

CITY of OAKLAND

OFFICE OF THE CITY ADMINISTRATOR  
1000 BROADWAY, SUITE 1000  
OAKLAND, CA 94612

2007 APR 22 PM 12:43

Agenda Report

TO: Office of the City Administrator  
ATTN: Deborah Edgerly  
FROM: Community and Economic Development Agency  
DATE: April 24, 2007

**SUBJECT: A Resolution Authorizing a One-Year Extension of the Project Area Committee for the Broadway/MacArthur/San Pablo Redevelopment Project to July 25, 2008**

**A Resolution Amending the Procedures of Formation for the Project Area Committee for the Broadway/MacArthur/San Pablo Redevelopment Project to Revise the Rules for Community Organization Representation to Allow Up to 8 Neighborhood Groups to Serve on the Project Area Committee and to Designate the Greater Mosswood Neighborhood Association as a Community Organization Represented on the Project Area Committee**

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**SUMMARY**

The item is a request for City Council approval of two resolutions related to the administration of the Broadway/MacArthur/San Pablo Redevelopment Project Area Committee ("PAC"). The first resolution authorizes a one-year extension of the PAC, which under Redevelopment Law will expire on July 25, 2007, unless extended by action of City Council. The second resolution amends the Procedures of Formation for the PAC to revise the rules for community organization representation to allow up to 8 neighborhood groups to serve on the PAC and designates the Greater Mosswood Neighborhood Association as a community organization represented on the PAC.

The PAC has stated their support for both of these resolutions. These resolutions will have no impact on the General Fund. Staff recommends that City Council approves both resolutions.

**FISCAL IMPACTS**

The Broadway/MacArthur/San Pablo Redevelopment Project Area 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 2007-08 will continue to be covered by funds from the Broadway/MacArthur/San Pablo Redevelopment Operations Fund (9529) Redevelopment Projects Organization (88669), Broadway/MacArthur/San Pablo Redevelopment Project (P187510).

## **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 represented on the PAC are designated by the 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. The Redevelopment Plan for the Broadway/MacArthur/San Pablo Redevelopment Project was adopted by City Council on July 25, 2000. The original date of expiration for the PAC was on July 25, 2003. The Council approved four one-year extensions of the PAC in 2003, 2004, 2005 and 2006. The most recent extension, approved by City Council on May 30, 2006 (Resolution No. 79925 C.M.S.), will expire on July 25, 2007.*

Following the certification of the PAC, the Agency received several requests from merchant and religious organizations requesting to be appointed to the Broadway/MacArthur/San Pablo PAC. These requests created concerns about maintaining a balance of representation on the PAC. In response to these concerns, in May 2003 the City Council passed a resolution (Resolution No. 77821 C.M.S.) which amended the Procedures for Formation to limit community organization membership to no more than 3 merchant/business groups, 3 religious organizations, and 7 neighborhood groups. The resolution also allowed the PAC to administratively remove community organizations that had been appointed to the PAC if they failed to appoint a representative to the PAC for a period of over one year.

## **KEY ISSUES AND IMPACTS**

### **One-Year Extension to the PAC**

The PAC will expire on July 25, 2007 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 the PAC thus far include façade and tenant improvement programs on commercial corridors within the Project Area boundaries, a street light upgrade on San Pablo Avenue in the Golden Gate District, streetscape improvements on Broadway and 40<sup>th</sup> Street, and the Neighborhood Projects Initiative community grant program. Additionally, the PAC is in the process of programming \$5 million in bond proceeds for new projects and programs throughout the Project Area.

At the March 1, 2007, PAC meeting, the PAC passed a motion recommending that City Council extend the PAC so that they have the opportunity to continue providing input on redevelopment actions and expenditures in the Project Area. 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.

The PAC has shown its on-going commitment to working with the Redevelopment Agency over the course of the past seven years.

### **Community Organization Representation on the PAC**

There is a maximum of 13 seats for community organizations on the Broadway/MacArthur/San Pablo PAC, and presently only 10 of those seats are filled. The current community organization membership on the PAC includes 2 religious organizations, 1 merchant/business group, and 7 neighborhood groups. Since the Procedures of Formation were amended to restrict membership by type of organization, there has been limited interest from new merchant/business groups or religious organizations in serving on the PAC. In addition, some of the merchant groups that previously served on the PAC were removed after they failed to appoint a representative for over a period of one year. In contrast, all of the neighborhood groups appointed to the PAC have remained active.

A new neighborhood group, the Greater Mosswood Neighborhood Association, has requested to be appointed to the PAC. The Greater Mosswood Neighborhood Association represents the area surrounding Mosswood Park between Broadway, Telegraph Avenue, 40<sup>th</sup> Street and Highway 580. There is currently no other organization on the PAC that represents this neighborhood. A representative from the group has been attending PAC meetings for over a year. In order to add a new community organization, the Procedures of Formation must be amended to allow for 8 neighborhood groups to serve on the PAC. At the March 1, 2007, meeting, the PAC stated their support for amending the Procedures of Formation and appointing the Greater Mosswood Neighborhood Association to the PAC. Staff does not believe that this amendment to the Procedures of Formation will negatively impact the balance of representation on the PAC.

### **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 and the appointment of a new community organization to 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.

### **RECOMMENDATIONS AND RATIONALE**

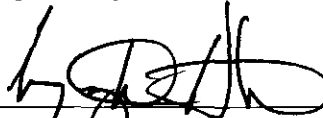
Staff recommends that the City Council extend the PAC until July 25, 2008. Extending the PAC

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. Staff also recommends that the City Council amend the Procedures of Formation for the PAC to revise the rules for community organization representation to allow up to 8 neighborhood groups to serve on the PAC and designate the Greater Mosswood Neighborhood Association as a community organization represented on the PAC. Staff does not believe that the amendment will negatively impact the balance of representation on the PAC.

**ACTION REQUESTED OF THE COUNCIL**

Staff recommends approval of the attached resolutions to authorize a one-year extension of the Broadway/MacArthur/San Pablo PAC and to amend the Procedures for Formation to revise the rules for community organization representation to allow up to 8 neighborhood groups to serve on the PAC and appoint the Greater Mosswood Neighborhood Association as a community organization represented on the PAC.


Respectfully submitted,



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

Prepared by:  
Christine Lebron  
Urban Economic Analyst I

APPROVED FOR FORWARDING TO  
THE COMMUNITY AND ECONOMIC  
DEVELOPMENT COMMITTEE

  
\_\_\_\_\_  
Office of the City Administrator

2007 APR 12 PM 12:43

APPROVED AS TO FORM AND LEGALITY:

  
DEPUTY CITY ATTORNEY

## OAKLAND CITY COUNCIL

RESOLUTION NO. \_\_\_\_\_ C.M.S.

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### A RESOLUTION AUTHORIZING A ONE-YEAR EXTENSION OF THE PROJECT AREA COMMITTEE FOR THE BROADWAY/ MACARTHUR/ SAN PABLO REDEVELOPMENT PROJECT TO JULY 25, 2008

**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**, thereafter, 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, 2007; and

**WHEREAS**, on March 1, 2007, the members of the Broadway/MacArthur/San Pablo PAC passed a motion, by a unanimous vote, to recommend to the City Council to extend the PAC for an additional year; and

**WHEREAS**, there are sufficient funds to cover FY 2007-08 PAC expenses 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 one-year extension of the Broadway/MacArthur/San Pablo PAC until July 25, 2008.

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

2007 APR 12 PM 12:43

APPROVED AS TO FORM AND LEGALITY:

  
DEPUTY CITY ATTORNEY

## OAKLAND CITY COUNCIL

RESOLUTION NO. \_\_\_\_\_ C.M.S.

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**A RESOLUTION AMENDING THE PROCEDURES OF FORMATION FOR THE BROADWAY/ MACARTHUR/ SAN PABLO REDEVELOPMENT PROJECT AREA COMMITTEE TO ALLOW UP TO 8 NEIGHBORHOOD GROUPS TO SERVE ON THE PROJECT AREA COMMITTEE, AND DESIGNATING THE GREATER MOSSWOOD NEIGHBORHOOD ASSOCIATION AS A COMMUNITY ORGANIZATION REPRESENTED ON THE PROJECT AREA COMMITTEE**

**WHEREAS**, on November 30, 1999, Council adopted the Procedures for the Formation of a Project Area Committee ("PAC") for the Broadway/MacArthur/San Pablo Redevelopment Project (the "PAC Formation Procedures") (Resolution No. 75354 C.M.S.) pursuant to California Health and Safety Code Section 33385(a); and

**WHEREAS**, pursuant to the PAC Formation Procedures, the City Council designates the community organizations that may be represented on the PAC; and

**WHEREAS**, on May 20, 2003, Council amended the PAC Formation Procedures (Resolution No. 77821 C.M.S.) to limit community organization membership on the PAC to no more than three merchant/business groups, three religious organizations, and seven neighborhood organizations; and

**WHEREAS**, at the present time there are two religious organizations, one merchant group, and seven neighborhood groups designated to serve on the PAC; and

**WHEREAS**, the Greater Mosswood Neighborhood Association, a neighborhood group, has made a request to the members of the Broadway/MacArthur/San Pablo PAC and to the City Council to be designated as community organization represented on the PAC; and

**WHEREAS**, in order to appoint the Greater Mosswood Neighborhood Association to the PAC, the PAC Formation Procedures will need to be amended to allow up to eight neighborhood groups to serve on the PAC; and

**WHEREAS**, the PAC has recommended appointing the Greater Mosswood Neighborhood Association to the PAC; now therefore be it

**RESOLVED:** That the City Council hereby amends the sentence added by Resolution No. 77821 C.M.S. to Section 205 of the PAC Formation Procedures to read as follows: "The number of Existing Community Organizations appointed to the PAC shall be limited to no more than three merchant/business groups, three religious organizations, and eight neighborhood groups."; and be it further

**RESOLVED:** That the City Council hereby amends the PAC Formation Procedures to designate the Greater Mosswood Neighborhood Association as an Existing Community Organization represented on the PAC.

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