

**CITY/REDEVELOPMENT AGENCY
OF THE CITY OF OAKLAND**
AGENDA REPORT

2007 MAY 08 11:31:14

TO: Office of the City/Agency Administrator
ATTN: Deborah A. Edgerly
FROM: Community and Economic Development Agency
DATE: May 8, 2007

RE: City And Agency Resolutions Adopting Revised Program Guidelines For All Façade Improvement Programs In Neighborhood Commercial Revitalization (NCR) Target Areas And Redevelopment Project Areas And Authorizing The City/Agency Administrator To Negotiate And Execute All Design Contracts For The Façade Improvement Program Without Returning To The City Council And Agency

SUMMARY

The Community and Economic Development Agency ("CEDA") is recommending approval of a City resolution and an Agency resolution to adopt revised guidelines for the Façade Improvement Program and authorize the City/Agency Administrator to negotiate and execute all design contracts for the Façade Improvement Program ("Program") within the approved City and Redevelopment Agency FY 2007/09 budgets without returning to the City Council and Redevelopment Agency. Recommended Program revisions include:

1. Increase the maximum grant amount for all Façade Improvement Programs in the City of Oakland based on linear footage measurements,
2. Establish policies for phasing, mandatory design review and new buildings.

Revised Program Guidelines are outlined in Attachment A.

In addition, the City Council is requested to authorize funding for façade grants to liquor stores and corner markets referred by the Neighborhood Law Corp (NLC) and Service Delivery System (SDS) Teams, in an amount not to exceed \$70,000 a year, from CDBG funds allocated to NCR and reaffirm Neighborhood Commercial Revitalization Façade Improvement Program target areas. A map of NCR target areas is provided as Attachment B and target areas boundaries is provided as Attachment B-1.

The Neighborhood Commercial Revitalization (NCR) Program first established the Façade Improvement Program ("Program") in September 1997 pursuant to City Council Resolution No. 73818 C.M.S. The Program offers matching grants up to \$10,000 and professional design assistance to commercial property owners and businesses in eligible NCR target areas. Design assistance is provided by on-call licensed architects under contract with the City at no cost to

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applicants. The recent establishment of Redevelopment Project Areas including Broadway/MacArthur/San Pablo, West Oakland, and Central City East and the allocation of redevelopment funds for façade improvements has triggered the need to revise Program guidelines to ensure consistency of application throughout the City. Staff recommends the approval of the proposed increased grant amounts and the adoption of policies for phasing, mandatory design review and new buildings for all future Façade Improvement Program applications. In addition, staff recommends authorizing the City/Agency Administrator to execute all third party design contracts for the Program from proposed FY 2007/09 City and Redevelopment Agency budgets.

FISCAL IMPACT

Staff is proposing to revise program guidelines for all façade improvement programs in Redevelopment and NCR Areas. These guidelines will be applied to the current funding available in the respective areas. Additional funding will be proposed in the FY 2007-09 City and Agency Budgets.

Staff is also proposing to authorize the Agency Administrator to negotiate and execute all third party contracts for the Façade Improvement Programs without returning to the Agency and City Council. Respective redevelopment areas' funds and HUD CDBG grants as budgeted in the FY 2007-09 Proposed City and Agency Budgets will be utilized to execute these contracts.

BACKGROUND

On September 30, 1997, pursuant to Resolution No. 73818 C.M.S., the City Council approved initiation of the Commercial Property Façade Improvement Program ("Program") as part of the Neighborhood Commercial Revitalization (NCR) Program. The Program was directed to NCR target areas in the City's Community Development Districts since program funding was primarily from the Community Development Block Grant (CDBG) Program. Since the inception of the Program in 1997, it has expanded to the downtown and other redevelopment project areas. In 1999, the Redevelopment Agency saw a need to revitalize and rehabilitate commercial buildings in the Central District Redevelopment Project Area ("Central District") and adopted the Program for the Central District under Agency Resolution 99-37 C.M.S. Later, other Redevelopment Project Areas also adopted the Program, including the Broadway/MacArthur/San Pablo Redevelopment Project Area, pursuant to Agency Resolution 02-91 C.M.S., the Central City East Redevelopment Project Area, pursuant to Agency Resolution 2005-0005 C.M.S., and the West Oakland Redevelopment Project Area, pursuant to Agency Resolution 2006-0001 C.M.S.

The Program provides incentives for private commercial property owners and business owners to improve storefronts and visible exterior portions of their buildings. It was designed as a public/private partnership and requires the financial participation of businesses and/or property owners. Since the Program's inception in 1997, more than 400 projects have been completed in

NCR areas. This represents over \$2 million in grants and approximately \$4 million in private investment. Approximately \$300,000 is currently encumbered for projects that are under construction in NCR areas. Since the inception of the Downtown Façade Improvement Program in 1999, 145 façade improvement projects have been completed representing more than \$2 million in grants and over \$10 million in private investment in exterior improvements. Also, \$406,000 is currently encumbered for projects which are under construction in the Downtown. A list of façade improvement projects completed in NCR Areas since FY 2003/04 is provided as Attachment C.

PROGRAM DESCRIPTION

Staff is recommending that Program guidelines be revised and that the City/Agency Administrator be authorized to negotiate and execute third party design contracts for the Program from the proposed FY 2007/09 City and Redevelopment Agency budgets without returning to the City Council and Redevelopment Agency. Program revisions include:

- Increase the maximum grant amount for all Programs in the City of Oakland based on linear foot measurements
- Adopt policies for phasing projects, mandatory design review and new buildings

In addition, staff recommends funding façade improvement grants to liquor stores and corner markets referred by the Neighborhood Law Corp (NLC) and Service Delivery System (SDS) Teams, in an amount not to exceed \$70,000 per year, from CDBG funds allocated to NCR. Projects considered for funding must be located in CDBG eligible areas and outside of established NCR target areas and Redevelopment Project Areas. Due to requests to fund façade improvements outside NCR target areas and Redevelopment Project Areas, staff recommends reaffirming NCR target areas.

KEY ISSUES AND IMPACTS

Since the establishment of the NCR Façade Improvement Program and adoption of the Program in Redevelopment Project Areas, the original guidelines have been administratively modified to meet the needs of specific areas and to reflect applicable criteria to increase the impact and improve the operation of the Program. The proposed grant structure revisions will allow for increased grant amounts in NCR target areas and Redevelopment Project Areas based on linear foot measurements allowing for larger grants to larger buildings. The proposed phasing policy is designed to accommodate applicants with limited funds to implement projects in two phases. A mandatory design review policy is proposed to improve the quality of design concepts developed by Program architects. The proposed policy for new buildings will enable businesses that lease space in newly constructed buildings to apply to the Program for signage and possibly awnings. These revisions are proposed to increase participation in the program, improve the quality of

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projects funded through the Program and create a consistent concept and criteria across different Programs.

The allocation of funds for grants to liquor stores and corner markets referred by NLC and SDS is proposed to support City neighborhood revitalization efforts. To be considered for funding under the Program, the referred projects must be located in CDBG eligible areas.

Reaffirming NCR target areas is recommended to maximize the impact of the Program. Over the years NCR has received requests to offer the Program outside target areas. While the Program results have been positive in these instances, the impact is limited due to the lack of a critical mass of businesses and the loss of opportunity to recruit additional applicants to the Program. The primary reason for concentrating the Program in target areas is to maximize the overall impact to the commercial district. This is best accomplished when the Façade Improvement Program is offered to multiple properties and in combination with the City's small business assistance programs.

Increase the maximum grant amount for all Façade Improvement Programs in the City of Oakland

Existing Façade Improvement Program Grant Structure for NCR Façade Improvement Program:

In NCR target areas, the Program offers matching grants on a reimbursement basis up to \$10,000 per storefront. In the case of multiple storefronts and corner buildings, higher grant amounts have been provided. The Program also offers design assistance at no cost to the applicant. NCR contracts with professional architects and designers to provide design assistance to façade improvement projects. Program architects were selected through a Request for Qualifications process and procurement of design services complied with the City's Standard Contracting Procedures. Approximately \$3,000 is spent for design services per project. The cost of design services is based on market rates and is subject to periodic increases. Funding for the NCR Façade Improvement Program comes from Community Development Block Grant funds allocated to NCR.

Existing Façade Improvement Program for Other Redevelopment Areas:

In all other redevelopment project areas, i.e., Central City East, Broadway/MacArthur/San Pablo, and West Oakland (excluding Central District), the Program offers matching 1-to-1 grants on a reimbursement basis up to \$10,000 per storefront. The Program also offers design assistance at no cost to the applicant up to \$5,000 per project. The table below describes the existing grant structure for projects located in either NCR target areas or Redevelopment Project Areas (except in the Central District Redevelopment Project Area).

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Façade Projects in NCR Target Areas or Redevelopment [1-to-1 Grant Match]				
	NCR Grant	Maximum AGENCY Grant	Minimum APPLICANT Match	Total Project Cost
Façade	\$10,000 per storefront (exceptions have been granted for multiple storefront and corner buildings)	\$10,000 per storefront	\$10,000 per storefront	\$20,000 or more

Existing Façade Improvement Program for Central District:

The Central District Façade Improvement Program currently offers an initial matching 1-to-1 grant of up to \$20,000 to eligible applicants and a maximum design assistance grant of \$5,000. If the application is for a building containing five or more storefronts, an additional matching grant of up to \$20,000 is offered. A property located within the historic district is also eligible for an additional matching grant of up to \$30,000. All funding comes from the Agency.

Existing Façade Improvement Program for Other Redevelopment Areas and NCR Target Areas:

The current Program grant structure offers projects which are located in a Redevelopment Project Area (Central City East and West Oakland) and also fall within an NCR target area a 2-to-1 matching grant. Projects are eligible to receive a maximum matching grant of \$20,000 (based on total project cost), regardless of the size of the storefront. Projects which are located within the San Pablo Avenue Golden Gate District Redevelopment Project Area is eligible for a 3-to-1 matching grant up to a maximum grant award of \$15,000 per storefront (based on total project cost), regardless of the size of the storefront.

Façade Projects in Redevelopment <u>and</u> NCR Target Areas [2-to-1, 3-to-1 Grant Match]			
Program	Maximum AGENCY and NCR Grant	Minimum APPLICANT Match	Total Project Cost
2:1 CCE, WO	\$20,000 per storefront	\$10,000 per storefront	\$30,000 or more
3:1 GG	\$15,000 per storefront	\$5,000 per storefront	\$20,000 or more

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Proposed Increased Maximum Grants for Façade Improvement Programs in the City of Oakland (Attachment D)

General Grant Match

For a more consistent grant structure across all Façade Improvement Programs in the City, staff recommends that grants be based on the amount of linear feet of façade, as opposed to number of storefronts. The primary reason being a linear foot provides a measurable standard which can be applied to all projects versus basing grant amounts on the number of storefronts. While widths of buildings in neighborhood commercial districts vary, typical buildings frontages are 15-25 linear feet. These buildings typically contain 1-2 storefronts. The grant structure for projects in the Central District will continue to differ from the grant structure proposed for NCR and other Redevelopment Project Areas due to wider store frontages and the number of historically significant building types in downtown districts.

Combined Grant Match

Combined grant matches consider economic and physical conditions in NCR target areas located within Redevelopment Project Areas. These overlapping areas tend to have a significant number of blighted buildings. The idea of providing extra incentive to property and business owners located in these areas has the support of the Redevelopment Project Area Committees (“PACs”) and surrounding merchants. Under the proposed revised guidelines, an applicant will be able to receive up to a two-to-one dollar match for eligible façade improvements.

In these overlap areas, the Façade Improvement Program will offer matching 2-to-1 grants on a reimbursement basis up to a maximum grant award of \$20,000 for buildings with facades measuring 25 linear feet or less. Buildings with facades exceeding 25 linear feet will be eligible for additional grant funding in increments of \$5,000 per additional 10 linear feet of storefront with the same required 2-to-1 match. The per project design budget will be \$5,000 per property.

Design Grant

To create a consistent program across different Façade Improvement Programs in the City of Oakland, staff recommends that all eligible applicants receive up to \$5,000 maximum for design services. This limit considers variances in building sizes and level of complexity of projects that may require additional design services. Design fees are based on the amount of design services provided for a particular project and are monitored by the project manager.

The procurement of design services complies with the City/Agency’s Standardized Contracting Procedures. Staff conducts a Request for Qualifications (RFQ) process to select architects to provide on call design services to the Program. RFQs are issued every two years and design contracts are awarded for a two year period. Authorizing the City/Agency Administrator to negotiate and execute third party without returning to the City Council/Agency will facilitate the expeditious implementation of the Program.

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Phasing Policy

Program applicants may not have the funds to make the proposed improvements all at one time and may request that the project be done in two Phases. In very limited cases staff may approve the project be Phased with two separate Program grants if all the following criteria are met:

- The second Phase is funded from a subsequent façade funding cycle.
- If an applicant wants to pursue Phased improvements they must inform staff prior to signing the Reimbursement Agreement for Phase 1 and apply for a façade grant for Phase 2 within 12 months of completing Phase 1.
- Design services will be provided one time only and include Phase 1 and Phase 2 work.
- Phase 2 work is limited to a different building face or second story of the same building, or is limited to parking lot, landscaping, fencing and other improvements not related to the façade improvements in Phase 1.
- Phase 1 work must be independent and stand-alone from Phase 2 work.

Mandatory Design Review

To ensure that façade improvement projects comply with the City's Small Project Design Review Guidelines, projects will be submitted to the Zoning Division for design review. Program architects will accompany applicants through the design review process as specified in their contract with the City/Agency for on call design services. Design review fees are a reimbursable expense under the Program.

New Buildings Requirement

To facilitate filling vacant space in new commercial buildings, façade improvement grants are proposed. Staff has been receiving application requests for vacant storefronts in newly-constructed buildings. To ensure that funds are used first to support older buildings with existing businesses and that grants are not given to new buildings prior to a standard waiting period before vacant spaces are filled, staff recommends that a new building will be eligible for grant funds only when it has been vacant with no leasee for a period of at least six months. Furthermore, the six-month period begins when a Temporary Certificate of Occupancy is issued. To be eligible, the applicant must be a business owner and not a property owner.

Provide Façade Improvement Grants to Neighborhood Liquor Stores and Corner Markets Referred by Neighborhood Law Corp and Service Delivery System Teams

Neighborhood conditions and City Council priorities have changed since 1978. To meet current needs, NCR staff began to offer the Façade Improvement Program outside established target areas. The Program expanded into small commercial nodes along Martin Luther King Jr. Way, Market Street and into primarily residential areas at the request of Service Delivery System

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(SDS) teams and the Neighborhood Law Corp (NLC). With the establishment of new redevelopment areas including Broadway/MacArthur/San Pablo, West Oakland and Central City East Redevelopment Areas, and adoption of Façade Improvement Programs in these areas, projects located outside of NCR target areas now have a source of funding. However, SDS and NLC referred properties and businesses located outside redevelopment areas and within CDBG eligible areas are solely dependent on CDBG funds for façade improvements. Therefore, staff recommends allocating an amount not to exceed \$70,000 a year, from CDBG funds allocated to NCR, for façade improvement grants to liquor stores and corner markets located in a CDBG eligible area and referred by SDS and NLC staff.

Reaffirm NCR Target Areas

NCR target areas were initially established in 1978. Target areas were established based on Community Development District boundaries because NCR was primarily funded from the Community Development Block Grant (CDBG) Program. The basic criteria used for selecting target areas included:

1. Commercially zoned area with a significant number of blighted properties and located in a CDBG eligible area.
2. Located along a major transit corridor, such as San Pablo Avenue, Telegraph Avenue, MacArthur and International Boulevards, etc.
3. Includes a critical mass of businesses, generally 20+ businesses.
4. Identified as a priority by community stakeholders (e.g., residents, merchants and neighborhood organizations) and elected officials.

The Program's revised target area boundaries reflect an expansion of established target areas or newly added target areas. See Attachments B and B-1 for NCR Target Area map and description of boundaries. The Program is available to businesses and property owners in NCR Target Areas. Staff recommends reaffirming NCR Target Areas.

SUSTAINABLE OPPORTUNITIES

Economic:

The Façade Improvement Programs improve the physical and economic health of the commercial districts by providing financial assistance to property and business owners to make improvements to their properties and by reducing retail vacancies.

Environmental:

The Façade Improvement Programs help stimulate increased usage of underutilized properties in an urban environment.

Social Equity:

The financial assistance provided by the Façade Improvement Programs provides an opportunity for participation by property and business owners in the revitalization of their properties.

DISABILITY AND SENIOR CITIZEN ACCESS

All Façade Improvement Programs in the City of Oakland will comply with all, state, and federal Americans with Disabilities Act (ADA) requirements.

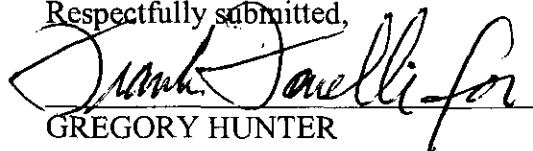
RECOMMENDATION(S) AND RATIONALE

Approval of the attached resolutions will create a consistent concept and criteria for all Façade Improvement Programs in the City of Oakland. The proposed revisions are designed to increase Program participation, improve the quality of projects funded and maximize impacts in targeted commercial districts.

ACTION REQUESTED OF THE CITY/AGENCY

Staff recommends that the City Council and Redevelopment Agency approve Resolutions to adopt revised program guidelines for all façade improvement programs in the City of Oakland, as outlined in Attachment A, and authorize the City/Agency Administrator to negotiate and execute all design contracts for the Façade Improvement Program within the approved City and Redevelopment Agency FY 2007/09 budgets without returning to the City Council and Redevelopment Agency.

Respectfully submitted,

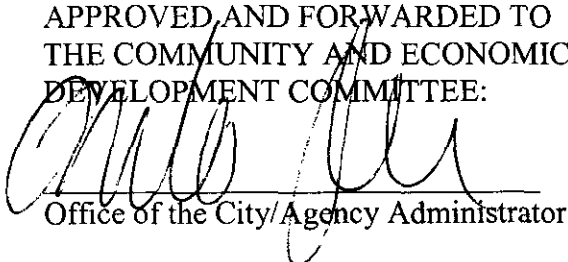


GREGORY HUNTER

Interim Director of Redevelopment, Economic
Development, Housing and Community
Development

Prepared by: Stephanie Floyd-Johnson, Manager NCR
Program

APPROVED AND FORWARDED TO
THE COMMUNITY AND ECONOMIC
DEVELOPMENT COMMITTEE:



Office of the City/Agency Administrator

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Attachments:

- Attachment A: Proposed Revised Façade Improvement Program Guidelines
Attachment B: NCR Target Area Map
Attachment B-1: NCR Target Area Boundaries
Attachment C: List of Completed Façade Improvement Projects in NCR Areas from FY
2003/04 to Current
Attachment D: Summary of Revised Façade Improvement Program Guidelines and
Examples of Grant Structures

**PROPOSED REVISED PROGRAM GUIDELINES FOR FAÇADE
IMPROVEMENT PROGRAMS IN NCR TARGET AREAS AND
REDEVELOPMENT PROJECT AREAS**

REVISED PROGRAM GUIDELINES

1. Increase the maximum grant amount for all Façade Improvement Programs in the City of Oakland based linear foot measurements. Buildings with facades exceeding 25 linear feet are eligible for additional grant funding in increments of \$5,000 per additional 10 linear feet of storefront.

2. Implement the following policies:
 - Phasing Projects – A project may be eligible for phasing if the following conditions are met:
 - The second Phase is funded from a subsequent façade funding cycle.
 - If an applicant wants to pursue phased improvements they must inform staff prior to signing the Reimbursement Agreement for Phase 1 and apply for a façade grant for Phase 2 within 12 months of completing Phase 1.
 - Design services will be provided one time only and include Phase 1 and Phase 2 work.
 - Phase 2 work is limited to a different building face or second story of the same building, or is limited to parking lot, landscaping, fencing and other improvements not related to the façade improvements in Phase 1.
 - Phase 1 work must be independent and stand-alone from Phase 2 work.

Mandatory Design Review

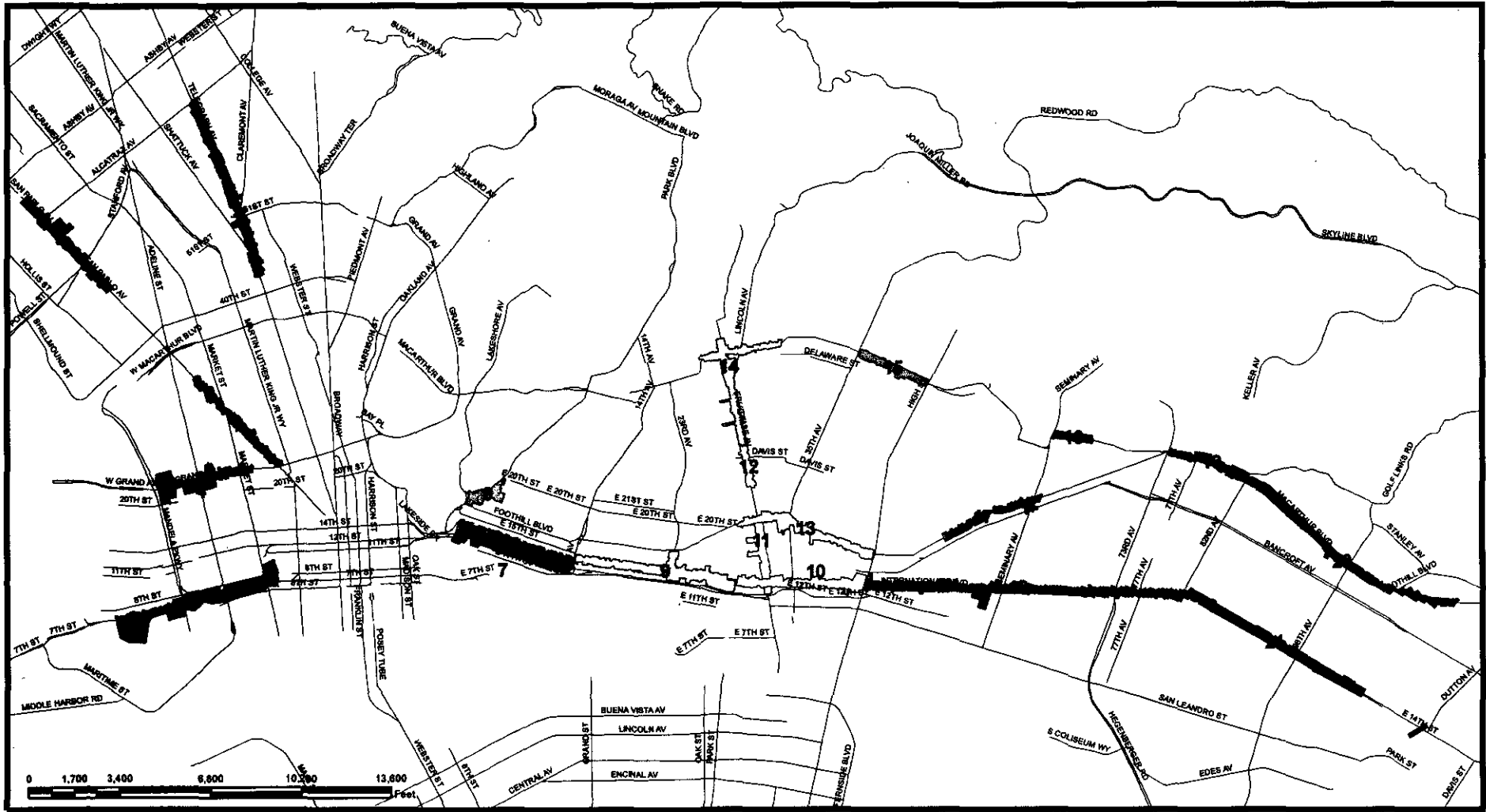
To ensure that façade improvement projects comply with the City's Small Project Design Review Guidelines, projects will be submitted to the Zoning Division for design review. *Design review fees are a reimbursable expense under the Program.*

New Buildings

To facilitate filling vacant space in new commercial buildings, façade improvement grants will be offered to commercial tenants (not building owners) in newly constructed buildings provided that the space has been vacant for at least six months. Furthermore, the six-month period begins when a Temporary Certificate of Occupancy is issued.

City of Oakland

Neighborhood Commercial Revitalization Facade Improvement Program Target Areas



Facade Improvement Program Areas

- | | | | | | | |
|---------------------------------|----------------------|----------------------|-----------------------------|-------------------|------------------------------|--|
| 1, Temescal District | 4, West Grand Avenue | 7, Eastlake District | 10, Fruitvale/International | 13, Foothill Blvd | 16, Millsmont/MacArthur Blvd | 19, Eastmont Town Center/ MacArthur Blvd |
| 2, Upper Telegraph Avenue | 5, 7th Street | 8, Lake Merritt | 11, Fruitvale Avenue | 14, Dimond | 17, Foothill/Seminary Ave | 20, MacArthur Blvd |
| 3, San Pablo Avenue/Golden Gate | 6, San Pablo Avenue | 9, 23rd Avenue | 12, Fruitvale Gateway | 15, Laurel | 18, International Blvd | 21, International Blvd |

Community Economic Development Agency
Neighborhood Commercial Revitalization
FAÇADE IMPROVEMENT PROGRAM TARGET AREAS

Target Area Boundaries

North Oakland (District I)-

1. **Temescal District-** Telegraph Avenue, 42nd to 51st Streets
2. **Upper Telegraph Avenue-** 51st Street to Alcatraz Avenue
3. **San Pablo Avenue/Golden Gate District-** 53rd to 67th Streets

West Oakland (District III) and sections of North Oakland

4. **West Grand Avenue-** San Pablo Avenue to Mandela Parkway
5. **7th Street-** Brush Street to Wood Street
6. **San Pablo Avenue-** West Grand – 34th Street

San Antonio/Fruitvale (Districts II and V)

7. **Eastlake District-** International Blvd., 1st to 14th Avenues and East 12th Street, 1st to 14th Avenues
8. **Lake Merritt District-** East 18th Street between Lake Merritt and Fifth Avenue ; Park Blvd. between East 18th –East 20th Streets and 3rd Avenue between East 18th Street
9. **23rd Avenue** - International Blvd., 14th to 28th Avenues and 23rd Avenue, East 12th to Foothill Blvd.

Fruitvale (Districts IV and V)

10. **Fruitvale/International-** International Blvd., 29th Avenue to High Street
11. **Fruitvale Ave.-** E. 12th Street to Foothill Blvd
12. **Fruitvale Gateway-** Fruitvale Avenue, Lynde to Galindo Streets
13. **Foothill: Boulevard-** 29th Avenue to High Street
14. **Dimond District-** Mac Arthur Blvd., Excelsior to Lincoln Avenues and Fruitvale Avenue, I-580 to Coloma Street
15. **Laurel District-** MacArthur Blvd., 34th Avenue to High Street

Central East Oakland (District VI)

16. **Millsmont/MacArthur Blvd.** - Mac Arthur Blvd, Seminary to 64th Avenue
17. **Foothill/Seminary Ave.** - Foothill Blvd., Vicksburg to 73rd Avenue and Seminary Avenue, Walnut Street to Bancroft Avenue
18. **International Blvd-** High Street to 82nd Avenue
19. **Eastmont Town Center/MacArthur Blvd.** - MacArthur Blvd, 73rd to 82nd Avenues

Elmhurst (District VII)

20. **Mac Arthur Blvd.-** 82nd Ave. to the City of San Leandro border
21. **International Blvd.-** 82nd Ave. to the City of San Leandro border

**Facade Improvement Projects Completed in Neighborhood Commercial Revitalization Areas
FY 2003/04 to Current**

Council District	Address	Business/Property Owner	Private \$	Grant \$	Completed
District 1					
	4920 Telegraph Ave.	It's Your Move/Rick Raffati	\$ 4,000.00	\$ 2,000.00	2003/04
	4860-68 Telegraph Ave.	Dollar Cleaners/Pete Seyrnian	\$ 10,500.00	\$ 10,000.00	2003/04
	6543-51 Telegraph	White Horse Inn/Chuck Davis	\$ 38,901.00	\$ 19,450.00	2003/04
	5020 Telegraph Ave.	Asmara Rest./Kesette Yohanis	\$ 19,152.00	\$ 9,576.00	2003/04
	5848 San Pablo Ave.	Jinny's Beauty Supply/Karen Kim	\$ 5,806.00	\$ 2,903.00	2003/04
	5325 San Pablo Ave.	1/4 lb. Burger/Hyun Shin	\$20,000.00	\$10,000.00	2003/04
	6598 San Pablo Ave.	Anthony's Auto Body/Anthony Chiu	\$33,167.00	\$13,641.00	2003/04
	3927-39 Martin Luther King Jr. Way	Café' Dejena/Todd Polisky	\$122,306.00	\$60,000.00	2003/04
	4201-05 Market Street	Metro Café'/Ali Aldabashi	\$40,000.00	\$20,000.00	2004/05
	4132 Telegraph Avenue	Reed Bros. Security/Randy Reed	\$19,155.00	\$9,577.00	2004/05
	5212 Shattuck Avenue	Framstein Art Studio/Michael Fram	\$20,973.00	\$10,000.00	2004/05
	6432 Shattuck Avenue	Ron's Muffler/Ron Hulse	\$7,990.00	\$3,995.00	2004/05
	4799 Telegraph Avenue	Lane Splitter's Pizza/Daniel Roger	\$21,959.00	10,000.00	2004/05
	5701-09 Telegraph Avenue	Craftsman Antiques and Center Pacific Institute/L. Chun Ou	\$20,000.00	\$10,000.00	2004/05
	4799 Telegraph Avenue	Lane Splitter's Pizza/Daniel Roger	\$11,959.00	\$10,000.00	2005/06
	5701-09 Telegraph Avenue	Craftsman Antiquws and Center Pacific Institute/Li Chun Ou	\$8,706.00	\$8,706.00	2005/06
	4500-14 Market Street	Sowole's African Spices, Coumba's Salon, etc./Yahya Mike Korin	\$35,000.00	\$36,195.00	2006/07
	4923 Telegraph Avenue	S & S Seafood/Kesete Yohannes	\$4,132.00	\$3,250.00	2006/07
	4925-35 Shattuck	Flower Shop and 2 vacant storefronts/Gee Whiz, LLC	\$84,804.00	\$40,000.00	2006/07
	5500-06 Martin Luther King Jr. Way	Copa de Leche and Sweet Kremes/Carmi Johnson	\$5,384.00	\$5,384.00	2006/07
	6308-10 San Pablo Avenue	Vacant/Benjamin Scott	\$5,440.00	\$10,000/NCR and \$5,000/B/M/S	2006/07
District 2					
	2560 International Blvd.	Vacant/Chi-man Fung	\$10,000.00	\$10,000.00	2003/04
	1801 14th Avenue	Vida's Fish Market and Rest./Vida Bottom	\$65,385.00	\$30,000.00	2003/04
	1136 E.12th Street	Art Studio and Gallery/Zahava Sherez	\$1,018.00	\$1,018.00	2004/05

**Facade Improvement Projects Completed in Neighborhood Commercial Revitalization Areas
FY 2003/04 to Current**

	1918 Park Blvd.	Contractor's Discount Hardware/Osman Ma	\$13,419.25	\$13,300.00	2005/06
	600 International Blvd.	Medical Offices, etc./Dr. H. Pham	\$23,000.00	\$20,000.00	2005/06
	647-49 E. 12th Street	TeatroPlaza/Yenlin Li	\$52,282.00	\$15,000/NCR and \$5,000/CCE	2005/06
	2277 International Blvd.	Vacant/Delbert Hamilton	\$39,850.00	\$9,963.00	2006/07
	2248 International Blvd.	Freeway Recording, Inc./Bernie Rivera	\$12,000.00	\$10,000.00	2005/06
District 3					
	933 Mandela Parkway	Cypress Groceries/Ahmed Obad Alali	\$4,225.00	\$4,225.00	2004/05
	1225 7th Street	Auto Repair/Paula Troung	\$4,175.00	\$4,175.00	2004/05
	829 W. MacArthur Blvd.	Palms Motel/Ray Patel	\$21,766.00	\$10,000.00	2004/05
	1225 7th Street	Auto Repair/Paula Troung	\$25,810.00	\$15,825.00	2005/06
	3148 San Pablo Avenue	Bay Area Liquors/Ali Aldabashi	\$22,278.00	\$20,000.00	2005/06
	3035-47 Martin Luther King Jr. Way	Greer's Market/Mohamed Nasser	\$28,918.00	\$28,918.00	2006/07
District 4					
	3912 MacArthur Blvd.	Phnom Penh Restaurant/Ricky Hout Do	\$4,605.00	\$4,604.00	2003/04
	4110-12 MacArthur Blvd.	Happy Garden Rest./Sally Yu	\$12,000.00	\$10,000.00	2003/04
	3400 Fruitvale Avenue	Mel's Pancakes and Burgers/Kim Reinheimer	\$1,325.00	\$1,325.00	2003/04
	3255 MacArthur Blvd.	Highlander Motel/Nick Khatari	\$10,264.00	\$9,287.00	2003/04
	3823 MacArthur Blvd.	Superior Martial Arts/Tommie Young	\$5,757.39	\$5,474.61	2004/05
	2139-41 MacArthur Blvd.	Cybell's Pizza, etc./Ray Silver	\$81,444.00	\$30,000.00	2004/05
	3501 MacArthur Blvd.	Farmer Joe's/Kinder Co.	\$12,000.00	\$10,000.00	2004/05
	4006-08 MacArthur Blvd.	Laurel Café/Randy Chow	\$26,357.00	\$20,000.00	2006/07
	2261 MacArthur Blvd.	Tayco CPA Office/Leticia Sacramento	\$6,987.00	\$6,977.00	2006/07
	3726 MacArthur Blvd.	World Ground Café/Betty Yee	\$12,439.00	\$12,439.00	2006/07
District 5					
	1113 29th Avenue	Self Storage/Pacific Thomas Capital	\$90,000.00	\$10,000.00	2003/04
	2810-12 International Blvd.	Gaby's Mexican Food and Soledad Beauty Salon/Carolyn Forest Gee	\$18,637.39	\$18,637.00	2003/04
	3947 International Blvd.	Regina's Lace/Regina Cortez	\$23,284.00	\$13,000.00	2003/04
	2801 Foothill Blvd.	Wong's Auto Service/Michael Huang	\$4,940.00	\$4,940.00	2004/05

**Facade Improvement Projects Completed in Neighborhood Commercial Revitalization Areas
FY 2003/04 to Current**

	2727 Fruitvale Avenue	Dawson's Floor Coverings/Lowell Dawson	\$2,350.00	\$2,350.00	2004/05
	3327-29 Foothill Blvd.	Fat Boy Cheese Stake/Steve Gouig	\$86,000.00	\$20,000.00	2004/05
	2300 International Blvd.	Youth Employment Partnership(YEP)/YEP	\$116,000.00	\$10,000.00	2004/05
	3237 Foothill Blvd.	Kibby's/Henry Wong	\$26,034.80	\$10,000.00	2004/05
	3051 School Street	School St. Market/Tom Faiz	\$8,000.00	\$8,000.00	2004/05
	2920 International Blvd.	Artesanias Mexicanas/Roberto Guitron	\$2,000.00	\$2,000.00	2005/06
	2648 International Blvd.	Fruitvale Gateway Building/Bay Area Investment Co.	\$12,520.00	\$10,000.00	2005/06
	4701-4737 International Blvd.	Vacant storefronts/Danilo Mayorga	\$132,407.02	\$66,203.00	2005/06
	3335-37 and 3347-49 Foothill Blvd.	Lucky Nails, etc./Steve Gouig	\$86,132.00	\$40,000.00	2006/07
	1933 Fruitvale Avenue	Kelly's Café, Willie Brown's Liquors, etc./Mohamed Nasser and Ali Nacher	\$48,098.00	\$30,761.00	2006/07
	3349 International Blvd.	Mora's Boots/Mohamed Nasser	\$19,300.00	\$19,560.00	2006/07
	3700 E. 12th Street	Fruitvale Tower/Robert Hernandez	\$62,000.00	\$50,000.00	2006/07
District 6					
	7851 MacArthur Blvd.	Popy Cleaners/Andrea McTair	\$15,545.00	\$17,554.00	2003/04
	8035-43 International Blvd.	Vacant/Glen Ye	\$28,700.00	\$20,000.00	2003/04
	7401 MacArthur Blvd.	Real Estate Office/Virgie Smith	\$5,489.00	\$5,489.00	2003/04
	6686 Bancroft Avenue	Heavenly Grounds Coffee Shop/Theresa Young	\$13,800.00	\$13,800.00	2003/04
	7272 International Blvd.	Kentucky Fried Chicken/Harman-Trisler	\$154,890.00	\$20,000.00	2003/04
	5814 Foothill Blvd.	Vacant/Tommie Browner	\$64,567.00	\$20,000.00	2004/05
	5908 Foothill Blvd.	YMCA Youth Center/YMCA	\$45,760.00	\$20,000/NCR and \$20,000/CCE	2005/06
	2614-30 Seminary Avenue	Vacant/Jean Jackson	\$25,334.00	\$25,000.00	2005/06
District 7					
	8815-19 International Blvd.	Vacant/Aristeo Zambrano	\$21,450.00	\$11,050.00	2003/04
	9309-15 International Blvd.	Vacant/Winnie Ing	\$19,905.00	\$22,905.00	2003/04
	10312-16 International Blvd.	Vacant/Glen Ye	\$40,140.00	\$20,000.00	2003/04
	9301-15 International Blvd.	Vacant/Winnie Ing	\$22,905.00	\$16,905.00	2004/05

**Facade Improvement Projects Completed in Neighborhood Commercial Revitalization Areas
FY 2003/04 to Current**

	8601 International Blvd.	Office/Allen Khron	\$6,912.00	\$5,750.00	2005/06
	9959-65 MacArthur Blvd.	Chavinda Taqueria/Kent Lau	\$34,025.00	\$17,012/NCR and \$17,012/CCE	2005/06
	9252-9312 International Blvd.	Vacant storefronts/Kil Cha Lee	\$23,862.00	\$23,862.00	2005/06
	8217 International Blvd.	Holiday Fish/Marcus Newton	\$4,693.00	\$4,693.00	2006/07
	10016 MacArthur Blvd.	Thousand Points Laundromat/Sang Cho Chun	\$26,250.00	\$10,000/NCR and \$13,750/CCE	2006/07

ATTACHMENT D – REVISED FAÇADE IMPROVEMENT PROGRAM GUIDELINES AND EXAMPLES OF GRANT STRUCTURES
 For Neighborhood Commercial Revitalization (NCR) Target Areas and Redevelopment Project Areas (RAs)

CENTRAL DISTRICT Redevelopment Project Area ("Central District")

CURRENT Program Requirements		PROPOSED Program Requirements						
Maximum Matching Grant*	\$70,000	Maximum Matching Grant*	Non-Historic Façade			Historic ² Façade		
Maximum Design Assistance**	\$5,000		Linear Feet of Façade	Maximum AGENCY Grant [A]	Minimum APPLICANT Match [B]	Agency Grant + Minimum Applicant Match [A] + [B] = [C] ¹	Additional Historic AGENCY Grant [D]	Minimum APPLICANT Match to Historic Grant [A] + [D] = [E]
Grant Funding & Requirements	<ul style="list-style-type: none"> Initial matching grant of up to \$20,000. One additional matching grant up to \$20,000 if building contains 5 or more storefronts. One additional grant of up to \$30,000 if property is located in the historic district. 	Less than 50	\$30,000	\$30,000	\$60,000	\$15,000	\$45,000	\$90,000
Source of Funds	Agency - matching grant and design grant	50 – 75	\$35,000	\$35,000	\$70,000	\$17,500	\$52,500	\$105,000
		75 – 100	\$40,000	\$40,000	\$80,000	\$20,000	\$60,000	\$120,000
		100 – 125	\$45,000	\$45,000	\$90,000	\$22,500	\$67,500	\$135,000
		125 – 150	\$50,000	\$50,000	\$100,000	\$25,000	\$75,000	\$150,000
Maximum Design Assistance**	\$5,000							

¹Total project cost is based on minimum applicant match and may exceed Column C if the applicant is able to contribute additional funds to the project.
²A Historic Building is defined as a building that is located in a designated historic district.

- Applicant must be willing to pay for at least 50% of the total façade improvement cost.
- Applicant is eligible for a matching grant of up to 50% of the costs and up to a maximum grant based on linear footage of façade. A building located in a historic district is eligible for a grant of up to 50% more of the costs. All matching grants are dollar to dollar matches.
- Side façades on corner buildings where fronting on public right-of-way or public open space are also eligible.
- Rear façades are not eligible.
- A business in a newly constructed building (applicant must be a business owner, not property owner) is eligible for grant funds only if it has been vacant with no lease for at least 6 months. The 6 months clock begins when a permit is finalized and a Certificate of Occupancy is issued.
- Applicant (property owner or business owner) and hired contractor must have a current Oakland Business License.
- Applications by business owners (not property owners) must have at least 3 or more years experience in management or ownership in subject business or related business
- Applicant must have a minimum of 3 years remaining on their lease agreement from the date of application.

* Grant Match is awarded based on total incurred project costs, but cannot exceed the maximum allowable Agency grant amount. ** Design grant maximums may change due to market rate fees.

Neighborhood Commercial Revitalization ("NCR") Target Areas OR Other Redevelopment Areas, except for Central District ("Other RAs")

CURRENT Program Requirements		PROPOSED Program Requirements																																																																																	
Maximum Matching Grant*	\$10,000	<table border="1"> <thead> <tr> <th rowspan="2">Linear Feet of Façade</th> <th colspan="3">Non-Historic Façade</th> <th colspan="3">Historic Façade²</th> </tr> <tr> <th>Maximum AGENCY/NCR Grant [A]</th> <th>Minimum APPLICANT Match [B]</th> <th>Agency Grant + Applicant Match [A] + [B] = [C]</th> <th>Additional AGENCY Grant [D]</th> <th>Minimum APPLICANT Match to Historic Grant [A] + [D] = [E]</th> <th>Agency Grant + Minimum Applicant Match [A] + [D] + [E] = [F]¹</th> </tr> </thead> <tbody> <tr> <td>Less than 25</td> <td>\$10,000</td> <td>\$10,000</td> <td>\$20,000</td> <td>\$5,000</td> <td>\$15,000</td> <td>\$30,000</td> </tr> <tr> <td>26 - 35</td> <td>\$12,500</td> <td>\$12,500</td> <td>\$25,000</td> <td>\$6,250</td> <td>\$18,750</td> <td>\$37,500</td> </tr> <tr> <td>36 - 45</td> <td>\$15,000</td> <td>\$15,000</td> <td>\$30,000</td> <td>\$7,500</td> <td>\$22,500</td> <td>\$45,000</td> </tr> <tr> <td>46 - 55</td> <td>\$17,500</td> <td>\$17,500</td> <td>\$35,000</td> <td>\$8,750</td> <td>\$26,250</td> <td>\$52,500</td> </tr> <tr> <td>56 - 65</td> <td>\$20,000</td> <td>\$20,000</td> <td>\$40,000</td> <td>\$10,000</td> <td>\$30,000</td> <td>\$60,000</td> </tr> <tr> <td>66 - 75</td> <td>\$22,500</td> <td>\$22,500</td> <td>\$45,000</td> <td>\$11,250</td> <td>\$33,750</td> <td>\$67,500</td> </tr> <tr> <td>76 - 85</td> <td>\$25,000</td> <td>\$25,000</td> <td>\$50,000</td> <td>\$12,500</td> <td>\$37,500</td> <td>\$75,000</td> </tr> <tr> <td>86 - 95</td> <td>\$27,500</td> <td>\$27,500</td> <td>\$55,000</td> <td>\$13,750</td> <td>\$41,250</td> <td>\$82,500</td> </tr> <tr> <td>96 - 105</td> <td>\$30,000</td> <td>\$30,000</td> <td>\$60,000</td> <td>\$15,000</td> <td>\$45,000</td> <td>\$90,000</td> </tr> </tbody> </table>						Linear Feet of Façade	Non-Historic Façade			Historic Façade ²			Maximum AGENCY/NCR Grant [A]	Minimum APPLICANT Match [B]	Agency Grant + Applicant Match [A] + [B] = [C]	Additional AGENCY Grant [D]	Minimum APPLICANT Match to Historic Grant [A] + [D] = [E]	Agency Grant + Minimum Applicant Match [A] + [D] + [E] = [F] ¹	Less than 25	\$10,000	\$10,000	\$20,000	\$5,000	\$15,000	\$30,000	26 - 35	\$12,500	\$12,500	\$25,000	\$6,250	\$18,750	\$37,500	36 - 45	\$15,000	\$15,000	\$30,000	\$7,500	\$22,500	\$45,000	46 - 55	\$17,500	\$17,500	\$35,000	\$8,750	\$26,250	\$52,500	56 - 65	\$20,000	\$20,000	\$40,000	\$10,000	\$30,000	\$60,000	66 - 75	\$22,500	\$22,500	\$45,000	\$11,250	\$33,750	\$67,500	76 - 85	\$25,000	\$25,000	\$50,000	\$12,500	\$37,500	\$75,000	86 - 95	\$27,500	\$27,500	\$55,000	\$13,750	\$41,250	\$82,500	96 - 105	\$30,000	\$30,000	\$60,000	\$15,000	\$45,000	\$90,000
Linear Feet of Façade	Non-Historic Façade								Historic Façade ²																																																																										
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Maximum Design Assistance**	\$3,000 (NCR) \$5,000 (Other RAs)																																																																																		
Grant Funding & Requirements	Matching grant of up to \$10,000																																																																																		
Source of Funds	<ul style="list-style-type: none"> ■ CDBG - NCR matching grants (if applicable), \$3,000 NCR design grant, \$5,000 Other RAs' design grant ■ Agency - Other RAs matching grants (if applicable) 																																																																																		
Grant Funding & Requirements	<ul style="list-style-type: none"> ■ Applicant must be willing to pay for at least 50% of the total façade improvement cost. ■ Applicant is eligible for a matching grant of up to 50% of the costs and up to a maximum grant based on linear footage of façade. All matching grants are dollar to dollar matches. ■ Side facades on corner buildings where fronting on public right-of-way or public open space are also eligible. ■ Rear facades are not eligible. ■ A business in a newly constructed building (applicant must be a business owner, not property owner) is eligible for grant funds only if it has been vacant with no lease for at least 6 months. The 6 months clock begins when a permit is finalized and a Certificate of Occupancy is issued. ■ Applicant (property owner or business owner) and hired contractor must have a current Oakland Business License. ■ Applicant must have a minimum of 3 years remaining on their lease agreement from the date of application. 																																																																																		
Source of Funds	<ul style="list-style-type: none"> ■ CDBG - NCR matching grants (if applicable), \$5,000 NCR design grant ■ Agency - Agency matching grants (if applicable), \$5,000 Other RAs' design grant 																																																																																		

* Grant Match is awarded based on total incurred project costs, but cannot exceed the maximum allowable Agency/City grant amount.

** Design grant maximums may change due to market rate fees.

¹Total project cost is based on minimum applicant match and may exceed Column C if the applicant is able to contribute additional funds to the project.
²Historic Façade grant currently only applies to historic buildings located in the designated historic district located in Central City East Redevelopment Area.

NCR AND Other RAs (Central City East Program ("CCE"), San Pablo Avenue Golden Gate Program ("GG"), West Oakland Program ("WO"))

Maximum Matching Grant*	\$15,000 (GG)	\$20,000 (CCE, WO)
Maximum Design Assistance**	\$5,000	
Grant Funding & Requirements	<p>2:1 Match CCE, WO Program - Agency and City covers 67% of renovation costs, capped at \$20,000</p> <p>3:1 Match GG Program - Agency and City covers 75% of renovation costs, capped at \$15,000</p> <p>Both Programs - Joint grants between Agency and NCR require 2 separate applications</p>	

Example:

APPLICANT Match	AGENCY Grant	TOTAL Project Cost
\$5,000	\$15,000	\$20,000

CURRENT Program Requirements		PROPOSED Program Requirements	
Source of Funds	Matching Grant	Design Grant	
2:1 CCE, WO	\$10,000 CDBG funds; \$10,000 Agency funds	\$2,000 CDBG funds; \$3,000 Agency funds	
3:1 GG	\$10,000 CDBG funds; \$5,000 Agency funds	\$3,000 CDBG funds	

Linear Feet of Façade	Maximum NCR Grant [A]	Non-Historic Façade		Historic Façade ²	
		Maximum AGENCY Grant [B]	Minimum APPLICANT Match [C]	Add'l Historic AGENCY Grant [E]	Minimum APPLICANT Match to Historic Grant 50% (A + B + E) = [F]
Less than 25	\$10,000	\$10,000	\$10,000	\$5,000	\$12,500
26 - 35	\$12,500	\$12,500	\$12,500	\$6,250	\$15,625
36 - 45	\$15,000	\$15,000	\$15,000	\$7,500	\$18,750
46 - 55	\$17,500	\$17,500	\$17,500	\$8,750	\$21,875
56 - 65	\$20,000	\$20,000	\$20,000	\$10,000	\$25,000
66 - 75	\$22,500	\$22,500	\$22,500	\$11,250	\$28,125
76 - 85	\$25,000	\$25,000	\$25,000	\$12,500	\$31,250
86 - 95	\$27,500	\$27,500	\$27,500	\$13,750	\$34,375
96 - 105	\$30,000	\$30,000	\$30,000	\$15,000	\$37,500

NCR Grant + Agency Grant + Minimum Applicant Match = [D]²

AGENCY Grant + Add'l Historic AGENCY Grant = [G]²

Minimum Applicant Match to Historic Grant 50% (A + B + E) = [F]

Minimum Applicant Match to Historic Grant 50% (A + B + E) + [F] = [G]²

*CCE (Central City East), GG (Golden Gate), WO (West Oakland)

²Total project cost is based on minimum applicant match and may exceed. Column C: if the applicant is able to contribute additional funds to the project.

³Historic Façade grant currently only applies to historic buildings located in the designated historic district located in Central City East Redevelopment Area.

PROPOSED Program Requirements									
<p>Grant Funding & Requirements</p>	<ul style="list-style-type: none"> ▪ Applicant must be willing to pay for at least 50% of the total facade improvement cost. ▪ Applicant is eligible for a matching grant of up to 67% of the costs and up to a maximum grant based on linear footage of facade. A building located in a historic district is eligible for a grant of up to 30% more of the costs. All matching grants are dollar to dollar matches. ▪ Side facades on corner buildings where fronting on public right-of-way or public open space are also eligible. ▪ Rear facades are not eligible. ▪ Example: A 27-linear foot facade improvement project, located in both a NCR District and in the West Oakland Redevelopment Project Area may be eligible for a maximum grant match of \$25,000, provided that the applicant contributes at least \$12,500 or 33% of the cost of the facade improvement. <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: right;">APPLICANT Match</td> <td style="text-align: right;">NCR Grant</td> <td style="text-align: right;">AGENCY Grant</td> <td style="text-align: right;">TOTAL Project Cost</td> </tr> <tr> <td style="text-align: right;">\$12,500</td> <td style="text-align: right;">\$12,500</td> <td style="text-align: right;">\$12,500</td> <td style="text-align: right;">\$37,500</td> </tr> </table> <ul style="list-style-type: none"> ▪ A business in a newly constructed building (applicant must be a business owner, not property owner) is eligible for grant funds only if it has been vacant with no lease for at least 6 months. The 6 months clock begins when a permit is finalized and a Certificate of Occupancy is issued. ▪ Joint grants between Agency and NCR require separate applications. ▪ Applicant (property owner or business owner) and hired contractor must have a current Oakland Business License. ▪ Applicant must have a minimum of 3 years remaining on their lease agreement from the date of application. 	APPLICANT Match	NCR Grant	AGENCY Grant	TOTAL Project Cost	\$12,500	\$12,500	\$12,500	\$37,500
APPLICANT Match	NCR Grant	AGENCY Grant	TOTAL Project Cost						
\$12,500	\$12,500	\$12,500	\$37,500						
<p>Source of Funds</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Matching Grant</th> <th style="text-align: left;">Design Grant</th> </tr> </thead> <tbody> <tr> <td>\$10,000 CDBG funds; \$10,000 Agency funds</td> <td>\$5,000 CDBG funds</td> </tr> </tbody> </table>	Matching Grant	Design Grant	\$10,000 CDBG funds; \$10,000 Agency funds	\$5,000 CDBG funds				
Matching Grant	Design Grant								
\$10,000 CDBG funds; \$10,000 Agency funds	\$5,000 CDBG funds								

*Grant Match is awarded based on total incurred project costs, but cannot exceed the maximum allowable Agency and City grant amount.

** Design grant maximums may change due to market rate fees.

OTHER CITY AREAS (Liquor Store Projects that are NOT located in a NCR District or a designated Redevelopment Project Area)

CURRENT Program Requirements
Maximum Matching Grant*
Maximum Design Assistance**
Grant Funding & Requirements
Source of Funds

NO PROGRAM CURRENTLY ESTABLISHED.

PROPOSED Program Requirements
Maximum Matching Grant*
Maximum Design Assistance**
Grant Funding & Requirements
Source of Funds

Linear Feet of Facade	Maximum NCR Grant [A]	Minimum APPLICANT Match [B]	Agency Grant + Minimum Applicant Match [A] + [B] = [C]
Less than 25	\$10,000	\$10,000	\$20,000
26 - 35	\$12,500	\$12,500	\$25,000
36 - 45	\$15,000	\$15,000	\$30,000
46 - 55	\$17,500	\$17,500	\$35,000
56 - 65	\$20,000	\$20,000	\$40,000
66 - 75	\$22,500	\$22,500	\$45,000
76 - 85	\$25,000	\$25,000	\$50,000
86 - 95	\$27,500	\$27,500	\$55,000
96 - 105	\$30,000	\$30,000	\$60,000

*Total project cost is based on minimum applicant match and may exceed Column C if the applicant is able to contribute additional funds to the project.

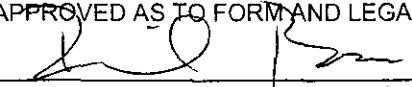
- Only liquor stores recommended by Neighborhood Law Corps (NLC) and Service Delivery Systems (SDS) Teams may be eligible.
- Liquor stores must be located within a CDBG eligible area.
- For every calendar year, only a maximum of \$70,000 in matching grants will be granted.
- Grants are awarded on a first-come, first-serve basis.
- Applicant is eligible for a matching grant of up to 50% of the costs and up to a maximum grant based on linear footage of facade (see attached chart).
- Side facades on corner buildings or where visible from public right-of-way (due to missing building or change in building setback) are also eligible.
- Rear facades are not eligible.
- A newly constructed building is eligible for grant funds only if it has been vacant with no lease for at least 6 months. The 6 months clock begins when a permit is finalized and a Certificate of Occupancy is issued.
- Applicant (property owner or business owner) and hired contractor must have a current Oakland Business License.
- CDBG funds – matching grant and design grant

*Grant Match is awarded based on total incurred project costs, but cannot exceed the maximum allowable City grant amount.

** Design grant maximums may change due to market rate fees.

2007 APR 26 PM 3:14

APPROVED AS TO FORM AND LEGALITY:


Deputy City Attorney

OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S.

RESOLUTION ADOPTING REVISED PROGRAM GUIDELINES FOR THE FAÇADE IMPROVEMENT PROGRAM IN NEIGHBORHOOD COMMERCIAL REVITALIZATION (NCR) PROGRAM TARGET AREAS AND AUTHORIZING THE CITY ADMINISTRATOR TO NEGOTIATE AND EXECUTE ALL DESIGN CONTRACTS FOR THE FAÇADE IMPROVEMENT PROGRAM WITHOUT RETURNING TO THE CITY COUNCIL

WHEREAS, the City of Oakland contains many neighborhood commercial areas in need of revitalization and physical improvements; and

WHEREAS, the Community and Economic Development Agency's Neighborhood Commercial Revitalization (NCR) Program has designated targeted commercial areas for revitalization, including façade improvements; and

WHEREAS, the Façade Improvement Program provides incentives for property owners and business owners to rehabilitate and revitalize commercial buildings and storefronts in targeted commercial districts of the City located in eligible Community Development Districts; and

WHEREAS, such rehabilitation and revitalization assists in the elimination of blight in the target districts and assists with retaining and attracting businesses, increasing job opportunities and sales tax revenues for the City of Oakland; and

WHEREAS, on September 30, 1997, pursuant to City Resolution 73818 C.M.S., the City Council approved initiation of the first Neighborhood Commercial Façade Improvement Program; and

WHEREAS, since the inception of the Program in 1997, the Program has expanded into other target areas and into certain Redevelopment Project Areas; and;

WHEREAS, each Program is based on similar guidelines, but has developed its own specific funding and participation criteria; and

WHEREAS, the City wishes to adopt revised guidelines for the Programs in all target areas; now therefore be it

RESOLVED: That the City hereby adopts those revised program guidelines for Façade Improvement Programs in NCR target areas attached to this Resolution as Exhibit 1; and be it further

RESOLVED: That a map of NCR target area boundaries for the Façade Improvement Program is attached to this Resolution as Exhibit 2 and a list of NCR target area boundaries is attached to this Resolution as Exhibit 2A; and be it further

RESOLVED: That the City Administrator is authorized to negotiate and execute all third party design contracts utilizing HUD-CDBG funds for the Façade Improvement Programs as budgeted in FY 2007-09 Proposed Policy Budget, without returning to the City Council; and be it further

RESOLVED: That the City Administrator or his or her designee is hereby authorized to take whatever action is necessary with respect to the Programs consistent with this Resolution and its basic purposes; and be it further

RESOLVED: That all agreements executed pursuant to the Resolution be approved as to form and legality by the Office of the City Attorney and be filed in the Office of the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 2007

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

**RESOLUTION ADOPTING REVISED PROGRAM GUIDELINES FOR FAÇADE
IMPROVEMENT PROGRAMS IN NEIGHBORHOOD COMMERCIAL
REVITALIZATION TARGET AREAS**

**EXHIBIT 1
REVISED PROGRAM GUIDELINES**

The Program Guidelines for Façade Improvement Programs in NCR areas are hereby revised as follows:

1. Increase the maximum grant amount for all Façade Improvement Programs in the City of Oakland based on linear foot measurements. Buildings with facades exceeding 25 linear feet are eligible for additional grant funding in increments of \$5,000 per additional 10 linear feet of storefront.
2. Implement the following policies:
 - Phasing Projects – A project may be eligible for phasing if the following conditions are met:
 - The second phase is funded from a subsequent façade funding cycle.
 - *If an applicant wants to pursue phased improvements they must inform staff prior to signing the Reimbursement Agreement for Phase 1 and apply for a façade grant for Phase 2 within 12 months of completing Phase 1.*
 - Design services will be provided one time only and include Phase 1 and Phase 2 work.
 - Phase 2 work is limited to a different building face or second story of the same building, or is limited to parking lot, landscaping, fencing and other improvements not related to the façade improvements in Phase 1.
 - Phase 1 work must be independent and stand-alone from Phase 2 work.

Mandatory Design Review

To ensure that façade improvement projects comply with the City's Small Project Design Review Guidelines, projects will be submitted to the Zoning Division for design review. Design review fees are a reimbursable expense under the Program.

New Buildings

To facilitate filling vacant space in new commercial buildings, façade improvement grants will be offered to commercial tenants (not building owners) in newly constructed buildings provided that the space has been vacant for at least six months. Furthermore, the six-month period begins when a Temporary Certificate of Occupancy is issued.

City of Oakland

Neighborhood Commercial Revitalization Facade Improvement Program Target Areas



Facade Improvement Program Areas

- | | | | | | | |
|---------------------------------|----------------------|----------------------|-----------------------------|-------------------|------------------------------|--|
| 1, Temescal District | 4, West Grand Avenue | 7, Eastlake District | 10, Fruitvale/International | 13, Foothill Blvd | 16, Millsmont/MacArthur Blvd | 19, Eastmont Town Center/ MacArthur Blvd |
| 2, Upper Telegraph Avenue | 5, 7th Street | 8, Lake Merritt | 11, Fruitvale Avenue | 14, Dimond | 17, Foothill/Seminary Ave | 20, MacArthur Blvd |
| 3, San Pablo Avenue/Golden Gate | 6, San Pablo Avenue | 9, 23rd Avenue | 12, Fruitvale Gateway | 15, Laurel | 18, International Blvd | 21, International Blvd |

Community Economic Development Agency
Neighborhood Commercial Revitalization
FAÇADE IMPROVEMENT PROGRAM TARGET AREAS

Target Area Boundaries

North Oakland (District I)-

1. **Temescal District-** Telegraph Avenue, 42nd to 51st Streets
2. **Upper Telegraph Avenue-** 51st Street to Alcatraz Avenue
3. **San Pablo Avenue/Golden Gate District-** 53rd to 67th Streets

West Oakland (District III) and sections of North Oakland

4. **West Grand Avenue-** San Pablo Avenue to Mandela Parkway
5. **7th Street-** Brush Street to Wood Street
6. **San Pablo Avenue-** West Grand – 34th Street

San Antonio/Fruitvale (Districts II and V)

7. **Eastlake District-** International Blvd., 1st to 14th Avenues and East 12th Street, 1st to 14th Avenues
8. **Lake Merritt District-** East 18th Street between Lake Merritt and Fifth Avenue ; Park Blvd. between East 18th –East 20th Streets and 3rd Avenue between East 18th Street
9. **23rd Avenue** - International Blvd., 14th to 28th Avenues and 23rd Avenue, East 12th to Foothill Blvd.

Fruitvale (Districts IV and V)

10. **Fruitvale/International-** International Blvd., 29th Avenue to High Street
11. **Fruitvale Ave.-** E. 12th Street to Foothill Blvd
12. **Fruitvale Gateway-** Fruitvale Avenue, Lynde to Galindo Streets
13. **Foothill: Boulevard-** 29th Avenue to High Street
14. **Dimond District-** Mac Arthur Blvd., Excelsior to Lincoln Avenues and Fruitvale Avenue, I-580 to Coloma Street
15. **Laurel District-** MacArthur Blvd., 34th Avenue to High Street

Central East Oakland (District VI)

16. **Millsmont/MacArthur Blvd.** - Mac Arthur Blvd, Seminary to 64th Avenue
17. **Foothill/Seminary Ave.** - Foothill Blvd., Vicksburg to 73rd Avenue and Seminary Avenue, Walnut Street to Bancroft Avenue
18. **International Blvd-** High Street to 82nd Avenue
19. **Eastmont Town Center/MacArthur Blvd.** - MacArthur Blvd, 73rd to 82nd Avenues

Elmhurst (District VII)

20. **Mac Arthur Blvd.-** 82nd Ave. to the City of San Leandro border
21. **International Blvd.-** 82nd Ave. to the City of San Leandro border

2007 APR 26 PM 3:14



Agency Counsel

REDEVELOPMENT AGENCY OF THE CITY OF OAKLAND

RESOLUTION No. _____ C.M.S.

RESOLUTION ADOPTING REVISED PROGRAM GUIDELINES FOR FAÇADE IMPROVEMENT PROGRAMS IN REDEVELOPMENT PROJECT AREAS, AND AUTHORIZING THE AGENCY ADMINISTRATOR TO NEGOTIATE AND EXECUTE ALL DESIGN CONTRACTS FOR THE FAÇADE IMPROVEMENT PROGRAM WITHOUT RETURNING TO THE AGENCY

WHEREAS, the Broadway/MacArthur/San Pablo Redevelopment Project Area, Central District Redevelopment Project Area, Central City East Redevelopment Project Area, and West Oakland Redevelopment Project Area contain many commercial buildings in need of revitalization and physical improvement; and

WHEREAS, the Agency has previously approved Resolutions establishing Façade Improvement Programs and authorizing the Agency Administrator to approve and execute all third party design contracts within the available budget for the Agency's Façade Improvement Program in the Broadway/MacArthur/San Pablo Redevelopment Project Area (Resolution No. 02-91 C.M.S.), Central City East Redevelopment Project Area (Resolution No. 2005-0005 C.M.S.), Central District Redevelopment Project Area (Resolution No. 1999-37 C.M.S.), and West Oakland Redevelopment Project Area (Resolution No. 2006-0001 C.M.S.); and

WHEREAS, the Façade Improvement Program provides incentives for property owners and business owners to rehabilitate and revitalize commercial buildings and storefronts in targeted commercial districts of the City located in eligible redevelopment project areas; and

WHEREAS, such rehabilitation and revitalization assists in the elimination of blight in the target areas and assists with retaining and attracting businesses, increasing job opportunities and sales tax revenues for the City of Oakland; and

WHEREAS, each Program is based on similar guidelines, but has developed its own specific funding and participation criteria; and

WHEREAS, the Agency wishes to adopt revised guidelines for the Programs in all project areas; now therefore be it

RESOLVED: That the Agency hereby adopts those revised program guidelines for Façade Improvement Programs in redevelopment project areas as outlined in Exhibit 1 to this Resolution; and be it further

RESOLVED: That the Agency Administrator is authorized to negotiate and execute all third party contracts utilizing respective Redevelopment Project Areas' appropriations for the Façade Improvement Programs in FY 2007-09 Proposed Agency Budget without returning to the Agency; and be it further

RESOLVED: That the Agency Administrator or his or her designee is hereby authorized to take whatever action is necessary with respect to the Programs consistent with this Resolution and its basic purposes; and be it further

RESOLVED: That all agreements executed pursuant to the Resolution be approved as to form and legality by Agency Counsel and be filed with the Agency Secretary.

IN AGENCY, OAKLAND, CALIFORNIA, _____, 2007

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, Redevelopment Agency of the
City of Oakland

RESOLUTION ADOPTING REVISED PROGRAM GUIDELINES FOR FAÇADE IMPROVEMENT PROGRAMS IN REDEVELOPMENT PROJECT AREAS

EXHIBIT 1 REVISED PROGRAM GUIDELINES

The Program Guidelines for Façade Improvement Programs in redevelopment project areas are hereby revised as follows:

1. Increase the maximum grant amount for all Façade Improvement Programs in the City of Oakland based on linear foot measurements. Buildings with facades exceeding 25 linear feet are eligible for additional grant funding in increments of \$5,000 per additional 10 linear feet of storefront.
2. Implement the following policies:
 - Phasing Projects – A project may be eligible for phasing if the following conditions are met:
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