

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

**Thursday, November 6, 2008  
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 September Minutes   | (5 min)  |
| IV.   | Rebuilding Together Oakland Funding Partnership Request<br><i>(Presentation by RTO)</i><br><i>PAC Action Item</i> | (20 min) |
| V.    | Broadway Specific Plan Update<br><i>(Presentation by Kerry Jo Ricketts-Ferris, CEDA Planning)</i>                 | (20 min) |
| VI.   | Facade and TI Program Update<br><i>(Presentation by Christine Lebron)</i><br><i>PAC Action Item</i>               | (20 min) |
| VII.  | Consideration of Mural Along Telegraph Avenue<br>Under Hwy 580 Overpass<br><i>PAC Action Item</i>                 | (15 min) |
| VIII. | Updates from Redevelopment Staff  | (15 min) |
|       | A. Council Approval of NPI Funding Recommendations  |          |
|       | B. 40 <sup>th</sup> Street Streetscape Improvements   |          |
|       | C. San Pablo Pedestrian Lights  |          |
|       | D. Foreclosure Activity   |          |
|       | E. Redevelopment Enhanced Security Officer Monthly Report   |          |
|       | F. Update on the Proposed Expansion of the Redevelopment Area   |          |
| IX.   | Agenda Discussion and Scheduling of Next Meeting & Adjourn  | (5 min)  |

Please call Jan Lang 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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**MINUTES**

Present

Edric Kwan, Chairperson  
Michele Coit, Vice Chairperson  
Josephine Lee  
Marlene Elbin  
Seth Katz  
Wendy Tao  
Andrea Goldman

Walter Miles  
Aaron Reaven  
Larry Benson  
Christopher Waters  
Sandra Wilson  
Lee Cherry

Absent

Shirley Edding  
Mary Mayberry

Walter Springer

Excused

Sylvia Tellez  
Paula Price

Uma Thomas

City Staff Present:

CEDA Redevelopment: Christine Lebron, Jan Lang  
CEDA Planning: Kerry Jo Ricketts-Ferris  
Oakland Police Department: Officer Mayumi Taylor

**I. ROLL CALL**

The meeting was called to order. Roll was taken by Edric Kwan, Chairperson.

**II. OPEN FORUM**

Marlene Elbin introduced Deborah McClellan, who may be interested in serving on the PAC. Marlene also announced that Vital Life Services (V.L.S.), the new HIV/AIDS Support Center at 5838 San Pablo Avenue, will host an opening party on Wednesday, November 12<sup>th</sup> at 7:00 p.m.

Lee Cherry expressed concern over the new KoreaTown/Northgate banners to be installed along Telegraph Avenue between 20<sup>th</sup> and 34<sup>th</sup> Streets by the KoreaTown/Northgate Community Benefits District (CBD). Lee is concerned about the community outreach process for the establishment of the CBD and the designation of KoreaTown for that stretch of Telegraph Avenue.

Lee also introduced Carl Jackson, owner of Smokey Blues BBQ.

Aaron Reaven reported that Grid Alternatives identified the two properties on which they will install the solar panels funded by the B/M/SP grant. Volunteer training and private tours of the

projects are available. Interested PAC members should contact Aaron or staff for more information.

Christine Lebron announced that Kathy Kleinbaum's twin daughters were born in early October. Kathy and her babies are doing well.

**III. APPROVAL OF MINUTES**

**A motion was made to approve the September 4, 2008 minutes.** The motion was approved.

**IV. REBUILDING TOGETHER OAKLAND REQUEST FOR FUNDING**

David Brown and Eliana Strauss of Rebuilding Together Oakland, presented their organization's program to the PAC, and requested a funding partnership in the amount of \$50,000 for Rebuilding Together Oakland projects in the Broadway/MacArthur/San Pablo Redevelopment Project Area. Rebuilding Together Oakland is a volunteer based organization that completes home improvements for low-income seniors and persons with disabilities. The \$50,000 in Broadway/MacArthur/San Pablo redevelopment funds would go toward the improvement of up to 4 properties located in the Project Area. Efforts to identify specific properties are on-going, and include referrals from social services, advertisements and word-of-mouth.

Signage will be displayed at each renovation site within the Project Area acknowledging the contribution of redevelopment funds.

**A motion was made to approve a \$50,000 grant to Rebuilding Together Oakland for the rehabilitation of up to 4 properties within the Broadway/MacArthur/ San Pablo Project Area.** The motion was approved.

**V. UPPER BROADWAY SPECIFIC PLAN UPDATE**

Kerry Jo Ricketts-Ferris of CEDA's Planning Division presented a status report for the Upper Broadway Retail Corridor Specific Plan process. In September, the nationally recognized planning firm of Wallace, Roberts & Todd was selected as lead consultant to the project. The Specific Plan will take about two years to complete.

In earlier meetings, the PAC was informed that up to \$750,000 (matched equally by the Central District Redevelopment Area) might be required to complete the Plan. Subsequently, the City was awarded a \$400,000 grant toward the completion of the Specific Plan. The estimated total costs were also adjusted downward, thereby reducing the commitment required of the Broadway/MacArthur/San Pablo and Central District Redevelopment Areas to \$500,000 per area.

A committee of stakeholders will be convened to advise throughout the planning process. Kerry Jo requested that 2 members of the PAC volunteer to participate on the Advisory Committee, which will have its first meeting in January 2009. There will be a total of 8-11 meetings over the two year planning process. Interested PAC members should contact Kerry Jo at (510) 238-3944 or [kjferris@oaklandnet.com](mailto:kjferris@oaklandnet.com) to volunteer.

**VI. FAÇADE AND TENANT IMPROVEMENT PROGRAM UPDATE**

Christine Lebron presented an update on the Façade and Tenant Improvement Programs. Currently, there are 16 façade improvement projects underway, and 18 projects completed. One tenant improvement project has been completed, with 5 more currently underway.

Staff anticipates that funding for both programs will be expended by the end of fiscal year 2008-09, and therefore requested funding approval from the PAC for \$600,000 to cover both programs

for up to three years. PAC members requested more information regarding the budget and expenditures before making a decision regarding future funding levels.

**A motion was made to postpone a decision regarding funding for the Façade and Tenant Improvement Programs, and to request staff to return with more specific information about the projects' budgets and expenditures.** The motion was approved, with two opposed and three abstaining.

**VII. REPORT BY ENHANCED SECURITY OFFICER, MAYUMI TAYLOR**

Officer Taylor reported to the PAC on her current activity in the B/M/SP area over the last several months, and reviewed the August and September statistics reports that were included in the PAC agenda packets.

While she covers the entire redevelopment area, Officer Taylor has recently been concentrating her attention on San Pablo Avenue and Broadway, and has given special attention to the corner of 54<sup>th</sup> and San Pablo Avenue to disburse loiterers. The Gateway Liquors case is now closed as there is no drug activity connected to people doing business there. Liquor-related issues at Gateway and other liquor stores must be address by OPD's A.B.A.T. Unit. Surveillance of activity at Broadway and Ruby Streets is on-going, as is the crackdown on prostitution in the San Pablo Golden Gate area.

**VIII. CONSIDERATION OF A MURAL FOR THE TELEGRAPH/HWY 580 UNDERPASS**

The PAC discussed issuing an RFP for the creation of a mural at the Telegraph Avenue/Hwy 580 underpass. PAC members debated the merits of murals in general, and had specific concerns about this location related to water seepage, driver distraction and dim lighting. Continued maintenance of a mural was also a concern. The installation of decorative lighting was suggested in conjunction with a mural project, or as an alternative artistic treatment for the underpass.

**A motion was made to postpone a decision regarding issuing an RFP for a mural project, and to continue the discussion at the next PAC meeting.** The motion was approved.

**VIV. UPDATES FROM REDEVELOPMENT STAFF**

Council Approval of NPI Funding Recommendation

Staff reported that the City Council / Redevelopment Agency approved the PAC's funding recommendations for the 2008 NPI grant cycle.

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

Staff reported that the streetscape improvements are on schedule and that the streetscape project is scheduled to be complete by the end of this year.

San Pablo Pedestrian Lights

Staff reported that the project is progressing on schedule with slight delays and that construction should be underway in early 2009 as scheduled.

Foreclosure Activity

Staff reported that no new data was available regarding foreclosure activity in the B/M/SP Redevelopment Project Area. Staff will bring new information to the PAC as it becomes available.

Update on the Proposed Expansion of the B/M/SP Redevelopment Project Area

Staff updated the PAC on the progress of this project. Charles Porter is in the process of collecting signatures from residents and business owners in the proposed amended area to verify support of the Project Area expansion.

Notice of Funding Availability (NOFA)

Staff reported that no affordable housing proposals were presented for projects within the B/M/SP Project Area for the current NOFA funding cycle.

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

At the November 6, 2008 meeting, the PAC requested that the following items be placed on the January 8, 2009 Agenda:

- Budget and expenditure information for the Façade and Tenant Improvement projects
- Discussion of a mural or other artistic treatment at the Telegraph/Hwy 580 underpass

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

**\*\*\*\*\*Next meeting scheduled for January 8, 2009\*\*\*\*\***