

**October 25, 2010**  
**Laney Bistro**  
**Laney College Campus**  
**900 Fallon Street, Oakland, CA 94607**  
**5:30 to 7:30 p.m.**

**LAKE MERRITT STATION AREA PLAN**  
**COMMUNITY STAKEHOLDERS GROUP (CSG) MEETING #4**  
**REVIEW OF COMMUNITY ENGAGEMENT PROCESS, VISION, AND GOALS**

**MEETING SUMMARY**

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27 members of the Community Stakeholders Group (CSG) attended the meeting on October 25, 2010, to discuss the Lake Merritt Station Area Plan revised community engagement process, draft vision and goals, and to review and provide feedback on the content and base maps for the Subarea Community Workshops. Due to time constraints, the review of content and base maps for the Subarea Community Workshops did not happen, and is postponed to the next CSG meeting.

The City of Oakland opened the meeting with a project update and overview of the input received to date, and a brief presentation of the revised community engagement process. The CSG made several comments on the process, but in general were supportive of the new process. Several participants suggested changing the number of subareas from three to two.

The discussion then shifted to the draft vision and goals, led by Dyett & Bhatia. The group went through each vision and goal individually, and participants made comments and suggestions for changes. These changes will be integrated into the vision and goals, to be finalized at the next CSG meeting.

**DETAILED COMMENTS**

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Specific comments were as follows, by agenda topic:

**GENERAL COMMENTS**

- Appreciate change in direction (to allow more community involvement in creation of land use options)
- Subarea 1 doesn't include major projects relevant to Chinatown, such as Hotel Oakland
- Better for Chinatown to have two subareas:
  - Chinatown Area
  - Other area – institutional (i.e. County)

- Has staff looked at the timeline of other studies? And how they can be incorporated into this project? When will staff be able to report back and in what forum?
- Will there be another CSG meeting before subarea workshops?
- Laney College Facilities Master Plan:
  - Facilities Master Plan has been completed
  - Architectural rendering of Facilities Master Plan still in the works (November 2010– April/May 2011)
  - No aesthetics/site plans determined yet based on Facilities Master Plan; Laney College wants site planning and building designs to reflect diversity of the community
  - Chapter 5 of the Laney College Facilities Master Plan identified goals
  - What will achieving all the goals in the Facilities Master Plan look like?
  - Any facility designs based on the Master Plan will take all the things happening – i.e. 12<sup>th</sup> Street improvements, into consideration
- How to address differences of opinion and conflicting suggestions from CSG members:
  - CSG forum to look for consensus or not
  - Often when people make their desire known, they put it out there, without making it known that they are flexible
  - Should have transparency: recognize people's differences in opinions, bring all conflicts out to the open, should not resolve behind closed doors
  - CSG forum right place to bring up conflicts so that members can debate, collect ideas
- Glad that process changed to include more CSG meetings (one was not enough before alternatives)
- CSG meeting format – give everyone a chance to express their own visions

## **FLOW CHART AND SUBAREAS**

- Suggest two subareas instead of three
  - Neighborhood and Institutional
  - Want to make sure there are enough resources to study certain issues. i.e. safety

- If we have only 2 subareas, how do we plan for the entire 14<sup>th</sup> Street corridor?
- If there are just two subareas, can we have more workshops?
- Greater Chinatown Area:
  - One workshop focus on “Chinatownness” of Chinatown (what we are trying to preserve)
  - Second workshop focus on new development
- Proposed Subareas 1 and 3 encompass different areas
- Proposed Subarea 2 overlaps – everyone invited to Subarea 2
- Proposed Subarea 2: everyone becomes involved as it is the “shared area”
  - Focus of workshop for subarea 2 will be on Proposed Subarea 2 but everyone invited
- All institutions should be in one subarea
  - Amend Proposed Subarea 3 to include Alameda County buildings and library
- Proposed Subarea 3 is exclusive of “neighbors”
  - Have all the institutions come together at one table
- Issue: what about neighborhoods in Proposed Subarea 3?
- Purpose of subarea workshops? To reach out to those in the area?
  - Can get into greater detail at subarea workshops
  - Would an extra meeting allow deeper engagement in subareas?
- What purpose are neighborhood teas serving?
- Neighborhood teas and focus areas – why are they separated out?
  - City staff answer: Flow chart just shows it as a separate option
- Focus group/neighborhood teas as different forum for those in the community that can’t make it to 5-7 pm workshop (i.e., merchants, families, students)
- Jack London District
  - Perplexed that radius just includes warehouse district; want plan to take into consideration Jack London District as whole
  - Jack London: mutual interests

- i.e. crossing under the freeway
- Like to meet with Chinatown Community to discuss where area is going
- Subareas need more integration of Jack London (need to consider what direction Jack London District it is going)
- There was a study regarding a BART Station at Jack London District, but study went nowhere due to lack of planning efforts
- Area Plan is an opportunity to consider direction of Jack London district
- Want subarea extended to include Jack London district
- Response: much of Jack London is built out so there wasn't much land use decision in the area within ½ mile radius
- If we go to just two subareas, can we have more workshops to delve into areas?
- There are some property owners who are located overseas, which might make it difficult to involve them in discussions regarding the Plan
  - Can we use mailers to reach those property owners not in the area?
- CSG meeting #5:
  - Can we get the County to table to discuss transportation and present their planning process as it is ongoing?
  - Staff will contact institutions and get them to the table
  - Staff will meet with consultants to figure out budget feasibility of additional workshops
- CONCLUSION: Decision at next meeting regarding number of subareas and number of workshops in each subarea

## **VISION AND GOALS**

The goal of this portion of the meeting was to review, revise, and adopt the vision and goals. Suggestions included:

### **Overall**

- Combine jobs and businesses into one vision
- Merge #7 and 10
- Need to discuss #10, 11, 12

- Preservation emphasized (cultural, not buildings)

### **Specific comments**

#### **Goal #1: Public Safety:**

- The group agreed with the way this goal is currently written

#### **Goal #2: Jobs**

- Merge with business (#5)
- Like #2 and 5 separate:
  - Two different types of jobs – (1) work required to achieve the physical changes proposed for the area: construction of infrastructure, etc., and (2) the legacy of the Plan which is the type of jobs permitted and encouraged in the area
  - Participate in redevelopment/infrastructure/green jobs
  - Focus on small business
- Overemphasis on construction, need to recognize which businesses to attract that also provide long term jobs (business development)
- Combine #2 and 5 but maintain a distinction between construction jobs and legacy jobs
- Merge #2 and 5 and emphasize green jobs, construction, local hiring and contracting, targeted local hiring and/or targeted hiring and training for jobs outside area too
  - Careful about the term “local”
- Training component: train local residents for work in and outside planning area, don't overemphasize jobs inside study area
- Include “career pathways”
- Bullet points under business already sparse, worried about jobs being collapsed
- Be careful that jobs is not completely submerged under business
- Connect jobs to economic development
- Put business (Goal #5) before jobs (Goal #2), should be consecutive (Business Goal is followed immediately by Jobs Goal), and there should be an emphasis on economic development

Note to group: Email about items you are really concerned about and bring to next meeting

**Goal #3: Housing**

- Improve existing and new housing options
- Separate bullet: maintain, preserve, and improve (fourth bullet)
- How to ensure affordable housing?
- Keeping affordable housing should be acknowledged as a goal
- Other idea of “affordable”
  - Market rate or affordable
- Careful about implication that affordable just means non-profit
  - Define “affordable” more broadly
- Prevent involuntary displacement of residents (end the goal sentence there)
  - Not fear of displacement, but being priced out

**Goal #4: Community Facilities/Open Space**

- New parks and/or recreation centers?
- Issues of connection/access
- Existing need (not just focus on connections/access/streets)
- Idea that densities are high so need for open space is high

**Goal #5: Business**

- Group agreed with the way the goal is currently written

**Goal #6: Transportation**

- BART/AC Transit- “strengthen and preserve,” not just expand
- Vision: “expand modes” – intention?
  - Take “expand” in second bullet and put in first and eliminate second?
- Mention Alameda County facilities in fourth bullet (also in couple other places)
- Want to call out Station(s), not just one (to include 12<sup>th</sup> Street BART)
- Include electric vehicles?
- Speed flow and pattern of traffic (compatibility): improve flow pattern of traffic
  - Narrowing streets
- Don’t need to be as descriptive, but address issues Chinatown is dealing with

- Third bullet: include “traffic pattern”
- Should expand subareas to include to/from Alameda?
  - Noted that does include where the tubes empty into Chinatown

**Goal #7: Cultural/Historic and Goal #10: Community and Tourist Destination**

- In vision: preserve and enhance Chinatown as cultural asset (not just buildings) also as regional destination/community
- “Preserve, celebrate, enhance...” acknowledge regional anchor
- “... as a regional anchor for housing, businesses and community resources”
- Preservation of the Cultural district of Chinatown is not just about preserving bricks and mortar, but preserving heritage
- Land Use district
- Amend sign regulations to enable display of products, such as meat, in windows (regulations should be developed with cultural sensitivity appropriate to the area)
- Merge #7 and 10 – with more supporting bullets
- I don’t like the title of #10
- Museum, Chinatown, Laney all connected
- I don’t like the word “preservation”
- If we want to see growth of culture, hire an economic consultant that speaks an Asian language
- Interest in safety for everyone (not just tourists)
- Hotel?
- Not sure about the term: “**tourist**” destination; more about “**regional**” destination
  - “Tourist” implies a different vision (trinkets, etc.)
  - Change Goal #10 to include “regional” destination
  - Use “visitor,” not “tourists”
  - Possible to acknowledge both
  - Small businesses want visitors
  - “Destination point,” only certain things you can get in Chinatown

- Combine #7 and 10, culture in Chinatown and other arts, activities “destination point”
  - If combine, where is the title?
  - Regional, community, culture, anchor/destination
- Preservation – honor aspects to preserve
- Integration of efforts (no disconnect between the different buildings)
- Add Jack London District
  - Add historic warehouse district in Jack London
- Like “identity” in Goal #10
  - “Sense of place” in title?
- Entertainment vs. Performing Arts – different than entertainment
  - People want daily activities, bars
  - Use “nightlife”
  - Encourage entertainment such as the Fox theater, bigger
  - Remove “entertainment”
  - Leave “nightlife”

**Goal #8: Community Engagement Goal**

- Should have business stakeholders in the goal
- “All local stakeholders, including residents, business owners, students”
- This goal should be higher on the list (#1)
- Include as part of vision statement?

**Goal #9: Health**

- Promoting awareness and education about health

**Goal #11: Redevelopment**

- Need to recognize that large portion of planning area used to be part of Chinatown
- Future uses should give back to Chinatown
- “Publicly owned blocks formerly, part of Chinatown...”
- Recognition that Tai Chi is activity in the area



- Should reflect and incorporate historical perspective and identity

### **Goal #12: Urban Design**

- Street design (sidewalks, parking, trees)
- Will list of action steps come out of process? Should mention in statement? “Action Steps,” “Proposals”
- Emphasize that it is a mixed-use area, want urban design to activate public space (streets, parks, etc.)
- “Promote active and safe public spaces and streets”
- Incorporate Urban Design into public realm (i.e. stamping on concrete)
- Bullet #4: “stations”
- Emphasize Gateway (to Eastlake Area) – separate bullet
- “Promote green sustainable design”
- “In conjunction with City of Oakland’s emerald city project”
- Want green principles included in other bullets (or put it into overarching vision statement)
- How can we envision this project as a tool to address climate change?
- Oakland already has a Green Building Ordinance – is this redundant?
  - How does our vision work with existing recommendations, policies, zoning
- “Promote green and sustainable design” – already have laws about it, do we need to include additional language?
  - Yes, sustainable urban design much larger than just building (neighborhoods)
  - Everything contributes to being “green”
  - Consider putting an asterisk by all green/sustainable goals
  - Add to vision statement
  - Identify targets related to these goals (i.e. %)
  - Example: Portland’s ‘20 minute neighborhoods’ (walking to services, parks, jobs, etc. close to where people live)

### **NEXT STEPS**

1. Next Meeting:

- a. Consensus on Subareas
- b. Consensus on Vision and Goals Statements
- 2. Staff: Outreach to institutions to make presentation/dialog about their planning processes
- 3. Scheduling:
  - a. When to schedule subarea meetings?
  - b. When can CSG meet again in 2010 (November/early December)?

**Lake Merritt Station Area Plan  
Community Stakeholders Group Meeting Sign-In  
October 25, 2010**

| <i>Name</i>         | <i>Agency/ Company</i>                          | <i>Email Address</i>   |
|---------------------|---|--|
| C. Buckley          | Oakland Heritage Alliance                       | <a href="mailto:cbuckleyaicp@att.net">cbuckleyaicp@att.net</a>                 |
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| Chris Hwang         | WOBO  | <a href="mailto:chirs@wobo.org">chirs@wobo.org</a>                             |
| Lisa Watkins-Tanner | Laney College                                   | <a href="mailto:fwatkins@peralta.edu">fwatkins@peralta.edu</a>                 |
| Brendon Levitt      | Jack London District Association                | <a href="mailto:brendon@jlida.org">brendon@jlida.org</a>                       |
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| <i>Name</i>    | <i>Agency/ Company</i>        | <i>Email Address</i>   |
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