

FILED
OFFICE OF THE CITY CLERK
APR 11 2011

CITY OF OAKLAND

AGENDA REPORT

2011 JUL 30 PM 12: 24

TO: Office of the City Administrator
ATTN: P. Lamont Ewell, Interim City Administrator
FROM: Community and Economic Development Agency
DATE: July 12, 2011

RE: A Resolution Authorizing a One-Year Extension of the Project Area Committee for the Broadway/MacArthur/San Pablo Redevelopment Project to July 25, 2012

SUMMARY

The item is a request for City Council approval of a resolution authorizing a one-year extension of the Broadway/MacArthur/San Pablo PAC, which under Redevelopment Law will expire on July 25, 2011 unless extended by action of City Council. This resolution will have no impact on the General Fund. Staff recommends that City Council approves the resolution.

FISCAL IMPACTS

This item will have no impact on the General Fund. The Broadway/MacArthur/San Pablo Redevelopment Project sets aside \$5,000 a year of tax increment funds to cover expenses for the PAC including meeting room rentals, meeting materials, and mailings. Actual expenditures for the PAC have been approximately \$1,500 annually. Expenses for the PAC for Fiscal Year 2010/11 will continue to be covered by funds from the Broadway/MacArthur/San Pablo Redevelopment Operations Fund and Project (Fund 9529, Project P187510) Redevelopment Projects Organization (88669).

BACKGROUND

On November 30, 1999, the City Council adopted the Procedures for the Formation of a PAC for the Broadway/MacArthur/San Pablo Redevelopment Project Area. The City Council certified the membership of the PAC on March 21, 2000. The PAC consists of business owners, residential tenants, residential property owners, and representatives of community organizations. The community organizations that are represented on the PAC are designated by City Council.

According to Redevelopment Law, a PAC maintains its advisory role throughout the period of preparation of the Redevelopment Plan and for a three-year period after the adoption of the Redevelopment Plan, subject to one-year extensions by the legislative body. On March 21, 2000, City Council certified the membership of the B/M/SP PAC. The Redevelopment Plan for the Broadway/MacArthur/San Pablo Redevelopment Project was adopted by City Council on July

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25, 2000. The original date of expiration for the PAC was on July 25, 2003. Since 2003, City Council has approved eight one-year extensions of the PAC through 2011. The most recent extension was approved by City Council on July 6, 2010 (Resolution No. 82869 C.M.S.). The extension will expire on July 25, 2011 unless a ninth one-year extension of the PAC is approved.

KEY ISSUES AND IMPACTS

The PAC will expire on July 25, 2011 unless extended for an additional year by City Council. The PAC has been meeting bimonthly since the adoption of the Redevelopment Plan. Projects and programs that have been funded by recommendation of the PAC thus far include façade and tenant improvement programs along commercial corridors within the Project Area, the Neighborhood Projects Initiative community grant program, and streetscape improvements along San Pablo Avenue, Broadway and 40th Street. The PAC also provides ongoing input into the Broadway Retail Strategy and Specific Plan and MacArthur Transit Village projects. The PAC is currently working with staff on an amendment to the redevelopment plan to expand the project area boundaries to include the Lowell/Gaskill neighborhood.

Extending the PAC for an additional year will allow for greater community participation in the decision-making process regarding redevelopment activities in the Broadway/MacArthur/San Pablo Redevelopment Project Area and is needed to set the policies for the adoption of the Lowell/Gaskill area. The PAC has shown its on-going commitment to working with the Redevelopment Agency over the course of the past ten years.

SUSTAINABLE OPPORTUNITIES

Environmental: This action will have no impact on the environment.

Economic: This action will have no economic impact.

Social Equity: The extension of the PAC will allow for continued representation of community interests in the decision making process related to redevelopment activities in the Broadway/MacArthur/San Pablo Redevelopment Project.

DISABILITY AND SENIOR CITIZEN ACCESS

This report and the accompanying resolutions will have no impact on disability and senior citizen access.

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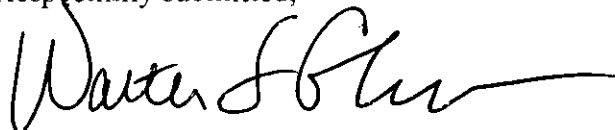
RECOMMENDATIONS AND RATIONALE

Staff recommends that the City Council extend the PAC until July 25, 2012. Extending the PAC for an additional year will allow for greater community participation in the decision-making process regarding redevelopment activities in the Broadway/MacArthur/San Pablo Redevelopment Project Area.

ACTION REQUESTED OF THE COUNCIL

Staff recommends approval of the attached resolution to authorize a one-year extension of the Broadway/MacArthur/San Pablo PAC.

Respectfully submitted,



Walter S. Cohen, Director
Community and Economic Development Agency

Reviewed by: *GH*
Gregory D. Hunter, Deputy Director
Economic Development & Redevelopment


Prepared by:
Kathy Kleinbaum
Urban Economic Analyst IV

APPROVED FOR FORWARDING TO
THE COMMUNITY AND ECONOMIC
DEVELOPMENT COMMITTEE



Office of the City Administrator

APPROVED AS TO FORM AND LEGALITY:


DEPUTY CITY ATTORNEY

OAKLAND CITY COUNCIL

RESOLUTION NO. _____ C.M.S.

**A RESOLUTION AUTHORIZING A ONE-YEAR EXTENSION OF
THE PROJECT AREA COMMITTEE FOR THE BROADWAY/
MACARTHUR/ SAN PABLO REDEVELOPMENT PROJECT TO
JULY 25, 2012**

WHEREAS, on March 31, 2000, Council certified the membership of the Project Area Committee ("PAC") for the Broadway/MacArthur/San Pablo Redevelopment Project (Resolution No. 75582 C.M.S.) pursuant to California Health and Safety Code Section 33385(a); and

WHEREAS, on July 25, 2000, Council adopted the Redevelopment Plan for the Broadway/MacArthur/San Pablo Redevelopment Project (Ordinance No. 12269 C.M.S.); and

WHEREAS, pursuant to California Health and Safety Code Section 33386, the PAC is to serve for a three-year period after the adoption of the redevelopment plan; and

WHEREAS, the Council may authorize one-year extensions of the PAC pursuant to California Health and Safety Code Section 33386; and

WHEREAS, the current time extension for the PAC for the Broadway/MacArthur/San Pablo Redevelopment Project will expire on July 25, 2011; and

WHEREAS, there are sufficient funds to cover FY 2011-12 PAC expenses, estimated to be \$5,000, in Broadway/MacArthur/San Pablo Redevelopment Operations Fund (9529) Redevelopment Projects Organization (88669), Broadway/MacArthur/San Pablo Redevelopment Project (P187510); now therefore, be it

RESOLVED: That the City Council hereby authorizes a ninth one-year extension of the Broadway/MacArthur/San Pablo Redevelopment PAC until July 25, 2012.

IN COUNCIL, OAKLAND, CALIFORNIA, _____

PASSED BY THE FOLLOWING VOTE:

AYES- BROOKS, BRUNNER, DE LA FUENTE, KAPLAN, KERNIGHAN, NADEL, SCHAAF,
AND PRESIDENT REID

NOES-

ABSENT-

ABSTENTION-

ATTEST: _____

LATONDA SIMMONS

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