

West Oakland Project Area Committee Representatives

West MacArthur/Hoover

Lawrence Rice
Residential Owner

Max Allstadt, co-chair
Residential Tenant

Bill Vidor
Business Owner

Madeline Wells
Grove L. Neighborhood Group

Lynne Horiuchi
West MacArthur Neighborhood Council

Clawson/McClymonds/Bunche

Ray Kidd
Residential Owner

Amana Harris
Residential Tenant

Joseph Hurwich
Business Owner

Linda McFadden
Felicia Pierson (Alternate)
West Oakland Neighbors

Jay Robertson
West Oakland Air Monitors

Prescott/South Prescott

Stefanie Parrott
Residential Owner

Brent Bucknum
Residential Tenant

Ellen Wyrick-Parkinson
Business Owner

Karin Mac Donald
Marcus Johnson
(Alternate)
Prescott-Oakland Point Neighborhood Association

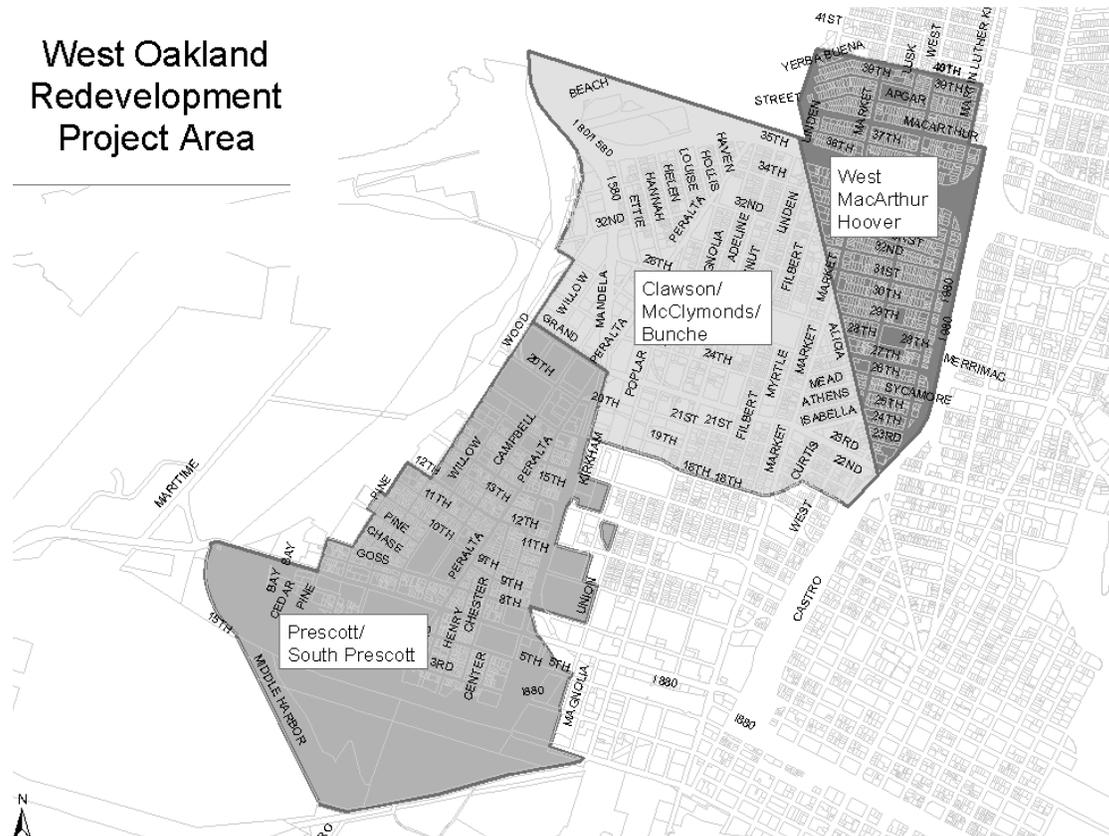
Brian Beveridge, co-chair
South Prescott Neighborhood Association

At-Large

Steve Lowe
George Burt (Alternate)
West Oakland Commerce Association

Margaret Gordon
Olugbemiga Oluwole
(Alternate)
West Oakland Environmental Indicators Project

The West Oakland Project Area Committee ("WOPAC") is an elected body of community volunteers who advise the City on redevelopment matters.



REGULAR MEETINGS

In the interest of reducing redundancy and increasing efficiency and effectiveness, the WOPAC now meets twice a month beginning in 2011. The former three subcommittees of Trees and Transportation, Neighborhood Planning, and Community Outreach and Equitable Development have been combined into one **“Committee of the Whole”** WOPAC, which meets the first Wednesday of every month, 6:30 PM to 9:00 pm, at West Oakland Senior Center. The **“WOPAC General Meeting”** continues to meet the second Wednesday of every month, 6:30 to 9:00 pm, at the West Oakland Senior Center.

The main difference between two committees is that final action will be taken at the “WOPAC General” and the “Committee of the Whole” will be reserved primarily for more in-depth discussion, especially of new topics.

2011 ANNUAL WOPAC PICNIC

Every year, the WOPAC hosts a picnic in the summer to outreach to its constituents. Please join WOPAC for hot links and cold drinks at its 8th Annual Picnic on September 10th at Willow Park (Willow and 14th Street) from 12 pm to 2 pm.



PROJECTS THE WOPAC HAS FUNDED

DOG PARK AT GROVE SHAFTER

In 2008, Julie Clemens of Oakland Dog Owners Group (ODOG) submitted a Neighborhood Project Initiative application to WOPAC to turn a largely underutilized area of Grove Shafter Park located under the highway, near 34th Street and Martin Luther King Jr. Way, into a dog park.

A Grand Opening Celebration was held on January 15, 2011. The event, featuring local speakers, face painting, refreshments and pet adoptions, was attended by as many as 100 people.



The dog play area includes separate fenced areas for large and small dogs, ADA accessible benches and picnic tables, boulders for dogs to leap on, and sunken waste receptacles that will be emptied by City crews on a regular basis. Light maintenance of the dog park will be the responsibility of its users. A phone number is posted for people to call to request trash pick-up or other problems. The Longfellow Community Association has adopted the park, pledging to keep it clean and inviting.

The project costs was \$55,000. \$40,000 was from the NPI Grant approved by WOPAC and a match of \$15,000 came from City Councilmember Jane Brunner's Office.

PLANNING STREETScape IMPROVEMENTS FOR PERALTA & MLK JR. WAY

The Peralta/Martin Luther King Jr. Streetscapes Project is currently in the design stages. The overall purpose of these improvements is to improve the safety, functionality and aesthetics of these thoroughfares, and to stimulate new development and redevelopment opportunities on adjacent properties.

Through an RFP process, Gates & Associates was selected as the landscape architect consultant to work with community stakeholders and staff on this exciting new project. Gates will prepare: (1) schematic concept plans for the two streets, and (2) detailed design and construction drawings for a minimum of six "priority areas" or intersections along the streets' lengths (what we are calling "Phase I"). Staff will use the Phase I drawings to apply for grant funding to construct the project.

A Core Committee Group consisting of four WOPAC board members, Agency staff, and Gates, has met on several occasions since Fall 2010 to guide and develop the project.



There has been an extensive community participation process to further define the project and identify key issues and priorities/priority areas. Two public design charrettes (one for each street) occurred in the Spring. In addition, Gates sought formal input from the WOPAC prior to the charrettes.

GROCERY STORE OPENS IN WEST OAKLAND

A new grocery store opened at 2314 San Pablo with the help of a \$75,000 grant from the West Oakland's Façade and Tenant Improvement Program.



Produce Pro offers a full complement of produce, as well as a nice selection of dried and canned goods. Rainbow chard, frijoles pintos and Jiffy corn muffin mix are a few of the items on the shelves of this full-service, mid-size grocery store.

If business goes well, Ed Hemmat, the owner of Produce Pro, hopes to expand by hiring more employees (currently at 8) and adding a deli and hot food counter. He also plans to include an educational component – with healthy recipes offered in the store and on the website, to suggest ways to cook with the fresh fruits and vegetables available at the store.



DELICIOUS NUTRITIOUS OPENS WITH HELP OF TENANT IMPROVEMENT GRANT

Oakland welcomes Nona Lim, owner of “Cook!” and Storn White, owner of “Delicious Nutritious” who partnered in early 2010 to expand and to jointly operate a commercial kitchen at 3310 Peralta Street. The commercial kitchen has been in place serving a commercial caterer within what was a successful rehabilitation of an Oakland public decommissioned elementary school into a mixed use and work live complex.



Nona Lim owner of “Cook!”, Roberto Costa of CEDA Economic Development, and Storn White owner of “Delicious Nutritious”. Ms. Lim holds a \$45,000 check from the Redevelopment Agency.

The partners approached CEDA staff to participate in the West Oakland Tenant Improvement Program to help convert about 3700 sq ft of vacant and underutilized space into productive food handling and office space. The main purpose of the renovation would be to create a fresh foods packaging factory by increasing the approved food handling area from about 800 to perhaps 3600 sq. ft.

The West Oakland Tenant Improvement Program contributed \$45,000 to add mezzanine space, paint the interior, and add ceramic tiles.

-- *Delicious Nutritious continued* --

Delicious Nutritious delivers nutritionally-balanced fresh food boxes to workers in office buildings and Nona Lim's company, *Cook!* sells

prepared, measured, and marinated fresh food dinner kits that transform into nutritious meals. Both operations are similar in its preparation capacity and are considered 'Specialty Food Sector' companies. Both businesses are in a great position to share resources together. Storn said "By quadrupling the kitchen space and running in two shifts, Nona and I feel that we can transform this space into a solid little economic engine." Currently the joint business venture is employing 12 people for administrative and operational purposes



Business grand opening on December 10, 2010, was well attended by more than 50 guests, including clients, distributors, and neighboring business owners.

WEST OAKLAND HOUSING LOAN AND GRANT PROGRAMS

The WOPAC advised City's housing staff on program guidelines for four housing loan and grant programs funded by West Oakland Redevelopment funds.

The **Mortgage Assistance Program** offers first-time homebuyers a simple-interest "silent second" loan of up to \$75,000. WOPAC recommended expanding the income limit for those eligible to receive this loan to include those families at 100% of the Area Median Income (AMI), up from 80% of AMI.

Homeownership Program Contact: 510-238-6201

The **Automatic Gas Shut-Off Valve Program** provides grants to owner-occupied households making no more than 80% of AMI for the installation of automatic shut-off valves at existing gas meters.

Residential Lending Contact: 510-238-3909

The **Vacant Housing Acquisition/ Rehab/New Construction Program** offers a 2-year loan of up to \$200,000 to current or prospective property owners to: 1) *acquire* vacant parcels or vacant and residential homes of up to 4 units with blight or major code violation issues; 2) *rehab* blighted residential homes of up to 4 units; and/or 3) *construct* residential homes of up to 4 units on vacant land.

Residential Lending Contact: 510-238-3909

The **Owner Home Maintenance and Improvement Program** offers low-interest loans of up to \$125,000 to homeowners of 1 to 4 unit residential buildings, making no more than 80% of AMI, to correct health and safety violations, code deficiencies, and repair major systems in danger of failure.

Residential Lending Contact: 510-238-3909

The City's Homeownership Program and Residential Lending are currently open to receive applications.

WEST OAKLAND TEEN CENTER

In November 2010, the City was awarded a \$5 million Statewide Park Development and Community Revitalization Program Grant from the State of California (Proposition 84) for the construction of the West Oakland Teen Center. The Teen Center is planned for the 8,812 square foot former church located at 3223 Market Street.

West Oakland Redevelopment funds paid for the planning and design of the Teen Center. Gerson/Overstreet Architects was selected to work in partnership with Leadership Excellence to elicit vision and input from area youth regarding services and amenities.

The resulting design consists of renovations to the former church building, with the addition of a mezzanine to house a Teen Library with computer lab. A new entrance and reception area will be created, four multipurpose rooms, a new kitchen and dining area, student project room, game room and storage areas. Proposed activities include tutorial and counseling services, food services training, college prep/advising, sports/recreation, performing arts and other services sorely needed by the youth of West Oakland.

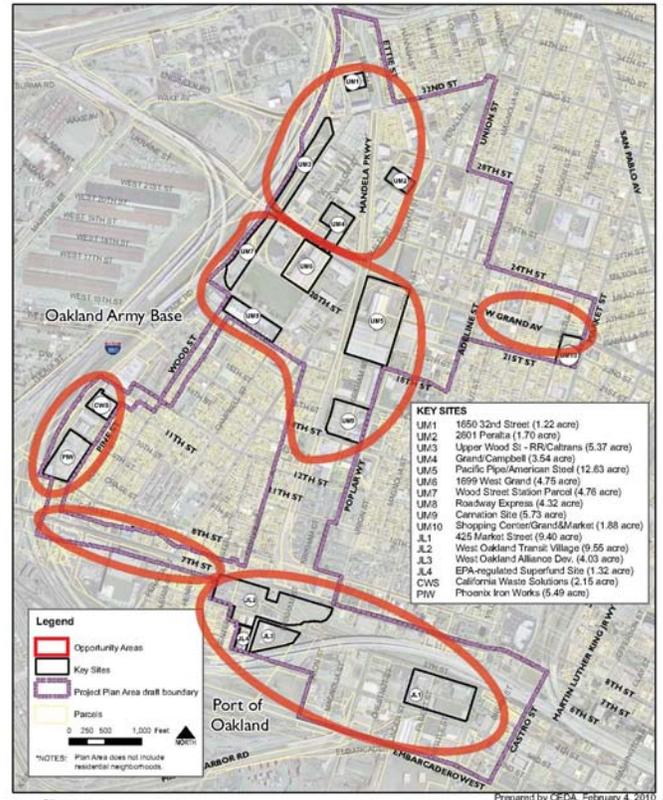
Construction drawings are complete and designed to achieve LEED Certification (Leadership in Energy and Environmental Design).

In March 2011, WOPAC approved \$1.098 million of West Oakland Redevelopment funds to go toward the construction funding of the Teen Center. The construction is due to be complete by the end of the 2011.

WEST OAKLAND SPECIFIC PLAN

WOPAC approved funding of \$310,000 for the preparation of the West Oakland Specific Plan. The Oakland Army Base Redevelopment Area committed another \$90,000 toward the Plan. In addition, staff applied for and was awarded a federal grant (TIGER II from HUD and DOT) in the amount of \$400,000. This additional money

will go toward paying for the Environmental Impact Report.



West Oakland Area Plan Map
CITY OF OAKLAND Opportunity Areas

Staff issued a Request for Proposals in April 2011 to solicit a consultant team to prepare the Specific Plan. A team of consultants with JRDV Urban International as the prime was selected to lead the effort. Staff has been working with WOPAC to solicit community input, and there will continue to be an extensive community participation process.

The purpose of the West Oakland Specific Plan is to develop comprehensive, multi-faceted strategies for facilitating the development of vacant and/or underutilized commercial and industrial properties with the West Oakland Opportunity Areas. The Plan will be a tool for supporting, attracting and developing commercial and industrial enterprises to provide jobs and services needed by the West Oakland community and the city of Oakland at large.

In short, the Plan will be blueprint for public and private investment in the West Oakland Redevelopment Area, with particular attention given to certain opportunity sites.

NEIGHBORHOOD PROJECT INITIATIVE PROGRAM

The WOPAC's Neighborhood Project Initiative Program is in its third granting cycle. Nine new projects recommended by WOPAC were approved by the City Council in May 2011 and staff is currently the process of beginning implementation.

The 2011 West Oakland NPI Projects are:

- Deployment of an illegal dumping deterrent and apprehension system consisting of four portable units of motion detectors/cameras
- "Oakland Super Heroes" mural under the I-580 Freeway between MLK and San Pablo
- St. Andrew's Plaza (at 32nd Street and San Pablo) safety and beautification Project
- Street tree planting on San Pablo Avenue
- Installation of "Keep Oakland Beautiful" billboard at San Pablo Ave bus stops
- New Crucible Space, including lighting, signage and art installation.
- Tenant improvements to community space at 1485-8th Street
- Exterior lights and bike racks for 716 Peralta Street

The program is designed to encourage community participation in the revitalization of the West Oakland Redevelopment Project Area.

A committee of the WOPAC reviews proposals and recommends which get funding. Successful proposals in the past typically included detailed, well-researched budget figures, letters and petitions of support from community members, businesses and organizations. Projects benefitted the general community rather than a few neighbors or individuals and adhered to redevelopment law. State law requires redevelopment funds go to fund physical improvements ("bricks and mortar") that remove blight rather than maintenance or social programs.

NPI projects that have been completed are:

- Facility improvements to City Slicker Farm's urban gardens at 16th & Center and 1240 18th Street.
- Grove Shafter dog park, under highway at 34th Street and MLK
- Landscaping of the West MacArthur median
- Landscaping medians at 27th Street between MLK Jr. Way and San Pablo and triangle at West Grand, Brush and San Pablo.
- Two speed bumps and exterior lighting on Milton Street
- Three security camera projects installed at various locations throughout the Project Area to improve public safety and prevent illegal dumping.

One of the cameras caught a murder that occurred in February 2011. All of the video, along with the program to access and manipulate the cameras were turned over to the police. The murder made the paper though there was no news about the cameras.



Tree planting on 34th Street during MLK Jr. Day Weekend by West Oakland Greening Initiative and Dogtown Neighborhood Association.

-- Neighborhood Project Initiative Program
continued --

An additional six NPI projects selected for funding in 2010 are currently underway:

- Façade improvements to a square block of property at the Hollis Street & 34th Street to include new paint, new fence, exterior lighting and new trees.
- Façade improvements to the Boys & Girls Club at 920 24th Street to include new paint, new entryway and exterior lighting.
- A youth-operated aquaponics garden at 5th and Union Street.
- Trees with run-off friendly tree wells and other landscape improvements to the 2 blocks of 31st Street between San Pablo and MLK Jr. Way.
- Landscaping and signage installation along 40th Street.
- "Spot greening" throughout the Longfellow neighborhood through volunteer participation.

STATUS OF REDEVELOPMENT AND STATE BUDGET???

- The adopted state budget for 2011-12 and related legislation eliminates redevelopment agencies as of October 1, but allows redevelopment agencies to continue if its sponsoring city agrees to make certain continuation payments for the benefit of the state.
- The estimated continuation amount for the City of Oakland is \$40 million for FY 2011-12. Under this legislation, all major activities of redevelopment agencies, except for those required under existing contracts, were suspended as of June 29, 2011.
- The legislation provides that this suspension be lifted upon adoption of a "continuation ordinance" which the Oakland City Council adopted on July 26, 2011.
- Meanwhile, there are legal challenges to the state legislation by the California Redevelopment Association and League of California Cities. The California Supreme Court may issue a stay of the effectiveness of the legislation pending final resolution.
- City Council will decide in the Fall how to make the \$40 million payment and the required budget adjustments. The first continuation payment will not be required until January 15, 2012.



WEST OAKLAND PROJECT AREA COMMITTEE

Oakland Redevelopment Agency
250 Frank H. Ogawa Plaza
Oakland, CA 94612



WEST OAKLAND PROJECT AREA COMMITTEE

REDEVELOPMENT NEWS