



# SUPPLEMENTAL

## City of Oakland

### Meeting Agenda

Office of the City Clerk  
Oakland City Hall  
1 Frank H. Ogawa Plaza  
Oakland, California 94612  
LaTonda Simmons, City Clerk

**\*Special Concurrent Meeting of the Redevelopment  
Agency and Council Community & Economic  
Development Committee**  
**Oakland City Hall, 1 Frank H. Ogawa Plaza, Oakland, California 94612**

**City of Oakland Website: <http://www.oaklandnet.com>**

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**Tuesday, December 01, 2009**

**2:30 PM**

**Hearing Room One - 1st Floor**

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**\*\*PLEASE NOTE CHANGE IN TIME\*\***

#### ***DEFINITION OF TERMS:***

***Consent Item: any action item that a subject matter Committee has forwarded to the full Council with unanimous recommendation for approval and is not controversial, and does not have a high level of public interest as determined by the Rules Committee.***

***Non-Consent Item: any action that a subject-matter Committee has forwarded to the full Council without unanimous recommendation for approval, or having a high level of public interest, or is controversial as determined by the Rules Committee.***

***Action Item: any resolution, ordinance, public hearing, motion, or recommendation requiring official vote and approval of the City Council to be effective.***

***Informational Item: an item of the agenda consisting only of an informational report that does not require or permit Council action.***

#### **Roll Call / Call to Order**

#### **COMMITTEE MEMBERSHIP:**

**President Jane Brunner, District 1; Patricia Kernighan, District 2; Larry Reid, District 7; Chairperson Vice Mayor Ignacio De La Fuente, District 5**

1 Approval of the Draft Minutes from the Committee Meeting held on November 10, 2009

2 Determination of Schedule of Outstanding Committee Items  
(CED120109)

3 Subject: Eleven Mills Act Contract  
From: Vice Mayor De La Fuente  
Recommendation: Adopt The Following Pieces Of Legislation:  
1) A Resolution To Approve Eleven Mills Act Contracts Between The City Of Oakland And The Following Properties: 1782 8th Street, 227 John Street, 1225 12th Street, 2429 13th Avenue, 1024 Adeline Street, 614 Haddon Road, 712-716 Peralta Street, 1676 12th Street, 3415-3417 Martin Luther King Jr. Way, 1717 16th Avenue, 460 W. Macarthur

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Boulevard, Pursuant To Ordinance No. 12784 C.M.S. [Two-Year Pilot Mills Act Program], To Provide These Owners With Property Tax Reductions In Exchange For Their Agreement To Repair And Maintain Their Historic Property In Accordance With Submitted Work Program; And

[\(09-0872\)](#)

2) An Ordinance Expanding And Making Permanent The Mills Act Property Tax Abatement Program For Qualified Historic Properties Which Was Established As A Two-Year Pilot Program Via Ordinance No. 12784 C.M.S.

[\(09-0872-1\)](#)

**This item is also scheduled as a Public Hearing on the December 8, 2009  
City Council Agenda**

4 Subject: Comprehensive Marketing Campaign Implementation  
From: Community and Economic Development Agency  
Recommendation: Adopt An Agency Resolution Authorizing The Agency Administrator To Negotiate, Execute And Amend Professional Services Contracts Without Returning To The Agency As Needed To Implement A Comprehensive Economic Development Marketing Program For Redevelopment Project Areas, Including A Marketing Strategy, Brand Identity And New Marketing Materials Needed To Promote Oakland As A Prime Location For Business, Development And Investment, And For The Design And Production Of Quarterly Newsletters, In An Amount Not To Exceed \$100,000 For Fiscal Year 2009-2010

[\(09-0903\)](#)

S-5 Subject: Coliseum Redevelopment Project Area - Amendment Eight  
From: Community and Economic Development Committee  
Recommendation: Adopt The Following Pieces Of Legislation:

1) An Ordinance Adopting The Eighth Amendment To The Coliseum Redevelopment Plan Extending The Time Limit For Eminent Domain Authority For An Additional Twelve Years And Setting A Bonded Indebtedness Limit; And

[\(09-0904\)](#)

2) An Agency Resolution Approving And Recommending Adoption Of The Eighth Amendment To The Coliseum Redevelopment Plan Extending The Time Limit For Eminent Domain Authority For An Additional Twelve Years And Setting A Bonded Indebtedness Limit

[\(09-0904-1\)](#)

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6 Subject: Historic Preservation Study - Highland Hospital  
From: Community and Economic Development Agency  
Recommendation: Adopt An Agency Resolution Authorizing An Owner Participation

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Agreement With The County Of Alameda To Grant \$415,000 Of Central City East Redevelopment Funds For A Historic Preservation Study And Minor Infrastructure Improvements Along 14th Avenue For The Alameda County Medical Center Highland Hospital Campus  
(09-0905)

7 Subject: Green Works Development Program  
From: Community And Economic Development Agency  
Recommendation: Adopt An Agency Resolution Adopting The Fiscal Year 2009-2011 Green Works Development Program In The Coliseum Redevelopment Project Area; Authorizing A Grant To The Peralta Community College District In An Amount Not To Exceed \$35,000 To Provide Green Education At Merritt College For Project Area Participants; Authorizing A Grant Agreement To The Oakland Unified School District In An Amount Not To Exceed \$35,000 To Provide Green Construction Training At Rudsdale Academy; And Allocating Funding In The Amount Of \$130,000 For The Program  
(09-0994)

S-8 Subject: Redevelopment Project Areas - Five Year Implementation Plan  
From: Community and Economic Development Agency  
Recommendation: Adopt The Following Pieces Of Legislation:

1) Resolution Adopting The 2009-2014 Implementation Plan For The Acorn Redevelopment Project  
(09-0907)

2) A Resolution Adopting The 2009-2014 Implementation Plan For The Broadway/MacArthur/San Pablo Redevelopment Project;  
(09-0907-1)

3) A Resolution Adopting The 2009-2014 Implementation Plan For The Central District Redevelopment Project;  
(09-0907-2)

4) A Resolution Adopting The 2009-2014 Implementation Plan For The Coliseum Area Redevelopment Project;  
(09-0907-3)

5) A Resolution Adopting The 2009-2014 Implementation Plan For The Oak Center Redevelopment Project; and  
(09-0907-4)

6) A Resolution Adopting The 2009-2014 Implementation Plan For The Stanford/Adeline Redevelopment Project  
(09-0907-5)

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- 9            Subject:    Oakland Enterprise Zone Expansion  
              From:        Community and Economic Development Agency  
              Recommendation: Adopt A Resolution Approving The Expansion Of The Oakland  
Enterprise Zone Into Remaining Commercial And Industrial Areas Citywide And  
Designating Qualified Targeted Employment Area  
[\(09-0941\)](#)
- 10           Subject:    Chamber Of Commerce Grant  
              From:        Community and Economic Development Agency  
              Recommendation: Adopt An Agency Resolution Authorizing A Grant Not To Exceed  
\$182,000, Subject To The Conditions Contained Herein, To Oakland Metropolitan  
Chamber Of Commerce Foundation To Pay Toward The Cost Of Installing The  
Sculptural Monument Titled Remember Them: Champions For Humanity By Mario  
Chiodo In Fox Square Park, Located At 19th Street And Rashida Muhammad Street  
[\(09-0943\)](#)
- 11           Subject:    Oakland Merchant Leadership Forum Contract  
              From:        Community and Economic Development Agency  
              Recommendation: Adopt The Following Pieces Of Legislation:
- 1) A Resolution Authorizing A Professional Services Contract With The Oakland  
Merchants Leadership Forum (OMLF) In An Amount Not To Exceed \$70,000 For  
Merchant Organizing, Commercial District Support Services And Program Development  
To Construct The Eat, Shop, Explore Oakland Grown Website For Fiscal Year  
2009-2010, And Accepting A Contribution Of \$25,000 From The Redevelopment  
Agency Under The Cooperation Agreement For This Purpose; And  
[\(09-0944\)](#)
- 2) An Agency Resolution Authorizing A Contribution Of \$25,000 In Redevelopment  
Funds To The City Of Oakland Under The Cooperation Agreement For A Professional  
Services Agreement With The Oakland Merchants Leadership Forum (OMLF) For  
Merchant Organizing And Commercial District Support Services For Fiscal Year  
2009-2010 In Several Redevelopment Project Areas  
[\(09-0944-1\)](#)
- 12           Subject:    Fox Theater Renovation Project Loan  
              From:        Community and Economic Development Agency  
              Recommendation: Adopt A Resolution Authorizing The Agency Administrator To  
Provide A Loan To Fox Oakland Theater, Inc., A California Non-Profit Corporation, In  
An Amount Not To Exceed \$2,000,000 To Fund The Completion Of The Fox Theater  
Renovation Project  
[\(09-0945\)](#)
- 13           Subject:    Oakland Army Base And PARC Services  
              From:        Councilmember Larry Reid  
              Recommendation: Action On A Report On The Status Of The Central Gateway Fill And

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Demolition Project At The Former Oakland Army Base  
(09-0989)

**Open Forum (TOTAL TIME AVAILABLE: 15 MINUTES)**

**Adjournment**

\* In the event of a quorum of the City Council participates on this Committee, the meeting is noticed as a Special Meeting of the City Council; however no final City Council action can be taken.

NOTE: Americans With Disabilities Act  
If you need special assistance to participate in Oakland City Council and Committee meetings please contact the Office of the City Clerk. When possible, please notify the City Clerk 48 hours prior to the meeting so we can make reasonable arrangements to ensure accessibility. Also, in compliance with Oakland's policy for people with environmental illness or multiple chemical sensitivities, please refrain from wearing strongly scented products to meetings.

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(TDD)

**MATERIALS RELATED TO ITEMS ON THIS AGENDA SUBMITTED  
TO THE CITY COUNCIL AFTER DISTRIBUTION OF THE AGENDA  
PACKETS MAY BE VIEWED IN THE OFFICE OF THE CITY CLERK,  
1 FRANK H. OGAWA PLAZA, 1ST AND 2ND FLOOR, OAKLAND, CA  
94612 FROM 8:30AM TO 5:00PM**

**LATONDA SIMMONS  
Agency Secretary/City Clerk  
and Clerk of the Council**

ORA - Oakland Redevelopment Agency  
S - Supplemental Item