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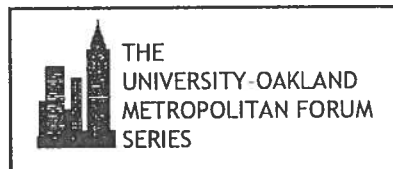
## Working Paper 89-20

(formerly Studio Report 017)

# A Seventh Street Revitalization Study: An Urban Design Proposal Prepared for the Community of West Oakland

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Jeffrey Chew



The University-Oakland Metropolitan Forum is a partnership of the University of California at Berkeley; California State University, Hayward; Mills College; Holy Names College; the Peralta Community College District; and the Oakland community.

University of California at Berkeley  
Institute of Urban and Regional Development



# SEVENTH STREET URBAN DESIGN STUDY

## Contents

- I. Introduction and Program
- II. History
- III. Information and Analysis
- IV. Synthesis: Seven Districts
- V. The Districts and Catalyst Projects
- VI. Implementation Strategy



## INTRODUCTION

### The Vision:

"The livable city is a city of distinct neighborhoods with a sense of pride, place and history, safe streets, good housing, friendly playgrounds...In sum it is a city which encourages walking, bicycling, saying hello to neighbors, smiling at passers-by, planting flowers in the front yard or in a window box, strolling along shopping streets..." (Sam Kaplan, Los Angeles Times, February 28, 1988).

Because of the importance of the physical environment to a sense of pride, coherence, and the liveability of inner city neighborhoods and their shopping areas, a major component of the City of Oakland's Neighborhood Commercial Revitalization (NCR) program is the completion of Urban Design Plans for targeted neighborhood commercial areas throughout the city.

### The Concept of Neighborhood Revitalization:

The NCR program is a multi-pronged approach to improving neighborhood areas which involves merchants, residents, community organizations and city staff in collaborative efforts to address the issues critical to making commercial areas thrive. The

current strategy combines existing business assistance programs with research into the existing conditions in each area, a comprehensive market analysis, and preparation of an urban design plan. From these components, a revitalization strategy for each NCR area is formulated with recommendation for changes in land use, physical improvements, business assistance programs, and strategies for business attraction, land banking, and new development.

Twenty-three commercial areas, located in Oakland's Community Development Districts, have been designated NCR areas after careful evaluation by the Office of Economic Development and Employment (OEDE) staff. Priority areas were selected on the basis of expressed community support for NCR efforts; the availability of resources to fund programs; the existence of broad-based community organizations; and the involvement of other city departments and non-profits in related efforts in the area.

### 7th Street and West Oakland Planning:

The Seventh Street commercial area in West Oakland was selected for concentrated NCR efforts as part of larger planning and revitalization efforts in the West Oakland area which stem from the West Oakland Development Program, developed in the early to mid-1980's. The Development Program additionally forms the basis for a redevelopment plan being prepared for the areas of West Oakland not

included in previous plans.

The proposed West Oakland Redevelopment Plan includes action strategies for commercial revitalization, housing development and rehabilitation, examination of the overall land use policies and zoning regulations in the area, and amelioration of undesirable or harmful land uses. The West Oakland Neighborhood Historical Survey will be completed to identify potentially significant structures or districts. An additional element of the plan is the development of "cornerstone Revitalization Projects", large mixed-use developments with maximum visual impact, to serve as catalysts to revitalization of the area. The final Redevelopment Plan and Environmental Impact Report are presently being completed, and the strategies are in various stages of implementation.

On Seventh Street itself, an example of a cornerstone NCR project underway is the Slim Jenkins Court, a mixed use development consisting of 6,000 square feet of ground-floor commercial space and 32 two-bedroom apartment units. Construction has recently begun on the project, which is located at 7th & Willow Streets, and is being developed by a members of the West Oakland Economic Development Corporation and Oakland community Housing, Inc.

### 7th Street Draft NCR Plan:

A draft plan of action for revitalizing commercial activities on Seventh Street and ensuring the success of the Slim Jenkins development has been prepared by OEDE after a series of community meetings, research into the existing conditions in the area, and an analysis of the retail market potential.

From these analyses, and work sessions the major issues and problems facing the area have been identified, and strategies to improve the economic, transportation, housing, physical environment, and land use and zoning conditions in the neighborhood proposed. Specific physical environment issues and problems discussed in the plan center around:

- o an unattractive pedestrian environment and lack of public amenities such as benches, lighting, etc.
- o deteriorated building stock and inadequate maintenance of area properties and streets.
- o visual and physical barriers.
- o security and safety concerns.

In addition, it is clear that the condition of the physical environment has adversely effected both the image and economic health of the Seventh Street

NCR area and the surrounding neighborhood.

sidewalks etc., and the rehabilitation of historic buildings in the area.

Although the market analysis conducted for the area projects little opportunity for retail expansion in the near term, due to the small size and limited expenditure potential of the trade area, this study suggests that physical improvements to the area can foster economic development.

Presently the large numbers of BART patrons and local employees in the area are seen as a great economic potential, and the analysis suggests that one or two restaurants are supportable at this time. However, both the present and future retail potential for the area is dependent on a number of factors, and the study stresses that improvements in the area's physical setting to improve it's image and address concerns over personal safety and crime are critical to the success and growth of retail activities on Seventh Street. Further, development of non-retail uses such as housing and cultural and institutional facilities are seen as ways to expand the area's economic base, capitalize on the neighborhood history, and increase the level of pedestrian activity on the street, thereby improving safety and the perception of safety.

The short term revitalization strategies for improving the NCR physical environment include "a streetscape analysis and design plan" for the Seventh Street NCR. The urban design plan would provide a framework for long term strategies such as facade improvement programs, pedestrian amenities, curbs,



### Students and Faculty:

The studio was structured and supervised by Jeffrey Chew, Senior Urban Economic analyst, in the Office of Economic Development and Employment of the City of Oakland and Michael Laurie, Professor Landscape Architecture, University of California at Berkeley.

Four graduate students have participated in the study. They provided expertise in architecture, landscape architecture, law and city planning.

### The Studio:

The mandate of the studio was 1) to study Seventh Street and adjacent areas with a critical eye to development opportunities, as well problems or constraints associated with increased development, 2) to develop an appropriate image for the street, building on the identified opportunities and mitigating the constraints as far as possible, and 3) to identify and design catalyst projects which reflect market conditions and support the agreed upon image.

The studio followed the traditional process of:

1. Goals (e.g., improved pedestrian environment, street image.)
2. Information collection (e.g., current land use, circulation.)
3. Analysis (e.g., constraints and opportunities.)
4. Synthesis and conceptual development (e.g., potential for changes.)
5. Design and planning recommendations (e.g., catalyst projects, street improvements.)

a major electric railway route for commuters from various East Bay locations to the ferry terminal. The area continued to prosper as a Black working class neighborhood.

## II. HISTORICAL SETTING

The West Oakland area is among the oldest in the city. The Prescott district of that area in which the Seventh Street corridor is located developed in the mid nineteenth century.

Development of the area began with the appearance of wharves and ferry terminals in the 1860s. The area was initially a community of commuters to San Francisco who lived there for the accessibility to ferry service to the City.

The character of the area changed dramatically in the 1870s with the arrival of the transcontinental railroad. West Oakland was the location of the terminal and yards. By the 1880s, the railroad had brought a flourishing industrial economy and rapid residential development to the area.

Also during the 1880s, the population of the Prescott area shifted from white San Francisco commuters to Black railroad services employees. The predominant use of Black employees in service jobs on the railroad defined the character of the West Oakland population by the end of this period.

By the turn of the century, Seventh Street was

World War II and the proximity of the shipyards brought West Oakland its greatest economic boom. It also brought a new wave of migration of Black workers from the South to work in those shipyards.

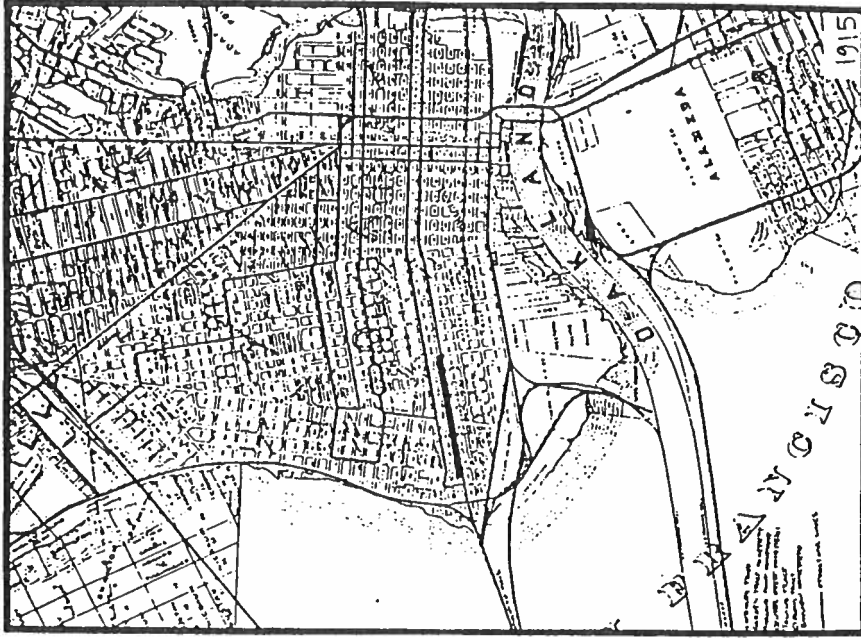
In addition to its prosperity, and the growth of a stable Black working class neighborhood, West Oakland became a center of jazz and blues music during the war years. The new arrivals from the South brought their heritage of jazz and blues music with them. Night clubs developed along Seventh Street, which became known nationally as a center of jazz and blues music. Nationally recognized performers appeared on a regular basis in clubs like Slim Jenkins. The street became known for both its music and as an elegant night spot during this time.

The end of World War II abruptly ended the shipyard boom, and with it, the prosperity of West Oakland. Seventh Street rapidly fell into disuse after the discontinuation of electric railway and ferry services, and physical conditions began to deteriorate.

The area became a victim of various physical disruptions of its urban fabric in subsequent decades. In the 1950s, the state built the Nimitz Freeway, which bisected West Oakland and isolated the

Prescott neighborhood. The 1960s brought the construction of the BART station and elevated tracks. Later in the 1960s, the construction of the central U.S. Post Office facility for Oakland consumed the north side of Seventh Street, resulting in loss of homes and commercial establishments, and further devastating the pedestrian quality of the street.

The 1989 earthquake brought the collapse of the Cypress structure of the Nimitz Freeway, and an widespread damage to existing buildings, and an increase in commuter traffic to the area.



Prescott Area Historical Development - 1915

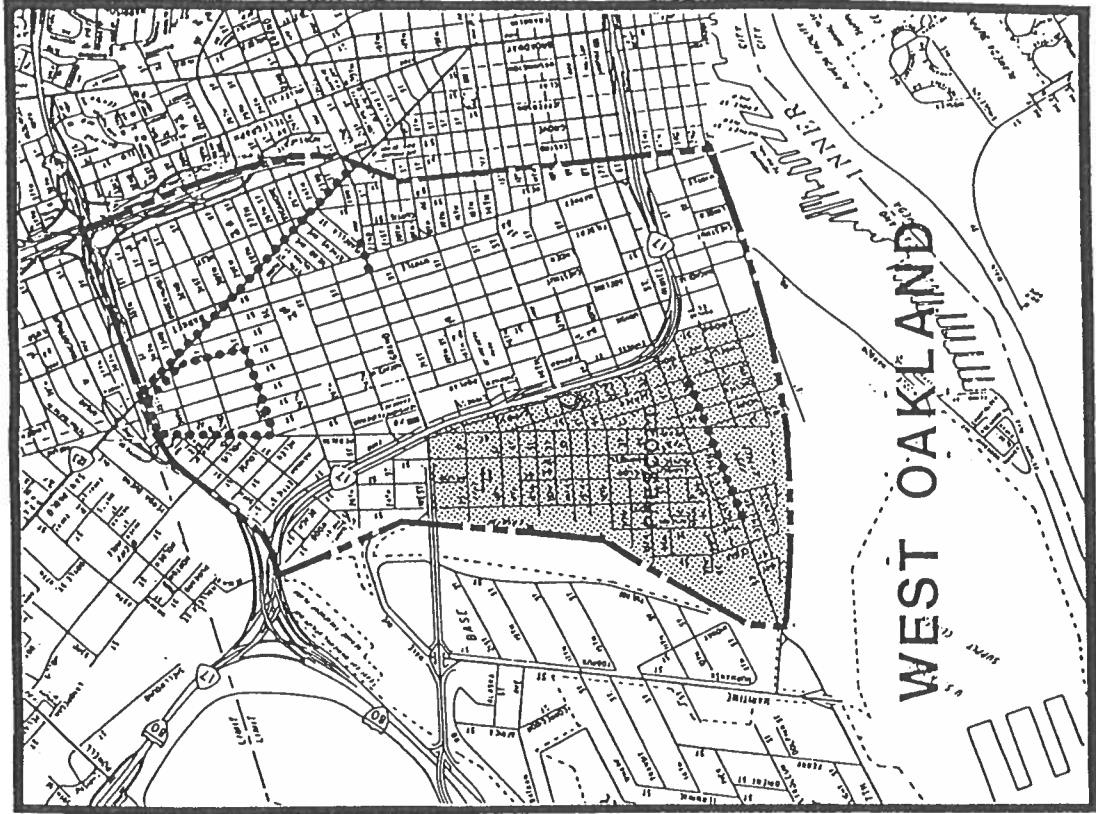
### III. INFORMATION AND ANALYSIS:

1. Study area defined
2. Land use
3. Figure ground
4. Age and condition of building
5. Circulation
6. Zoning
7. Summary of significance opportunities and strengths



**1. STUDY AREA DEFINED:**

Seventh Street itself is the core of the study area which runs from Center to Cedar Streets, taking one block to the north and south. Contextually the study area is located at the southern edge of the Prescott neighborhood, which is at the western edge of the West Oakland Community Development District.





Lewis and Peralta. To the west of these blocks is the imposing U.S. Post Office structure and it's associated parking areas. In the area south of Fifth Street a number of artist live-work studios have been developed. The area to the south of this sub-neighborhood is an industrial zone.

The blocks north of Seventh Street are occupied by one and two story wood and brick structures, interspersed with a large number of parking lots and vacant land. Much of the commercial space on Seventh Street is standing vacant, or boarded up in unknown use, and is in a general state of disrepair. Some commercial buildings have been converted to residential use, and remaining commercial uses tend towards eating and drinking establishments, although an unused gas station and an auto wrecker yard also exist.

New development on the strip in recent years includes a fast food restaurant, and three convenience goods stores. Slim Jenkins Court, a residential development with commercial space on the ground floor, is presently under construction and will occupy the vacant lots at Seventh Street at Willow.

The majority of space in the blocks behind Seventh Street on the north side is occupied by older single family residential units, interspersed with several churches, a liquor store, and butcher shop, most of which are located on Eighth Street. On the north side of Eighth Street in this area are a public

## 2. LAND USE:

The history of development on and adjacent to Seventh Street has resulted in an intense mixture of residential, commercial industrial, and institutional uses (such as churches and schools) along with several government facilities.

Seventh Street is a four lane arterial road, which is a heavily traveled automobile route to the Port of Oakland, U.S. Post Office and nearby industrial areas. The BART line is elevated and divides Seventh Street physically and visually into two zones; north and south from Chester to Pine Streets. The West Oakland BART station is located on the south side of Seventh Street, near the eastern boundary of the NCR area. The station is patronized by a large number of commuters, who park on neighborhood streets and vacant lots in the area, including the entire block between Chester and Cypress, and the block to the east of it. To the west of the station, on the two blocks between Chester and Peralta, are primarily older residential uses with a few scattered retail and workshop activities. The areas fronting Seventh Street here are ill-defined, and are occupied by a transformer (i.e. between Chester and Henry), a school and its compound (between Henry and Lewis), and a triangular vacant space between



housing project (Campbell village), a school, and its grounds. Remaining uses are housing and vacant parcels. Most of the industrial uses lie to the west of Cedar Street. A new fire station is located on Pine Street, near Eighth Street.

#### Analysis

##### **a. Values and Opportunities:**

Some of the existing commercial buildings on Seventh Street, although currently unused, have potential for rehabilitation, and the area has a number of buildings of historical architectural value. One example is the theater between Peralta and Campbell Streets. The BART station and the (main) U.S. Post Office are important destinations for a large number of people who could support new commercial enterprises. The fact that there are some viable eating and drinking establishments and that the Slim Jenkins project with 6,000 square feet of commercial space is presently under construction, suggests that Seventh Street is entering a renaissance. The large amount of vacant land makes new projects possible without displacement of householders. BART and the post office provide tree planting in an otherwise treeless area.

##### **b. Problems and Constraints:**

Clearly the large volume of traffic on Seventh Street is a major constraint in the development of a

pleasant pedestrian environment. The overhead BART structure is divisive and imposing, breaking the street into two sides. This is further emphasized by the scale of the Post Office building and the BART station and its parking areas. Apart from the green areas in front of the Post Office there is only one small public open space at Wood and Eighth Street. Adjacent land uses are industrial, which result in friction with the predominantly residential neighborhood.

### **3. FIGURE GROUND:**

Mapping of buildings as solids without property lines reveals the proportion of land that is open, regardless of whether it is garden space, vacant lots or public streets and parks. The texture of the area (Proportion of buildings to open space is fairly fine grain and with the exception of the post office, building bulk is small. The map also indicates that the built edge of Seventh Street is weak on both sides.

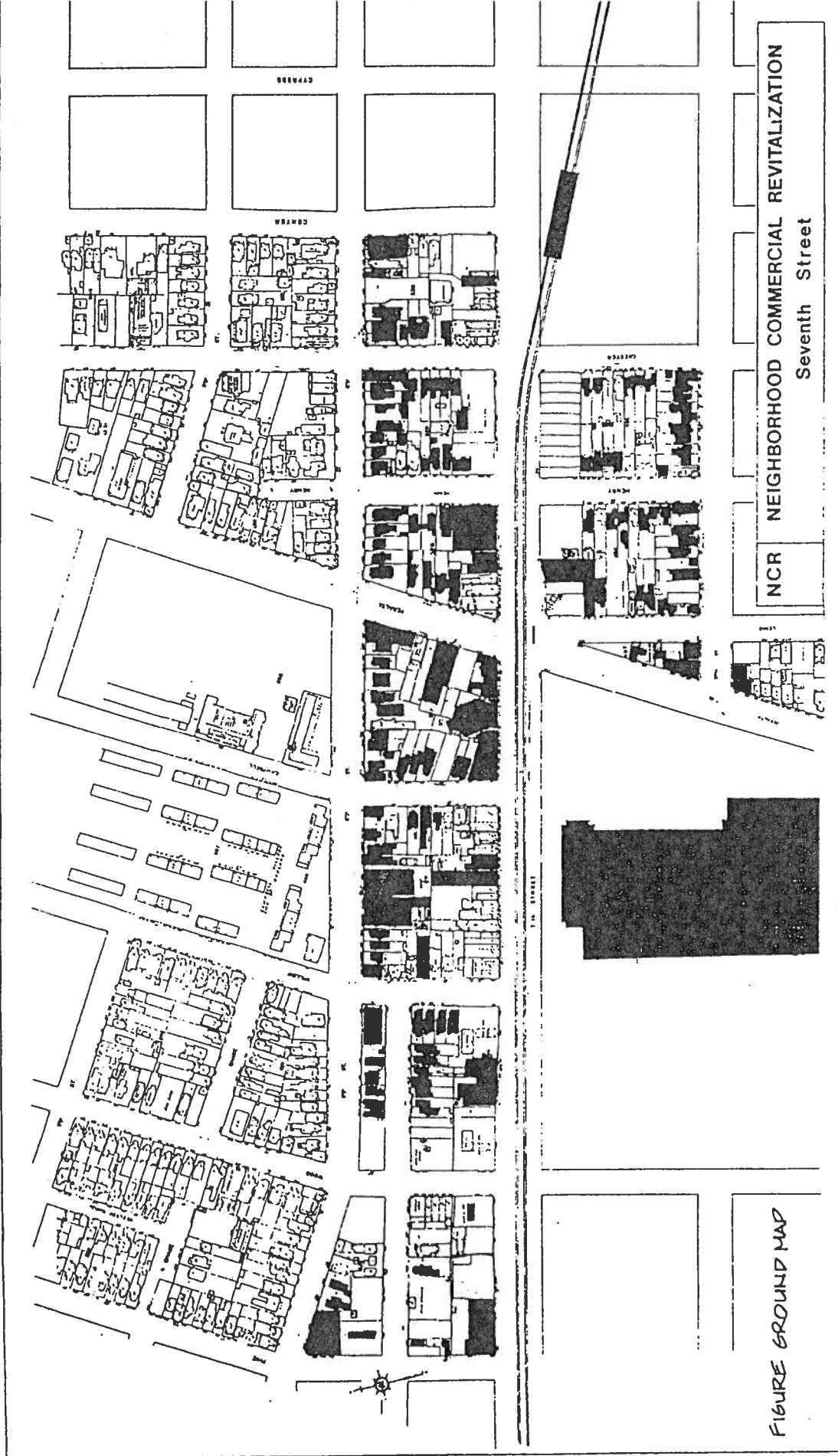
#### **Analysis**

##### **a. Values and Opportunities:**

The large quantity of vacant land provides development opportunities along Seventh Street which will strengthen its urban form. Residential infill is possible on side streets.

##### **b. Problems and Constraints:**

The south edge of Seventh Street is very open and can only be strengthened with large scale tree planting.



NCR NEIGHBORHOOD COMMERCIAL REVITALIZATION  
Seventh Street

FIGURE GROUND MAP

#### **4. ESTIMATED AGE AND CONDITION OF BUILDINGS:**

Most of the structures in the study area are over 50 years old. The next largest group are between 20-50 years old. Only a few buildings for fast food and retail have been built in recent years. The majority of the older buildings are in poor condition.

##### **Analysis**

##### **a. Values and Opportunities:**

The older Victorian houses have potential for rehabilitation and providing a historic character to the area. Some early 2-story commercial buildings, if undamaged by the earthquake, may also be worth renovation as a way to maintain a flavor of an earlier more prosperous era.

##### **b. Problems and Constraints:**

The condition of many buildings is poor and their appearance unattractive. The newer buildings clash with the quality of the historic houses. The BART station, the elevated tracks and the Post Office suggest a completely new image for the area.

#### **5. Circulation:**

Seventh Street is a major truck route to and from the Port of Oakland and the Post Office. In addition to local automobile traffic the BART station and its parking lot is a major magnet for private vehicles. The area is served by four bus routes connecting the Army Base and Naval Supply Center (12, the SP train station (88), BART station (82, 83) with downtown Oakland. BART trains link West Oakland to Richmond, Concord, San Francisco and Fremont.

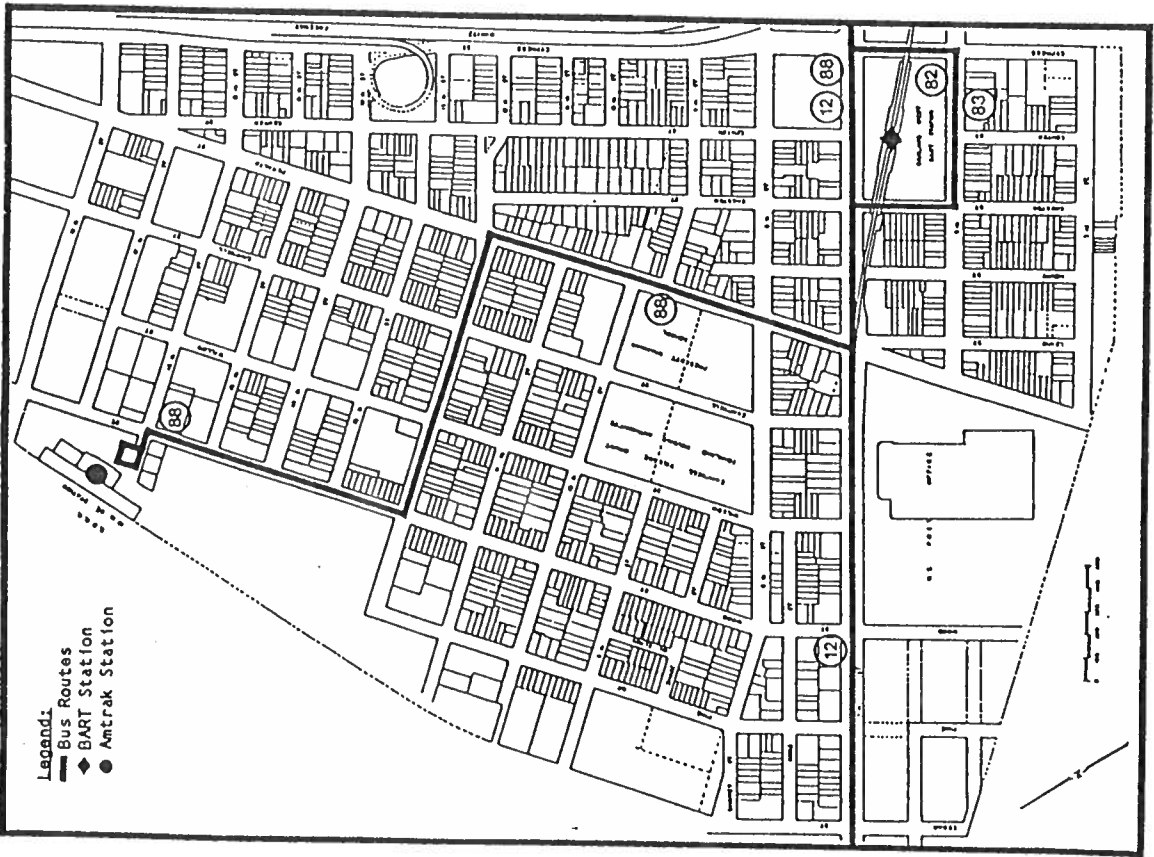
##### **Analysis:**

##### **a. Values and Opportunities:**

Seventh Street is readily accessible by both bus and BART.

##### **b. Problems and Constraints:**

Heavy truck traffic creates noise and fumes and is a hazard to pedestrian and bicycle movement. BART parking presently spills out onto the adjacent neighborhood streets.



## **6. ZONING:**

The Seventh Street NCR is almost entirely governed by the C-35 district shopping commercial zone. This zone permits a wide range of retail establishments oriented towards pedestrian comparison shopping, and permits civic activity such as schools, child care, churches, museum, libraries, galleries and parks.

The Prescott neighborhood is dominated by a large medium density residential area governed by the R-40 garden apartment residential zone regulation. To the west and south, industrial zoning prevails: M-20 light industrial and M-30 general industrial.

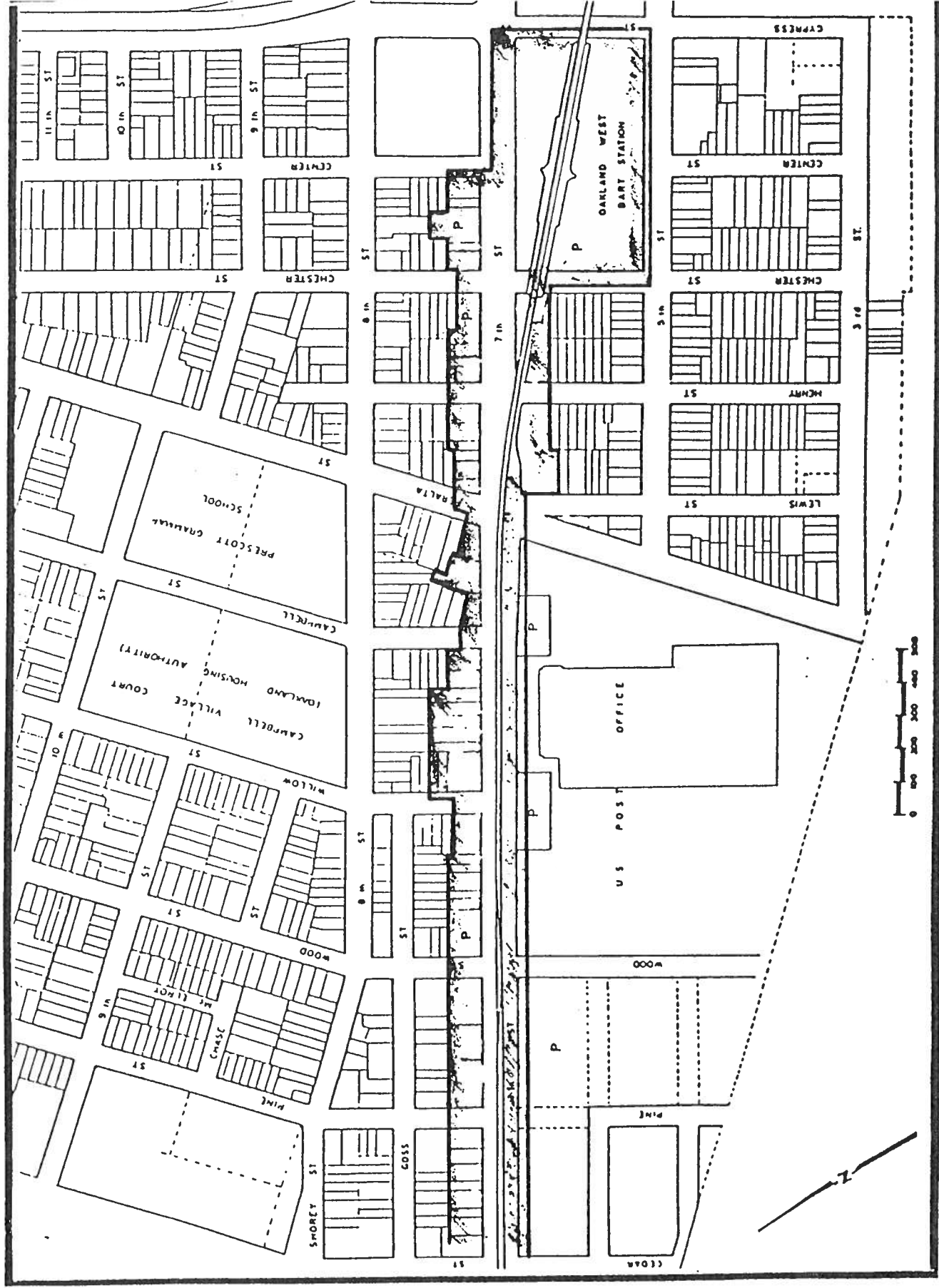
### **Analysis**

#### **a. Values and Opportunities:**

Current zoning is suited to the intended commercial revitalization of Seventh Street, with some minor revisions.

#### **b. Problems and Constraints:**

The current C-35 zone does not favor mixed use developments. It permits uses incompatible with a pedestrian oriented neighborhood shopping area.

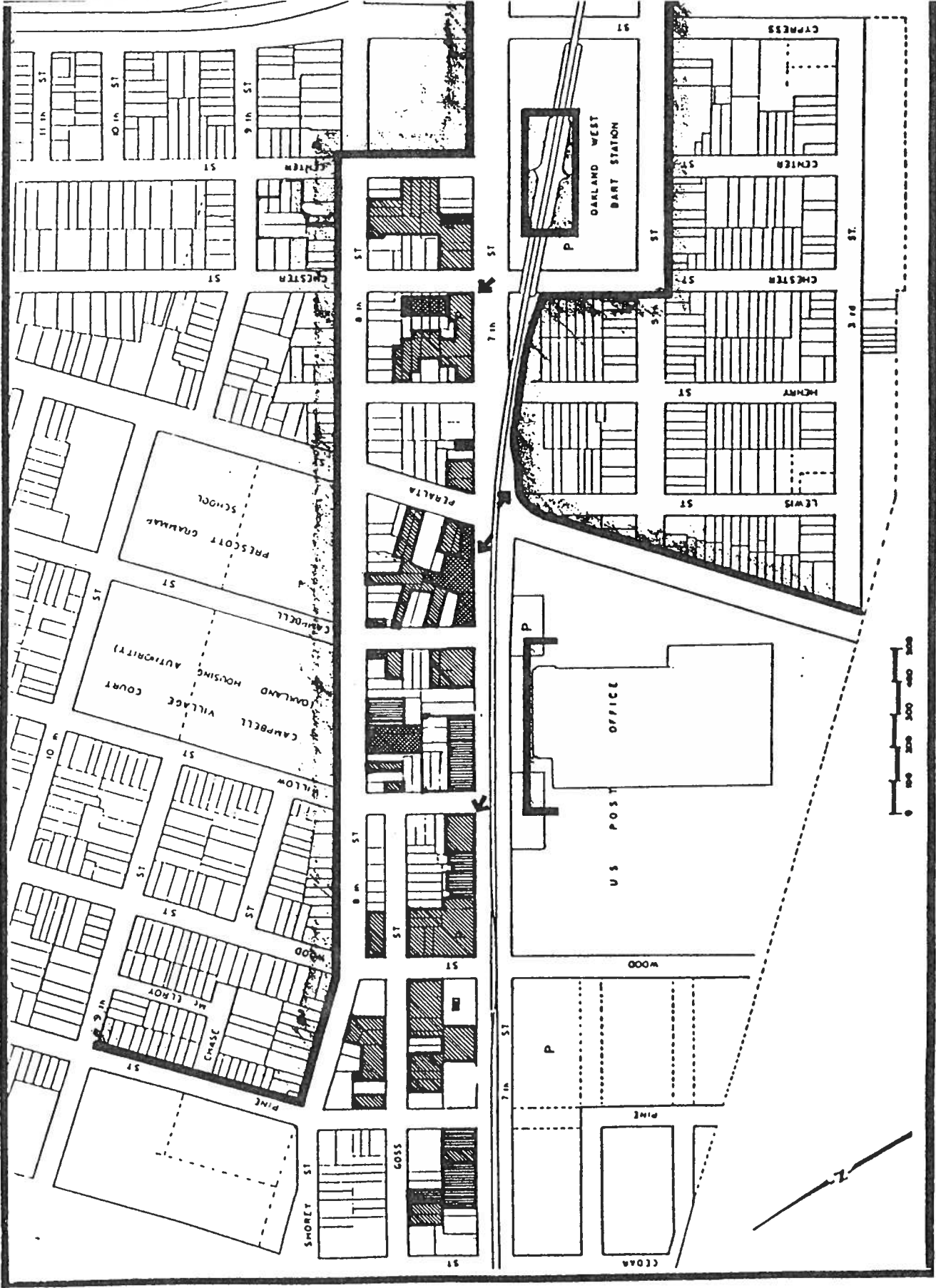


SEVENTH STREET REVITALIZATION PLAN  
 Commercial Zoning Map - C35

## 7. SUMMARY OF SIGNIFICANT OPPORTUNITIES AND STRENGTHS:

- 1) Undeveloped lots provide opportunities for new commercial development along Seventh Street and infill housing on the side streets.
- 2) Several buildings of architectural/historic value provide a keynote to the potential unique quality of Seventh Street and historic rehabilitation in the surrounding area.
- 3) Existing economic investment in the form of restaurants, shops and the Slim Jenkins mixed use project can serve as a base for future development.
- 4) The untapped market of the surrounding neighborhoods, local employees and commuters is a potential source of increased and specific economic activity.
- 5) The view of the area from the elevated BART tracks presents a way for potential customers to see changes in commercial opportunities and neighborhood quality as they occur.

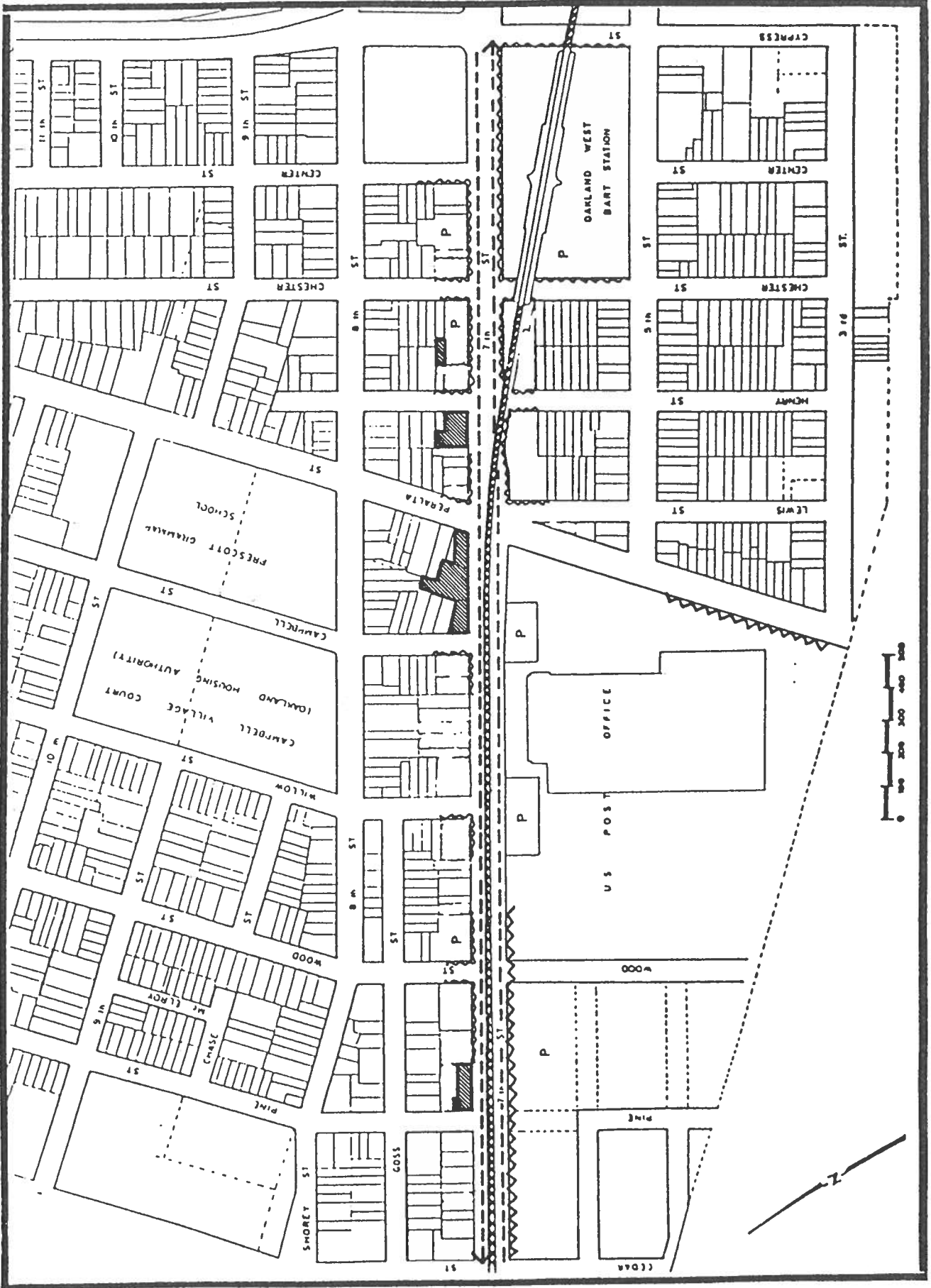




Untapped Market  
 Undeveloped Lots  
 Architectural / Historical Value

SEVENTH STREET REVITALIZATION PLAN  
 Opportunities & Strengths Map

View from Bart



**SEVENTH STREET REVITALIZATION PLAN**  
*Constraints Map*

- Overhead Line
- Traffic
- Visual and Functional Barriers
- Weak Edge/Urban Decay

## **SYNTHESIS MAP: THE SEVEN DISTRICTS**

After evaluating the inventory of the Seventh Street commercial corridor and mapping opportunities and constraints, this information was synthesized into a potential image and concept diagram for Seventh Street. Within the overall idea that the street should be unified with paving details, lighting and the planting, seven districts were identified which for various reasons were distinct from each other.

### **1. Entertainment District:**

The three blocks between Cedar and Willow Streets on the north side currently and historically are popular for their eating and entertainment establishments. Many of the vacant lots along Seventh Street in these blocks offer opportunities for expanding such uses (e.g. night clubs, restaurants, jazz courts, community green and other public improvements). This district was called the Entertainment District.

### **2. Arts and Landmark District:**

The two blocks between Willow and Peralta Streets also on the north side consist of historically unique buildings along Seventh Street, including a

vacant theatre. Some artists live in this area which is also in close proximity to other artists living south of Seventh Street. This zone was identified as the Arts and Landmark District. Potential land uses here might include: cafes, gallery space, Black History museum, performance center/theatre, sculpture garden, artist supply store, craft shop for example.

### **3. Commercial Gateway District:**

The three block area between Peralta and Center Streets currently has more traditional retail establishments and are adjacent to the BART station. Retail and public transit co-exist well together. Therefore, this zone was identified as the Commercial Gateway District. Conceptually, this district would be the "town center" for the Prescott neighborhood, with traditional retail such as, grocery, drug store, hardware, a market and other service retail. Also, civic and public institutions (i.e. library, police, reading/writing center) would integrate well into this area, enhancing a town center quality.

### **4. BART District:**

The BART station was also identified as a distinct district because of its specialized use and visual differences.

encouraged in all districts as second and third floor uses along Seventh Street and as single family infill projects on side streets and along Eighth Street.

#### **5. Residential District:**

The three blocks between Peralta and Chester Streets on the south side are predominately residential and there is a sense of community among the residents. This area was called the Residential District.

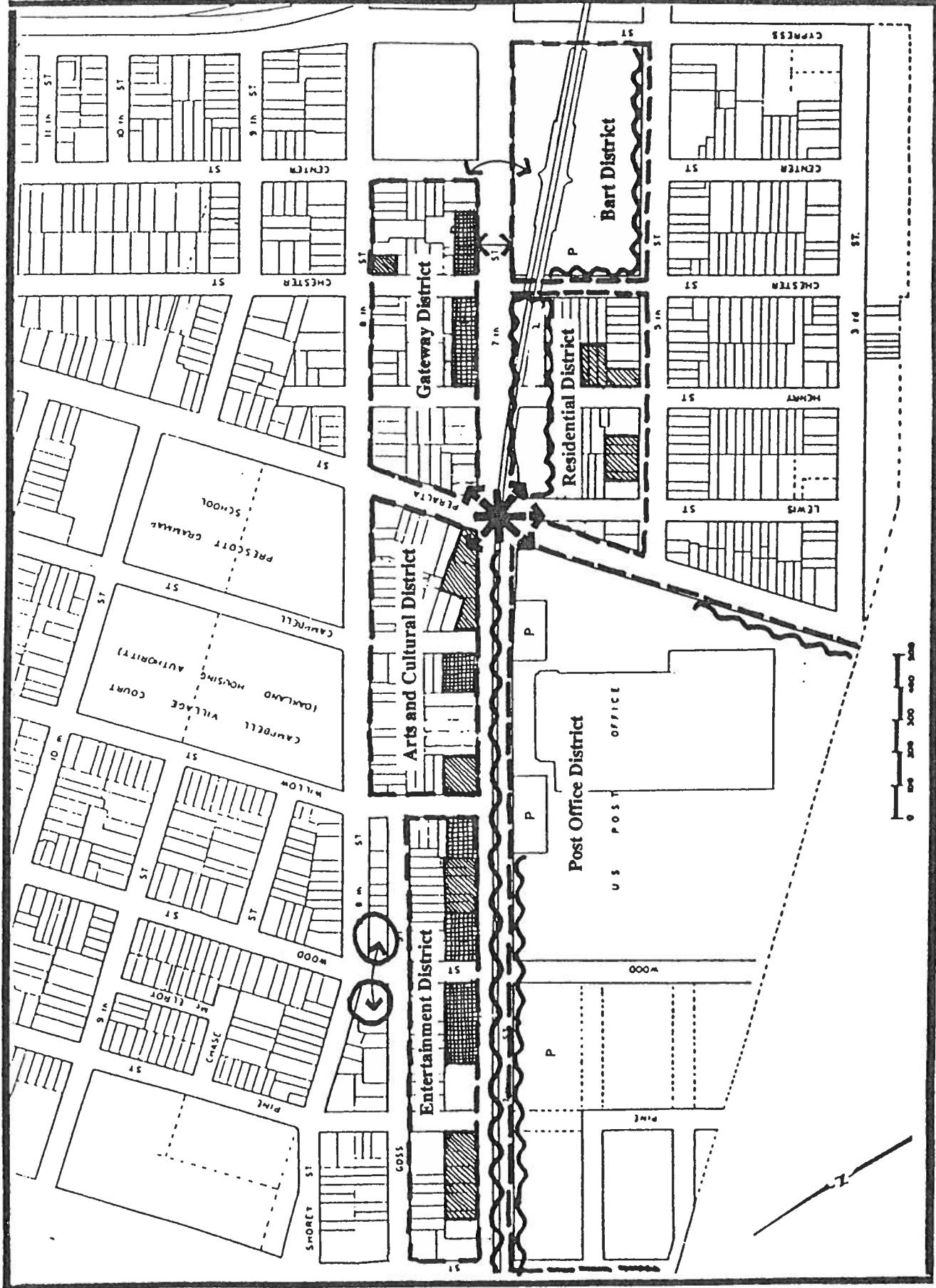
#### **6. The Post Office:**

The vast area of land between Peralta and Chester Streets on the south side of Seventh Street was considered the Post Office District because of the single use of this area that is extremely visible from Seventh Street and BART.

#### **7. Seventh Street District:**

Seventh Street was found to be a district in itself, in need of definition and identity functioning as a link between the six other districts, and providing a sense of place. Street tree planting, lighting and other features are essential to this end.

With the exception of the BART and Post Office districts, these districts were defined to help develop cohesive centers. However, other uses are permissible to give balance to the street and overall design. Residential development is strongly



SEVENTH STREET REVITALIZATION PLAN  
 Synthesis Map

5. Center Street marks the beginning of the Seventh Street commercial corridor and is also where pedestrians enter BART. This is a prime location for a literal or symbolic "gateway".
6. Several edges have or could have an adverse impact on the street and neighborhood. These include: the post office parking lot visible along Seventh Street, the Pentecostal School open space, the BART High voltage structure, and the edges of the proposed BART parking structure along Chester and Fifth Street.

**Areas identified for special treatment:**

1. Open space in vacant lots adjacent to the existing park at the corner of Eighth and Wood Streets is seen as an opportunity to expand the existing park and create a community green for the neighborhood. Little park land is offered for residents in the area and the generous amount of adjacent vacant land at this intersection shows potential for this kind of improvement.
2. The intersection at Seventh and Peralta Streets is vast and overscaled. Four of the five corners are currently vacant lots or open space. Here exists an opportunity to tie all corners together with landmark green space or architecture to create an exciting and stimulating street image for Seventh Street.
3. The median under the BART tracks on Seventh Street has potential to be more than a landscape strip. This landscape can be utilized to "green" the BART structure, or used as a linear sculpture park.
4. The block between Chester and Center Streets on both sides of Seventh Street is considered ideal as a place to concentrate retail uses and create a unified edge for both sides of the street.

## **THE DISTRICTS**

- 1. Entertainment District**
- 2. Arts and Culture District**
- 3. Gateway District**
- 4. BART District**
- 5. Residential District**
- 6. Post Office District**
- 7. Seventh Street District**

Presently, along the Seventh Street corridor between Willow and Cedar approximately 50% of the frontage is developed and gainfully utilized, while the remaining 50% is either vacant and not built upon, built upon but unused or unoccupied, or enjoying temporary, non-conforming, or conditional use.

## **ENTERTAINMENT DISTRICT:**

### **Current Image:**

The three block section at the western end of the study area between Willow and Cedar Streets has been preliminarily defined in terms of its dining and entertainment history and potential.

Historically it represented the settled portion of what was originally referred to as "The Oakland Point"; nestled closest to the wharves, the ferry slip, and later the transcontinental railroad terminal. In subsequent years it served as a commercial and recreational attraction not only for its middle class residents, but for the adjacent military base and surrounding heavy industries. The Second World War offered employment opportunities for many black migrants from the rural South, urban Northeast and Midwest, all of whom brought with them cultural traditions that helped shape the evolving spirit of the neighborhood.

Post-war night life along the entire street was enhanced by a number of clubs that served as venues for both local and regional blues and jazz musicians, and by restaurants and diners.

### **Willow/Wood Block:**

At the corner of Willow and Seventh an unpaved lot covers approximately half the depth of the block and one third of its length along Seventh. On the opposite end of the block at Wood and Seventh a fenced, paved, private parking lot also runs half the depth of the block and covers roughly one third of the frontage along Seventh.

Situated between the open lots is a small group of commercial buildings centered around Ester's Orbit Room, the last remaining night club from the dynamic musical period of the 40's and 50's. It is flanked to the east by Arvey's Liquors, Singer's All Night Coffee Lounge, and another liquor store entrance of which has been moved from Seventh Street to the side abutting the vacant dirt lot fronting Willow. To the west The Barn, a small, single story barbecue restaurant, separates Ester's from the paved parking lot at the corner of Wood. These buildings each appear to be of pre-war or wartime vintage, although their facades have been incongruously retrofitted with questionable aesthetic success. The concentration of dining and entertainment



establishments in this area is the rationale for the designation of this district.

Today it is primarily employees from the Post Office and the Army Supply Depot further to the west, who would be identified as potential regular patrons of eating and drinking establishments along this end of Seventh Street, in addition to area residents.

The north side of the block also includes several occupied, two story Victorian homes exhibiting varying degrees of upkeep. These seem worthy of rehabilitation efforts.

#### **Wood/Pine Block:**

Undeveloped and unbuilt land accounts for approximately one-fifth of the frontage along Seventh, in this block. Church's Fried Chicken at Seventh and Wood and an apparently unoccupied upholstery building at Pine are existing structures. A vacant lot extends completely through to and along Eighth street, interrupted only by a pair of historically valuable Victorians fronting on that street. The portion along Eighth Street is earmarked for a row house development of approximately twenty units which incorporates the Victorians in its overall site plan. Church's Fried Chicken Franchise is one of the more economically viable businesses currently operating on Seventh Street.

#### **Pine/Cedar Block:**

A double sized residential lot in the middle of the Eighth Street frontage is the only undeveloped parcel in this block. A pair of large, weathered unoccupied Victorians with boarded entries front Seventh Street in the middle of the block. They appear worthy of restoration efforts. Wilfred's Auto Wrecker's (currently up for sale) occupies approximately one third of the entire block, extending the full depth of Cedar between Seventh and Eighth. There is a fire station at the corner of Pine and Eighth. Adjacent to its back side and fronting on Seventh are the Terminal Coffee Shop, Woody's Liquors, and Martin's Giant Burgers. These businesses occupy Sixties era single story buildings anonymous in character. In between Wilfred's Wrecking Yard and the aging Victorians is the Jet Set Social club, an after hours establishment in relative disrepair. The frontage along Eighth Street between the rear portion of Wilfred's and the fire station is comprised of several residential Victorians which exhibit potential for restoration.

#### **Potential Image:**

The existing core of business activity in this district of the study area presents a workable though somewhat problematic base from which to envision its future character. The relative abundance of taverns, liquor stores, and fast food outlets, while not necessarily negative factors in and of themselves,

tend to give a less than desirable impression when concentrated together among vacant and decaying properties. The first step in facilitating the evolution of a socially and physically attractive dining and entertainment quarter would thus be to collectively enhance and improve the existing properties that are at least nominally in support of that pattern. A facade improvement program that harmoniously ties together surface sheathing materials, roof heights and coverings, signage, lighting, street furniture, paving and tree planting would have an immediate effect on the ambience experienced along the sidewalk or street in front of Ester's. Individual buildings simply in need of renovation and/or expansion would include the vacant upholstery shop and the pair of Victorians overlooking Wilfred's. Billboards should be controlled.

Depending on what eventually happens with regard to traffic circulation and public improvements along Seventh Street, new businesses might choose to orient their "front porches" and entries toward an inner courtyard. The south facing "business side" of the street (opposite the Post Office) would, however, with appropriate tree cover and wider sidewalks, begin to lend itself to outdoor seating arrangements directly on the public thoroughfare. The residential area to the north would benefit from distinction in some way from the commercial establishments. Center block tree planting and other buffer techniques must become part of new developments.

### **Design Guidelines:**

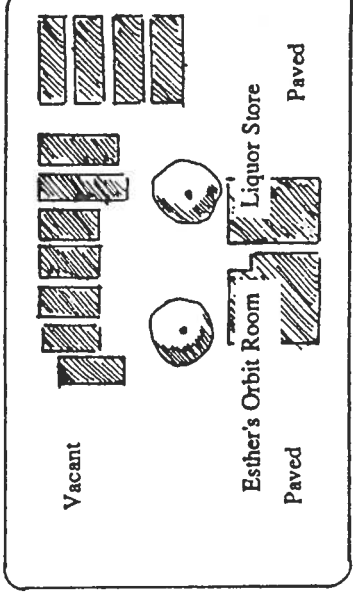
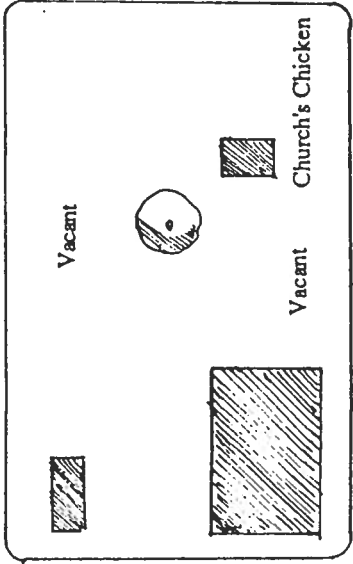
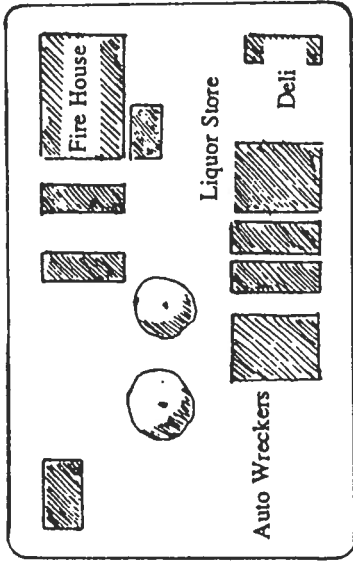
Guidelines for new business ventures within this district might include zone restrictions on certain types of endeavors as well as recommendations concerning building design and maintenance. Typically such guidelines are those governing density and location of residential dwelling units when mixed with commercial uses, construction materials, number or relative area of window coverings, setbacks, and vehicular accommodation.

CEDAR STREET

PINE STREET

GOSS STREET

WOOD STREET



SEVENTH STREET

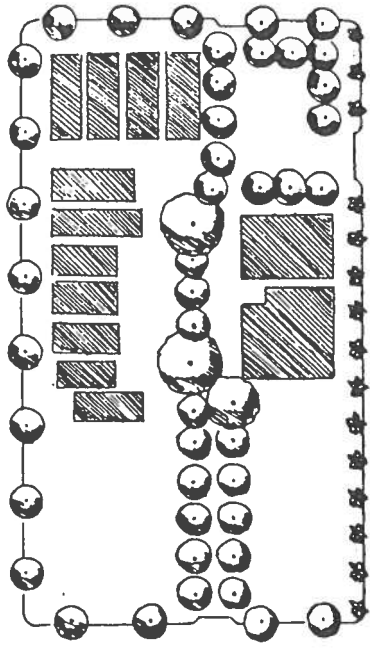
### SEVENTH STREET REVITALIZATION PLAN

*Entertainment District - Existing Conditions  
Buildings not labeled on base map should be considered residential.*

Christopher Rafferty



WILLOW STREET

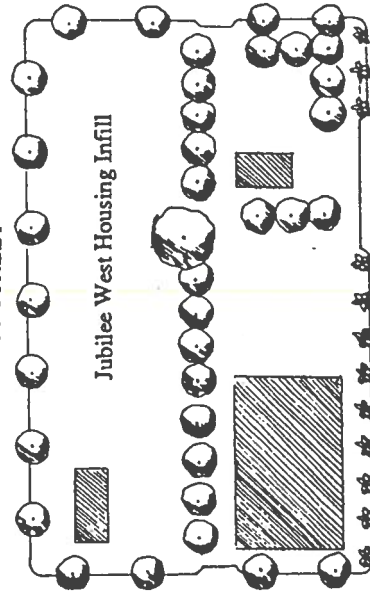


WOOD STREET

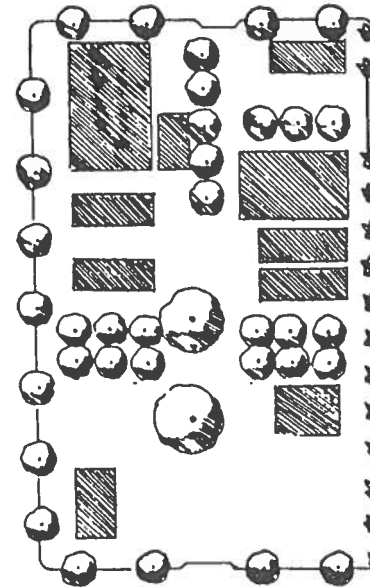


GOSS STREET

Jubilee West Housing Infill



PINE STREET



CEDAR STREET

SEVENTH STREET



### SEVENTH STREET REVITALIZATION PLAN

*Entertainment District - Development Phase One  
Plant appropriate street trees; pave derelict lots fronting on Seventh Street; engineer new curb cuts with flexibility of future development in mind; begin to provide incentives for local shop owners to participate in facade improvement programs; begin new housing infill project under auspices of Jubilee West.*

Christopher Rafferty

WILLOW STREET



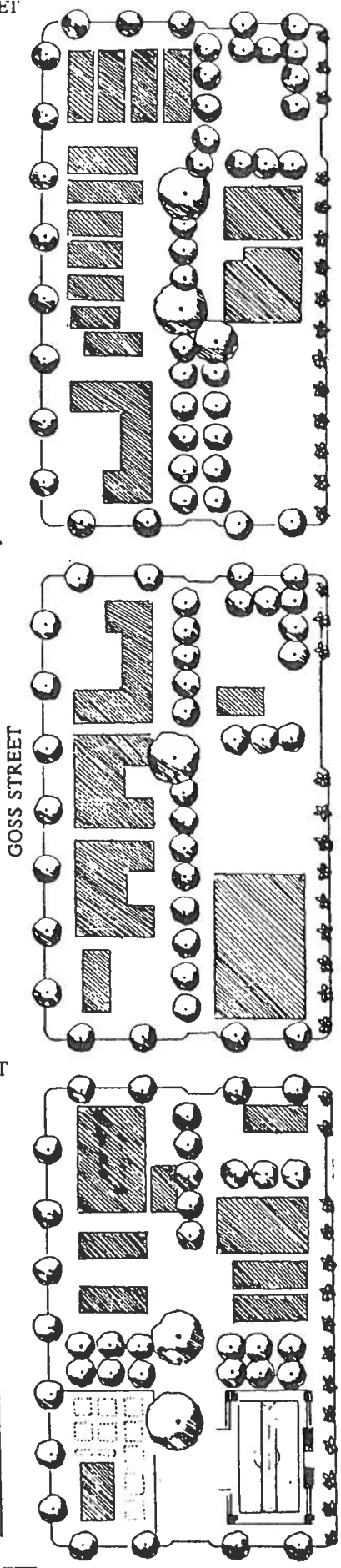
WOOD STREET



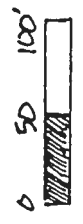
PINE STREET



CEDAR STREET



SEVENTH STREET

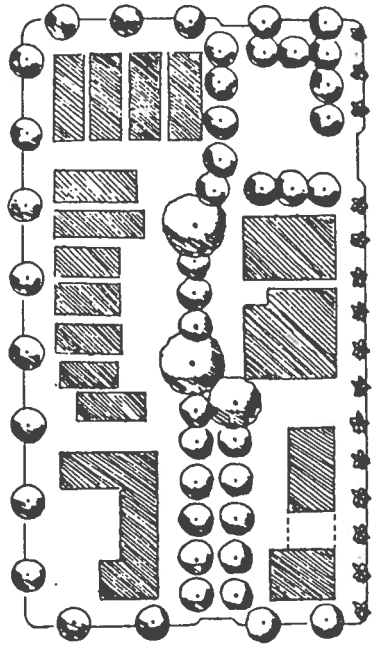


**SEVENTH STREET REVITALIZATION PLAN**

*Entertainment District - Development Phase Two  
Acquire development rights to site currently occupied by an auto wrecking yard at Seventh and Cedar; begin work on Public Plaza / Community Gardens project.*

Christopher Rafferty

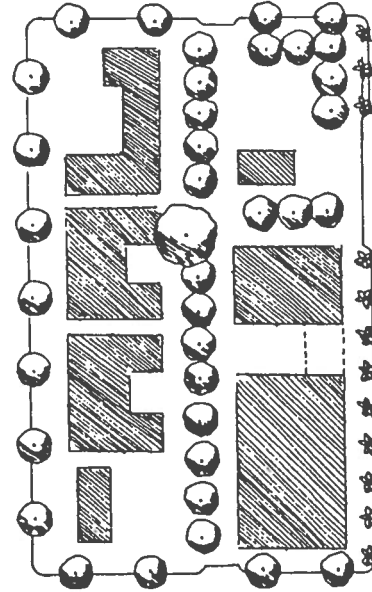
WILLOW STREET



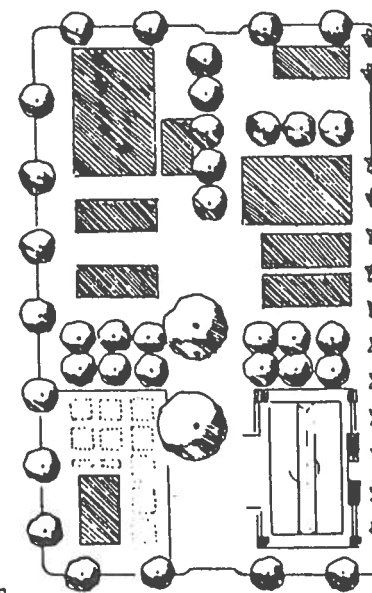
WOOD STREET



GOSS STREET

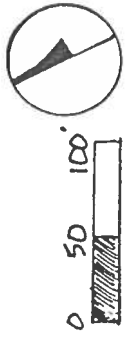


PINE STREET



CEDAR STREET

SEVENTH STREET

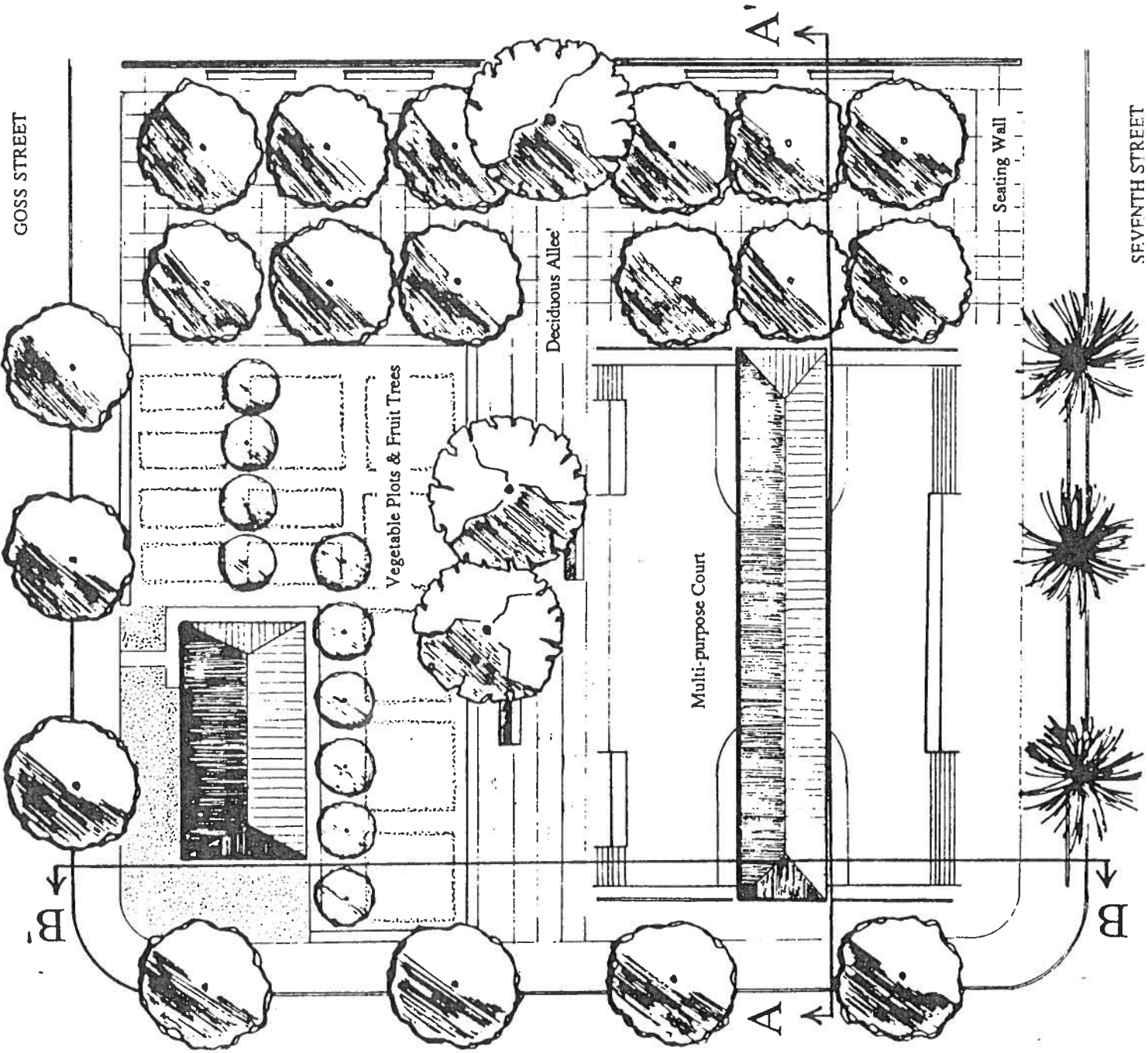
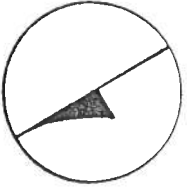
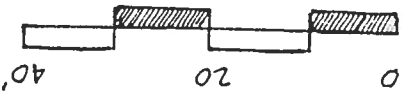


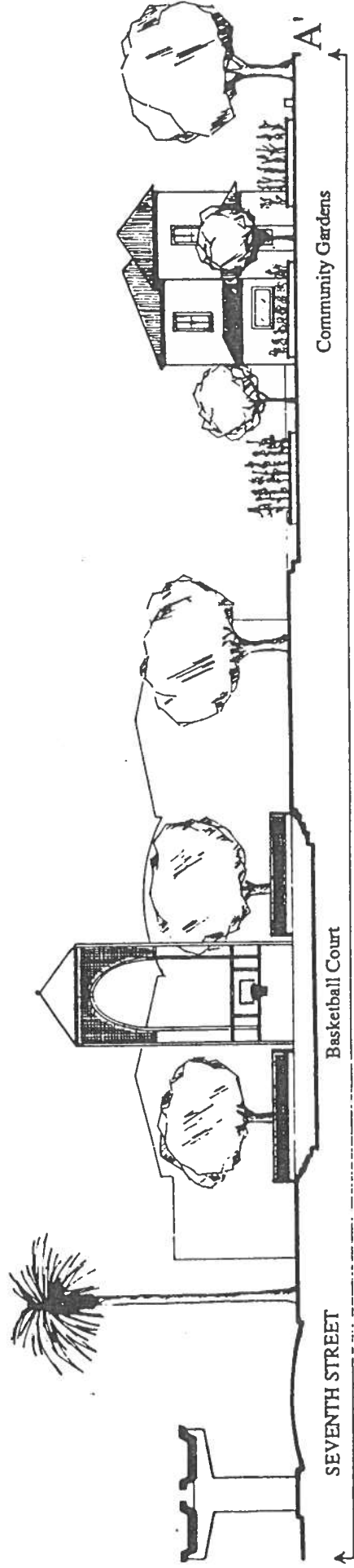
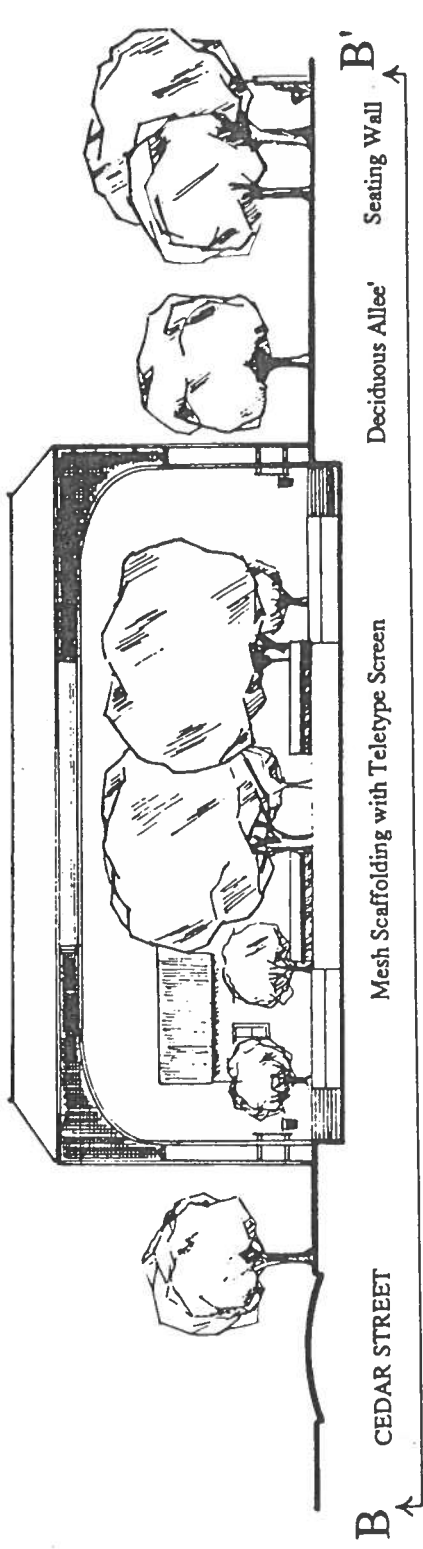
### SEVENTH STREET REVITALIZATION PLAN

*Entertainment District - Development Phase Three:  
Solicit commercially viable catalyst projects for remaining infill sites fronting on Seventh Street. Explore the possibility of a bikapedestrian trail connection with the waterfront park at the western terminus of Seventh Street.*

Christopher Rafferty

SEVENTH STREET REVITALIZATION PLAN  
Entertainment District - Plan view of Public Plaza and Community Gardens

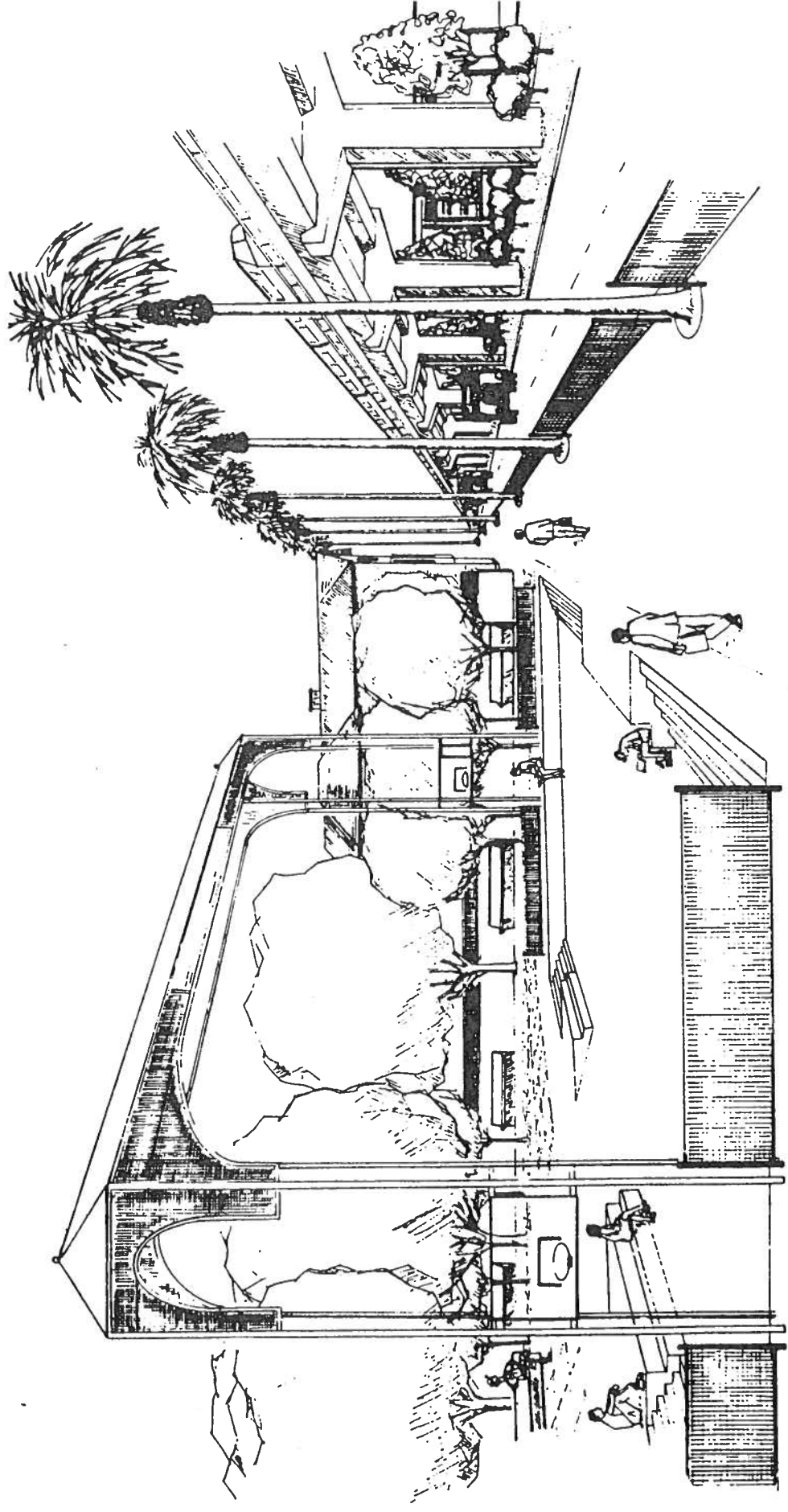




**SEVENTH STREET REVITALIZATION PLAN**  
 Entertainment District - Cross Sections through Public Plaza and Community Gardens

Christopher Rafferty





**SEVENTH STREET REVITALIZATION PLAN**  
*Entertainment District - Perspective view looking east from Cedar Street*

Christopher Rafferty

accommodated. Reasons for selecting these two blocks for this use include:

1. The existence of a few old buildings on Seventh Street which retain their historic character.
2. The existence of the old Lincoln Theater suggests a history of cultural activity in the block and may be restorable.
3. The presence of artistic activity in the area; specifically the occupation of the historic fire station on Eighth Street by a sculptor and, across Seventh street, in the "Residential District", the development and occupation of several artist live-work studios.
4. The district is sufficiently removed from the BART station not to be overwhelmed by its parking needs nor to compete with its commercial opportunities, but close enough for accessibility.

The proposed Arts and Culture District would be a regional attraction extending well beyond the Prescott neighborhood. Additionally, it would contribute to the economic revitalization of Seventh Street and serve the adjacent neighborhoods. Its particular focus would be art, culture and history responding as the need and funding arose to such uses as an Afro-American Hall of Fame, gallery and studio space for artists, cafe, sculpture courtyard, amphitheater for events and performances, workshop and retail outlets

## ARTS AND CULTURE DISTRICT

### Current District Image:

The Arts and Culture district consists of two blocks north of Seventh Street, bounded by Seventh and Eighth, Peralta and Willow Streets. The area contains some commercial buildings on Seventh Street, most of which are boarded up, or have been converted into residences or are of unknown use. Between Peralta and Campbell part of the original building facade, which has a certain historic character, remains intact. Between Campbell and Willow approximately 40% of the block is presently vacant, however the Slim Jenkins housing and commercial project now under construction will occupy one-fourth of the block. Both blocks have residential buildings set back from Seventh Street but there are many vacant lots between buildings. There are four church buildings in the district and one or two corner shops on Eighth Street. Most buildings, including an old fire station and theater are over 50 years old.

### Potential District Image:

This district is projected as the place where activities related to the arts and culture are

for products and crafts made by residents of neighborhood, etc.

The silhouette, scale and detailing of the buildings between Peralta and Campbell would set the architectural style through facade conservation and rehabilitation. A restored or rebuilt theater would be part of the program for the district. The Slim Jenkins project includes shops on the ground floor facing Seventh Street. Other infill developments would include live-work units or units where the owner lives above with a shop below. On Seventh Street buildings would typically be three stories to maintain an urban scale. At the same time the sidewalk might be widened and linked to courtyards, including the "pedestrianization" of a portion of Campbell Street, which would provide comfortable spaces protected from the noise of Seventh Street with trees and the sound of running water. Here, activity could spill out of the buildings and people could sit, rest, chat and watch other people pass by. Impromptu events could occur.

#### Design Guidelines:

- Restore and renovate existing structures and facade as feasible. Locate some of the proposed uses in these buildings.
- Maintain building heights established by the existing structures and the Slim Jenkins project.

- Use existing buildings as a guiding principle in facade design, scale, building silhouette etc.

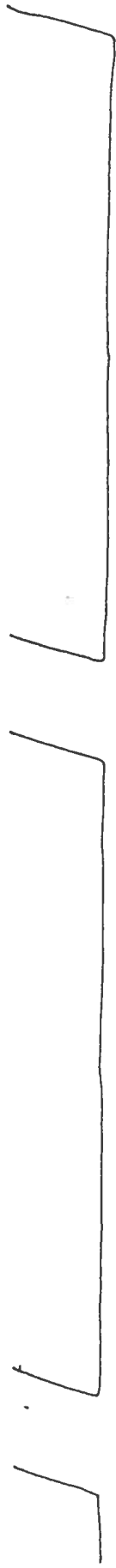
- Maintain a strong sense of the street-- through facade treatment, courtyard openings, heights, tree plantings, etc.

- Maintain flexibility in design so that buildings currently residential in use may be converted into cultural/commercial uses at a later date.

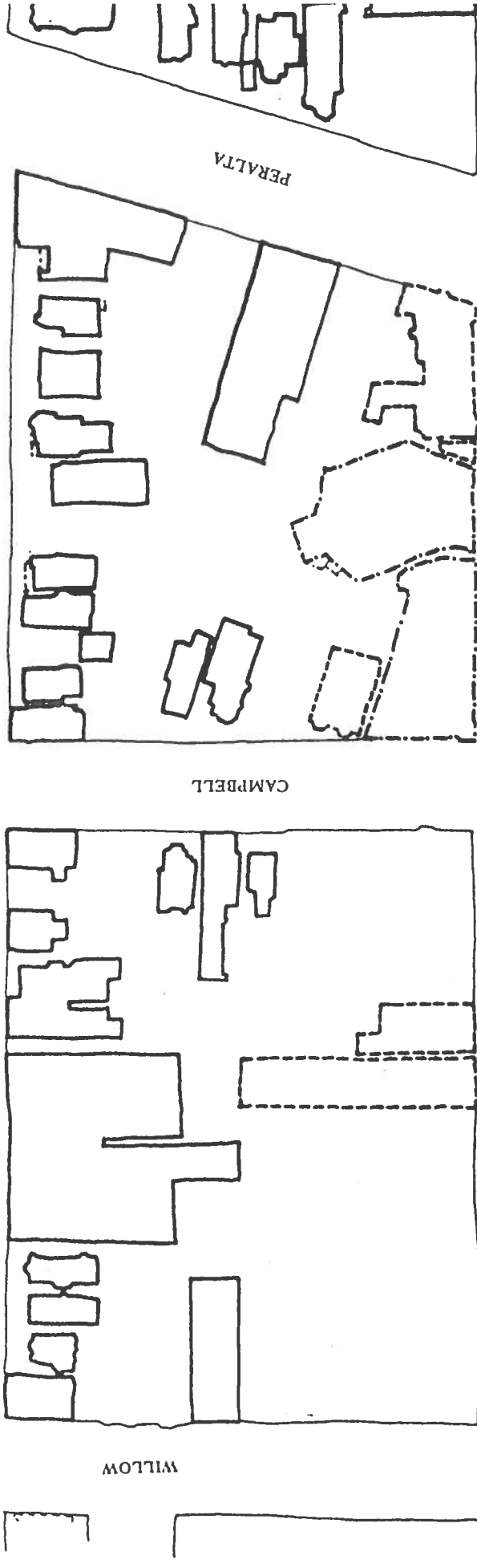
- Develop courtyards which overlook the street.

- The activities of the Art and Culture District should not disturb the privacy of the residential area. Sound and visual barriers may have to be provided.

On the side streets and Eighth Street, residential use should be maintained. New housing here as in the "residential district" should blend in with existing housing. Improved sidewalk design and tree planting different from that proposed for Seventh Street will emphasize the residential use. (See Residential District for other design guidelines.)



EIGHTH STREET

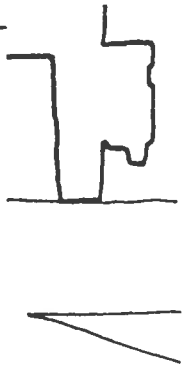


SEVENTH STREET

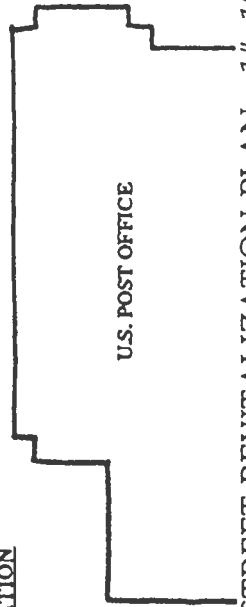
LEGEND

To be revitalized

To be demolished

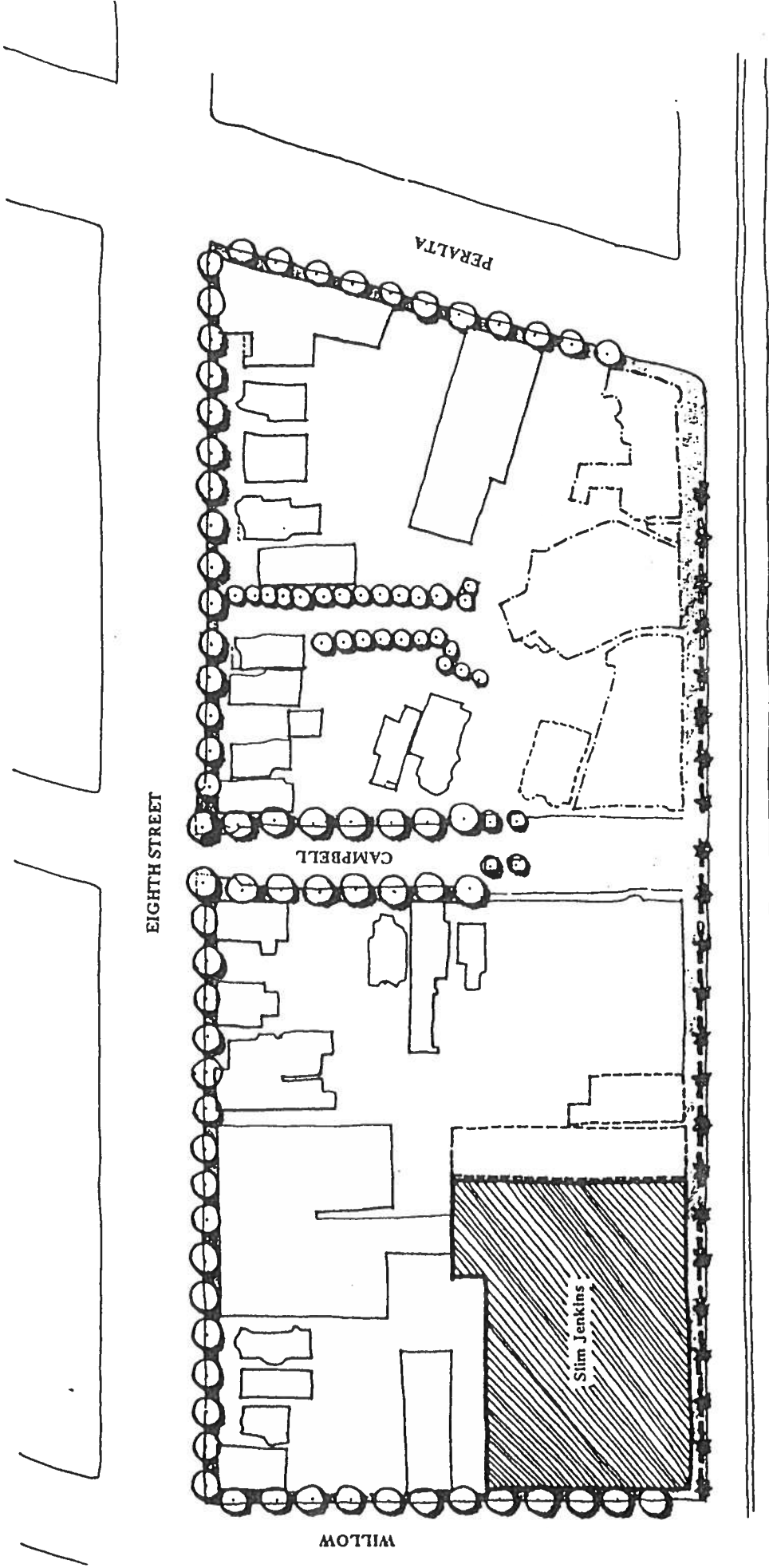


EXISTING SITUATION



SEVENTH STREET REVITALIZATION PLAN - 1" = 100'

Arts & Culture District - Existing Situation



**LEGEND**

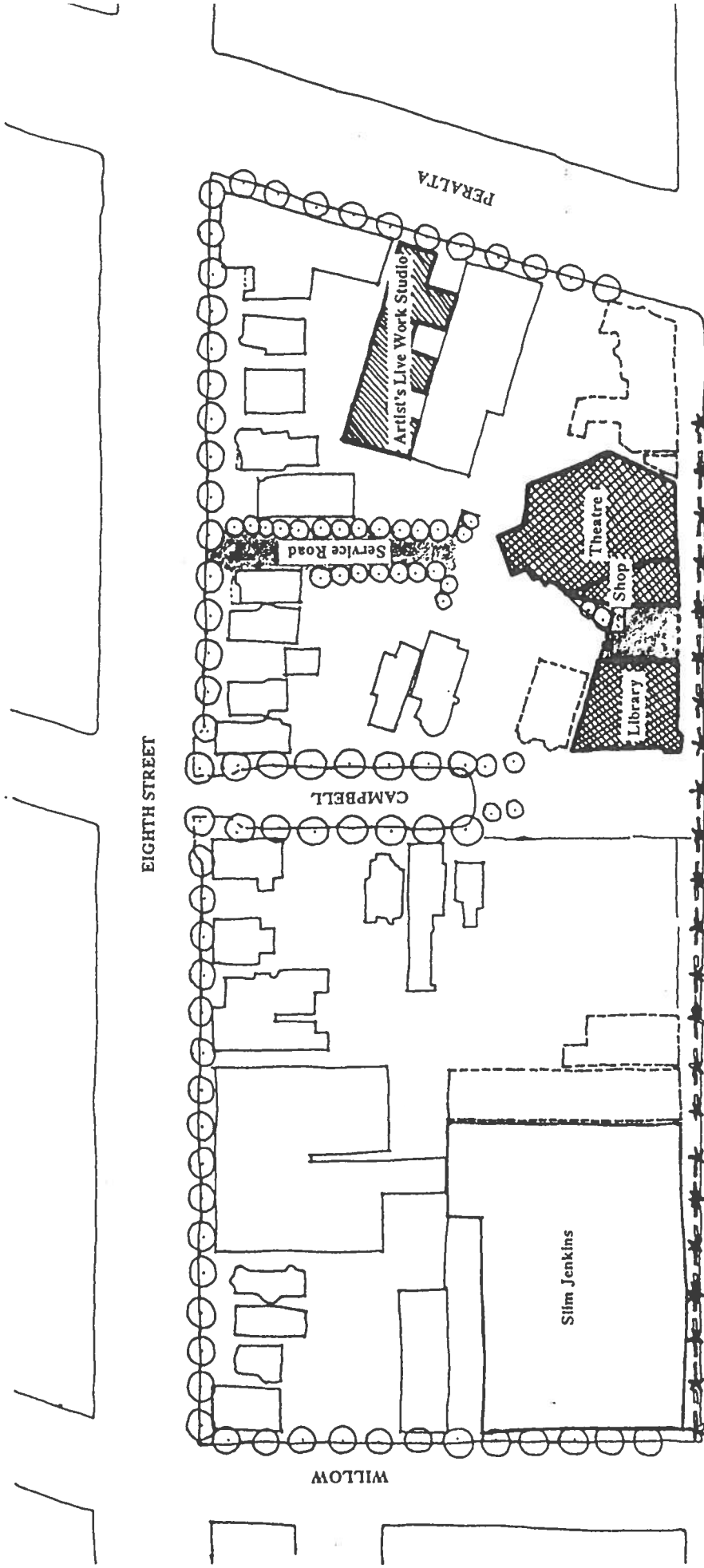
- To be revitalized
- To be demolished
- New building
- Revitalized building
- Open space improvements

**PHASE ONE**

1. The Slim Jenkins project
2. Public Improvements : such as tree planting, extension of sidewalks

**SEVENTH STREET REVITALIZATION PLAN - 1"=100'**  
 Arts & Culture District - Phase One

Preeti Chopra



- PHASE TWO**
1. Artists Live - Work Studio
  2. Revitalization of Theatre and Renovation of adjoining buildings.
  3. Service Road

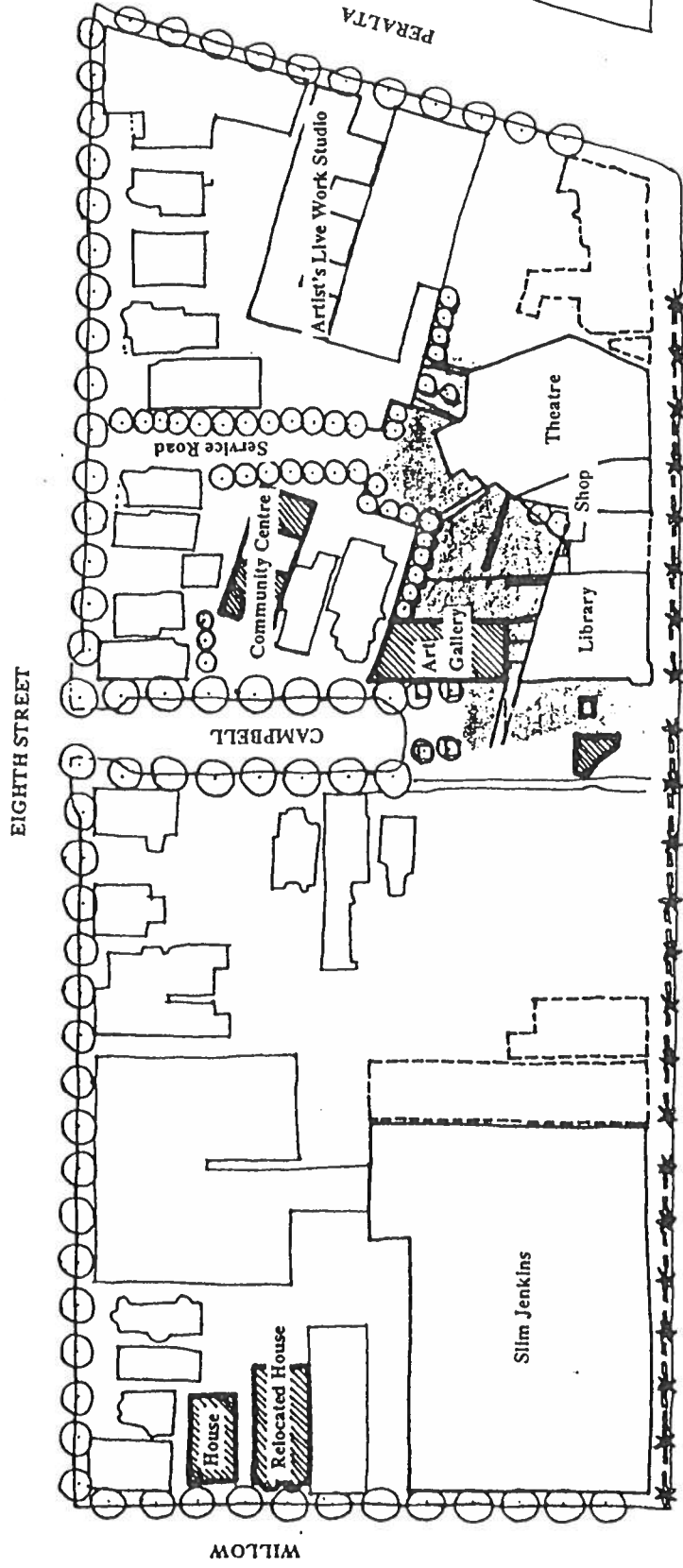
**LEGEND**

- To be revitalized
- To be demolished
- New building
- Revitalized building
- Open space improvements

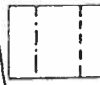



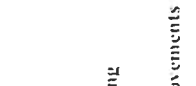
**SEVENTH STREET REVITALIZATION PLAN - 1" = 100'**

*Arts & Culture District - Phase Two*

Preeti Chopra



**LEGEND**

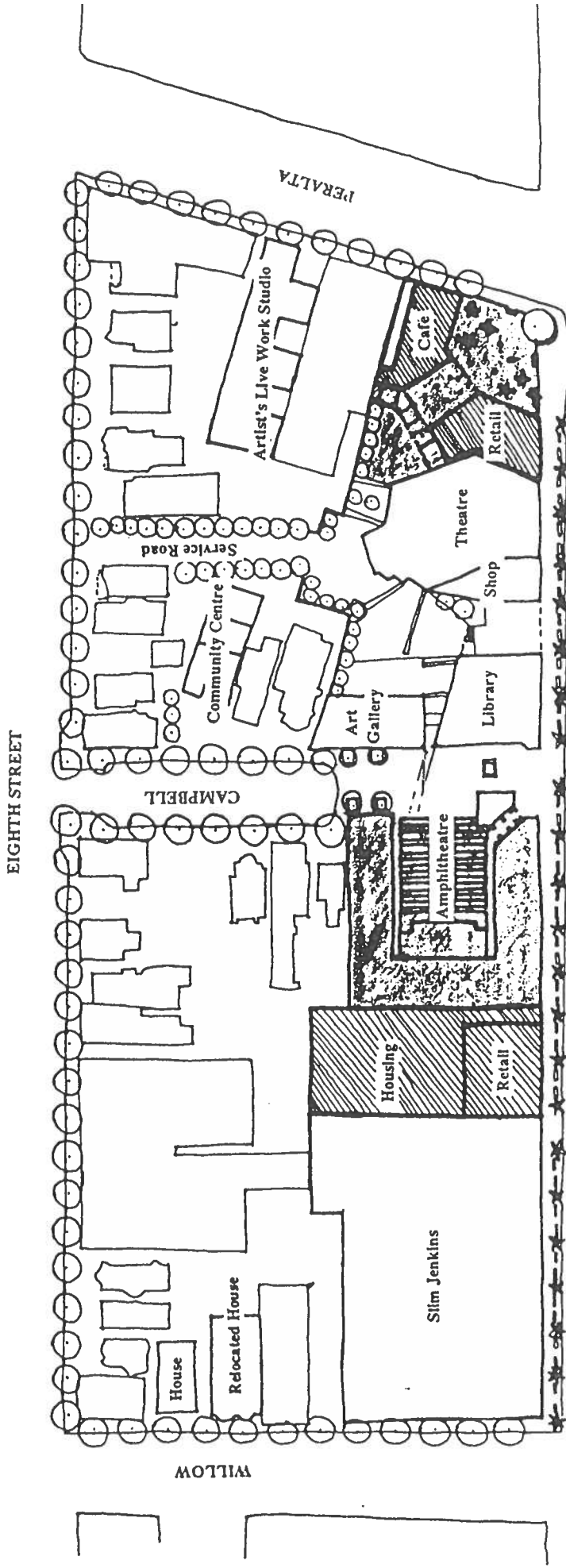
-  To be revitalized
-  To be demolished
-  New building
-  Revitalized building
-  Open space improvements

**PHASE THREE**

1. Art Gallery and Open space project
2. Relocate house
3. Build house in adjoining vacant lot
4. Closing of the road
5. Community Centre

**SEVENTH STREET REVITALIZATION PLAN - 1"=100'**  
**Arts & Culture District - Phase Three**

Preeti Chopra



SEVENTH STREET

- LEGEND**
- To be revitalized
  - To be demolished
  - New building
  - Revitalized building
  - Open space improvements

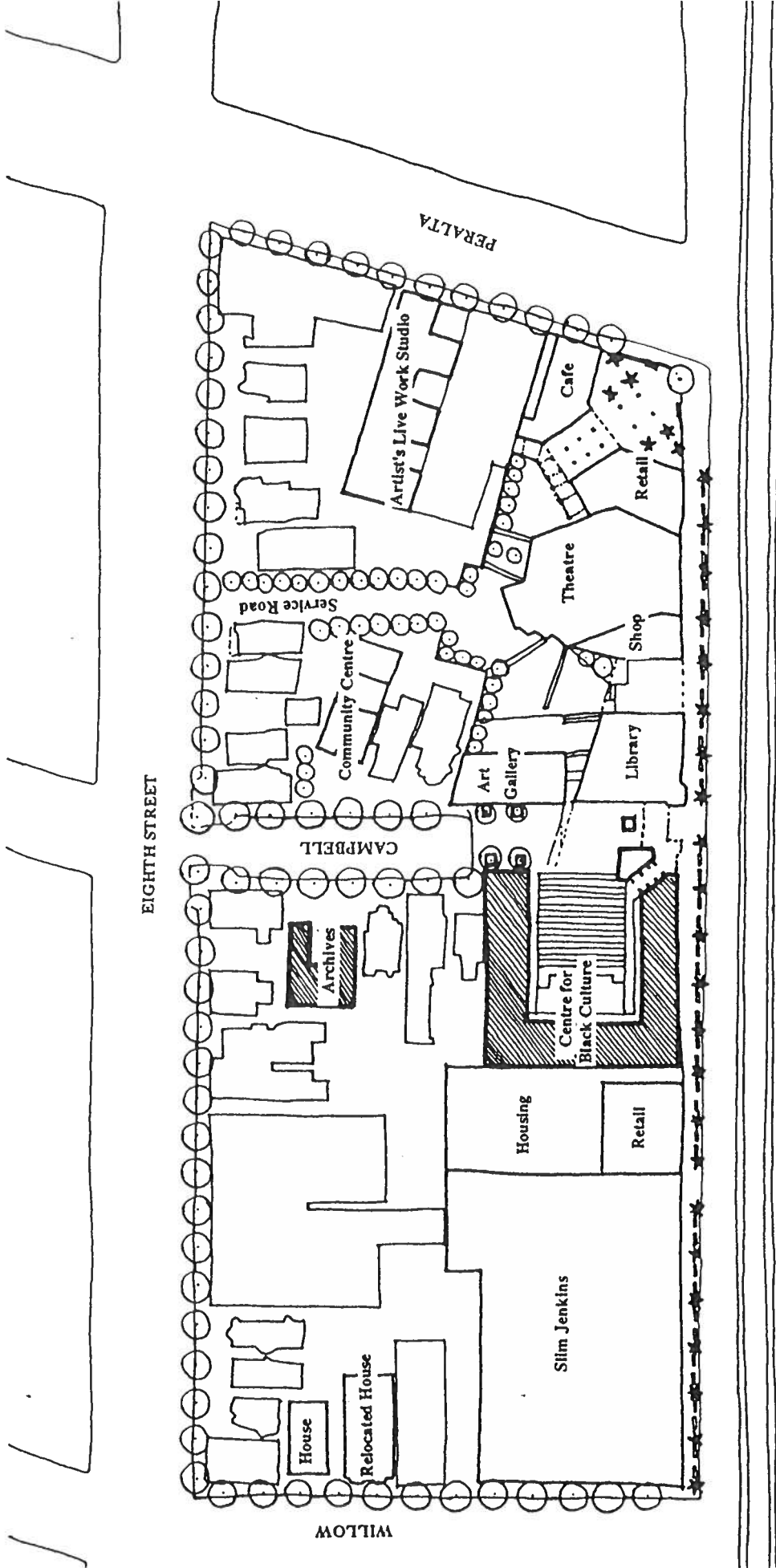
**PHASE FOUR**

1. Amphitheatre and Basement level of Centre for Black Culture
2. Cafe, Retail and Housing
3. Retail and Housing






**SEVENTH STREET REVITALIZATION PLAN - 1"=100'**  
*Arts & Culture District - Phase Four*

Preeti Chopra





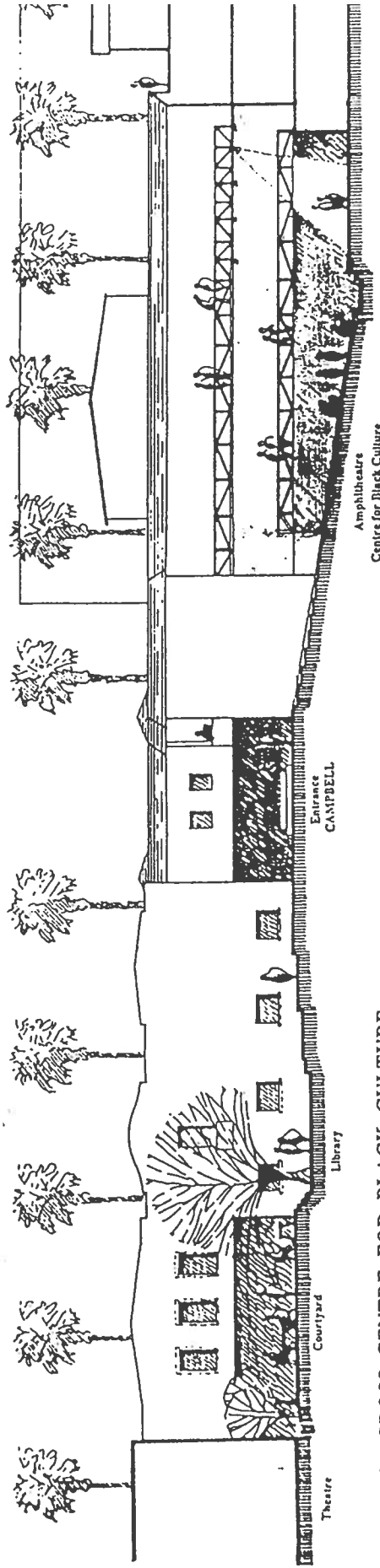
**LEGEND**

-  To be revitalized
-  To be demolished
-  New building
-  Revitalized building
-  Open space improvements

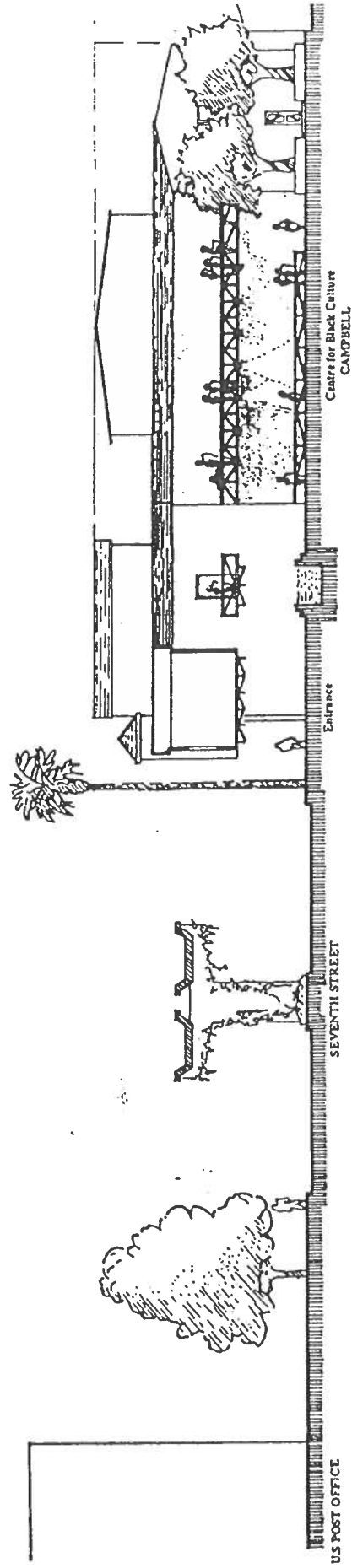
**PHASE FIVE**

1. Complete the Centre for Black Culture
2. Bridge over Campbell forming a gateway
3. Archives

SEVENTH STREET REVITALIZATION PLAN - 1"=100'  
Arts & Culture District - Phase Five

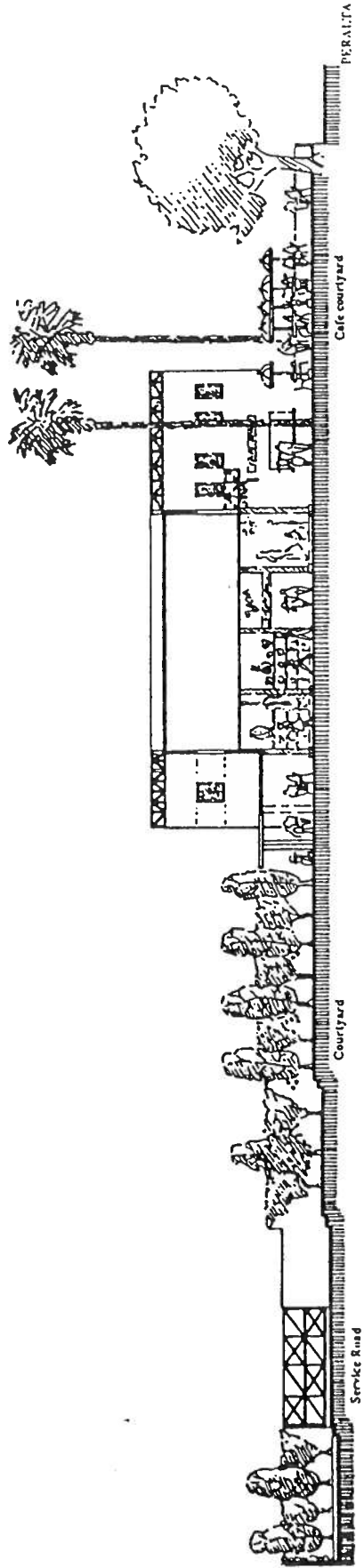


SECTION ACROSS CENTRE FOR BLACK CULTURE



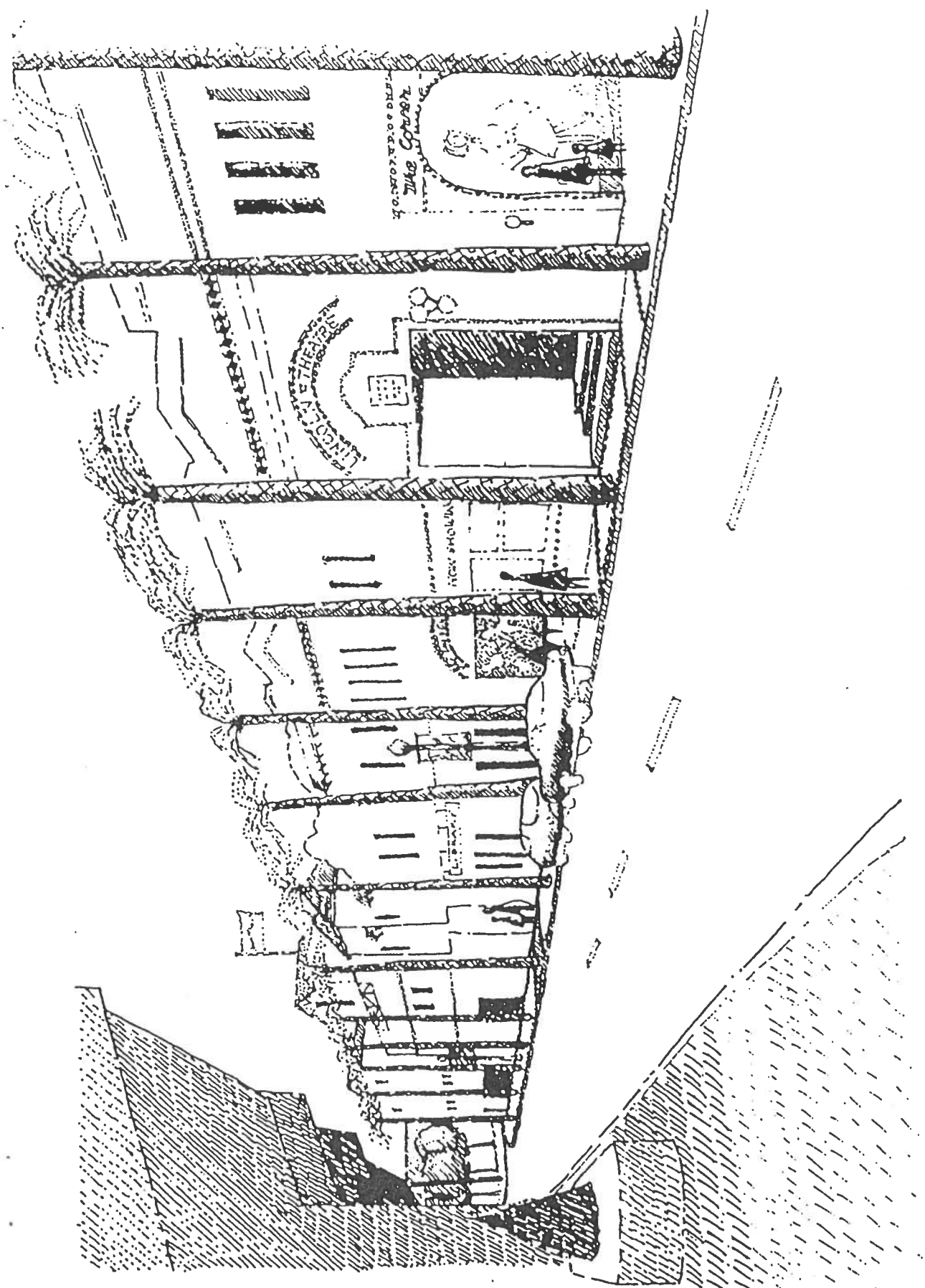
SECTION THROUGH SEVENTH STREET AND CAMPBELL STREET

SEVENTH STREET REVITALIZATION  
 Arts and Culture District - Sections

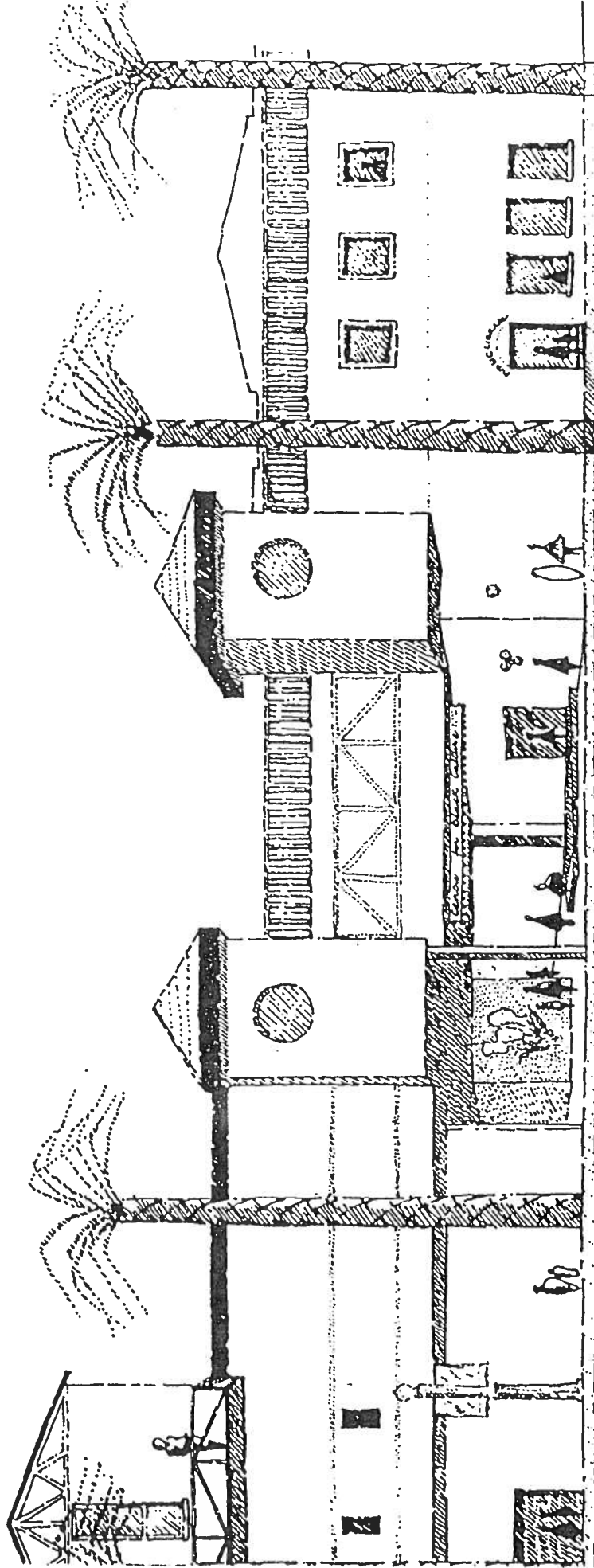


SECTION THROUGH CAFE CORNER AND COURTYARD

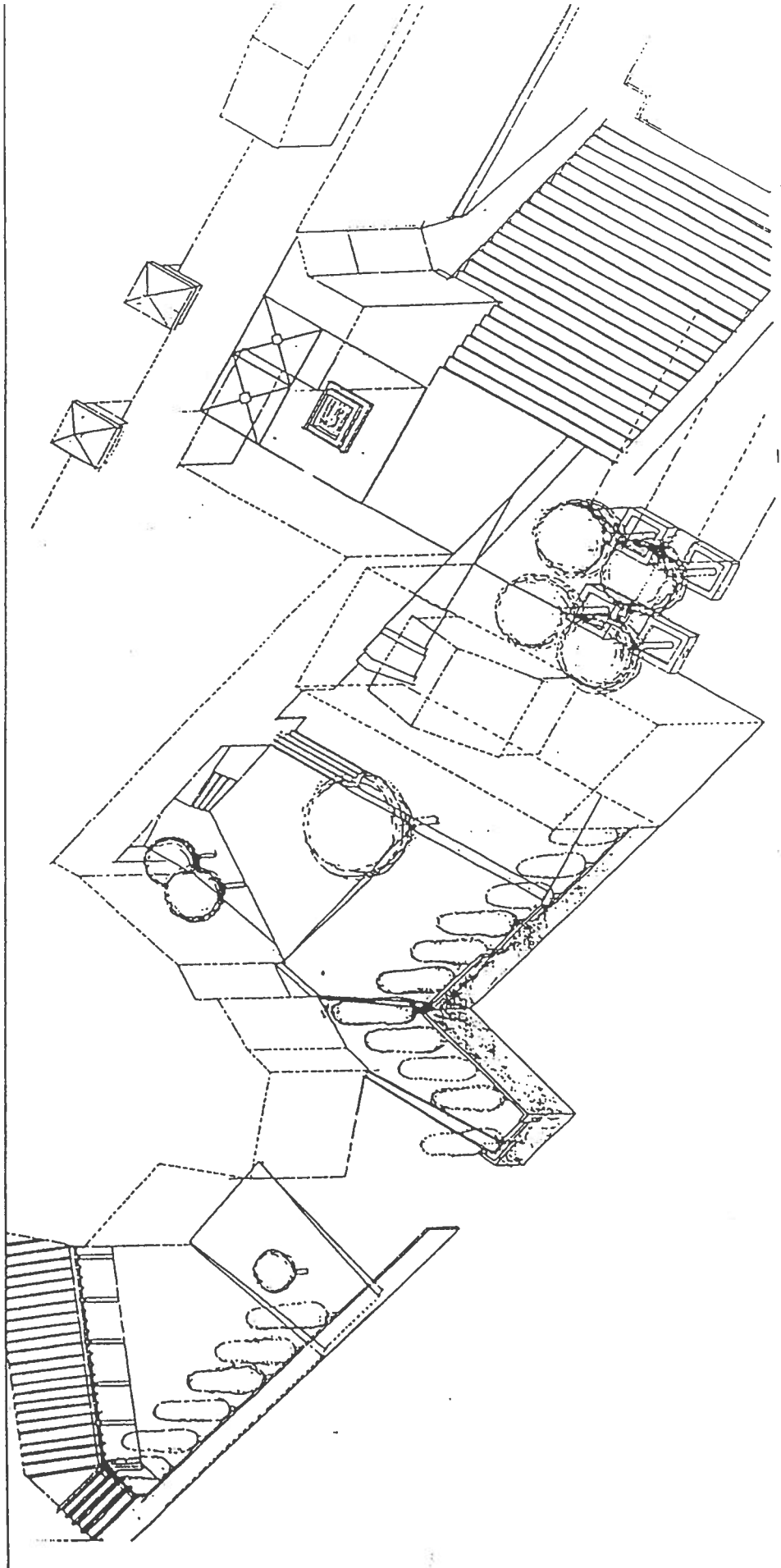
SEVENTH STREET REVITALIZATION  
*Arts and Culture District - Section*  
Preeti Chopra



SEVENTH STREET REVITALIZATION  
Arts and Culture District - Perspective View down Seventh Street



SEVENTH STREET REVITALIZATION  
Arts and Culture District - Entrance to the Centre for Black Culture and Campbell Street



SEVENTH STREET REVITALIZATION  
Arts and Culture District - View showing the sequence of open spaces in the Centre for Black

higher level of home care, planting and preservation of victorian architecture than the surrounding area. A higher proportion of inhabited housing exists on these streets than in other streets in the neighborhood. Most of the buildings in the residential neighborhoods are more than fifty years old. Building heights are predominantly two stories.

## THE GATEWAY DISTRICT

### Current District Image:

The district includes the area between Seventh and Eight Streets, bounded by Peralta on the West and Center on the east. It is crossed by Henry and Chester streets. This district has been designated the Gateway because of its position of entry into the neighborhood, both by vehicle and foot along Seventh Street from Downtown Oakland and the freeway, as well as from the West Oakland BART station.

Most of the current commercial uses along this stretch of Seventh Street consist of underused or vacant parcels. The predominant age of the existing commercial structures is over fifty years, with the one exception being the newer strip center at Seventh and Center. Buildings are both one and two stories in height.

Most of the commercial activity in this district lies directly across the street from BART, and serves BART with both retail and parking services.

The principal residential areas in the district are along Henry and Chester Streets. Both streets show a

A church at Center and Eighth, and a community project center at Chester and Eighth are the two non-residential uses in this area.

### Potential District Image:

The proposed vision for the Gateway District is to announce entry into the neighborhood to foot, vehicle and transit travelers. This would be initially accomplished by placement of small scale retail uses along the north side of Seventh Street, which are compatible with the treatment of the BART station and parking structure, in an effort to recreate an active retail street.

It is anticipated that business would draw from BART commuters, employees passing through the district to industrial areas, and local residents. The attraction of these retail uses might be enhanced by emphasizing the ethnic and artistic character of the Prescott Neighborhood residents. Black, Southeast Asian, and Middle Eastern foods and craft would be unique opportunities, as would the work of the large local visual arts community. This unique market,

together with proximity to regional transit and freeways could make this a regional as well as a local attraction. The design potential of the district as a gateway is enhanced by the absence of elevated BART tracks from this portion of Seventh Street, providing an opportunity to address the transition from the wide, open street to the enclosed street under the overhead BART tracks.

The residential portion of the district would have two components. First, two to three story multifamily residential projects above the retail uses would be encouraged as part of new developments, following the model of the Slim Jenkins project. This would provide a more urban residential experience, as well as a buffer between the busier street and the single family areas to the north.

Second, the quality of the single family victorian neighborhood to the north of Seventh Street, particularly on Chester and Henry Streets should be encouraged. Preservation and rehabilitation of victorian housing stock could be subsidized through tax incentives or assistance with rehabilitation. The residential character of Henry and Chester Streets should be protected by either closing each street at Seventh Street, or using "chokers" to reduce traffic volume and speed. The higher level of maintenance of the victorian structures in this area would provide a revitalization model for neighborhoods areas further to the west.

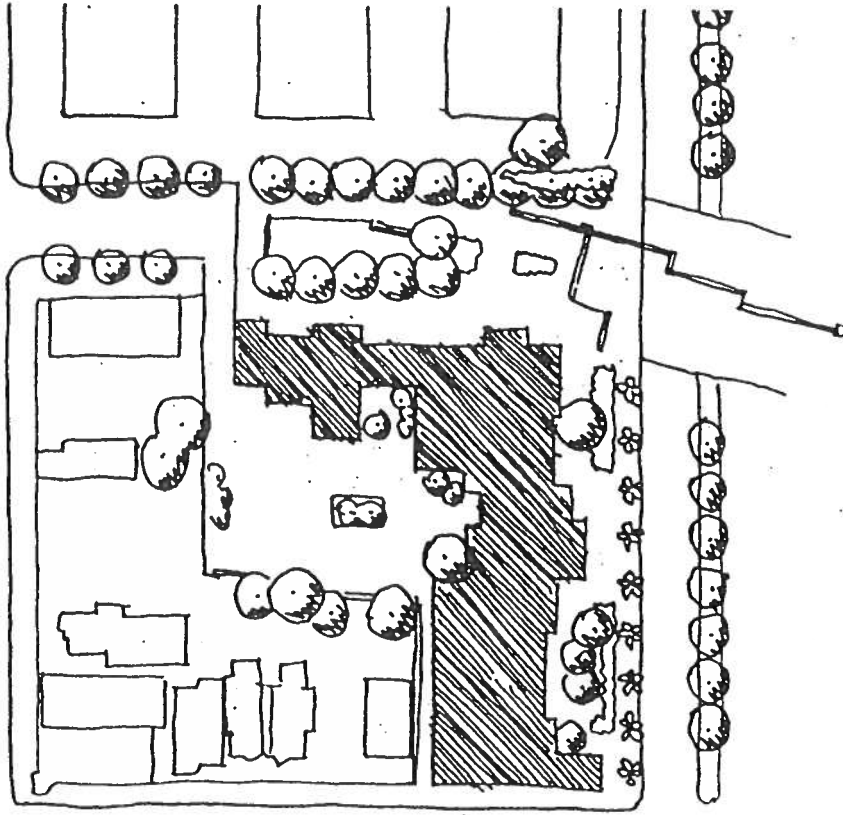
### Design Guidelines:

- 1) The retail and commercial facades along Seventh Street should be kept at the pedestrian scale. Retail facades should be broken into separate masses with a maximum width of 50 feet. Surfaces should be light colored, with ornamentation compatible with existing styles on the street.
- 2) The character of the neighborhoods along Henry and Chester Streets should be preserved as traditional victorian neighborhood. Existing victorian homes should be preserved. New housing should be of compatible size and style, and not larger than two units per lot.
- 3) Henry Street should eventually be closed at the Seventh Street intersection by construction of a pedestrian plaza. Development on Henry Street should be compatible with that plan.
- 4) Suitable trees should be planted on Henry and Chester streets on 25 foot centers, within the sidewalk parkway.
- 5) Street pavement along Seventh Street and its plazas should be of small elements and colors compatible with the architectural styles and pedestrian scale.
- 6) Pavement, sidewalk scale and planting should be consistent from the Seventh street entrance to West



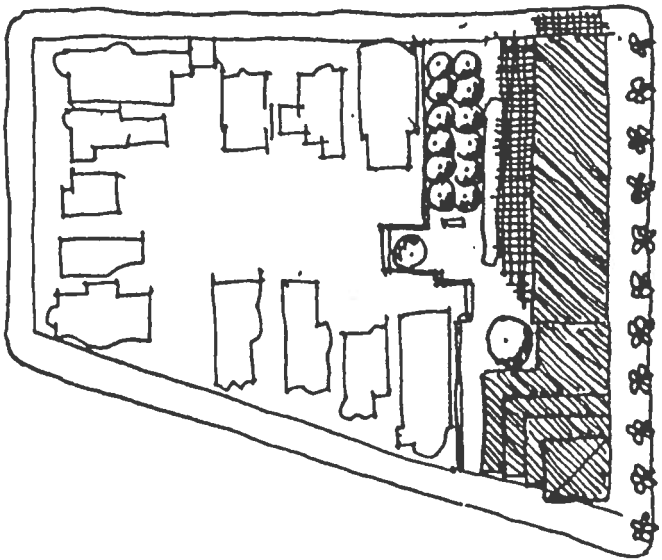
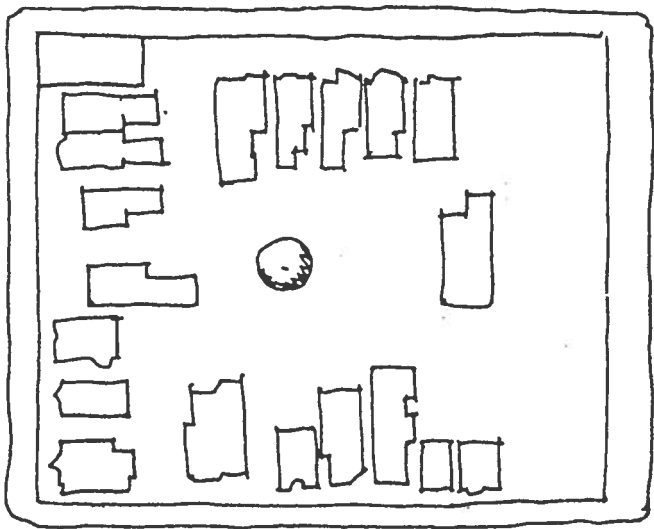
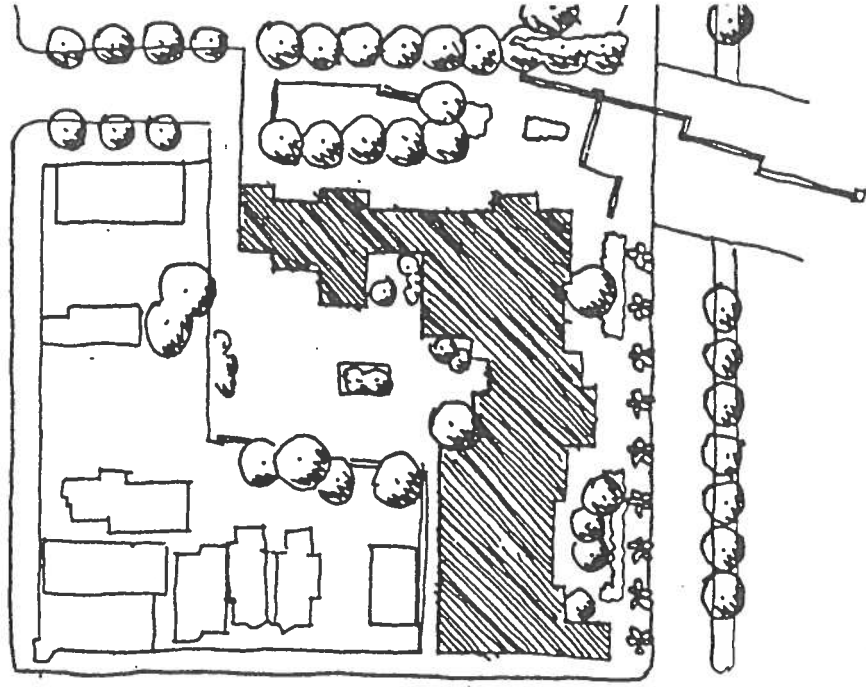
Oakland BART across Seventh Street to Center Street, forming a coherent pedestrian plaza.

7) Tree planting and sidewalk treatment along Seventh Street should be consistent with the plan for that street.



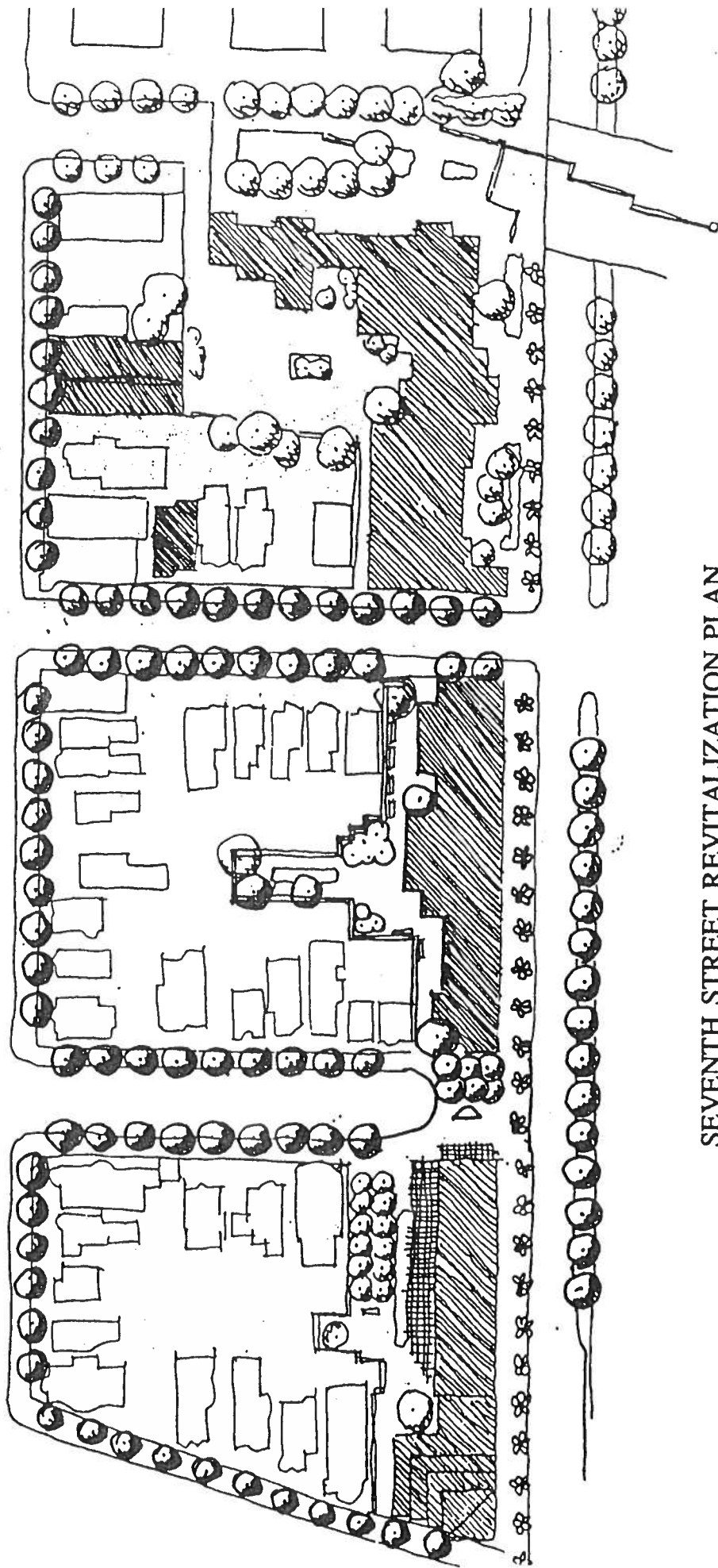
**SEVENTH STREET REVITALIZATION PLAN**  
*Gateway District - Patrick McGovern*

Phase One: Construction of public market at Seventh and Center Streets, with residences on second and third floors.



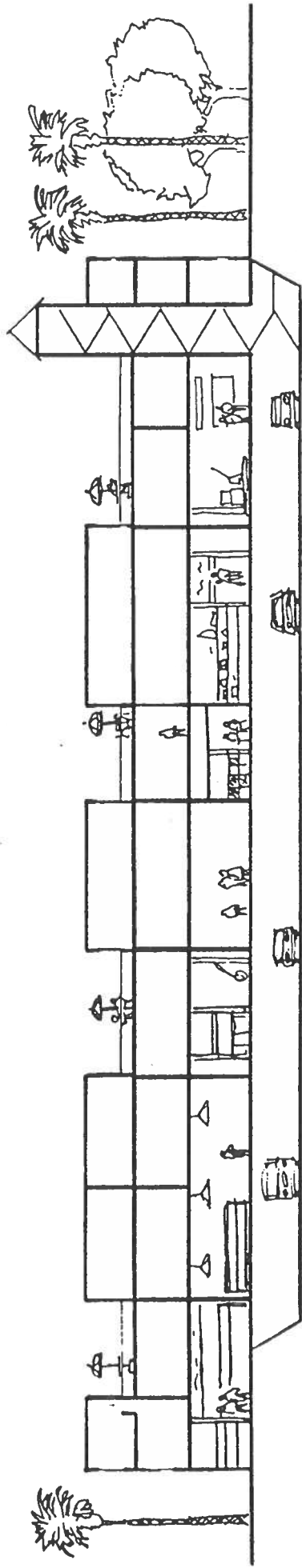
**SEVENTH STREET REVITALIZATION PLAN**  
*Gateway District - Patrick McGovern*

**Phase Two:** Construction of office tower and adjoining vendor arcade and courtyard at Seventh Street and Peralta Boulevard.



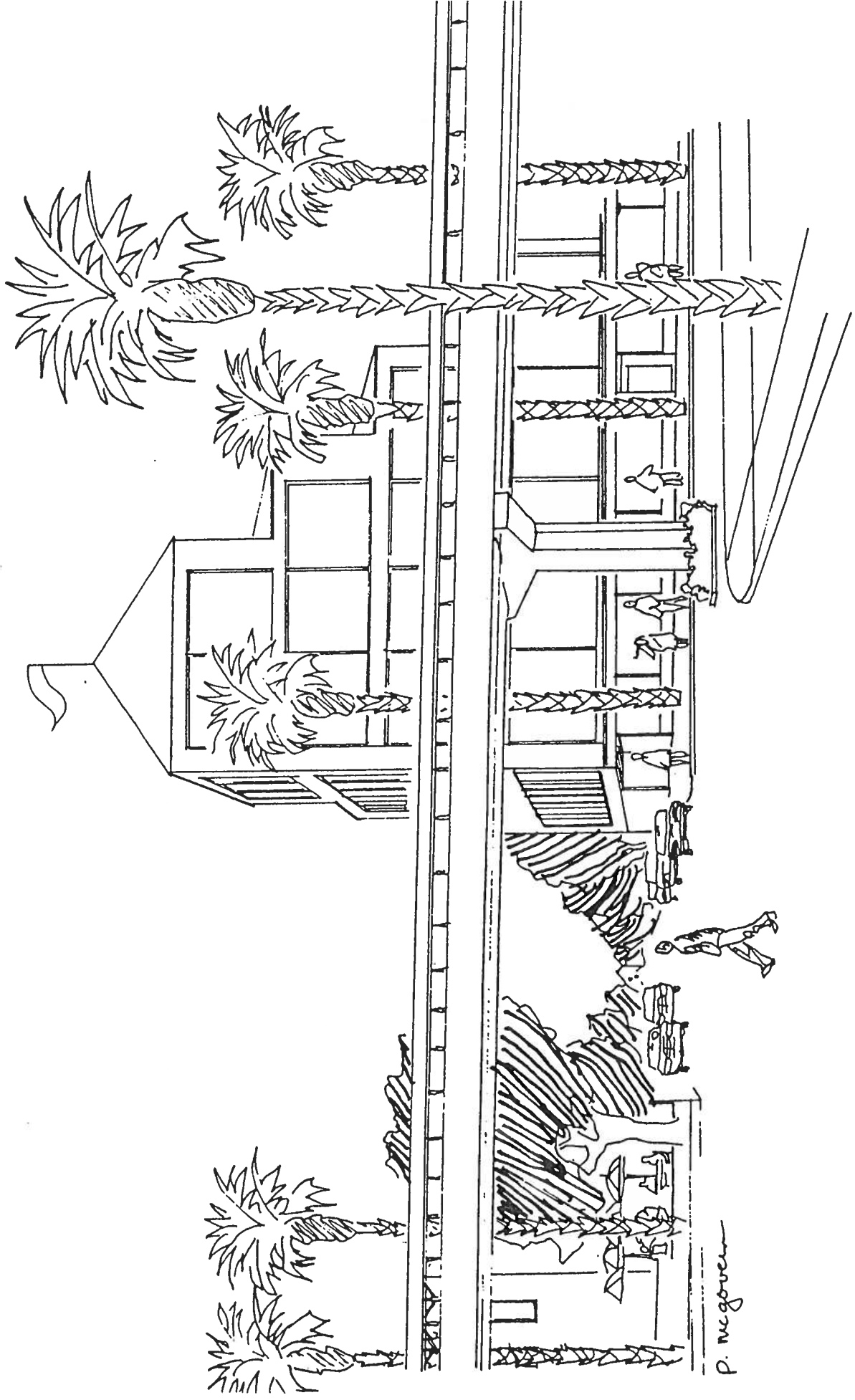
**SEVENTH STREET REVITALIZATION PLAN**  
*Gateway District - Patrick McGovern*

**Phase Three:** Construction of retail and residential mixed use building on Seventh Street, between Henry and Chester Streets. Closing of Henry Street to create pedestrian plaza along Seventh Street. Completion of inner courtyards and street landscaping. Construction of infill residential units on vacant parcels on Chester and Eighth Streets.



**SEVENTH STREET REVITALIZATION PLAN**  
*Gateway District - Patrick McGovern*

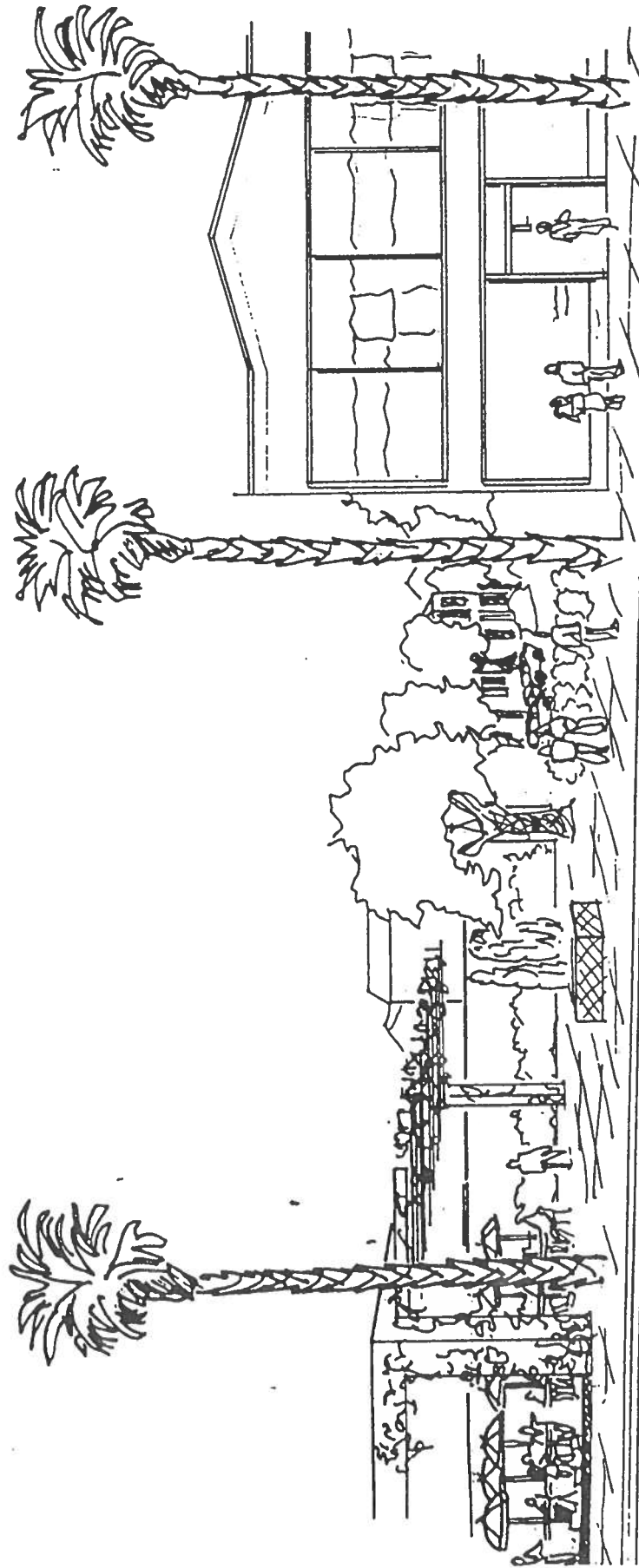
Section of public market/residential building from Seventh Street, facing north.



*P. McGovern*

**SEVENTH STREET REVITALIZATION PLAN**  
*Gateway District - Patrick McGovern*

View at Peralta and Seventh, looking north.



P. McGovern

**SEVENTH STREET REVITALIZATION PLAN**  
*Gateway District - Patrick McGovern*

View of plaza at Seventh and Henry,  
looking north.

and parking problems, it is also a potential resource. Many of the commuters could take advantage of quick service retail (e.g., dry cleaning, take-out food, florist, bank/ATM facility). Essential to BART and the neighborhood is the need for a parking structure either below, or above ground. The design of the parking structure must be sensitive to the adjacent land uses. (i.e., adjacent residential and adjacent commercial streets). Incorporating quick service retail at the street level of the parking structure along Seventh Street is an opportunity for a catalyst project for the district. Because the BART station is the beginning of the commercial corridor, there exists an opportunity to develop a gateway project that will celebrate and mark the entrance to the commercial area. This could also tie BART to the other side of Seventh Street and stimulate additional retail development at that location.

**Design Guidelines:**

**Parking Structure**

- Limit the height of the parking structure by placing at least half a level of parking below ground.
- Maintain a min. 20' setback along Chester and Fifth Streets to allow proper screening from the residential neighborhood with appropriate landscaping.
- Address the facade with contextual character of the historic neighborhood. Facades can be treated

**BART DISTRICT**

**Current District Image:**

The BART district, bordered by Fifth, Seventh, Chester, and Cypress Streets, was identified by distinct visual edges and boundaries. The BART station structure elevated above Seventh Street is a major landmark of the study area. The station, surrounded by a landscaped parking area, has a very different visual quality from the other districts, with perhaps the exception of the post office district. The quality of landscaping and maintenance of the BART station, pedestrian entrance, and parking is relatively good, yet it lacks neighborhood character. Therefore its standardized design severs the station from the neighborhood fabric.

The largest land use of this district are BART parking lots which have a capacity for 403 vehicles. An estimated 800 additional BART users park along adjacent streets. On a typical work day nearly 7000 BART commuters enter/exit the West Oakland station.

**Potential District Image:**

Although the station may cause some visual

like a historic retail building, using window openings for ventilation.

- Step back each level of the structure at least 10' more than the level below along Chester and Fifth streets. This will help soften the visual impact of the structure in surrounding neighborhoods.

- Embellish corners of the parking structure with architectural features (i.e. towers), to help create anchors to the block.

- Design all street level facades with texture and detail to reflect historic architectural qualities of the area.

- Limit vehicular entrance and exit to Cypress Street in order to minimize traffic flow on nearby residential streets.

- Maintain a generous pedestrian entrance plaza to BART in order to create a distinct place which visually and functionally links the BART station with Seventh Street and the neighborhood.

#### Landscape

- Design a landscape in the setback along Chester and Fifth Streets which will screen the structure with trees.

- Conceptually, this landscape should be

symbolic of a residential garden.

#### Pedestrian Entrance

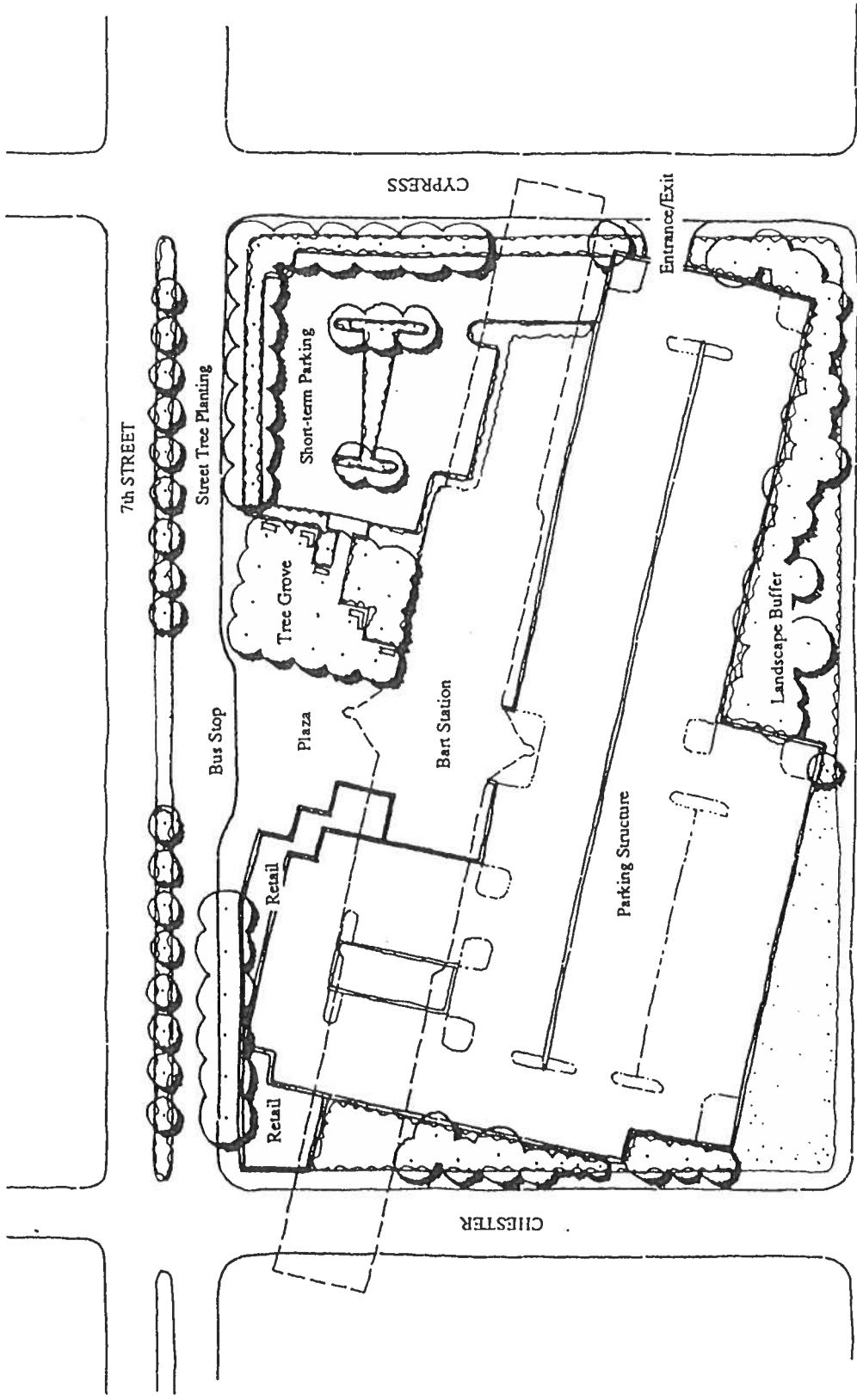
- Provide adequate space at the BART pedestrian entrances along Seventh Street to allow people a place to socialize and vendors room to display their goods. This is the first link in a sequence of open spaces along Seventh Street for those arriving by BART. The entrance plaza could become an area for special events, a Saturday market, concerts, etc.

- Develop a planting and street furnishing scheme for the BART pedestrian entrance that is visually stimulating yet echoing the architectural character of the neighborhood. This landscape should relate to the design of the new landscape below the BART tracks. Street furnishings should include, benches, drinking fountain, kiosk (for community public notices), and a map of the Seventh Street commercial corridor.

#### Gateway

- Through the use of structures and open space, materials, and colors, tie the BART station to the commercial area across the street (e.g. a sculptural sign bridging the street; symmetrical pylons on both sides of the street).

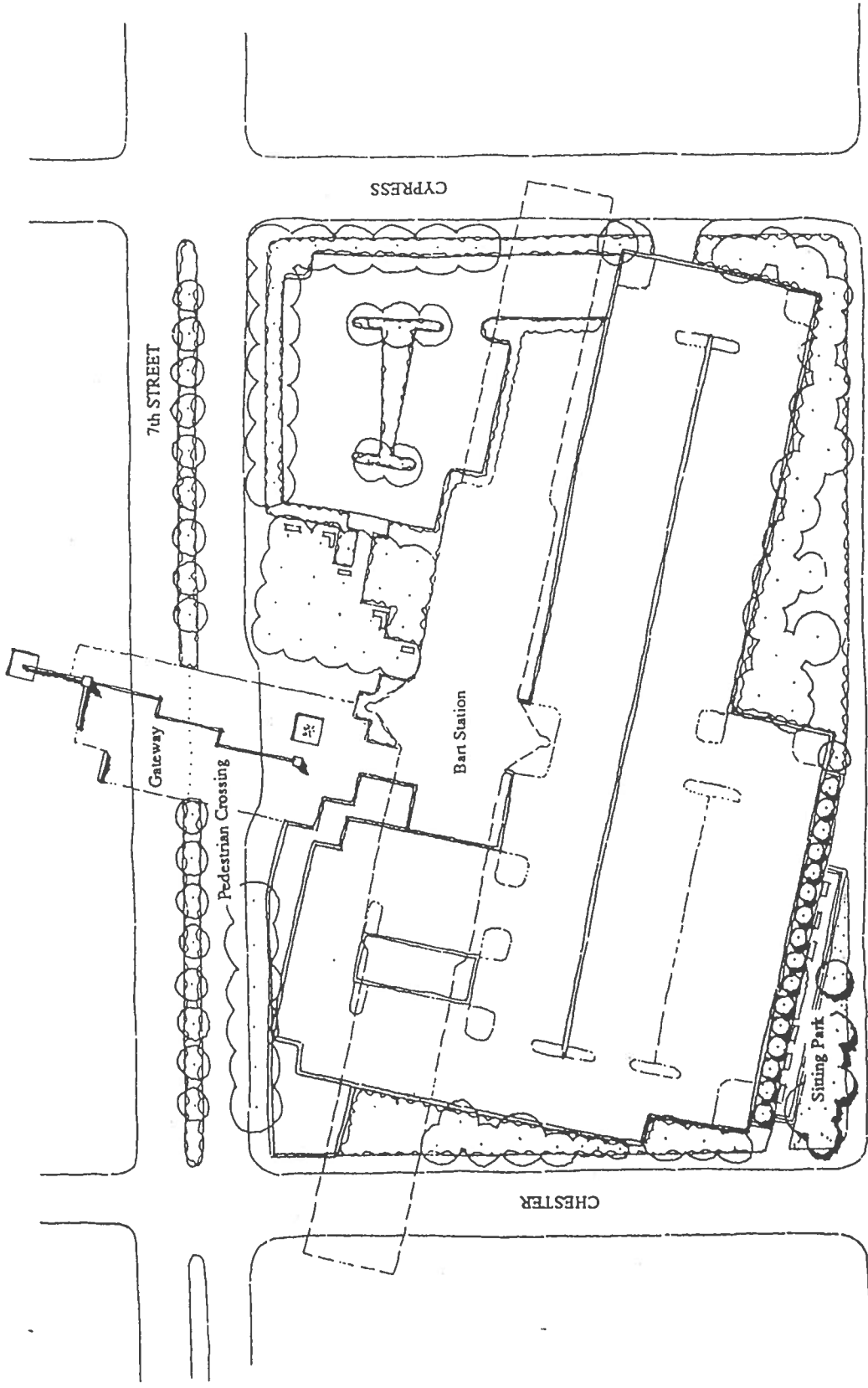




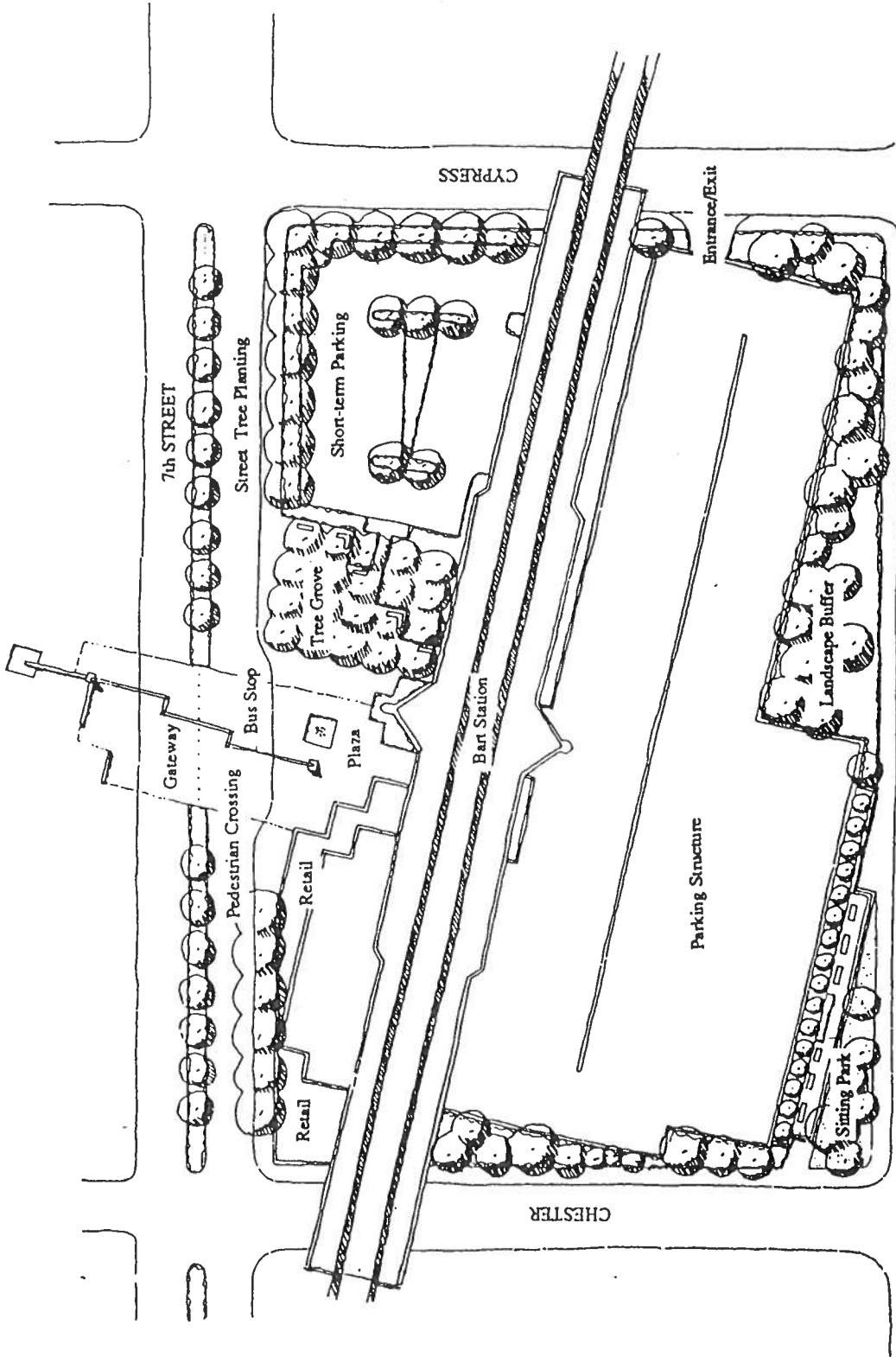
1. Street tree planting along 7th St. Ornamental flowering trees in 10' median; shade trees (London Plane or Tulip trees) along sidewalk.
2. 3 level parking structure to accommodate approx. 1000 cars., ramped continuously in the middle; short-term surface parking next to plaza.
3. Retail space on ground level of parking structure along 7th St.
4. Expanded entrance plaza and landscape.
5. Landscape buffering around edges of parking structure.

7th STREET REVITALIZATION PLAN - 1" = 100'  
 East District - Phase One

John Schaefer

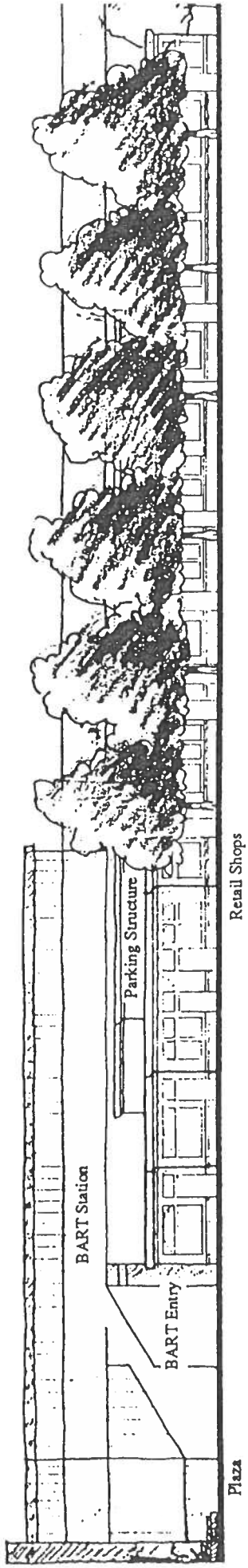


1. Gateway. Sign and/or columns bridging 7th St.; fountains on both sides; special pavin connecting both sides of street; bollard replacing portion of central median for safety of pedestrian crossing.
2. Sitting park on west side of parkin structure with raised seating area ar landscape.



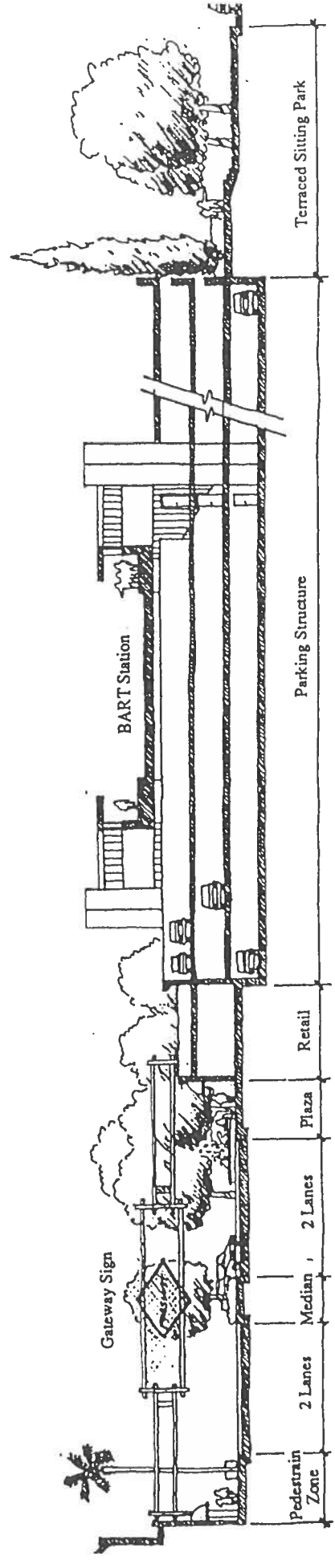
SEVENTH STREET REVITALIZATION PLAN - 1"=100'  
 BART District - Master Plan

Dale Schafer

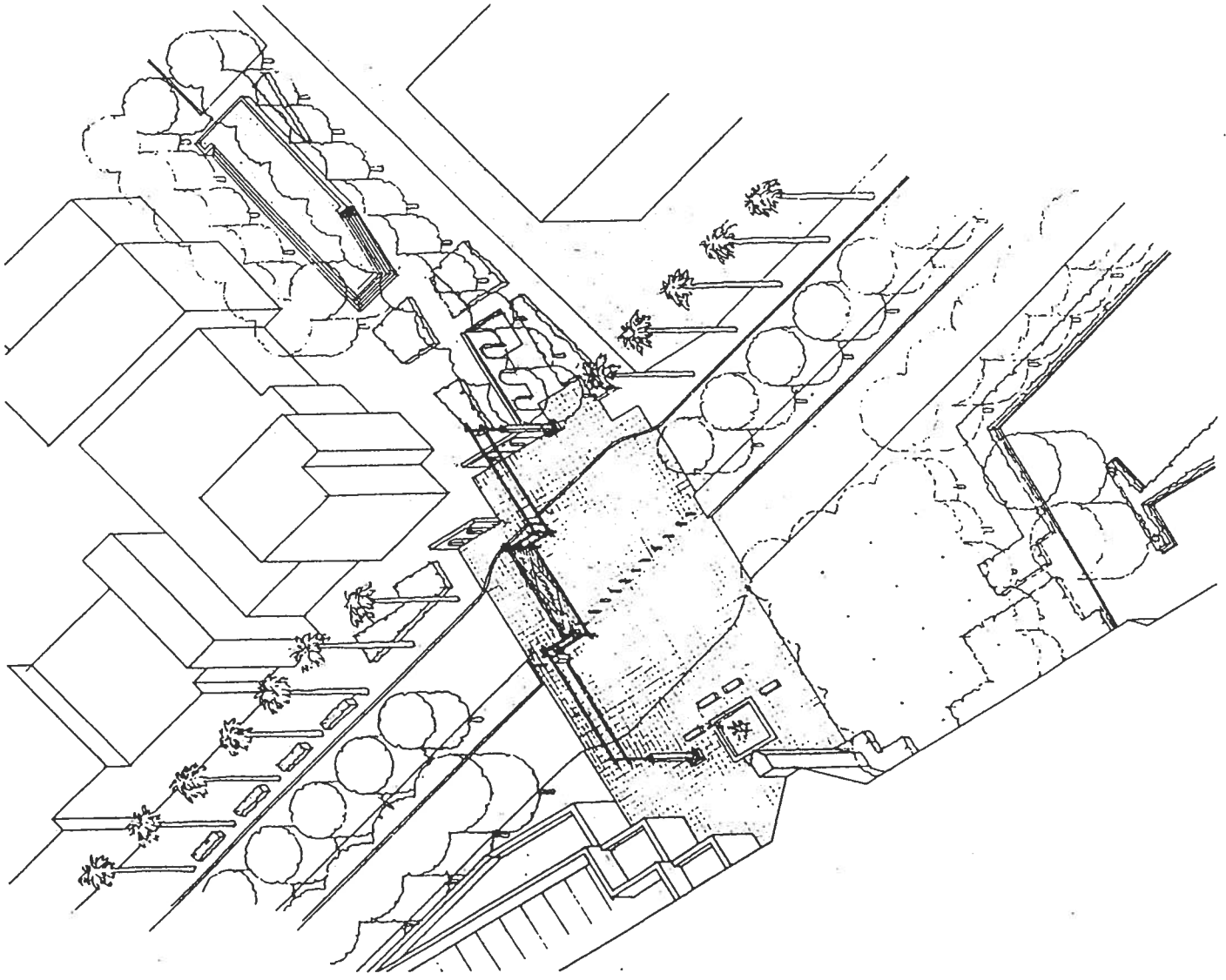


SEVENTH STREET REVITALIZATION PLAN  
*Bart District - Elevation of the BART station and parking structure with retail at street level.*

Dale Schafer

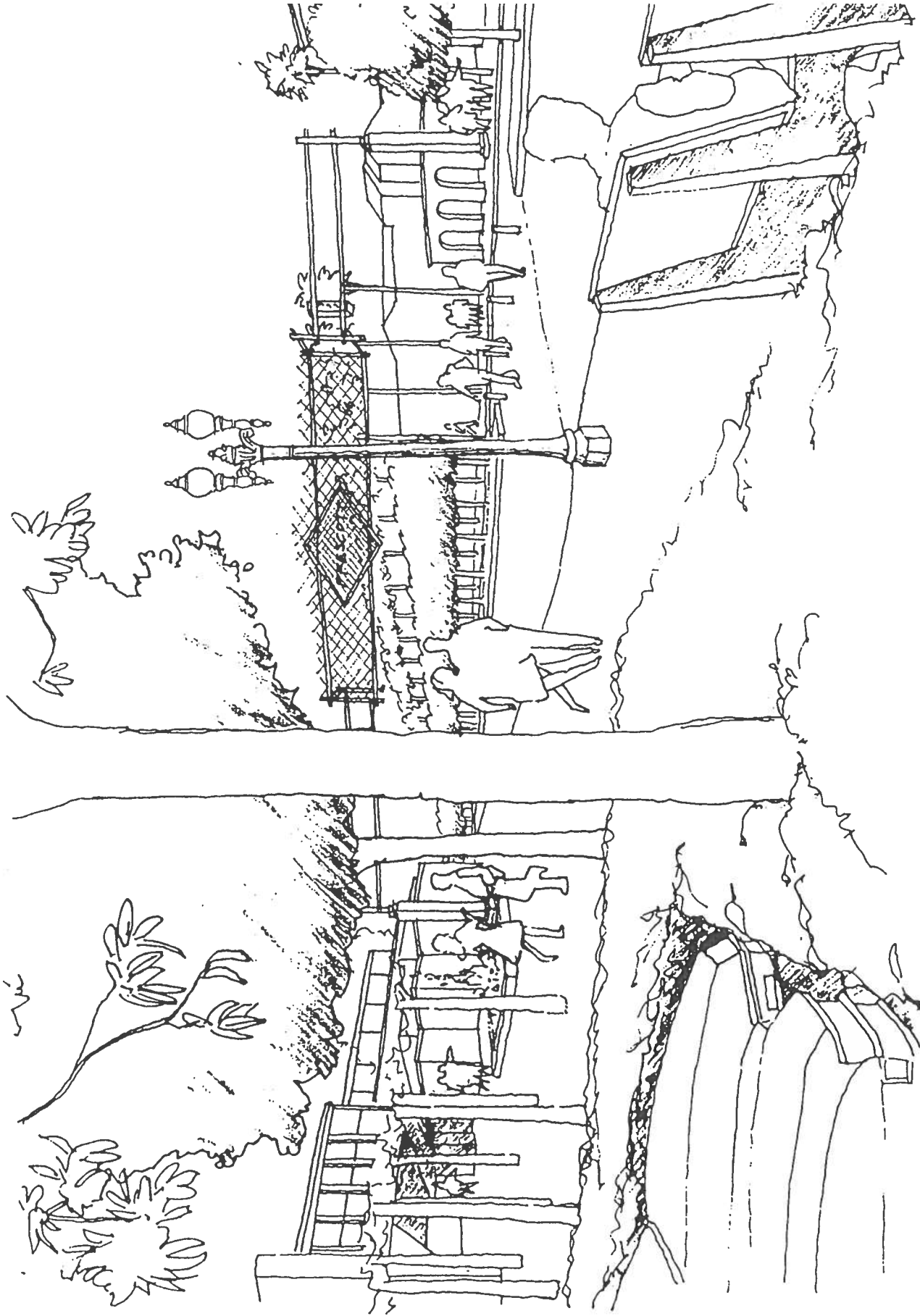


SEVENTH STREET REVITALIZATION PLAN  
*Bart District - Section through Seventh St., parking structure and sitting park looking east.*



SEVENTH STREET REVITALIZATION PLAN  
*Bart District - Axonometric of the gateway connecting BART and the marketplace.*

Dale Schafer



SEVENTH STREET REVITALIZATION PLAN  
Bart District - Perspective of the gateway image at the BART station and marketplace  
looking west.

Dale Schafer

There is a total of 53 lots, which include: 37 residential; 11 vacant; 3 commercial; 1 school; 1 church; and 1 lot owned by BART. Approximately 33% of the land is vacant (this figure includes the land owned by BART).

## RESIDENTIAL DISTRICT

### Current District Image:

This district consists mostly of single family homes directly south of Seventh Street. The overall quality and image of the neighborhood in this district is good, having a strong sense of community. A few small commercial business exist in the neighborhood. Some homes have been improved and recently some artist work/live complexes have been built. Some visual problems exist with a few homes which are in extreme disrepair and a junkyard located between Chester and Henry Streets.

### Potential District Image:

Because this is a socially unified neighborhood, with a diverse cultural mix, it is important to strengthen the residential fabric. Residents have expressed concern that their neighborhood will erode by encroaching industrial uses and poorly enforced zoning regulations. Strengthening the neighborhood quality can be accomplished through facade improvement programs, housing infill of existing vacant lots, permit parking program for residents, street tree planting, etc.

The only land use in the district fronting along Seventh Street is a Pentecostal school. The school building, once an engine repair center, looks very industrial and distracts from the commercial quality of the street. Asphalt play areas surround the building which has weakened the original street edge. High voltage BART transformers are located along Seventh Street between Chester and Henry Streets. These high voltage units are screened by a wood and chain-link fence under the BART tracks. The small triangular open space between the high voltage area and the street is used for parking. The residential district consists of approximately 185,000 sq. ft.

The two block section of the district along Seventh Street has limited land use flexibility. Therefore, improvements should be made to existing uses. By improving these uses, the street can become a more animated setting for pedestrians with views of active play areas and open spaces.

### Design Guidelines:

#### Residential Infill

- Design single family or duplex row-type houses with facade and roofline details that build on

the style and type of existing neighborhood houses. Development should mainly be limited to individual lots, rather than combining lots to create larger high density development.

- Maintain a minimal setback similar to neighboring lots to strengthen the street character.
- Include elevated porches with steps to the street or yard in the design concept, since culturally the porch is an important social place in this neighborhood.
- Develop a consistent street tree scheme throughout the residential area to decrease the scale of the wide streets. Choose a tree which is different in texture and/or color to the trees used on Seventh Street to help separate and distinguish between the two streets.

#### **Pentecostal School**

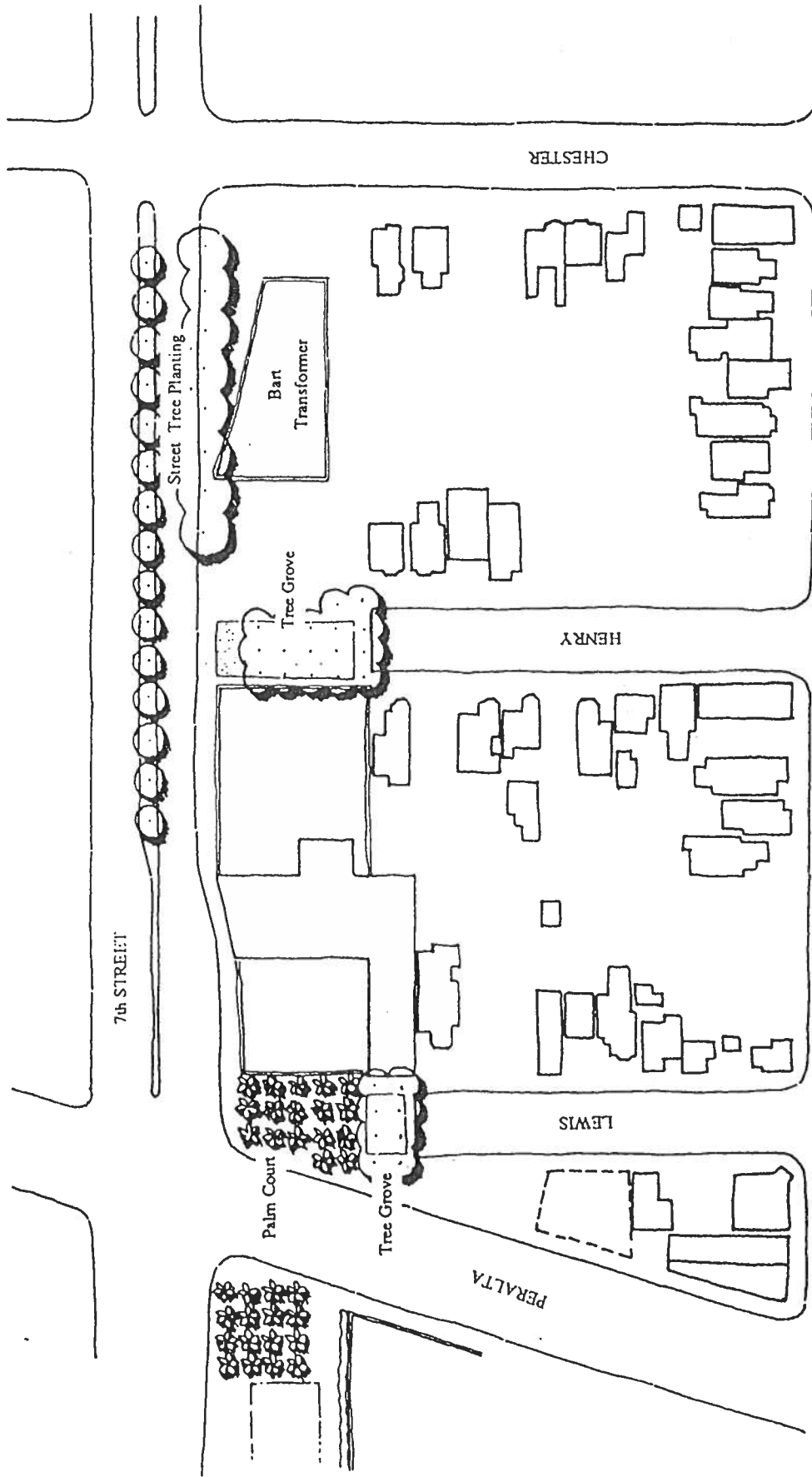
- Improve facade and signage to blend with the Seventh Street commercial character.
- If expansion is needed, expand to a second floor along Seventh Street to maintain a consistent scale for the street.
- Create a private play-park for the school by landscaping the asphalt play area on the corner of

Seventh and Peralta Streets. This will allow the children to have a diverse and safe play area and also help strengthen a large intersection with weak corners.

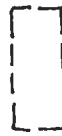
#### **BART High Voltage Lot**

- Create a landscape buffer or sculpture green in front of the fenced off high voltage units. A large mural wall can also be incorporated to screen the transformer area. An artist from the Prescott neighborhood can be commissioned to do the project, or a public competition could be instituted to allow new artists/designers to install their work.





LEGEND

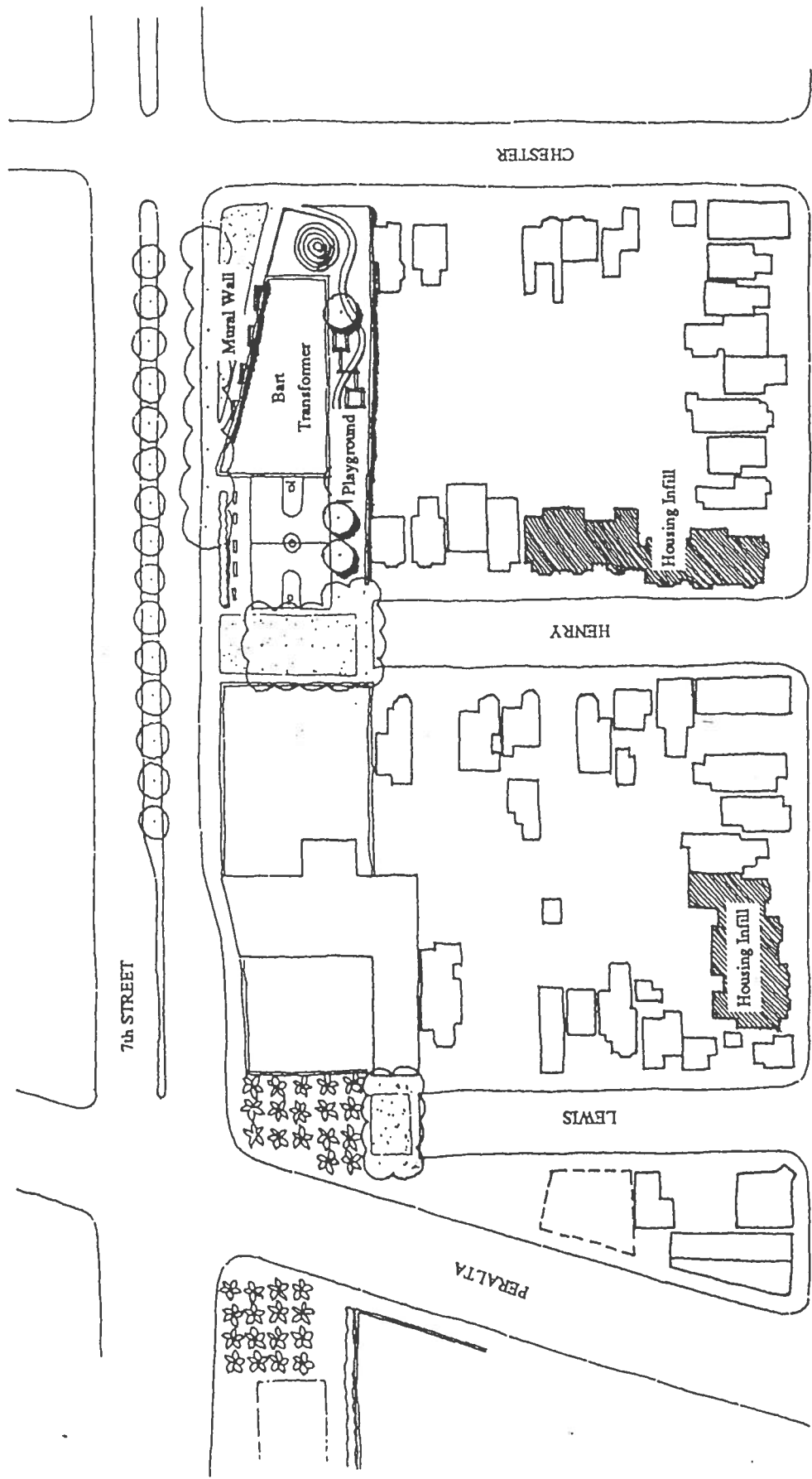


To Be Removed

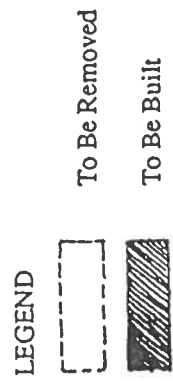
1. Street tree planting along 7th St. Ornamental flowering trees in 10' median; shade trees (London Plane or Tulip trees) along sidewalk.
2. Close off Lewis and Henry Streets and landscape with tree bosque or grove.
3. Plant palm courts on both sides of Peralta Street and improve the bus stop at the south/west corner.

SEVENTH STREET REVITALIZATION PLAN - 1"=100'  
Residential District - Phase One

Dale Schafer

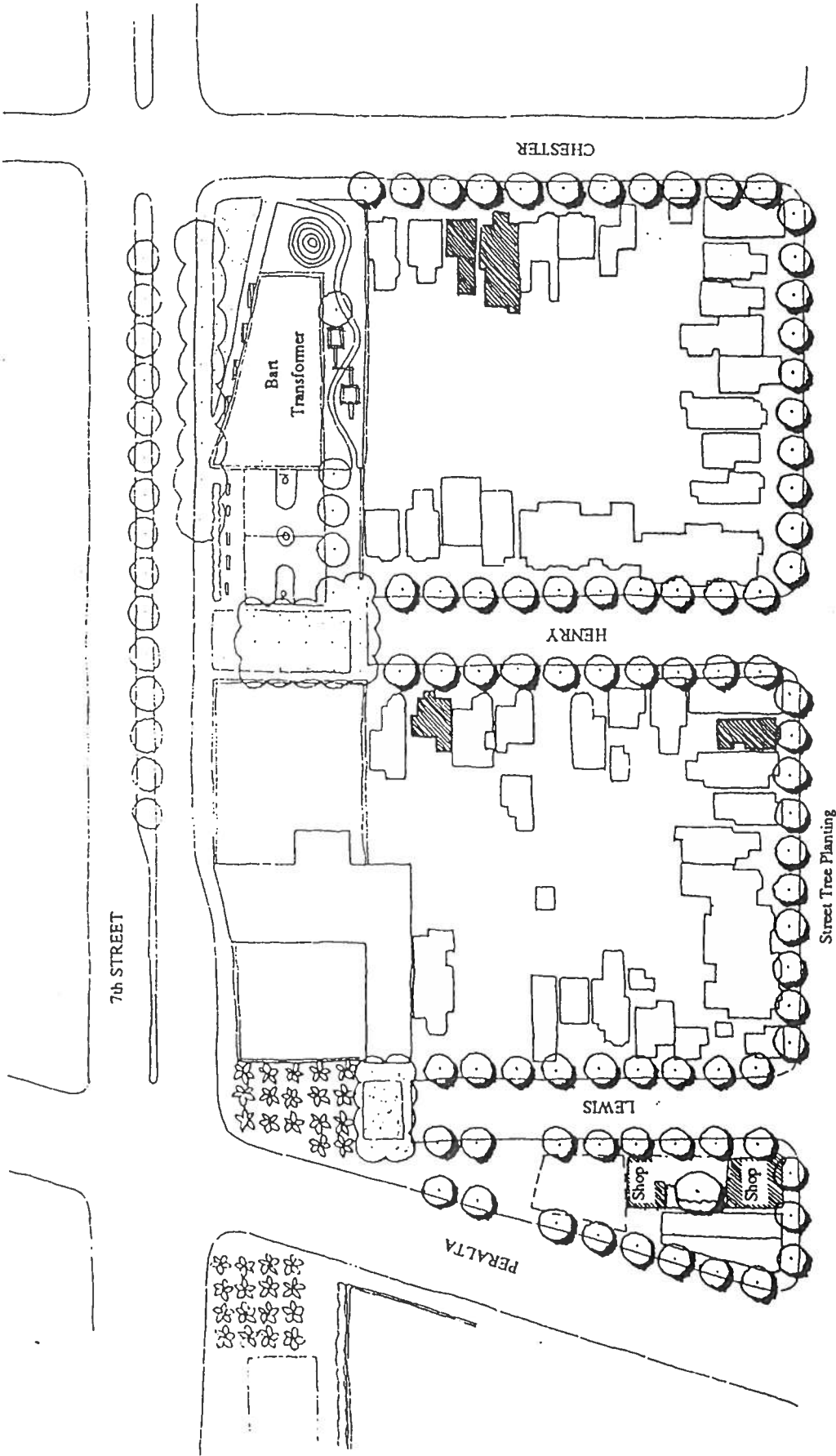


1. Playground around BART transformer, basket ball court, benches, play equipment circulation path, sand areas and trees.
2. Mural wall in front of BART transformer along 7th St. Mural of buildings which once existed on the site and stoops extend from the mural for seating.
3. Mixed income infill housing projects attached homes with varied facade; integrate with the neighborhood.



SEVENTH STREET REVITALIZATION PLAN - 1"=100'  
 Residential District - Phase Two

Dale Schafer

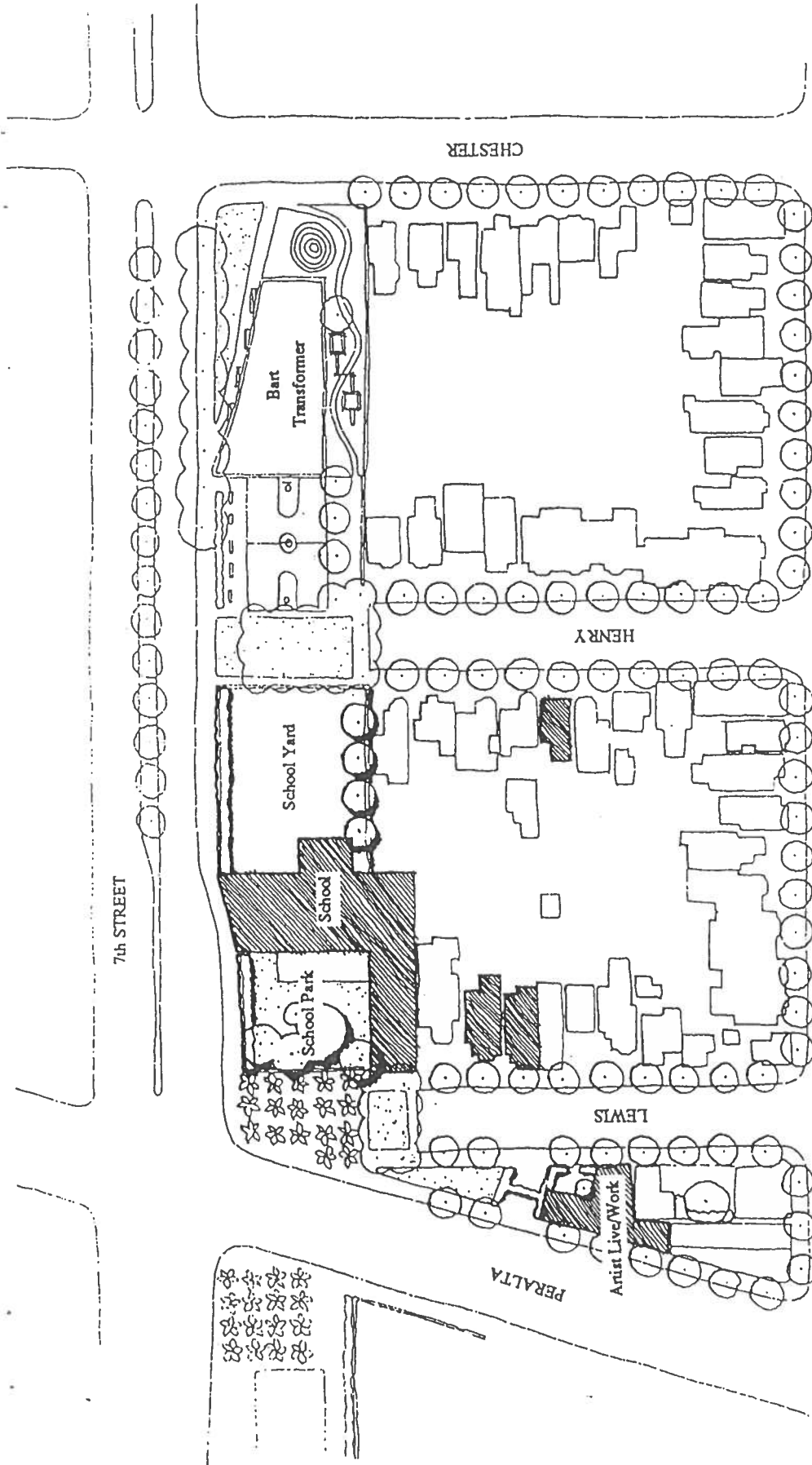


**LEGEND**

--- To Be Removed

▨ To Be Built or Renovated

1. Street tree planting along side streets.
2. Renovated shops with connecting courtyard.
3. Single family or duplex infill housing.



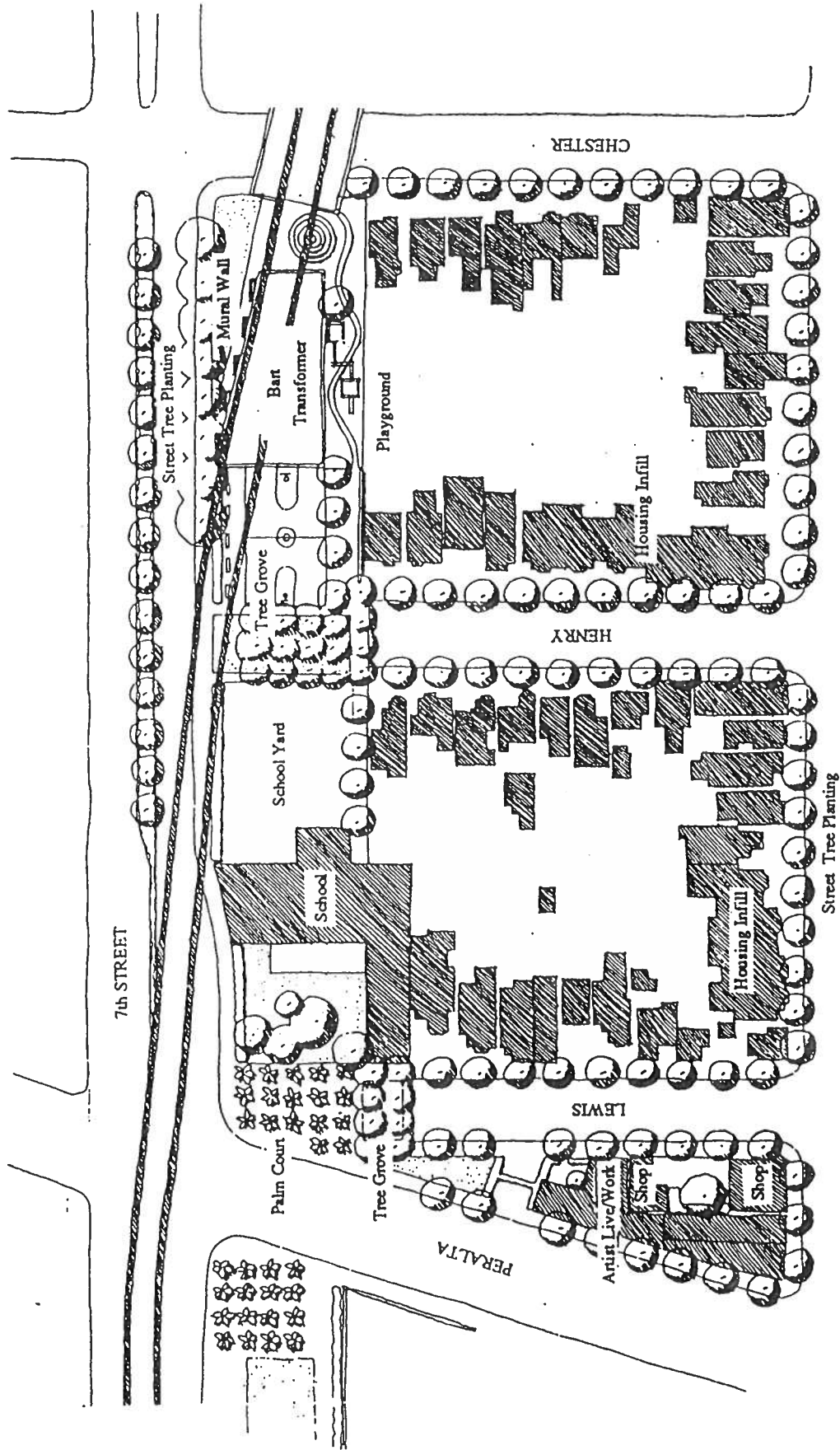
1. Renovation of existing school with facade and yard improvements; addition of a school yard "park".
2. Artist live/work space on site of automobile shop; off street parking included.
3. Single family or duplex infill housing.

LEGEND

 To Be Built or Renovated

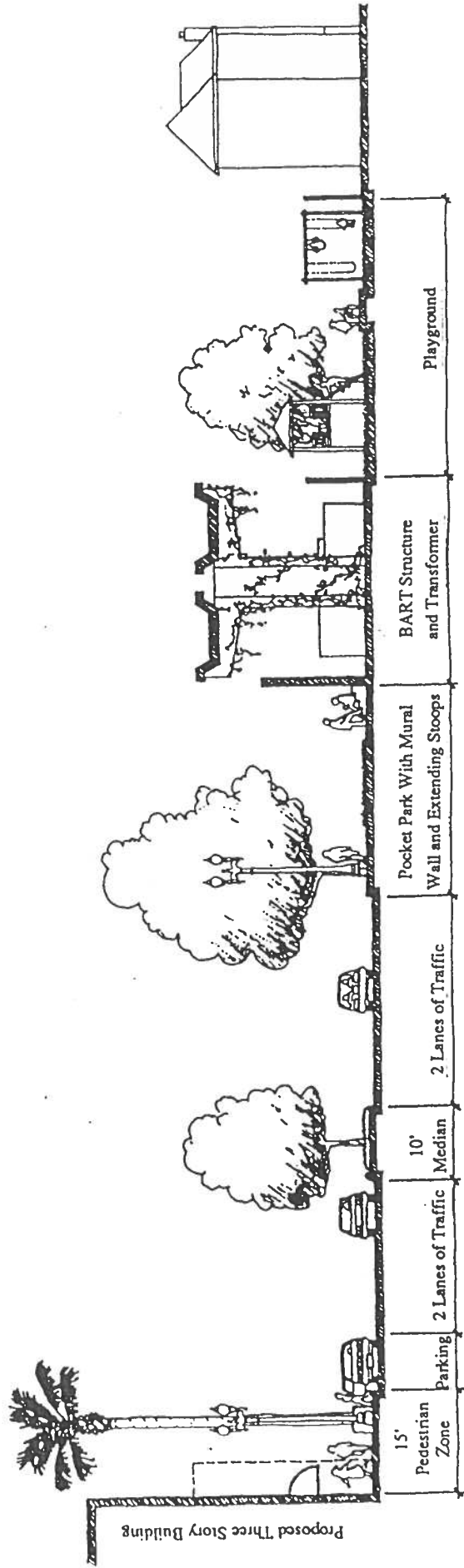
SEVENTH STREET REVITALIZATION PLAN - 1" = 100'  
 Residential District - Phase Four

Dale Schafer



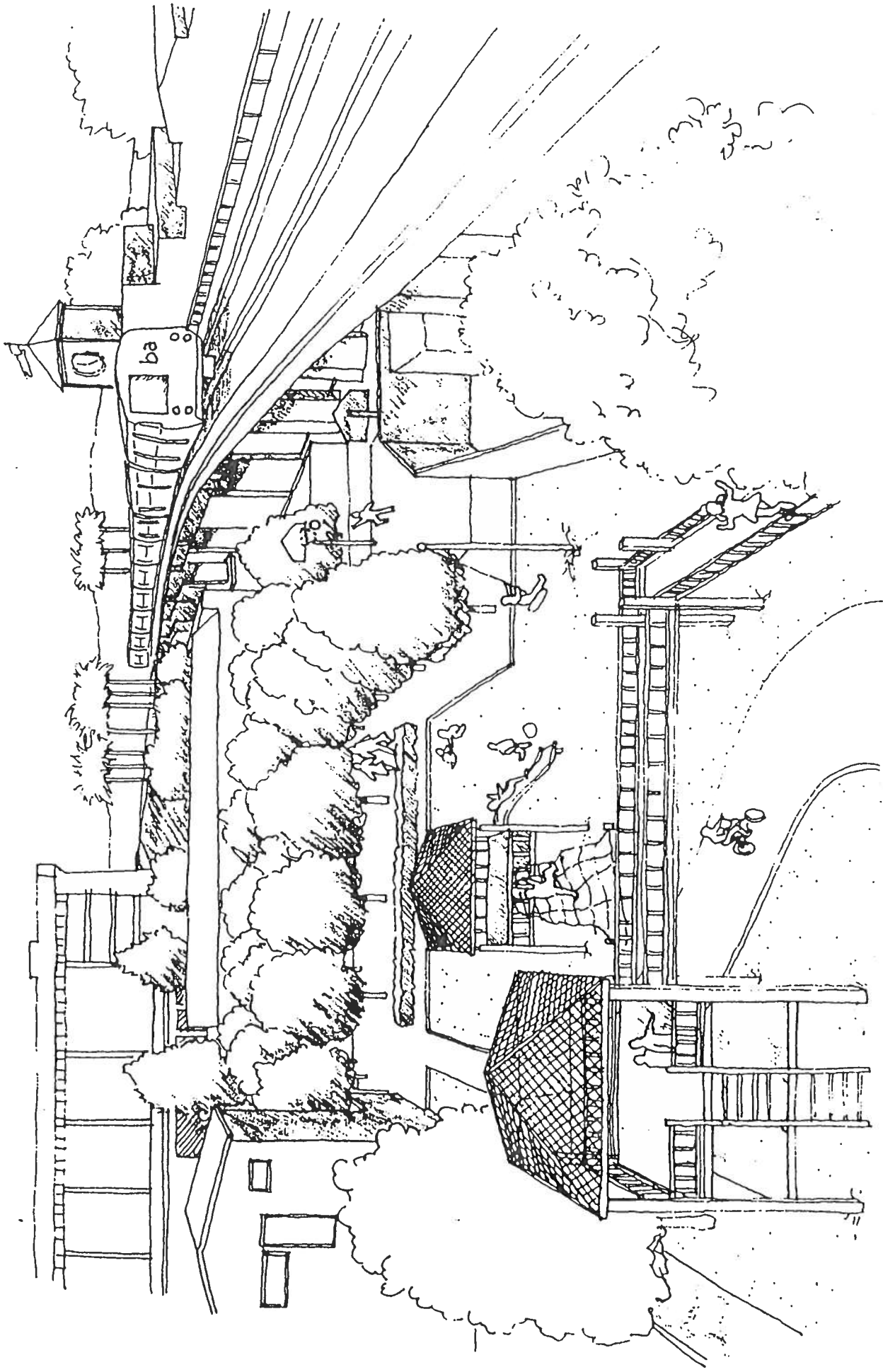
SEVENTH STREET REVITALIZATION PLAN - 1"=100'  
 Residential District - Master Plan

Dale Schafer



SEVENTH STREET REVITALIZATION PLAN  
*Residential District - Section through Seventh St., BART structure and transformer, and playground looking east.*

Dale Schafer



**SEVENTH STREET REVITALIZATION PLAN**  
*Residential District - Perspective of playground behind BART transformer and closure of Henry St. looking west.*

would seem to be essential for the revitalization of the street as a pedestrian and viable economic entity. The view from BART and the view of BART remain an issue and an opportunity. Southside uses (e.g. Post Office, BART station) in spite of their scale, remain people oriented, and the residential district has reasons to connect across Seventh Street. Crossing the street safely needs to be addressed with traffic lights, crosswalks and lighting. The median under BART is an opportunity for structural landscape that will connect and separate at the same time, perhaps amuse? The BART structure can literally be greened as various freeway structures elsewhere have been, with clinging vines of various kinds (see Embarcadero in S.F.). The BART structure might also support street lighting. The (recent) tree planting at BART and the post office helps in its overall effect in comparison with the north side of Seventh Street. Second to traffic reduction, a major tree planting program could change the street's image. A line of palm trees or other suitable type along the north side and all the way to Broadway would create a dramatic challenge to the BART structure and set a scale for the development ahead and the Slim Jenkins project under construction.

To traffic removal and control, tree planting, pedestrian movement and comfort, let us add the width and design of the Seventh Street sidewalk as an important social improvement and unifying element overall, together with various parking possibilities. The rerouting of I-80 has been

## **SEVENTH STREET DISTRICT**

The connection between the six districts is Seventh Street which is part of each and is in itself a district.

### **Current District Image:**

This section of Seventh Street is isolated from downtown Oakland by the Nimitz Freeway, a structural monolith now in the process of demolition due to earthquake damage. Elevated BART lines loom above and separate the two sides of Seventh for most of its length. This sense of two sides rather than one street is further emphasized by the size of the post office building which relates better to industrial or port functions than to a neighborhood shopping street. To this sense of isolation and division, and no doubt because of it, the street is characterized by heavy truck traffic and deteriorated physical structure. The view from BART is not encouraging.

### **Potential District Image:**

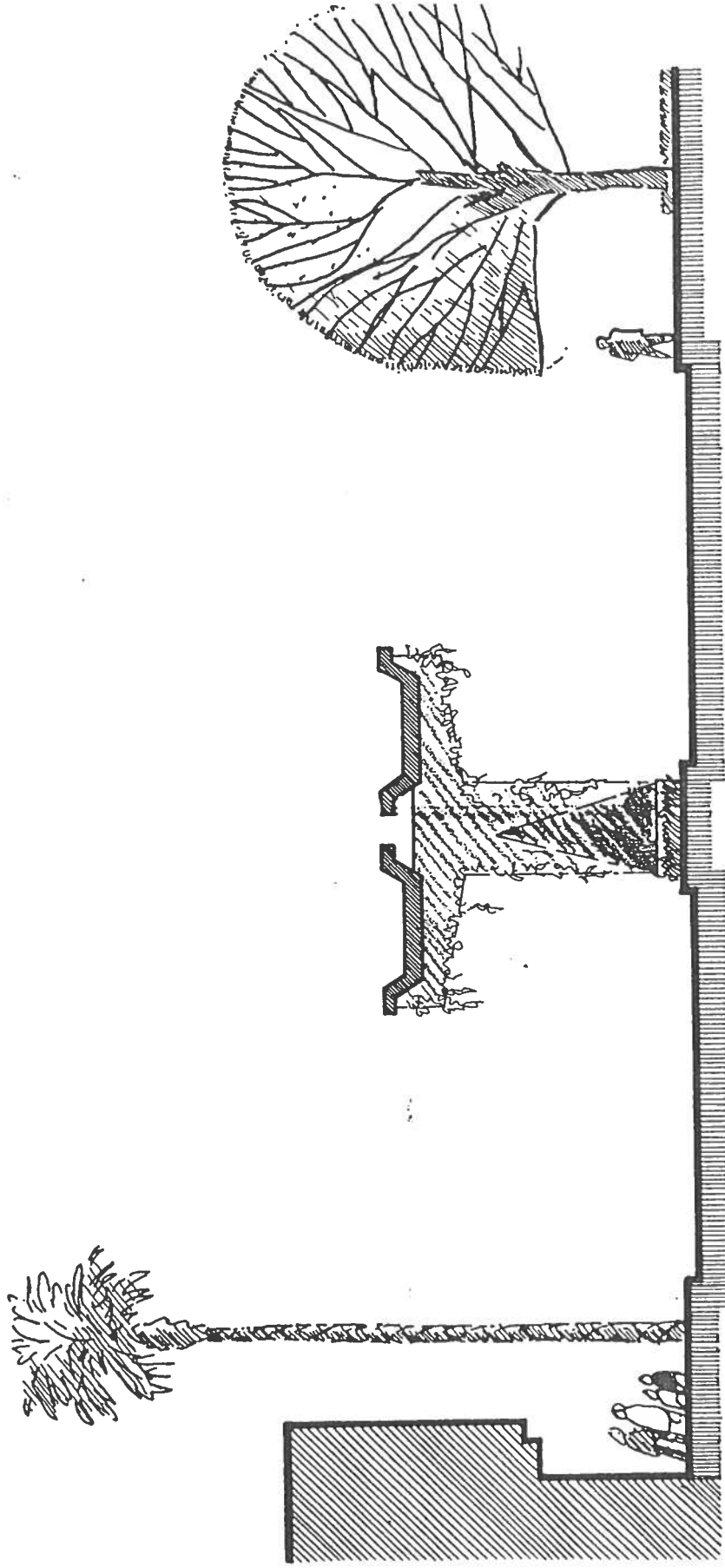
There is hope that rerouting 60% of the truck traffic can be achieved in the near future. This



proposed. This would contribute to the reunification of West Oakland and the integration of the street back into the neighborhood.

**Design Guidelines:**

- As new construction occurs on Seventh Street, set the building line back 5 feet from the present line thus widening the sidewalk. Upper floors should cantilever out over the sidewalk.
- Suitable trees 25 feet on center within the sidewalks.
- Maintain 2 or 3 story height of buildings.



SEVENTH STREET

## A. Catalyst Projects:

Some development activity is currently underway in the study area which will bring more housing and retail to the area. These projects currently include approximately fifty-six units of housing and 6,000 square feet of office space.

The key projects that will best expand the visibility of the area as a unique local and regional destination and the associated implementation priorities are listed below:

1. Retail and Entertainment Projects. They will improve the availability and diversity of goods and services for the current employee and visitor population. The recommended priorities are structured to increase the regional attractiveness of the area while at the same time serving immediate needs. The longer term needs of the residents are then addressed.
2. Residential Catalyst Projects. These will build upon the current efforts at Slim Jenkins and Jubilee West. The recommended projects reflect a strategy of spurring development in the area.
3. Streetscape Catalyst Projects. These are prioritized to take advantage of current and pending redevelopment efforts, as well as circulation improvement programs. The intent is to combine and coordinate the design funding and construction for

## IMPLEMENTATION STRATEGY:

The implementation strategy contains a course of action which includes both regulatory actions and catalyst projects. The regulatory actions provide a basis for redefining the area in accordance with a new vision. Most important, however, is the identification of catalyst projects. Due to their critical locations within the urban design fabric defined in the Urban Design Plan, the execution of these projects will reveal the comprehensive nature of the plan and the ultimate potential of the area.

Catalyst projects provide a focus for the funding of public improvements and enable the participation of private development interests in creating the physical, functional, and social linkage essential to the Plan's success. The leverage provided by participation of the public sector in these demonstration projects will enable the City to set the standard of quality expected of future private development activities.

The location and prioritization of the recommended catalyst sites is intended to create a synergy of redevelopment activity which will accelerate the realization of the Plan.

both public and private efforts.

#### **A.1 Retail and Entertainment Catalyst Projects:**

Shopping, dining and entertainment opportunities do not currently capture their potential share of the available market. New uses could attract people evenings and weekends and at certain times during the weekdays thus creating activity and improving the area's image as a place of social and economic vitality.

Additionally, the expansion of the resident population will increase the demand for neighborhood - serving retail uses and services. These two issues are key determinates in establishing the priorities listed below:

#### **Priority A: Public Market**

Create a semi-enclosed public market on 7th Street directly across from the West Oakland Bart Station, to serve the daily needs of existing and future area residents and Bart commuters. The concept is based on the results of a recent resident survey which showed that the greatest commercial need for the area is a supermarket. A corresponding market study prepared by Keyser Marston Associates of San Francisco showed that the income level of the area could not support a supermarket. In order to reconcile these two realities, the public market will be a single mixed use project containing individual food

stalls on a ground level area and residential units on the second and third levels. The project should be sponsored by the Oakland Redevelopment Agency and incorporate the resources of the Office of Economic Development and Employment (OEDE) and the Office of Community Development (OCD).

#### **Priority B: Center for Black Culture**

The Center for Black Culture recognizes the historical significance of the area as a Black entertainment and cultural center. It is perceived as both a local and regional attraction. The existing Lincoln Theatre and the West Oakland Bart Station provide opportunities for a complex linked both to downtown Oakland and the greater Bay Region. The project envisions theatres, exhibition areas, galleries, a cafe and residential uses.

#### **Priority C: Public Recreation Center**

The public recreation center is perceived as an outlet for recreational activities presently lacking in the 7th Street area. It is also envisioned as a meeting area and community center for the West Oakland residents.

7th Street. Row houses and other in-fill designs should be built to strengthen the existing residential character of this area. These projects should be small in scale to respect the existing residential fabric and they should compliment the public improvements envisioned for the area south of 7th Street.

**Priority C: Black Cultural Center Site**

Develop residential units including artist live/work spaces as part of the Black Cultural Center Project. These units would be constructed in the upper levels of the project and would compliment the night-time character associated with the cultural center.

**A.3 Streetscape Improvements:**

Streetscape improvements on 7th Street will enhance the pedestrian environment and contribute to the overall impression of the City's commitment to revitalization.

**Priority A: The Street**

Landscaping and lighting improvements along 7th Street are needed to emphasize the City's commitment to revitalizing the quality of the street. The new lighting and landscaping must convey an image of care and urban significance. The streetscape improvements must provide security, safety and a sense of place and arrival to 7th Street. The public

**A.2 Residential Catalyst Projects:**

Residential development is already occurring in the 7th Street study area. The Slim Jenkins Project at Willow and 7th Streets and the Jubilee West Project on 8th Street are catalyst projects which will bring an additional fifty-six housing units to the neighborhood. It is extremely important that additional housing, including some market-rate units be developed to support the proposed retail uses and take advantage of the presence of the West Oakland Bart Station. A residential population which provides a threshold level of urban activity in the evenings is necessary to make the area safe and lively.

**Priority A: Public-Market Housing:**

Strongly support the development of a unique residential community as part of a larger mixed use project across 7th Street from the West Oakland Bart Station. The forty four units of housing situated above the public - market will provide for a nucleus of residential-commercial activity at the gateway to the 7th Street commercial corridor.

**Priority B: Infill Housing South of Seventh Street**

Develop infill housing on vacant lots south of

improvements should be a compliment to the Slim Jenkins Project and a prerequisite to new public-private redevelopment activities along the street.

#### **Priority B: Individual Sites**

Improvements should be linked to public-private improvements along 7th Street which require improvements to the adjacent rights of way. This would include proposed street closures at Henry Street on both sides of 7th, Center Street, on the north side of 7th, Campbell, on the north side of 7th and Lewis on the south side of 7th Street

#### **Priority C: Circulation**

Before any substantial change can be realized in efforts to revitalize 7th Street, the existing truck traffic must be re-routed off the street. The proposed re-routing of traffic which is being investigated by the Port of Oakland should be supported and implemented as soon as possible. Without re-routing of truck traffic, the opportunities for new retail activities and residential development will be severely limited.

#### **Priority D: Parking Improvements**

Today, the Seventh Street neighborhood, especially in the vicinity of the West Oakland BART Station, is severely impacted by the parking requirements of San Francisco commuters. Although

Bart is proposing new surface parking lots as an interim solution to the parking problem, the construction of a permanent parking structure is the only realistic long-term solution to the parking dilemma facing the neighborhood. The structure, if designed properly, could become a part of the built urban fabric, providing parking opportunities for ground commercial, backdrop to a public plaza and a crucial element of a double loaded retail corridor on Seventh Street.

#### **Priority E: Cypress Structure**

The Cypress Freeway structure, which collapsed in the 1989 earthquake should be re-routed away from the study area. In the past, the structure created a visual barrier to Seventh Street, effectively cutting the street off from downtown Oakland. In addition, the noise level at the east end of the study area made commercial and residential opportunities difficult at best. In order to create a strong sense of residential and commercial vitality at the entrance to the Seventh Street corridor, the Cypress structure should be routed away from Seventh Street and adjoining neighborhoods.

area should be amended to encourage mixed-use developments containing both commercial and residential uses within the same structure. Zone designations similar to those along College Avenue and Piedmont Avenue in Oakland should be explored to determine the best solution to revitalize the 7th Street Corridor. The amended ordinance should eliminate all industrial uses along 7th Street.

## **B. REGULATORY ACTIONS:**

### **B.1 Policies**

The policies contained in the Urban Design Plan should become adopted City policies.

1. Land Use Concept. The idea of a mixed-use land use designation for the area should be evaluated, adjusted where necessary and after the appropriate public review, adopted and incorporated into the Zoning Ordinance. A draft amendment to the General Plan subsequently should be undertaken.

2. Parking and Access Concepts. Policies and design guidelines should be coordinated with and incorporated into a Comprehensive West Oakland Parking Management Strategy and Transportation Plan. This effort should be coordinated with BART and the Port of Oakland and insure the development of a Bart parking structure for the 7th Street area and re-routing truck traffic off of 7th Street corridor.

### **B.2 Ordinances**

#### **1. Zoning Ordinance**

The existing zoning ordinance in the 7th Street

### **2. Design Guidelines**

The guidelines contained in the Urban Design Plan should be evaluated, adjusted where necessary and after appropriate public review, adopted as part of the zoning ordinance.