

**BROADWAY/ MACARTHUR/ SAN PABLO REDEVELOPMENT  
PROJECT AREA COMMITTEE MEETING  
ANNUAL MEETING**

**Thursday, January 4, 2007  
7:00 p.m. - 9:00 p.m.**

**Beebe Memorial Church  
Multi Purpose Room  
3900 Telegraph Ave., Oakland, CA**

**AGENDA**

**(Times for each item are estimates only)**

- |       |   |          |
|-------|---|----------|
| I.    | Roll Call   | (5 min)  |
| II.   | Open Forum  | (10 min) |
| III.  | Review of November Minutes  | (5 min)  |
| IV.   | Presentation on the Mills Act Historical Property Tax Credits<br><i>(Joann Pavlinec, City of Oakland Planning Division)</i> | (10 min) |
| V.    | Presentation on Grove Park Project<br><i>(AF Evans, Project developer)</i>  | (15 min) |
| VI.   | Ella Baker Center Presentation  | (15 min) |
| VII.  | San Pablo Façade Program Adjustments<br><i>PAC Action Required</i>  | (15 min) |
| VIII. | Redevelopment Bond Issue Discussion and Funding Update<br><i>PAC Action Required</i>  | (30 min) |
| IX.   | NPI Subcommittee Re-formation<br><i>PAC Action Required</i>   | (5 min)  |
| X.    | Updates from Redevelopment Staff  | (5 min)  |
| XI.   | Agenda Discussion and Scheduling of Next Meeting & Adjourn  | (5 min)  |

Please call Kathy Kleinbaum of the CEDA, Redevelopment Division if you have any questions about this meeting at (510) 238-7185 or email her at [kkleinbaum@oaklandnet.com](mailto:kkleinbaum@oaklandnet.com).

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PROJECT AREA COMMITTEE**

**Thursday, January 4, 2007  
7:00 – 9:00pm  
Beebe Memorial Church  
Multi-Purpose Room  
3900 Telegraph Avenue, Oakland, CA**

**MINUTES**

**Present**

Michele Coit, Co-Chairperson  
Josephine Lee, Co-Chairperson  
Edric Kwan, Vice Chairperson  
Sylvia Tellez  
Walter Springer  
Christopher Waters  
Shirley Edding  
Rebeccah Prastein

Aaron Reaven  
Tom Huebner  
Seth Katz  
Paula Price  
Walter Miles  
Marlene Elbin  
Mary Mayberry  
Bill McLetchie

**Absent**

Susan Older  
Darlene Rios Drapkin

Willie Locket  
Lee Cherry

**Excused**

Uma Thomas

Charles Porter

**City Staff Present:**

Kathy Kleinbaum and Christine Lebron, CEDA Redevelopment  
Joann Pavlinec, CEDA Planning & Zoning  
Marge Gladman, CEDA Housing

**I. ROLL CALL**

The meeting was called to order. Roll was taken by Josephine Lee, Co-Chairperson.

**II. OPEN FORUM**

Josephine Lee announced that the inauguration ceremony for Mayor Dellums is Monday January 8th, 2007 at the Paramount Theater. Josephine also announced the “Hands Around the Lake” event at Lake Merritt on January 13<sup>th</sup>. Guests, Eryn and Becky, from the Ella Baker Center for Human Rights were introduced by Aaron Reaven.

**III. APPROVAL OF MINUTES**

“A motion was made to approve the November 2, 2006 minutes.” The motion was approved.

**IV. PRESENTATION ON THE MILLS ACT HISTORICAL PROPERTY TAX CREDITS**

Joann Pavlinec, from the City of Oakland CEDA Planning Division, presented information on the Mills Act Historic Preservation Ordinance going before the City Council on January 16<sup>th</sup>, 2006. The Mills Act offers tax incentives to property owners of historic properties to restore and maintain their properties through the City's Mills Act program. Staff answered questions from PAC members regarding eligibility requirements, program rules, and public outreach.

**“A motion was made to recommend the adoption of the Mills Act.”** The motion was approved.

**V. PRESENTATION ON GROVE PARK PROJECT**

AF Evans returned to update the PAC on the Grove Park development project at 3801-3837 Martin Luther King Jr. Way. The developers presented the project design which includes 58 units (ranging from 1 to 3 bedrooms) of for-sale affordable housing with a community space at the corner of Martin Luther King Jr. Way and West MacArthur Boulevard. The team is seeking height and density variances for the site to accommodate the project's 55' proposed height and 58 units. The team has also applied for the City's annual NOFA affordable housing funds. If funded by the NOFA program, the project will begin construction in early 2008. The PAC reiterated the importance of sidewalk lighting and surveillance cameras for safety.

**“A motion was made to support the project and the current design which will require height and density variances.”** The motion was approved.

**VI. ELLA BAKER CENTER PRESENTATION**

Staff from the Ella Baker Center for Human Rights gave a presentation on the organization and projects they are working on in Oakland. The Center is located at 344 40<sup>th</sup> Street within the boundaries of the project area.

**VII. SAN PABLO FAÇADE PROGRAM ADJUSTMENTS**

Staff updated the PAC on proposed changes to the City's Façade Improvement Programs that are being drafted in an attempt to create more consistency between the City's different programs. Staff discussed how the new rules would specifically affect the existing Pilot San Pablo Avenue Golden Gate District program. Proposed changes to the program would include: awarding a 2-to-1 grant match along the corridor and other target corridors where Redevelopment and NCR target areas overlap, increasing the maximum grant amount to \$20,000 along corridors where Redevelopment and NCR target areas overlap (\$10,000 grant from Redevelopment/\$10,000 grant from NCR) or more depending on the size of the façade, and determining grants on the basis of linear footage of façade as opposed to number of storefronts.

Staff recommended ending the Pilot program and adopting the new citywide guidelines along San Pablo Avenue.

**“A motion was made to adopt the new Façade Improvement Program guidelines in the San Pablo Avenue Golden Gate District.”** The motion was approved.

**VIII. REDEVELOPMENT BOND ISSUE DISCUSSION AND FUNDING UPDATE**

The PAC continued discussions on which projects and programs to fund over the next three years with the \$5 million available in bond proceeds. After discussion and debate, a funding allocation motion was made by PAC member Christopher Waters.

**“A motion was made to allocate \$2 million for land acquisition, \$1.5 million to the San Pablo Pedestrian Street Lights project, \$400,000 for 2 additional funding cycles of the NPI program, \$125,000 to the 40<sup>th</sup> Street Streetscape Project with the option to allocate more funding to the 40<sup>th</sup> Street project if necessary.”** The motion was approved.

The remaining funds will be allocated at a later date and may be used as a contingency to cover cost increases for any of the programs funded. Staff will take these recommendations to City Council for approval.

**IX. NPI SUBCOMMITTEE RE-FORMATION**

At the November 2<sup>nd</sup>, 2006 PAC meeting, the PAC approved \$200,000 for another round of funding for the Neighborhood Projects Initiative (NPI) program in 2007. Staff requested that the PAC re-form the NPI subcommittee and begin meeting to discuss changes to the program and the upcoming 2007 Call for Projects.

**“A motion was made to re-form the NPI subcommittee.”** The motion was approved.

Volunteers for the subcommittee include; Edric Kwan, Bill McLetchie, Sylvia Tellez, Aaron Reaven, Shirley Edding, Rebecca Prastein, Marlene Elbin, Josephine Lee, and Walter Miles. The first meeting date was set for Wednesday, February 7<sup>th</sup>, 2006 at Beebe Memorial Church. Staff will confirm the meeting location.

**X. UPDATES FROM REDEVELOPMENT STAFF**

Eminent Domain Plan Amendment

Staff announced that the PAC’s recommended amendment to the eminent domain policy in the Redevelopment Plan will go before the Community and Economic Development Committee of the City Council on January 23, 2007 at 4 p.m. The date of the Public Hearing will be scheduled at the Committee meeting and will likely be February 20, 2007. Staff encouraged PAC members to attend both meetings.

MacArthur Transit Village

Staff announced that the deal terms for the MacArthur Transit Village project were approved by City Council on December 19<sup>th</sup>, 2006.

3860 Martin Luther King Jr. Way

Staff announced that the Disposition and Development Agreement for the sale of 3860 MLK to developer Cotter and Coyle, LLC was executed. The 74-unit condominium project is scheduled to begin construction in August 2007.

40<sup>th</sup> Street Streetscape Project

Staff announced that the construction documents for the 40<sup>th</sup> Street Streetscape project are being finalized by Public Works and that permits are being submitted to Caltrans and BART. The project is scheduled to begin construction in September 2007.

Neighborhood Projects Initiative Program Projects

Staff gave updates on the ten NPI projects that were awarded grant funding by the PAC. Staff will continue to update the PAC on the progress of the projects.

**X. AGENDA DISCUSSION AND SCHEDULING OF NEXT MEETING & ADJOURN**

The PAC requested that the following items be placed on the Agenda for the upcoming PAC meeting:

- Report from the Neighborhood Projects Initiative Subcommittee
- Oakland Food Policy Council Presentation
- Eminent Domain Update
- Discussion of the Land Acquisition Fund
- Updates on Bond Allocation Projects

There being no further business to discuss, the meeting was adjourned at 9:05 p.m.

\*\*\*\*\*Next meeting scheduled for March 1, 2007\*\*\*\*\*