

CITY OF OAKLAND
AGENDA REPORT

2011 JAN 13 PM 1:10

TO: Office of the City Administrator
ATTN: Dan Lindheim
FROM: Community and Economic Development Agency
DATE: January 25, 2011

RE: Resolution Certifying the Expansion of the Membership of the Project Area Committee for the Broadway/MacArthur/San Pablo Redevelopment Project Area to Include Representatives of the Lowell Street/Golden Gate/Gaskill Amendment Area and Designating Lowell Street Connected as an Additional Community Organization Representative on the PAC

SUMMARY

This item is a request for City Council certification of the expanded membership for the Project Area Committee (PAC) for the Broadway/MacArthur/San Pablo Redevelopment Project Area. The expansion was completed to provide new positions for representatives of the Lowell Street/Golden Gate/Gaskill redevelopment survey area. This action is a requirement for the adoption of the proposed amendment to the Broadway/MacArthur/San Pablo Redevelopment Plan to expand the boundaries to include this neighborhood in North Oakland. Amending the redevelopment plan to include this area will enable the Redevelopment Agency to use tax increment financing and other redevelopment tools to assist with the overall revitalization of this portion of North Oakland.

FISCAL IMPACTS

There is no direct fiscal impact resulting from expansion of the PAC. This action merely allows City/Redevelopment Agency staff to continue analyzing the feasibility of expanding the boundaries of the existing Redevelopment Project Area. These actions will have no effect 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). The Agency plans to examine ways to reduce the expense and staff time necessary for managing all of the PACs Agency-wide.

Item _____
CED Committee
January 25, 2011

BACKGROUND

The Broadway/MacArthur/San Pablo Redevelopment Project Area was adopted as a Redevelopment Project Area on July 25, 2000 (Ordinance No. 12269 C.M.S.). The PAC for this Project Area was seated in April 2000 and remains active past their required three year period through annual extensions approved by City Council. The PAC serves as an advisory group providing input on redevelopment policy, the development of programs and projects, and the prioritization of redevelopment funding.

Community members who live adjacent to the Project Area requested by petition that the Redevelopment Agency explore extending the boundaries of the Project Area to include the geographic area currently defined as Police Beat 10X, which includes the Lowell Street/Golden Gate/Gaskill neighborhood. On July 20, 2010, the Oakland City Council adopted Resolution No. 82912 C.M.S. approving this area as a redevelopment survey area. As part of a redevelopment plan adoption process, a survey area must have representation on a PAC. On October 5, 2010, the City Council amended the Procedures for Formation of the Project Area Committee for the Broadway/ MacArthur/San Pablo Redevelopment Project (per Resolution No. 83003 C.M.S.), reducing the number of positions on the existing PAC and adding new positions for representatives of the Lowell/Gaskill Sub Area.

The amendment to the Procedures for Formation added four positions for the Lowell/Gaskill Sub Area: one residential tenant, one residential property owner, one business owner, and one community organization. The residential tenants, property owner, and business owner positions are required to be elected and the community organization is appointed by City Council. California Redevelopment Law requires the results of the election to be certified by the City Council.

Staff held a community meeting on October 27, 2010 to explain the PAC expansion process to the residents and business owners in the Lowell/Gaskill area. Notices for this meeting were distributed to every property address in the Survey Area and information was posted over email list-serves and on the internet. At this meeting, candidate application forms were distributed. In addition, the candidate application forms were made available on the internet. The deadline for returning the forms was November 19, 2010.

KEY ISSUES AND IMPACTS

Per the adopted Procedures for the Election of Members to Project Area Committees in the City of Oakland, the City Administrator is authorized to waive the requirement for a formal election if the number of candidates for each position is equal or fewer than the number of openings. In this situation, all of the candidates are deemed elected to the PAC. Staff received only one candidate application for each position. As a result, the requirement for the election was waived. Staff received one application for a community organization to join the PAC from Lowell Street

Connected. Lowell Street Connected is a community organization comprised of the residents who live within the Survey Area. The members of this organization are the individuals who initiated the petition process to have their neighborhood included in the redevelopment Project Area.

The configuration of the PAC, including the current members and those that are added by this report, are shown in Exhibit A to the resolution accompanying this report.

SUSTAINABLE OPPORTUNITIES

Economic: If adopted, an amendment to the Redevelopment Plan for this area would facilitate the redevelopment and rehabilitation of blighted and underutilized residential, commercial and public facilities which will improve the economic stability and health of the commercial districts in the amendment area.

Environmental: Staff will include provisions in future redevelopment agreements that would be executed in the amendment area to require developers to make substantial use of such green building techniques as energy-conserving design and appliances, water-conserving fixtures and landscaping, recycled building materials, and low-waste construction techniques.

Social Equity: The adoption of this amendment to the Redevelopment Plan will result in increased provision of affordable housing in the City of Oakland both through the City Council's requirement that a minimum of 25% of tax increment generated from the redevelopment project be used citywide for affordable housing. Additionally, Community Redevelopment Law requires that 15% of all housing units developed within the project area during the life of the redevelopment plan are affordable units.

DISABILITY AND SENIOR CITIZEN ACCESS

This report and resolution only approves the expansion of the PAC and does not include the approval of any projects or programs. Disability and senior access issues will be addressed when specific redevelopment projects and programs are brought to the Agency or Council for approval. PAC meetings will be held at accessible locations.

RECOMMENDATIONS AND RATIONALE

Certifying the expansion the PAC will allow staff to analyze the feasibility of expanding the boundaries of the existing Redevelopment Project Area and will provide community input on the redevelopment policies adopted for the area. It does not commit the City or Agency to adopting the redevelopment amendment. Staff recommends moving forward with this action to allow for further exploration of this proposal requested by the residents of the area.

ACTION REQUESTED OF THE CITY COUNCIL

Staff recommends approval of the City Council resolution certifying the expansion of the PAC to allow for representation for the Lowell Street/Golden Gate/Gaskill redevelopment survey area, and designating Lowell Street Connected as an existing community organization representative on the 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
Redevelopment Division

**APPROVED AND FORWARDED TO THE
COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE:**



Office of the City Administrator.

FILED
OFFICE OF THE CITY CLERK
OAKLAND

2011 JAN 13 PM 1:11

APPROVED AS TO FORM AND LEGALITY:


DEPUTY CITY ATTORNEY

OAKLAND CITY COUNCIL

RESOLUTION NO. _____ C.M.S.

A RESOLUTION CERTIFYING THE EXPANSION OF THE MEMBERSHIP OF THE PROJECT AREA COMMITTEE FOR THE BROADWAY/MACARTHUR/SAN PABLO REDEVELOPMENT PROJECT AREA TO INCLUDE REPRESENTATIVES OF THE LOWELL STREET/GOLDEN GATE/GASKILL AMENDMENT AREA, AND DESIGNATING LOWELL STREET CONNECTED AS AN ADDITIONAL COMMUNITY ORGANIZATION REPRESENTATIVE ON THE PAC

WHEREAS, on October 5, 2010, the City Council adopted an amendment to the Procedures for the Formation of a Project Area Committee ("PAC") for the Broadway/MacArthur/San Pablo Redevelopment Project to expand the membership to include representatives from the Lowell Street/Golden Gate/Gaskill Amendment Area (Resolution No. 83003 C.M.S.); and

WHEREAS, the amendment to the Procedures of Formation created the Lowell/Gaskill Sub Area and designated three new positions and one existing community organization position for the Sub Area; and

WHEREAS, the time for filing for candidacy for the PAC positions for the Lowell/Gaskill Sub Area has expired, and the number of candidate filing statements received by the Agency for each category of Broadway/MacArthur/San Pablo PAC membership is equal to the number of openings; and

WHEREAS, pursuant to the Procedures for the Election of Project Area Committees in the City of Oakland adopted by City Council, formal balloting for the expansion of the Broadway/MacArthur/San Pablo PAC has been waived by the Agency Administrator since there is only one candidate for each position; and

WHEREAS, the 15-day period for filing challenges to candidates for the expansion of the Broadway/MacArthur/San Pablo PAC has expired and no challenges were received; and

WHEREAS, the Agency has received a nomination for Lowell Street Connected, an existing community organization in the proposed Lowell/Gaskill Sub Area of the Broadway/MacArthur/San Pablo Project Area; and

WHEREAS, Health and Safety Code Section 33385 requires the legislative body to consider challenges to the PAC election and adopt findings that its adopted procedures have been followed; now, therefore, be it

RESOLVED: That the City Council hereby finds and determines that the Agency followed the adopted Procedures for the Election of Project Area Committees in the City of Oakland and the Procedures for the Formation of a Project Area Committee for the Broadway/MacArthur/San Pablo Redevelopment Project, and hereby rejects all challenges to any of the PAC candidates or the PAC election, if any; and be it

FURTHER RESOLVED: That the City Council hereby certifies the Project Area Committee for the expanded Broadway/MacArthur/San Pablo Redevelopment Project set forth on **Exhibit A** to this Resolution, and designates Lowell Street Connected as an additional existing community organization for representation on the PAC.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 2011

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

EXHIBIT A

PROJECT AREA COMMITTEE
BROADWAY/MACARTHUR/SAN PABLO REDEVELOPMENT PROJECT

SUB AREA 1: Broadway/MacArthurResidential Tenants*

1. Aaron Reaven
2. Eric Guerra
3. Karen Hancock

Residential Property Owners*

1. Seth Katz
2. Lee Cherry
3. Shirley Edding

Business Owners

1. VACANT
2. VACANT

SUB AREA 2: San Pablo AvenueResidential Tenant

1. VACANT

Residential Property Owner*

1. Sylvia Tellez
2. Manel Kappagoda

Business Owner

1. Mariene Elbin

SUB AREA 3: Lowell/GaskillResidential Tenant

1. Catherine Rinaldo

Residential Property Owner

1. Jennifer Adcock

Business Owner

1. Myra Booker

Existing Community Organizations

San Pablo Area/Golden Gate Improvement Assoc. (SPAGGIA)
 Friends of the Golden Gate Library
 Citizens' Planning Committee (CPC)
 North Oakland Community Development District
 Beebe Memorial Church
 Market Street Corridor Neighborhood Association
 Greater Mosswood Neighborhood Association
 Artisan Walk Home Owners Association
 Temescal Neighbors Together
 Lowell Street Connected

* Note: Per the Procedures of Formation, the number of positions in these categories will be reduced by one following the resignation of any of the PAC existing members in these categories.