

# West Oakland Specific Plan Community Workshop #1



## Meeting Notes

**Meeting #1 –Project Introduction and Community Workshop**  
**September 13, 2011, 6-8 p.m.**  
**West Oakland Senior Center**  
**1724 Adeline Street**  
**Oakland, CA 94607**

### **Introduction:**

The West Oakland Specific Plan will guide the future use of vacant and underutilized commercial and industrial properties in West Oakland. The intent of the plan is to create a guide for future investment and development in West Oakland; thus, making the community more vital and improving the quality-of-life.

The West Oakland Specific Plan Project Area is generally framed by I-980, I-580, and I-880 (Cypress Replacement Project right-of-way) as it curves along the edge of West Oakland and 7<sup>th</sup> Street / BART right-of-way.

Given the various development “landscapes”, zoning and other community characteristic within this larger project area, the project team subdivided the larger Project Area into Four Opportunity Areas: Mandela Parkway/ Grand Area; Seventh Street / Pine Street / BART Area; 3<sup>rd</sup> Street Corridor Area and the San Pablo Avenue Corridor Area. These areas and their boundaries are discussed below.

In order for the project team to develop a successful West Oakland Specific Plan, community input from those most affected or supportive of the plan is necessary. Thus a component of community outreach and public involvement is essential to the plan. The project team launched such community outreach and has planned for a series of community workshops or meetings for public participation throughout the process. The workshop on Tuesday, September 13 was the first in a series of 6 planned community workshops or meetings to be held at key project milestones.

Approximately 125 community members attended the meeting on September 13.

The goals of the first meeting were to

- inform the general public about the project
- review and share the goals of the project
- receive ideas, suggestions and responses regarding the amenities, benefits and other activities which would make this plan work at sites throughout West Oakland.

At the public workshop, the first half-hour of the meeting allowed for the project introduction and overview. Following some clarifying questions, meeting participants self divided into groups for small group discussions. The discussions and the work of the groups was the key outcome of the meeting.

There were a total of eight groups. Each group focused on one of the four areas of the Specific Plan. Guiding questions were provided to facilitators for each group. Each group recorded their responses by writing statements on flip-chart paper, drawing directly on area maps, and / or using post-it notes to highlight different needs, amenities and desires.

### **GUIDING QUESTIONS**

These questions were used to get the discussions started and keep them focused so that there would be common foundations for each of the discussion groups. Because each group and each discussion was organic, some groups may have focused on one point more than another or digressed to other discussion points within the conversation.

1. What do you like about West Oakland?
2. In reviewing the goals – how do you see them applied to your community (or this geographical project opportunity area)?
3. What do you think is needed to make these things happen?
4. What are the three (random number) things you want most to see development in this area? What kind of development should we try to attract and where should that development be located?
5. Final exercise – if time is remaining – Design, in words or graphics, the magazine cover or headline that will highlight and describe this opportunity area in 5 to 10 years.

### **SUMMARY OF DISCUSSION GROUPS**

Many of the participants in the eight groups shared common reaction to the goals and desires for West Oakland. Some of the common reflections generated by each of the groups are summarized here. Following this summary is the transcription of the specific notes from each group within each area.

Among the many common attributes about what the participants like about West Oakland are the location, the housing stock – from its historic relevance and architecture to affordability. In addition to the housing, people appreciate the sense of community that exists in the various neighborhoods. People also appreciate the diversity – not only of people but of activities, buildings and uses. West Oakland as a location was favored for its accessibility to San Francisco, downtown Oakland and its connectivity to other places in the Bay Area.

The needs and desires of West Oakland residents and business leaders who participated are many and varied. Some common themes and desires that seemed to percolate in each group

are the needs for a grocery store /supermarket, jobs and a hospital or health complex (either in place of the West Oakland Health Center or as an improvement to such.) There is a desire to make the area more walkable and bikeable, and have more green space. In addition, many participants in the various groups called out a desire to have better community assets such as a youth center, library, and even a public safety/emergency operations center. Several comments were heard regarding the desire to make the neighborhoods of West Oakland appear more viable and not so derelict, for example by decreasing homelessness, building vacancy, unkempt storefronts, illegal dumping and the number of liquor stores.

There are several mentions that any development should be something that brings jobs, training and employment opportunities, and uses green technology or promotes green business

The West Oakland BART Station area seems to be an area that many commented on regardless of the area they looking at for this discussion. Meeting participants wanted the station and the blocks around it be more vibrant and provide more commerce in West Oakland. As the first stop into Oakland (or conversely the last stop out of the East Bay) it is not a built up station, and the services around it are limited. With the trains from everywhere passing through, there is a desire to have the station more built up like a Transit Oriented Development or even a BART headquarters. Suggestions around the BART station included a shuttle service, and more development that would contribute to the viability of Seventh Street and attract people to the area.

The art community and public art were also lifted as potential upgrades from community enhancements to community economics. There were desires to see more high-tech kind of industry and Research and Development activities in West Oakland. As well as finding ways to make sure that businesses invest back into the community.

Concepts were also shared among the groups of using zoning, buffer zones, green space to create an “edge” to transition between uses and neighborhoods.

Some of the tools identified that may respond to how these things may come about are the use of subsidies, tax credits, local initiatives and more positive promotion of West Oakland.

In addition to a facilitated dialogue around the aforementioned questions, the breakout groups also had an opportunity to use maps of the respective areas to denote where they wanted to see certain community aspects. The results of the map exercise are difficult to capture in a narrative such as this. However, participants “plotted” various community assets and development possibilities in some of the areas.

Through the maps desired locations community assets such as a library or health center, or grocery store were identifies. In addition, a couple of maps showed sites for a ball park, retail stores and a community college.

From the participants’ on-the-ground input, meaning people who live and work in the area have a voice in what happens in the area, the project team will be able to proceed with the creation and evaluation of possible alternatives for the West Oakland Specific Plan.

## **AREA 1 Discussion Groups**

Area 1 - Mandela Parkway/Grand Avenue area bounded approximately by Wood and Adeline Streets from 12<sup>th</sup> Street to 28<sup>th</sup> Street

### **Group A -- Maurice, Facilitator**

#### ***What do you like about West Oakland***

- House prices low
- Great place to live
- Easy commute, great neighbors to San Francisco
- Pleasant neighbors
- Grew up here, long term resident (2x)
- Central to Bay Area (2x)
- Sense of old neighborhood (2x)
- Cultural history
- Accessibility
- Unique
- Like to live here

#### ***How do the goals apply to this area?***

- Developing jobs R & D next generation biotech campus 2-3 million Square Feet Campus
- Jobs for residents
- Living wage
- Grocery store
- Distribution facilities, hub (centrality) small production
- Food productions
- Whole spectrum of job training
- Keep industry out of area 1
- Housing

#### ***What is needed to make these things happen?***

- New Council person
- Tax credits to keep jobs
- Local initiative to employers and jobs
- Urban design for safety
- Bus benches for seniors and kids
- Safety for walking
- Underground utilities (also potential for more jobs)
- Better base map
- Streets labeled
- Medical care
- Housing
- Move recycling out – health hazard
- Look at area as neighborhoods
- How do neighborhood school demand work with development?
- Let's address soil contamination

- Let's have mixed use development

***What are the things you would like to see developed?***

- Buildings taller than 1 story
- Turn Mandela Parkway into Loop
- Grocery store
- Parenting center
- Keep people from being displaced
- Improve housing stock, build gardens
- Industry on edges
- Preserve integrity of neighborhood
- Youth center, senior center, residential and transit services
- Jobs! Primary focus
- Urban design with walk ability, parks, mix of uses
- Preservation, solar energy, wind
- Responsibility and inclusive jobs for/ to keep residents

***What do you want to see developed?***

- Need bookstore
- No cannabis growing
- Retail, restaurants
- Green job – training, skill center, several trades
- Outsourcing is a problem
- Incentives for local jobs
- Industry
- Oakland A's Ballpark

***What is needed for these things to happen?***

- Promote, advocate
- Leadership
- Focus to develop and follow through with plan, someone not involved with Oakland politics
- Money, invest
- Food crisis – more green spaces for food above soil growing
- Short term food growing
- Houses rehabilitated
- More things for kids to do like skate park
- Utilize own assets
- Connecting streets to bus areas
- All other organized commercial corridors other than 7<sup>th</sup> Street
- Pedestrian scale retail?
- Something where you're not always parking in front

**Group B – Scott, Facilitator**

***This group explored the questions in more of a conversational format. Their starting point was regarding what things they liked, needed and wanted for their area.***

- Shopping (grocery and retail)

- Pollution effects from the port
- Renovate warehouses, use space constructively
- Incentives to new business for employing local residents
- Diversify industries (mixed retail)
- Clean up the toxic sites
- Hospital complex (Kaiser Clinic)
- Technical school (med-tech, etc.)
- Utilize local residents for clean up
- Hi Tech innovative
- Green space incorporated into new building complexes (i.e. Pixar campus)
- Limit height of new buildings but at least 4 stories high?
- Attract businesses with capital to clean up and invest in community
- Local residents invest in businesses too
- Diversity of businesses so we have diverse economy.
- Green (clean, neat, safe) space
- Bike lanes
- Call centers that support local companies
- More parking at BART (bikes and cars)
- Connect neighborhood with local cities (like energy go round).
- Businesses that support “LIFE” able to be owned locally (food/yoga/retail) – (similar to College Avenue/Piedmont Avenue)
- Anchor tenant for building around locally owned retail
- As part of deal – services that also help community (dry cleaner, haircuts, etc.)
- Buffer (even with just trees) between commercial sites and residents green edge to separate spaces.
- Reduce rate of asthma (health)
- Carpool parking
- City car share
- Lead issues on soil
- Community gardens/urban farming
- Walk ability of retail
- Ask potential businesses to hire locally with intensive training program to support local residents
- LEED strategies, incorporate requirements for new bus to follow LEED programs.
- Dog park
- Resolve transportation issues for in and out of neighborhood
- Shuttle to and from shopping/fun area to BART
- Live work art space to keep art community “Artist District” (like Pearl District in Portland)
- Provisions for bikes to enter exit Bay Bridge (if Bay Bridge gets bike/walking paths)
- Don’t convert current industrial zone to residential – keep jobs here.

### **Group C – Dave, Facilitator**

#### ***What do you like about West Oakland?***

- Diversity
- Historic Home
- Weather
- Port
- Transportation

- Location
- Open – don't like close (proximity) curbs in Emeryville
- Don't make it so controlled

***What would you like to see developed?***

- Existing commercial /Industrial spaces could host food businesses
- Community Farm – more and bigger with chickens
- Please no high-rise condos
- Promote independent owned retail – no chains
- Mix with big box
- Train Station – Retail and Performance Space
- I like the graffiti walls – would hate to see them disappear
- Require the buildings to look a certain way,
- Cute destination
- Health should be a goal
- Make pdf of #1 – A child / family friendly zone with no trucks/industry and more walkable.
- Central drivers – keep kids safe when they play outside
- New educational complex on old McClymonds campus that is multiuse clinic and senior events at night.
- No bars
- (Don't forget the history of Eminent Domain in East Oakland – used be strike down lost of local businesses)
- Good history of entertainers coming to West Oakland
- Emeryville had a “left/ hip” theme.
- West Oakland should have a theme of shopping and like Disneyland, a roaring 20's Soul Theme.

**Other comments from Area 1**

- Parking Structure @ West Oakland BART.
- Retail to support a business district with well lit/ safe car / bike spots
- Timed lights on West Grant do keep traffic moving, like Alameda
- Clubs, theaters – spend the whole evening there.
- Destination Area
- Jobs for West Oakland Residents – local hiring preferences
- Train people of jobs at the Port – operate heavy equipment, recycling.
- Improve Schools
- Incubators like American Steel for small business and with a firms of residents of West Oakland

**AREA 2 Discussion Groups**

Area 2 - Pine Street from 7<sup>th</sup> to 12<sup>th</sup> streets, 7<sup>th</sup> Street and the West Oakland BART station area

**Group A – Holly, Facilitator**

***What do you like about West Oakland?***

- Weather, location, people, diversity
- Mix of use /people

- Transportation (Accessibility)
- Ability to walk to work
- Neighborhood Pride
- Ownership of Community
- Scale of Neighborhood
- Accessibility to downtown and San Francisco
- Affordability
- Welcoming
- Sense of community
- History of community
- Collective involvement of community
- Intimate neighborhood
- Diversity
- Artist community (arts, crafts, theatres,)
- Innovative thinking, (new ideas) gardening industries, etc.
- Diverse people working together
- Positive results from community
- Connectivity
- New hub for economic development (proximity to business)

***How do the goals apply to your community?***

- Community benefits from development
- Urban forest (3<sup>rd</sup> & Mandela)
- Currently superfund site, perhaps WOPAC acquire to convert to connect park/open space
- Transit village (how would a lot of cars, parking affect residential areas?)
- Need supermarket but cannot access unless cars
- Supermarket is definitely needed (how many? How big?)
- Phoenix Ironworks site
- Small retails (no chain stores) not requiring too big of parking
- Retails or light industry along the freeway

***How do the goals apply and what is needed to make them happen?***

- Some subsidies (tax breaks, etc.) to help attract development
- Influx of people coming into West Oakland
- Let people know there's a great market exists in West Oakland
- Need to break into different scales (different areas need different scales)
- How to uplift in the beginning to attract?
- Demographics of West Oakland changed = positive factor
- Amenities needed to attract businesses and people/visitors
- BART attract people; start developing surrounding areas
- Small cafes, retails, opportunity sites along the freeway
- Many liquor stores in residential but no supermarket/groceries
- Professional offices (doctors, lawyers, etc.)
- BART noise – need to reduce
- Free shuttle serving the plan area (ex. Emery – Go-Around)
- Highlight some of the great history tourism
- West Oakland – historic place



## Group B – Surlene, Facilitator

### ***What do you like about West Oakland?***

- History
- It's Beautiful
- Architecture
- Weather
- Convenience
- Neighborliness – people know each other, connect on street

### ***How do you see the goals applied to you community?***

- Bring back 7<sup>th</sup> Street ( including the old Cooper Brothers building)
- When planning for housing – create a cultural overlay as a buffer
- World class development around BART. A Transit Oriented Development should be there. It is the last stop. Everything should be here like with the SF Galleria.

### ***What was the economic base of West Oakland?*** (asked by a newer resident who wanted to know the history of West Oakland economics)

- Historically it was 7<sup>th</sup> Street– grocery store, bank, theaters, etc. every thing
- Need to have same things we had before Mandela went through
- Now arts, live/work, steel lofts (arts and culture are always viewed as social goals but there is now a need to look at such for economic goal / driver)
- Industrial Arts, Advanced welding, etc. can generate an economy
- How to legitimize the activities happening that are allowed by code (housing big mix)
- Create a zone around an industrial area

### ***What is needed to make this happen?***

- Zone by nuisances versus uses examples noise, fumes, cars, etc.
- An example is the Linden Street Brewery. There are brewery activities but nothing else around it.
- Perception of West Oakland is the biggest problem. Example, San Francisco's Mission is an active place. Someone did "PR Rehab"
- 7<sup>th</sup>/Peralta – could be like Mission. Families vs. people walking going places
- How to get a full range of services?
- Redevelopment without displacement
- Missing goal: there should be architectural significance not a box
- Make the BART area conducive to creativity not the butt end
- All trains come through – new headquarters make it world class
- Need rapid transportation
- Need a bank

### ***What are things you want to see most developed?***

- Underground BART and all utilities
- Class 1 library
- Grocery store
- 1<sup>st</sup> class shopping center

- EOC – there is not one in West Oakland. Need an emergency center
- People move to community where there are new things are going on – hits many goals at one time.
- New things – coat of paint, tribute to music could be showcasing the old
- Medical center
- Hotel – 1<sup>st</sup> class
- Schools

***What might the development look like?***

- Enlarge/improve West Oakland Health Center
- Something on both sides of 7<sup>th</sup> Street
  - Get Post Office to “dress up”
  - Get other side to do the same
- World class redevelopment around BART

**Area 2 other discussion. Facilitator not listed**

***Positives & Negatives (+/-)***

- Location (15 minutes from several designations)
- Transportation infrastructure (BART, bus, bike lanes)
- Higher quality in housing (variety in structure)
- Parks great green space
- Monument for historical preservation also cultural
- Cultural diversity
- Preserve artist housing (ensure affordability) – “arts colony”
- Rehabilitate for commercial use
- What is the vision for 7<sup>th</sup> street in context of city’s plans for port expansion?
- Traffic is an issue (pollution and congestion)
- 7<sup>th</sup> street used to be a thriving economic center. How do we revive the area?
- People should stop and play on 7<sup>th</sup> Street. Post Office and BART are there.
- Transit village
- Businesses
- Put BART underground
- Commercial Area?
- Extend shoreline park/connect with shoreline park
- Shuttle to connect to West Oakland
- Improve/support existing businesses
- Mix use area – buildings with residential units on top and commercial use on bottom.
- Heritage development
- Artist colony
- Public arts to represent West Oakland Heritage
- Theater/Jazz/Music venues
- Restaurants
- Electronic vehicle charging station
- Developments that helps to identify areas
- Grocery store
- Destination hang out for kids/youth

- BART station lends opportunity to become hub for computer/call center infrastructure, technology hub information industry

### **Group or Area 2/3 - Facilitator: Not Listed**

- Banking for residents
- Jobs development
- Informational industry
- Move traffic off 7<sup>th</sup> Street
- Provide truck parking to move them off 7<sup>th</sup> Street
- Increase Farmer Market at Acorn Shopping Center
- Small booth for micro enterprise
- Urban garden/community garden
- Skate park
- Median along 7<sup>th</sup> Street for traffic control
- Turn old Train Station into a Farmer's Market
- Get PIXAR to West Oakland
- More Retail and Services
- More Retail Types

#### ***What do you like about West Oakland?***

- We love Oakland
- Quiet (Ditto)
- Proximity to Job Opportunity. Lots of Cities don't have this.
- Rich history, bursting with new things
- Development doesn't necessarily equal jobs.
- I like all the arts/artist. Don't get them out
- Make walkable trail from MLK to DeFremery and Lowell Park

### **AREA 3 Discussion Groups**

Area 3 - Third Street Area – below I-880 from approximately Union Street to Castro Street

#### **Group A -- Jose, Facilitator**

##### ***What do you like about West Oakland***

- House prices low
- Great place to live
- Easy commute, great neighbors to San Francisco
- Pleasant neighbors
- Grew up here, long term resident ✓
- Central to Bay Area x 2
- Sense of old neighborhood x 2
- Cultural history
- Accessibility
- Unique
- Like to live here

##### ***How do the goals apply to this area?***

- Developing jobs R & D next generation biotech campus 2-3 million Square Feet Campus

- Jobs for residents
- Living wage
- Grocery store
- Distribution facilities, hub (centrality) small production
- Food productions
- Whole spectrum of job training
- Keep industry out of area 1
- Housing

***What is needed to make these things happen?***

- New Council person
- Tax credits to keep jobs
- Local initiative to employers and jobs
- Urban design for safety
- Bus benches for seniors and kids
- Safety for walking
- Underground utilities (also potential for more jobs)
- Better base map
- Streets labeled
- Medical care

***What are the things you would like to see developed?***

- Buildings taller than 1 story
- Turn Mandela Parkway into Loop
- Grocery store
- Parenting center
- Keep people from being displaced
- Improve housing stock, build gardens
- Industry on edges
- Preserve integrity of neighborhood
- Youth center, senior center, residential and transit services
- Jobs! Primary focus
- Urban design with walk ability, parks, mix of uses
- Preservation, solar energy, wind
- Responsibility and inclusive jobs for/ to keep residents

***What do you want to see developed?***

- Need bookstore
- No cannabis growing
- Retail, restaurants
- Green job – training, skill center, several trades
- Outsourcing is a problem
- Incentives for local jobs
- Industry
- Oakland A's Ballpark

**Group or Area 2/3**

- Banking for residents

- Jobs development
- Informational industry
- Move traffic off 7<sup>th</sup> Street
- Provide truck parking to move them off 7<sup>th</sup> Street
- Increase Farmer Market at Acorn Shopping Center
- Small booth for micro enterprise
- Urban garden/community garden
- Skate park
- Median along 7<sup>th</sup> Street for traffic control

#### **AREA 4 Discussion Groups**

Area 4 - San Pablo Avenue corridor from approximately West Grand Avenue to I-580

#### **Group A – Ulla, Facilitator**

##### ***What is needed to make these things happen?***

- Reuse air rights – ballpark
- Plant bamboo trees
- Open connection from Dome
- Street tree master plan for West Oakland
- ECRP 27<sup>th</sup> Milton – Mead. developing building
- Concern about traffic on San Pablo
- 32<sup>nd</sup> Resident concern about beauty, leadership
- Proximity to transit schools, downtown
- Diversity very important
- Historic buildings
- Weather, people
- Put art along all San Pablo

##### ***In reviewing goals how do you see them applied to your community?***

- San Pablo has potential for new business, job, and revitalization
- Employment
- Downtown/uptown to connect to Emeryville
- California hotel opportunity for housing, jobs
- St. Mary
- Clean up of old industrial sites
- Good geography area because of freeway
- 30<sup>th</sup> and west
- Car breaking in
- Reduce crime
- People's habits
- Attitudinal work
- Graffiti, mural
- Surveillance cameras

##### ***What is needed to make these things happen?***

- Have someone live at business live /work
- Crime complicated issue

- Get to know your neighbor
- Work with near business to clean up + beautify
- Mixed use spaces, city make it less expensive
- Cafes with outside seating
- Bicycle parking
- Pedestrians
- More trees on street
- Beautify San Pablo
- Traffic calming, timed lights
- No one should be allowed to have empty buildings year after year
- Blight enforcement
- Regeneration of air space above freeway
- How difficult is it to get rid of mattress?
- Make it easier to get rid of old mattress
- San Pablo is long, make one of the triangles a park
- Traffic circles – i.e. at market
- Designated neighborhood dumping areas
- Nice coffee shops, outdoor sitting
- Parking

***What kind of developments and where?***

- Bike lanes
- Small boutique shops like on Telegraph
- Food establishments
- Copy center
- Bank
- Foods Co – no
- Small markets, Fresh N Easy

***EXERCISE: headlines for brochure***

“Historic San Pablo revitalized:  
Thrilling community sets new standard for Oakland”  
Destination:”

- Great shops
- Good food
- Green businesses
- Friendly Neighbors”

**GROUP – B Jason, Facilitator**

***What I like about West Oakland?***

(Meta recommendation – room for breakout groups)

- My location – close to bus AC Transit, YMCA and downtown, BART
- DeFremery Park and family night
- Housing student potential and million dollar investments and revitalization
- Beautiful Victorians
- Creativity
- Convenience x2
- Potential
- Home - sense of community

- Transit oriented
- Hub of food security -> People's Grocery
- Perfect weather

***In reviewing the goals, how do they line up with your ideas for the area?***

- Restore bulky item pick up program with Waste Management
- Economic base -- need to be fewer churches and liquor stores
- The goals are great –
- What is missing is missing health care. There are no hospitals and clinics.
- Replace library on San Pablo Avenue – anywhere in the area.
- Want to be model for beauty like Laurel District all kinds of businesses, safe walking/shopping environment for mothers
- Remove Measure Y or monitor police with out badge with clean up residents multi efforts
- Increase green efforts
- Improve air quality with clean up, and decrease risk to residents with minimum levels and multi-effort, trees

***What's needed to make things happen?***

- Less crime
- Close Mother Wright (exp. Fraud)
- Community development
- Too many churches/liquor stores, residential treatment centers
- Want to be included not just talk
- Increase Ownership. (Absentee landlords and stagnation from vacant buildings)
- Address blighted properties
- More parent involvement
- Speed bumps – Mead Avenue
- Decrease homeless encampments
- Increase the number of neighborhood gathering opportunities
- Increase collaboration
- Join San Pablo area coalition

***What are the three things you want to see developed in the area?***

- No more residential treatment programs – area saturated
- No more liquor stores/churches/CBOS
- Plant 10K trees (+1)
- Shared vision with city/community – balance for healthy community, e.g., Safeway disappears need to build community
- Sustainable tax base and resources
- Public works and pocked mark streets, dumping and lights
- Developing St. Andrews Park
- Slowing traffic on West Street

***What kind of developments should we try to attract and where should they be located?***

- Make difficult to demo, especially building before 1920
- Market and Grand – demo beauty shop
- Capitalize on existing youth programs encourage parents to get kids participating
- All kinds of stuff exists- free wifi free for whole neighborhood and library
- The programs need publicity

- Get folks to assume responsibility for getting kids in the programs
- Attract demographics that can support and change, initiate resources to do things on own
- Attitudinal Healing Center expansion
- Revive W. O Main Street (2 year ago with WOPAC) green zone and bring business down San Pablo Avenue, Home Depot. Home furnishing and construction

***What are the three things you want to see most developed in this area?***

- Increase in storefronts occupancy and increased in businesses
- Increase in jobs
- Increase in local commerce and entrepreneurship
- Increase in youth programs/activities (+1)
- Speed bumps on Mead.
- People's Grocery more like this in West Oakland
- Housing for existing residents to avoid displacement
- Service and fares for public transit
- Prevent dumping
- Beautify under freeway underpass
- Revive the park 28<sup>th</sup> & MLK
- Cultural scenery and murals
- St. Andrews Church and School – ¼ businesses
- Affordable sustainable owner occupied properties and businesses

***What kind of development should we attract and where?***

- Green industry and training/jobs
- Coffee shops (like Laurel, etc.)
- Local owned store fronts
- Youth recreation programs
- Basic neighborhood services
- More lighting; The streets are too dark
- Larger business that help support small businesses and local employment
- Training for youth for economic opportunities
- Air quality – anything that can improve and make money
- Miss Allen house restored – 32<sup>nd</sup> & Market
- Target youth market
- Market and Brockhurst – movie theater, dancing, family fun
- ¼ Pound Burger

**Group or Area # Not Listed – Facilitator not listed**

- New BART HQ
- Any new building at the West Oakland BART vicinity should be architecturally significant of world class quality
- Actually BART's long sought new headquarters should be built right here surrounding the tracks enveloping them and dampening the noise that all the BART trains in the Bay Area that all the trains create as they pass through –more here than at any other station in the entire region. As for new matter of parity, BART's Head Quarters belong in West Oakland.



- If this WOSP planning exercise is for real, then the West Oakland BART should be one of the keys by which West Oakland's potential is released – anything else is slowing rate – yes?