

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

**Thursday, July 7, 2005  
7:00 p.m. - 9:00 p.m.**

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

**\*\*\* PLEASE NOTE THE CHANGE IN MEETING TIME\*\*\***

**AGENDA**

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

- |       |  |          |
|-------|--|----------|
| I.    | Roll Call  | (5 min)  |
| II.   | Open Forum   | (10 min) |
| III.  | Review of May Minutes  | (5 min)  |
| IV.   | Redevelopment Plan Amendment Updates   | (15 min) |
| V.    | PAC Extension and Meeting Frequency<br><i>(PAC Action Required)</i>                      | (15 min) |
| VI.   | Matching funds for 40 <sup>th</sup> Street Capital Grant<br><i>(PAC Action Required)</i> | (10 min) |
| VII.  | Fiscal Year 2005-2007 Budget and Expenditure Update                                      | (15 min) |
| VIII. | PAC Project Visioning for Future Meetings  | (10 min) |
| IX.   | Façade Program Update  | (20 min) |
| IX.   | Updates from Redevelopment Staff<br>a. MacArthur Transit Village                         | (5 min)  |
| X.    | 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) 637-0247 or email her at [kkleinbaum@oaklandnet.com](mailto:kkleinbaum@oaklandnet.com)

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PROJECT AREA COMMITTEE**

**Thursday, July 7, 2005  
7:00 – 9:00pm  
Beebe Memorial Church  
Multi-Purpose Room  
3900 Telegraph Avenue, Oakland, CA**

**MINUTES**

Present

Charles Porter, Chairperson  
Michele Coit, Vice Chairperson  
Marlene Elbin  
Aaron Reaven  
Sylvia Tellez

Walter Springer  
Walter Miles  
Josephine Lee  
Shirley Edding

Absent

Lee Cherry  
Rebecca Prastein

Bill McLetchie  
Mary Mayberry

Excused

Mike Ramstrom  
Paula Price  
Tom Huebner

Paul Winans  
Uma Thomas

City Staff Present:

Kathy Kleinbaum, CEDA Redevelopment  
Christine Lebron, CEDA Redevelopment

**I. ROLL CALL**

The meeting was called to order. Roll was taken by Charles Porter, Chairperson.

**II. OPEN FORUM**

Walter Springer passed out an informational article about the recent Supreme Court eminent domain ruling. Charles Porter suggested placing discussion of the article and eminent domain on the next meeting agenda.

Marlene Elbin announced Norman Clayton's resignation from the PAC and expressed Norman's appreciation for the PAC members and the work they do.

Bob Brokl discussed the May 9<sup>th</sup> town hall meeting and expressed his opposition to the proposed expansion of the Broadway/MacArthur/San Pablo Redevelopment Area. Additional members of the public from the proposed redevelopment area stated their opposition to the plan amendment.

**III. APPROVAL OF MINUTES**

The minutes could not be approved since there was not a quorum at the meeting.

**IV. REDEVELOPMENT PLAN AMENDMENT UPDATES**

Staff discussed the May 9<sup>th</sup> town hall meeting and the opposition expressed by residents at the meeting to the proposed amendment and expansion of the Broadway/MacArthur/San Pablo Redevelopment Area. Staff discussed the main issues brought up by residents at the meeting: eminent domain, the impact on the general fund, and the determination of blight. Staff announced that the proposal was indefinitely on hold and would only be revived if there was adequate community support. Staff will continue to attend community meetings where staff has been invited to discuss the proposal. Upcoming meetings include PANIL, Temescal Merchants, and the Market Street Corridor.

**V. PAC EXTENSION AND MEETING FREQUENCY**

Although there was no quorum to vote on the PAC extension or frequency, the PAC members present expressed their support for extending the PAC for another year and for maintaining a bi-monthly meeting schedule. Marlene Elbin suggested calling special meetings on an as-needed basis instead of holding monthly meetings. All PAC members in attendance were in agreement but no formal vote was taken. Charles Porter also suggested a scheduled PAC retreat as an alternative to special meetings.

Current PAC vacancies were discussed. To date existing vacancies include: two sub-area 1 tenants and one sub-area 1 property owner, one sub-area 2 tenant, and four community organization positions. Sylvia Tellez asked whether new organizations could be recruited and PAC positions could be shifted to the other sub areas instead of remaining vacant. Staff said vacancies could not be shifted to other sub areas but encouraged the PAC to recruit their neighbors and community organizations. Any new community organizations would first need to be approved by City Council before they could be seated on the PAC.

**VI. MATCHING FUNDS FOR 40<sup>TH</sup> STREET CAPITAL GRANT**

The PAC discussed allocating \$220,000 in redevelopment funds to match \$1.05 million in other grant funds for construction of the 40<sup>th</sup> Street project. Josephine Lee expressed concern about money being diverted from San Pablo Avenue since the area desires pedestrian street lights. Shirley Edding recommended adding a plaque to the 40<sup>th</sup> street mural describing the meaning of the artwork.

Since there was not a quorum present, the PAC could not make a formal motion of support. An informal vote resulted in 7 PAC members supporting the grant match and 2 members abstaining.

**VII. FISCAL YEAR 2005-2007 BUDGET AND EXPENDITURE UPDATE**

The fiscal year 2005-2007 budget and projected expenditures were discussed. Completed projects and projected costs of future projects were also reviewed.

**VIII. PAC PROJECT VISIONING**

Considering the increased revenues that will be available to the PAC over the next two fiscal years, staff recommended that the PAC begin discussions about future projects and programs they would like to fund in the Broadway/MacArthur/San Pablo Redevelopment Area over the next two years. Some potential projects and programs were presented by

staff. Staff asked the PAC members to give input on which projects or programs they wanted more information on and to brainstorm other ideas for staff to research:

Some projects mentioned by PAC members included: pedestrian-scale lights along San Pablo Avenue, a security camera at 61<sup>st</sup> street & San Pablo Avenue, intersection improvements at Stanford & San Pablo Avenue, targeted tenant improvement program to attract certain businesses (such as a quality produce market to eliminate “food blight”), implementing streetscape improvements on Telegraph Avenue, a freeway sound wall at 37<sup>th</sup> street & Telegraph Avenue and/or a planning study for noise abatement in the area, irrigation systems for certain community plantings, and recreation center upgrades.

Information requests by PAC members included: more on Neighborhood Projects Initiative (NPI)/small projects funding, more on targeted tenant improvement programs, and cost estimates for various improvements suggested above. The determination of which projects and/or programs to fund will be discussed in more detail at the next PAC meeting

**IX. FACADE PROGRAM UPDATE**

This item was tabled until the next meeting due to lack of time.

**X. UPDATES FROM REDEVELOPMENT STAFF**

**a. MacArthur Transit Village**

No report was given due to lack of time.

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

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

- Façade program update
- Future project visioning

The following items should be discussed at future meetings:

- Eminent Domain policy

There being no further business to discuss, the meeting was adjourned at 9:10 pm.

\*\*\*\*\*Next meeting scheduled for September 1, 2005\*\*\*\*\*