

# PANIL

## Piedmont Avenue Neighborhood Improvement League

News and Notes / Volume 36 / May-June 2011

**PANIL was formed in 1974 and to this day continues its mission to be the voice of the community on matters of public interest, public safety and neighborhood affairs. Member dues, advertising, and volunteer services pay for all activities.**

### The “Broadway-Valdez” District – Our Neighbors to the South

By Bill Manley

Between thriving Uptown, the re-invigorated Temescal, and the ever-vibrant Piedmont Avenue, is an area often referred to as Upper Broadway, or more recently, the “Broadway-Valdez” district. Bounded by Pill-Hill to the west, Glen-Echo Creek (or what’s left of it) on the east, Grand Avenue on the south, and 580 on the north, this area was celebrated as “Broadway Auto Row” eight years ago. Public land was provided in front of dealers so they could perch SUVs on pedestals surrounded by benches, allowing people to sit and marvel. Now most of the car dealers are gone, and left behind are largely empty storefronts and vast expanses of asphalt.



Oakland's  
Auto  
Row

#### An area of opportunity

But the City of Oakland wants to change that. The Community Economic Development Agency (CEDA) — whose

mission is to boost commerce — has targeted this as an area of opportunity. To provide direction and order for redevelopment, the City Council requested CEDA to create a Broadway-Valdez District Specific Plan.

On May 25, CEDA hosted a neighborhood workshop at the Presbyterian Church on the corner of Broadway and 27th for community organizations to discuss their visions for the area and solicit public response. Opening the workshop, Eric Angstedt of CEDA cited the 2008 Oakland Retail Strategy that pointed to the “leakage” of millions of dollars in tax revenues to neighboring cities like Emeryville, SF and Walnut Creek.



Empty storefronts and vast expanses of asphalt along Broadway

For developing the Broadway-Valdez District, consultants to the City suggest “destination” retail, like what we have on Piedmont Avenue or College, rather than big-box retailers like Wal-Mart or Home Depot that require massive quantities of land. This is defined as a combination of national and local retailers that offer **comparison goods shopping** with related activities, such as restaurants, entertainment, arts, and cultural facilities. CEDA foresees a potential 1,000,000 square feet of retail space in the Broadway-Valdez district. In addition to tax revenues, new retail promises jobs.



*(Continued on page 2)*

**PANIL monthly meetings bring the information to you and lets you ask questions.**

**Wednesday, July 13**

**Neighborhood Crime Prevention Council — 7:30 pm**

**General Meeting — 8 pm**

**Broadway Valdez Retail District Plan:** Creation of a new retail district from Grand Ave to the 580 overpass. What are the options still under consideration, and how can the community have input?

**Speaker:** Ed Manasse, Project Director

**PANIL meetings are the second Wednesday of each month**

**Piedmont Gardens, 110 41st Street — 11th Floor Sky Room**

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mdouglasii@oaklandnet.com

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dallison@oaklandnet.com  
238-7711

("Broadway-Valdez" District continued from page 1)

There was a surprising amount of synergy and agreement on approaches between the eight organizations making presentations. The groups were GreenBelt Alliance, East Bay Housing Organizations (EBHO), June Grant Architecture, Alameda County Labor Council, Urbanists for a Livable Temescal and Rockridge Area (ULTRA), Oakland Heritage Alliance (OHA), Walk Oakland Bike Oakland (WOBO), and Kirk Peterson & Associates.

The tone was set by Marla Wilson, from the GreenBelt Alliance, who stressed that the development must serve the local community, incorporate housing, and utilize green design principles. All groups urged mixed use developments (housing over retail). New designs, such as unbundling parking (allowing residents to pay for housing and parking spaces separately) can reduce housing costs for many residents.

The Labor Council heartily welcomed the idea of new retail, for both the well-paid construction jobs and the ongoing employment new stores would provide. But also warned that not all retailers pay a living wage, citing Target as an example.

### Preserve some landmarks

Several plans reused the Biff's Diner (aka JJ's) block at 27<sup>th</sup> and Broadway, restoring the circular 1950s building, and incorporating a public plaza and shuttle bus turnaround. Preservation of historic housing and adaptive reuse of existing historic commercial structures was urged, with more intense building directed to the many vacant lots in the area

The Oakland Heritage Alliance was represented by PANIL's own Valerie Winemiller, who showed slides of the unique history and architecture dating from the early part of the 20<sup>th</sup> century when Oakland was dubbed "the Detroit of the West." She showed slides of the Glen Echo park and discussed the relationship to the City Beautiful

Movement, championed by Mayor Mott. Noted Oakland architect Kirk Petersen in a later presentation went so far as to raise the idea of creating a continuous park from the current Glen Echo Creek to Lake Merritt. Like

**Oakland architect Kirk Petersen suggested a continuous park from the current Glen Echo Creek to Lake Merritt.**

many speakers, Valerie spoke of adaptive reuse of the existing structures, and the need to keep the parking ratios no greater than customary urban standards of 2 per 1000 sq ft.

Parking was a lively topic, as usual, but virtually every group championed the need to limit parking to urban standards. All speakers recognized the need for parking, but did not want to see high suburban ratios. They also pointed to the potential joint use of large parking facilities adjacent to the target area, in nearby downtown office garages. Pedestrian and bicycle-friendly access and movement within the area was championed, with examples of creative street facades and bike/traffic lane configurations.

CEDA staff will hold more workshops on the development, and solicits public input. Send comments to [contact@panil.org](mailto:contact@panil.org).

Of course, PANIL area residents will feel the effects of what happens here. The specific plan will be a key factor in determining the future of the area. Let's hope the new Broadway-Valdez commercial area meets with more success than Auto Row.

### PIEDMONT AVENUE ART WALK NEIGHBORHOOD NIGHTS

THIRD THURSDAY OF EVERY MONTH

6 TO 9PM

GO TO [WWW.PIEDMONTAVENUE.ORG](http://WWW.PIEDMONTAVENUE.ORG) FOR A LIST OF PARTICIPATING MERCHANTS AND ADDITIONAL INFORMATION

### PANIL Invites Advertisers

Advertisers can reach over 2,000 neighborhood households! For details, see PANIL's website [http://panil.org/misc/PANIL\\_Rates.pdf](http://panil.org/misc/PANIL_Rates.pdf) or contact **Margitta Gardner**, 652-6609 or [contact@PANIL.org](mailto:contact@PANIL.org)

## Dealing With Problem Alcohol Outlets

by Valerie Winemiller

There are two ways to file a formal complaint about a problem bar or other alcohol outlet, Officer Jennifer Sena told neighbors at the April 13 PANIL meeting: 1) get a complaint form from our Neighborhood Services Coordinator Patricia Rose (238-6822 or [@prose@oaklandnet.com](mailto:@prose@oaklandnet.com)) and fax/mail to Sena, or 2) file a Form 099E with the state Alcohol Beverage Control Board. Sena works with the Oakland Police Department's Alcohol Beverage Action Team (ABAT). To be confidential, complaints can be relayed to Sena through our Problem Solving Officer, but these are hard to prosecute without a witness.

Complaints need to be backed up by a record of reports to the police, either on the emergency line (911) or to the non-emergency number (777-3333), depending on the urgency of the incident. While there have been complaints from neighbors about Egbert Sousé bar patrons' behavior, the record of reports to the police have been too sporadic for effective enforcement by ABAT or the City Attorney's Office, explained Sena. Witness reports need to include the best description possible of the people and vehicles involved, including license numbers. While few residents can see the bar's doors from their home, a way to tie the trouble-makers to the bar is important.

There have been complaints about drunkenness, loitering, public urination, fighting, and sex in cars at the parking lot at Piedmont and Yosemite Avenues. This resulted in a nuisance case with Arturo Sanchez in the City Attorney's Office. The lot's owner has died, and the trustees are reportedly in dispute. Neighbors should continue to

report problems to police.

Egbert Sousé bar owner Keun Bae Yoo was at the PANIL meeting. He urged neighbors to contact him with concerns at 415-309-4989 or [keun-bae4989@yahoo.com](mailto:keun-bae4989@yahoo.com).

Officer Sena can be reached at 777-8673.

## Kaiser Construction Progress

by Valerie Winemiller

The greatest heat at Kaiser's April 28 community meeting on construction impacts was generated by discussion of parking and traffic impacts. At the June 23 meeting, neighbors' feedback was collected on possible traffic calming strategies. Based on community input, the city will determine if any of these measures should be implemented. To be notified of future meetings, contact Kaiser via Judy DeVries at [judy.devries@kp.org](mailto:judy.devries@kp.org) or 752-2004.

The Phase 2 parking garage, on Broadway next to 580, is now open to employees and construction workers as of May 16. It is hoped that this will resolve some neighborhood parking problems. The hospital itself is scheduled to open in mid-2014. Neighbors noted that activities have been especially noisy lately. That's due to re-bar installation on the metal floor decking, McCarthy Construction representatives explained, and that task will end in mid-August. Exterior sheathing installation began in mid-June and will work up from the bottom floors. Full enclosure will be by February 2012.

## PANIL Meeting

2nd Wednesday of the month  
7:30 to 9 pm  
Piedmont Gardens  
110 41st Street  
11th Floor Sky Room

**PANIL Steering Committee meets monthly**  
For the time, date and place email [contact@panil.org](mailto:contact@panil.org)

## Glen Echo Creek April Work Days

2nd Saturday of the month

Monte Vista Avenue  
9 am to Noon  
654-1930

## Mt. View Cemetery Tour

Docent led tour  
2nd and 4th Saturdays  
10 am, FREE

## Oakland Heritage Alliance Summer Tours 7/9 thru 8/28

Tour information available at:  
<http://www.oaklandheritage.org/Events.html>

\$10/OHA members, \$15/non-members, \$5/children (10-16), FREE/children under 10 — Join OHA or renew membership on the day of the tour and the tour is FREE

## Piedmont Avenue Branch Library 160 41st Street, 597-5011

### Wednesday Storytimes

Toddlers, 10:15 am  
Pre school, 11 am

### Events

<http://www.oaklandlibrary.org/Branches/piedmont.html> — click on *Events Calendar*

### Summer Reading Program thru 8/13

For info email [jburton@oaklandlibrary.org](mailto:jburton@oaklandlibrary.org) or call 597-5011

## COUNT ME IN for \$15.00/year

Your \$15/year dues, and advertising, pay for this newsletter and for PANIL's advocacy for the neighborhood.

Name PLEASE PRINT \_\_\_\_\_

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Mail check to PANIL, PO Box 20375, Oakland, CA 94620 or go to [www.panil.org](http://www.panil.org), click on "Join PANIL" and use PayPal

**Note:** Contributions to PANIL are not tax deductible

PANIL needs 50 new or renewed supporters each month.

**Piedmont Avenue Neighborhood Improvement League**  
**P.O. Box 20375**  
**Oakland, CA 94620**



*Organization matters.  
Persistence matters.  
PANIL delivers these.*

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## **Jane Brunner's Annual District 1 Community Summer Picnic:**

Sunday, July 17, 2011

Noon to 4:00 p.m.

Lake Temescal, North Temescal Picnic  
Site (6500 Broadway)

BBQ and Drinks will be provided. Please bring  
your favorite side dish to share.

Park free on Broadway or in the parking lot  
for \$5.00. If you need more information or a  
ride please call 238-7001.



**Tuesday, August 2, 7 to 9pm**

For more information and to register your block  
party online go to:

<http://www2.oaklandnet.com/nno>

or call 238-3091. Deadline is Monday, 7/25.

Register early to receive a visit from city staff.

Once again PANIL will take pictures of all Na-  
tional Night Out block parties in the Piedmont  
Avenue neighborhood and publish them in a fu-  
ture edition of PANIL News and Notes. Please  
email [contact@panil.org](mailto:contact@panil.org) with 1. your block coor-  
dinator's name and phone number or email ad-  
dress and 2. the location of your event.



## **Piedmont Avenue Elementary School**

### **Kindergarten Round-Up**

(for Fall 2011 Kindergartners)

WHEN: Saturday, 7/16, 1 to 2pm

WHERE: School playground

Congratulations to Principal Zarina Ahmad  
OUSD Region I Elementary School

**Principal of the Year!**



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## **Ruth Stroup** Insurance Agency

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As a long-time Oakland resident, Ruth established her  
agency in Oakland in 2006 to serve the community she  
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