

PLACER COUNTY
REDEVELOPMENT AGENCY

MEMORANDUM

TO: Honorable Members of the Redevelopment Agency Board
FROM: Richard E. Colwell, Chief Assistant CEO–Redevelopment Director
James LoBue, Deputy Director
DATE: June 10, 2008
SUBJECT: Authorize the Purchasing Manager or Designee to Execute a Contract Between the Redevelopment Agency and HLA Group, Landscape Architects & Planners, Inc. in An Amount Not To Exceed \$272,000 for the Planning and Design of the State Highway 49 Beautification Project.

ACTION REQUESTED: Authorize the Purchasing Manager or designee to execute a contract between the Redevelopment Agency and HLA Group, Landscape Architects & Planners, Inc. (HLA) in an amount not to exceed \$272,000 for the planning and design of the State Highway 49 Beautification project.

BACKGROUND: In 2006, the Redevelopment Agency issued tax allocation bond funds with the intention of using these funds largely for infrastructure improvement projects. One of the projects identified under the bond fund program was the State Highway 49 Beautification Project (Project). The North Auburn Project Area extends along Highway 49 between Nevada Street and Pickle Barrel Road. The first phase of the Project will include landscaping, sidewalks, and other hardscape improvements within the public right of way along State Highway 49 from approximately New Airport Road to Education Street.

The vision of the Project is to create a unique identity for the North Auburn area by means of consistent landscape and streetscape improvements and provide a stimulus for continued private investment and redevelopment. The beautification plan shall provide an overall set of strategic recommendations for right-of-way improvements to make the area more enjoyable, safer for pedestrians and vehicle traffic, and more artistically reflective of the area's historical influences. Streetscape amenities to be considered in the design include sidewalks, pedestrian crossings, bicycle facilities, landscaping, with possible decorative hardscaping, public art, and transit enhancements.

A Request for Proposals (RFP) for design consulting services was issued on December 24, 2007 and closed on February 5, 2008. Five companies responded to the RFP, and after review of their qualifications, HLA was selected. The final contract amount will not exceed \$272,000 and the proposed contract is attached.

Services in the contract include base mapping of the area between New Airport Road and Education Drive, environmental review of the area, development of opportunities and constraints analysis, public outreach with two community meetings, alternative streetscape plans, development of thirty percent construction plans that include drainage, landscaping, lighting, and hardscape amenities, and a final report describing the streetscape beautification plan.

ENVIRONMENTAL STATUS: The proposed action is an administrative action and does not constitute a project and is exempt from environmental review per California Environmental Quality Act Guidelines section 15378(b)(5).

FISCAL IMPACT: There are sufficient funds available in the Agency's FY 2007-08 budget for this contract. There is no impact to the County's General Fund.

RECOMMENDATION: Authorize the Purchasing Manager or designee to execute a contract between the Redevelopment Agency and HLA in an amount not to exceed \$272,000 for the planning and design of the State Highway 49 Beautification project.

Attachment: Contract
Map

cc: Karin Schwab, Agency Counsel
Jim Boggan, Purchasing Manager