

**Central City East Project Area Committee**  
**Monday May 4, 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 6:34 pm.

**I. Roll Call**

- a. See attached roster of attendance.

**II. Open Forum**

- a. Kayode Powell spoke regarding the City Council's actions regarding the CCE Commercial Security Program and the private security aspect of that program. Tom Thurston and Gloria Jeffery also had comments regarding the Council's and CCE staff's actions. Larry Gallegos provided the item's legislative history and staff's actions to date.
- b. Frank Rose spoke regarding CPR kits provided by the American Heart Association. He informed the PAC that he could provide copies of the instruction video. He also stated that he hopes the discussion for these kits becomes city-wide.

**III. Approval of Minutes**

- a. Bari Scott asked that on page 3, section h, more accurately reflect the position of the PAC members. The first sentence of section h will be changed to "Gilda wanted clarification on how the PAC can display that it doesn't want to change the program," and delete the rest of the sentence.
- b. Bari also informed staff of a few grammatical errors and areas of clarification. Page 4, item VI, section a, the 2<sup>nd</sup> to last sentence will end as "...to properly notice *all informal meetings*." Page 4, item VII, section a, the last sentence will state "The BAC will *be* available for..." Page 5, item VIII, section c near the end will read as "...the expansion of the *Planning Study* nodes as long as they are along International Boulevard."

**Motion (by Bari Scott, seconded by Eugene Smith): To approve the April 6, 2009 PAC Meeting minutes with the aforementioned changes.**

**Vote: Motion approved by consensus.**

#### IV. Administrative Items

a. Nominations for PAC positions.

None.

b. PAC member attendance and absence status.

- i. Kimani Rogers reported to the PAC regarding the PAC requirements for attendance, the PAC bylaws, and the number of PAC members who had not met the requirements as described by the by-laws. Kimani informed the PAC that Robert Klinger, David Means, Sheryl Walton, Rodney Younger, Kathy Chao, Charles Chiles and Al Parham had been contacted regarding not meeting the requirements. David Means had informed staff that he no longer wished to be a member of the PAC. Robert Klinger and Al Parham had not contacted the staff informally regarding their intentions prior to the meeting. The remaining 4 members had informally informed the staff that they wished to continue, and Kimani stated that all of the contacted members had the option and opportunity to express their desire to the PAC at that time.
- ii. Charles Chiles, Kathy Chao, Rodney Younger, Al Parham and Sheryl Walton expressed a desire to continue on the PAC and cited various personal or professional reasons for their absences.
- iii. Robert Klinger was not present and had not previously contacted staff regarding a desire to remain on the PAC.
- iv. Staff was directed by the PAC that at the next month's meeting, the PAC will have the option of voting regarding the membership of the member(s) who have not expressed a desire to continue on the PAC at that time, or previously and informally to the staff. The Eastlake/San Antonio Residential Owner-Occupant member Robert Klinger fits that description and staff informed the PAC that at the June meeting they will have the option to vote on his PAC membership.

c. Announcements from PAC community organizations.

- i. Kathy Chao stated that Lao Family Community Development, Inc was leasing its commercial building at 1551 23<sup>rd</sup> Avenue. The space will be available in June and they will issue a flyer to the public soon.
- ii. Kayode Powell informed the PAC that the organization Boys To Men may come before the PAC in the future.

d. Council item updates and other Staff administration

- i. Theresa Navarro-Lopez provided updates on various administrative items within the CCE Redevelopment Area. The Lake Merritt BART plan will be

heard by the City Council at the May 5<sup>th</sup> meeting. An item seeking the acquisition of 7525 and 7533 MacArthur Boulevard from Alameda County will also be heard by the Council on May 5<sup>th</sup>. The Pine View Partners fund assistance item was not heard by the Council yet and was to be delayed until the May 26<sup>th</sup> CED committee meeting. The item seeking the acquisition of 5847 & 5851 Foothill Boulevard would also be heard at the May 26<sup>th</sup> CED committee meeting. Theresa also mentioned the status of the PAC-approved NOFA project managed by RCD and the Estuary Plan in relation to their advancement through the bureaucratic process.

- ii. Art Clark wanted clarification and more detail regarding the acquisition of 7525 and 7533 MacArthur. Theresa clarified the actual address and stated that those 2 properties were mentioned on the original CCE Opportunity site list. CCE staff are also following up on other sites that the sub-area groups and the PAC have identified.
- iii. Tom Thurston asked for more information regarding the Estuary Plan status. Neil Gray of Planning clarified that staff is going through various processes including an interim designation that will require all construction in the area to go through a design review process.

#### **V. Vision Document Approval**

- a. Hagu Solomon presented the Vision Document for the PAC's approval. She reminded the PAC that they had already supplied their comments and recommendations for the Action Plan portion of the Vision Document, with the exception of the Eastlake group that was unable to submit changes by the requested deadline. The final approved document will be placed on the CCE website.

**Motion (by Frank Rose, seconded by Jean Blacksher): To accept and approve the Central City East Vision & Strategy Document as the Final Version, with the allowance for minor spelling and grammar changes.**

**Vote: 17 Ayes, 0 Nay, 3 Abstentions. Motion passed.**

#### **VI. Citywide Zoning Update.**

- a. Neil Gray from City of Oakland, CEDA Planning and Zoning division presented and gave an update on the citywide Zoning effort to make Zoning more consistent with the City General Plan. The General Plan guides development along the commercial corridors and the downtown area to help arrange for easier access to public transit options near housing and provide housing in a non-sprawl-inducing way. There will be two phases: establishing Base Zones throughout the City of Oakland and establishing Area Plans for smaller areas within the City.

- b. Gloria Jeffery asked what the Zoning process and strategy were and if the process will impact the commercial corridors first or all the areas at the same time. Neil replied that the process will begin by mapping the area. Zoning will work with Redevelopment to incorporate CCE Opportunity Sites into the process and there will be a focus on incorporating Redevelopment issues.
- c. Art Clark asked about the schedule or timeline of the process. Neil responded that staff hopes to get the Base Zones information to City Council near the beginning of 2010. Art followed up by asking if staff could come to local community meetings in addition to the specific meetings that Zoning has already planned. Neil responded that TAC meetings are scheduled, but that zoning staff can also attend local community meetings and present as well as receive input.
- d. Neil Gray also responded to questions from: Sheryl Walton regarding specific requirements regulated by Zoning practices; Etha Jones regarding commercial billboards; and Kathy Chao regarding the impact on check cashing businesses.
- e. Jean Blacksher inquired as to whether Zoning staff will consult with CCE staff and will also take into account the CCE Vision Document. Neil responded that the staffs would work together and that the document will be used to help inform the process.
- f. Laura Jerrard inquired as to how long the Zoning Updates are supposed to last. Neil responded that the plan is not to have an update with a set termination date, but to have the update be reviewed at timely intervals.
- g. Hagu Solomon asked Neil to clarify about the Design Review Process in East Oakland. Neil informed the PAC that currently a large portion of the major commercial corridors in East Oakland do not have a mandatory requirement to go through the Design Review Process and that the Planning & Zoning Department hopes to implement that as well as design guidelines that individuals would have to follow. The guidelines would provide descriptive information and guidance as to what the City would like to see, what standards should be set, etc.

## **VII. Housing Element Update**

- a. Devan Reiff from the City of Oakland, CEDA Planning and Zoning presented regarding the Housing Element. He explained that the Housing Element is a chapter of the City Plan. It is mandated by state law that every 5 years the City reports its planned growth as well as provides demographics and other data. Every five years the Association of Bay Area Governments (ABAG) comes up with a proposal regarding the regional housing needs and requirements within the area. 14,600 units is Oakland's share of the area requirement for the next seven years.
- b. Gloria Jeffery asked if the 14,600 units were a requirement for all of Alameda County and how was the requirement set. Devan responded that 14,600 units was just the requirement for Oakland, and that ABAG sets the requirements. However, Oakland

does not have to actually build 14,600 new units; it only has to show that 14,600 units could be built.

- c. Devan continued by stating that the 14,600 units would be broken down into approximately: 2000 very low income units; 2000 low income units; 3000 moderate units; and 7500 market rate units. Devan clarified that Oakland has met most of the target already: approximately 1000 units have been built; approximately 5000 units are in the planning process; and approximately 7000 units are currently under discussion.
- d. Devan finished by stating that the Housing Element must go through the Public Review process. It will be heard by the Planning Commission in June and will be presented to the City Council during the summer.
- e. Kathy Kuhner, Vice President of the Oakland Builders Alliance also presented on the state of Housing. She said that at this time, no one is building anything. There has been no new construction for 2 years. In East and West Oakland, default notices have increased 80%. New home ownership efforts are waning. The prices and interest rates are low, but minimal houses are moving due to a need to place a substantial down payment. She would like to affect the Mortgage Assistance Program (MAP) and place more funds in the MAP. In the next 6 – 9 months there will be more foreclosures than what has been seen to date. East Oakland already has a large number of foreclosed homes and there are 200% more foreclosed homes than are currently listed on the market.
- f. Frank Rose asked what should the PAC do based upon the information presented. Kathy Kuhner responded that they should place all available funds into the MAP over any other program. Devan Reiff responded that the City has \$8 million placed into the foreclosure assistance program and that the Housing element has policies that will be set to look at foreclosure related programs.
- g. Art Clark asked what the City needs to do to bring buyers back to the City. Kathy Kuhner responded that she believes Oakland should put a significant amount of money into Public Relations/Marketing and present Oakland in a better light. Oakland should be sold as a desirable place to live; the City should try to impact the “demand” side.
- h. Etha Jones wanted clarification regarding the MAP and its relationship with banks. Kathy Kuhner responded that the Oakland MAP has a low requirement of up to 80% of Area Median Income (AMI) in order to qualify for the MAP. Other cities MAP allow for up to 120% of AMI. Also, last year Oakland used all of the funds available in the MAP. She would like to see a lot more placed in the program. Larry Gallegos added that the Housing and Community Development Division of CEDA is bringing to Council an item that would increase the MAP requirement to 100% of AMI and increase the amount available in CCE by \$2.6 million.
- i. Art Clark stated that Oakland has historically met its low-income housing obligations in comparison to other areas and that this disparity has led to families residing in

areas of high crime with low resources. Does the Housing Element address this issue and Oakland's historical compliance? Devan responded that the Housing Element process will consider those factors. In the workshops they will look at over-concentration or over-saturation of low income housing and those concerns are reflected in a checklist when evaluating new potential affordable housing developments via the NOFA and other tools. The Citywide Zoning Update is also looking to address the availability of resources (such as grocery stores) currently in the area. Art asked if ABAG can be informed of the existing situation in Oakland and hopefully that will inform their requirements in the future. Devan replied that staff will check to see if ABAG has been informed of Oakland's current status.

**VIII. Items for the next PAC meeting of June 1, 2009.**

- a. Kimani Rogers informed the PAC that a training for boards and commissions is required annually by the Public Ethics Commission and that the PAC will receive their training at the June 1 meeting.
- b. PAC attendance and potential vote regarding PAC membership

**IX. Adjournment**

- a. The meeting was adjourned at 8:30.