

West Oakland Business Community Challenges



SRMERNST
development partners



SOUNDWAVE STUDIOS



West Oakland Context

Land Use Development Conflicts Over Time

- Different communities with different needs
- Historical Industrial Roots – limited developed infrastructure (streets, sidewalks, facades, lights)
- Changing population demographics as property values increase
- Growth, thousands of new housing units in West Oakland within 15 years

Complexity

- Historic Blight/Crime - Limited investment
- Business/Housing/Services - spill-over and limitations
- City & Port/Caltrans/Rail/Army Base - Historical Transition Oakland Army Base - Logistics
- Housing Development with limited to no services
- Interim Uses – transition to West Oakland Specific Plan

Need for Comprehensive and Integrated City Response

West Oakland NEST Project Overview

A. Initial Community Voice

- SRM Ernst
- WOCA

B. Identified Data Sets

- 311 Service Data
- Business & Employer Data

C. Integrated City Response

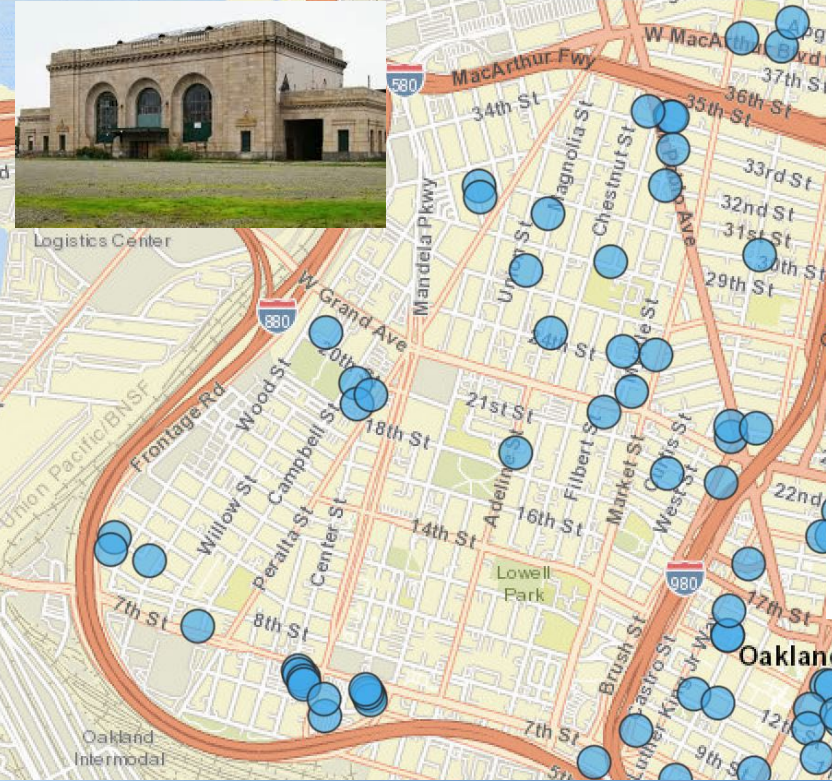
- Illegal Dumping
- Abandoned Auto
- Homeless Encampment

D. Stakeholder Partnerships

E. Continuous Actions



Investment in West Oakland Neighborhoods



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Acquired
Pursuing

American Steel Anticipated Construction Schedule*

Phase	Location	Approx. Start	Approx. End
1	1901 Poplar	Dec-21	Apr-22
2	Pacific Pipe	Apr-22	Sep-22
3	Amenity Space	Apr-22	Sep-22
4	1960 Mandela Parkway (Phased)	May-22	May-23
5	2010-2030 Mandela Parkway	Jun-22	Dec-22
6	2010-2030 Mandela Parkway	Jun-22	Dec-22



Identified DATA Sets - 311 DATA



West Oakland Top 6 311 Incidents by Request Description since January 2020

Frequency Rank	Request Description	Count of 311 Incidents
1	Illegal Dumping - Debris/Appliances	9,474
2	Abandoned Vehicle	5,225
3	Graffiti on Street, Street Light, Traffic Signal,	2,128
4	Homeless Encampment	1,193
5	Parking - Enforcement	770
6	Litter	559
Total		19,349

West Oakland Business and Employment



Integrated City Response

• Neighborhood Services

- Engages in problem-solving projects
- Acts as the NCPC's liaison with OPD
- Access the City of Oakland and other agencies

Neighborhood

Enhanced

• DOT

- Abandoned Vehicles
- Big Trucks
- Right of Way Management

Planning & Building

Short Term

Medium Term

Long Term

MACRO

Service

Teams

• OPW

- Illegal dumping
- Commercial waste

• EMT

- Homeless encampment cleanup includes
- illegal dumping
 - abandoned vehicles, RVs
 - fire

West Oakland NEST

Short Term Escalation

- Assemble necessary service teams
- Support businesses to increase their reporting expertise
 - Business in violation: do they have a waste account, are they zoning compliant, public nuisance, blight, parking infractions,

Medium Term Prioritization

- Service planning to convert 311 task orders to service management
- **Business Development programs**
 - **Façade and Tenant Improvement Program**
 - **Security cameras grants**
 - ***Window replacement grant***
 - ***CPTD Implementation***
 - ***Right of way security features***

Long Term Prevention

- Follow-up communications to report back to business
- Service management plan for sustainability & prevention
- Work with business to change built environment

Early Intervention: srmErnst

- New street market opened June 2022
 - Attendance increasing weekly
 - New business outlet in W Oakland for food, retail, music
- srmErnst owns six buildings in W Oakland totaling 120,611 square feet programmed for a mix of R&D, manufacturing (approx 96,000 sf), food service/production and other retail (approx. 24,000 SF).
- Current buildings house Horn BBQ and Bandaloop dance company.
- srmErnst plan to move their central offices to 1919 Peralta Street.

Service Call	Short Term	Medium Term	Long Term
Abandoned Trucks	OPD removal DoT sweeps	Zoning Building Inspection Code Enforcement	DoT Truck Management Policy
Homeless Encampment	MACRO relationship	Homeless services through MACRO	Activation of private land
Graffiti	Owner removed		