

Community Involvement and Urban Design Process

Kaiser Permanente Oakland Medical Center Project

CITY OF OAKLAND



Community Workshop #1
August 25, 2005
7:00pm - 9:00pm
(look inside for more details)

City of Oakland
Community and Economic Development Agency
250 Frank Ogawa Plaza, Second Floor, Suite 2114
Oakland, CA 94612-2032

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About the Project

Since the 1989 Loma Prieta earthquake, the importance of seismic safety has been evident to all hospitals including the Kaiser Permanente Oakland Medical Center. During that earthquake the Fabiola Medical Office Building tower at the corner of MacArthur and Broadway was heavily damaged and has since been unoccupied. Furthermore, State Senate Bill 1953 (SB-1953), passed after the 1994 Northridge earthquake, requires that all acute care hospitals in California retrofit or rebuild their facilities to comply with new seismic safety standards, or close by specific dates. For Kaiser Permanente's Oakland Medical Center, this date is the year 2013. Kaiser Permanente aims to begin construction on the Oakland Medical Center Project in 2006 in order to comply with these state seismic safety standards.

In order to meet these new requirements and upgrade its existing facilities, Kaiser Permanente is planning significant renovations, including construction of new buildings and a re-organization of its medical center campus (see Exhibit 1). This upgrade will also help to provide more space for patients, new technology, and equipment.

The new medical center campus will include a new hospital to replace the current facility, a new Cancer Care Center, a specialized Pediatric care center, and additional outpatient services. The Project will be phased over a number of years to ensure that health care services are not interrupted during construction.

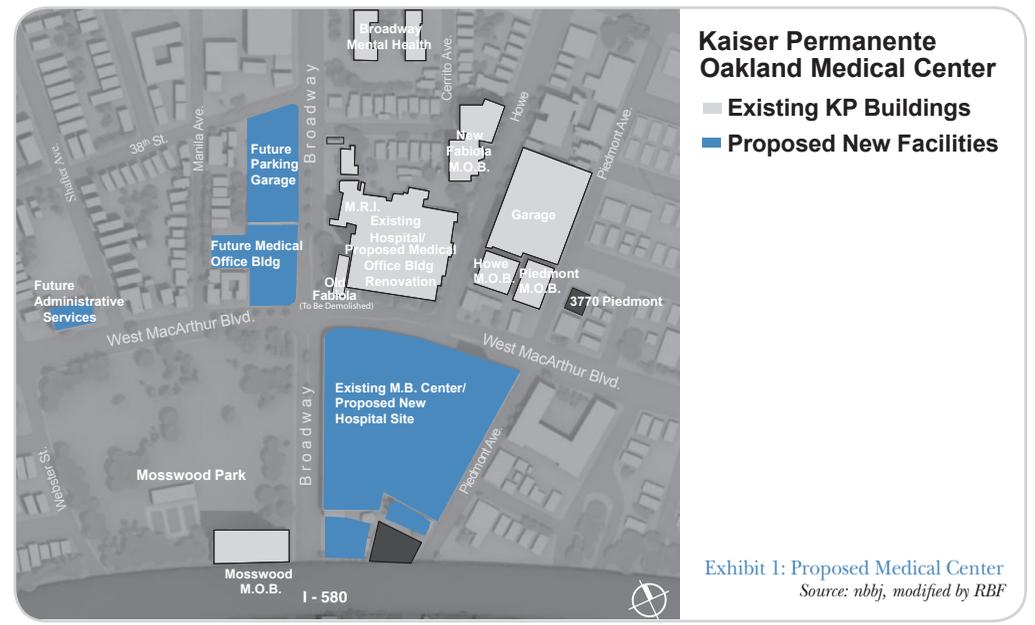


Exhibit 1: Proposed Medical Center
Source: nbj, modified by RBF

The City of Oakland has retained two firms – RBF Consulting’s Urban Design Studio (RBF) and SMWM – to lead a community process intended to yield urban design alternatives that may be capable of improving Kaiser Permanente’s proposed Oakland Medical Center (OMC) Replacement Project. In partnership with the City and the community, RBF and SMWM will be conducting the following two-phased process aimed at finding common ground between the community, the City, and Kaiser Permanente. The major goals of this process are to:

Describe the current OMC Project proposal, as well as Kaiser Permanente’s requirements, needs, and limitations that influence the design of their medical center replacement program;

Provide a forum for community input on the project, identifying issues, concerns, ideas, and suggestions;

Explore the potential for alternatives to Kaiser Permanente’s current proposal which benefit both Kaiser Permanente and the surrounding community.



Phase 1: Understanding the Project and Possibilities

The purpose of phase 1 is to provide meaningful opportunities to understand the City of Oakland, Kaiser Permanente, and the community’s priorities, visions and challenges pertaining to the proposed Kaiser Permanente Oakland Medical Center project. This phase will entail the following specific elements:

■ Baseline Research

Initial research is being conducted by RBF and SMWM to gain understanding of community issues, City priorities, and Kaiser Permanente programming.

■ Newsletter #1

The first newsletter is distributed to introduce the Project and Process.

■ Community Workshop #1

The first community workshop will be held August 25, 2005 from 7:00pm to 9:00pm, at Mosswood Park Recreation Center, 3612 Webster Street (near MacArthur), Oakland, CA 94609.

The driveway access is off of Webster near the I-580 overpass, south of MacArthur. There is a small parking lot plus plenty of on-street parking surrounding the park. The focus of this workshop is to summarize information gathered to date, present urban design observations, and receive feedback from the community.

■ Neighborhood Walks

Walks with residents through the neighborhoods adjacent to the OMC will be held to understand community concerns and ideas in the field. Date, time, and location to be announced.

■ Discussion Groups

Smaller discussion group meetings will occur with PANIL and with the residents and neighbors of Manila Avenue, Cerrito Avenue, Howe Street, and Richmond Avenue. These meetings will focus on specific neighborhood issues and ideas. Date, time, and location to be announced.



Phase 2: Developing Possible Solutions

The purpose of this phase is to develop objective urban design criteria that provide an overall framework through which the Kaiser Permanente Oakland Medical Center project can be evaluated and potential urban design alternatives developed. This phase will commence in the fall and will include:

■ Urban Design Options

Options related to urban design will be identified for enhancing Kaiser Permanente Oakland Medical Center project based on Phase 1 input and findings.

■ Community Workshop #2

The second community workshop will focus on establishing community-based “Good Neighbor” design guidelines and identifying a range of community-based alternatives for evaluating the Kaiser Permanente Oakland Medical Center project in response to articulated community issues. Date, time, and location to be announced.

■ Prepare Alternative Development Solutions

Alternative development solutions will be prepared to evaluate/guide Kaiser Permanente’s refinement of its proposed Project and to identify potential site alternatives.

■ Newsletter #2

The second newsletter will be distributed to summarize key findings from Community Workshops #1 and #2 and alternative development solutions.

Participation in the workshops, discussion groups, and neighborhood walks will enable community input into the City’s design review process, and may identify design alternatives that can improve upon or enhance the proposed Kaiser Permanente Oakland Medical Center project. Any questions or comments may be directed to Scott Gregory, contract planner for the City of Oakland, at (510) 535-6690, or by email to kaiser@lamphier-gregory.com



The local community surrounding the Kaiser Permanente Oakland Medical Center (OMC) has participated in different community outreach activities pertaining to the OMC renovation project. The following are brief summaries of past meetings.

■ October 8, 2003 and April 14, 2004: PANIL Meetings

The Oakland Medical Center Reconstruction and Rehabilitation Project was introduced by Kaiser Permanente at two Piedmont Avenue Neighborhood Improvement League (PANIL) meetings. The replacement project was mentioned as part of broader presentations about construction projects and other medical center activities.



■ August 26, 2004: Community Meeting with Vice Mayor Jane Brunner

Vice Mayor Jane Brunner hosted a community meeting at the Kaiser Permanente Oakland Medical Center where Bettie Coles, Sr. Vice President and Area Manager, Kaiser Permanente, East Bay Area, gave a presentation about ongoing projects and the need for the OMC replacement project and initial plans. The meeting generated numerous questions, which were answered by Kaiser Permanente in a letter distributed to the meeting attendees and other neighborhood groups around the Medical Center.



■ October 13, 2004: Oakland Chamber of Commerce Meeting

A brief review of the OMC Project was presented by Kaiser Permanente to the Oakland Chamber of Commerce Planning and Construction Committee.

■ March 9, 2005: PANIL Meeting

The first formal presentation by Kaiser Permanente of the OMC Project was held for PANIL. A discussion of the impacts and concerns of the project followed the presentation.

■ April 13, 2005: City of Oakland Planning Commission-Scoping Session

The OMC Project was presented by City staff and Kaiser Permanente to the City of Oakland Planning Commission during a scoping session. Many residents in the neighborhoods surrounding the Medical Center spoke at the session.

■ May 23-27, 2005: Neighborhood Specific Meetings

Four small neighborhood specific meetings were held by Kaiser Permanente with the neighbors along Manila Avenue, Howe Street, 38th Street and Cerrito Avenue, and Richmond Avenue. These meetings were conducted to introduce the project, hear neighborhood-specific concerns, and answer any questions.

