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June 27, 2006

Redevelopment Agency and Council  
Community & Economic Development Committee  
Oakland City Council  
Oakland, California

**RE: City and Agency Resolutions Allocating Redevelopment Agency Funds Under the Cooperation Agreement in an Amount Not to Exceed One Hundred and Eighty Thousand Dollars (\$180,000) for Certain Public Improvements Within the Coliseum Redevelopment Project Area Under the Neighborhood Project Initiative Program**

Dear Chairperson Brunner and Members of the Committee:

The City Administrator's Office seeks Redevelopment Agency approval to fund public and non-public improvements from Coliseum Redevelopment Project Area funds under the Coliseum Neighborhood Project Initiative (NPI) Program, and authority for the Agency Administrator to enter into an agreement to fund the non-public project under the program without returning to the Agency.

This is the second year of the Coliseum NPI Program, which works directly with three of the six Service Delivery System teams, which supports the existing network of community-based and merchant organizations to fund neighborhood infrastructure improvement projects that are benefit the community, are within the public domain, and currently have no other funding sources. Consistent with California redevelopment law, the NPI Program helps fund community projects that fall within at least one of the following categories:

- Crime deterrence
- Neighborhood beautification
- Corridor beautification
- Establishment of community identity
- Community facility upgrade
- Site enhancement

Item: \_\_\_\_\_  
CED Committee  
June 27, 2006

NPI projects may be either “non-public” or “public” in nature. Non-public projects involve community improvements to property held solely by a private property owner. Furthermore, non-public projects under NPI do not involve the installation of any systems, equipment, or fixtures that will not be fully owned and operated by private entities (e.g., property owner or property lessee).

Public projects, in contrast, are defined as any improvement, facility upgrade, or permissible activity under NPI that is implemented on publicly-owned property, and/or involves the installation of equipment on that will then be owned and operated by a public entity, such as the City of Oakland.

All public projects under the NPI program are required to receive City and Agency authorization prior to the use of NPI funds. All public projects recommended for implementation by staff are herein described for Agency and Council review.

## **FISCAL IMPACTS**

The Coliseum Redevelopment Area will allocate \$180,000 of funds budgeted for NPI in the Fiscal Year 2005-07 Adopted Redevelopment Agency Budget. No additional staff costs are associated with the NPI because existing City staff will manage the program.

A total of \$180,000 will be transferred from Coliseum Operations Fund (9450), Coliseum Redevelopment Organization (88659), Miscellaneous Services Account (53719), Coliseum-Staff Project (S82600) to ORA Project Fund (7780).

Proposed spending for the seven (7) public projects:

### SDS Area 4

- Fruitvale Plaza Park, 35<sup>th</sup> Avenue and International, \$60,000

### SDS Area 5

- Rainbow Recreation Center, 5800 International Boulevard, \$30,000
- Martin Luther King Library, 6833 International Boulevard, \$30,000

### SDS Area 6

- Security Camera, Edes Avenue from 85<sup>th</sup> to 105<sup>th</sup> Ave, \$5,000
- Beautification Efforts along Edes Avenue, \$10,000
- Landscape Design for Tyrone Carney Park, 10501 Acalanes Drive, \$10,000
- Banners for new Library, 81<sup>st</sup> and International and San Leandro, \$10,000

Proposed spending for the one (1) non public project is as follows:

SDS Area 6

- Monument and Water Feature, 64 Airport Access Road, \$25,000

See **Attachment A** for project descriptions

**BACKGROUND**

On July 19, 2005, City of Oakland Redevelopment Agency established the NPI Program through Resolution 2005-0044. In addition, a total of seven projects were approved and implemented during the first round of the NPI Program in Fiscal Year 2004-05.

**KEY ISSUES AND IMPACTS**

The NPI will be administered by the City of Oakland Service Delivery System (SDS) Teams that serve locations that overlap with the Coliseum Redevelopment Area. Three Service Delivery System areas, (SDS 4, SDS 5, and SDS 6) are included within the Coliseum Redevelopment Project Area boundaries. Thus far these three SDS teams and the City Administrator's office have conducted marketing and outreach for the NPI program, and collected and processed the proposed project applications.

In addition, each project proposal was reviewed and approved by the CEDA Redevelopment Division and the Office of the City Attorney. Project proposals were required to show that they were eligible for funding under redevelopment law, and met the goals of the Coliseum Area Redevelopment Plan.

The total \$180,000 in FY 2005-06 funds allocated to the NPI Program is divided equally among the three eligible SDS teams. Therefore, an amount not exceeding \$60,000 from the NPI Program may be spent in each participating SDS area for community projects.

Eligible projects are a one-time cost (as on-going maintenance may not be paid for from redevelopment funds) and NPI funds may be used as matching contributions for hard costs only.

Seven of the eight projects are public projects and require Agency and City Council approval prior to execution of the contracts. The total proposed NPI contribution for these seven projects is \$155,000. The proposed project that is considered non-public involves the purchase and construction of a fountain and water feature on private property - which will be subsequently owned and operated by a private party (the owner and operator of the Holiday Express by the airport). This project seeks an NPI contribution of \$25,000. Therefore, the total monetary

contribution requested by the eight projects is \$180,000, which will exhaust funding for FY 2005-06.

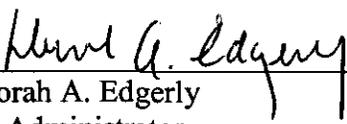
### **RECOMMENDATION AND RATIONALE**

Implementation of the proposed projects under the NPI Program fulfill the over-arching goal of the NPI program of funding small-scale neighborhood infrastructure improvement projects that are beneficial to the community and currently have no other public funding sources.

### **ACTION REQUESTED OF THE CITY COUNCIL/REDEVELOPMENT AGENCY**

Accept the report and adopt the Redevelopment Agency and City legislation allocating a total of \$180,000 dollars for various improvement projects under the Coliseum Redevelopment Neighborhood Project Initiative program

Respectfully submitted,

  
\_\_\_\_\_  
Deborah A. Edgerly  
City Administrator

Prepared by: Niccolo De Luca  
Deputy City Administrator

Attachment A: Proposed NPI projects

**Attachment A**

**Coliseum Redevelopment Project Area  
Neighborhood Project Initiative (NPI) Program  
Fiscal Year 2005-06**

**Proposed Public Projects**

**SDS Area 4**

**Project No. 1**

Fruitvale Plaza Park Improvement

**Location**

35<sup>th</sup> Avenue and International Boulevard

**Description**

The Unity Council, Fruitvale Alliance and City of Oakland Neighborhood Commercial Revitalization Staff have been working together for the past year to make significant and visible improvements to the Fruitvale Plaza Park. This location has become a magnet for illegal activity. There are two principle project components to dramatically improve the Plaza Park: Install "gateway" Community Art elements at the International Street side, and address the problematic and inaccessible back corner of the site by installing a small playground structure and kiosk.

**Monetary Contribution**

\$60,000

**Project Benefits and Blight Elimination**

In addition to improved public safety conditions, the proposed park improvements will improve open space in Oakland especially in the Fruitvale district. Restoring the Plaza's place as a center of community pride that serves as an important gateway to the Fruitvale shopping district will provide an aesthetic enhancement to this busy commercial corridor. These achievements will in turn increase commercial activity and generate more sales tax revenue for the City of Oakland.

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**SDS Area 5**

**Project No. 2**

Replacement of play structure equipment at Rainbow Recreation Center

**Location**

5800 International Boulevard

**Description**

The current play structure at the Rainbow Recreation Center is antiquated and in a state of decay. The addition of a new play structure will stimulate usage of the current facility by local residents and further the goal of the City's Parks and Recreation Department to provide safe and attractive recreational facilities for all.

**Monetary Contribution**

\$30,000

**Project Benefits and Blight Elimination**

The rehabilitation of outdated and underutilized facilities will alleviate blight, attract more visitors to the park, and upgrade an existing community facility.

**Project No. 3**

Improvements to the Martin Luther King Library

**Location**

6833 International Boulevard

**Description**

The Martin Luther King Library was built in 1971. There have been no improvements to the facility since its construction. The library is no longer able to support the library service needs of the local community. The funds will be used to replace the carpet, paint, buy new furniture and purchase new computers.

**Monetary Contribution**

\$30,000

**Project Benefits and Blight Elimination**

The rehabilitation of an outdated facility will help restore pride in the community, re-establish a community identity, and beautify the area. The rehabilitation will attract more visitors to the library and help further the education of Oakland residents.

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**SDS Area 6**

**Project No. 4 (Private Property)**

Monument and Water Feature

**Location**

The corner of Doolittle Drive and Airport Access Road.

**Description**

Installation of a new monument and water feature on the corner of Doolittle Drive at Airport Access Road will serve as an aesthetic enhancement for the corridor which is a heavily used and highly visible location for visitors entering the City from the Oakland International Airport. This monument will also compliment the streetscape improvements the City has made to the area.

**Monetary Contribution From NPI**

\$25,000

**Project Benefits and Blight Elimination**

This project encourages further community beautification efforts, helps highlight the improvements the City of Oakland is undertaking in the area, establishes a distinct community identity and serves as an informal welcome sign to visitors as they leave the airport and drive into Oakland.

**Project No. 5**

Security camera, monitored by Oakland Police Department

**Location**

Edes Avenue from 85<sup>th</sup> Avenue to 105<sup>th</sup> Avenue

**Description**

Installation of an OPD-monitored security camera at an intersection that has long suffered from sideshow activity, excessive speeding, vehicular accidents, and prostitution.

**Monetary Contribution**

\$5,000

**Project Benefits and Blight Elimination**

The improved safety conditions resulting from the OPD-monitored security camera will alleviate physical blight at this intersection and enhance the attractiveness of the area to both residents and merchants.

**Project No. 6**

Beautification efforts along Edes Avenue from 85<sup>th</sup> Avenue to 105<sup>th</sup> Avenue

**Location**

Along Edes Avenue from 85<sup>th</sup> Avenue to 105<sup>th</sup> Avenue

**Description**

SDS Team 6 has spent a significant amount of time, energy and resources to improve the quality of life for residents along Edes Avenue and have achieved some success. Most of the efforts have been enforcement based, so having a source of funds for beautification efforts, like purchasing street trees and other vegetation, paint for residents to paint over graffiti, decorative garbage cans, planter boxes, decorative fencing of vacant lots, and other materials will further the team's efforts to improve the quality of life for residents.

**Monetary Contribution**

\$10,000

**Project Benefits and Blight Elimination**

The elimination of graffiti on private property will further encourage community beautification and deter crime. The planting of vegetation and trees along the vacant sections of Edes will add to the community identity, provide aesthetic improvements to the corridor, and reduce blight. Decorative fencing will camouflage vacant lots, thereby reducing blight, adding to the corridor's beautification efforts.

**Project No. 7**

Landscape design for Tyrone Carney Park

**Location**

10501 Acalanes Drive

**Description**

Tyrone Carney Park has been closed since 2002 due to several violent encounters. The immediate perimeter is surrounded by illegal activities and loitering. The Sobrante Park residents have expressed a desire to do something positive and productive with the park. They submitted a project application to pay for landscape designs provided by Hood Design. The goal is to re-design the park to meet the needs of the residents, deter crime, and beautify the neighborhood.

**Monetary Contribution**

\$10,000

**Project Benefits and Blight Elimination**

The current state of Tyrone Carney park is vacant and blighted. The residents have the desire to help with the improvements. A re-designed park will eliminate blight, serve as a crime deterrent, upgrade an existing community facility and return it to productive use, help accent the beautification efforts along the Edes corridor, and reestablish a positive community identity.

**Project No. 8**

Banners advertising the soon to be opened library at the corner of 81<sup>st</sup> Avenue and Rudsdale Street.

**Location**

The library is located at 81<sup>st</sup> Avenue and Rudsdale Street but the banners will be at the intersections of 81<sup>st</sup> Avenue and San Leandro Street and 81<sup>st</sup> Avenue and International Boulevard

**Description**

The Oakland Public Library, in partnership with the Oakland Unified School District, are constructing a new, state of the art, 21,000 square foot library that will also serve two elementary schools. The application is for the fabrication and installation of street banners at the intersections of 81<sup>st</sup> Avenue and San Leandro Street and International Boulevard. Colorful banners will be an effective way of announcing the new library to a population that has a significant number of monolingual Spanish speakers.

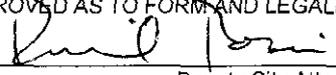
**Monetary Contribution**

\$10,000

**Project Benefits and Blight Elimination**

The construction of a new library not only serves as a jewel for the community and helps establish community identity, but it furthers the knowledge and experience of the residents by offering a facility open and available to all. The banners will help advertise the new library and help add some festive decoration along a busy corridor. The library also serves as a crime deterrent and blight eliminator by helping to ensure that works of literature are available to all of our residents.

OFFICE OF THE CITY CLERK  
2006 JUN 14 PM 12:36

APPROVED AS TO FORM AND LEGALITY:  
  
Deputy City Attorney

## OAKLAND CITY COUNCIL

RESOLUTION No. \_\_\_\_\_ C.M.S.

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**A RESOLUTION ALLOCATING REDEVELOPMENT AGENCY FUNDS UNDER THE COOPERATION AGREEMENT IN AN AMOUNT NOT TO EXCEED \$155,000 FOR CERTAIN PUBLIC IMPROVEMENTS WITHIN THE COLISEUM REDEVELOPMENT PROJECT AREA UNDER THE NEIGHBORHOOD PROJECT INITIATIVE PROGRAM**

**WHEREAS**, the Redevelopment Agency adopted the Coliseum Redevelopment Neighborhood Project Initiative ("NPI") program on July 19, 2005 (Resolution No. 2005-0044 C.M.S.) to assist in addressing general blight conditions within the Coliseum Redevelopment Project Area, and allocated \$180,000 as the budget for the first year of the program; and

**WHEREAS**, City staff on behalf of the Agency issued a Call for Projects to the community for the NPI program in March 2006, and the City submitted several proposals for improvements to City owned property including parks, and streets; and

**WHEREAS**, several of the projects proposed by the City have been recommended for funding under the NPI Program; and

**WHEREAS**, under the NPI program guidelines, all improvements proposed to be funded by the program must be submitted to the Agency for review and approval; and

**WHEREAS**, under the NPI program guidelines improvements to City-owned property must be implemented by the City of Oakland; and

**WHEREAS**, the City of Oakland and the Redevelopment Agency entered into a Cooperation Agreement on July 1, 2004, which generally governs the provision of assistance and the payment of funds between the two agencies, including Redevelopment Agency financial contributions and other assistance to support City public improvements; and

**WHEREAS**, Section 33445 of the California Health and Safety Code authorizes a redevelopment agency to pay for the installation cost or construction of publicly-owned facilities, if the legislative body has consented to such funding and has made certain findings; and

**WHEREAS**, the Redevelopment Agency has authorized \$155,000 of NPI Program funds for improvements to City-owned property from Coliseum Redevelopment Operations Fund (9450), Coliseum Redevelopment Organization (88659), Miscellaneous Services Account (53719), Coliseum-Staff Project (S82600); now therefore be it

**RESOLVED:** That the City Council hereby consents to the use of \$155,000 in Redevelopment Agency funding under the Coliseum Redevelopment NPI program for the following improvements to City-owned property:

- \$60,000 for upgrades at Fruitvale Park Plaza located on 35<sup>th</sup> Avenue and International Boulevard;
- \$30,000 for the replacement of play structure equipment at the Rainbow Recreation Center located at 5800 International Boulevard;
- \$30,000 for improvements to the Martin Luther King Junior Library located at 6833 International Boulevard;
- \$10,000 for landscape design for Tyrone Carney Park located at 10561 Acalanes Drive;
- \$5,000 for a security camera on Edes Avenue between 85<sup>th</sup> Avenue and 105<sup>th</sup> Avenue to be monitored by the Oakland Police Department;
- \$10,000 for beautification efforts along Edes Avenue from 85<sup>th</sup> Avenue to 105<sup>th</sup> Avenue;
- \$10,000 for banners advertising the new library located at 81<sup>st</sup> and Rudsdale; and be it further

**RESOLVED:** That the City Council accepts the \$155,000 in Redevelopment Agency funds under the Cooperation Agreement for the above projects and appropriates such funds to the City repayment account in Oakland Redevelopment Agency Projects Fund (7780), in a project to be established; and be it further

**RESOLVED:** That the City Council hereby finds and determines as follows:

1. That the funding of the improvements to City-owned property under the NPI program will benefit the Coliseum Redevelopment Project Area, and will assist in the elimination of blighting conditions in the Project Area by addressing needs related to the physical appearance, safety, and needed renovations to those public facilities;
2. That no other reasonable means of financing the above projects is available to the City other than Redevelopment Agency funding; and
3. That the use of tax increment funds from the Coliseum Redevelopment Project Area for the above projects is consistent with the implementation plan adopted for the Coliseum Redevelopment Area; and be it further

**RESOLVED:** That the City Administrator or her designee is authorized to take any other actions with respect to the above projects and the NPI program consistent with this Resolution and its basic purpose.

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_, 2006

**PASSED BY THE FOLLOWING VOTE:**

AYES- BROOKS, BRUNNER, CHANG, KERNIGHAN, NADEL, QUAN, REID, AND PRESIDENT DE LA FUENTE,

NOES-

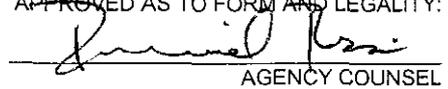
ABSENT-

ABSTENTION-

Attest: \_\_\_\_\_

LATONDA SIMMONS  
City Clerk and Clerk of the Council  
of the City of Oakland, California

2006 JUN 14 PM 12:36

  
AGENCY COUNSEL

## REDEVELOPMENT AGENCY OF THE CITY OF OAKLAND

RESOLUTION No. \_\_\_\_\_ C.M.S.

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A RESOLUTION ALLOCATING FUNDING FOR VARIOUS IMPROVEMENT PROJECTS IN AN AMOUNT NOT TO EXCEED \$180,000 UNDER THE COLISEUM REDEVELOPMENT NEIGHBORHOOD PROJECT INITIATIVE PROGRAM, ACCEPTING AND APPROPRIATING A CONTRIBUTION OF AGENCY FUNDS TO THE CITY UNDER THE COOPERATION AGREEMENT IN AN AMOUNT NOT TO EXCEED \$155,000 FOR CITY PUBLIC IMPROVEMENTS UNDER THE PROGRAM, AND AUTHORIZING THE AGENCY ADMINISTRATOR TO ENTER INTO AGREEMENTS WITH PROJECT SPONSORS AND MAKE NECESSARY EXPENDITURES TO IMPLEMENT PROJECTS FUNDED UNDER THE PROGRAM WITHOUT RETURNING TO THE AGENCY

**WHEREAS**, the Redevelopment Agency adopted the Coliseum Redevelopment Neighborhood Project Initiative ("NPI") program on July 19, 2005 (Resolution No. 2005-0044 C.M.S.) to assist in addressing general blight conditions within the Coliseum Redevelopment Project Area, and allocated \$180,000 as the budget for the first year of the program; and

**WHEREAS** City staff on behalf of the Agency issued a Call for Projects to the community for the NPI program in March 2006, and received a number applications for NPI funding in response; and

**WHEREAS**, the three Service Delivery System (SDS) teams within the Coliseum Redevelopment Area reviewed all applications to the NPI program and made recommendations for funding under the program; and

**WHEREAS**, under the NPI program guidelines, all improvements proposed to be funded by the program must be submitted to the Agency for review and approval; and

**WHEREAS**, several of the projects recommended for funding under the NPI program by the SDS Teams include improvements to City-owned property including public parks and streets; and

**WHEREAS**, under the NPI program guidelines improvements to City-owned property must be implemented by the City of Oakland; and

**WHEREAS**, the City of Oakland and the Redevelopment Agency entered into a Cooperation Agreement on July 1, 2004, which generally governs the provision of assistance and the payment of funds between the two agencies, including Redevelopment Agency financial contributions and other assistance to support City public improvements; and

**WHEREAS**, Section 33445 of the California Health and Safety Code authorizes a redevelopment agency to pay for the installation cost or construction of publicly-owned facilities, if the legislative body has consented to such funding and has made certain findings; and

**WHEREAS**, the City Council is consenting to the use of Agency funding for the improvements to City-owned property under the NPI program pursuant to Section 33445 of the California Health and Safety Code; and

**WHEREAS**, the SDS Teams have recommended that \$155,000 of NPI program funds be allocated for the following improvements to City-owned property:

- \$60,000 for upgrades at Fruitvale Park Plaza located on 35<sup>th</sup> Avenue and International Boulevard;
- \$30,000 for the replacement of play structure equipment at the Rainbow Recreation Center located at 5800 International Boulevard;
- \$30,000 for improvements to the Martin Luther King Junior Library located at 6833 International Boulevard;
- \$10,000 for landscape design for Tyrone Carney Park located at 10561 Acalanes Drive;
- \$5,000 for a security camera on Edes Avenue between 85<sup>th</sup> Avenue and 105<sup>th</sup> Avenue to be monitored by the Oakland Police Department;
- \$10,000 for beautification efforts along Edes Avenue from 85<sup>th</sup> Avenue to 105<sup>th</sup> Avenue;
- \$10,000 for banners advertising the new library located at 81<sup>st</sup> and Rudsdale;  
and

**WHEREAS**, The NPI projects listed above will be funded from Coliseum Operations Fund (9450), Coliseum Redevelopment Organization (88659), Miscellaneous Services Account (53719), Coliseum-Staff Project (S82600); and

**WHEREAS**, the SDS Team 6 has recommended that the remaining \$25,000 of NPI program funds be allocated for the following improvement within the redevelopment project area to be implemented directly by the Redevelopment Agency and/or the project sponsors:

- \$25,000 for a fountain and water display at the corner of Doolittle and Airport Access Road; and

**WHEREAS**, The NPI project listed above will be funded from Coliseum Operations Fund (9450), Coliseum Redevelopment Organization (88659), Miscellaneous Services Account (53719), Coliseum-Staff Project (S82600), and

**WHEREAS**, the Agency Administrator requests authorization to make all required expenditures and to enter into grant agreements with the project sponsors to implement all the improvements funded by the NPI Program within the project budgets *without returning to the Agency for further approval; now therefore be it*

**RESOLVED**: That the Redevelopment Agency hereby adopts the SDS Teams' recommendations for funding allocations under the NPI program and authorizes funding for those improvements identified above; and be it further

**RESOLVED**: That the Agency hereby authorizes a transfer of \$155,000 in Redevelopment Agency funding from Coliseum Operations Fund (9450), Coliseum Redevelopment Organization (88659), Miscellaneous Services Account (53719), Coliseum-Staff Project (S82600) under the Cooperation Agreement for the improvements to City-owned property to Oakland Redevelopment Agency Project Fund (7780) in a project to be established; and be it further

**RESOLVED**: That the Agency hereby finds and determines as follows:

1. That the funding of the improvements to City-owned property under the NPI program will benefit the Coliseum Redevelopment Project Area, and will assist in the elimination of blighting conditions in the Project Area by addressing needs related to the physical appearance, safety, and needed renovations to those public facilities;
2. That no other reasonable means of financing the above projects is available to the City other than Redevelopment Agency funding;
3. That the use of tax increment funds from the Coliseum Redevelopment Project Area for the above projects is consistent with the implementation plan adopted for the Coliseum Redevelopment Area;

and be it further

**RESOLVED**: That for the remaining program funding that is not being transferred to the City under the Cooperation Agreement, the Agency hereby authorizes the Agency Administrator to make all required expenditures and to negotiate and enter into grant agreements and other agreements with the project sponsors to implement all of the improvements funded by the NPI program within the project budgets without returning to the Agency for further approval; and be it further

**RESOLVED:** That the Agency Administrator or her designee is authorized to take any other actions with respect to the above projects and the NPI program consistent with this Resolution and its basic purpose.

IN AGENCY, OAKLAND, CALIFORNIA, \_\_\_\_\_, 2006

**PASSED BY THE FOLLOWING VOTE:**

AYES-            BROOKS, BRUNNER, CHANG, KERNIGHAN, NADEL, QUAN, REID, AND  
                      CHAIRPERSON DE LA FUENTE,

NOES-

ABSENT-

ABSTENTION-

Attest: \_\_\_\_\_

LATONDA SIMMONS  
Secretary of the Redevelopment Agency  
of the City of Oakland, California