



EAST BAY
JEWISH COMMUNITY CAMPUS

Planning Commission Nov 6, 2024



Current Campus Operations



There are 9 non-profit organizations with space currently on the campus in the buildings not being used by Nestle, in operation from 3 years to a few months.



There is a small weekly Maj Jongg group, monthly board meetings, a casual monthly lunch with the organizations on campus, and tours of the site with donors.



There are 6 retail tenants, and all tenant spaces will remain.



Nestle will move out in December 2024.



The JCC East Bay has 43 years of experience running programs and events in a highly residential neighborhood in Berkeley where we do not receive complaints.

Planned Campus Operations

We plan to have:

- 15-20 Jewish nonprofit organizations with service and office space.
- Preschool for up to 120 kids, including a Spanish-immersion pilot.
- Gathering space for community celebrations, arts & culture, holidays, and refuge.
- Outdoor gathering spaces for work, meeting, and recreation.
- A Teen Center, artist-in-residence studio space, and a makerspace.
- Family engagement activities.
- Health and wellness activities and adult education classes.
- A small cafe to serve the internal campus and a commercial kosher kitchen.
- Continued commercial retail on College Avenue.
- Possible Afterschool and Summer Camp.

Rockridge Community Involvement

2022:

- 2 meetings with RCPC Board
- Community survey with 102 responses
- 2 meetings with RCPC/Chabot Task Force
- Bi-Annual Kitchen Tour Sponsors

2023:

- Monthly Rockridge News Advertisers
- Community-wide Town Hall Meeting
- 2 meetings with RCPC/Chabot Task Force

2024:

- 8 meetings with RCPC/Chabot Task Force
- 1 meeting with RCPC Board
- Bi-Annual Kitchen Tour Sponsors
- Monthly Rockridge News Advertisers

THE RockridgeNews

NOVEMBER 2022

Jewish Community Campus Looks for Neighborhood Input

by *Melissa Chapman*

The Jewish Community Center (JCC) East Bay is very excited to be a part of the Rockridge community. Thank you for including us in the spectacular Rockridge Kitchen Tour last month. We hope it is the first of many local happenings we can support and participate in together. We have been working closely with RCPC so we can be as thoughtful and intentional as possible about incorporating community feedback. We want to work with you, our neighbors, and hear more from you directly.

We have posted a brief survey online (see boxed item) for Rockridge residents to learn more about what excites you, what concerns you, and

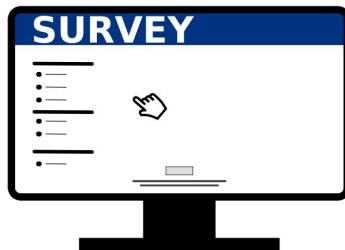
Possibilities for Community Services and Use of Space:

- Preschool, afterschool for K-5 students, summer camp, teen center
- Adult education, social services, and activities for older adults
- Health and wellness center
- Maker's space and gallery space
- Café with indoor and outdoor space
- Arts and culture events and holiday celebrations
- Outdoor play and recreation spaces
- Flexible co-working, meeting, and event spaces

To share your thoughts, take the survey at www.jcceastbay.org/communitycampus.

everything in between. We also plan to host a Town Hall, jointly with RCPC, in late January. It will be open to all Rockridge residents to share preliminary ideas and timelines. ■

Rockridge Community Survey Results



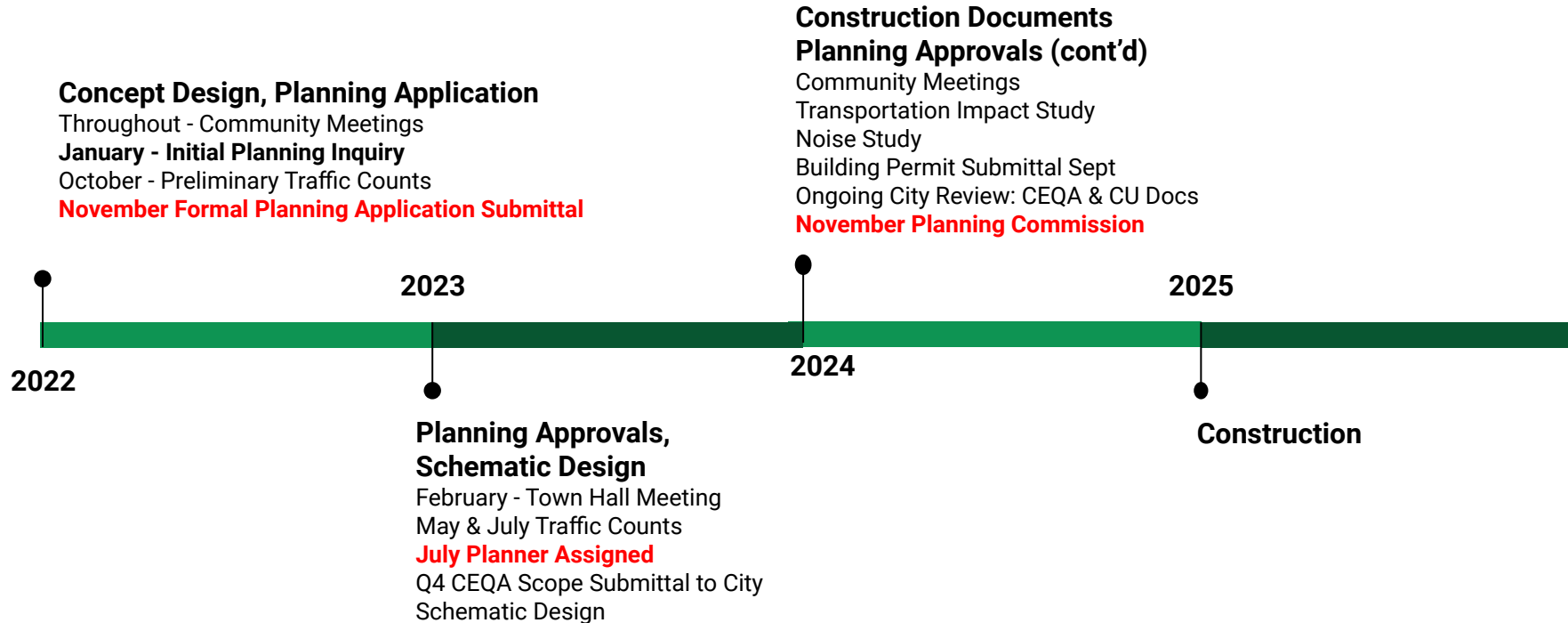
Campus activities folks want to participate in:

- Cultural events: 82%
- Adult Education: 72%
- Health and wellness: 69%
- Outdoor recreation: 51%
- Activities for older adults: 47%
- Volunteering: 41%
- Activities for families: 37%
- Event rentals: 21%

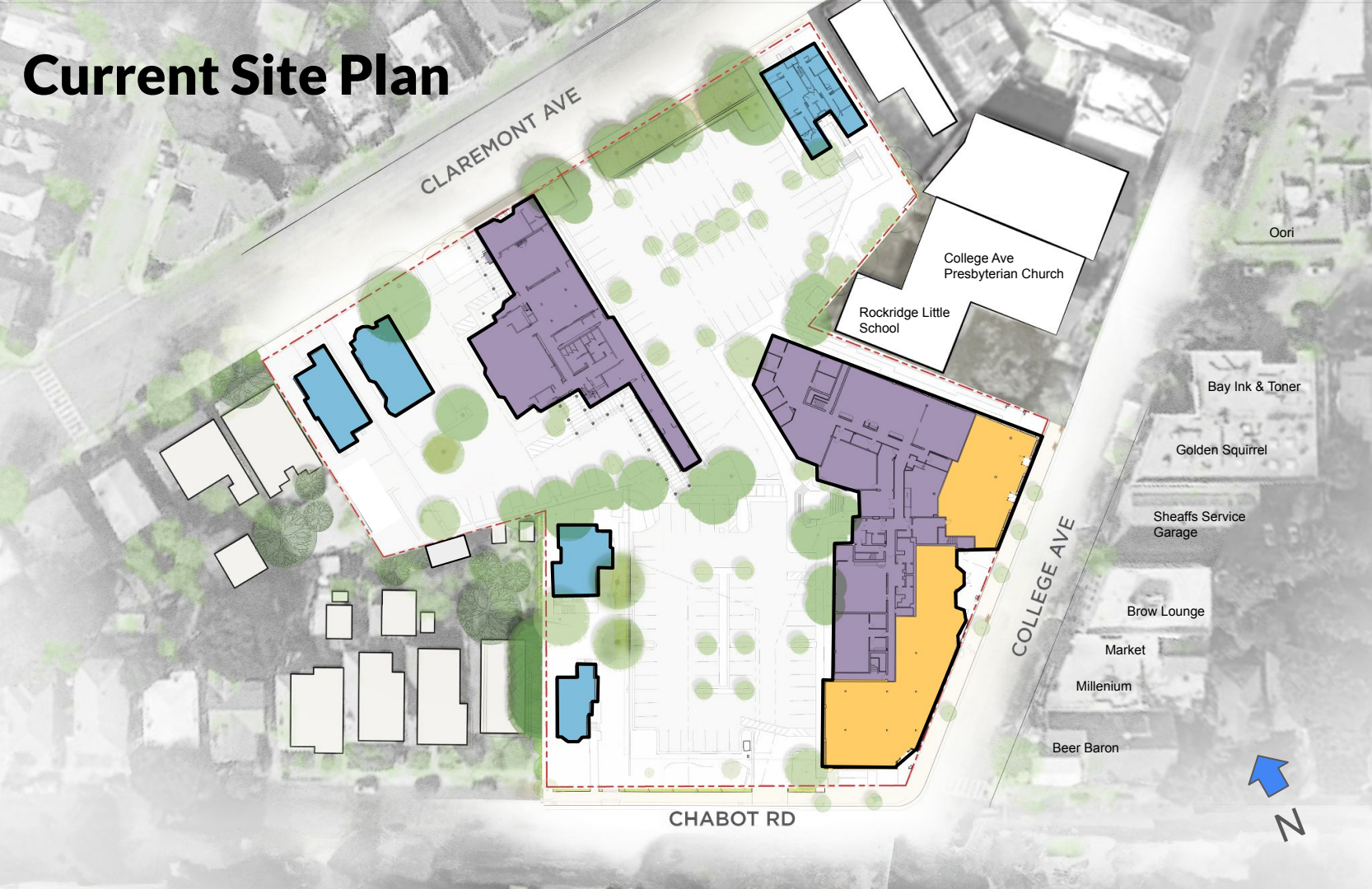
What excites you most about having the campus:





- Having a community, values based organization: 72%
- Programs and services for adults: 56%
- Programs and services for older adults: 40%
- Refuge in emergencies: 35%
- Programs and services for families: 33%
- Programs and services for children: 29%
- Jewish holiday celebrations: 29%

Three Years of Planning and Community Engagement



Current Site Plan



-  EX'G BUILDING FOOTPRINT
-  NESTLE / DREYERS
-  JCC & PARTNER ORGS
-  RETAIL

Current Site - View from Chabot & College



Current Site - View from Claremont



Current Site- Interior View

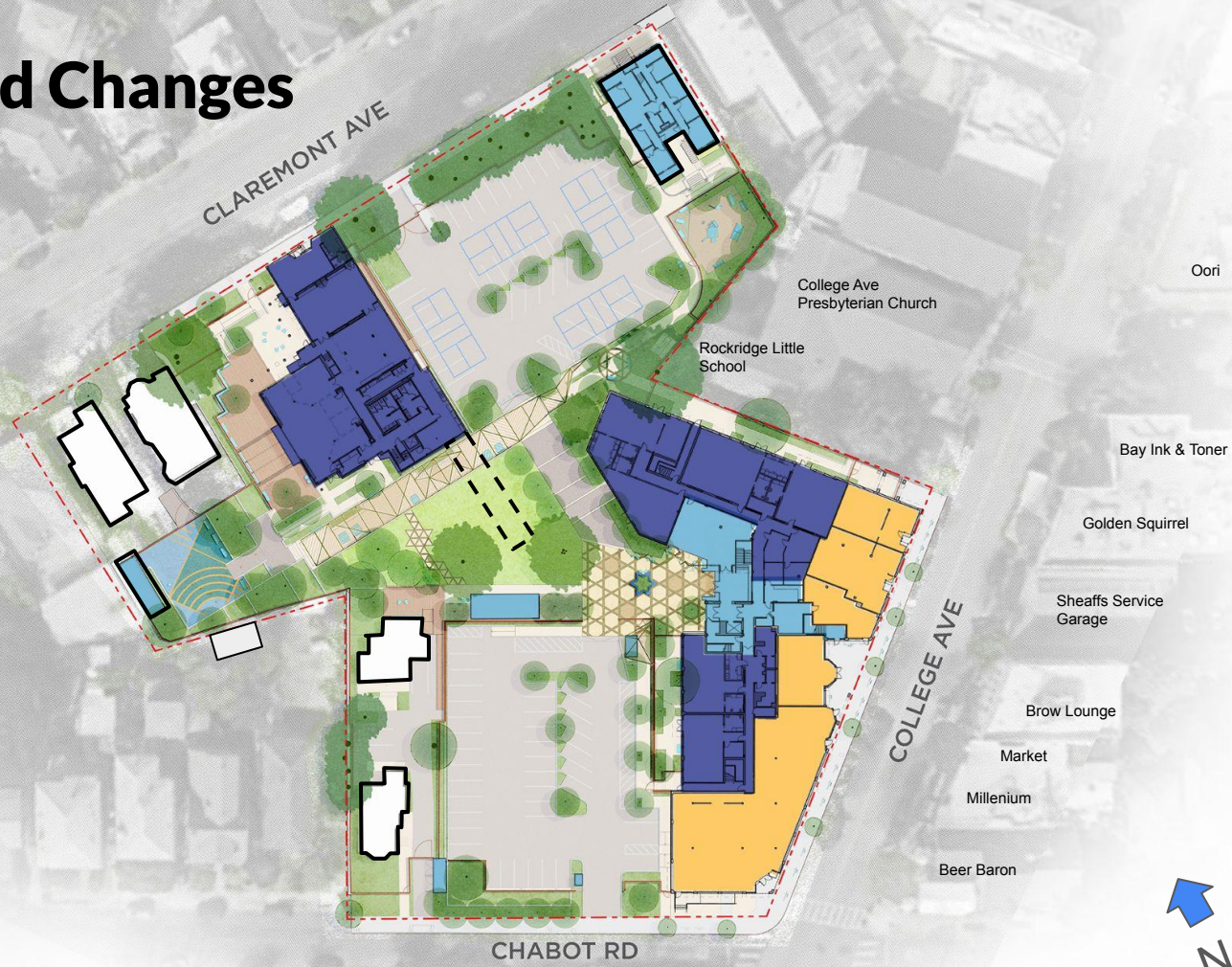


Design Considerations

- Repurpose existing buildings & curb cuts to minimize neighborhood impact.
- Create a safe, resilient campus environment with one point of entry for visitors.
- Address safety for vehicles, bicycles, and pedestrians adjacent to campus.
- Provide outdoor activity space while mitigating noise off campus.
- Add more porous surfaces, plant life, and green spaces.

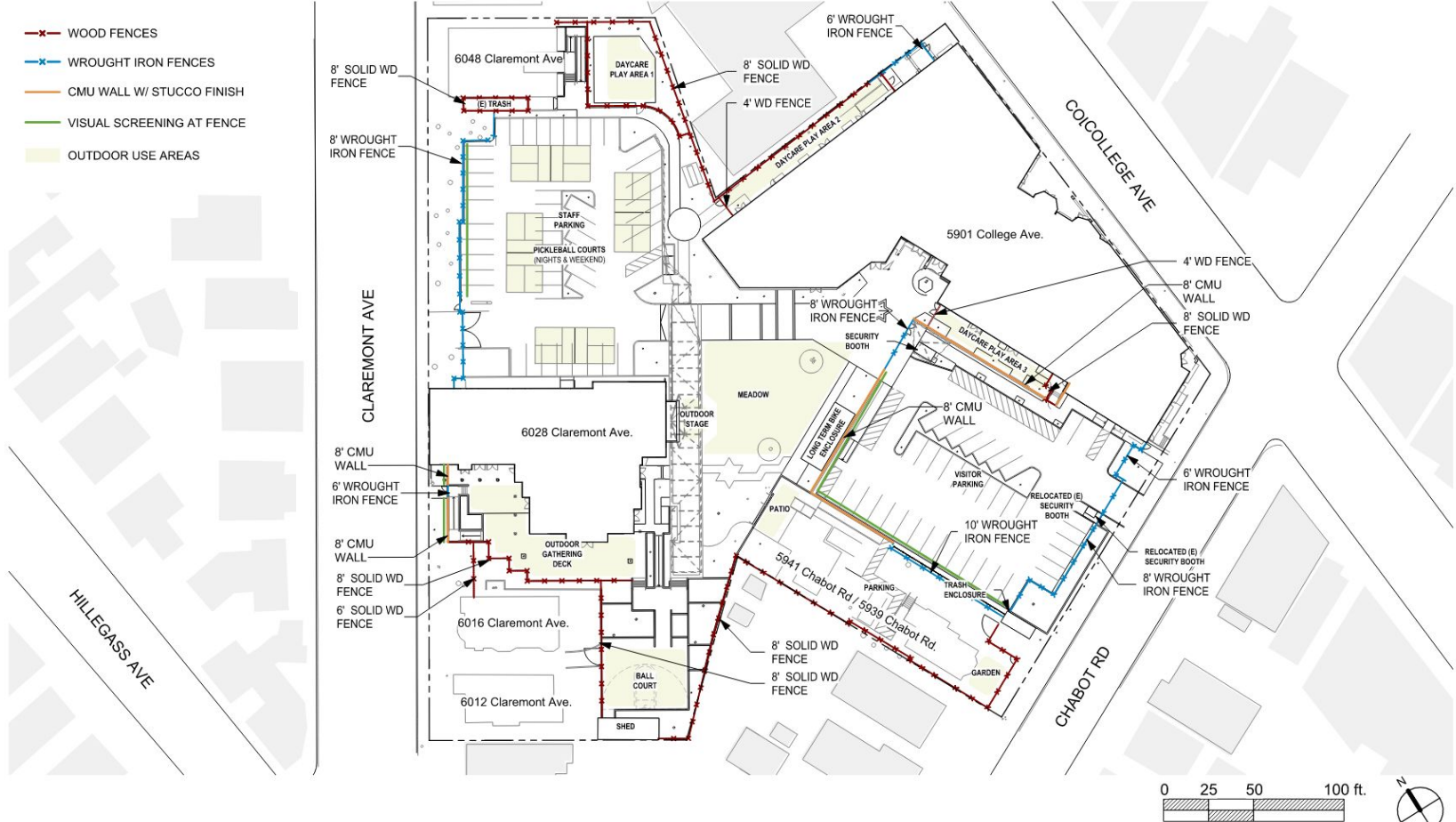


Proposed Changes



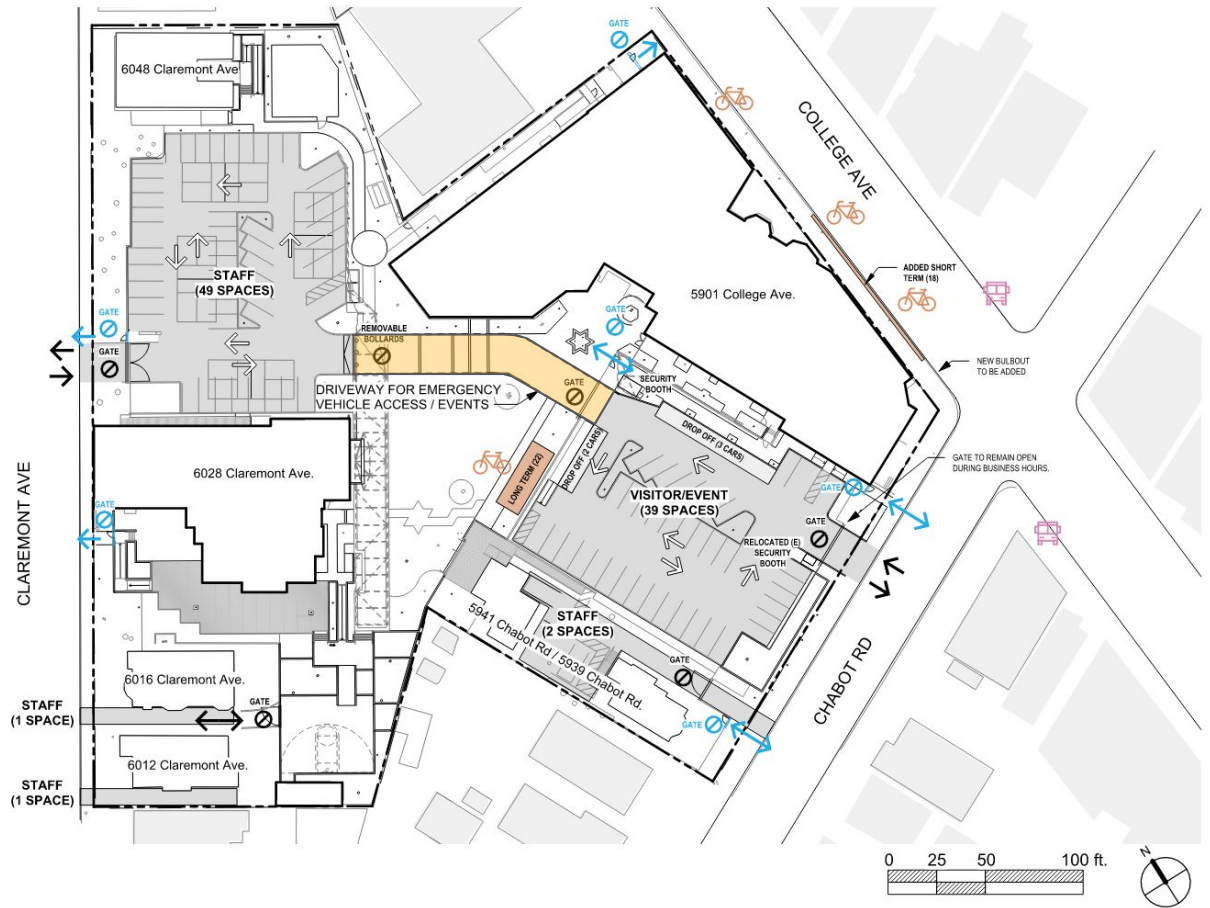
-  BUILDING AREA TO BE REMOVED
-  EX'G BUILDING FOOTPRINT
-  COMMUNITY ASSEMBLY & EDUCATION
-  JCC & PARTNER ORGS
-  RETAIL

Fencing Plan



Site Circulation

Plan



Planned Design



Planned Design



Planned Design



Planned Design



Planned Design



Community Benefits

- Repurpose existing buildings to minimize neighborhood impact.
- Consider JCC as a community resource in emergencies (EQ, heat, air quality).
- New foot traffic and exposure for businesses.
- Enhanced security on campus will benefit the entire neighborhood.
- Award-winning preschool with 120-child capacity.
- Meeting spaces for local community groups.
- Ongoing educational, social, and cultural opportunities and programs.



Community Outreach & Collaboration

We commit to:

- Retain commercial retail on College Avenue.
- Provide meeting space for the community.
- Meet 2x annually with RCPC-designated community members.
- Monitor our transportation demand management plan.
- Include the community in emergency response planning.
- Have an open email box for residents.
- Send notices of larger events to neighbors.

