

# COUNCIL TRACKING REPORT - JULY 2009

## Sidewalk Liability

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

2009 SEP -3 AM 9:13		REPORT TITLE	Date Approved	Legistar No.
		Adopt an Ordinance of the City of Oakland Adding Chapter 12.22 to the Oakland Municipal Code to Establish Landowner Responsibility and Liability for Sidewalk Safety and Maintenance	Council 2/3/09	07-1731
		Motion	Department	Staff person
		Council rejected staff's recommendation but asked staff to develop a brochure to educate property owners about their responsibility for sidewalk damages. Council also directed staff to come forward with a budget request for \$45K during the budget process to create an electronic database of tree records.	CEDA - Engineer	Mike Neary Gus Amirzehni S. Hom B. Saunders J. Alderson
Due Date	Action Steps	Progress Report		
May 2009	Develop plan for and initiate tree data entry	<p><b>Feb. 2009</b> - Staff is exploring use of summer interns to do data entry</p> <p><b>March 2009</b> - Recent ESRI software update will permit GIS data to have identifiers attached to specific asset points. DIT creating application tool. Current PWA staff will be trained and assigned to perform the data entry to update tree attributes.</p> <p><b>April 2009</b> – No actions reported</p> <p><b>May 2009</b> – DIT GIS Team developed program to record data associated with tree survey maps.</p> <p><b>June 2009</b> – No changes; D. Gallagher retired.</p> <p><b>July 2009</b> - Data on the City's existing card catalog system is being entered into an electronic data base, using Light Duty personnel, when available – prior to final determination whether a tree is an Official City Tree or not; information needed to establish if abutting property owner is responsible for curb, gutter and sidewalk damage caused by Unofficial Street Trees. <b>This Action Step is now complete.</b></p>		

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	Due Date	Action Steps	Progress Report
July 2010	Data entry of all Street Trees	<b>July 2009</b> – Began data input	
May/June 2009	Submit budget request for database development	<p><b>Feb. 2009</b> - Discussing software costs with City Administrator on March 16<sup>th</sup>.</p> <p><b>March 2009</b> - ESRI software update noted above, with application tool being prepared by DIT will eliminate the need for a new \$45k database program.</p> <p><b>This Action Step is now obsolete / complete.</b></p>	
April 2009	Create and distribute brochure	<p><b>Feb. 2009</b> - Staff is reviewing brochure to make changes. Staff has contacted EBMUD about possible insertion in billing.</p> <p><b>March 2009</b> - Brochure update will be completed by April's end. Staff will include a copy of the brochure when sending Notices To Repair to property owners. Additional options for mass mailing include direct mailing or using solid waste billing. Staff is exploring these options.</p> <p><b>April 2009</b> – Brochure being finalized for printing.</p> <p><b>May 2009</b> - Brochure complete (copy attached) – Copy included as part of a Supplemental Report to the Rosas Bros. repair contract (Legistar No. 09-0339) at Public Works Committee on May 26<sup>th</sup>. Staff working on logistics to send copy out with utility bills this summer.</p> <p><b>June 2009</b> – No changes</p> <p><b>July 2009</b> – Flyers scheduled to be mailed w/ Notice to Repair letters to property owners whose frontage sidewalk repair contracts are currently proposed in August. Mass mailing scheduled for September 2009, w/ Waste Management statements.</p>	

# COUNCIL TRACKING REPORT – JULY 2009

## Retail Enhancement Strategy

REPORT TITLE		Date Approved	Legistar No.
<b>Action On A Report And Recommendations To Accept The Oakland Retail Enhancement Strategy And To Authorize Actions Included In The Implementation Plan</b>		Council 1/6/09	07-1175
<b>Motion</b>		Department	Staff person(s)
<p>Approved the committee's recommendation and requested the following additional information on: 1) Retail retention; 2) Restaurant marketing; 3) Land banking; and 4) Nurturing new retail areas. Staff was also requested to bring back a report on the use of redevelopment funds and rezoning as part of the Planning Department's report. The December 16, 2008 Community and Economic Development Committee directed staff to take action and bring back a status report on the following: 1) A large format store program (page 6, task 3); 2) A key vacancy program (page 8, task 2); 3) A consumer-oriented marketing campaign (page 11, task 2) including "Modifying the city's web pages to be more similar to San Jose's www.sanjoseretail.com; 4) A retail working group (page 12, task 1) 5) A retail cabinet (page 13, task 2) 6) An annual retail report to Council (page 14, task 4, action 1) and 7) Analysis of site locations for auto dealerships, including evaluation of schools and churches in major thoroughfares</p>		CEDA	Keira Williams
Due Date	Action Steps	Progress Report	
<p>June 2009, followed by on-going monthly activities</p>	<p>Develop large-format store program</p> <ul style="list-style-type: none"> <li>▪ Broadway Retail Corridor (BRC) a.k.a. Broadway/Valdez District (BVD)</li> <li>▪ 880 Loop</li> <li>▪ Grocery Initiative</li> </ul>	<p><b>Jan/Feb 2009</b> – Address ranges being identified and aerial photos being taken for the Broadway Retail Corridor Specific Plan project. Consultant team hired to produce BRC Specific Plan and EIR (led by Wallace Roberts Todd). Staff providing data. Grocery company in escrow for West Oakland property. Staff pursuing interested party for an East Oakland property, with additional parties showing renewed interest in Oakland sites..</p> <p><b>March 2009</b> - Address ranges and aerials completed for all parcels in the Broadway/Valdez District Specific Plan area. Met with three property owners and 11 auto dealers in the</p>	

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## Retail Enhancement Strategy

Due Date	Action Steps	Progress Report
<p>June 2009, followed by on-going monthly activities</p>	<p>(continued)                      Develop large-format store program</p> <ul style="list-style-type: none"> <li>▪ Broadway/Valdez District</li> <li>▪ Grocery Initiative</li> </ul>	<p>Broadway/Valdez District.                      ED staff completed its initial project startup work and is participating in facilitation of the community stakeholder and public outreach meetings, as well as ongoing discussions with consultant team.</p> <p><b>April 2009 – Grocery Initiative:</b> A national large-format full service grocer is in escrow on a property in West Oakland and is seriously interested in an East Oakland site. A national small-format grocer has renewed its interest in Oakland and is looking at a number of sites.</p> <p>Staff is also working with Safeway as it pursues its major renovation efforts at Claremont &amp; College and 51<sup>st</sup> &amp; Broadway locations</p> <p><b>May 2009 - -Broadway/Valdez District:</b></p> <p>--At the ICSC trade show, discussed the area with 5-10 retailers and brokers; have serious interest from 4 major retail developers. Continue to speak with area property owners.</p> <p>--Staff is reviewing Specific Plan team's Existing Conditions draft report.</p> <p>--One public outreach meeting (over 100 participants), one community stakeholder group (about 30 participants) and two technical advisory group meetings have been held.</p> <p>--An incentive targeting retailers with the potential for high job creation, high sales tax generation, and/or highly desired small retailers is included in an upcoming report to CED on June 23 on prospective business incentives.</p> <p><b>May 2009 - -880 Loop:</b></p> <p>--Working with prospective buyer of former Home Base site, which has a major retailer in tow.</p> <p>--Next up - inventory sites.</p>

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<p>June 2009, followed by on-going monthly activities</p>	<p>(continued)            Develop large-format store program</p> <ul style="list-style-type: none"> <li>▪ Broadway/Valdez District</li> <li>▪ Grocery Initiative</li> </ul>	<p>project.  <b>June 2009 – 880 Loop:</b> --Met with broker whose developer client is interested in the area. <b>June 2009 – Grocery Initiative:</b> --Met with grocer/pharmacist interested in Jack London Gateway.  <b>July 2009 – Broadway/Valdez District:</b> --Provided input to consultant’s existing conditions draft; participated in July 9 public meeting            --Co-led well-received tour of Broadway/Valdez area for Urban Land Institute Transit Oriented Development group (audience of mostly architects, planners, agency staff)  <b>July 2009 – Grocery Initiative:</b> --Discussions and negotiations continuing with two national grocers about securing new locations.            –            Next step: Identify Redevelopment staff to coordinate 880 Loop property inventory.</p>
<p>July 2009, followed by on-going monthly activities</p>	<p>Implement key neighborhood vacancy program / nurture neighborhood retail nodes (on-going)</p>	<p><b>Jan/Feb 2009 –</b> Conducting discussions with Redevelopment and Neighborhood Services staff, Local Initiatives Support Corporation, CBDs, OMLF to set parameters and ID appropriate nodes.            Staff gathering materials to create a matrix catalog of all 53 retail nodes.  <b>March 2009 -</b> Staff continues to work with commercial district stakeholders wishing to renew BID/CBD designation, pursue CBD designation: Dimond, Grand Avenue, Oakland Airport Business Park, and Piedmont Avenue, as well as work with existing CBD managers on areas of common concern.  <b>April 2009 -</b> Did analysis of opportunity sites recently acquired by ORA. Assessed which are viable for retail.            Worked with Cultural Arts &amp; Marketing to develop attractive 1-</p>

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Due Date	Action Steps	Progress Report
<p>July 2009, followed by on-going monthly activities</p>	<p>(continued) Implement key vacancy program / nurture neighborhood retail nodes</p>	<p>page "opportunity site flyers" for each site, to be used at ICSC events and elsewhere:</p> <ul style="list-style-type: none"> <li>▪ 2777 Foothill Blvd.</li> <li>▪ Foothill &amp; Seminary (multiple parcels)</li> <li>▪ 73rd &amp; Foothill</li> <li>▪ 66th &amp; San Leandro</li> <li>▪ 6775 Oakport Way</li> </ul> <p>Have run CoStar reports of retail for-lease and for-sale inventory and identified key sites to market at upcoming trade show. Next step: Build meeting schedule around these and other sites at upcoming ICSC Las Vegas trade show, May 17-20.</p> <p><b>May 2009 -- Key Vacancies:</b></p> <ul style="list-style-type: none"> <li>--Completed aforementioned flyers.</li> <li>--Met with 53 retailers, developers, brokers and shared with them info/flyers on these and other opportunity sites.</li> <li>--RFQ is in the works to recruit developer(s) to develop a group of ORA owned sites, including most of these.</li> <li>--An incentive targeting retailers with the potential for high job creation, high sales tax generation, and/or highly desired small retailers is included in an upcoming report to CED on June 23 on prospective business incentives.</li> <li>--Also included in the prospected incentives is a prospective Master Retail Tenant Program in which the City would lease ground floor tenant spaces in targeted nodes, and thus control who occupies the spaces.</li> </ul> <p><b>May 2009 -- Nurture Neighborhood Nodes:</b></p> <ul style="list-style-type: none"> <li>--Staff is developing a Community Benefit District Academy (CBD) to provide training to CBD leaders.</li> <li>--Staff is working with the Alameda County Small Business Development Center to launch a retailer training program.</li> </ul>

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Due Date	Action Steps	Progress Report
<p>July 2009, followed by on-going monthly activities</p>	<p>(continued)                      Implement key vacancy program / nurture neighborhood retail nodes</p>	<p>--OMLF is continuing to survey merchants associations as to their level of organization, capacity, needs, readiness to consider forming a CBD, etc.  <b>June 2009 – Key Vacancies:</b>                      --Helped resolve building approvals for pioneering Actual Café at 6334 San Pablo.                      --Helped resolve various move-in issues for Remedy Coffee at 4316 Telegraph.  <b>June 2009 -- Nurture Neighborhood Nodes:</b>                      --Staff met with CM De La Fuente re retail concerns and opportunities in Fruitvale.  <b>July 2009 - Key Vacancies:</b>                      --Have continued to meet with developers re various opportunity sites around the city.                      --Worked with prospective restaurant tenant at former Quikway restaurant site on Lakepark Way                      --Helped resolve building approvals for pioneering Actual Café at 6334 San Pablo.                      --Helped resolve various move-in issues for Remedy Coffee at 4316 Telegraph.</p>
<p>November 2009</p>	<p>Develop and expand current Marketing / Retention programs</p> <ul style="list-style-type: none"> <li>▪ Retail Real Estate Marketing (9/09)</li> </ul>	<p><b>Jan/Feb 2009</b> – Continued to delegate projects to OMLF and provide referrals to local business service organizations. Identifying other cities to contact about best practices. Working with principals at Restaurant Bootcamp to stage Restaurant Bootcamp 2009 in Oakland in July. Updating collateral materials for next 2 International Council of Shopping Centers conferences                      Staff meets every two weeks to discuss market strategies for Agency owned and privately held properties.  <b>March 2009</b> – Met with Cultural Arts staff March 3<sup>rd</sup> to discuss</p>



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November 2009	<p>(continued)</p> <p>Develop and expand current Marketing / Retention programs</p> <ul style="list-style-type: none"> <li>▪ Retail Real Estate Marketing (9/09)</li> </ul>	<p>prospective retailer retention initiative, retail oriented marketing, and web content.</p> <p><i>Retail Retention:</i> Under ED staff direction, OMLF holding training workshops, and doing outreach to merchant associations, [facilitate their tapping into Oakland's business service organizations (BSOs), participate in merchant survey, and inventorying retail vacancies].</p> <p>ED staff continues to work with small to large retailers requesting assistance, delegating projects to OMLF, making referrals to BSOs, supporting the City's Community Benefit Districts and merchants organizations.</p> <p>Staff checking other cities about best practices (e.g., City of San Francisco's Better Neighborhoods initiative), speaking with retailers on issues they're facing in the current economy.</p> <p><b>April 2009</b> - ED staff following up on discussions Council President Brunner and Cultural Arts &amp; Marketing staff had on marketing, including web content to consumers, mostly the "Dine Oakland" campaign.</p> <p>ED and Marketing staff continued working with principals at Restaurant Bootcamp (<a href="http://restaurantbootcamp.com">http://restaurantbootcamp.com</a>) to stage Restaurant Bootcamp 2009 in Oakland, now slated for October 2009 (not July) to be held at Jack London Square.</p> <p><i>Retail Real Estate Marketing:</i> Staff is preparing for the upcoming International Council of Shopping Centers trade show by updating 4 marketing pieces, creating a new retail "lure" piece, as well as creating the aforementioned 5 opportunity site flyers.</p> <p>Work also included finalizing a "leasing mall" booth, ordering a giveaway item, identifying other key opportunity sites, scheduling meetings for staff with developers, brokers and retailers</p>

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November 2009	(continued) Develop and expand current Marketing / Retention programs <ul style="list-style-type: none"> <li>▪ Retail Real Estate Marketing (9/09)</li> </ul>	<p><b>May 2009</b> --Successfully executed trade show mission: 200 sf booth, 5 Oakland personnel, 53 meetings/discussions, 186 booth visitors, several lunches and receptions.</p> <p>--Produced Downtown aerial competition/opportunity map as well as the aforementioned new/revised collateral pieces.</p> <p>--Will start work on revising What Oakland Offers and Oakland Shopping Centers pieces.</p> <p>--Working on new Business Assistance Center's collateral: 1-page flyers on pertinent City agencies, tweaking BAC's website, working on client interface/program.</p> <p>--Producing an Oakland Retail Tour to occur in September 2009.</p> <p><b>June 2009</b> Met with Restaurant Bootcamp and Retail Tour teams.</p> <p><b>July 2009</b> -- Continued to plan for Retail Tour: planned route, recruiting lunch speaker, working with lunch venue. Planning for September 3-4 ICSC Western Division Conference. Completed BAC collateral.</p>
July 2009	Establish a Retail Working Group (interdisciplinary City staff)	<p><b>Jan/Feb 2009</b> -- Names and list of topics compiled.</p> <p><b>March 2009</b> - Names and topic have been compiled. Next step is scheduling initial meeting composed of City economic development, redevelopment, building services, planning, public works, police, fire, and City Administrator staff.</p> <p><b>April 2009</b> - No progress to report.</p> <p><b>May 2009</b> -- Next up on the action list.</p> <p><b>June 2009</b> --</p> <p><b>July 2009</b> -- Determined that Business Assistance Center's departmental liaison group could serve as basis for retail working group.</p>

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Due Date	Action Steps	Progress Report
July 2009	Establish a Retail Advisory Group (Cabinet) of External Stakeholders	<p><b>Jan/Feb 2009</b> – Names and list of topics identified</p> <p><b>March 2009</b> - Names and topic have been compiled. Next step is scheduling initial meeting with steering committee. Members of the advisory group are anticipated to represent retail business owners, brokers, developers, consultants, designers, contractors, local business advocates, and CBDs.</p> <p><b>April 2009</b> - No additional progress to report.</p> <p><b>May 2009</b> - Next up on the action list.</p> <p><b>June 2009</b> - No additional progress to report.</p> <p><b>July 2009</b> – Drafted and reviewed participant list, planning agenda, identifying first meeting date.</p>
July 2009	Identify possible sites for auto dealers who may need to relocate from Auto Row	<p><b>Jan/Feb 2009</b> – CoStar report completed – Identified locations in Coliseum area 2-acres or larger</p> <p><b>March 2009</b> – Met with ED and Redevelopment marketing team March 23<sup>rd</sup> to discuss prospective sites.</p> <p><b>April 2009</b> - No additional progress to report.</p> <p><b>May 2009</b> --An incentive targeting auto dealers is included in an upcoming report to CED on June 23 on prospective business incentives.</p> <p>--Staff continues to monitor the former Superior Toyota site (in bankruptcy).</p> <p>--Staff in talks with Infiniti and two banks to identify sources of working capital.</p> <p>--Staff working with Honda and Caltrans to park Honda's cars under I-580.</p> <p><b>June 2009</b> - No additional progress to report.</p> <p><b>July 2009</b> - No additional progress to report.</p>

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Due Date	Action Steps	Progress Report
On-going	Land Banking (Land Assembly)	<p><b>Jan/Feb 2009</b> – Recently purchased/in process of buying: 2777 Foothill, 606 Clara + 9418 Edes, 6775 Oakport Way, multiple parcels at Foothill &amp; Seminary, and 73<sup>rd</sup> &amp; Foothill.</p> <p><b>March 2009</b> – No additional progress to report.</p> <p><b>April 2009</b> – See “Implement key vacancy program/nurture neighborhood retail nodes” section above for recent property purchases.</p> <p><b>May 2009</b> – Staff exploring stepping up strategic land acquisition and site options.</p> <p><b>June 2009</b> -</p> <p><b>July 2009</b> – ED staff continuing to recommend sites for acquisition and review sites proposed for acquisition. Redevelopment staff finalizing last few Foothill &amp; Seminary acquisitions.</p>