

CITY OF OAKLAND
AGENDA REPORT

2010 JUN 30 AM 10: 55

TO: Office of the City Administrator
ATTN: Dan Lindheim
FROM: Community and Economic Development Agency
DATE: July 13, 2010

RE: **Resolution Designating the Lowell Street/Golden Gate/Gaskill
Neighborhoods, Adjacent to the Broadway/MacArthur/ San Pablo
Redevelopment Project Area, as a Redevelopment Survey Area**

SUMMARY

The item is a request for City Council approval of a resolution designating the portion of North Oakland known as the Lowell Street/Golden Gate/Gaskill neighborhoods, adjacent to the Broadway/MacArthur/San Pablo Redevelopment Project Area, as a redevelopment survey area. Staff is recommending the adoption of the redevelopment survey area for the purpose of exploring the feasibility of amending the Broadway/MacArthur/San Pablo Redevelopment Plan to expand the boundaries of the Broadway/MacArthur/San Pablo Project Area to include these adjacent neighborhoods. The adoption of the survey area is the first step in determining the feasibility of expanding the boundaries of the Project Area. Including this area within the Project Area will enable the 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 the adoption of the survey area. This action merely allows Agency staff to analyze the feasibility of expanding the boundaries of the existing Redevelopment Project Area. The adoption of the survey area will have no effect on the General Fund.

Staff estimates that the cost of the consultant contracts necessary to complete the required studies and reports to amend the Redevelopment Plan will be approximately \$500,000. These contracts, which include a blight study, environmental impact report, fiscal analysis, and legal survey, will be funded by the Broadway/MacArthur/San Pablo Redevelopment Project Area. Staff will return to the Agency to request approval for Agency expenditures on consultant contracts related to this amendment at a later date, following a Request for Proposals process for each contract.

Item _____
CED Committee
July 13, 2010

BACKGROUND

The Broadway/MacArthur/San Pablo Project Area was designated as a redevelopment survey area on November 18, 1997 (Resolution No. 73930 C.M.S.) and was adopted as a Redevelopment Project Area on July 25, 2000 (Ordinance No. 12269 C.M.S.). The Project Area, which comprises approximately 600 acres, includes two sub-areas: the area between 27th and 42nd Street from Telegraph to Broadway, and San Pablo between 53rd and 67th Street. The initial focus of the area was to revitalize Broadway Auto Row, the portion of Telegraph Avenue between downtown and the MacArthur BART Station, and the Golden Gate District of San Pablo Avenue. The Project Area Committee (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.

Community members who live adjacent to the San Pablo sub-area have requested that the Redevelopment Agency explore extending the boundaries of the Broadway/MacArthur/San Pablo Redevelopment Project Area to include the geographic area currently defined as Police Beat 10X, which includes the Lowell Street/Golden Gate/Gaskill neighborhoods. The proposed survey area includes the parcels immediately east of San Pablo to the intersection of Market Street and Adeline Street. The north and south borders of the proposed area are defined by the city borders of Emeryville and Berkeley. A map of the proposed survey area is attached to the resolution accompanying this staff report as *Exhibit A*.

An organized group of community members created a petition to show community support for expanding the existing Redevelopment Project Area to include this area. The petition was signed by over 500 residents in an area with approximately 1,300 parcels. In response to the petition, staff held two community meetings in the neighborhood in October 2009 and February 2010 explaining what it means to be a redevelopment project area and describing the adoption process. At the February meeting, the participants unanimously voted to move ahead with adopting the survey area and starting the redevelopment adoption process.

KEY ISSUES AND IMPACTS

Adopting the survey area for the possible extension of the Broadway/MacArthur/San Pablo Project Area will allow Agency staff to prepare the necessary studies to determine the feasibility of including this area in the Redevelopment Project Area. These studies will describe the blighting conditions, the proposed project improvements, and revenues to pay for project improvements. Based on this information, the City Council and Planning Commission may then make an informed decision regarding amending the boundaries of the Redevelopment Project Area. The cost of completing these studies is estimated to be approximately \$500,000 and would be funded by tax increment revenues from the existing Broadway/MacArthur/San Pablo Redevelopment Project Area.

Item _____
CED Committee
July 13, 2010

Adopting a survey area to include these neighborhoods is the first step in establishing the area as part of the Broadway/MacArthur/San Pablo Redevelopment Project. Including an area within the survey area boundaries does not in itself mean the area will become part of the Project Area.

Adoption of redevelopment projects is governed by the California Community Redevelopment Law (Health and Safety Code Sections 33000, et seq.) which allows the legislative body of a city (i.e., the City Council) to ultimately establish all, or any part, of a survey area as a redevelopment project area.

The primary reason community members in this area wish to be part of a redevelopment area is to rehabilitate Lowell Street, an industrial street located in the middle of a primarily residential area. Lowell Street presently has no sidewalks, poor street lighting, vacant buildings and lots, and has been an on-going community concern due to speeding cars and illegal dumping.

The existing Broadway/MacArthur/San Pablo PAC supports moving forward with studying the amendment to the existing Project Area. The PAC members made a motion to support the amendment and to fund the cost of the studies required to complete the amendment process. Should Council move forward with the Redevelopment Plan amendment process to expand the Project Area, PAC membership will need to be expanded to include representatives from the prospective expansion area.

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: As part of future redevelopment agreements that would be executed in the amendment area, staff will include provisions 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 and through the Community Redevelopment Law requirement 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 adoption of a survey area and does not include the approval of any projects or programs. Disability and senior access issues will be addressed when

Item _____
CED Committee
July 13, 2010

specific redevelopment projects and programs are brought to the Agency or Council for approval.

RECOMMENDATIONS AND RATIONALE

Adopting this resolution to establish the survey area will allow staff to analyze the feasibility of expanding the boundaries of the existing Redevelopment Project Area. It does not commit the City or Agency to adopting the redevelopment amendment. Staff recommends moving forward with this preliminary step 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 resolution designating the Lowell Street/Golden Gate/Gaskill neighborhoods adjacent to the Broadway/MacArthur/San Pablo Redevelopment Project Area areas as a redevelopment survey area.

Respectfully submitted,

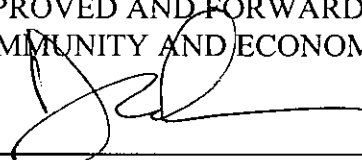


Walter S. Cohen, Director
Community and Economic Development Agency

Reviewed by: 
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:

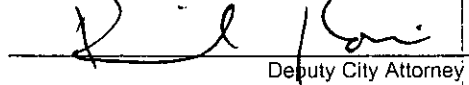


Office of the City Administrator

FILED
OFFICE OF THE CITY CLERK
OAKLAND

2010 JUN 30 AM 10:55

APPROVED AS TO FORM AND LEGALITY


Deputy City Attorney

OAKLAND CITY COUNCIL

RESOLUTION NO. _____ C.M.S.

A RESOLUTION DESIGNATING THE LOWELL STREET/GOLDEN GATE/GASKILL NEIGHBORHOODS, ADJACENT TO THE BROADWAY/MACARTHUR/SAN PABLO REDEVELOPMENT PROJECT AREA, AS A REDEVELOPMENT SURVEY AREA

WHEREAS, the City Council adopted the Broadway/MacArthur/San Pablo Redevelopment Project on July 25, 2000 (Ordinance No. 12269 C.M.S.); and

WHEREAS, staff has identified possible blight conditions within an area in North Oakland generally extending east of the existing Broadway/MacArthur/San Pablo Redevelopment Project Area to the intersection of Market and Adeline Streets and bounded by Berkeley to the north and Emeryville to the south, which is designated as the "Lowell Street/Golden Gate/Gaskill Amendment Redevelopment Survey Area" on the map attached to this Resolution as **Exhibit A**; and

WHEREAS, Sections 33310 through 33312 of the California Community Redevelopment Law (Health and Safety Code Section 33000, et seq.) authorizes a city by resolution to designate a redevelopment survey area; and

WHEREAS, designation of the territory described as the "Lowell Street/Golden Gate/Gaskill Amendment Redevelopment Survey Area" in the attached map would allow staff to determine the feasibility of amending the boundaries of the Broadway/MacArthur/San Pablo Redevelopment Project Area to encompass this territory; now, therefore, be it

RESOLVED: That the City Council hereby designates that territory outlined as the "Lowell Street/Golden Gate/Gaskill Amendment Redevelopment Survey Area" on the map attached to this resolution as **Exhibit A** as a redevelopment survey area pursuant to California Health and Safety Code Section 33310; and be it further

RESOLVED: That the Council hereby finds and determines that said survey area requires study to determine if the inclusion of said area within a redevelopment project area is feasible, and whether the *Broadway/MacArthur/San Pablo Redevelopment Plan* should be amended to incorporate this territory.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 2010

PASSED BY THE FOLLOWING VOTE:

AYES- BROOKS, DE LA FUENTE, KAPLAN, KERNIGHAN, NADEL, QUAN, REID,
AND PRESIDENT BRUNNER

NOES-

ABSENT-

ABSTENTION-

Attest: _____
LATONDA SIMMONS
City Clerk and Clerk of the Council
of the City of Oakland, California

EXHIBIT A

MAP OF LOWELL STREET/GOLDEN GATE/GASKILL AMENDMENT SURVEY AREA

EXHIBIT A

Lowell/Golden Gate/ Gaskill Redevelopment Survey Area

