



City of Sacramento City Council

915 I Street, Sacramento, CA, 95814

www.CityofSacramento.org

23

Meeting Date: 7/12/2011

Report Type: Consent

Title: Capitol Mall Design Competition

Report ID: 2011-00493

Location: Capitol Mall between Sacramento River and 9th Street, District 1

Recommendation: Adopt a Resolution 1) directing staff in partnership with the American Institute of Architects to hold a design competition for Capitol Mall from the riverfront to 9th Street; 2) authorizing the interim City Manager or his designee to establish a revenue and expense budget of \$66,500 (Fund 3702) for the Capitol Mall Design Competition Project; 3) to receive fees from competition recipients and project sponsorships; 4) and authorizing the interim City Manager or his designee to transfer \$5,000 from State Route 275 Repair Project (T15067600) and \$5,000 from the Economic Development Department (EDD) Downtown Division to the Capitol Mall Improvement Project (B18007500).

Contact: Leslie Fritzsche, Downtown Redevelopment Manager, (916) 808-5450, Economic Development Department

Presenter: Leslie Fritzsche, Downtown Redevelopment Manager, (916) 808-5450, Economic Development Department

Department: Economic Development Dept

Division: Downtown Development

Dept ID: 18001021

Attachments:

- 1- Description/Analysis
- 2- Background.doc
- 3- Location Map
- 4 - Competition Brief
- 5 Policies
- 6 – Resolution

City Attorney Review

Approved as to Form
Jerry Hicks
7/5/2011 11:20:26 AM

City Treasurer Review

Prior Council Financial Policy Approval or
Outside City Treasurer Scope
Russell Fehr
6/28/2011 1:20:07 PM

Approvals/Acknowledgements

Department Director or Designee: Jim Rinehart - 6/30/2011 1:51:36 PM

Assistant City Manager: John Dangberg - 7/5/2011 9:24:07 AM

Description/Analysis

Issue: Capitol Mall was developed as the main entrance into Sacramento. It was one of Sacramento's most heavily traveled streets and was an important commercial corridor until the 1960s when it was replaced as a main access point by the introduction of the freeways. The freeways changed the travel pattern and also isolated downtown from the waterfront.

Over the past several years, stakeholders have met to discuss the Mall's design constraints and ways to invigorate what is arguably one of the most dramatic view corridors in the state. Several improvements have been made along Capitol Mall (as outlined in Attachment 1, Background), but the function of the Mall has not achieved its original design aspiration.

On November 9, 2009, City Council directed staff to work with the local chapter of the American Institute of Architects and stakeholders to develop a design competition for the development of a plan for Capitol Mall from the riverfront to 9th Street (See Attachment 2). The submittals should include design ideas for specific locations along the Mall that could be further developed into project level designs.

This staff report describes the progress made on the design competition, establishes a project budget, and requests City Council's endorsement to hold the design competition in the fall of 2011.

Policy Considerations: There are several policy documents that frame the development of the design for Capitol Mall including state legislation, the City's General Plan, the Sacramento Riverfront Master Plan and the City's Zoning Code. The main policy documents are outlined in Attachment 3.

Environmental Considerations: Holding a special event program to develop a plan for the redesign of Capitol Mall is exempt from the California Environmental Quality Act Guidelines under Section 15262, planning for possible future action.

Sustainability: Competition participants will be encouraged to provide a full range of sustainable features in designs submitted for the Capitol Mall design competition. This means the participants will be asked to take a holistic view of various environmental, social and economic elements combined with adjacent neighborhood elements to create the most sustainable project possible.

Commissions and Committees: On April 29, 2010, the American Institute of Architects (AIA) Sacramento Chapter held a public workshop with AIA members, the public and City representatives to understand design competition objectives and to begin developing ideas for holding a design competition.

In addition, the City held a stakeholders meeting on September 28, 2010 including property owners, affected organizations, and city departments to receive feedback regarding project boundaries, competition goals and objectives, proposed competition format and specific competition parameters.

As a result of these meetings, AIA Sacramento Chapter and staff have crafted the competition brief (Attachment 4), which outlines the objectives and requirements for the design competition.

Rationale for Recommendation: Capitol Mall between the Sacramento River waterfront and the State Capitol Building (see Attachment 2) is “Sacramento’s Western Gateway,” a historic landmark street with significant importance to both the City of Sacramento and the State of California. Capitol Mall serves many vital purposes:

- A gateway into the City of Sacramento and the Downtown area
- A vital view corridor to the State Capitol buildings – the center of government for the 8th largest economy in the world
- A critical link to destinations in Sacramento, Old Sacramento and West Sacramento
- A prime location for corporate office space and commercial uses in Downtown Sacramento
- A linkage for an employment center for thousands of public and private employees including primarily state, federal and private office buildings

While much has changed on and around the Mall, a clear vision for the use and design of the Mall has not been developed. The Mall’s historical significance warrants a creative approach to exploring the appropriate “vision” solutions. To assist in developing the design/vision opportunities, the City, AIA, and the Capitol Mall stakeholders have an opportunity to hold a design competition.

A design competition allows:

- The City to place its specific design objectives in front of a number of architects, resulting in a range of design concepts for Capitol Mall.
- Entrants to solve proposed problems to provide innovative, thought provoking, “placemaking” ideas that meet the competition goals and objectives.
- Entrants to compete against others in order to receive an award for the best possible design.
- The opportunity to draw interest from the public in the proposed “vision” for Capitol Mall.
- The City to select projects not only based on aesthetic merits but on a comprehensive, holistic and implementable approach.

Entries to a competition will be reviewed and awarded by a jury who is charged with making both objective and subjective evaluations of the entries based on criteria established for the program. Participants will be required to sign waivers so that the City may use their design concepts without an obligation to make compensation or to contract with that participant if the City desires to implement their vision. Once a proposed plan and projects have been selected, staff intends to return to the City Council with a recommendation to further design drawings for a catalyst project along the Mall.

The City of Sacramento is fortunate that the Sacramento Chapter for the American Institute of Architects has offered to assist the City and the Capitol Mall stakeholders to hold a design

competition. The chapter members' expertise in holding design competition and their willingness to volunteer their time to ensure the competition's success has been invaluable. It also allows the City to conduct the competition at little cost. The Capitol Mall property owners have also relayed their support for the design competition and are looking forward to potential projects resulting from the competition.

Competition Requirements: Staff, AIA Sacramento Chapter members and the Capitol Mall stakeholders have refined the competition requirements, regulations, and Jury/Selection process; designed marketing materials/webpage, finalized the Competition Brief (Attachment 4) and established the competition objectives, requirements and schedule. It is anticipated that the competition will begin in July 2011; entries will be submitted in September 2011 and selections will be announced mid-October, 2011.

The entrants will be charged with addressing the following design objectives:

- **Activation:** Activate Capitol Mall more thoroughly in new ways to create a vibrant and compelling destination.
- **Big Idea:** Create design ideas that generates great interest and provide projects that can be catalysts
- **Linkages and Walkability:** Connect various parts of the City including the riverfront, the Capitol, Downtown, West Sacramento and other points of interest.
- **Master Plan and Catalyst Projects:** Create a comprehensive vision for the mall that can be implemented in phases. Envision specific project solutions at catalyst nodes that are iconic in nature and will draw visitors to the area.
- **Event Friendly:** Create spaces that will attract and accommodate high-end signature events and festivals.
- **Urban Canopy:** Provide signature streetscape, tree canopy, and lighting.
- **View Corridor:** Respect the view corridor while potentially enhancing the linear nature of the park.
- **Sustainable:** Create a sustainable project that contributes to the current and future community.
- **Implementable:** Create solutions that have the capacity to be realized and realistically implemented.

A separate website has been established for the competition. The website will have background information on the Mall, relevant plans and related government codes. The website (www.saccatalyst.com) will allow participants to submit their designs and entrance fees online. With an opportunity to obtain creative and implementable design ideas with little cost to the City, staff is recommending that the City Council support the launching of a design competition.

Financial Considerations: The AIA has contributed numerous hours in the planning this event and will continue to provide their expertise through the design competition process. AIA participation has substantially lowered the cost of holding a design competition.

Anticipated competition budget costs include:

Awards:	\$36,500 (\$20,000 for 1 st , 10,000 for 2 nd and \$5,000 for third, 3 student honorable mentions of \$500)
Juror Expenses:	\$ 6,000
Advertisement:	\$ 4,000
Awards Event	\$10,000
Marketing/	
Sponsorship consultant	<u>\$10,000</u>
Total Cost:	\$66,500

Based on current industry competitions and past experience, the City and AIA have determined that a submission fee of \$200 is appropriate for the Capitol Mall Design Competition. With an opportunity to impact such a prominent space, staff expects to receive national and international submittals. Competitions of this scale and geographic importance frequently attract over 200 applicants. A conservative estimate of the number of participants is 150. Based on this information, the anticipated fee revenue will be \$30,000, The Department of Transportation and Economic Development Department would contribute \$10,000 for a consultant to assist with the event planning and sponsorship. This will be accomplished by a transfer of \$5,000 from the State Route 275 Repair Project (T15067600, Fund 2011) and \$5,000 from Economic Development Downtown Project (B18217500, Fund 3701) to the Capitol Mall Improvement Project (B18213000). The event consultant would acquire additional sponsorships to cover the cost difference (\$26,500). Early indications are that the sponsorships can be identified.

Emerging Small Business Development (ESBD): Minority and Women’s Business Enterprise requirements will be applied to all activities.

Attachment 1 Background

In 1911, Capitol Mall was developed as the main gateway into Sacramento from the west. At that time, Capitol Mall was one of Sacramento's most heavily traveled streets, and was an important commercial corridor until the 1960s when it was replaced as a main access point with the introduction of freeways (Attachment 3). Over the years, Capitol Mall has changed radically. Some of these changes include the development of state, federal and private office buildings, the introduction of a new Downtown Plaza commercial center, the introduction of Interstate 5, and diversion of traffic from freeways to other arterial streets, and introduction of north/south light rail connections at 7th and 8th Streets.

Over the last several decades, a series of decisions led to several challenges to fully achieving the design/development potential along Capitol Mall. These decisions included:

- During the 1950's, the State of California widened what was initially called M Street (now Capitol Avenue) between the State Capitol and Tower Bridge into the Parisian style design for which it is known today. This became Capitol Mall.
- The introduction of Interstate 5 bisected the city's Downtown area from the Sacramento Waterfront.
- The introduction of Macy's and Downtown Plaza created the need to redirect traffic into the Downtown area. Traffic was redirected to other arterials such as J, L, N and Q Streets replacing Capitol Mall as the main western entry to the City.
- The completion of Highway 50 and Interstate 5 construction in the 1960's allowed freeway access around downtown.
- The development of broad sidewalks and long pedestrian street crossings add to an intimidating pedestrian experience from the riverfront to 3rd Street and at 5th Streets.
- Because of the primarily office use and lack of ground floor uses developed along Capitol Mall, it does not encourage people to travel down the Mall from the river to the Capitol.
- The Capitol View Corridor present design limitations to heights and setback of hard and softscapes.

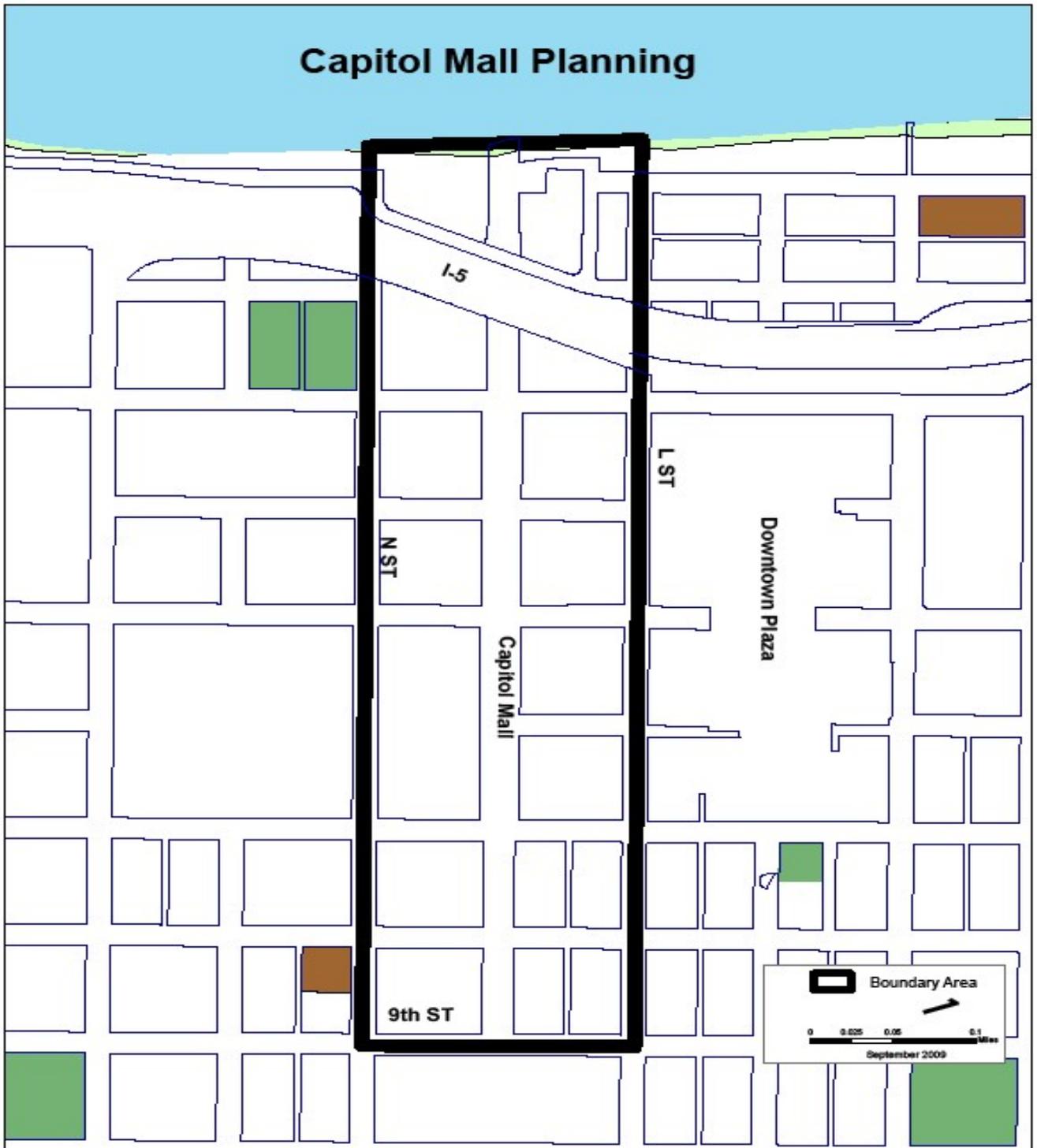
Additional elements along Capitol Mall have changed over the last couple of years that create an ideal situation to move forward with improvements to the Mall.

- Capitol Mall from Tower Bridge to 10th Street was a State Route, which was relinquished to the City of Sacramento in 2005. Becoming a City street allows more flexibility for street design, processing and improvements construction. The State transferred limited funds to the

- City for improvements to Capitol Mall as a part of this transaction.
- In 2008, improvements to Tower Bridge were completed improving pedestrian and bicycle access on the bridge.
 - In 2007, improvements were made to the intersection of Tower Bridge and Neasham to improve the pedestrian experience.
 - In 2003, the City Council approved a professional service agreement to complete the planning phase and the environmental document for a proposal to connect Downtown to the Sacramento Waterfront. Program recommendations, which were presented to City Council in August 2009, focus on a solution to provide enhanced alternative mode improvements across Interstate 5 widening Capitol Mall, widening O Street, providing a new connection at N Street and a grade connection at Neasham and 2nd Avenue. The environmental review process will be kicked off in October 2009. Development of a Capitol Mall Planning Project could dovetail with Department Of Transportation's program efforts to improve connections over Interstate 5.
 - The Docks Riverfront Promenade improvements from O Street to the extension of R Street and a park at R Street are currently under construction. The promenade improvements will connect with the R Street Bridge which was recently improved to provide pedestrian and bikeway access from the Waterfront to Downtown.

Due to these factors and recent efforts to make improvement to the Mall and its surrounding environs, on November 9, 2009, City Council directed staff in conjunction with the property owners and stakeholders to develop a program to hold a design competition for the development of a plan for Capitol Mall Plan from the riverfront to 9th Street and provide design ideas for specific locations along the Mall that could be further developed into project level designs.

Location Map





capitol mall design competition

24 May 2011

A Design Competition for California's Capitol Mall

The Capitol Mall Design Competition is an open ideas competition provided through the partnership of the City of Sacramento and the American Institute of Architects Central Valley Chapter. The competition seeks forward-thinking, innovative and implementable urban and architectural designs for the Capitol Mall corridor.

Background

In 1911, Capitol Mall was developed as a main gateway into Sacramento from the west. For many years, it was one of Sacramento's most travelled and bustling corridors. By the 1960's Capitol Mall was replaced as main access point to the city with the introduction of freeways. Since that time, Capitol Mall has been transformed by a concentration of high-rise office towers into a center of commerce – the region's premier corporate address. While thousands work on Capitol Mall, the street and ground floors are mostly absent of activity due to poor access to common areas, absence of common infrastructure and an undeveloped "sense of place".

For over a century Capitol Mall has provided a grand procession towards the steps of the California State Capitol but has been woefully underutilized as a civic amenity. Now, decades later, this swath of land is primed for a true exploration and rebirth to become a grand civic space.

In 2007 the land located on Capitol Avenue between 3rd and 8th streets in Sacramento was granted from the State of California to the City of Sacramento. For years City officials, business owners, and residents have imagined a lively and interactive public space that has the potential to be seen as the center for all civic amenities in the Capitol Region. Seen as a great expanse of uninterrupted public space within the core of Downtown Sacramento, the Capitol Mall provides unmatched views of the Tower Bridge and California State Capitol.

Over the past few years, stakeholders have met to discuss constraints and possibilities to activate this great civic space. That outcome being a



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capitol mall design competition

partnership between the AIA Central Valley and the City of Sacramento leading the charge for this international competition. It is through this international competition that this underutilized civic space can gain the attention it deserves and transform into a regional, national and international treasure through the greatest of design possibilities.

Last summer, property owners and stakeholders on Capitol Mall formed the Capitol Mall District to promote events that would introduce the idea of Capitol Mall as a shared community-gathering place. The events that resulted – a weekly Farmer’s Market, Concours d’Elegance, and concerts - introduced thousands to Capitol Mall and demonstrated the potential of the underutilized space.

In the coming weeks, Sacramento City Council is expected to approve The Capitol Mall Design Competition, marking the beginning of a five-month process that will deliver world-class design proposals and the catalyst to re-invent Capitol Mall.

Boundary

The primary area of consideration consists of the Right-of-Way (ROW) along Capitol Mall from the east terminus of the Tower Bridge to (and including) the 9th Street intersection. The secondary area of consideration includes the ROW on each side street for a portion of one block in both the north and south directions. The secondary area also includes the ROW portion of 3rd Street leading to the Crocker Art Museum to the south.

Process

Professionals and designers from all fields are eligible to submit. Multi-disciplinary teams are especially encouraged to participate.

A panel consisting of (3) internationally known design professionals, a designated City representative, a designated State representative and a representative from the downtown Sacramento business community will judge the competition.

Consistent with similar international design competitions – and to ensure the highest caliber and number of entries – the first-prize winner will receive \$20,000, second-prize \$10,000, third-prize \$5,000.



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Schedule

Over a five-month timeframe, the competition and call-for-entries will be posted and publicized online through the AIA website and supported by advertisement and public relations efforts. Submissions will be collected and judged, winners announced and presented at sponsored gala event.

Funding

The fee of \$200 per entry will fund at least half of the competition costs (70% of competition budget is prize purse). The City of Sacramento Department of Transportation and Economic Development Department will each contribute \$5,000. An additional \$15,000 in corporate sponsorship will be sought to promote and present competition and winning entries.

Competition Goals

Activation - *The primary goal of the competition is to define opportunities to significantly increase activation of the Capitol Mall*

The competition seeks creative solutions that will serve to enhance activation of the Mall and create a vibrant and compelling destination point that attracts visitors from not just the region and other areas of California but from around the world.

Catalyst Site(s) – *It is envisioned that creative development of a specific portion or portions of the Mall may act as a catalyst for generating and maintaining interest in the Capitol Mall redevelopment*

These components are intended to be iconic in nature and act as a draw for visitors to Sacramento. There is no defined program or location, the submitter is free to suggest whatever use and location might be appropriate to the civic nature of the Mall. Several location opportunities are suggested however and are identified on the site graphic.



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Gatherings & Events – Reinforce use of the Mall for civic events and gatherings of all kinds

Despite the lack of amenity that currently exists on the Mall it is used for gatherings and events such as concerts, open markets, political rallies, and as a terminal point for marathons and cycling events such as the Amgen Classic. The development of an innovative way to successfully and easily accommodate these varied civic uses is imperative to the success of the competition.

Linkages & Walk-ability – Find and develop ways of connecting the various parts of the City by enhancing and defining linkages with an emphasis on the pedestrian experience

We have the State Capitol Building to the east; Tower Bridge and the Sacramento River, Old Sacramento, and West Sacramento to the west; the new Crocker Art Museum expansion to the south; and the City's Central Business District to the north. Each of these presents an opportunity to connect the Mall to the fabric of the City and effectively compress the space between them.

Decreasing vehicular traffic along the Mall allows for a drastic reduction in the street area between 3rd and 9th Streets. What currently acts as a significant barrier to pedestrian traffic moving north and south may now be reconfigured to enhance the experience of crossing the Mall.

Urban Canopy – Sacramento contains a world-class urban canopy, it is one of the most forested cities in the world

The community and leadership of Sacramento continually strive to increase and enhance the urban canopy of the City. Trees are vitally important in improving air quality, reducing heat-island effects, providing shade for buildings and pedestrians and reducing glare and reflection from building surfaces. Any successful solution must fit within and enhance the context of the City's urban forest.



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View Corridor – *The Capitol Mall effectively creates a view corridor from the Tower Bridge to the Capitol Building*

Successful submissions will respect the view corridor while potentially enhancing it or reinforcing the linear nature of the Mall.

Sustainability – *All new construction must be inherently sustainable to contribute to the current and future needs of the community*

Minimized water and power use and efficient use of materials and resources are extremely important to the success of the redevelopment of the Mall and fits within the expectations of the community.

Implementation - *It is vitally important to the City and all of its partners that submitted plans have the capacity for implementation*

Solutions must be imaginative and innovative but also practical in terms of our ability to get them realized. The development of multi-stage solutions that can benefit from phasing may allow for an earlier start and will act as a means of fully achieving the design.

Competition Components

The Big Idea - *Great ideas generate great interest, any significant vision must generate great interest and enthusiasm to be successful*

The ideas that spring from this competition are intended to act as a catalyst to assure that the design moves forward quickly and with broad support. A fully developed vision is a requirement of all competition submissions.

Catalyst Component – *An iconic component that will, in and of itself, act as a regional, national, and international draw to visitors and act as a catalyst for complete implementation*

This component may utilize any program that is civic in nature. It shall also be clearly defined for possible early construction without reliance on other portions of the submission to make it functional.



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Event Plaza – *A required amenity to accommodate performance or address focused events such as a plaza, amphitheater or other easily configured open space*

This space needs to be flexible so that it contributes to the civic nature of the Mall at all times but can also be used for concerts, speeches, etc. This component must also be clearly defined for early construction and may be combined with the Catalyst Component above.

Overall Master Plan - *An overall master plan is a primary component of the competition and is intended to act as the unifying, underlying element upon which implementation can take place*

A successful master plan will allow for phasing of specific components while still functioning as a complete solution.



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Competition Boundaries



catalyst

capitol mall
design competition

Attachment 4 Policy Considerations

State Policies:

- *Capitol Mall Plan (GC 8160)*: The 1997 Capitol Mall Plan vision is to create a vibrant, mixed-use community of State offices, housing and retail on State-owned land in Sacramento's Central City. The 1997 Capitol Mall Plan is an update of the 1977 Capitol Area Plan, which by law is the official State Master plan for development in the Capitol Area. Capitol Area Development Authority (CADA) and the City of Sacramento share the responsibility of implementation of the residential and neighborhood commercial components of the Capitol Area Plan. Two committees oversee implementation of the Capitol Advisory Committee chaired by the Department of General Services (DGS) and the Capitol Area Committee with members appointed by the Governor and the Legislature. A proposal by the City to modify the center median along Capitol Mall to develop all or a portion of the existing median would be subject, as would be all efforts to improve and strengthen Sacramento's "Front Door" on Capitol Mall, to an advisory review and comment by these committees.
- *Capitol View Projection Act (GC Section 8162)*: The Legislature enacted a law to limit the height of buildings, public or private located near the Capitol to reserve the historic views of the Capitol. Development within the half block west of 9th Street has a height limit of 150 feet and the half block west of 8th Street has a height limit of 400 feet.
- *Capitol Mall Master Plan (GC Section 8166-8168)*: In 1970, the Legislature delegated to the DGS the responsibility and authority to develop a beautification plan for Capitol Mall extending from Tower Bridge to 9th Street. The principal objective of the master plan is to provide a physical and aesthetic expression in the approaches to the State Capitol Complex.
- *Historic State Capitol Commission: (GC Section 9249-9149.17)*: The purview of this commission is the review proposed alterations to the Capitol building, Capitol Park, and the capitol views.

City of Sacramento Policies:

- *2030 General Plan*: There are multiple General plan policies that pertain to the Capitol Mall including:
 - **Goal LU 2.4 City of Distinctive and Memorable Places**: Promote community design that produces a distinctive, high-quality built environment whose forms and character reflect Sacramento's unique historic, environmental, and architectural context, and create memorable places that enrich community life.
 - **Goal LU 5.6 Central Business District**. Promote the Central Business District (CBD) as the regional center of the greater Sacramento area for commerce, culture, and government.

- **Goal M 1.1 Comprehensive Transportation System.** Provide a transportation system that is effectively planned, managed, operated, and maintained.
 - **Goal M 4.2 Complete Streets.** Provide complete streets that balance the diverse needs of users of the public right-of-way.
 - **Goal ER 7.1 Visual Resource Preservation.** Maintain and protect significant visual resources and aesthetics that define Sacramento.
- *Sacramento Riverfront Master Plan:* The main concepts outlined in the Riverfront Master Plan include: creating new riverfront neighborhoods and districts, establishing a web of connectivity to downtown and surrounding neighborhoods, strengthen the green backbone of the community, and make places for celebration.

RESOLUTION NO. 2011-

Adopted by the Sacramento City Council

**APPROVING THE CAPITOL MALL DESIGN COMPETITION EVENT
AND RELATED BUDGET AMENDMENT**

BACKGROUND

- A. Capitol Mall between the waterfront and the State Capitol is a street with significant importance to both the City of Sacramento and the State of California.
- B. Capitol Mall is a critical link to destinations in Sacramento, Old Sacramento and West Sacramento and is a prominent gateway into the west end of Sacramento.
- C. The City of Sacramento adopted the 2030 General Plan that contains multiple policies including land use, mobility, cultural and historic resources, and economic development, which will help facilitate the improvement of Capitol Mall. The State of California also passed legislation that protects the Capitol View Corridor from Tower Bridge to the Capitol and provides for the preparation of a Capitol Mall Master Plan that addresses the physical and aesthetic expression in the approaches to the State Capitol Complex.
- D. Capitol Mall stakeholders have met in the recent past to develop core values, identify key issues, and identify area of Capitol Mall that could be improved.
- E. While improvements have been made to Capitol Mall to improve access to the waterfront and other points of interests, the original design aspirations for the gateway to the capitol of one of the nation's largest world economies has not been realized.
- F. With the American Institute of Architects (AIA), the City desires to sponsor a design competition to devise a new vision for redevelopment of the Capitol Mall.

**BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL
RESOLVES AS FOLLOWS:**

Section 1: The City Manager or his designee is authorized to establish a revenue and expense budget (Reimbursable Fund 3702) for the Capitol Mall Design Competition Project (B18213000), to receive fees from competition recipients, to receive project sponsorships, to contract for an event consultant, and to transfer the following funds to the Capitol Mall Improvement Project (B18213000) to front consultant costs:

- \$5,000 from the State Route 275 Repair Project (T15067600, Fund 2011)

- \$5,000 from the Economic Development Downtown Project (B18217500, Fund 3701).

Section 2: The City Manager or his designee is authorized to sponsor the Capitol Mall Design Competition event with the AIA if sufficient sponsorships and participant fees will cover the cost of the event.