



Jack London Improvement District Special Meeting of the Board of Directors

Chair: Taj Tashombe

February 2nd, 2023, 2:00 -2:30PM VIA ZOOM: <https://us02web.zoom.us/j/6999564114>

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|---|--|---------------------------|------|
| 1. Call to order and introductions | | | 2:00 |
| 2. Public Comment and Announcements | | | 2:05 |
| 3. Renewal 2023 Process Update – <i>Renewal Task Force</i> | | <i>Action Item</i> | 2:10 |
| a. Approval of Management Plan District Boundary | | | |
| 4. Adjourn | | | 2:30 |
- Next Board Meeting February 13th, 5:00 PM

Jack London Improvement District – 333 Broadway, Oakland, CA 94607 – 510-388-4412

BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Jack London Improvement District agendas are posted with the City of Oakland. Action may not be taken on items not posted on the agenda. Copies of the agenda are available at 333 Broadway, Oakland, CA 94607 or through jacklondonoakland.org. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, please notify info@jacklondonoakland.org at least 48 hours prior to the meeting. The public will be provided with an opportunity to address the board on any item during agenda item number 2.

DRAFT

**Jack London
Improvement District
Management District Plan Summary**

**For
A Property Based
Business Improvement District Renewal
In Jack London, Oakland, CA**

January 2023

**Prepared By
Urban Place Consulting Group, Inc.**

***The full Jack London Improvement District Management District Plan and
Engineer's Report can be found at <http://www.jacklondonoakland.org/renewal>***

Management District Plan Summary

The name of the renewed Property-based Business Improvement District is the “Jack London Improvement District” (“the “District”). The District is being renewed pursuant to the California Constitution and the Property and Business Improvement District Law of 1994, as amended and augmented by Business Improvement Management District Ordinance #12190, Chapter 4.48 City of Oakland Municipal Code.

The Jack London Improvement District Management Plan conveys special benefits to assessed parcels located within the Jack London Improvement District area. The District will provide continued activities in three program areas including: Clean & Safe, Marketing & Economic Development and Administration & Governmental/Community Relations. Each of the program areas is designed to meet the goals of the District which are to improve safety of each individual assessed parcel within the District, to improve the economic vitality in the District by increasing building occupancy and lease rates, encouraging new business development, attracting wholesale serving businesses and customers, attracting retail tenants and customers, and attracting new residents while retaining existing tenants that provide a special benefit to commercial, retail, industrial, residential, office, non-profit, utility, transportation-related and publicly owned parcels. All of which specially benefit from the improvements and activities of the District.

The boundary of the Jack London Improvement District is located between the Nimitz Freeway (I-880) and the waterfront. The Jack London Improvement District is bounded roughly by 6th Street and I-880 freeway to the north; the waterfront of the Oakland Estuary to the south; Castro Street, Brush Street and Washington Street to the west; and Fallon Street to the east. Property uses within the general boundaries of the Jack London Improvement District are a mix of commercial, retail, industrial, residential, office, non-profit, utility, transportation-related, and publicly owned parcels. Services and improvements provided by the District are designed to meet the goals listed above by providing special benefits.

Boundary: See Section 2, page 5 and map, page 7.

Budget: The total District budget for the 2024 year of operation is approximately \$1,617,800.

Improvements, Activities, Services:

CLEAN & SAFE **\$976,650** **60.37%**

Enhanced Safe Programs will consist of some of the following:

- Bicycle, Vehicle Patrol and Foot Patrol
- Homeless Outreach & Intervention Programs
- Coordination with the police department and other government agencies
- Facilitating the development of a safety camera program
- JLID may support and convene meetings of the Jack London District Neighborhood Crime Prevention Council.

Enhanced Clean Programs will consist of some of the following:

- Sidewalk & Curb sweeping
- Sidewalk pressure washing
- Trash and dog waste pickup
- Graffiti & handbill removal
- Litter removal, illegal dumping removal
- Landscaping
- Public Space Management and Placemaking
 - Activation of District spaces
 - Environmental branding and identity

MARKETING & ECONOMIC DEVELOPMENT **\$239,640** **14.81%**

- Media relations and communications
- Business attraction and retention
- District stakeholder communications
- Public sector communications
- Events and activations
- Website maintenance

ADMINISTRATION & GOVERNMENT/COMMUNITY RELATIONS **\$242,280** **14.98%**

Administrative staff dedicate a high percentage of their time to working with local government to improve the delivery of government services. Management staff expenses are allocated according to generally accepted accounting job costing procedures and are allocated to the specific areas in which staff works (see Section 3, for detail on allocation). The improvements and activities are managed by a professional staff that requires centralized administrative support. Management staff oversees the District's services which are delivered seven days a week. A well-managed District provides necessary BID program oversight and guidance that produces higher quality and more efficient programs. The management of the District will provide a unified voice to promote the interest of the district. This section also includes Office expenses and the County and City collection fees.

CONTINGENCY & RESERVE **\$159,230** **9.84%**

A prudent portion of the budget, maintained in a reserve fund, will cover lower than anticipated collections and unanticipated increases in program costs.

Method of Financing: A levy of special assessments upon real property that receives special benefits from the improvements and activities.

Benefit Zones: The State Law and State Constitution Article XIID require that special assessments be levied according to the special benefit each assessed parcel receives from the improvements. In order to match assessment rates to benefits, 3 benefit zones have been created within the District. Residential and commercial condominiums, the Condominium Zone, are assessed a separate rate which is not dependent on which geographic zone they are in. Each zone, including the Condominium zone, receives a different level of services and a different level of benefit. Each zone pays an assessment rate that reflects 100% of the special benefit received. See Section 2 for detailed description of the Zones.

Cost: Annual assessments are based upon an allocation of program costs and a calculation of assessable footage. Three property assessment variables, building square footage (40%), parcel square footage (40%) and front footage (20%) will be used in the calculation for Zone 1. Two property assessment variables, building square footage (50%) and parcel square footage (50%) will be used in the Zone 2 calculation. One variable parcel square footage (100%) will be used in Zone 3 calculation. One property variable, condo unit square footage (100%) will be used in the Condominium zone calculation. The 2024 assessments per assessment variable will not exceed amounts listed in the following chart:

	Assessment Rates
Zone 1 Building Square Footage	\$0.09
Zone 1 Parcel Square Footage	\$0.12
Zone 1 Front Footage	\$3.59
Zone 2 Building Square Footage	\$0.06
Zone 2 Parcel Square Footage	\$0.03
Zone 3 Parcel Square Footage	\$0.02
Condo Zone Unit Square Footage	\$0.34

Increases: Annual assessment increases will not exceed 5% per year. Increases will be determined by the Business Improvement District Owners’ Association Board of Directors. Assessments will vary between 0% and 5% in any given year. Any annual budget surplus, including those created through cost saving measures, labor vacancies, unexpected reductions in expenses caused by one-time events or unanticipated increases to income, will be rolled into the following year’s budget, including surpluses from the prior year’s budget. The budget will be set accordingly, within the constraints of the Management District Plan, to adjust for surpluses that are carried forward to ensure that the District is spending these funds in a timely manner and is complying with applicable State laws and City policies. The estimated budget surplus amount will be included in the annual report each year.

District Formation: District formation requires submission of favorable petitions from property owners representing more than 30% of total assessments to be paid and the return of mail ballots evidencing a majority of the weighted ballots cast in favor of the assessment. Ballots are weighted by each property owner’s assessment as proportionate to the total proposed District assessment amount.

Duration: The District will have a 10-year life beginning January 1, 2024 and ending December 31, 2033.

Governance: The Owners’ Association will review District budgets and policies annually within the limitations of the Management District Plan. Annual and quarterly reports, financial statements and newsletters will be filed with the City of Oakland (City). The Owners’ Association will oversee the day-to-day implementation of services as defined in the Management District Plan.

Section 2

Jack London Improvement District Boundaries

Summary – The proposed District is bounded by 6th Street and I-880 freeway to the north; the waterfront at the Oakland Inner Harbor to the south; Castro Street, Brush Street and Washington Street to the west; and Fallon Street to the east. Note, that streets in the District are based on a grid that is turned significantly from the north-south axis. To keep the following boundary description simple, it will treat the District as if this were not the case. The Jack London Improvement District includes all property within a boundary formed by:

Beginning at the northwest corner of the District boundary at the intersection of 5th Street and Brush Street. The western boundary extends south down Brush Street towards the harbor south to its end point which is roughly 75 feet north of Embarcadero West. The boundary continues to the south parallel to Brush Street until it reaches the northwest corner of parcel 18-410-010-00. There are two long rectangular parcels, 18-410-009-00 and 18-410-010-00, consisting primarily of railroad tracks that are to the north of Embarcadero West and run parallel to it between Brush Street and Martin Luther King Jr. Way. The boundary continues east along the northern side of these two parcels. Note, these two parcels are not included in the District. At the northeast corner of parcel 18-410-009-00 (at Martin Luther King Jr. Way and Embarcadero West), the boundary continues to the east on the north side of Embarcadero from Martin Luther King Jr. Way to Washington Street. At the corner of Embarcadero West and Washington Street the boundary turns to the south again, continuing south on Washington Street until its southern end at Water Street. Then it continues south parallel to Washington Street along the western border of parcel 018-415-005-00 all the way to the harbor where the boundary then continues to the east along the harbor.

The southern boundary of the district is the southern edge of the parcels that lie along the waterfront. This boundary begins with parcel 018-0415-022-00 on the west and proceeds to the east ending at the Portobello Condominiums (parcel 018-0424-022-00). In order from west to east, the complete list of parcels forming the southern boundary are 018-0415-005-00, 018-0420-004-02, 018-0425-004-43, 018-0425-002-39, 018-0425-012-00, 018-0425-021-00, and 018-0425-022-00.

The eastern boundary of the district south of Embarcadero West is along a line that is parallel to the western edge of Fallon. The Portobello Condominiums are on the west side of this boundary and the City of Oakland's Aquatic Park (parcel 018-0430-011-04) is on the east side. The precise boundary of the eastern edge of the District at this point is the eastern edge of the following parcels; 018-0425-022-00, 018-0425-015-00, and 018-0425-004-01. North of Embarcadero West, the eastern boundary of the District is Fallon Street between Embarcadero West and the I-880 freeway.

The northern boundary of the District is the I-880 freeway. The District includes all parcels under the I-880 freeway from Fallon Street to Castro Street. It includes all the parcels to the south of the I-880 freeway within this boundary description.

District Expansion

District boundaries have expanded to include 2 blocks west of Castro Street to Brush Street between 3rd and 5th Streets not previously in the District. Parcels within this area have similar uses to existing District parcels such as commercial, industrial, residential, mixed use and publicly owned.

Benefit Zones

Zone 1 represents all identified assessed parcels within the core commercial and residential area. Zone 1 contains the highest concentration of commercial uses that primarily serve the needs of the immediate neighborhood within the District. Zone 1 also has the highest pedestrian counts and the highest demand for clean and safe services. The need for a higher frequency of services is based upon the high activation of the area with office, residential, flower markets, restaurants, breweries and other entertainment related activities that require daily special benefit services to respond to the needs of each of these identified assessed parcels to mitigate the impact of high volumes of visitors and pedestrians. The west boundary for Zone 1 is Brush Street. The north boundary is the I-880 freeway. The east boundary is Fallon Street, and the south boundary is Embarcadero West.

Zone 2 represents all identified assessed parcels found in the waterfront area and Jack London Square. Zone 2 identified assessed parcels have programs that provide special benefit to the mostly commercial and waterfront-oriented uses. Services are provided at a lower frequency than those in Zone 1. The west boundary for Zone 2 is Washington Street. The north boundary is Embarcadero West. The east boundary is Fallon Street, and the south boundary is the Waterfront/Inner Harbor.

Zone 3 represents all identified assessed parcels underneath the I-880 freeway from Castro Street to Fallon Street. These parcels are owned by Caltrans, fenced off and inaccessible. Zone 3 has the lowest demand for clean and safe services and lowest level of pedestrian activity.

Condominium Zone represents all residential, live-work, and commercial condominium units identified assessed parcels. Condominium building area is a direct measure of the static utilization of each condominium unit (parcel) and its corresponding impact or draw on District funded activities. The vast majority of condominium parcels and units are newer residential condominiums. The condominium zone parcels will proportionately specially benefit from PBID funded programs and activities and will be assessed at a rate of \$0.34 per square foot of unit area only. This rate applies to all condo identified assessed parcels regardless of their location in a Benefit Zone. This assessment rate structure is commensurate with the types of special benefit services and programs provided by the District. Therefore, condominium property owners will pay an assessment rate that is in line with the level of service and represents 100% of the special benefit received.

Jack London Improvement District

