



Office of the City Manager

CONSENT CALENDAR
July 16, 2019

To: Honorable Mayor and Members of the City Council
 From: Dee Williams-Ridley, City Manager
 Submitted by: Jordan Klein, Economic Development Manager
 Subject: Contract: Gehl Studio for Civic Center Vision and Implementation Plan

RECOMMENDATION

Adopt a Resolution authorizing the City Manager to execute a contract for an amount not to exceed \$376,430, and any amendments thereto, with Gehl Studio Inc. for the Civic Center Vision and Implementation Plan (Specification No. 19-11286-C).

FISCAL IMPACTS OF RECOMMENDATION

The \$376,430 contract will be funded entirely by Measure T1 bond proceeds (budget code 511-54-623-677-0000-000-444-612310, FY19) with \$80,000 of the funding dedicated towards a historical resources study of the Veterans Memorial Building and the Maudelle Shirek Building (commonly referred to as "Old City Hall").

CURRENT SITUATION AND ITS EFFECTS

Staff recently completed a procurement process to engage professional consultant services to develop a community vision, design concepts and implementation plan for Berkeley's Civic Center, including Martin Luther King Jr. Civic Center Park, Veterans Memorial Building, and Maudelle Shirek Building. A Request for Qualifications (Specification No. 19-11286-C) for a *Vision and Implementation Plan for Civic Center* was released on March 14, 2019 and was open through April 16, 2019. A selection panel comprised of City staff reviewed the qualifications of the four applicants on May 6, 2019 and recommended three applications for in-person interviews (conducted on May 28, 2019). The selection panel evaluated the three proposals and recommends that the City Council authorize the City Manager to enter into a contract with Gehl Studio and its sub-consultant team including Siegel & Strain Architects and Strategic Economics.

BACKGROUND

The goal of the *Civic Center Vision & Implementation Plan* is to conduct an inclusive and transparent community process, identify and engage meaningfully with all stakeholders, and provide an actionable vision and achievable plan for the Civic Center area. The project team will produce a plan for infrastructure and amenities that support current and future community needs, while respecting and celebrating the area's rich past and historically significant structures. The project team will aim to build civic trust,

establish shared and realistic expectations of the programmatic capacities of the two buildings and park, and deliver preliminary design concepts of the space for review by City Council.

Originally conceived at the turn of the 20th Century, the Civic Center layout was master planned and molded by City Beautiful Movement principles, and anchored by the 1909 construction of Berkeley's second City Hall (now known as the Maudelle Shirek Building at 2134 Martin Luther King Jr Way). The plan transformed the City's center into a cohesive group of civic buildings surrounding a central park by the 1940s. Today the Civic Center comprises portions of the area surrounding Martin Luther King Jr. Civic Center Park including the Maudelle Shirek Building 'Old City Hall' (1909) and the Veterans Memorial Building (1928) which flank the Park on the west and north sides. The larger Berkeley Civic Center District (codified by the Civic Center Overlay Zone, 2014) itself was listed on the National Register of Historic Places in 1998 and in addition, many of the buildings in the Civic Center District including the Maudelle Shirek Building, the Veterans Memorial Building, and the Park itself have been individually recognized as City Landmarks. Since the 1940s seismic building codes have evolved, requiring different thresholds of required maintenance and upkeep depending on use, and presently the historic buildings show signs of deferred maintenance.

In 2016, Berkeley voters passed *Measure T1 Bond Funding for Infrastructure and Facilities*, which authorized the City to sell \$100 million of general obligation bonds to repair, renovate, replace, or reconstruct the City's aging infrastructure and facilities, including important City facilities and buildings. As part of the City's Measure T1 Bond Funding program, the Veterans Memorial Building and Old City Hall are slated for "Structural analysis and visioning of possible conceptual design alternatives, in concert with Civic Center Park, to help determine a direction for future capital improvements to restore and secure these facilities to maximize their community benefit." Although the Civic Center presently serves a number of important functions for the City, in recent years City officials and community members have suggested that the space is underutilized. Community members have given voice to a variety of ideas and perspectives regarding the adaptive reuse of the buildings and open space that comprise the Civic Center including expanded recreation activities, art and cultural uses, human services, commerce, housing, and other ideas.

The project will include the development of a community outreach strategy, which will include meaningful engagement with City Commissions; an assessment of the existing supporting infrastructures of all three elements (Old City Hall, Veterans Memorial Building and Civic Center Park); and an evaluation of financial tools and ongoing resources needed to maintain the facilities and/or revenue generation strategies to sustain the ongoing upkeep and maintenance of the facilities. The project team will develop up to three conceptual design concepts for the adaptive reuse of both buildings and the Park. The consultant team will present findings to the project team, City Council, and other relevant officials.

ENVIRONMENTAL SUSTAINABILITY

There are no identifiable environmental effects or opportunities associated with the content of this report.

RATIONALE FOR RECOMMENDATION

The anticipated outcome of this contract is that a vision and implementation plan would identify a preferred design concept for Civic Center and be adopted by the City Council. The proposal by Gehl Studio was selected based upon the following criteria: qualifications and references, including relevant experience of project team/personnel; project understanding and approach; overall quality of the response, including completeness, clarity, organization, responsiveness; and demonstrated efficient and effective level-of-effort articulated in the project approach. Gehl is one of the world's leading urban design and architecture firms. They are headquartered in Copenhagen, Denmark and opened a San Francisco office in 2014. They are known for their 'people-centered' design strategies; in recent years, they've led successful redesigns of many famous public spaces, including Times Square in New York City and San Francisco's Civic Center.

ALTERNATIVE ACTIONS CONSIDERED

The selection panel considered a total of four responses to the request for qualifications.

CONTACT PERSON

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RESOLUTION NO. ##,###-N.S.

CONTRACT WITH GEHL STUDIO, INC. TO CREATE A VISION AND IMPLEMENTATION PLAN FOR BERKELEY'S CIVIC CENTER, INCLUDING THE VETERANS MEMORIAL BUILDING, THE MAUELLE SHIREK BUILDING ("OLD CITY HALL"), AND MARTIN LUTHER KING JR. CIVIC CENTER PARK

WHEREAS, the City of Berkeley's Civic Center area serves a number of important functions for the City; and

WHEREAS, in recent years City officials and community members have given voice to a variety of new ideas and perspectives regarding the adaptive reuse of the city-owned buildings and open space that comprise the Civic Center area; and

WHEREAS, the City of Berkeley's project team will aim to build civic trust, establish shared and realistic expectations of the programmatic capacities of the two buildings and park, and deliver design concepts of the space for review by City Council; and

WHEREAS, the City of Berkeley desires to develop a vision and conceptual design alternatives for the Veteran's Memorial Building and Old City Hall, in concert with Civic Center Park, to help determine a direction for future capital improvements to restore and secure these facilities to maximize their community benefit; and

WHEREAS, City staff issued a request for qualifications on March 14, 2019 from qualified firms, teams or individuals, and subsequently four statements of qualifications were received; and

WHEREAS, a selection panel to assess the proposals was assembled, consisting of City staff from Public Works, Parks, Planning and the Office of Economic Development; and

WHEREAS, the firm Gehl Studio, Inc. was selected by the selection panel as the preferred vendor for the project; and

WHEREAS, the contract will be financed from the Measure T1 Bond Fund for Infrastructure and Facilities.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is authorized to execute a contract and any amendments thereto with Gehl Studio, Inc. for consulting services to develop a Vision and Implementation Plan for City of Berkeley's Civic Center, for an amount not to exceed \$376,430 for the period from July 1, 2019 to December 31, 2020. A record signature copy of said contract and any amendments are to be on file in the Office of the City Clerk.

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