

**RESOLUTION NO. 3-13**

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF RICHMOND  
AUTHORIZING THE CITY MANAGER TO EXECUTE A CONTRACT WITH THE  
REGENTS OF THE UNIVERSITY OF CALIFORNIA IN AN AMOUNT NOT TO  
EXCEED \$25,000 FOR THE DEVELOPMENT OF A STRATEGIC BUSINESS PLAN  
FOR A DESTINATION MARKETPLACE AT 12<sup>TH</sup> STREET AND MACDONALD  
AVENUE**

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**WHEREAS**, Richmond has been doing a significant amount of work redeveloping its downtown area and has had success in recent years; and

**WHEREAS**, the City owns a key property in the downtown area at 12<sup>th</sup> Street and Macdonald Avenue that can be a strong catalyst for further reinvigorating the downtown area because of its location near BART, a “transit village” residential development, Kaiser Hospital, and other activity centers; and

**WHEREAS**, with the right type of design and product, such a “festival marketplace” could effectively serve local residents, but given Richmond’s geographic location, could also tap into the broader East Bay and Marin County markets; and

**WHEREAS**, a well-designed festival marketplace oriented to fair trade products could be a successful retail market serving residents throughout the Bay area, and would be consistent with the values of a very diverse Richmond community; and

**WHEREAS**, a Destination Marketplace at 12<sup>th</sup> Street and Macdonald Avenue would support the City of Richmond’s Macdonald Avenue Economic Revitalization Plan and the Livable Corridors Form-Based Code project; and

**WHEREAS**, S<sup>3</sup> Social Sector Solutions is a strategy consultation offered to ten select nonprofit organizations by the Center for Nonprofit and Public Leadership at the Haas School of Business, UC Berkeley; and

**WHEREAS**, the specific project for the S<sup>3</sup> Social Sector Solutions group would be to develop a comprehensive business plan for the project that includes addressing market feasibility (e.g., is a fair trade niche a viable business strategy), completing the development concept, creating a conceptual development/architectural plan, creating a financial pro forma, contacting developers, evaluating financing options, identifying financial and retail partners, creating a marketing plan, and providing overall guidance for ultimate development of the site.

**NOW, THEREFORE, BE IT RESOLVED** that the City Council of the City of Richmond hereby authorizes the City Manager to execute a contract with the Regents of the University of California in an amount not to exceed \$25,000 for the development of a strategic business plan for a Destination Marketplace at 12<sup>th</sup> Street and Macdonald Avenue.

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I certify that the foregoing resolution was passed and adopted by the Council of the City of Richmond at a regular meeting thereof held on January 15, 2013, by the following vote:

AYES: Councilmembers Bates, Beckles, Boozé, Butt, Vice Mayor Rogers, and Mayor McLaughlin.  
NOES: None.  
ABSTENTIONS: None.  
ABSENT: None.

DIANE HOLMES  
CLERK OF THE CITY OF RICHMOND  
(SEAL)

Approved:

GAYLE MCLAUGHLIN  
Mayor

Approved as to form:

BRUCE GOODMILLER  
City Attorney

State of California            }  
County of Contra Costa        }        : ss.  
City of Richmond               }

I certify that the foregoing is a true copy of Resolution No. 3-13, finally passed and adopted by the City Council of the City of Richmond at a regular meeting held on January 15, 2013.