

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

FILED
OFFICE OF THE CITY CLERK
OAKLAND

2010 APR 29 PM 7:53

TO: Office of the City Administrator
ATTN: Dan Lindheim
FROM: Community and Economic Development Agency
DATE: May 4, 2010

RE: **A Supplemental Report Revising The Recommended Allocation of Neighborhood Project Initiative (NPI) Funds In The Coliseum Redevelopment Area, to Remove The Proposed Project at 1446 High Street, To Authorize a Request For Proposals for \$28,000 In Remaining Coliseum NPI Funds For Council District 5, And To Authorize the Agency Administrator To Allocate Such Funds To Private Improvement Projects Without Returning To The Agency**

SUMMARY

At the Community and Economic Development (CED) Committee on April 27, 2010, staff revised its recommendation regarding the \$28,000 mural project at 1446 High Street sponsored by LBC Associates. Redevelopment staff now recommends that this project not be funded, and that the \$28,000 in NPI funds be awarded through a Request For Proposals (RFP) process to one or more projects located within Council District 5 of the Coliseum Redevelopment Area. If the projects selected under the RFP process are improvements to private properties, then the \$28,000 in NPI funds may be awarded without returning to City Council. If the selected projects are public improvements, those project would return to Council to make the findings required under redevelopment law whenever redevelopment funds are used to improve public facilities. The CED Committee directed that staff recommendation be amended to this effect.

FISCAL IMPACT

All funding sources and amounts identified in the original Council report remain valid. Staff has revised *Attachment A* to this supplemental report to reflect the new recommendation for the remaining \$28,000 of NPI funds for Council District 5.

KEY ISSUES AND IMPACTS

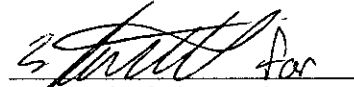
After further review, it was determined that the proposal lacked sufficient information to warrant recommendation by staff. As stated in the Call for Project, "the City reserves the sole right to evaluate each application and to accept or reject any or all applications received as a result of the selection process."

Item: _____
City Council
May 4, 2010

ACTION REQUESTED OF THE REDEVELOPMENT AGENCY AND CITY COUNCIL

Staff requests that the Redevelopment Agency approve the revised resolution presented with this supplemental report.

Respectfully submitted,



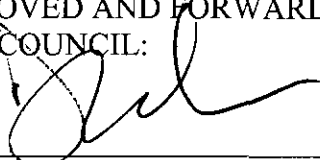
Walter S. Cohen, Director
Community and Economic Development Agency

Reviewed by:
Gregory D. Hunter, Deputy Director
Economic Development and Redevelopment

Reviewed by:
Larry Gallegos, Area Manager

Prepared by:
Rupa Parikh, Project Manager
Redevelopment Division

APPROVED AND FORWARDED TO THE
CITY COUNCIL:



Office of the City/Agency Administrator

Attachment A: Revised list of proposed FY 2009-2010 NPI Projects

Item: _____
City Council
May 4, 2010

ATTACHMENT A

**Coliseum Redevelopment Project Area
Neighborhood Project Initiative (NPI)
FY 2009-2010**

PROPOSED PUBLIC PROJECTS

(1) Jingletown Art Garden (SDS Area 4)

Council District: 5

Sponsor: Jingletown Arts and Business Community

Amount Recommended: \$8,000

Location: Peterson St. (between Ford and Chapman)

Description: Installation of 5-section mixed mosaic mural, hardscaping, plants, railroad tie entrances, and dog waste stations

Project Benefits and Blight Elimination:

The entire block on Peterson Street between Chapman St. and Ford St. in Jingletown has deteriorated into an eyesore and safety concern for local residents. The strip has become the site of a weed patch that is being utilized as an illegal dump site. Unwanted mattresses, building materials, dead animals, and debris are often dumped at this location. Two abandoned cars have been torched at this site in the past eight months. Local gangs consistently graffiti and tag the walls, and because the weeds are overgrown, pet owners do not clean up after their dogs. This beautification project would create a safe and picturesque place for children, families, and local residents to walk past and/or bring their pets. The block will no longer be an available dumpsite or encampment, or a tagging ground for local gangs. The owner of the wall has fully consented to the idea of a painted mural.

(2) Fruitvale Street Banners Beautification (SDS Area 4)

Council District: 5

Sponsor: Unity Council

Amount Recommended: \$24,000

Location: International Blvd. between 29th Ave. and 42nd Ave., and Avenida De La Fuente between International Blvd. and East 12th Street.

Description: Design and installation of approximately 100 street banners on both sides of the street that will help beautify the Fruitvale neighborhood while also providing snippets of information that will give pedestrians historical facts about the Fruitvale District.

Project Benefits and Blight Elimination:

Many of these Fruitvale corridors are fraught with illegal dumping, mattresses in front yards, trash littering, graffiti, and illegal vendors from the Sunday market who leave empty boxes. The installation of new banners will beautify the area aesthetically while also giving residents of the area a sense of pride and identity.

(3) Request For Proposals for Projects on Private Properties

Council District: 5

Amount Recommended: \$28,000

Location: Coliseum Redevelopment Area within Council District 5

Project Benefits and Blight Elimination:

One or more private properties within Council District 5 could benefit from the NPI program. Staff recommends issuing a Request for Proposals to solicit eligible projects within Council District 5 that could benefit from this \$28,000 in NPI funds.

(4) Rainbow Recreation Center Improvements

Council District: 6

Sponsor: Office of Council District 6

Amount Recommended: \$54,000

Location: 5800 International Blvd.

Description: Interior building tenant improvements that will likely include the installation of new windows and other basic modifications.

Project Benefits and Blight Elimination:

Rainbow Recreation Center is in dire need of renovation upgrades. It is currently operating under subpar conditions and is unsafe for the kids who use it. Upon renovation, this facility will offer local youth a place to learn and safely interact.

(5) International Boulevard Beautification Project

Council District: 6

Sponsor: Keep Oakland Beautiful

Amount Recommended: \$6,000

Location: International Blvd. from 67th to 72nd.

Description: This project would beautify six blocks of International Boulevard through the planting of trees, litter removal, installation of a litter-awareness billboard, and bus stop advertisements.

Project Benefits and Blight Elimination:

International Boulevard is one of the main thoroughfares through East Oakland and it has experienced a great deal of illegal dumping, graffiti, littering, and other causes of blight. This beautification project would help clean up this major corridor and improve both the residential and business communities currently there.

(6) Elmhurst Banners and Identity-Building Project

Council District: 7

Sponsor: Allen Temple Housing & Economic Development Corporation

Amount Recommended: \$20,000

Location: 73rd to San Leandro Border – Elmhurst District

Description: Uniform painting of light poles and installation of banners that would promote the history and identity of the Elmhurst neighborhood.

Project Benefits and Blight Elimination:

The light poles in the Elmhurst District are often tagged with graffiti. Repainting the poles with graffiti-resistant coating may reduce physical blight that plagues the neighborhood. Banners would further help to instill a sense of community and identity in the Elmhurst neighborhood.

(7) EOBA Community Center and Corridor Upgrades

Council District: 7

Sponsor: East Oakland Boxing Association (EOBA)

Amount Recommended: \$20,000

Location: 816 98th Ave (at San Leandro St.)

Description: Some of the recommended improvements to this philanthropic youth center include painting the community center walls and gym, tree planting along 98th Ave., installing EOBA-inspired banners, and a marquee announcing community center events.

Project Benefits and Blight Elimination:

EOBA is a free, year-round youth development organization that has focused on facilitating success in schools through hands-on academic and enrichment programs. EOBA operates out of converted industrial warehouse facilities near 98th Ave. and San Leandro Street that the organization leases from the City of Oakland in exchange for the free services it offers to the community. While the location is accessible to major public transit and within walking distance of nine Oakland USD schools, the facilities are in need of interior and exterior improvements. Some of the recommended improvements include painting the community center walls and gym, tree planting along 98th Ave., installing EOBA-inspired banners, and a marquee announcing community center events.

(8) Sobrante Park Landscape Improvements

Council District: 7

Sponsor: Sobrante Park Homes Improvement Association and City of Oakland
Department of Engineering and Project Delivery

Amount Recommended: \$20,000

Location: 470 El Paseo Drive

Description: Landscape work consisting of site, grade, irrigation, prepare for new sod installation system, and new site amenities.

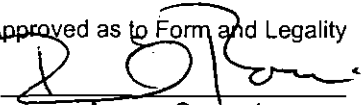
Project Benefits and Blight Elimination:

Despite the fact that this neighborhood park is filled with weeds and dead shrubbery, Sobrante Park has seen an increase in usage fueled by residents' desire to increase physical exercise. Landscaping improvements and a new irrigation system will provide green grass for children to play on and a place for adults to gather and even plan outdoor community events.

FILED
OFFICE OF THE CITY CLERK
OAKLAND
2010 APR 29 PM 7:54

REVISED April 27, 2010

Approved as to Form and Legality


Agency Counsel

REDEVELOPMENT AGENCY OF THE CITY OF OAKLAND

Resolution No. _____ C.M.S.

AGENCY RESOLUTION ALLOCATING FUNDING IN AN AMOUNT NOT TO EXCEED \$152,000 UNDER THE COLISEUM REDEVELOPMENT NEIGHBORHOOD PROJECT INITIATIVE (NPI) PROGRAM FOR (1) ART GARDEN BEAUTIFICATION PROJECT AT PETERSON STREET BETWEEN FORD STREET AND CHAPMAN STREET, (2) STREET BANNERS BEAUTIFICATION PROJECT ALONG INTERNATIONAL BOULEVARD IN THE FRUITVALE DISTRICT, (3) IMPROVEMENTS TO RAINBOW RECREATION CENTER AT 5800 INTERNATIONAL BOULEVARD, (4) CORRIDOR BEAUTIFICATION PROJECT ALONG INTERNATIONAL BOULEVARD FROM 67TH AVENUE TO 72ND AVENUE, (5) STREET BANNERS AND LIGHTPOLE PAINTING BEAUTIFICATION PROJECT ALONG INTERNATIONAL BOULEVARD IN THE ELMHURST DISTRICT, (6) INTERIOR AND EXTERIOR IMPROVEMENTS TO THE EAST OAKLAND BOXING COMMUNITY CENTER AT 816 98TH AVENUE, AND (7) LANDSCAPING IMPROVEMENTS TO SOBRANTE PARK; AUTHORIZING A CONTRIBUTION OF AGENCY FUNDS IN AN AMOUNT NOT TO EXCEED \$74,000 TO THE CITY UNDER THE COOPERATION AGREEMENT FOR THE RAINBOW RECREATION CENTER AND SOBRANTE PARK IMPROVEMENTS; AND AUTHORIZING A REQUEST FOR PROPOSALS FOR \$28,000 IN REMAINING COLISEUM NPI FUNDS FOR COUNCIL DISTRICT 5 AND AUTHORIZING THE AGENCY ADMINISTRATOR TO ALLOCATE SUCH FUNDS TO PRIVATE IMPROVEMENT PROJECTS WITHOUT RETURNING TO THE AGENCY

WHEREAS, the Redevelopment Agency adopted the Coliseum Redevelopment Neighborhood Project Initiative ("NPI") program on July 19, 2005 by Resolution No. 2005-0044 C.M.S. to assist in addressing general blight conditions within the Coliseum Redevelopment Project Area, and allocated \$180,000 as the Agency budget authorization for Fiscal Year 2009-2010 for the program; and

WHEREAS, Coliseum Redevelopment staff reviewed all applications to the NPI program and made recommendations for funding under the program; and

WHEREAS, under the NPI program guidelines, all improvements proposed to be funded by the program must be submitted to the Agency for review and approval; and

WHEREAS, the City of Oakland and the Redevelopment Agency entered into a Cooperation Agreement on July 1, 2004, which generally governs the provision of assistance; and the payment of funds between the two agencies, including Redevelopment Agency financial contributions and other assistance to support City-sponsored improvements; and

WHEREAS, Section 33445 of the California Health and Safety Code authorizes a redevelopment agency to pay for the installation cost or construction of publicly-owned facilities, if the legislative body has consented to such funding and has made certain findings; and

WHEREAS, the City Council is consenting to the use of Agency funding for the improvements to City-owned property under the NPI program pursuant to Section 33445 of the California Health and Safety Code; and

WHEREAS, Redevelopment staff recommends that \$152,000 of the \$180,000 in NPI program funds be allocated for the following improvements:

- Art garden beautification project at Peterson Street between Ford Street and Chapman Street (\$8,000)
- Street banners beautification project along International Boulevard in the Fruitvale District (\$24,000)
- Improvements to Rainbow Recreation Center at 5800 International Boulevard (\$54,000)
- Corridor beautification project along International Boulevard from 67th Avenue to 72nd Avenue (\$6,000)
- Street banners and light pole painting beautification project along International Boulevard in the Elmhurst District (\$20,000)
- Interior and exterior improvements to the East Oakland Boxing Association Community Center at 816 98th Avenue (\$20,000)
- Landscaping improvements to Sobrante Park at 470 El Paseo Drive (\$20,000); and

WHEREAS, funding for the improvements identified above will be transferred from Coliseum Operations Fund (9450), Coliseum Redevelopment Organization (88659), Miscellaneous Services Account (53719), Undetermined Project (000000) to projects to be determined; and

WHEREAS, the Agency Administrator requests authorization to make all required expenditures and enter into grant agreements with the project sponsors to implement all the improvements funded by the NPI Program within the project budgets without returning to the Agency for further approval; now, therefore, be it

RESOLVED: That the Redevelopment Agency hereby adopts the recommendations from Redevelopment staff for funding allocations under the Coliseum NPI program and authorizes funding for those projects identified above in an amount not to exceed \$152,000; and be it

FURTHER RESOLVED: That the Agency hereby authorizes a contribution of \$74,000 in Redevelopment Agency funding from Coliseum Operations Fund (9450), Coliseum Redevelopment Organization (88659), Miscellaneous Services Account (53719), Undetermined Projects (000000) to the City under the Cooperation Agreement for the improvements to the Rainbow Recreation Center and landscaping improvements to Sobrante Park to Oakland Redevelopment Agency Project Fund (7780) in a project to be established; and be it

FURTHER RESOLVED: That the Agency hereby finds and determines as follows:

1. That the funding of improvements to City facilities and public improvements under the NPI Program will benefit the Coliseum Redevelopment Project Area by helping to eliminate physical and economic blight within the Project Area for the reasons set forth in the staff report accompanying this Resolution;
2. That due to the fiscal constraints on the City's general fund and the high number of capital projects and public safety projects competing for limited City funds, neither the City's Capital Improvement Program budget nor other City funds are available to provide financing for the City facilities and public improvements authorized for funding under the Coliseum NPI program, and therefore no other reasonable means of financing these projects is available to the City other than Redevelopment Agency funding;
3. That the use of tax increment funds from the Coliseum Redevelopment Project Area for the above projects is consistent with the implementation plan adopted for the Coliseum Redevelopment Project; and be it

FURTHER RESOLVED: That the Agency Administrator is authorized to negotiate and execute grant agreements with (1) the Jingtown Arts and Business Community, (2) The Unity Council, (3) Keep Oakland Beautiful, (4) Allen Temple Housing, and (5) East Oakland Boxing Association, or their affiliates, for the above improvement projects; and be it

FURTHER RESOLVED: That the Agency hereby authorizes the Agency Administrator to issue a Request For Proposals ("RFP") for the remaining \$28,000 in Coliseum NPI funds for Council District 5, and authorizes the Agency Administrator to enter into grant agreements for any private improvement projects selected through the RFP process without returning to the Agency, with any public improvement projects selected through the RFP process returning to the Agency and the City Council for the required findings; and be it

FURTHER RESOLVED: That the Agency Administrator or his designee is authorized to take any other action with respect to the above projects and the NPI Program consistent with this Resolution and its basic purpose.

IN AGENCY, OAKLAND, CALIFORNIA, _____, 2010

PASSED BY THE FOLLOWING VOTE:

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

NOES -

ABSENT -

ABSTENTION -

ATTEST:

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