

**REDEVELOPMENT AGENCY  
OF THE CITY OF OAKLAND**

*Joint City Council and Redevelopment Agency Agenda Report* 12 Feb 1:23

To: Office of the Agency Administrator  
Attn: Deborah Edgerly  
From: Community and Economic Development Agency  
Date: January 24, 2006

**RE: A RESOLUTION ADOPTING THE COLISEUM AREA INFILL DEVELOPMENT INCENTIVES PROGRAM TO OFFER DEVELOPMENT RESEARCH GRANTS TO INTERESTED PARTIES FOR RESIDENTIAL AND NONRESIDENTAL REDEVELOPMENT PROJECTS, AND ALLOCATING \$60,000 FOR THE PROGRAM FROM FY 2005-2006 COLISEUM REDEVELOPMENT PROJECT AREA FUNDS**

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**SUMMARY**

Redevelopment Agency staff seeks Agency approval of the Infill Development Incentives Program (the "Incentives Program") for the Coliseum Redevelopment Project Area and the allocation of \$60,000 from FY 2005-2006 Coliseum Redevelopment Area funds to the Incentives Program.

**FISCAL IMPACTS**

The Coliseum Redevelopment Area will allocate \$60,000 of unexpended project funds for the first fiscal year of implementation for the Incentives Program. No additional staff costs are associated with the Incentives Program because existing CEDA Redevelopment staff will manage the program.

Matching grant contributions of up to \$15,000 per project may be awarded to a proposed development project through the Incentives Program. All pre-application costs exceeding \$15,000 must be paid for by the applicant.

For the first fiscal year of the Program's inception (FY 2005-06), the Incentives Program will be funded from FY 2005-06 Coliseum Fund (#9450), Org (#88659), Account (#53719), Coliseum-ORA Project (#S82600), Program (#SC12). Continuation of the Incentives Program is contingent upon its success in the inception year.

**BACKGROUND**

Several neighborhoods within the Coliseum Redevelopment Project Area lack adequate housing opportunities and a sufficient array of neighborhood-serving retail. These same neighborhoods

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contain constraining physical blight that could be alleviated through the redevelopment of outdated and abandoned structures. Numerous properties in the area present key opportunities for redevelopment by interested property owners and developers.

## KEY ISSUES AND IMPACTS

All proposed development projects must be located within the Coliseum Redevelopment Project Area. A general description of the Coliseum Redevelopment Area and detailed information of recent development projects may be found on the Agency's website (<http://www.business2oakland.com/main/redevelopment.htm>). Proposed projects along International Boulevard would receive priority for funding. Table 1 lists potential opportunity sites for development on International Boulevard. The Redevelopment Agency has identified International Boulevard as a target corridor for infill development, as well as one that is in need of blight reduction. Due to the area's existing array of uses, in addition to its growing need for both housing and neighborhood-serving retail, International Boulevard would be a strategic location for more infill development. The list is not exhaustive.

**Table 1**  
**Coliseum Redevelopment Project Area**  
**Opportunity Sites on International Boulevard**

Property Location	Current Status	Space Available	
		Lot Size Sq.Ft.	Building Sq.Ft.
2700-2722 International Blvd.	Office (For Sale)	23,700	22,080
5555 International Blvd.	Vacant Commercial Lot	197,156	n/a
6447 International Blvd.	Vacant Single Story Commercial Building with Parking Lot	25,000	2,728
7000-7010 International Blvd.	Single Story Commercial Building	11,790	2,728
7025 International Blvd.	Vacant Lot	10,150	n/a
7101 International Blvd.	Vacant Single Story Commercial Building	16,700	n/a
7700-7710 International Blvd.	Two Double-Story Commercial Buildings and a Vacant Lot	8,066	1,911
7722 International Blvd.	Two Vacant Lots	13,080	n/a
7744 International Blvd.	Auto Repair Shop	2,730	248
8001-8029 International Blvd.	Auto Repair Shop and Two Vacant Commercial Lots	24,557	326
9610-9612 International Blvd.	Vacant Commercial Lot	2,500	n/a
9945-9959 International Blvd.	Vacant Commercial Lot	11,058	n/a

Prepared By Oakland Redevelopment Agency

## PROJECT DESCRIPTION

The Incentives Program is designed to offer monetary assistance, in the form of matching grant contributions of up to \$15,000 to individuals/parties interested in redeveloping underutilized neighborhood properties into multifamily housing and/or small-scale retail. These matching

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grant contributions are to be applied toward the total pre-application costs<sup>1</sup> incurred by individuals/parties for proposed mixed-use, residential, or commercial development projects located in the Coliseum Redevelopment Project Area.

The Incentives Program is applicable anywhere in the Coliseum Redevelopment Project Area. One specific area that possesses great potential is International Boulevard. International Boulevard is one of Oakland's major transit corridors, running in an east-west direction beginning at 23<sup>rd</sup> Avenue and continuing to the San Leandro border. Vacant storefronts dominate many parts of the corridor, housed in buildings in various states of disrepair. Once identified, the vacant spaces along International Boulevard could certainly be utilized by underserved retail categories.

Projects proposed on major transit corridors, such as International Boulevard, would receive a higher priority in our selection process. The Coliseum Redevelopment Area starts at 23<sup>rd</sup> Avenue on the north and continues to the San Leandro border. International Boulevard and the Port of the Oakland create the east-west boundaries of the Project Area.

The Incentives Program will be administered by Redevelopment Agency staff. Once the pre-application analyses are completed by a developer or property owner for a proposed mixed-use, residential, or commercial development project within the Coliseum Redevelopment Area, the applicant may submit requests for reimbursement by the Redevelopment Agency of up to \$15,000 for pre-application costs. Under the Incentives Program, the Redevelopment Agency will co-own all pre-application materials, and the applicant is required to submit copies of all pre-application analyses to the City of Oakland.

Monetary reimbursements for up to \$15,000 per project may be issued through the Incentives Program for one or more of the following types of pre-application analyses:

- Property appraisals<sup>2</sup>
- Market analysis
- Marketing of retail space
- Phase I environmental Analysis
- Preliminary financial feasibility analysis

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<sup>1</sup> In this context, pre-application costs are defined as the costs of various types of studies and research that a developer or other individual may undertake prior to the submittal of a formal development application to the City of Oakland

<sup>2</sup> Only applicable when it is a required component of a broader development program.

Other pre-application analysis not listed above may be considered as well.

Once a project that is well-suited for the Program is identified, an application for the Incentives Program reimbursement should be sent to The Redevelopment Agency for review. If the project meets those Program standards set-forth herein, a reimbursement will be awarded. One copy of all pre-application materials, in addition to all receipts and detailed cost information for pre-application work should be submitted to the Redevelopment Agency.

The Coliseum Area Redevelopment Plan indicates that the heaviest concentrations of reinvestment opportunities are located along International Boulevard. AC Transit and the Metropolitan Transportation Commission (MTC) are considering implementing a Bus Rapid Transit (BRT) system that would run from Berkeley to San Leandro, and travel through Oakland on International Boulevard. The system will allow buses to offer riders a rail-like transit experience that operates more quickly and reliably than regular bus service today. Once completed, the BRT system will offer a safe, time-efficient, and energy-saving transit option to Oakland residents who live close to International Boulevard. This invention will likely increase the desirability of properties as proximity to a variety of transit options usually increases a locale's attractiveness and desirability. Furthermore, if implemented, this amenity would assist in intensifying housing and employment opportunities for area residents.

The AC Transit Berkeley/Oakland/San Leandro Corridor Major Impact Study, which studies the feasibility of the BRT system in these East Bay cities, offers positive data about the International Boulevard Corridor. AC Transit reports that its current bus route along International Boulevard generates the highest number of passengers of all of its bus routes. Approximately 24,000 riders travel the International Boulevard route per day. Once in place, the BRT system is projected to serve a total of 49,250 passengers. This state-of-the-art commuter-assisted transit system is sure to increase transit-oriented development opportunities within the Coliseum Redevelopment Area. Major transit corridors house the majority of the Coliseum Redevelopment Area's housing and zoning violations, and vacant, underutilized lots.

AC Transit and the Metropolitan Transportation Commission (MTC) are considering implementing a Bus Rapid Transit (BRT) system that would run from Berkeley to San Leandro.

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**SUSTAINABLE OPPORTUNITIES**

The Infill Incentives Program will generate interest in the reuse of underutilized properties, and hopefully attract new, vibrant land uses and increased infill housing opportunities for residents in East Oakland.

**DISABILITY AND SENIOR CITIZEN ACCESS**

All projects awarded grant contributions by the Infill Incentives Program shall comply with development standards of the Americans with Disabilities Act (ADA).

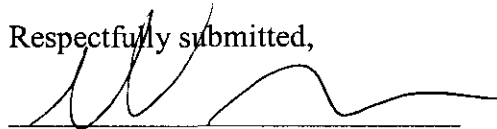
**RECOMMENDATION AND RATIONALE**

The authorization for the Agency to allocate \$60,000 to the Infill Incentives Program preserves legal consistency with California Redevelopment Law in that redevelopment monies should be used for blight elimination projects in a redevelopment area that also stimulate economic development, provide jobs, and deter crime.

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

Staff requests that the Redevelopment Agency approve the resolution adopting The Coliseum Area Infill Development Incentives Program and allocate \$60,000 from Coliseum Redevelopment Project Area funds.

Respectfully submitted,



Daniel Vanderprien  
Director of Redevelopment, Economic  
Development and Housing and Community  
Development

Reviewed by:  
Gregory Hunter, East Oakland Redevelopment Area  
Manager

Prepared by:  
Rupa Parikh, Project Manager  
CEDA Redevelopment Division

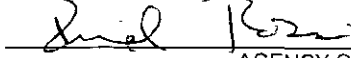
APPROVED AND FORWARDED TO  
THE COMMUNITY AND ECONOMIC  
DEVELOPMENT COMMITTEE

  
OFFICE OF THE CITY ADMINISTRATOR

OFFICE OF THE CITY CLERK  
CITY OF OAKLAND

2006 JAN 12 PM 1:23

APPROVED AS TO FORM AND LEGALITY:

  
AGENCY COUNSEL

## REDEVELOPMENT AGENCY OF THE CITY OF OAKLAND

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

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**A RESOLUTION ADOPTING THE COLISEUM AREA INFILL DEVELOPMENT INCENTIVES PROGRAM TO OFFER DEVELOPMENT RESEARCH GRANTS TO INTERESTED PARTIES FOR RESIDENTIAL AND NONRESIDENTAL REDEVELOPMENT PROJECTS, AND ALLOCATING \$60,000 FOR THE PROGRAM FROM FY 2005-2006 COLISEUM REDEVELOPMENT PROJECT AREA FUNDS**

WHEREAS, there is a need for a blight reduction program that impacts general blight conditions throughout the Coliseum Redevelopment Project Area; and

WHEREAS, the staff of the Redevelopment Agency have identified a significant need for infill development in the Coliseum Redevelopment Project Area to reduce blight, intensify underutilized properties and vacant parcels, and alleviate the lack of housing and neighborhood-serving retail in the Project Area; and

WHEREAS, the staff of the Redevelopment Agency have witnessed insufficient development interest for infill development on major transit corridors; and

WHEREAS, the Agency wishes to create the Coliseum Infill Development Incentive Program (the "Program"); and

WHEREAS, the Program will assist interested developers by providing them with monetary incentive to explore small-scale commercial, housing, and mixed-use development projects in the Coliseum Redevelopment Project Area; and

WHEREAS, the Program is consistent with and will further the purposes of the Coliseum Redevelopment Plan and its Five-Year Implementation Plan; and

WHEREAS, the Agency wishes to support these activities by allocating \$60,000 from FY 2005-2006 Coliseum Redevelopment Agency unexpended project funds (9450, 88659, 53719, S82600, SC12) for the Program; now, therefore, be it

RESOLVED: That the Agency hereby adopts the Coliseum Infill Development Incentives Program to provide a monetary incentive to interested developers, in the form of grants in amounts not to exceed \$15,000 for certain predevelopment expenses for mixed-use, residential, or commercial projects, in revitalizing underutilized properties and therefore reducing blight in the Coliseum Redevelopment Project Area; and be it further

RESOLVED: That the Agency hereby re-appropriates \$60,000 from FY 2005-2006 Coliseum Redevelopment Project Area Funds to the Infill Development Incentives Program; and be it further

RESOLVED: That the Agency Administrator or her designee is authorized to identify and negotiate the project scope for proposed projects under the Program; and be it further

RESOLVED: That the Agency Administrator or her designee is authorized to adopt guidelines for the Program and take any other action 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