



Meeting Date: 12/16/08

<b>ACTION</b>	<b>TYPE OF ITEM</b>
<input type="checkbox"/> Approved Recommendation	<input checked="" type="checkbox"/> Info/Consent
<input type="checkbox"/> Ord. No(s). _____	<input type="checkbox"/> Report
<input type="checkbox"/> Res. No(s). _____	<input type="checkbox"/> Public Hearing
<input type="checkbox"/> Other _____	<input type="checkbox"/> Other _____

Prepared By: Kymberly Horner *KH* Agenda Item No. I-3

Reviewed By: City Manager *PPB* City Attorney *MA* Finance *JIC* Other N/A

DATE: November 17, 2008

TO: Community Development Commission

FROM: Curtis P. Cannon, Community Development Director *Curtis P. Cannon*  
Community Development Department

SUBJECT: **FY 2007-2008 Annual Report for the Community Development Commission**

**RECOMMENDATION**

That Community Development Commission ("CDC") approve the FY 2007-2008 CDC Annual Report and direct the Community Development Director to submit the Annual Report to the State Controller's Office.

**DISCUSSION**

California Redevelopment Law (Health and Safety Code section 33080) requires each entity responsible for overseeing redevelopment activities to prepare and submit to the State of California an annual report. The annual report must be submitted within six months of the close of the fiscal year (June 30, 2007). The Oxnard CDC's Annual Report for FY 2007-2008 (Attachment No. 1) provides statistical information for the previous fiscal year as stipulated by law, and encompasses the following required elements:

1. CDC's Fiscal Position
2. Housing Activities
3. Work Program

Some highlights of the accomplishments detailed in the report include:

**Housing Projects**

- **Meta Street Apartments and Hacienda Guadalupe Townhomes** – The Meta Street Coalition, most of whom live in the two newest residential (farmworker family) CDC-assisted developments in the Meta District, the Meta Street Apartments and Hacienda Guadalupe Townhomes, continues to meet monthly with Oxnard Police officers as part of their "community building" efforts. The Meta Street Coalition has made a significant impact on the transition of a blighted, underutilized area to rental and ownership housing, thereby increasing the stake residents have in maintaining the local quality of life.

- **Housing Rehabilitation and Ownership** – Provided awareness of housing programs and financial assistance to residents in the Southwinds and the Historical Enhancement and Revitalization of Oxnard (“HERO”) Project Areas. Provided mobile home assistance to two very low-income families in the Central City Revitalization Project (“CCRP”) Area.
- **Southwinds-Neighborhood Revitalization** – Continued to use the private/public Southwinds Team and Weed and Seed to administer programs created to reduce crime, eliminate blight, and enhance the quality of the living environment. Loans were approved for two housing rehabilitation projects and three security lighting and upgraded fencing projects. The Security Fencing Program now consists of a newly designed state-of-the-art fence with reinforced materials.
- **Press Courier Lofts** – Attended Development Advisory Committee (“DAC”) meetings and Downtown Design Review Committee (“DDRRC”) meetings regarding the proposed Press Courier Lofts project. The project is an adaptive reuse of a 52,000 square foot industrial facility that once housed the Oxnard Press Courier Newspaper. The current proposal is to modify and improve the existing building to house 46 residential units, 6,000 square feet of office space and on-site recreation areas.

### Planned Developments

- **RiverPark Development**

- Lot No. 19 was conveyed to Cabrillo Economic Development Corporation for the delivery of 140 extremely and very low-income rental units. Construction was started in the first quarter 2008. Of the 252 required low and moderate-income affordable for-sale homes, approximately 79 of the homes have closed escrow and are occupied, there is an inventory of 11 homes for sale and 162 homes either under design or in plan check.
- Four hundred market rate rental units are under construction.
- Approximately 800,000 square feet of retail shopping is under construction and has been submitted to DAC. The retail space is called “The Collections.”
- The Rio Del Mar grade school is open and occupied with students.
- Other RiverPark accomplishments include the completion and occupancy of the joint City/County Fire Station and relocation of the Ventura County Maintenance Yard to Saticoy.

### Public Infrastructure

- **Downtown Parking Structure** – Serving as Downtown’s community liaison of the new four-level, 450-space parking structure, staff continues to collect quarterly maintenance fees from the theater operator for usage of the structure.
- **Downtown Lighting Improvement Program Phase II** – This is the second phase of the CDC’s program to improve Downtown lighting, which consists of replacing streetlights with nostalgic lamp poles, adding streetlights, and enhancing existing parking lot lighting. This program is part of the Downtown infrastructure improvements designed to rebuild the economic strength of the Downtown. Phase II of the Lighting Improvement Program encompasses the Meta Street area between Fifth Street and Wooley Road, on the east side of Oxnard Boulevard. The lighting improvements began in May 2008 and are anticipated for completion by Fall 2008. CDC oversight of project funded by bond proceeds that commenced in January 2007 for sidewalk

replacement, curb and gutter upgrades, landscaping, site furnishings, and underground electrical.

- **Downtown Parking Lot Improvement Program Phase II** – The second phase of the Parking Lot Improvement Program will encompass the Meta Street area between Fifth Street and Wooley Road, on the east side of Oxnard Boulevard. Improvements were made to two Downtown public parking lots and eight alleys in this area.
- **Downtown Street Tree and Sidewalk Replacement Project** – CDC oversight of project funded by bond proceeds for sidewalk replacement, curb and gutter upgrades, landscaping, site furnishings, and underground electrical.
- **Downtown Park Improvements** – Improvements were made to Plaza Park, site of the historic Pagoda, to help re-establish its role as the community and cultural center for Oxnard. Enhanced lighting both within the park and along its perimeter, along with additional seating and trash and recycling receptacles have helped attract visitors to the park.
- **Downtown Code Compliance, Downtown Maintenance, and Downtown Safety/Security Program Committees** – Continued the quarterly meetings with Planning and Environmental Services, Code Compliance, and Police and Security personnel to monitor compliance with zoning and permit requirements, and Downtown safety. The Development Guidelines for signage, façade, and window treatments continue to be effective in assisting merchants with understanding the various permit and zone clearance requirements. The Design Guidelines are available in Spanish to better assist some of our merchants in understanding the process.
- **Downtown Security** – Supported consulting services in the development of a Downtown security assessment for the core Downtown area.
- **Downtown Parking Management Plan** – Coordinated the services of parking consultants Nelson-Nygaard to provide a parking management plan for Downtown to determine current and future parking needs, revenue sources, transportation systems, etc. It is anticipated that the Parking Management Plan will be completed during FY 08-09.
- **South Oxnard Revitalization** – Having completed the renovation of 43 of the 57 medians on Saviers, Hueneme and Pleasant Valley Roads the program is now 75 percent complete. The four medians on Pleasant Valley Road were the most recent improvements to be completed. The design of the final three groups of medians is complete, and funding is being requested to complete these improvements.
- **2006 Tax Allocation Bond** – Provided over \$20 million in bond revenues for the reconstruction of streets in the Southwinds, Ormond Beach and HERO Project Areas. Bond proceeds were appropriated in the 2006-2007 Budget. Coordination between the Public Works Department and the CDC for reconstruction of the streets is anticipated to occur in Winter 2009.

## **New Commercial Development**

- **Centennial Plaza**
  - Monitoring of Disposition and Development Agreement (“DDA”) for Downtown’s first multi-plex theater development to ensure the quality of a first-run, first class theater complex.
  - Phase I Retail Shops completion occurred June 2007. All Phase I shop spaces opened for business
- **Ormond Beach Commercial Development**
  - Continued to discuss commercial development concepts with Ormond Beach property owners to strive for uses that are compatible with the environmentally sensitive resources of the area.

## **Business Retention/Economic Development**

- **Downtown Façade and Paint Improvement Program** – Continued implementation of a Façade and Paint Improvement Program to assist Downtown businesses in enhancing the exteriors of their buildings, including improved signage, lighting, landscaping, awnings, and other building treatments. The program includes financial assistance for both architectural services and physical improvements. The program was introduced in July 2006 and to date, 34 applications have been received for various types of façade improvements. Of these, 21 are eligible and actively pursuing a number of enhancements to the exterior of their buildings.
- **Downtown Property Based Business Improvement District (“PBID”)** – Continued to support the PBID in its management efforts by serving as a resource to staff and the PBID Board. CDC staff has also worked jointly with the PBID to improve communication between the business community and the City, while also addressing operational and maintenance issues. The Oxnard City Council authorized renewal of the PBID for another five years (FY 06/07-10/11).
- **Centennial Plaza** – Subsequent to the opening of the Plaza’s “Phase I Retail Shops” phase, on May 23, 2008 an Award of Merit for Centennial Plaza was presented by the California Association for Local Economic Development to the CDC in the “Economic Development Partnership” category.
- **OxnardRetail.Com** – Promoted, marketed, and updated “oxnardretail.com” as part of the CDC’s ongoing retail attraction efforts.
- **Retail Attraction** – Updated retail attraction brochure marketing the City and highlighting potential development opportunities. Attended local, regional, and national retail trade shows and placed advertisements in trade show publications. Established and maintained a computer database of contacts within the commercial development, brokerage and retail communities for follow-up meetings and City tours.
- **Heritage Square Consulting Services** – Coordinated the recent Heritage Square Consulting Services Request for Proposal (“RFP”) process and interview panel for hiring of property management, maintenance, facility leasing, and special events coordinator.
- **HERO Façade and Paint Improvement Program** – Developed a Façade and Paint Improvement Program to assist businesses in the HERO redevelopment project area with enhancement of the exteriors of their buildings, including improved signage, lighting, landscaping, awnings, and other building treatments. The program includes financial assistance for both architectural services and physical improvements. The program was introduced in June 2008. To date, 17 applications have been received for various types of façade improvements.
- **Vineyard/Esplanade Retail Corridor** – Continuous contact with retail building and shopping center owners and tenants to encourage the enhancement of their building exteriors subsequent to completion of the contiguous Esplanade redevelopment project. Three projects were completed during FY 2006-2007: the 24-Hour Fitness building on Esplanade Drive, the Big Five Center on Vineyard Avenue and the adjacent Good Year Tire building on Vineyard Avenue.
- **Esplanade Shopping Center** – Ongoing oversight of Owner Participation Agreement (“OPA”) for the redevelopment of the Esplanade Shopping Center. The project consists of a 500,000 square-foot retail “Power Center” anchored by Home Depot.
- **Ormond Beach**
  - **Economic Development** – Continued promoting business retention and attraction activities and assisted companies in upgrading and expanding their facilities where feasible. Supported EDCO in promoting economic development opportunities in the project area to corporations statewide.

- **Former Halaco Site** – Met with owners of property adjacent and contiguous to the former Halaco site for possible development of undeveloped land and discussed potential remediation activities necessary for site development.
- **Ormond Beach Wetlands Restoration** – Continued to work to protect, restore and enhance the wetlands and other coastal resources in Ormond Beach.

### **Community Outreach**

- **Community Development Department Web Page** – Maintained and updated department web page to outline future activities and provide answers to typical redevelopment questions and updates on current projects. The web page is also linked to the CDC's Retail Website which promotes retail leasing and development opportunities throughout the City, and provides links for internet users to access Community Development maps.
- **South Oxnard Revitalization Meeting ("SOXR")** – Continued to advance the revitalization of Oxnard South by attending community meetings.

### **Other/Miscellaneous**

- **Gateway Sign Program Implementation** – New Gateway graphic design street name signs are being installed in new subdivisions. Existing street name signs and wayfinding signs that are in need of replacement due to damage or wear and tear are being changed out to the new Gateway designs. Caltrans preliminarily approved the locations for Freeway Pylon signs at southbound Vineyard Avenue and northbound Del Norte.
- **City-Wide Retail Projects** – Provided on-going staff involvement with such retailers as Vons to locate a store at Oxnard's new Seabridge Marketplace, recruitment of Walgreen's and Starbucks to South Oxnard, formulation of maintenance and landscaping upgrade requirements for Wal-Mart as conditions for approval of its new expansion at Shopping at the Rose.
- **City-Wide Enhancement Program ("CWEP")** – Participated in the deployment of the City's Mobile Satellite City Hall program at Centerpoint Mall and continue to participate in all neighborhood visits scheduled for 2008-2009.

### **FINANCIAL IMPACT**

There is no financial impact associated with the recommended action.

KH:el

Attachment 1 - Oxnard Community Development Commission FY 2007-2008 Annual Report

**Note:** Attachment #1 has been provided to City Council under separate cover. Copies for review are available at the Circulation Desk in the Library after 6:00 p.m. on the Thursday prior to the Council meeting and in the City Clerk's Office after 8:00 a.m. on Monday prior to the Council meeting.