

Attachment C Neighborhood Group Meeting Notes

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Jack London District

Meeting Notes

December 15, 2015

Oakland Planning Department staff provided an overview of the Downtown Oakland Specific Plan process and initial concepts. City Council District 3 staff facilitated a discussion of the major feedback received. The notes from the meeting are presented below grouped into the following categories: Big Ideas, District Character, Gateways/Undercrossings/Circulation/Transportation, Produce Market & Waterfront Warehouse District, Howard Terminal and Zoning.

Big Ideas

- Tesla Supercharger station
- Supermarket & services
- Bring back fireworks
- Spectacular solution for I-880
- Take County buildings and make into transportation center like New York
- Job creation potential; auxillary uses to port
- Public transportation on Broadway, light rail on Broadway
- Protect public health, oil trains coal storage & transport
- Homeless encampments, graffiti & dumping
- Barriers to economic development
- BART Station
- Historical preservation: keep FAR low in Produce Market
- Policing /crime / fire-disaster-planning
- Families & small children units with 3+ bedrooms
- Schools
- Underground for the train
- Walking bike trail through Lake Merritt, through Jack London District & to Bay Bridge
- Quiet zone for train; think about things that are realistic. Intermediate steps to underground
- Move train to I-880
- Clean water in estuary
- Walking bridge to Alameda
- More density

Jack London District

- Oakland Connectivity & Chinatown

District Character

- Intentional plan for buildings near water to preserve views to water
- Estuary Plan
- Outdoors accessible public parks / playground space
- Supermarket / pocket market
- Historic preservation of Produce Market

Gateways/Undercrossings/ Circulation/Transportation

- Exit I-880 at 5th St is dark, dirty, horrible
- Identify gateway & identify way to upgrade wayfinding / lighting / regular cleaning
- Mini parks under freeway
- See, as an example, Austin plans for 6th Street and Arts Garden in Indianapolis
- Shut Down Broadway to auto; only light rail, bike, ped
- Homeless services / make campground official, regularly cleaned, etc.
- See old BART study – county building turned into convention center
- Remove sidewalk on East side of Broadway under 880. Change circulation plan so vehicles cannot make left turn. (should be more obvious about how to get to Jack London District)
- Noisy uses near freeway (clubs, etc.)
- Make all streets nice for undercrossings; don't single out one street.
- Destinations at underpass (concert, food, etc.)
- Equal entrances for streets (East to West)
- Traffic on Jackson St. exit when new development is constructed (such as Brooklyn Basin)
- Relationship between development and Brooklyn Basin
- Parking capacity for new development
- Demand Response Transit, Uber, mini taxis
- Free bus on Sundays
- Protected bike lane on Broadway
- Free shuttle to go to West Oakland BART

Jack London District

Produce Market & Waterfront Warehouse District

- Even if wholesale isn't relocated add retail during the day after produce market business is finished
- See Pike Place Market in Seattle (1996 study)

Howard Terminal

- Uses need to be compatible with Schnitzersteel, Maritime, Industrial, Port
- Tourist Destination: water access
- Hotel/ conference center
- If not maritime extend Bay Trail
- Large park: Golden Gate / Central Park

Zoning

- Area between Brush and Broadway (East of Broadway) no "new" residential
- State lands overlay should be changed to enable development
- What about major infrastructure (utilities, water, etc)
- Preservation of historic warehouse district and lower Broadway and West of Broadway
- New development maintains existing historical character new and additions (design guidelines) (compatible development)
- Encourage conversion and reuse

Jack London District

Meeting Notes

March 22, 2016

Meeting participants wanted to know:

- Preferred Plan / Draft Specific Plan schedule
- What is the legal standing of the specific plan process?; process to give feedback?

Cultural heritage

- History of train/ port embodied somewhere museum, etc.

How far along is concept of density at Howard Terminal?

- Like ball park
- Like hotels

People want to get in on height and densities before it goes to Planning Commission. When will they change? (Howard Terminal, etc.)

How does transit fit in?

Infrastructure

- Level of detail is missing of infrastructure
- Where schools are addressed, sewers, water for new development? Seems like a fantasy
- Technology of internet access, manufacturing, digital communication. Don't see this type of understanding and how it relates to manufacturing and commerce

People don't want high rises along waterfront (not all people agreed)

Comments on industrial/manufacturing land

- We have the site; we have the chance to hold onto industrial / advanced manufacturing
- Residential well-articulated; commerce is not
- Rail takes up space for other things (industrial growth). Want goal that we will not dedicate a lot of space to rail
- Oakland's asset arts and culture; light industrial land. If we focus so much on residential, Oakland risks becoming a suburb for other job places

I-980

- What are required housing requirements if federal money is used for I-980 proposal?

Jack London District

- How is Jack London addressed in the I-980 proposal?
- “Brilliant Vision” however if we try to connect the vision of reverting I-980 to future high speed rail it is going to distract the conversion of boulevard
- Can ballpark be an alternative on freeway?
 - Cannot be a capping project. This proposal would not create blocks big enough to create ball park
- How does it connect to Howard Terminal and trains traveling along Embarcadero? (All need to be studied). Think about implications for those uses which provide jobs
- What happens on Bush Street?
- Is it okay to touch down in Howard Terminal even though its light industrial land? Does that jeopardize industrial land? Need to protect industrial land.
- If Howard Terminal does not happen, look at how increased rail will conflict with development proposals (near Amtrak, etc.)

Old Oakland Walking Tour

Meeting Notes

February 1, 2016

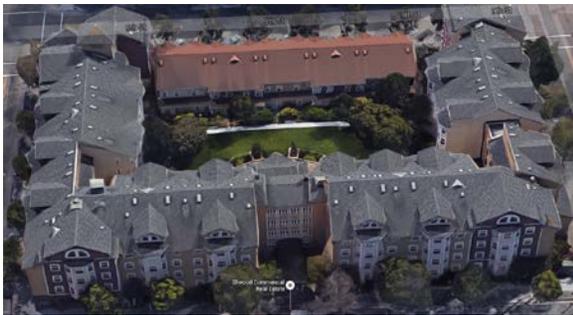
9th and Washington are heart of Old Oakland. Washington goes straight to water – Ferry Terminal

Bulb outs (some) underutilized

Pedestrian lighting below street canopy

Required unit mix

555 10th St – good example of 1, 2, 3, bedrooms (images below)



Revert to stop sign controlled intersection

10th and Jefferson (4 way stop?)

Good / bad examples of live/work

11th St improved gateway

Placement of signals at 7th street between Jefferson and Clay causing accidents

Crowd funded Old Oakland Neighborhood Association: tile trashcans

Police facilities – protestors. Clay St is direct route from City Hall to Police Station

City Team 7th / Washington

7th and 8th need more attention. Streetscape designs higher priority (than 9th)

Support shared streets in Old Oakland

Old Oakland Walking Tour

Tour Notes Directly from Old Oakland Neighbors Board Members

Proposed Vision; we want Old Oakland to be:

- The residential neighborhood of downtown - with housing, services and retail for all ages and household sizes
- Friendly first impression to tourist visiting the convention center and nearby hotels
- A mixed use community that is a destination for locals and visitors
- A destination due to architecture, business mix and public infrastructure that makes the area unique
- The historic heart of the city that honors our past
- Position Old Oakland as the "bedroom, living room, dining room, back yard, front porch and neighborhood retail" of Downtown Oakland with a mixture of vibrant, smaller scale restaurants, shops, services (as opposed to large scale retail, evening entertainment district, arts and cultural district, etc...)
- Maintain the wide diversity of uses (range of residential building types, office, retail, services, nonprofits, shared public spaces) in a way that balances the needs of residents, businesses and community institutions

Stakeholders

- Residents of all ages - many shop in Alameda, Chinatown
- Employees
- Businesses
- Conference goers and visitors (from 10th St)
- Jury duty folk, visitors related to government uses (from 7th St)

About Old Oakland

- Prime access to transit - highest walk scores in city
- MIXED - Mixed use, mixed age, mixed income, mixed institutions
- Somewhat isolated by convention center, freeways jail complex
- Many downtown freeway entrances exit into OON:
 - 17th ST Northern board
 - 11th St 980 N and East
 - 6th Street
- Pretty sleepy until only recently - Swan's Marketplace (by EBALDC.org) sparked a recent renaissance
- Old Oakland (proper) has been a commercial anchor (pop ups)
- Farmer's Market on Fridays draw in people from everywhere
- One of highest concentrations of liquor licenses from ABC/state and cabaret permits from City.

Old Oakland Walking Tour

- Convention center and 980 cuts off neighborhood

More info:

- https://oaklandwiki.org/Old_Oakland
- <http://www.old-oakland.com/old-oakland-history>
- <http://www.old-oakland.com/index.php?q=video-shorts>

Biggest Community Concerns:

- Encampments at Lafayette Square and Jefferson Square Parks. We need the City to address in a comprehensive homelessness plan.
- Violence and nuisance activity related to nightclubs in the neighborhood, particularly around closing time.

Challenges / Proposed Ideas

- Challenge: Lack of new garbage cans that get added with new businesses and residential developments
 - Idea: Require developers to build and/or fund new public or private garbage cans outside entrances or on sidewalks as a part of new developments
- Public infrastructure in the area (sidewalks, streets, public space) is not pedestrian/bike friendly.
 - Ideas: Upgrade to include benches around trees (like on 9th, bus and transit stations, separate bike paths)
- Consider changing one way streets to two way
 - 7th, 8th, 9th St, 10th St, possibly 11th and 12th
- City Center is a dead zone outside Mon-Fri business hours.
 - Need to diversify land use, introduce more 24/7 activities
- Challenge: Not enough 2 and 3 bedroom units being built to accommodate families and seniors with caregivers (2 generation households.)
 - Require 2 and 3 bedroom units built with family friendly design guidelines (not just luxury penthouses), given proximity to transit and lack of new housing units in pipeline. The unit mix must support multiple generation households
 - See San Francisco's unit mix policy near transit: Per Section 207.6 of the San Francisco Planning Code, a minimum dwelling unit mix is required in newly constructed buildings with 5 or more units in Residential Transit-Oriented, Neighborhood Commercial Transit, and other specified districts: **either 40 percent of units must contain at least 2 bedrooms or a minimum of 30 percent of units must have at least 3 bedrooms.**
- If proposed Howard Terminal ball park happens there will be significant transportation and land use impacts.
- Removing 4-ways stoplights that are overkill for slow and quiet intersections (Jefferson and 9th/8th, for example). 4 way street lights need to revert to 4 way stop signs or blinking red:

Old Oakland Walking Tour

- 9th and Clay Street
- 10th and Jefferson
- 9th and Jefferson
- 9th and Washington
- Improved pedestrian lighting (below tree line) on 10th street, particularly on the convention center side. Swan's Market put lights on their building.
- Development should encourage more uses than only restaurant, bars and night clubs.
- We had many gun-related incidents linked to nightclub activity, including 4 shooting murders within 18 months. We do not want any more nightclubs as the City does not have the capacity to adequately monitor or ensure public safety.
 - Idea: Increase public notice requirements in Old Oakland prior to cabaret permits and special event permits due to high residential density in close proximity
- Challenge: Need to think beyond only retail, we also need childcare and other uses (ex: Hickman)
 - Idea: Seek a diversity of non-residential uses, including other community uses such as a childcare center,

Other ideas:

- Include "Gentle Density" strategies to fill in vacant lots without disrupting the historic look and feel. Old Oakland is the perfect place for gentle and hidden density housing - https://blogisthmus.files.wordpress.com/2013/04/isthmus_gentledensity_sm.pdf
 - <http://www.pembina.org/reports/make-way-for-mid-rise.pdf>
- Elimination of 980 or conversion to non freeway status will have major impact on transportation patterns downtown and in particular Old Oakland
- Need special artistic treatment for **9th and Washington** as heart of neighborhood - very often have street festivals at this intersection, with one block closed off in every direction
 - patterned or artistic crosswalks?
 - Removal of traffic lights - convert to 4 way stop
- Don't require ground floor commercial everywhere - There is plenty of ground floor commercial space (9th and Clay, 9th and Jefferson, 11th and Clay, etc...)
- Better integrate convention center parking within neighborhood, so surface level parking lots can be developed or used as open space (hard to do unless convention parking gets a lot cheaper or pricing is at least the same as city parking)
- Consider future use of Warriors facility at Convention Center, anticipating their relocation to SF in a few years. What will be the process to determine what happens to their old facility?
 - Engage the community in discussions around the future of the Warriors HQ (which currently employs approx 200 people).

Old Oakland Walking Tour

- Consider closing Washington St from 8th to 10th St for pedestrian mall. Possibly 9th St from Clay to Washington as well
- How to plan for marches and protests from City Hall to OPD HQ that typically go down Broadway or Clay Street.
- Better plan for media around OPD HQ - this is a very high profile corner and is always on the news - 7th and Broadway
- The Pit at 11th/12th/MLK/Jefferson - How do we prevent this from happening again? The city got very little back with each new extension, very few community benefits communicated or negotiated with developer despite years of blight.
- 901 Jefferson was built and had no more than 3 sentences about how it fit with neighborhood character. Design-wise it doesn't fit in with a historic district, but we need a better definition of how it is expected to fit in.
- How do we build off energy of Swan's food court and farmer's market?
- Lots of dogs in the neighborhood that walk around at all times, how do we design for dog owners without isolating them to a park?
- OTS - good example of lively mix of units and types - community room
- No good definition of Workforce housing - not just smaller units - 901 Jefferson was supposed to be "workforce" housing
- Tree planting project - Rosemary Alex has been planting trees all over the neighborhood for some time.
- Retaining the historic character of Old Oakland in new design elements and guidelines
 - -Preserving historic single family homes and buildings
- CPTED and cameras required around night clubs and bars
- Better wayfinding for conference goers, hard to see 9th street from convention center and many guests don't know to walk one block down Washington.
- Benches around tree wells are nice - more near commercial areas
- Dog park - poorly done with rocks as ground cover. Need to revisit so dogs can use it.
- Address underuse of Lafayette Square Park, safety and upkeep concerns, and concerns about how to best address the encampments and chronic homeless problem
- Increase pedestrian lighting below the tree canopy (like EBALDC just did at Swan's) - especially along the North side of 10th Street by the convention center, where it is very dark and there are often car break-ins
- Better designed live-work ground floor lofts that read more like neighborly walk-up townhomes than businesses-turned-residential (with large screened over windows).
- Focus efforts on making 7th and 8th street safer, slower and more attractive
- Making streets two-way
- Build more housing for people of all ages, incomes and a range of household sizes

Old Oakland Walking Tour

- Improving the Washington Street connection to Jack London Square and the Ferry Terminal
- Filling in surface parking lots with vibrant housing, services and retail that reflect the needs of the community
- Increasing opportunities for urban farming and community gardening
- Providing opportunities for local artists to contribute public art
- Incorporating #playability opportunities for all ages in more places than just an isolated playground

Old Oakland Neighbors

Meeting Notes

February 17, 2016

Need near term improvements; can these be expressed in the plan?

How does converting to 2-way slow traffic?

Finding of improvements

Tax for vacant buildings (higher than vacant)

3 bedroom units

Improve 880 with art

How to incentivize development (of infill sites)

Plans for 880?

Chinatown Coalition

Meeting Notes

February 3, 2016

The red dashed line depicting the downtown study area cuts out Chinatown

Address Chinatown in the Downtown Specific Plan

- Request: Establish Chinatown as an unofficial or official subarea of Plan Downtown (currently is part of Lake Merritt Station Area Specific Plan)
- Chapter on main recommendations from Lake Merritt Station Area Plan in Downtown Oakland Specific Plan
- Add Chinatown to goals

Chinatown community characteristics: low income / limited English / older

Concerns:

- Displacement
 - Inclusionary policy on public land
 - Want to keep the current geographic footprint of Chinatown and its ethnic composition plus expand out bi-directional with the rest of Downtown
- cultural preservation
- revitalization through bringing more families back
- Parks/Open Space:
 - Charter schools in Chinatown and no additional parks
 - Snow Park low use compared to Lincoln Square Park
 - Lincoln Park / Madison Park (well used; over subscribed)

Transportation

- 24-hour pedestrian traffic analysis pattern
 - Include in scope
 - Different patterns during school year
 - Seniors/ schools users
- Transportation Focus Group / review meeting
- Transportation Analysis for Chinatown under FTA BART Grant
- Improve under crossings and can provide parking (Rockridge BART example)
- 2 way streets watered down, street re-stripping

Update on Lake Merritt Station Area Plan

- Rename station – BID progress

Add Chinatown-focused youth to Downtown youth engagement

- Gilbert Gong (Chinatown Charter schools / youth service providers)
- alvina@apen4ej.org (Youth Summit)

Chinatown Coalition

General

- Connect Laney students to Chinatown
- Room for all sectors in Downtown
 - non-profits
 - service providers

MAIN KEY POINTS (submitted directly by the Chinatown Coalition)

1. **Protection from Displacement and Cultural Preservation** through a variety of community benefits strategies and funding mechanisms, which would include adjusting the current zoning of the plan area and developing a reasonable developer impact fee.¹
 - a. Protect our community from impacts on existing community resources and indirect displacement of families by requiring a mechanism for capturing public value in buildings that exceed the density of the existing neighborhood
 - b. Promote a healthy, diverse mix of incomes
 - c. Preserve, celebrate, and enhance the historic cultural resources and heritage of Chinatown as a regional anchor for businesses, housing, and community services, and highlight cultural and historic resources in the Planning Area*
 - d. Ensure that public services and spaces proposed preserve and reflect the cultural history and aspects of Chinatown’s historic geography*
 - e. Establish a sense of place and clear identity for the area as a cultural and community anchor and a regional destination, building on Chinatown’s existing assets*
 - f. Celebrate, strengthen, and enhance the existing community hub and regional destination that is the Chinatown Commercial Center*
 2. **Ensure that the BART Transit Oriented Development Serve the Chinatown Community** by Providing Affordable Housing, Community Facilities, and Open Space.
 3. **Improvements to Pedestrian Safety and Public Health** through strategic re-circulation of traffic
 - a. Revert core of Chinatown to two-way streets to improve pedestrian safety and help mitigate air quality impacts of vehicle queuing and congestion (7th, 8th, 9th, 10th, Harrison, Webster, and Franklin Streets).
 - b. Recognize Chinatown and core streets as a destination and not just “through traffic” for Jack London, Downtown and Alameda, which already strains the community’s health and safety (see attached research by Asian Health Services on Air Quality impacts in Chinatown); action needs to be taken to minimize throughways and freeway off-ramps within the neighborhood to improve air quality, such as alternative routes and associated management strategies to
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increase vehicular flow on traffic whose destination is not Chinatown so traffic may reach destinations without penetrating core of Chinatown

- c. Improve connections between Chinatown; the Lake Merritt, 12th Street and 19th Street BART Stations*
 - d. Ensure safety and compatibility of pedestrians, cyclists, and autos through improvements that calm traffic, improve sidewalks, improve intersection crossings, and improve traffic flow and pattern, including reevaluating one-way streets, considering narrowing streets, and reducing speeds. In particular, address the flow of traffic using the Posey and Webster tubes*
 - e. Improve environmental quality, including improving air quality as a public health measure by increasing health and medical services available to the community; Cleaning up air, soil, and water contamination (including trash on the streets); Reducing noise levels where permitted noise levels are exceeded; Providing clean and well-maintained public outdoor places that provide public restrooms and trash containers; and Ensuring healthful homes that are environmentally friendly and that incorporate green building methods.
4. **Increase General Public Open Space** through improving current parks and recreation facilities while allocating resources to create new active open space
- a. Expand the amount of new park, open space and recreation facilities; we support the plan's strategy of improving and enhancing our existing facilities, such as Madison Park.
 - b. Dedicate open space fees towards the creation of neighborhood serving parks, recreational facilities and sports fields in the planning area, as identified as a priority in the community planning process; we support the plan's recommendation that all new development of half a block in size be require to provide on-site publically accessible active open space amounting to 10% of the total site area and establishing in-lieu fees.
 - c. Identify additional recreation and open space opportunities given increase in demand for this space due to influx of new Charter Schools and to be able to serve higher housing density and an increased number of jobs.
5. **Increase the economic vitality of the neighborhood***
- a. Created activated neighborhood hubs in the Chinatown Commercial Core: key streets through this hub include 8th Street, 9th Street, Webster Street, Harrison Street, and portions of Franklin Street, 7th Street, and 10th Street*
 - b. Establish the area as a healthier place to live and work*
 - c. Create a more active, vibrant, and safe district to serve and attract residents, businesses, students, and visitors*
 - d. Help grow local and emerging businesses in the Planning Area neighborhoods, such as Oakland Chinatown; promoting commerce and jobs; and enhancing the district's appeal to visitors*

HOW CAN LM CHINATOWN KEY POINTS BE PRIORITIZED?

See section in LM Plan:

Community benefits list. Work closely with the community to refine the list of desired benefits and build into the final program a mechanism for updating the list of benefits over time to meet the needs of the community on an ongoing basis.

Community benefits bonus and incentive program. Explore a bonus and incentive program to attract new businesses and desirable development to the Planning Area, incorporating clear measurable criteria that ensure community benefits are delivered to the City. The program would consider the following elements: Quantification of the costs of providing the desired benefits as well as the value of corresponding incentives.

- Creating a system of “tiers” of incentives given and benefits provided, that could effectively phase requirements and prioritize benefits.
- Increasing benefits for developers as more benefits are added.
 - Numerically linking the financial value of the bonus given (defined by value of gross floor area added) to the cost of benefit provided.
 - Establishing a “points” system to link incentives and benefits. For example, the City may devise a menu of civic or environmental benefits and assign points to each item. The points earned then determine the amount of height, density, or FAR bonus a development may claim.
 - Identifying the economic feasibility of development as a determining factor in arriving at the amount of community benefits to be provided by a particular project.
- **LU-50 Community benefits tracking.** Track the progress and utilization of development incentives program.

FOR US TO REMEMBER:

Redevelopment of Key Publicly-Owned Blocks Near BART

- Establish a long-term plan for redevelopment of key publicly-owned blocks near the Lake Merritt BART Station to meet identified plan goals, including accommodating improved open spaces, new housing development, more jobs, more retail, and improved BART access.
- Recognize, incorporate, and reflect Chinatown’s historic role in the redevelopment of key publicly owned blocks near the Lake Merritt BART Station.
- New development is sensitive to the historic context of the neighborhood, and seeks to improve façades of existing buildings and streetscapes. The Plan also improves access by all modes to the commercial core, improves the pedestrian experience, and improves business quality of life.
- This includes a multi-faceted economic development strategy that supports the Chinatown commercial base, and seeks to ensure sustainable community and economic development for the long-term.

Chinatown Coalition

- The LM Plan envisions development of the Lake Merritt BART blocks, in coordination with the MTC/ ABAG block if it becomes available, as a catalyst project that would create an active neighborhood hub. It would also serve as part of activated and pedestrian-oriented spines along 8th and 9th Streets, connecting Laney College, the Lake Merritt BART Station, and the heart of Chinatown. This catalyst development would include ground floor commercial with active retail and other commerce, enhanced transit plazas near the station entrances, improved streets and sidewalks, community facilities, wayfinding signage, cultural markers, and gateway features.
- While the Chinatown core is the strongest existing retail market, the Plan seeks also to expand the Chinatown core, both to accommodate demand and activate the streets outside of Chinatown. Page 4-6
- It builds on and complements the existing success of the Chinatown Commercial Center, expanding Chinatown businesses, diversifying retail options as an expansion of Oakland's Central Business District, and connecting the Planning Area's cultural and institutional assets that differentiate this area.
- The Plan establishes a long-range vision for a high-intensity neighborhood, including the addition of 4,900 new housing units expected to accommodate 4,700 households, 4,100 new jobs, 403,800 square feet of additional retail, and 1,229,000 square feet of office uses in the next 25 years
- On the other hand, new development may also lead to higher traffic volumes, collision rates, reduced air quality, and noise impacts from vehicles and businesses. Plan policies seek to reduce these potential negative impacts.
- Proposed new multi-family housing should be designed to accommodate a range of income levels. Ensuring that residents can find quality housing within their means is essential to avoiding overcrowding, poverty, and homelessness.

Chinatown Coalition

Chinatown Coalition

Meeting Notes

March 18, 2016

Plan Alternatives Report

Art and culture represented in the Plan does not reflect Chinatown, despite the greater downtown being 39% Asian.

- Centuries old traditions martial artists, tai chi, etc.
- Not “galleries”
- Calligraphy

Tomika(?) Oakland Asian Cultural Center Pacific Renaissance Center concerns

Implementation oversight / prioritization criteria

Lincoln Recreation Center overused (users come from throughout city) / would like a new park

Work with councilmember and OPR to elevate Lincoln Recreation improvements (Lincoln is in the city’s capital improvement program)

Public art / impact fees / new development must be distributed throughout the City to ensure equity

Freeway Access Project

- consensus: take down Broadway off ramp
- 6th St. as connection / boulevard could work
- Remove Jackson St. on ramp
- Feasibility of reconnecting Franklin St.
- Add on ramp at Market St.
- Public scoping May - July

Northgate Neighbors

Meeting Notes

October 25, 2015

Northgate Solutions

A meeting with the Northgate Neighbors group held to further the city of Oakland's Plan Downtown project was held to discuss recurring complaints and possibly solutions. This draft represent a summary of the ideas covered in those meetings and interviews. We have begun by identifying problems with this historically blighted neighborhood.

Problems with Northgate

1. Bypasses two possibly three commercial retail districts
 - Telegraph suffers from loss of potential retail consumers who exit/enter 980 using Northgate
 - M.L.K. is neglected from 27th to West Grand and suffers loss of much needed traffic flow and attention. Retail is beleaguered, and housing values driven down. The intersection at West Grand, underneath the 980 is an ominous beginning to the most downtrodden stretch of this very important arterial.

2. No eyes on the Street
 - Auto Break-ins
 - A top contender for most pounds auto glass swept from an Oakland City street Property Loss. Dangerous glass on street Perpetuates crime. The glass proves no one cares, so break more.

 - Blight
 - Illegal Dumping
 - Unsanitary, eye sore, degradates community, lowers Prop Values.
 - Graffiti
 - Property Loss, eye sore, degradates community, lowers Prop Values.

3. Punishing Off-ramp and High Speed Vehicle Traffic
 - Dangerous exit
 - Historically high traffic accidents at 27th Street 980 offramp.
 - Pedestrian Vehicular Manslaughter
 - Disproportionate loss of life per capita compared to overall traffic volume.
 - Poor Pedestrian safety.
 - Only one cross walk in 5 block stretch.
 - Top 'Red light violation' intersection at Northgate and 27th

Northgate Neighbors

Problem Conclusions

- Unfortunately, the only legitimate business any one has on Northgate Avenue is to zip past crucial retail, or to utilize its all day free parking. And worse, because it's dangerous for pedestrians and has no destinations, only criminals and homeless stay on Northgate for any length of time.
- Too often, Northgate Avenue's greatest liabilities are mistakenly perceived by the public as its finest assets. A shortcut to downtown has tangibly damaged retail business along Telegraph and MLK - even San Pablo. And "coveted all day free parking", has led to loss of parking city revenue, low car turnover and high auto break-ins.
- There are a myriad of possible solutions to the problems that face Northgate, but they all start with giving citizens a legitimate reason to be on Northgate Ave. The solutions begins with creating a destination, a place to be.

Destination Northgate

Northgate Neighbors demographics represent a very wide cross section of Oakland's populace. Ideas for destinations reflected this diversity.

The most important features were ranked as follows:

1. Safety
 - 1st Crime reduction
 - 2nd Increase pedestrian safety with traffic calming/elimination
2. Cleanliness
3. Green
4. Business
5. Noise Reduction

Ideas for possible projects were grouped into three categories: Small, Medium, and Large. The following list represent the most popular and often repeated concepts.

SMALL (Near-term projects)

- Bike repair kiosk located in large traffic median
- Buddhist Shrine " " " "
- Art Wall/ mural zone along cyclone fences
- Dog Park in Cal Trans ROW
- Mobile Library Truck
- Portable Business Park/ FOOD TRUCK LANE

Northgate Neighbors

MEDIUM (Mid-term projects)

- Street Closure for traffic calming
- Permanent Portable business park (i.e. Proxy –www.proxysf.net @ 432 Octavia, in Hayes Valley San Fran)
- Portable Library Branch (semi-perm. Fixture)
- Community Garden in Cal Trans ROW
- Portable Rec Dept. After School Program

LARGE (Long-term projects)

- Street closure, pedestrian blvd.
- Housing with affordable housing, and ground floor commercial
- Park and play structures
- Landscaping with tree line bike way
- End 980 at 27th Street and divert ‘freeway to surface traffic’ to Telegraph, MLK, and San Pablo

Conclusions

There are many possible solutions to Northgate’s myriad of problems. With abundant energy, some of them can be started on the grass roots level with little to no funding or civic support. All short, mid, and long term projects need further vetting and guidance before forging forward.

Prepared by Khalil Nackley, October 25th 2015
w/ the Northgate Neighbors