

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

**Thursday, July 10, 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 May Minutes   | (5 min)  |
| IV.   | Enhanced Security Officer Check-in<br><i>(Officer Mayumi Taylor)</i>  | (45 min) |
| V.    | 2008 Neighborhood Projects Initiatives Program Update<br>And Sub-Committee Scheduling<br><i>PAC Action Item</i>   | (15 min) |
| VI.   | City-Sponsored Foreclosure Assistance Programs  | (15 min) |
| VII.  | Report on Neldham's Bakery Status   | (10 min) |
| VIII. | Updates from Redevelopment Staff<br>A. MacArthur Transit Village<br>B. 40 <sup>th</sup> Street Streetscape<br>C. San Pablo Streetlights<br>D. Grove Park/3801-3807 MLK Land Acquisition | (10 min) |
| IX.   | Agenda Discussion and Scheduling of Next Meeting<br>& 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).

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

**Thursday, July 10, 2008  
7:00 – 9:00pm  
Beebe Memorial Church  
Multi-Purpose Room  
3900 Telegraph Avenue, Oakland, CA**

**MINUTES**

Present

Edric Kwan, Chairperson  
Michele Coit, Vice Chairperson  
Josephine Lee  
Walter Springer  
Paula Price  
Wendy Tao  
Willie Locket

Walter Miles  
Aaron Reaven  
Sylvia Tellez  
Marlene Elbin  
Seth Katz  
Larry Benson  
Christopher Waters

Absent

Mary Mayberry  
Sandy Wilson  
Lee Cherry

Andrea Goldman  
Shirley Edding

Excused

Uma Thomas

City Staff Present:

CEDA Redevelopment: Kathy Kleinbaum, Christine Lebron  
OPD: Officer Mayumi Taylor

**I. ROLL CALL**

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

**II. OPEN FORUM**

Josephine Lee announced that the annual Jazz on Sunday series, sponsored by the Friends of the Golden Gate Library, will begin on Sunday, July 13<sup>th</sup> from 3-6pm at the Golden Gate Library.

Josephine Lee also announced that some residents have inquired about the possibility of expanding the Broadway/MacArthur/San Pablo Redevelopment Area to include the Lowell Street neighborhood and would like to add the item to the next PAC meeting agenda for discussion.

Christopher Waters reported on a meeting he attended with Bay Localize regarding the expansion of the GRID Alternatives solar installation grant into other redevelopment areas. Staff recommended that the group presents the idea to the other redevelopment PACs to determine the level of interest in each project area.

Josephine Lee announced the Homeowners and Renters Refund offered by the State Franchise Tax Board to people over age 65 who make \$46,000 or less per year. Forms are available at local senior centers.

Sylvia Tellez requested information on the status of 5838 San Pablo Avenue, the former Black Muslim Bakery headquarters.

Kathy Kleinbaum, redevelopment staff, announced that she will be on maternity leave for 6 months starting in September and that Christine Lebron and a temporary contract employee (to be determined) will continue to work with the PAC during her absence.

Guest introductions: Madeline Wells, member of the West Oakland PAC

### III. APPROVAL OF MINUTES

**A motion was made to approve the May 1, 2008 minutes.** The motion was approved.

### IV. ENHANCED SECURITY OFFICER CHECK-IN

Officer Taylor reported to the PAC on her current activity in the B/M/SP area over the last two months. Officer Taylor reviewed the May activity report that was included in the agenda packet and passed out the June activity report. She described her targeted work with PSOs and other officers on prostitution and problem motels in the area. PAC members listed additional priorities in the San Pablo and Broadway/MacArthur sub-areas respectively. The San Pablo priorities were prostitution and loitering, specifically around 54<sup>th</sup> & San Pablo and from 63<sup>rd</sup> - 67<sup>th</sup> along San Pablo. The Broadway/MacArthur priorities were robberies, burglaries, and drug dealing around the MacArthur BART station and 40<sup>th</sup> St./Mosswood areas as well as loitering at the corner of 40<sup>th</sup> & Telegraph Avenue.

PAC members requested that monthly reports for periods between be included in every PAC agenda packet. PAC members also requested OPD Beat maps and information on NCPC meetings. Officer Taylor encouraged PAC members to contact her via email with any questions or issues at [mtaylor2@oaklandnet.com](mailto:mtaylor2@oaklandnet.com) or phone at (510) 773-0986. She also encouraged members to enroll in the Citizen's Police Academy and will provide more information as requested.

### V. 2008 NEIGHBORHOOD PROJECTS INITIATIVE PROGRAM UPDATE AND SUB-COMMITTEE SCHEDULING

Staff reminded PAC members that the 2008 Neighborhood Projects Initiative (NPI) Program applications are due on Friday, July 25<sup>th</sup> at 4pm. Applicants should contact staff immediately if there are any questions related to future applications. The first NPI subcommittee meeting will be held on Thursday, August 14<sup>th</sup> at 7pm, location TBD. PAC member Wendy Tao volunteered to serve on the subcommittee in addition to the other volunteer members. Staff will try to secure Beebe Memorial church as the meeting location.

**A motion was made to hold the first NPI subcommittee meeting on Thursday, August 14<sup>th</sup> at 7 pm at Beebe Memorial church, if available.** The motion was approved.

### VI. CITY-SPONSORED FORECLOSURE ASSISTANCE PROGRAMS

Staff provided information on the action the City of Oakland is taking to address foreclosures throughout the city. Aside from tracking foreclosures, the City has executed a contract with the Unity Council to provide counseling services, outreach, educational workshops and monthly reports on foreclosure activities in Oakland. Staff attached the brochure that was mailed out to

residents and foreclosure statistics from January-March 2008 for the PAC's reference. PAC members requested that the Unity Council's monthly reports be distributed at the next PAC meeting.

**VII. REPORT ON NELDHAM'S BAKERY STATUS**

Staff reported that the City has been working to assist the struggling bakery with business and marketing advice and is presently trying to identify funds to support the hiring of a business financial consultant to prepare a financing and /or exit plan for the bakery. Staff also reported that there is an interested, qualified buyer for the site and that the pending sale may include an option for Neldham's to lease the space on a short term basis.

**VIII. UPDATES FROM REDEVELOPMENT STAFF**

MacArthur Transit Village

The MacArthur Transit Village received its planning approvals from the City Council on July 1, 2008 for the Preliminary Development Plan entitlements, certification of the Final Environmental Impact Report (EIR), and site re-zoning to the S-15 Transit Oriented Zone designation. Staff is working on the Owner Participation Agreement (OPA), which will outline the key redevelopment deal points. The OPA will go before City Council in October and staff will update the PAC on the OPA at the September PAC meeting.

Staff also reported that the development team and City were successful in obtaining \$34.3 million in State Proposition 1C housing infrastructure grant funds for public improvements in the project.

40<sup>th</sup> Street Streetscape

Staff reported that construction is underway and on schedule. Since BART's seismic upgrade work in the median is delayed 6-9 months, the Agency's underpass improvements will move forward without the seismic upgrade and ahead of schedule. BART's future work will be monitored to ensure that the Agency's improvements are not damaged. The new bike lane will be installed in coordination with BART's seismic work since the bike lane requires narrowing the median, which BART will be constructing as part of their project.

San Pablo Streetlights

Staff reported that the San Pablo Streetlights project is progressing on schedule. The materials have been purchased and the project is scheduled to go out to bid in August. Staff plans to bring the construction contract award to City Council for approval in November 2008 and anticipates construction starting in January 2009.

Grove Park/3801-3807 MLK Land Acquisition

Staff reported that the status of 3801-3807 MLK Jr. Way is being closely monitored to determine if Agency funds will be needed to assist with securing City-ownership of the site. There has been no foreclosure action by the bank as of yet. If the Agency becomes involved, funds will be dispersed as a repayable loan to the CEDA Housing Division for development of affordable housing.

Guest Madeline Wells, a neighborhood resident, expressed her opposition to affordable housing at this site. Ms. Wells expressed concerns about crime and safety in the area and cited statistics on the abundance of affordable and Section 8 housing in the immediate neighborhood. Ms. Wells lobbied for market rate development at the site. Staff reported that the use of the site will be brought back to the PAC for discussion after acquisition.

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

At the July 10, 2008 meeting, the PAC requested that the following items be placed on the September 4th, 2008 Agenda:

- Expansion of Redevelopment Area to include Lowell Street
- MacArthur Transit Village Owner Participation Agreement
- Update on Neldam's Bakery
- Foreclosure Activity Update
- NPI Subcommittee Recommendations
- Update on 5838 San Pablo Avenue/Former Black Muslim Bakery Property

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

**\*\*\*\*\*Next meeting scheduled for September 4, 2008\*\*\*\*\***