

**CITY of OAKLAND**

OFFICE OF THE CITY CLERK

2006 MAY 11 AM 9:15

**Agenda Report**

TO: Office of the City Manager/Agency Administrator  
ATTN: Deborah Edgerly  
FROM: Community and Economic Development Agency  
DATE: May 23, 2006

**SUBJECT: A Resolution Authorizing a One-Year Extension of the Project Area Committee for the Broadway/MacArthur/San Pablo Redevelopment Project to July 25, 2007**

**A Resolution Amending the Procedures of Formation for the Project Area Committee for the Broadway/MacArthur/San Pablo Redevelopment Project to Designate the Temescal Telegraph Community Association as a Community Organization Represented on the Project Area Committee**

---

**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, 2006 unless extended by action of City Council. The second resolution amends the Procedures of Formation for the PAC to designate the Temescal Telegraph Community Association, a merchant's group, 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**

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 2006/07 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

Item No. \_\_\_\_\_  
CED Committee  
May 23, 2006

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. 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 three one-year extensions of the PAC in 2003, 2004 and 2005. The most recent extension, approved by City Council on July 19, 2005 (Resolution No. 79420 C.M.S.), will expire on July 25, 2006.

Following the certification of the PAC, the Agency received several requests from community organizations 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 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, 2006 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 Redevelopment 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.

At the May 4, 2006 PAC meeting, the PAC passed a motion recommending that City Council extend the PAC so that they can have an 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 six years.

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

At the present time there are 2 religious organizations and 7 neighborhood groups represented on the PAC. Two community organizations that were previously appointed to the PAC by City Council failed to appoint representatives to the PAC for a period of over one-year and were therefore administratively removed from the PAC at their May 2006 meeting. These organizations include the Oakland Coalition of Congregations (a religious organization) and the Greater Broadway/580 Business Association (a merchant's organization).

The Temescal Telegraph Community Association, the merchant's group that represents the Business Improvement District in the Temescal neighborhood on Telegraph Avenue, has requested to be added to the PAC. If appointed, they would fill a vacant merchant organization position on the PAC. In order to appoint them to the PAC, it is necessary to amend the Procedures of Formation to add them to the list of organizations seated on the PAC. The PAC has been informed of this proposal and has stated their support for the appointment of the Temescal Telegraph Community Association.

### **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.

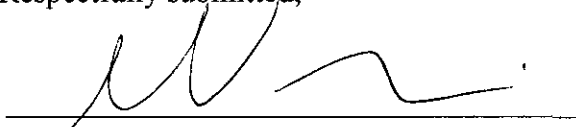
### **RECOMMENDATIONS AND RATIONALE**

Staff recommends that the City Council extend the PAC until July 25, 2007. 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 designate the Temescal Telegraph Community Association as a community organization represented 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 appoint the Temescal Telegraph Community Association as a community organization represented on the PAC.

Respectfully submitted,



Dan Vanderpriem, Director of Redevelopment,  
Economic Development, and Housing and  
Community Development

Prepared by:  
Kathy Kleinbaum  
Urban Economic Analyst III

APPROVED FOR FORWARDING TO  
THE COMMUNITY AND ECONOMIC  
DEVELOPMENT COMMITTEE



Office of the City Administrator

2006 MAY 11 AM 9:16

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, 2007**

**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 Council authorized the second one-year extension of the PAC for the Broadway/MacArthur/San Pablo Redevelopment Project on July 19, 2005 (Resolution No. 79420 C.M.S.); and

**WHEREAS**, the time extension for the PAC for the Broadway/MacArthur/San Pablo Redevelopment Project will expire on July 25, 2006; and

**WHEREAS**, on May 4, 2006, 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; 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, 2007.

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_, 2006

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

OFFICE OF THE CITY CLERK  
OAKLAND

2006 MAY 11 AM 9:16

APPROVED AS TO FORM AND LEGALITY:

  
DEPUTY CITY ATTORNEY

## OAKLAND CITY COUNCIL

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

---

**A RESOLUTION AMENDING THE PROCEDURES OF FORMATION FOR THE BROADWAY/ MACARTHUR/ SAN PABLO REDEVELOPMENT PROJECT AREA COMMITTEE TO DESIGNATE THE TEMESCAL TELEGRAPH COMMUNITY 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 the numbers of community organizations that may be appointed to the PAC from each subtype of organization to three merchant/business groups, three religious organizations, and seven neighborhood organizations; and

**WHEREAS**, at the present time there are two religious organizations and seven neighborhood organizations designated to serve on the PAC, but no merchant/business groups; and

**WHEREAS**, the Temescal Telegraph Community Association, a merchant organization, 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**, the PAC has recommended appointing the Temescal Telegraph Community Association to the PAC; now therefore be it

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

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_, 2006

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