

DATE: June 29, 2010

TO: Redevelopment Agency Board Members

FROM: Redevelopment Agency Director

SUBJECT: Authorization for Executive Director to Execute a Professional Services Agreement with Andrew Knight for Cinema Place Garage Mural Project in an amount not to exceed \$62,000

RECOMMENDATION

That the Agency Board adopts the attached resolution authorizing the Executive Director to execute a professional services agreement with Andrew Knight in an amount not to exceed \$62,000 to create a mural as part of the City's Redevelopment Foothill Boulevard Façade Improvement Project, at the Cinema Place Parking Garage on Foothill Boulevard at C Street. Communities that have sponsored "paint-brush" mural programs have learned that such murals are rarely defaced by graffiti, and that they stimulate a sense of neighborhood pride and collective ownership.

BACKGROUND

Staff has been working recently to enhance the aesthetics in the City through various efforts in support of Council's Priorities. The utility box art program is an example as well as a growing mural art program. The proposed mural would not only address and deter exterior code violations on the Foothill Boulevard building, but engage the community in a fun and creative neighborhood partnership.

DISCUSSION

Staff proposes the painting of a mural as part of the development of the "Downtown Hayward" Foothill Boulevard Façade Improvement Project on the property located at Foothill Boulevard and C Street. In addition, the Agency Board expressed a desire for murals with a "Hollywood" movie theater" theme to be added to the Cinema Place Garage, at the time the project was approved.

The Work is described as three murals approximately 4,194 square feet in total. (See Exhibits A, B, and C.) Mural One depicts a detailed "Hayward" sign on the Hayward Hills (east facing on Foothill Blvd.). Mural Two depicts an illuminated deco style Hayward movie theater tower (south facing on C St.). Mural Three depicts a vintage movie screen and deco theater interior (in the alley way off C

St.). The Mural Project will be a coordinated effort between local artist and Hayward High School Art Teacher, Andrew Knight, with Hayward High School students and local resident volunteers.

The mural project is in direct support of Council's Priority of cleanliness and the development of a future Public Art Program. As a further deterrent to graffiti at the site, the mural will be "sealed" with an anti-graffiti coating.

In keeping with general guidelines of "Hayward art and Hayward artists", staff has selected a Hayward High School Art Teacher, Andrew Knight, to produce the intended mural. Mr. Knight was selected, as the artist meets the criteria necessary for this type of project, including: (1) experience with large murals, (2) lives and/or works in Hayward, and (3) has the capacity or connections to involve Hayward students in the project, and (4) the proposed design is consistent with the concept for the Downtown Façade Improvement Project.

The artist has proposed a cost of \$59,998. Staff recommends that the proposal be accepted, and that an agreement be executed for a not-to-exceed total amount of \$62,000. Exhibit s A, B and C show conceptual sketches of the artist's proposal. The Mural is expected to be completed by November 1, 2010, weather permitting. The final, installed mural may vary slightly from what is depicted to ensure appropriate integration with the physical site.

FISCAL IMPACT

This work is part of the City Façade Improvement Project utilizing Redevelopment Agency Funds. Sufficient funding remains in account 451-5080 "Cinema Place Developer Assistance" and no appropriation is necessary for this agreement.

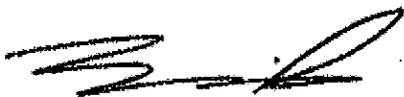
PUBLIC CONTACT

The City's Mural Program has been discussed at the Council Downtown Committee (CDC) on June 22, 2009 and March 22, 2010. The CDC discussed the mural project in detail and enthusiastically supported it.

Prepared by: Stacey Sorensen, Neighborhood Partnership Manager

Recommended by: Maret Bartlett, Redevelopment Agency Director

Approved by:



Fran David, City Manager

Attachments:

- Attachment I Artist Sketch – Hayward Hills with “Hayward” Sign
- Attachment II Artist Sketch – Deco Style Hayward Movie Theater
- Attachment III Artist Sketch – Vintage Movie Screen
- Attachment IV Draft Resolution

DRAFT

REDEVELOPMENT AGENCY OF THE CITY OF HAYWARD

RESOLUTION NO. RA-_____

Introduced by Agency _____

RESOLUTION AUTHORIZING THE EXECUTIVE DIRECTOR
TO EXECUTE A CONTRACT WITH ANDREW KNIGHT FOR
MURAL DESIGN AND INSTALLATION SERVICES FOR THE
CINEMA PLACE PARKING GARAGE

BE IT RESOLVED by the Redevelopment Agency of the City of Hayward that the Executive Director is hereby authorized and directed to negotiate and execute a professional services agreement with Andrew Knight in an amount not to exceed \$62,000 in a form to be approved by the Agency General Counsel.

HAYWARD, CALIFORNIA _____, 2010

ADOPTED BY THE FOLLOWING VOTE:

AYES: AGENCY MEMBERS:
 CHAIR:

NOES: AGENCY MEMBERS:

ABSTAIN: AGENCY MEMBERS:

ABSENT: AGENCY MEMBERS:

ATTEST: _____
Secretary of the Redevelopment Agency
of the City of Hayward

APPROVED AS TO FORM:

General Counsel