

Draft
Central City East Project Area Committee
Monday January 11, 2009 PAC Meeting
Patten University, 2433 Coolidge Avenue, Student Activity Center

(The minutes are in draft form until approved by the PAC)

Tom Thurston, Chair of the Project Area Committee (PAC), chaired the meeting. The meeting started at 6:30.

I. Roll Call

- a. See attached roster of attendance.

II. Open Forum

- a. None

III. Approval of Minutes

- a. Jean Blacksher requested that on page 3, item v, 1st line, to replace “Jean Blacksher questioned...” with “Jean Blacksher stated...”

Motion (by Eugene Smith, seconded by Jean Blacksher): To approve the December 7, 2009 PAC Meeting minutes with the requested changes.

Vote: Motion approved by consensus.

IV. Administrative Items

- a. Nominations for PAC positions.
 - 1. Andrew Park asked for some clarification on the PAC member representative structure of the CCE PAC. Tom Thurston informed Andrew of the structure.
- b. PAC member attendance and absence status.
 - 1. Staff had no updates to report
- c. Announcements from PAC community organizations.
 - 1. Kathy Chao passed out fliers and informed the PAC about VITA (Volunteer Income Tax Assistance) services offered by Lao Family from February 2nd –

April 15th, as well as provided an update on the Lao Family Calendar of Services.

2. Mi Hua informed the PAC about a focus group meeting to discuss efforts to prevent violence which will occur Wednesday, January 13th from 5:30-7pm at 344 40th Street, near Broadway. The focus group will include input from both teens and adults. Frank Rose also spoke in support of this meeting.
3. Gloria Jeffery stated that the MacArthur NCPC will discuss the MacArthur Streetscape at their January 28th meeting at Eastmont Town Center, from 6:30-8:30pm. A Census Bureau representative will also be present.
4. Tom Thurston stated that the Bus Rapid Transit meetings are ongoing; the next scheduled meetings are January 12th at Eastside Arts Alliances from 6-8pm and January 21st at East Oakland Youth Development Center from 6-8pm.

d. Council Item and Staff updates (presented by Hagu Solomon)

1. Tom Thurston stated that he followed up on the closing of Barnes & Nobles in Jack London Square by speaking with Aliza Gallo in Economic Development and the problem is attributed to the business model of a large book store with a coffee shop, where no one buys books. He was informed that other options are being explored for that site.
2. Hagu informed the PAC that the Gazzali's item will be heard by the CED committee January 12th, the Estuary Plan Alternatives will be heard by CED January 26th and that the proposed new CCE programs will be heard by the committee February 9th.
3. Elois Thornton of CEDA Planning updated the PAC on the status of the International Boulevard TOD (Transit Oriented Development) plan. She requested participants for the Community Advisory Committee and was seeking 2 members per sub-area. She anticipated 6-8 evening meetings between now and February 2011. Meeting times and dates will be developed around Committee members' schedules. Frank Rose and Eugene Smith expressed interest. Elois provided the PAC with her number (510-238-6284) if others wanted to inform her of their interest.
4. Doug Cole informed the PAC that CCE staff person Hagu Solomon was leaving the City of Oakland after 3 years, effective Thursday, January 14th. Tom Thurston thanked Hagu Solomon for her service on behalf of the PAC.
5. Devan Reiff of CEDA Planning updated the PAC on the Citywide Zoning Update. He also requested participants who could represent the CCE sub-areas and provide more focused guidance and/or input in the development of the process. He also encouraged the public to check out the website for more information (www.oaklandnet.com/zoningupdate). Staff are working on improving their outreach efforts and reaching out to under-represented

6. Meg Horl of CEDA Housing and Community Development gave a brief update on the 2009-2010 Affordable Housing NOFA process. Staff anticipates completing their scoring of the proposals by the end of January, and will take their recommendations to CED committee Tuesday, March 9th and to City Council March 16th. The recommendations will be made public by the end of February.

V. Site Acquisition for CCE Properties

8200 MacArthur Block Parcels

- a. Larry Gallegos presented 2 different acquisition efforts. The first dealt with properties that the Oakland Redevelopment Agency would like to acquire located on the hillside of the 8200 block of MacArthur Boulevard. There are 5 Four-Plexes that were not designed with neighborhood safety issues as a high concern. These properties are located across the street from an existing Opportunity Site as identified by the PAC. The Agency is seeking to acquire each parcel individually and is currently involved in discussing the acquisition of a couple of the properties from their owners.
- b. Kathy Chao wanted to know the square footage of each of the properties. Larry responded that each parcel is approximately 6300 square feet for an approximate total of 32,000 square feet. Kathy stated that the acquisition cost would be approximately \$1 million total for 32,000 square feet of property and wanted to explore the value of acquiring them all. Larry responded that there is also a high social benefit as the sites are considered high crime spots and OPD-identified “trouble areas,” and the acquisition of these would help to drastically affect the crime in that area.
- c. Frank Rose and Charles Chiles spoke in favor of the Agency acquiring the sites, as the area is known for its high crime, including shootings and murders and is a blight on the community. Acquisition of those properties will improve the area. Eugene Smith, Jean Blacksher and Charles Chiles gave background information regarding some of the issues associated with these properties and spoke in favor of the Agency acquiring and improving the properties.
- d. Andrew Park had questions regarding the site and the need for acquisition and development. Larry responded that the area was blighted and that staff recommended acquiring the site to eliminate the blight.
- e. Laura Jerrard inquired as to whether the Agency will maintain the parcels they acquire. Larry responded that the Agency will maintain and look for some plan to put the site to better use.

- f. Kathy inquired as to whether there will be property management or relocation issues associated with this site. Larry responded that there is a high possibility that those concerns will be a factor.
- g. Gloria Jeffery stated that Mayor Dellums has shown interest in improving this blighted area, and she supports acquisition of these properties.

Motion (by Eugene Smith, seconded by Jean Blacksher): To provide staff with the authority to acquire and pursue the properties on the 8200 block of MacArthur.

- h. Ross Ojeda stated that he would like for Agency staff to immediately remove the occupant, board up and demolish the properties or work towards other ways to abate the problem. He did not want the Agency to function as a landlord.

Amended Motion (accepted by Eugene Smith, seconded by Jean Blacksher): To provide staff with the authority to acquire and pursue the properties on the 8200 block of MacArthur with the condition that the Agency will not function as a landlord and will work to expeditiously remove occupants and board up the properties, demolish the properties or otherwise abate any issues associated with the properties.

Vote: 15 Ayes, 0 Nays, 1 Abstention. Motion passed.

Derby Street Parking Lot Parcel

- i. Larry Gallegos next presented a project that would be a joint acquisition with the Coliseum Redevelopment Area. The project is the Melrose Ford site located near 30th and International. The majority of the site is located within the Coliseum Redevelopment Area, but a portion of the site, which currently functions as a parking lot, falls within the CCE Redevelopment Area. The entire site acquisition cost is approximately \$3,250,000 and the CCE site would be approximately \$250,000.
- j. Eugene Smith pointed out the potential uses of the complete site and the possible benefits of acquiring the entire site, as well as the specific benefits of possessing a parking lot near that location.
- k. Charles Chiles inquired as to any security concerns in maintaining the lot. Larry Gallegos stated that there are no anticipated concerns and that the lot should be secure.

Motion (by Eugene Smith, seconded by Jean Blacksher): To provide staff with the authority to acquire and pursue the Derby Street Parking lot near 30th and International.

Vote: 14 Ayes, 0 Nays, 2 Abstention. Motion passed

VI. New Programs Presentations and Discussion.

- a. Hagu Solomon followed up the introduction of 4 new programs from the December meeting with a more in depth discussion of each program. The first three of the presented programs will be submitted to the Community and Economic Development (CED) committee on February 12th, 2010. The remaining program, the Storefront Enhancement Program, is still in the development stages and will be submitted to the CED committee and Council at a later date.

Sustainability Incentive Program

- b. Gloria Jeffery inquired as to how the program will help merchants and if the incentive would actually entice them to use this program. Hagu responded that this program would partner with the Façade Improvement Program to provide a strong incentive for some interested business owners. Also, this program could possibly offer a \$2 to \$1 match.
- c. Bari Scott asked for clarifications on maximum grant amount and certain grant restrictions. Hagu responded that the maximum grant amount would be \$25,000 and that program restrictions are based upon making “green” related improvements.

Motion (by Charles Chiles, seconded by Eugene Smith): To recommend the Sustainability Incentive Program for approval.

Vote: 15 Ayes, 0 Nays, 1 Abstention. Motion passed

Tough On Blight Program

- d. Gloria Jeffery inquired as to the rationale for having the Code Compliance department involved in this program and receiving funds from CCE. Larry Gallegos responded that this program was very successful when conducted within the Coliseum Redevelopment Area and that effort included sweeps by Building Inspectors along the majority of the streets within the Area.
- e. Gregory Hunter stated that Code Compliance’s actions are usually complaint driven and therefore reactive. Tough on Blight allows the Building Inspectors to be more pro-active and find issues of blight without the need for a complaint first. CCE funds are not being used to pay for the Building Inspectors, but instead are used towards administrative and support expenses. In the past, this program has resulted in the improvement of 86% of the noticed properties. The Agency will also send out fliers before any type of action to inform the community and not give the impression that this is an attempt to catch the inhabitants of the Redevelopment Area by surprise.

Motion (by Bari Scott, seconded by Laura Jerrard): To recommend the Tough on Blight Program for approval with an amount not to exceed \$150,000.

- f. Larry Gallegos stated that CCE staff would work within the constraints of the available budget and can not guarantee that the amount could be increased to \$150,000.

Substitute Motion (by Charles Chiles, seconded by Gloria Jeffery): To recommend the Tough on Blight Program for approval with an amount not to exceed \$75,000 and the ability to increase funds in the future dependent upon the PAC's evaluation of the program.

- g. Charles Chiles stated he would like to see data reflecting the effectiveness of this program before considering allocating additional funds. Laura Jerrard inquired as to whether the program had been deemed successful by the Coliseum staff when conducted within the Coliseum. Larry stated that the program was successful and restated that 86% of noticed properties addressed the blight concerns. Bari Scott stated that she felt this represented sufficient data to show that the program would be effective.

Substitute Motion (by Charles Chiles, seconded by Gloria Jeffery): To recommend the Tough on Blight Program for approval with an amount not to exceed \$75,000 and the ability to increase funds in the future dependent upon the PAC's evaluation of the program.

Vote: 6 Ayes, 8 Nays, 2 Abstention. Motion failed.

Original Motion (by Bari Scott, seconded by Laura Jerrard): To recommend the Tough on Blight Program for approval with an amount not to exceed \$150,000.

Vote: 9 Ayes, 6 Nays, 1 Abstention. Motion passed.

Infill Incentives Program

- h. Tom Thurston sought clarification regarding the eligibility of participants in the program, and wanted to know if a party had the "right to purchase" the property was eligible. Larry responded that the program was only set up to reimburse the owner of the property for certain predevelopment costs.
- i. Ross Ojeda expressed concern about the program not focusing on increasing the tax base of the Redevelopment Area. He would like the program to have an increase in the tax base be a determining factor in regards to eligibility. Hagu stated that it would be possible to adjust the program to factor in improvements to the tax base as a requirement.

Motion (by Ross Ojeda, seconded by Gloria Jeffery): To recommend the Infill Incentive Program for approval with the condition that the program requires that any eligible project must improve the tax base.

Vote: 14 Ayes, 0 Nays, 2 Abstentions. Motion passed.

Storefront Enhancement Pilot

- j. Hagu provided background information on this proposed pilot program. The intended target area is along Fairfax Boulevard, from Foothill Blvd to Princeton Street. The program will explore various measures to improve the visual appeal and security of

the participant storefront and will incorporate Crime Prevention Through Environmental Design (CPTED) principles. This program will help to augment the existing Façade Improvement Program and can provide grants that are not issued as a reimbursement.

- k. Pat Ruelas wanted confirmation that the property owners would not need to expend their funds first. Hagu verified that this program will not serve as a reimbursement program and the owners will not need to expend their funds first.
- l. Sheryl Walton wanted clarification on why this location was selected. Larry Gallegos responded that this was in response to a local merchants meeting request due to various complaints. Larry stated that if the pilot is successful, the program could be replicated elsewhere.

VII. Streetscape Projects Update

- a. Jaime Heredia from CEDA Design, Engineering and Construction presented and provided a brief update on various Streetscape Projects. He also provided a matrix that gave some projected design, bid, construction and completion dates. The information was as follows:
 - 1. The Fruitvale Alive Project has already begun construction.
 - 2. 23rd Avenue streetscape is close to the bid process, which is expected to take 6 months before the construction process will begin.
 - 3. East 18th Street streetscape is nearing the Bid process and should begin construction near October 2010; Completion is projected for September 2011
 - 4. MacArthur Blvd streetscape is working on acquiring a consultant by July, should begin the Bid process in January 2011 and Construction projected to be complete for October 2011.
 - 5. Foothill/Fruitvale streetscape projects Bid process to be complete in late 2010 and Construction to be complete for October 2011.
 - 6. Foothill/Seminary streetscape projects Design process to be complete in September 2010, Bid process to be complete in March 2011 and Construction to be complete in February of 2012.
 - 7. Foothill/High/Melrose streetscape projects Design process to be complete in January 2011, Bid process to be complete in July of 2011 and Construction to be complete in April of 2012.
 - 8. 14th Avenue streetscape projects Design process to be complete in March 2011, Bid process to be complete in September 2011 and Construction to be complete in June 2012.

VIII. Items for Next Meeting

- a. None.

IX. Adjournment

- a. The meeting was adjourned at 8:45pm.