

ATTACHMENT C

CENTRAL CITY EAST REDEVELOPMENT PROJECT FIVE-YEAR IMPLEMENTATION PLAN 2008-2013

HOW GOALS, OBJECTIVES, PROJECTS AND EXPENDITURES WILL ELIMINATE BLIGHT

The Central City East (CCE) Redevelopment Project Redevelopment Plan proposes to reduce and/or eliminate the blighting conditions found in the Project Area by focusing on seven key goals and objectives, including:

- A. Stimulate in-fill development and land assembly opportunities on obsolete, underutilized and vacant properties in the Project Area.
- B. Stimulate opportunities for adaptive re-use and preservation of existing building stock in the Project Area.
- C. Attract new businesses and retain existing businesses in the Project Area, providing job training and employment opportunities for Project Area residents.
- D. Improve transportation, open space, parking, and other public facilities and infrastructure throughout the Project Area.
- E. Stimulate home ownership opportunities in the Project Area.
- F. Improve the quality of the residential environment by assisting in new construction, rehabilitation and conservation of living units in the Project Area, including units affordable to low- and moderate-income households.
- G. Revitalize neighborhood commercial areas and strengthen retail in the Project Area.

BLIGHT ALLEVIATING ACTIVITIES IN FY 2008-09

Activities to reduce blight within the CCE Project Area in FY 2008-09 included implementation of a Tenant Improvement Program, Façade Improvement Program, Homeownership Rehabilitation Program, Streetscapes Improvement & Community Facilities Improvement Program, an Opportunity Sites Program, and the Historic Preservation Program. The following provides more detailed information on the programs:

1. Commercial Façade Improvement Program: The Redevelopment Agency has established a Commercial Façade Improvement program in the project area. The program offers matching grants of up to \$30,000 for eligible façade improvements. In addition, the program also offers free architectural assistance of up to \$5,000 to participating property owners and businesses. The program is available to commercial businesses and property owners along the major commercial corridors in the CCE Redevelopment Area. In FY 2008-09 6 FIP projects were completed with a total of \$138,130 expended for these projects.

2. Tenant Improvement Program (TIP): The purpose of the program is to assist property owners and potential tenants in occupying vacant retail spaces in neighborhood commercial areas. The TIP helps to eliminate blighted property by providing financial assistance for improvements to the interior retail space of vacant storefronts. The program offers matching grants on a dollar-for-dollar basis up to \$45,000 for tenant improvements. In addition, the program offers up to \$5,000 for design services per property in the CCE Project Area. In FY 2008-09 4 TIP projects were completed with a total of \$165,000 expended for these projects.

3. Homeownership Rehabilitation Program (HRP): The program provides loan funds of up to \$75,000 for exterior work on homes owned and occupied by low to moderate income households in the CCE Redevelopment Area, and a grant of up to \$5,000 for design services per property owner. It is designed to enhance the curb appeal of individual homes, as well as the neighborhoods where the homes are located. The HRP works in coordination with the City's existing city-wide housing rehabilitation programs. There are 9 HRP projects that have been completed for a total amount of \$540,143 in FY 2008-09.

4. Streetscapes Improvement Program (SIP): The SIP is targeted to 8 areas in the CCE Project Area. In FY 2008-09 design and engineering work was completed in 5 of the targeted areas. The following is a description for each of the areas. In FY 2008-09 staff issued a bond for the implementation of the streetscape program. These bonds, issued as taxable and tax-exempt bonds, will be used to assist in the funding of public and private projects. The amount provided for tax-exempt bonds is \$14.1 million which is targeted to fund the design and construction of streetscape projects. More details regarding the progression of the various projects is presented below:
 - a. MacArthur Boulevard (73rd Avenue to San Leandro border): The above-ground streetscape improvements are being done in conjunction with utility undergrounding. Participants in this effort include Pacific Gas & Electric, AT&T, and Comcast, which will each install their own facilities for their respective services. The streetscape component will include corner bulb-outs, sidewalk expansions, new street trees and tree wells, lighting, and street resurfacing and striping. This project has been split into the three areas listed below. The underground work began in December of 2005.

Central City East funds of \$300,000 were expended to assist with the underground work along MacArthur Boulevard. The underground work is expected to be completed by December 2009. The above ground streetscape work is expected to be completed by 2009/2010. The streetscape work will be implemented in the following three areas:

- Phase 1 / Node 1: 73rd Avenue to 76th Avenue
- Phase 2 / Node 2: 89th Avenue to 90th Avenue
- Phase 3 / Node 3: 106th Avenue to Durant

- b. 23rd Avenue between East 12th Street and Foothill Boulevard: The 95 percent design and engineering documents are complete. A final report, which presents the history and background information about the 23rd Avenue project, was completed in November 2006. The prime firm on the project was PGA design with HQE Civil Engineering, CHS Traffic and Electrical engineering, Mack 5 cost estimators, and PLS Surveys for the surveying. CEDA's design and engineering staff has taken this project from the 35 percent to 100 percent construction documents. Bidding for the construction is expected to be in the Fall of 2009. The project is projected to be completed in September of 2010.
- c. Foothill/Fruitvale between 29th Avenue and High Street with emphasis between 29th and 38th Avenues: The firm of Design, Community & Environment, in collaboration with VSCE, was selected to lead the project planning and design phase. 35 percent design documents and cost estimates for this streetscape project have been completed. To date, four community workshops have been conducted to gather input on the design plan. Following the last review by the City, a report will be distributed outlining the final recommendations. The design work for the next phase of this project is currently underway.
- d. Foothill/Seminary: This project covers areas on Foothill Boulevard from Mason Street to 60th Avenue, and on Seminary Avenue from Bancroft Avenue to Kingsley Circle. The design and engineering documents for the project were completed by Bottomley, Design and Planning in February of 2006. CCE staff is working with CEDA Design and Construction Services to advance conceptual designs to 35 percent design development drawings.
- e. 14th Avenue: This project will provide streetscape improvements on 14th Avenue in the Eastlake/ International Boulevard area, which includes 14th Avenue from East 8th Street to East 19th Street. The firm of Bottomley, Design and Planning has been selected as the consultant to work on the design. To date, all four community and technical advisory committee meetings have been conducted. Phase one plans and costs estimates have been modified according to the budget and input gathered by the design team. Bottomley Design & Planning is now finalizing the 35 percent construction documents for the best alternative.
- f. 5th Avenue: This project area presents unusually complex and interrelated planning, engineering, and design challenges because of the railroad tracks and Interstate 880, and the planned Oak-to-Ninth development. These issues require preliminary planning and analysis before streetscape designs can be developed. CCE staff will work with the Public Works Agency and the Planning Department staff on a study to determine how to increase the area's pedestrian safety and waterfront access, and current and potential future zoning regulations. Ongoing development and infrastructure projects continue to impact the project's design timetable.
- g. East 18th Street: These streetscape improvements are located in the Parkway Theater District on the east side of Lake Merritt. The CCE staff worked with the Measure DD staff on the initial design to link improvements to the East 18th Street area to the Lake Merritt and Athol Park areas. Conceptual design plans have been

completed for the East 18th Street area between Lake Merritt and Park Boulevard. Early project design work started in FY 2005-06. CEDA's engineering and design staff will develop the next phase of the design and construction documents to take the project to 65 percent and 100 percent construction documents. The project is projected to be completed in Fall of 2010.

- h. Melrose/Bancroft now known as Foothill/High/Melrose (FHM): This project is located in two separate nodes. The first node is located on Foothill Boulevard from High Street to 45th Avenue and on High Street from Bancroft Avenue to Ygnacio Avenue. The second node is located on Foothill Boulevard from Congress Avenue to Cole Street, on Bancroft Avenue from Fairfax to Cole Street, and on Fairfax Avenue from Foothill Boulevard to Bancroft Avenue. The firm Design, Community & Environment was selected to lead the project planning and design phase. A final design was selected and the 35 percent design documents and Master Plan were completed in April 2009.
5. Community Facilities Improvement Program: The Community Facilities Program focuses on the need for new or improved community facilities such as parks, community centers, libraries, open space and cultural facilities. Such facilities can be provided in conjunction with public schools to enrich the educational experience. These projects are intended to encourage further investment in the neighborhoods and make them more desirable places to visit and live. In FY 2008-2009, CCE contributed \$10 million in bond funds for the demolition, expansion, and construction of a new 9,000 to 10,000 square foot fire station, Fire Station No. 18. CCE funds of \$800,000 were provided for the exterior renovation of Fremont pool. This exterior renovation will have a positive impact on the surrounding area. CCE funds of \$350,000 were used to conduct a feasibility study for the Eastmont Branch Library and provide facility and utility improvements to Elmhurst Branch Library and Melrose Branch Library. CCE funds of \$250,000 and \$750,000 respectively were used to repave the existing basketball court, replace tot lot surfacing and replace limited play equipment at Cesar Chavez Park and develop a conceptual park improvement plan for Josie de la Cruz Park.
6. The Opportunity Sites Program: In 2008-09 CEDA staff further developed and worked on the CCE Opportunity Sites Program. The purpose of this program is to address the reuse and development of blighted and underutilized properties in the CCE Project Area. CEDA staff and the Project Area Committee identified the properties that are now targeted by this program. In FY 2008-09, taxable bonds proceeds of approximately \$7 million were used for land acquisition and site infrastructure improvements to stimulate in-fill development throughout the CCE Project Area. Six properties were acquired. Bond proceeds will provide an incentive to encourage private development including property acquisition, retail recruitment, and direct development assistance. The vision for these sites is to develop mixed-use housing or commercial projects that support existing commercial nodes and neighborhoods in the CCE Project Area. Land acquisition would take place in response to property owner, developer or Agency initiated efforts to assemble property needed for the expansion of existing uses or for the creation of sites capable of development for new uses. CEDA staff is now working with multiple property owners to address the development of their sites.

7. Historic Preservation Program: Portions of the CCE Project Area that include significant historic buildings can be made into viable retail, commercial, or residential properties through various Agency-sponsored efforts and Agency assistance. This program will both preserve important resources and eliminate the hazardous conditions in which people live and work by addressing issues such as seismic safety. Furthermore, the preservation of historic buildings provides reuse of valuable properties that may be underutilized or vacant, and preserves the character of an area. In FY 2008-09 CCE funds of \$100,000 were used for the Mills Act, a mitigation measure required for the CCE Redevelopment Plan. This preservation incentive allows a reduction of property tax assessments for historic properties in exchange for a contract to preserve the property. Additionally, CCE funded \$25,000 to pay for the development of an educational program and materials for property owners in the CCE San Antonio Hills for both historic and non-historic properties.
8. The Redevelopment Mural Project: Authorization of this one-year agreement with artists is allowing the Agency to implement blight reduction services in the Coliseum and Central City East project areas by working with property owners and at-risk youth to create murals in order to reduce the amount of graffiti in the neighborhoods. Under this contract, the Agency will pay \$78,000 to cover any artist outreach, training, materials and supplies related to the project. In FY 2008-09 one project was completed.