

**West Oakland Specific Plan
Community Workshop #1
September 13, 2011**

TOPIC: Introduction to project, community vision and goals for West Oakland

COMMENTS AND GENERAL THEMES:

What People Like About West Oakland

- Low cost of housing
- Sense of community, friendly people, neighborhood pride
- Cultural and social diversity
- History of neighborhood
- Central location, including easy access to San Francisco and downtown Oakland
- Beautiful historic houses and neighborhoods
- Scale and character of neighborhood
- Artist community, creative and innovative people
- Good transportation, accessibility (AC Transit bus, BART, bike lanes)
- Nice weather
- Hub of economic development
- Good parks and green space
- Presence of farms/gardens; hub of food security (People's Grocery)

What New Things People Want to See in West Oakland

- Grocery store
- More jobs – living wage
- Job skills training center (e.g. for green jobs)
- Technical/trade school
- Health care facilities – hospital, medical clinic, health center
- Parenting resource center
- Youth center; opportunities for youth (recreation, employment)
- Senior center
- New library
- Mixed use development
- Medium scale (~2 to 4 stories)
- Retail
- Restaurants
- Cafes with outdoor seating
- Banks
- Independent and locally owned businesses
- Walkable neighborhood commercial areas
- Shuttle between BART and neighborhood commercial areas
- New industry
- Bike lanes
- More car and bicycle parking at BART station (a parking structure)
- Live/work spaces for artists; Arts District
- Entertainment – clubs, theaters, music venues
- Family-friendly activities and places
- Community gardens/urban farming – local food production and food security

- Alternative energy facilities (solar, wind)
- Urban forest
- Dog park
- Skate Park
- Restore Train Station – adaptive reuse as retail, farmer’s market, performance space
- McClymonds High School campus – adaptive reuse as community facility (education, clinic, senior events)
- Renovate warehouses and industrial buildings, use for start-up businesses
- Small booths for “micro-enterprise”
- “World class” development at the BART station that reflects significance of its location
- Extend shoreline park
- Community murals

What People Think Needs to Happen to Achieve the Vision for West Oakland

- Prevent residents from being displaced
- Keep housing affordable
- Preserve neighborhood character and integrity
- Preserve historic buildings
- Reduce crime
- Blight abatement and code enforcement
- Subsidies and other incentives to attract development
- Tax credits to keep jobs
- Local hiring initiative, incentives for employers to hire West Oakland residents
- Safety in the physical environment (CPTED), pedestrian improvements
- Good urban design and architecture
- Underground utilities
- Reduce/mitigate BART noise
- Underground BART
- Move recycling companies out of neighborhood
- Clean up soil contamination
- Deal with traffic, congestion, pollution
- Diversify the economic base
- Industry on edges of West Oakland
- Green space incorporated into new building complexes
- Retain industrial areas, do not allow conversion to residential
- Improve schools
- Preserve artists’ housing and work spaces
- Think about individual neighborhoods in West Oakland – different areas need different scales
- Promote a new image for West Oakland, highlight positive changes
- Highlight and celebrate West Oakland’s history and roots
- Provide parking for trucks – get trucks off 7th Street
- Revitalize 7th Street – historically the commercial center of West Oakland
- Revitalize San Pablo Ave commercial area
- Support and improve local businesses
- Street tree master plan for West Oakland
- Provide bulky items pickup to help avoid illegal dumping
- No more churches, liquor stores, residential treatment programs
- Better street lighting
- Neighborhood clean-up
- Clean up and beautify under freeway overpass

**West Oakland Specific Plan
Community Workshop #2
November 3, 2011**

TOPIC: Opportunities and Constraints

COMMENTS AND GENERAL THEMES:

Area 1 - Mandela Parkway/ West Grand Avenue/ Market Street

- Job creation, small business incubator, business ownership training for community residents
- Youth facilities and resources
- Child care centers
- Financial services – banks, credit unions, ATMS
- Remove old railway tracks, repair potholes, repave roads
- African cultural center
- Visual arts center, galleries, exhibit and performance space
- Increase home ownership
- More street trees
- Facilitate meetings about gentrification / diversity / race relations
- Capture the industrial arts happening in West Oakland
- Bio tech/high tech companies
- Community based organization partnerships
- New and improved parks and open spaces, e.g. dog park, bay trail along the railroad corridor, better/safer access to Shoreline Park, waterfront open space with bay views
- Bus Rapid Transit on Mandela Parkway
- No high rise building (nothing over 5 stories)
- All development should complement the historical architecture of the neighborhood.
- Public art / Public space Identifying West Oakland

Area 2 - Seventh Street / BART / Pine Street

- TOD near BART station – Fruitvale as a model/inspiration
- Recognition of 7th Street as a historical site for African-American culture, Jazz and Blues
- More mixed use development, mixing retail and light industry with housing
- Historic buildings should be repurposed for civic, business and residential uses
- Professional / institutional office or headquarters
- Grocery store
- Credit Union
- Services – drycleaners, shoe repairs, florist, etc.
- Restaurants
- Senior housing
- Health center with doctors and dentist
- Holistic businesses such as yoga, acupuncture, health foods
- Private commercial skills training such as DeVry/ Heald College, etc.

- Youth and Young Adult Center
- African Cultural Center
- Visual & cultural arts center for youth and families
- Removal of old train tracks
- Bike facilities – bike storage/parking and repair
- Bike lanes/ paths
- Off leash dog park, connect to the bay trail
- Post Office site is dead zone – needs active ground floor uses along 7th Street frontage
- BART noise is a major impediment!
- Air quality problems
- Addressing the issue of gentrification is important

Area 3 - Third Street Corridor

- More mixed use – housing above light industrial space
- Need City assistance for new businesses – loans, grants, etc
- More light industry, light manufacturing
- Extend the winery and brewery industry throughout the 3rd street Area.
- R&D, Tech businesses, Pharmacological
- Artist studios, lofts
- Cultural facilities – African Cultural Center, Railroad Museum, etc
- Film industry – set and scene manufacturing
- Small sports facilities, skate park or dog park, bike co-op, etc
- Small community-oriented bank
- Health and Human Services, job training for ex-prisoners
- Some comments in support of big box retail, other comments against it
- More affordable housing, including moderate income. Goal 50% rental, 50% owned
- Change rent control policies (look at Emeryville policy)
- No more Section 8
- Improve bus service - more frequent AC Transit bus lines
- 3rd Street streetcar
- Improve connection between 3rd Street and Mandela Parkway
- Improve streetscapes, street lighting, more street trees
- Between 3rd St and Embarcadero West, Linden and Market – “Historic district determined eligible for National Register”
- Too many churches
- No high rise buildings next to the freeway

Area 4 - San Pablo Avenue Corridor

- Mixed use - retail ground floor and housing above
- Small boutiques like on Telegraph / Temescal area
- Credit union
- Coffee shops

- Beauty salon
- Fewer liquor stores / convenience markets
- No more churches
- No more residential treatment homes
- No more Section 8
- New library
- Youth Center
- Professional/ technical training institute (e.g. DeVry, Heald)
- Career training for youth 18-25
- More green spaces / open spaces
- Improve St. Andrews Park (San Pablo Ave and 32nd St)
- Tennis Court (31st between Market St and West St)
- Community gardens
- Planting and preservation of trees
- Completion of MLK Streetscape
- Landscaped traffic circles at San Pablo Ave and West Street intersection to slow traffic
- Affordable Housing
- Co-housing project
- Make corridor a hub for art events
- Visual and cultural art center for art making / exhibits / gallery / performance
- Mural Projects
- Revitalize blighted properties, restoration and preservation of homes
- Convert warehouse space to live –work
- Move the recycling plant
- No illegal dumping – Need authorized centers where people can bring trash
- Trash pickup on sidewalks and underpasses
- Preserve our schools: Hoover Elementary School, McClymonds High School. Re-open Marcus Foster Middle School
- Engage developers and architects with schools, get them invested in our kids and our community
- Need parameters for businesses moving in to hire local residents
- Need ways to transition convenience markets / liquor stores to better stores or tax them heavily enough to drive them out
- Need to address air quality and environmental health
- Need to address presence of homeless people

**West Oakland Specific Plan
Community Workshop #3
January 31, 2012**

TOPIC: Land Use Capacity Scenarios

COMMENTS AND GENERAL THEMES:

Area 1 - Mandela Parkway/ West Grand Avenue/ Market Street

- Why no opportunity sites on Adeline Street ? This is a key link between Emeryville and BART/ 7th Street / 3rd Street Opportunity Area
- West Oakland should have a unique attraction for visitors, something that reflects the neighborhood's identity and draws people to the area
- Recreational activities (e.g. bowling alley, skating rink)
- Need to acknowledge the existing arts community in West Oakland and understand how to weave future development into that fabric
- West Oakland is a major center for the industrial arts – this offers long-term economic and social development opportunities. Can provide job opportunities, foster tourism, improve quality of life
- Encourage streetscape and transportation improvements even outside opportunity areas.
- Great bike streets - Peralta and Union
- Black historic district adjacent to the train station
- Oakland needs a university (UC Oakland)
- Retail area along Mandela near freeway down from Target
- Residential adjacent to Raimondi Park
- No more recycling.
- No Costco – a supermarket would be better
- No light rail

Area 2 - Seventh Street / BART / Pine Street

- Concerns about health and noise for development near freeway and BART
- Health Impact Assessment must be done for each development proposal
- For every development, implement the community's health impact assessment criteria.
- Environmental racism issues
- At BART station - headquarters for BART
- Underground BART, put food market and other retail at BART station
- Make an arts destination. Acknowledge the thriving arts community that already exists and build upon it
- Black historic district on 7th Street
- Grocery store, service businesses
- Promote flexible use space, including outdoor space that can be used for food truck pods, "Art Murmur West," night markets, farmers markets
- Train station – Business and culture site
- Farmers Market at train station
- Post office as a food hub
- Technology training cluster around Willow Park (14th & Willow)
- Repurpose Mayway building on 14th & Mandela (currently for sale)

- Coordinate with Army Base re-use planning for job development and other
- Expand community garden

Area 3 - Third Street Corridor

- Increase business opportunities, create jobs for area residents
- Promote home ownership
- Preserve old historic brick buildings
- Support the arts
- Support bike transportation
- Need banks and other establishments
- Move recycling facilities and limit new ones
- Dog park – two good locations on Brush St
- Construct freeway on-ramp at the Port and prohibit other use of the ramp
- No streetcar/light rail needed
- Plan for now truck access to serve new commercial uses
- Trucking activities cause pollution/ respiratory problems for residents
- Support smaller connections with small existing spaces, especially Jack London Square
- Former 'marsh' area = need to plan for adaptation to sea level rise in the Bay

Area 4 - San Pablo Avenue Corridor

- Is this a disingenuous process, or will the community's input really be heard and considered?
- Community members want to see how and where input from last 2 community meetings has been incorporated in the development of the plan
- Plan seems to be catering to outsiders looking to West Oakland for opportunities instead of opportunities for those already living here. Risk of gentrification/displacement is a serious issue
- Existing West Oakland residents need to directly benefit from new development
- Money to implement the plans being proposed – who is watching/tracking this? Need to make sure money stays in West Oakland rather than being diverted to other areas.
- Need family housing
- Need to strengthen rent control provisions. Will there be rent control be linked to new development? Measure EE (Oakland Just Cause for Eviction Ordinance) only applies to buildings built before 1983.
- Keep McClymonds High School in West Oakland
- Schools and youth in West Oakland need to directly benefit from development
- Oakland Unified School District STEM (Science, Technology, Engineering & Math) curriculum needs to be incorporated
- Recreation facilities for youth, spaces for expression, visual & performance arts
- Why is industry being protected?
- Nobody wants the FoodsCo – the community wants a better quality food market
- We need to bring youth into planning process – youth commission
- Promote bicycling as an alternative form of transportation