



City of
OAKLAND
California

News from: **Community & Economic Development Agency**

FOR IMMEDIATE RELEASE

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City seeks Community Input on West Oakland Revitalization

As the City of Oakland seeks input from the community as it begins a multi-year planning process for future development in West Oakland. A **Community Workshop** will be held on **September 13, 2011**, at the West Oakland Senior Center, 1724 Adeline Street. Onsite registration begins at 5:45 p.m. and the workshop will run from 6 to 8 p.m.

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The planning process will result in the **West Oakland Specific Plan**, a comprehensive, multi-faceted strategy for attracting, supporting and facilitating development that meets residents' economic needs and provides jobs and services for West Oakland. The Plan's intent is to increase the area's economic vitality and quality of life. Public participation is key to the success of the planning process.

"This is an exciting opportunity for West Oakland residents to shape the future of their neighborhoods," said Councilmember Nancy Nadel. "The West Oakland Specific Plan will define the character of our community over the next decade and enhance economic development opportunities."

The September 13th Community Workshop is the first in a series of meetings to solicit community input and provide important project information. The emphasis of this first workshop will be to introduce the project and planning process as well as affirm community goals regarding citywide and West Oakland development preferences. During the highly interactive meeting, participants will learn how a specific plan and its opportunity sites can benefit a neighborhood and review West Oakland's assets and develop a draft vision statement for West Oakland opportunity sites.

Four sites of particular interest ('Opportunity Areas') are:

- Third and Seventh Street Corridors within the West Oakland district
- Pine Street area from approximately 7th to 12th Street
- Mandela Parkway, Grand Avenue and Peralta and Market Streets, and
- San Pablo Avenue corridor from approximately 27th to I-580.

The multi-year process for the West Oakland Specific Plan will be completed by April 2013. The completed Plan will integrate ideas and recommendations into a strategy that ultimately will serve to attract businesses and developers to the key sites within the project's opportunity areas.

Individuals requiring special arrangements, must call (510) 238-3322 or email ujonsson@oaklandnet.com five days in advance of the meeting.

To learn more about the West Oakland Specific Plan and how to become involved, visit bit.ly/p9YU8z.

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