


OFFICE

FILE NO.

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APPROVED AS TO FORM AND LEGALITY:

  
Deputy City Attorney

## OAKLAND CITY COUNCIL

RESOLUTION No. 80590 C.M.S.

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**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 Exhibit1; 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, MAY 15 2007, 2007

**PASSED BY THE FOLLOWING VOTE:**

AYES- BROOKS, BRUNNER, CHANG, KERNIGHAN, NADEL, QUAN, REID, AND  
~~PRESIDENT VELA FORNIE~~ - 7

NOES- 0

ABSENT- 0

ABSTENTION- 0

Excused- De La Fuente- 1

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:
    - If an applicant wants to pursue phased improvements they must inform staff prior to signing the Reimbursement Agreement for Phase 1.
    - Design services will be provided one time only and include all Phases of the project.
    - Each Phase must a complete, distinguishable and stand-alone project.

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.

3. Require that architects hired to provide on-call designs services to the Façade Improvement Program comply with the standards set forth in the Oakland Small Project Design Guidelines (adopted by the City Council on April 23, 2002) and the Neighborhood Commercial Facade Improvement Manual (dated September 1998) in developing design concepts for façade improvement projects.

# City of Oakland

## Exhibit 2

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

**West Oakland (District III) and sections of North Oakland**

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

**San Antonio/Fruitvale (Districts II and V)**

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

**Fruitvale (Districts IV and V)**

10. **Fruitvale/International-** International Blvd., 29<sup>th</sup> Avenue to High Street
11. **Fruitvale Ave.-** E. 12<sup>th</sup> Street to Foothill Blvd
12. **Fruitvale Gateway-** Fruitvale Avenue, Lynde to Galindo Streets
13. **Foothill: Boulevard-** 29<sup>th</sup> 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., 34<sup>th</sup> Avenue to High Street

**Central East Oakland (District VI)**

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

**Elmhurst (District VII)**

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