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

To: Office of the City Administrator / Agency Administrator
Attn: Deborah Edgerly
From: Community and Economic Development Agency
Date: February 26, 2008

RE: An Agency Resolution Allocating \$75,000 To The West Oakland Façade Improvement Program and Tenant Improvement Program for Design Services For Projects And Authorizing Amendments To Design Contracts Under The Programs

An Agency Resolution Adopting The West Oakland Neighborhood Project Initiative Program And Allocating \$200,000 For The Program From West Oakland Redevelopment Project Funds

SUMMARY

This item is a request for Redevelopment Agency approval of two resolutions. The first allocates \$75,000 to the West Oakland Façade Improvement ("FIP") and Tenant Improvement ("TIP") programs from West Oakland Redevelopment program funds to fund design services provided for under these programs. This resolution also authorizes amendments to existing design contracts under these programs. The second resolution adopts a Neighborhood Projects Initiative ("NPI") program in the West Oakland Redevelopment Project Area and allocates \$200,000 for this program from West Oakland Redevelopment program funds. These programs will support blight reduction and beautification efforts in the West Oakland Redevelopment Project Area. The West Oakland Project Area Committee ("WOPAC") has recommended approval of both of these actions.

FISCAL IMPACTS

Funds for the implementation of both programs will be allocated from the West Oakland Redevelopment Operations Fund and Project (Fund 9590, Project S233510, Redevelopment Projects Org. 88679). The total amount of both allocations is \$275,000 (\$75,000 for the FIP and TIP programs and \$200,000 for the NPI program.) Implementation of these programs will not have any impact on the General Fund.

BACKGROUND

The WOPAC is the official advisory body to the Agency for redevelopment matters in the West

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Oakland Project Area. The WOPAC voted to recommend funding a NPI program for \$200,000 on December 12, 2007 and voted to recommend approval of \$75,000 for design monies for the West Oakland FIP and TIP programs on October 10, 2007. Both programs are discussed separately below.

KEY ISSUES AND IMPACTS

Neighborhood Project Initiative Program

The NPI program is a grant program that funds one-time, small-scale, community-initiated physical improvement projects that currently have no other source of funding. The program is designed to support blight reduction and beautification efforts in the West Oakland Redevelopment Project Area and to encourage community participation in the revitalization of the area. It is modeled after similar programs in the Coliseum and Broadway/MacArthur/San Pablo Redevelopment Areas.

Eligible projects must be located in the West Oakland Redevelopment Project Area and be consistent with the Five Year Implementation Plan. In order to be consistent with California redevelopment law, eligible projects under the NPI Program must also fall within at least one of the following categories:

1. **Crime Deterrent Improvements:** Projects designed to enhance the safety of neighborhoods and/or reduce crime in order to enhance the economic viability of area businesses. These could include physical improvements such as exterior lighting, vegetation removal, security cameras, installation of fencing, or [crosswalk modificationsWHAT DO CROSSWALK MODIFICATIONS HAVE TO DO WITH BLIGHT? PEDESTRIAN SAFETY IS NOT A REDEVELOPMENT PURPOSE].

2. **Neighborhood or Corridor Beautification:** Projects designed to improve the appearance of neighborhoods or commercial corridors. These could include physical improvements such as new trash receptacles, benches, street trees, decorative planters or other street furniture.

3. **Establishment of Community Identification:** Projects designed to enhance neighborhood and community identity. These could include physical improvements such as street banners, murals, gateway signage or way-finding signs.

4. **Community Facility Upgrades:** Projects designed to improve existing community facilities. These projects include minor capital upgrades at community parks, recreation centers, libraries, youth centers or community gardens as needed to eliminate blighting conditions at those facilities.

Projects may be located on public and/or privately owned property within the West Oakland

Redevelopment Project Area. Funding requests must be between \$1,000 and \$50,000. Eligible applicants include community organizations, area residents and business owners and City departments. To ensure that all project applications are for projects that the community prioritizes, all applications submitted by City departments or staff will be required to be sponsored by one or more community organizations.

The NIP program will be administered jointly by Agency staff and the WOPAC. Staff will issue a Call For Projects to the community. The WOPAC will assist staff in marketing the program to eligible applicants within the Project Area. Applications for funding will be submitted to the Agency and will be reviewed by City Attorney's Office for eligibility under redevelopment law. The WOPAC will be responsible for reviewing all eligible applications, prioritizing projects and recommending projects for approval by the Agency governing board. Following Agency approval of the grant awards, staff will be responsible for overseeing the implementation of the projects that are awarded grants under this program. All grants to outside-entities will be administered on a reimbursement basis only. The City of Oakland will be responsible for maintaining all of the improvements to public facilities that are funded under this program.

The WOPAC's interest in the NPI program stems from the many needs for small physical improvement projects that members would like to address in their communities. This program will provide a system for community members to submit requests for project funding and for WOPAC members to compare the relative merits of each funding request to ensure that the highest priority projects have adequate funds. In addition, the program provides an opportunity for the WOPAC to reach out to the community with information about the benefits of being within a redevelopment project area.

Façade Improvement and Tenant Improvement Programs

The West Oakland FIP and TIP programs provide matching grants to property and business owners in the West Oakland Redevelopment Project Area for property improvements. The FIP program provides these grants for façade improvements which include painting, new storefronts and windows, landscaping as well as other improvements. The TIP program provides matching grants for interior improvements to storefronts that have been vacant for at least six months and have a prospective tenant. The goal of these programs is to alleviate physical and economic blight in the Project Area. These programs were adopted by the City Council on January 17, 2006 with the funding amounts approved by the WOPAC of \$100,000 for the FIP and \$125,000 for the TIP to be used for matching grants.

As a part of the FIP and TIP Programs, the City/Agency also provides up to \$5,000 in free design assistance per project. Staff works with a pool of architects contracted by the City and Agency. Until recently, the architectural design services for West Oakland façade projects were funded with federal Community Block Development Grant funds ("CBDG") through the Neighborhood Commercial Revitalization ("NCR") division, which no longer exists. While West Oakland projects may continue to use CBDG funds to assist with grants along target commercial corridors, the CDBG

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funds are limited and cannot be used for tenant improvement grants or design. Because of this, the West Oakland Project Area is being asked to fund its share of architectural design services for projects in the West Oakland Project Area. All other redevelopment project areas contribute design funding to their respective FIP and TIP Programs. The additional monies will be added to existing contracts that the Agency has with licensed architects who were selected through a Request For Proposal process.

PROGRAM DESCRIPTION

The West Oakland FIP, TIP and NPI programs are consistent with the West Oakland Redevelopment Plan and five-year Implementation Plan. The NIP program will give WOPAC members a means to evaluate and prioritize projects proposed by community members and to inform community members about the benefits of being located in a redevelopment area. Both programs will assist with economic development efforts and blight elimination throughout the Project Area. The Project Area covers 1565 acres in West Oakland and is approximately bounded on the north by the Oakland/Emeryville city limits and 40th Street, on the east by I-980 and Mandela and Union Streets, on the south by 18th Street and Middle Harbor Road, and on the west by Pine and Wood Streets.

SUSTAINABLE OPPORTUNITIES

Environmental: The FIP and TIP programs help stimulate increased usage of underutilized properties in an urban environment. The NPI program will help fund neighborhood and corridor beautification projects that will include landscaping upgrade and improvements to public parks that will provide more greenery in the West Oakland Redevelopment Project Area. Program participants will be encouraged to use energy conserving designs, recycled content building materials, low waste construction techniques and water conserving features.

Economic: The FIP and TIP programs will improve the physical and economic health of the West Oakland Redevelopment Project Area by providing financial assistance to property and business owners for making improvements to their properties and by reducing retail vacancies. The NPI program will improve the Project Area's physical and economic health through the elimination of blight.

Social Equity: The financial assistance provided by the FIP and TIP programs provide opportunities for participation by property and business owners in the revitalization of their properties. The goal of the NPI program is to improve quality of life amenities for low income residents in the Project Area by reducing blight and providing upgrades to public facilities, including recreation centers and public parks.

DISABILITY AND SENIOR CITIZEN ACCESS

Any new construction that occurs on the properties that participate in the FIP and TIP programs will

be required to comply with city, state and federal Americans with Disabilities Act (“ADA”) requirements. Any new construction or improvements that are implemented as a result of a grant award from the NPI program will be required to comply with city, state, and federal ADA requirements.

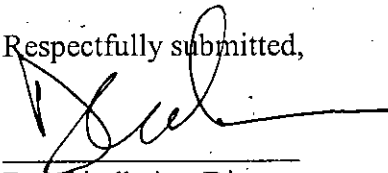
RECOMMENDATIONS AND RATIONALE

Staff recommends that the Agency adopt the resolution allocating \$75,000 to the West Oakland FIP and TIP programs from West Oakland Redevelopment program funds and authorizing amendments to design contracts under these programs. Staff also recommends that the Agency adopt the resolution adopting a NPI program in the West Oakland Redevelopment Project Area and allocating \$200,000 for this program from West Oakland Redevelopment program funds. These programs will support existing blight reduction and beautification efforts in the West Oakland Redevelopment Project Area.

ACTION REQUESTED OF THE REDEVELOPMENT AGENCY/CITY COUNCIL

Staff requests that the Agency approve the attached resolutions. The first resolution allocates \$75,000 to the West Oakland FIP and TIP programs from West Oakland Redevelopment program funds and authorizes amendments to design contracts under these programs. The second resolution adopts a NPI program in the West Oakland Redevelopment Project Area and allocates \$200,000 for this program from West Oakland Redevelopment program funds.

Respectfully submitted,



Dan Lindheim, Director

Community and Economic Development Agency

Reviewed by:

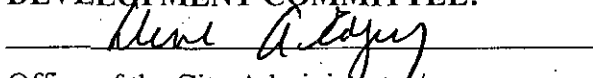
Gregory Hunter, Deputy Director

Economic Development and Redevelopment

Prepared by:

Wendy Simon, Urban Economic Analyst IV

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




Office of the City Administrator/
Agency Administrator

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OFFICE OF THE CITY CLERK
OAKLAND

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Approved as to Form and Legality


Agency Counsel

REDEVELOPMENT AGENCY OF THE CITY OF OAKLAND

Resolution No. _____ C.M.S.

AN AGENCY RESOLUTION ALLOCATING SEVENTY-FIVE THOUSAND DOLLARS (\$75,000) TO THE WEST OAKLAND FAÇADE IMPROVEMENT PROGRAM AND TENANT IMPROVEMENT PROGRAM FOR DESIGN SERVICES FOR PROJECTS, AND AUTHORIZING AMENDMENTS TO DESIGN CONTRACTS UNDER THE PROGRAMS FOR THE INCREASED FUNDING

WHEREAS, the West Oakland Redevelopment Project Area contains many commercial areas in need of revitalization and physical improvement; and

WHEREAS, the Agency approved Resolution No. 2006-0001 C.M.S. adopting the West Oakland Façade Improvement Program and Resolution No. 2006-0003 adopting the West Oakland Tenant Improvement Program on January 17, 2006, which also authorized the Agency Administrator to approve and execute all third party design contracts within the available budget for these programs; and

WHEREAS, the West Oakland Façade Improvement and Tenant Improvement Programs provide up to \$5,000 in free design assistance per project; and

WHEREAS, the West Oakland Project Area Committee recommended on October 10, 2007, to allocate \$75,000 in additional monies to be utilized for design services for the West Oakland Façade Improvement and Tenant Improvement Programs; and

WHEREAS, these additional monies will be used to augment existing design contracts with architects that provide design services for the West Oakland Façade Improvement and Tenant Improvement Programs; now, therefore, be it

RESOLVED: That the Agency hereby allocates \$75,000 from the West Oakland Redevelopment Operations Fund and Project (Fund 9590, Project S233510, Redevelopment Projects Org. 88679) for design services for the West Oakland Façade Improvement and Tenant Improvement Programs; and be it

FURTHER RESOLVED: That the Agency Administrator is authorized to negotiate and enter into amendments to all design contracts under the West Oakland Façade Improvement and Tenant Improvement Programs to increase contract amounts up to the additional funding amount authorized by this Resolution; and be it

FURTHER RESOLVED: That the Agency Administrator 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.

IN AGENCY, OAKLAND, CALIFORNIA, _____

PASSED BY THE FOLLOWING VOTE:

AYES - BRUNNER, KERNIGHAN, NADEL, QUAN, BROOKS, REID, CHANG, AND
CHAIRPERSON DE LA FUENTE

NOES -

ABSENT -

ABSTENTION -

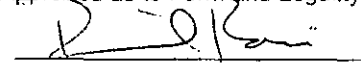
ATTEST:

LATONDA SIMMONS
Secretary of the Redevelopment Agency
of the City of Oakland, California

OFFICE OF THE CITY CLERK
OAKLAND

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Approved as to Form and Legality


Agency Counsel

REDEVELOPMENT AGENCY OF THE CITY OF OAKLAND

Resolution No. _____ C.M.S.

AN AGENCY RESOLUTION ADOPTING THE WEST OAKLAND NEIGHBORHOOD PROJECT INITIATIVE PROGRAM AND ALLOCATING TWO HUNDRED THOUSAND DOLLARS (\$200,000) FOR THE PROGRAM FROM WEST OAKLAND REDEVELOPMENT PROJECT FUNDS

WHEREAS, there is a need for a blight reduction program that impacts general blighting conditions throughout the West Oakland Redevelopment Project Area; and

WHEREAS, the staff of the Community and Economic Development Agency have prepared the West Oakland Neighborhood Projects Initiative ("NPI") program to assist in addressing general blighting conditions within the Project Area; and

WHEREAS, the NIP program will assist residents, community groups and businesses in the West Oakland Project Area by providing them with monetary tools necessary to address the correction of minor blighting conditions while working with other City of Oakland and Agency programs; and

WHEREAS, the NPI program is consistent with and will further the purposes of the West Oakland Redevelopment Plan and its Five-Year Implementation Plan adopted on November 18, 2003 by Ordinance No. 12259 C.M.S.; and

WHEREAS, the Agency wishes to support these activities by allocating \$200,000 of unexpended West Oakland project funds for the NPI program; now, therefore, be it

RESOLVED: That the Agency hereby adopts the West Oakland Neighborhood Projects Initiative Program to provide assistance in reducing blighting effects in the West Oakland Project Area; and be it

FURTHER RESOLVED: That the NPI program shall fund neighborhood infrastructure improvements that fall within at least one of the following categories:

1. Crime Deterrent Improvements;
2. Neighborhood or Corridor Beautification;
3. Establishment of Community Identity; or
4. Community Facility Upgrade; and be it

FURTHER RESOLVED: That eligible applicants under the NPI program shall include community organizations, area residents and business owners, and Citydepartments; and be it

FURTHER RESOLVED: That eligible funding requests under the NPI program shall be between \$1,000 and \$50,000; and be it

FURTHER RESOLVED: That the Agency hereby appropriates \$200,000 from the West Oakland Redevelopment Operations Fund and Project (Fund 9590, Project S233510, Redevelopment Projects Org.88679) to the NPI program; and be it

FURTHER RESOLVED: That staff will return to the Agency for authorization to award grants funds for individual projects that apply for funding under the NPI program; and be it

FURTHER RESOLVED: That the Agency Administrator or her designee is authorized to adopt guidelines for the NPI program and to conduct negotiations and take any other actions with respect to the Program consistent with this Resolution and its basic purpose.

IN AGENCY, OAKLAND, CALIFORNIA, _____

PASSED BY THE FOLLOWING VOTE:

AYES - BRUNNER, KERNIGHAN, NADEL, QUAN, BROOKS, REID, CHANG, AND
CHAIRPERSON DE LA FUENTE

NOES -

ABSENT -

ABSTENTION -

ATTEST:

LATONDA SIMMONS
Secretary of the Redevelopment Agency
of the City of Oakland, California