost of \$50,000. The status of the proposed activity was recently reviewed as part of the Agency's work session on Redevelopment Agency Project Priorities on January 8<sup>th</sup>, as well as during the public hearing for the Mid-term Review of the Five-Year Implementation Plan on January 29<sup>th</sup>. Staff has continued to meet with the auto dealers and has obtained estimates for the cost of producing and installing the banners. The banners will be designed in conformance with the City's recently revised Sign Ordinance and hung from standards located along the frontage of each participating dealer. The banners will utilize a fairly simple design incorporating each auto manufacturer's logo, as well as the "Hayward Auto Row" identity. The dealers are also exploring the possibility of advertising on the Southland Mall advertising board, and have expressed an interest in obtaining directional signage from the I-580 freeway at Strobridge to the Hayward Auto Row. Any funding remaining after the purchase of the auto dealer's banners will be used toward the installation of the additional directional signs.

The second funding request is for obtaining appraisals of the Mission Boulevard properties between Pinedale Court and Sycamore Avenue (the "Mayar" properties). This is a first step toward refining potential project costs and undertaking an acquisition of properties on this block. This potential project was also discussed with the Agency Board during the work session of January 8<sup>th</sup> and Agency Board meeting of January 29<sup>th</sup>. Depending on the value of the properties and discussions

with property owners, staff will return to the Agency Board with a request to make purchase offers based on the appraised values. The continued pursuit of this project is also dependent on the viability of an individual project on the Mayar properties, as well as the limitations on Agency funding vis a vis other projected budget commitments. Staff has selected Smith & Associates, Inc. to prepare the appraisal of all eight properties on the block at a cost of \$24,000. The Agency has an existing contract with Smith & Associates in the amount of \$5,000 to appraise a property unrelated to the Mayar Properties. That contract will be amended by \$24,000 not exceed a total contract amount of \$29,000.

**FISCAL IMPACT:**

Funding these proposed activities would reduce the Agency's tax increment fund balance by \$74,000. The Agency currently has a tax increment cash balance of approximately \$7,270,000.

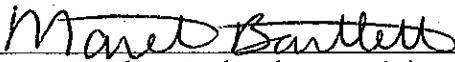
**PUBLIC CONTACT**

The Agency Board reviewed both of these projects at a work session for Agency Project Priorities on January 8, 2008 as well as in a public hearing for the Mid-term Review of the Agency's Five-Year Implementation Plan held on January 29, 2008. Both of these projects are considered high priority.

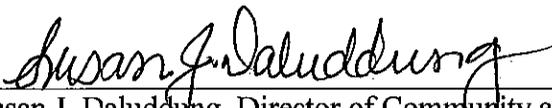
**SCHEDULE (or NEXT STEPS)**

If the funding is approved, staff will work with the Auto Dealers to finalize the design, production, and installation of the Hayward Auto Row banners in conformance with the revised Sign Ordinance, and will contract with the selected appraiser to appraise the Mission Boulevard properties. Staff will report back to the Agency Board regarding how to proceed with any potential offers of purchase for property.

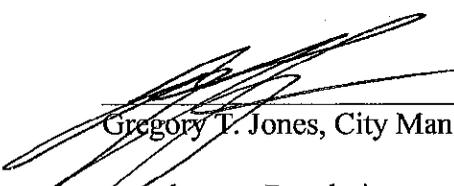
Prepared by:

  
Maret Bartlett, Redevelopment Director

Recommended by:

  
Susan J. Daluddung, Director of Community and Economic Development

Approved by:

  
Gregory T. Jones, City Manager

Attachment: Resolution



