

Oakland 2025 Community Plan



Workshop Notes (Draft)

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Pfaffmann + Associates
Studio for Spatial Practice

Housing & Building

Attract diverse population by promoting quality of life, conservation and innovative new choices

1. Central Oakland Student Garden Apts (Semple/Forbes)
2. Scattered Site Single Infill Family (Frazier/South)
3. R2 Down Zone/Owner Occupied Rentals (Downsizing old houses)
4. Trail Head Neighborhoods (Junction Hollow/Bates Hollow)
5. Oakland Portal Condos
6. Bates Street/Zulema Triangle
7. South Oakland Car Dealership Site
8. Affordable Wadsworth & Robinson
9. Bates/Semple Blocks
10. Conservation/Historic Districts (Oakland Square/Park View)
11. Lawn Street/Wakefield Overlook Housing
12. Syria Mosque Site: Higher Ed CCRC

Business & Development

Focus on local, unique, diverse businesses that grow from Oakland's innovation economy and support neighborhood health.

1. Bates/Semple Neighborhood Retail
2. Atwood Restaurant Row
3. Bouquet St/Joncaire/Forbes Field District
4. Trailhead Neighborhood Retail/Restaurant
5. Boulevard Neighborhood Retail (Isaly's, Gulf, Auto, Conv. Retail)
6. Western Gateway Portal (Fifth/Forbes)
7. Central Business District
8. Craig/Centre Business District
9. BRT related retail (Robinson/Children's/CMU)
10. Busway/Centre Mobility Hub Development

Open Space and Art

Weave green infrastructure (trails, parks and hillsides) and public art into all economic development initiatives.

1. Pedestrian and Bicycle Trails

- a. Connect to other neighborhoods and larger trail networks
- b. Create trails within neighborhoods to serve the community and celebrate local heritage
- c. Clean up and repair City Steps within the neighborhood: restore and maintain valuable neighborhood connections
- d. Opportunity Areas
 - i. Rock Alley Trail
 - ii. Bates Street Connection
 - iii. West Oakland/Hill District Connections
 - iv. North Oakland Connections to Lawrenceville
 - v. "The Hollow" as a trailhead neighborhood

2. Streetscapes

- a. Green major corridors for storm water management, beautification and air quality improvement
- b. Green neighborhood streets for traffic calming, beautification and higher property values
- c. Opportunity Areas
 - i. Boulevard of the Allies
 - ii. Dawson, Bates, Colthart, Craft, Halket
 - iii. Robinson and Terrace Streets
 - iv. Craig Street
 - v. Fifth and Forbes

3. Hillsides

- a. Clean up hillsides along highly-visible road corridors: remove invasive species, plant suitable hillside trees, and address vacant buildings
- b. Opportunity Areas
 - i. Bates Street
 - ii. Boundary Street
 - iii. Joncaire Street
 - iv. Falk Hillside
 - v. Schenley Heights Hillside (alongside Bigelow Boulevard)

4. Parklets

- a. Provide passive open space in or adjacent to business districts
- b. Restore existing parks
- c. Opportunity Areas
 1. Oakland Square
 2. Zulema Parklet
 3. Future of lots at Ellers and Witridge Streets
 4. Robinson Street Park (and or housing)
 5. New public open space as part of Centre & Craig

5. Community Gardens

- a. Support and maintain existing community gardens
- b. Provide additional community gardens where there is community interest and available land
 - i. Opportunity Areas
 1. Frazier Farms
 2. Earl Brooks Community Garden
 3. Oakcliffe Community Gardens
 4. A community garden in North Oakland?

6. Playgrounds

- a. Renovate existing playgrounds and replace/upgrade dilapidated park facilities
- b. Provide playgrounds and other facilities that are suitable for older kids
- c. Alt playgrounds for people of all ages
 - i. Opportunity Areas
 1. Upgrade Frazier Playground

7. Storm Water Management

- a. Use landscape-based solutions to mitigate storm water issues and control run-off
 - i. Opportunity Areas
 - 1. Bates Street corridor
 - 2. Boulevard of the Allies
 - 3. Boundary Street
 - 4. Robinson, Kirkpatrick and Dinwiddie Streets
 - 5. Schenley Lake study
 - 6. Phipps efforts
 - 7. Daylight 4 Mile Run (Western PA Conservancy Study)

8. Gateways

- a. Beautify neighborhood gateways through landscape improvements, neighborhood identity signage and public art
 - i. Opportunities
 - 1. West Portal
 - 2. Bates and Boulevard of the Allies
 - 3. Bigelow and Craig
 - 4. Centre and Craig
 - 5. Busway entrance at Neville
 - 6. Fifth and Neville

9. Landscape Improvements

- a. Green parking lots and edges
- b. Opportunity Areas
 - i. Boulevard of the Allies parcels

10. Public Art

- a. Create public art opportunities to express neighborhood identity and celebrate local history
- b. Coordinate with Innovation Oakland recommendations
- c. Create hillside art
- d. Opportunity Area:
 - i. Louisa Street Connection (greening and public art)
 - ii. West Portal
 - iii. Zulema Parklet

Community Building

Reinforce neighborhood identity and increase social capital through community consensus, social networks, stewardship, gathering places, and increased connectivity

1. Connect the community to local institutions
 - a. Classes, community days, free/reduced admission to facilities, etc.
2. Create cross-generational open space
 - a. Build community gardens
 - b. Build/restore stairs and trails to connect communities
 - c. Opportunities
 - i. Baum/Center redevelopment area
 - ii. Central Oakland trails and heritage sites/markers
Forbes Avenue
South Bouquet (Forbes Field)
Syria Mosque Site
Others?
 - iii. Creative use of land adjacent to City Steps
 - iv. Louisa Street stairs art/pedestrian connection
 - v. Create hillside greenway connecting West Oakland, Oak Hill and the Hill District
3. Improve access to social services
 - a. Build partnerships and raise awareness about existing organizations and resources
 - b. Provide workforce training and job placement
 - i. Opportunities
 1. "The Corner" in on Robinson Street as a resource hub
 2. Coordinate with other resource offerings in the Hill District and Oakland
 3. Relocated School to Work and other programs to Central Oakland
4. Create neighborhood "third space"
 - a. Community, senior and/or recreation centers
 - b. Coffee house/corner store/bowling/ice skating/bike
 - c. Include community space in future development projects
 - i. Opportunities
 1. Schenley High School redevelopment: public access to pool and/or a pool
 2. Green space adjacent to new housing in West Oakland
 3. Senior Center: in former senior center building? In redeveloped Craig and Centre corridor?
5. Strengthen neighborhoods' identity
 - a. Public art
 - b. Neighborhood identity signs
 - c. Markers for historic sites and historic districts
 - d. House tours
 - i. Opportunities
 1. Alongside City Steps
 2. West Oakland public art and/or identity signage
 3. Louisa Street art and pedestrian opportunities
 4. Creative crosswalk patterns at Terrace and Robinson and other locations in Oakland
 5. Portal signs and landscaping
6. Make Oakland family friendly
 - a. Opportunities
 - i. Playgrounds for a range of ages
 - ii. A Charter Elementary School
7. Support immigrant communities
 - a. Opportunities
8. Attract community-serving amenities
 - a. Provide a grocery store (also raise profile of IGA on Forbes Avenue)
 - b. Fill vacant storefronts with businesses (retail and office)
 - c. Opportunities

- i. Boulevard of the Allies supermarket
 - ii. Centre and Craig redevelopment area
 - iii. Enhance Semple Street business district
- 9. Support local youth
 - a. Connect youth to jobs, training and internships
 - b. Create programs, activities and facilities for children and youth of different ages (particularly ages 14 and up): art programs, afterschool, sports league, tutoring
 - c. Improve and diversify recreation facilities
 - d. Opportunities
 - i. Support OPDC programming at former senior center building
 - ii. Support CHS services
- 10. Build a robust communication network
 - a. Inform residents about programs and events
 - b. Make an Oakland events calendar
 - c. Tap in to church networks
 - d. Create an Oakland newsletter

Transportation

Create new transportation choices that strengthen neighborhood connections and emphasize innovative, safe and high quality design.

1. Public Transportation
 - a. Goals:
 - i. Provide commuters have an option to park on periphery
 - ii. Local residents have transit choices
 - iii. Streets as places for more than only cars (livable streets)
 - b. Provide high-quality Bus Rapid Transit service
 - c. Complement existing bus system with a multi-loop, urban circulator system: a universal, integrated shuttle bus system.
 - d. Create Mobility Hubs: High-quality multi-modal transfer nodes/hubs between parking, commuter rail, BRT, local buses, bike rentals, car sharing, real-time transit information (located where two transit modes connect, eg: BRT and circulator)
 - e. Opportunities
 - i. Serving the core of Oakland and surrounding neighborhoods
2. Make Major Corridors Green and Pedestrian Friendly
 - a. Provide street trees, storm water management, Pedestrian crossings and enhancement
 - b. Opportunities
 - i. Bates and Dawson
 - ii. Louisa Street pedestrian improvements and public art
3. Provide Intelligent Transportation Systems
 - a. Use technology to manage existing assets more efficiently
4. Improve Major Corridors
 - a. Widen roadway
 - b. Hillside clean up
 - c. Traffic congestion management
 - d. Gateway improvements
 - e. Opportunities
 - i. Bates Street Valley
 - ii. Boulevard of the Allies
 - iii. Fifth and Forbes Avenues
 - iv. Craft and Halket
5. Provide Bike Infrastructure
 - a. Make Eliza Furnace Trail accessible
 - b. Provide bike share programs
 - c. Make is safe and easy for bicyclists to get from the edges of Oakland to Central Oakland
 - i. Opportunities
 1. Connect to the Eliza Furnace Trail
6. Parking
 - a. Expand car share programs
 - b. Provide real time electronic digital parking information
 - i. Opportunity
 1. Oakland portals
 2. Central business district
 3. CMU predictive parking application expanded to Oakland
 - c. Pricing strategies to improve the utilization of parking garages throughout the day. Eg: free or a minimal fee during off-hours and weekends
 - i. Opportunities
 1. Central business district
 - d. Expand permit parking in impacted areas
 - i. Opportunities
 1. Lawn and Juliette Streets (also limit parking on the Cliffside of Lawn Street)
 2. West Oakland
7. Make pedestrian improvements
 - a. Provide alternative crosswalk patterns/colors
 - i. Opportunities

- ii. Forbes and Fifth
 - iii. Robinson and Terrace Streets
 - b. Improve intersection safety
 - i. Opportunities
 - 1. Roundabout in front of Phipps
 - 2. Forbes Avenue "Road Diet"
 - 3. Centre and Craig
 - 4. Centre and Bigelow
 - 5. Craig and Fifth
 - 6. Craig and Forbes
 - 7. Robinson and Aliquippa
 - 8. Fifth and Forbes
 - 9. Robinson and Fifth
 - 10. Fifth and Craig
 - 11. Fifth and Neville
 - 12. Neville and Craig
 - 13. Neville and Bayard
- 8. Reduce Thru-Traffic on Residential Streets
 - a. Opportunities
 - i. Robinson Street
 - ii. Bates Street
 - iii. UPMC Bus Loop
 - 1. Impact of one-way streets
 - 2. Robinson Street turning (modify hours)
 - 3. Re-Open Southerland Street
- 9. Bypass Traffic before Arriving in Oakland
 - a. Encourage commuter/event traffic to flow around the Central Oakland neighborhood rather than through Bates Street
 - b. Opportunity Areas
 - i. Road Loop Around Central Oakland
 - 1. Along Halket and Craft
 - 2. Through Schenley Park
 - ii. Develop LTV Site with strong transit connector - Neville Street corridor to Lawrenceville
 - iii. Neighborhood perimeter parking garages (?)
 - c. BRT overlap
- 10. Electronic Wayfinding
 - a. Visual information opportunities re: events, parking, district identity/art
 - b. West Portal, Boulevard of the Allies/Bates, other locations?

Opportunity Areas

- Bates Street and the Boulevard of the Allies: Study and comment on
- Darren and Lothrop
- BRT and Feeder Loops
- UPMC Shuttles
- Parking and Parking Policy
- Bikes and Biking Infrastructure (Connections to Shadyside)
- Junction Hollow: Cars, rail, green trail connections
- Trail Connections (Swinburne, Eliza Furnace)

Economics & Action!

Oakland Demographic Context

1. Increase in College Age Persons 18-24
2. Limited Real Estate Vacancy
3. Improving Household Income Condition
4. Outmigration of “non-affiliated” household population
5. Service Employment Growth
6. Imbalance in Rental Housing Market (not enough choice)
7. Oakland Diversity

Economic Priorities

1. Local Entrepreneurship in Business & Retail
2. Supply Chain Opportunity (laundry/medical labs)
3. Incubator Space (near housing & transportation)
4. Quality of Life Projects (Parks, Trails, Open space)
5. Community Economic Development Partnerships
6. Workforce Housing (not keeping pace)
7. Financial Partnerships (balance in benefits, incentives)