


OFFICE OF THE CITY CLERK

2007 MAY 19 PM 6:56

**REVISED MAY 8, 2007**

APPROVED AS TO FORM AND LEGALITY:



Agency Counsel

## **REDEVELOPMENT AGENCY OF THE CITY OF OAKLAND**

RESOLUTION NO. 2007-0039 C.M.S.

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### **RESOLUTION ADOPTING REVISED PROGRAM GUIDELINES FOR FAÇADE IMPROVEMENT PROGRAMS IN REDEVELOPMENT PROJECT AREAS, AND AUTHORIZING THE AGENCY ADMINISTRATOR TO NEGOTIATE AND EXECUTE ALL DESIGN CONTRACTS FOR THE FAÇADE IMPROVEMENT PROGRAM WITHOUT RETURNING TO THE AGENCY**

**WHEREAS**, the Broadway/MacArthur/San Pablo Redevelopment Project Area, Central District Redevelopment Project Area, Central City East Redevelopment Project Area, and West Oakland Redevelopment Project Area contain many commercial buildings in need of revitalization and physical improvement; and

**WHEREAS**, the Agency has previously approved Resolutions establishing Façade Improvement Programs and authorizing the Agency Administrator to approve and execute all third party design contracts within the available budget for the Agency's Façade Improvement Program in the Broadway/MacArthur/San Pablo Redevelopment Project Area (Resolution No. 02-91 C.M.S.), Central City East Redevelopment Project Area (Resolution No. 2005-0005 C.M.S.), Central District Redevelopment Project Area (Resolution No. 1999-37 C.M.S.), and West Oakland Redevelopment Project Area (Resolution No. 2006-0001 C.M.S.); and

**WHEREAS**, the Façade Improvement Program provides incentives for property owners and business owners to rehabilitate and revitalize commercial buildings and storefronts in targeted commercial districts of the City located in eligible redevelopment project areas; and

**WHEREAS**, such rehabilitation and revitalization assists in the elimination of blight in the target areas and assists with retaining and attracting businesses, increasing job opportunities and sales tax revenues for the City of Oakland; and

**WHEREAS**, each Program is based on similar guidelines, but has developed its own specific funding and participation criteria; and

**WHEREAS**, the Agency wishes to adopt revised guidelines for the Programs in all project areas; now therefore be it

**RESOLVED:** That the Agency hereby adopts those revised program guidelines for Façade Improvement Programs in redevelopment project areas as outlined in Exhibit 1 to this Resolution; and be it further

**RESOLVED:** That the Agency Administrator is authorized to negotiate and execute all third party contracts utilizing respective Redevelopment Project Areas' appropriations for the Façade Improvement Programs in FY 2007-09 Proposed Agency Budget without returning to the Agency; and be it further

**RESOLVED:** That the Agency Administrator or his or her designee is hereby authorized to take whatever action is necessary with respect to the Programs consistent with this Resolution and its basic purposes; and be it further

**RESOLVED:** That all agreements executed pursuant to the Resolution be approved as to form and legality by Agency Counsel and be filed with the Agency Secretary.

IN AGENCY, OAKLAND, CALIFORNIA, MAY 15 2007, 2007

**PASSED BY THE FOLLOWING VOTE:**

AYES- ~~CHANG, DE LA FUENTE, KERNIGHAN, NADEL, QUAN, REID, AND~~ BROOKS, BRUNNER, CHANG, KERNIGHAN, NADEL, QUAN, REID, AND ~~CHANG, DE LA FUENTE~~ - 7

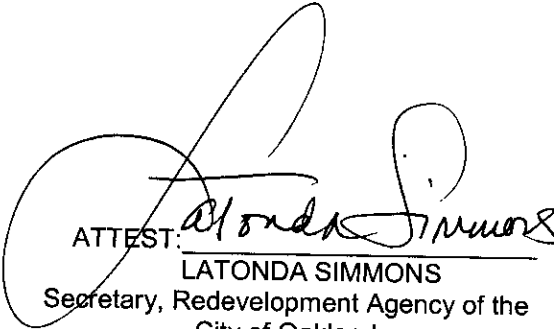
NOES- 0

ABSENT- 0

ABSTENTION- 0

Excused- De La Fuente - 1

ATTEST:

  
LATONDA SIMMONS  
Secretary, Redevelopment Agency of the  
City of Oakland

# RESOLUTION ADOPTING REVISED PROGRAM GUIDELINES FOR FAÇADE IMPROVEMENT PROGRAMS IN REDEVELOPMENT PROJECT AREAS

## EXHIBIT 1 REVISED PROGRAM GUIDELINES

The Program Guidelines for Façade Improvement Programs in redevelopment project areas are hereby revised as follows:

1. Increase the maximum grant amount for all Façade Improvement Programs in the City of Oakland based on linear foot measurements. Buildings with facades exceeding 25 linear feet are eligible for additional grant funding in increments of \$5,000 per additional 10 linear feet of storefront.
2. Implement the following policies:
  - Phasing Projects – A project may be eligible for phasing if the following conditions are met:
    - If an applicant wants to pursue phased improvements they must inform staff prior to signing the Reimbursement Agreement for Phase 1.
    - Design services will be provided one time only and include all Phases of the project.
    - Each Phase must a complete, distinguishable and stand-alone project.

### Mandatory Design Review

To ensure that façade improvement projects comply with the City's Small Project Design Review Guidelines, projects will be submitted to the Zoning Division for design review. Design review fees are a reimbursable expense under the Program.

3. Require that architects hired to provide on-call designs services to the Façade Improvement Program comply with the standards set forth in the Oakland Small Project Design Guidelines (adopted by the City Council on April 23, 2002) and the Neighborhood Commercial Façade Improvement Manual (dated September 1998) in developing design concepts for façade improvement projects.