



Office of the City Manager

CONSENT CALENDAR
July 26, 2022

To: Honorable Mayor and Members of the City Council
 From: Dee Williams-Ridley, City Manager
 Submitted by: Scott Ferris, Director, Parks, Recreation & Waterfront
 Subject: Donation: New sign at Berkeley Waterfront - from Caltrans

RECOMMENDATION

Adopt a Resolution approving a donation of a new sign from Caltrans to be placed at the entrance to the Berkeley Waterfront with a value up to \$250,000.

FISCAL IMPACTS OF RECOMMENDATION

In early 2022, CalTrans contacted the City of Berkeley with a proposal to beautify the Caltrans property at the intersection of Interstate-80 and University Avenue and Frontage Road. Included in the \$3.4 million Caltrans project is the installation of an architectural element in the form of a welcome sign that will be installed on City right of way. The new sign has a value of up to \$250,000, which includes permitting, design, and installation. The City will be responsible for maintaining the sign.

CURRENT SITUATION AND ITS EFFECTS

In February of 2022, the State of California launched a \$1.1 billion-dollar Clean California initiative for beautification projects along the state highway system. This is a multiyear clean-up effort led by Caltrans to remove trash, create thousands of jobs, and engage communities to transform public spaces.

The Clean California Project at the University Ave Exit at I-80 in Berkeley will include new fencing, landscaping, pollinator gardens, and a new welcome sign provided by CalTrans, and is slated for the completion in late 2023. It will augment the recently completed \$8 million City-led "Marina Roadway Improvement Project" by improving the eyebrows and cloverleaves on CalTrans property with fencing, landscaping, a palate of native and pollinator-friendly plants.

The sign that is planned for City of Berkeley right-of-way will be installed by CalTrans and maintained by the City of Berkeley.

On June 16, 2022, Caltrans and the City of Berkeley joined forces to celebrate both projects, the start of the Clean California Berkeley Waterfront Beautification Project and the Completion of the Berkeley Marina Roadway Improvement Project. Together, these

two projects, including the new “welcome” element, will improve the gateway and user-experience for visitors entering the Berkeley Waterfront. Currently, there is a sign identifying the Berkeley Marina at the intersection of University Ave and Marina Blvd, but there is no welcome sign at the entrance to the Waterfront as a whole. This will help with placemaking at the Waterfront and beautify the beginning of University Avenue just west of Frontage Road.

BACKGROUND

The City’s Open Governance Ordinance (OGO) requires City Council approval of any gift to the City in excess of \$1,000 (BMC Section 2.06.050, Ord. 7,166-N.S.)

CONTACT PERSON

Ali Endress, Waterfront Manager, 981-6737

Attachments:

1: Resolution

RESOLUTION NO. -N.S.

DONATION FROM CALIFORNIA DEPARTMENT OF TRANSPORTATION
(CALTRANS) TO INSTALL A NEW SIGN AT BERKELEY MARINA

WHEREAS, in February 2022, the State of California launched a \$1.1 billion-dollar Clean California initiative for beautification projects along the state highway system. This is a multiyear clean-up effort led by Caltrans to remove trash, create of jobs, and engage communities to transform public spaces; and

WHEREAS, in March 2022, the California Department of Transportation (Caltrans) contacted the City of Berkeley with a proposal to beautify the Caltrans property at the intersection of Interstate-80 and University Avenue and Frontage Road. The \$3.4 million dollar project is slated for completion in late 2023; and

WHEREAS, included in the project is the installation of an architectural element in the form of a welcome sign that will be installed on City right of way. The new sign has a value of up to \$250,000; and

WHEREAS, there is no cost or match requirement for the City of Berkeley for the installation of the sign or the project;

WHEREAS, the City would be responsible for maintenance of the sign upon its installation as a part of routine maintenance operations; and

WHEREAS, the City's Open Governance Ordinance (OGO) requires City Council approval of any gift to the City in excess of \$1,000 (BMC Section 2.06.050, Ord. 7,166-N.S.)

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City approve a donation of a new sign from the California Department of Transportation to install a new sign at the Berkeley Marina with a value of up to \$250,000.

