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 12TH STREET AND MACDONALD AVENUE

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 12th 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 12th 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, S³ 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 S³ 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 12th 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.