ATTACHMENT B

BROADWAY/MACARTHUR/SAN PABLO REDEVELOPMENT PROJECT 5 YEAR IMPLEMENTATION STRATEGY 2004-09

HOW GOALS, OBJECTIVES, PROJECTS AND EXPENDITURES WILL ELIMINATE BLIGHT

The leading indicators of blight in the Broadway/MacArthur/San Pablo Redevelopment Project Area include underutilized and vacant land, deteriorated and dilapidated buildings, high rates of vandalism and crime, high commercial vacancies, inadequate public improvements, and lack of private investment.

The Agency will focus on the following strategies to eliminate blight in the Broadway/ MacArthur/San Pablo Redevelopment Project Area:

- A. Assist with the development of vacant and underutilized properties through land assembly, environmental assessments and clean-ups, and marketing to developers.
- B. Make public improvements to Project Area infrastructure including, lighting, streetscape, and public facility upgrades.
- C. Supply low cost loans and grants to improve blighted structures and decrease commercial vacancies through programs such as the Façade Improvement Program and the Tenant Improvement Program.

BLIGHT ALLEVIATING ACTIVITIES IN FY 2008-09

Activities to reduce blight with in the Broadway/Macarthur/San Pablo Project Area in FY 2008-09 include:

- 1. MacArthur Transit Village: The Redevelopment Agency is working jointly with BART and the MacArthur BART Citizens Planning Committee to develop a transit village at the MacArthur BART Station on the BART surface parking lot. The project will offer a mix of high-density residential units (both market-rate and below-market rate), neighborhood serving retail, and community space. The Agency selected a development team, MacArthur Transit Community Partners, LLC., in April 2004 for this project and executed an Exclusive Negotiating Agreement with the development team and BART in November 2004. In FY 2008-09, the Redevelopment Agency negotiated and approved an Owner Participation Agreement with the Development team outlining the redevelopment financial contribution to the deal.
- 2. MLK Transit Oriented Development: The Redevelopment Agency is working with the MacArthur BART Citizens Planning Committee to develop transit oriented development projects on the west side of the MacArthur BART Station. The Agency owned a property in this area, located at 3860 Martin Luther King, Jr. Way. The Agency entered into a Disposition and Development Agreement with a developer, Cotter and Coyle, LLC, to purchase the Agency-owned property

- in January 2006 for a 74-unit for-sale housing development project that includes development of an adjacent site. The project received its planning entitlements in September 2006 and construction was completed on the first 30-unit phase in March 2009. The second phase of the project is fully entitled but construction is currently on hold given the current housing market conditions.
- 3. Commercial Façade and Tenant Improvement Programs: The Redevelopment Agency established a Commercial Façade Improvement program and a Tenant Improvement program in the project area. The Façade Improvement Program and Tenant Improvement Program offer matching grants depending on the square footage of the retail space. In addition, both programs also offer free architectural assistance up to \$5,000 to participating property owners and businesses. The program boundaries include Telegraph Avenue, San Pablo Avenue, Broadway, and West MacArthur Boulevard. To date, 26 façade improvement projects have been completed, and 12 are in the design/construction bidding phase. In addition 3 Tenant Improvement projects have been completed and 5 are currently in the design/construction bidding phase.
- 4. 40th Street Pedestrian Improvements: The Redevelopment Agency received a grant from the Caltrans Environmental Justice Program to create a plan to improve pedestrian access to the MacArthur BART Station from the west side of the station. The Agency completed the schematic designs for the project in March 2003 and was awarded a federal capital grant to construct a portion of the project in July 2005 through the Regional Bicycle and Pedestrian Program. In addition, to the grant funds, the Redevelopment Agency contributed \$770,000 of redevelopment funds to this project out of the total project budget of \$2.8 million. Construction started on the project in January 2008 and was completed in July 2009.
- 5. Neighborhood Project Initiative Program: The Redevelopment Agency adopted a Neighborhood Project Initiative program in the Broadway/MacArthur/San Pablo Area in February 2006. The program offers capital grants of up to \$75,000 for small-scale neighborhood improvement projects within the project area. To date the program has funded 20 projects within the project area over 3 rounds of grant awards. Funded projects include median landscaping upgrades on 40th Street and West MacArthur Boulevard, facility upgrades at Mosswood Park and the Golden Gate Recreation Center, murals, flowering street planters, street furnishings and new street trees.
- 6. San Pablo Pedestrian Streetlights Project: In 2007, the Redevelopment Agency began design work for the installation of 70 new pedestrian street lights on San Pablo Avenue within the Project Area boundaries. During FY 2008-09, the Agency completed the construction documents, bid and awarded the construction contract. Construction began on the project in July 2009.
- 7. Rebuilding Together Oakland: The Redevelopment Agency provided a \$50,000 grant to Rebuilding Together Oakland in April 2009 to rehabilitate 5 homes within the project area owned by low-income senior citizens. The repairs were

- done entirely through volunteer labor. This is the second year the Agency has provided grant funds to this organization.
- 8. <u>Broadway/Valdez Specific Plan:</u> In 2008, the Redevelopment Agency contributed funds for the preparation of a Specific Plan to analyze retail and housing opportunities for the reuse of key properties in the Broadway Auto Row portion of the redevelopment area. Work on the Specific plan began in FY 2008-09 and is projected to be completed in June 2010.