



CITY of OAKLAND  
OFFICE of PARKS & RECREATION

PARKS AND RECREATION ADVISORY COMMISSION  
City of Oakland  
Wednesday, June 9, 2010, 4:30 P.M.  
Chiodo Art Development, 1933 Peralta Street Oakland, CA 94607

AGENDA

1. CALL TO ORDER:
2. ROLL CALL:  
BELCHER, ENABULELE, HAMMOCK, MATIS, MILLER, MONTAUK, RICARDS, SCOTT, TAYLOR, WONG
3. DISPOSITION OF MINUTES:  
A. Minutes of May 12, 2010
4. SPECIAL ORDERS:
5. PRAC PENDING LIST:  
A. Commissioners Report Update, Commissioner Taylor
6. MODIFICATIONS TO THE AGENDA:
7. NEW BUSINESS:
  - A. Request for Approval to 1) Rename Fox Square Park Located at 1900 Rashida Muhammad Street For a Ten Year Period With The Option to Revisit the Naming Rights For an Additional Ten Years, to the Henry J. Kaiser Memorial Park in Response to a Significant Donation From Kaiser Permanente for the Completion and Installation of the 'Remember Them: Champions For Humanity' Monument; and 2) Approval of Proposed Design and Installation of Visually Impaired Artwork as a Component of the Remember Them Project: Staff received a request from the Oakland Metropolitan Chamber of Commerce Foundation Board to rename the Fox Square Park in response to a significant donation from Kaiser Permanente for the completion of phases one through three of the 'Remember Them: Champions for Humanity' Monument which will be located in the Park. Financial support received from Kaiser Permanente provides for the opportunity to leverage funding to raise the remaining money necessary to complete the project. Additionally, the OMCCF is seeking approval of the proposed design and installation of the visually impaired artwork which is a component of the 'Remember Them' project.
  - B. Request From the Friends of Sausal Creek for Approval to Extend the Shade Growing Structure at the Joaquin Miller Native Plant Nursery: The Friends of Sausal Creek, an Oakland-based nonprofit, charged with operating the Joaquin Miller Native Plant Nursery (JMNP) is seeking approval to expand the existing shade growing structure at JMNP by adding a 15' by 60' section to meet the City's restoration project demands for shade plants.

C. **Request for Approval of a Community Design-Build Improvement Project at Tassaforanga Park Funded By the Coliseum Redevelopment Green Works Development Program:** City Redevelopment staff is requesting general design and use approval for specified green-design park improvements for Tassaforanga Park that will be implemented summer 2010 as part of the Coliseum Green Works Development Program.

D. **Request from the Friends of Faith, Inc. for Permission to Collect Entry Fees and Donations and Allow Vendors to Sell Event Related Items at the Faith Fancher Breast Cancer Challenge Walk/Run at Lakeside Park on Saturday, August 21, 2010:** Staff received a request from the Friends of Faith, Inc., a non-profit organization, for permission to collect entry fees and allow vendors sales at the 6th Annual Faith Fancher Breast Cancer Challenge Walk/Run at Lakeside Park on Saturday, August 21, 2010.

8. COMMUNICATIONS:

9. PRAC COMMITTEE REPORT:

10. ADVISORY COUNCIL REPORTS:

11. CONDITIONAL USE PERMITS:

12. UNFINISHED BUSINESS:

13. COUNCIL REFERRALS:

14. DIRECTOR'S REPORT:

15. OPEN FORUM:

16. ANNOUNCEMENTS:

17. ADJOURNMENT:



This meeting is wheelchair accessible. To request materials in alternative formats, or to request an ASL interpreter, or assistive listening device, please call the *Office of Parks and Recreation* at (510) 238-7532 or TDD (510) 615-5883 at least three working days before the meeting. Please refrain from wearing scented products to this meeting so attendees who may experience chemical sensitivities may attend. Thank you.

*Next Meeting: Wednesday, July 14, 2010; 4:30 p.m.*

*Lakeside Garden Center  
666 Bellevue  
Oakland, CA*

**CITY OF OAKLAND**  
Interoffice Memorandum



**Office of Parks and Recreation**

**TO:** Jeffrey Taylor, Chair, Parks and Recreation Advisory Commission  
**FROM:** Dana Riley, Assistant to the Director  
**DATE:** June 9, 2010  
**SUBJECT:** Request for Approval to 1) Rename Fox Square Park Located at 1900 Rashida Muhammad Street For a Ten Year Period With The Option to Revisit the Naming Rights For an Additional Ten Years, to the Henry J. Kaiser Memorial Park in Response to a Significant Donation From Kaiser Permanente for the Completion and Installation of the 'Remember Them: Champions For Humanity' Monument; and 2) Approval of Proposed Design and Installation of Visually Impaired Artwork as a Component of the Remember Them Project

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SUMMARY

Staff received a request from the Oakland Metropolitan Chamber of Commerce Foundation (OMCCF) Board to rename the Fox Square Park located at 1900 Rashida Muhammad Street to the Henry J. Kaiser Memorial Park in response to a significant donation from Kaiser Permanente for the completion of phases one through three of the 'Remember Them: Champions for Humanity' ('Remember Them') Monument which will be located in the Park. Financial support received from Kaiser Permanente provides for the opportunity to leverage funding to raise the remaining money necessary to complete the project. This request aligns with Resolution No. 65024 C.M.S. (*Exhibit A*), Resolution Approving and Adopting a Procedure for Designating Official Names for Municipal (Public) Facilities in the City of Oakland, No. 4b, an individual philanthropist, and family or estate name.

Additionally, the OMCCF is seeking approval of the proposed design and installation of the visually impaired artwork which is a component of the 'Remember Them' project.

FISCAL IMPACT

There is no expected negative fiscal impact the City. The Oakland Metropolitan Chamber of Commerce Foundation and Kaiser Permanente will provide City approved signage for the park. The funds to manufacture and install the visually impaired artwork are being raised as a component of the Remember Them capital campaign under the guidance and leadership of the Chamber of Commerce Foundation. The 'Remember Them' project capital campaign also includes a \$250,000 endowment for a maintenance program (*Exhibit B*) which will ensure that the bronze monument and visually impaired artwork are insured for damage and cleaned annually. The City does not have maintenance responsibilities at the Park due to the existing agreement with the developers of the Uptown Project.

BACKGROUND

In 2006 City Council unanimously approved Resolution No. 80123 C.M.S (see *Exhibit C*) accepting the monument and placing the 'Remember Them' Monument in the Fox Square Park.

## PROJECT DESCRIPTION

The 'Remember Them' project is an inspirational bronze monument comprised of 25 international role models and includes an educational program. The high school curriculum was developed by the Martin Luther King Institute at Stanford University and is currently being tested in Oakland Unified Schools. The project also includes unique tactile artwork for the visually impaired to provide an equal experience, which will be installed along the sides of the park bordering 19<sup>th</sup> Street and Rashida Muhammad. The monument site is ADA accessible. Bronze plaques with donor recognition will be affixed to the lower half of the visually impaired artwork.

## KEY ISSUES AND IMPACTS

The total budget for the 'Remember Them' project which includes the bronze monument, educational component, visually impaired artwork, and site work maintenance endowments is approximately \$7 million of which \$3.2 million has been raised to date. Kaiser Permanente donated \$1 million initially to start the project. Kaiser is now pledging another \$2 million and is committed to assisting the OMCCF raise an additional \$2 million. Because of the significant donations by Kaiser Permanente, the Remember Them project is anticipated to be completed 12 months after funds are confirmed in June, 2010 by the Kaiser Permanente Board of Directors.

In exchange for Kaiser's contributions, which will have a significant positive impact on the City of Oakland through the creation of a destination venue for visitors and tourist alike, Kaiser Permanente would like the Park renamed in memory of Henry J. Kaiser one of Oakland's leading humanitarians during the early 1930's and 1940's. Henry Kaiser's lasting legacy is Kaiser Permanente, the health care delivery system consisting of the non-profit Kaiser Foundation Health Plan and Hospitals, which he founded.

## SUSTAINABLE OPPORTUNITIES

**Economic:** Naming of the park after Henry J. Kaiser, a well-known philanthropist and largest employer of Oakland, is in line with the 'Remember Them' theme of acknowledging individuals from Oakland who did extraordinary things for the betterment of other people. Mr. Kaiser was one of the first major national employers to implement equal rights for all people during a time of segregation as well as a health program for employees. Because of the uplifting themes associated with Henry J. Kaiser and 'Remember Them', the park and monument will provide an opportunity to attract tourists from all over the world to the area bringing economic benefit to Oakland. The unique visually impaired artwork will be a draw to those without sight, as there are few opportunities for tactile experiences such as these. The increase in visitors will potentially increase revenue to the City through parking, as well as provide business for local restaurants, hotels and retailers.

**Environmental:** The proposed naming has no impact on the environment. The proposed visually impaired artwork has no impact on the environment.

**Social Equity:** The proposed naming has no negative impact on social equity. The proposed visually impaired artwork adds greater social equity to Oakland Parks by providing a unique equal experience for those without sight.

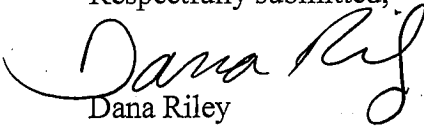
DISABILITY AND SENIOR CITIZEN ACCESS

Proposed re-naming of the park has no impact for disabled and senior citizens. The proposed visually impaired artwork provides an equal opportunity to experience 'Remember Them' for those without sight.

RECOMMENDATION

Staff recommends that the Park and Recreation Advisory Commission approve the request to rename Fox Square Park located at 1900 Rashida Muhammad Street to the Henry J. Kaiser Memorial Park for a ten year period with the option to revisit the naming rights for an additional ten years and approve the proposed design and installation of the visually impaired artwork for the 'Remember Them' project.

Respectfully submitted,



Dana Riley  
Assistant to the Director

Attachments: Exhibit A - City of Oakland Resolution No. 65024  
Exhibit B - Maintenance Program for the 'Remember Them' Monument  
Exhibit C - City of Oakland Resolution No. 80123

MAY 17 1997 10:04

## OAKLAND CITY COUNCIL

RESOLUTION No. 65024 C. M. S.

INTRODUCED BY COUNCILMEMBER \_\_\_\_\_

RESOLUTION APPROVING AND ADOPTING A PROCEDURE  
FOR DESIGNATING OFFICIAL NAMES FOR MUNICIPAL  
(PUBLIC) FACILITIES IN THE CITY OF OAKLAND

WHEREAS, the City Council Rules and Procedures/Legislative Committee of the City of Oakland has conducted a review of the procedure by which the City Council selects appropriate names for municipal facilities in the City of Oakland, other than Parks and Recreation facilities; and

WHEREAS, the City Council has directed that an official procedure be established for designating official names for public facilities in the City of Oakland; now, therefore, be it

RESOLVED: That the City Council herewith approves and adopts the following procedure for naming public facilities in the City of Oakland:

1. Any individual or entity may initiate a proposal to name or rename a public facility in the City of Oakland.
2. All requests for naming and renaming public facilities in the City of Oakland shall be transmitted to the Rules and Procedures/Legislative Committee, including requests by:
  - (a) individuals and public officials;
  - (b) clubs, civic groups, or neighborhood organizations;
  - (c) public agencies or governmental entities.
3. Any request to name or rename park and recreation facilities shall be referred to, or may be initiated by, the Oakland Parks and Recreation Advisory Commission (OPRAC). The recommendation of the OPRAC shall be referred to the Rules and Procedures/Legislative Committee.
4. The Rules and Procedures/Legislative Committee shall review all requests and recommend an appropriate name to the City Council. Special consideration will be rendered based upon the following criteria:
  - (a) a geographical area of the City or a significant historical event;
  - (b) an individual philanthropist, family, or estate name;
  - (c) unique or civic circumstances;

-2-

(d) memorialization of a living person, only under special circumstances as follows:

- the honoree contributed half or more of the cost of a major facility;
- the honoree initiated or contributed major time to the establishment of the project;
- overwhelming belief (public opinion) that the designee would probably be honored for that facility post-humously;
- if no other individual now living has, or is likely to have, greater public support for being honored at this specific site;
- the honoree has given extraordinary service to the City or the community;
- the honoree has attained national or international prominence and achievement.

Upon approval, the City shall limit its recognition of an honoree to one facility or portion thereof. Further, facilities named for a specific individual should rarely be renamed, although the City Council could be flexible in renaming facilities originally named for geographical areas, etc. A public hearing shall be conducted by the City Council prior to the official designation of any name for a public facility.

IN COUNCIL, OAKLAND, CALIFORNIA, DEC 1 1987, 19\_\_\_\_

**PASSED BY THE FOLLOWING VOTE:**

HASKELL

AYES—BAZILE, CANNON, ~~SPICES~~, GILMORE, MOORE, OGAWA, RILES, SPEES, and PRESIDENT WILSON , - 8

NOES— NONE

ABSENT— CANNON, - 1

ABSTENTION— NONE

ATTEST:

  
ARRECE JAMESON

City Clerk and Clerk of the Council  
of the City of Oakland, California

MAINTENANCE PROGRAM FOR THE REMEMBER THEM MONUMENT

The Remember Them project capital campaign includes a \$250,000 endowment for the maintenance program of the bronze and concrete monument. It is the intention of the creators of this project that this endowment be invested and that the designated agent of the maintenance program may need to periodically fundraise to keep funds available for the annual maintenance of the monument.

The monument will be comprised of four sections that stretch out approximately 50 feet and the tallest point of the monument is approximately 17 feet high. It will be primarily produced in cast bronze with an aged patina. It is the artist's intention that the bronze continue to age naturally. The lower area of the monument will be sculpted Portland cement, stained and sealed.

Depending on the amount of rain in a given year, annual maintenance should include a minimum of one power wash to remove dust, dirt, bird droppings or leaves. Power washing should be performed with cold water and a variable pressure wand ranging from 1000 to 2000 psi so as not to damage the patina. Should grime or droppings be difficult to remove, a power washing with warm water is suggested. (Please note that no 220volt outlet is available for a power washer. A gas-powered unit would be required.)

Once a year before hand waxing, the bronze should be power washed with warm water and mild, biodegradable soap. Hot carnauba wax (blue label, neutral color) should be applied by brushes and rubbed in with clean terry rags over the entire surface of the bronze.

Should the patina be damaged from solvents used to remove paint, the patina will need to be touched up by an artisan with a minimum of 3 years experience in patination. The equipment required will be a portable welding torch and ferric nitrate.

The lower concrete areas of the monument will be sealed and coated with a 'vandal-proof' finish that makes removing paint with a solvent and rag easy. The finish is non-sacrificial (will not be removed by solvent) and will need to be reapplied by brush in five years. (Manufacturer's product name to be provided after installation.)

Major damage to the bronze or concrete sculpture will require repairs by professionals. These costs should be covered by an insurance policy carried by the designated agent of the maintenance program. The aforementioned insurance policy should also include liability insurance up to \$3 million.

Annual Maintenance Estimate and Insurance Policy:

Two power washes and one hot wax.....	\$6,000
Insurance policy.....	\$5,500
Re-apply vandal proof finish: \$2,000 (Amortized over 5 yrs.).....	\$ 400
TOTAL.....	\$11,900

Item: \_\_\_\_\_  
Life Enrichment Committee  
September 12, 2006



**CITY OF OAKLAND**  
**AGENDA REPORT**

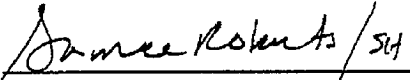
OFFICE : CLERK  
2006 SEP 14 PM 4:02

**TO:** Office of the City Administrator  
**ATTN:** Deborah Edgerly  
**FROM:** Cultural Arts & Marketing Division  
**DATE:** September 19, 2006

**RE: REVISED RESOLUTION: Resolution to Accept a Privately Funded Sculptural Monument Titled *Remember Them: Champions for Humanity* by Mario Chiodo as a Gift to the City of Oakland for Permanent Installation in Fox Square Park, to be Located at 19<sup>th</sup> Street and Fox Court within the Uptown Project Area**

An error was discovered in the resolution as presented in the Life Enrichment Committee agenda reports. Staff has corrected the resolution by deleting the reference in the 10<sup>th</sup> paragraph to a vote that did **not** take place, due to a lack of quorum, at a meeting of the Cultural Affairs Commission on August 28, 2006.

Respectfully submitted,

  
Samee Roberts, Manager  
Cultural Arts & Marketing Division  
Office of the City Administrator

Prepared by: Steven Huss, Acting Cultural Arts Programs Coordinator

APPROVED AND FORWARDED  
TO THE CITY COUNCIL:

  
Office of the City Administrator

Item: \_\_\_\_\_  
Oakland City Council  
September 19, 2006

OFFICE OF THE CITY CLERK  
2010 SEP 13 10:53 AM  
Approved as to Form and Legality  
Oakland City Attorney's Office

OAKLAND CITY COUNCIL

Resolution No. 80123 C.M.S.

Introduced by Councilmember \_\_\_\_\_

**RESOLUTION ACCEPTING A PRIVATELY FUNDED MONUMENT TITLED "REMEMBER THEM: CHAMPIONS FOR HUMANITY" BY MARIO CHIDO AS A GIFT TO THE CITY OF OAKLAND FOR PERMANENT INSTALLATION IN FOX SQUARE PARK, TO BE LOCATED AT 19<sup>TH</sup> STREET AND FOX COURT WITHIN THE UPTOWN REDEVELOPMENT AREA.**

**WHEREAS**, the City of Oakland accepts responsibility for expanding the opportunities for its citizens to experience public art and other projects resulting from the creative expression of its visual artists in public spaces throughout the City; and

**WHEREAS**, the Oakland Cultural Affairs Commission exists to advise the Mayor, City Council and the City Administrator on all matters affecting cultural development in the community; and

**WHEREAS**, a function and duty of the Cultural Affairs Commission is to advise the City on the placement of works of public art, and to recommend acceptance of proposed gifts based on the Public Art Advisory Committee's review; and

**WHEREAS**, native Oakland resident and sculptor Mario Chiodo has offered to the City of Oakland the gift of a cast-bronze and concrete monument for permanent installation in a public park; and

**WHEREAS**, the proposed monument will portray twenty-five world-renowned humanitarian leaders and celebrate their lives and work; and

**WHEREAS**, the proposed monument will reflect and honor the cultural diversity and global consciousness of the people of Oakland; and

**WHEREAS**, the proposed monument has the potential to become an inspiring and much-visited landmark for Oakland residents and visitors alike; and

**WHEREAS**, the proposed monument will be complemented by an educational curriculum for the benefit of Oakland students, and other activities to enhance and publicize the monument nationwide; and

WHEREAS, the gift will be made at no cost to the City of Oakland, as all funding for creation, installation and maintenance of the monument, and all supporting activities, will be provided by the project donors; and

WHEREAS, on August 7, 2006 the Public Art Advisory Committee voted to accept the gift of the monument; now be it

RESOLVED, that the City Council accepts as a gift to the City of Oakland a monument titled "Remember Them: Champions for Humanity" by Oakland sculptor Mario Chiodo, for permanent installation in Fox Square Park at the intersection of 19<sup>th</sup> Street and Fox Court; and be it

FURTHER RESOLVED, that all relevant agreements and other documentation will be reviewed and approved by the City Attorney and placed on file in the Office of the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA, SEP 19 2006, 2006

PASSED BY THE FOLLOWING VOTE:

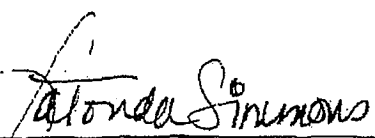
AYES - BRUNNER, KERNIGHAN, NADEL, QUAN, BROOKS, REID, CHANG, AND  
PRESIDENT DE LA FUENTE - 8

NOES - 0

ABSENT - 0

ABSTENTION - 0

ATTEST:

  
LATONDA SIMMONS  
City Clerk and Clerk of the Council of  
the City of Oakland, California

CITY OF OAKLAND  
Interoffice Memorandum



**Office of Parks and Recreation**

**TO:** Jeffrey Taylor, Chair, Parks and Recreation Advisory Commission  
**FROM:** Dana Riley  
**DATE:** June 9, 2010  
**SUBJECT:** Request From the Friends of Sausal Creek for Approval to Extend the Shade Growing Structure at the Joaquin Miller Native Plant Nursery

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SUMMARY

The Friends of Sausal Creek (FOSC), an Oakland-based nonprofit, charged with operating the Joaquin Miller Native Plant Nursery (JMNP) is seeking approval to expand the existing shade growing structure at JMNP by adding a 15' by 60' section (*see Exhibit A*) to meet the City's restoration project demands for shade plants.

FISCAL IMPACT

There is no expected negative fiscal impact to the City. Project costs are estimated at \$3,500. FOSC has funding available to fully pay for the project and is not seeking funding from the City or the Office of Parks and Recreation.

BACKGROUND

Joaquin Miller Native Plant Nursery is a joint project of FOSC and the City of Oakland undertaken in 2002. Friends of Sausal Creek came before PRAC in April of 2008 and received approval to renovate the JMNP facilities, which is used to grow locally native plants for restoration projects in Oakland parks. The approved renovation included installing a 30' by 60' shade structure (*see Exhibit B*) for the propagation of shade loving plants. The proposed shade structure extension will be constructed of the same materials simply adding a 15' by 60' section expanding the space for propagation to better fill project needs. FOSC is not aware of any potential negative impacts or community issues related to the proposed shade project.

SUSTAINABLE OPPORTUNITIES

**Economic:**

JMNP grows plants for City Of Oakland restoration projects at minimal cost to the City. The proposed shade area expansion will allow for increased plant production.

**Environmental:**

JMNP contributes to projects that improve wildlife habitat, urban greenspace, and native plant populations within Oakland. Expanding the shade area will enable FOSC to continue and expand that work.

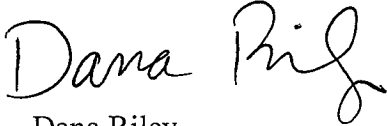
**Social Equity:**

Improved facilities at JMNP will allow FOSC to increase opportunities for environmental education and internships in the horticultural and ecological trades. Currently, students in second grade through college participate in service learning at the nursery.

RECOMMENDATION

Staff recommends approval of the request from the Friends of Sausal Creek to expand the existing shade growing area at the Joaquin Miller Native Plant Nursery.

Respectfully submitted,

A handwritten signature in cursive script that reads "Dana Riley". The signature is written in black ink and is positioned above the printed name.

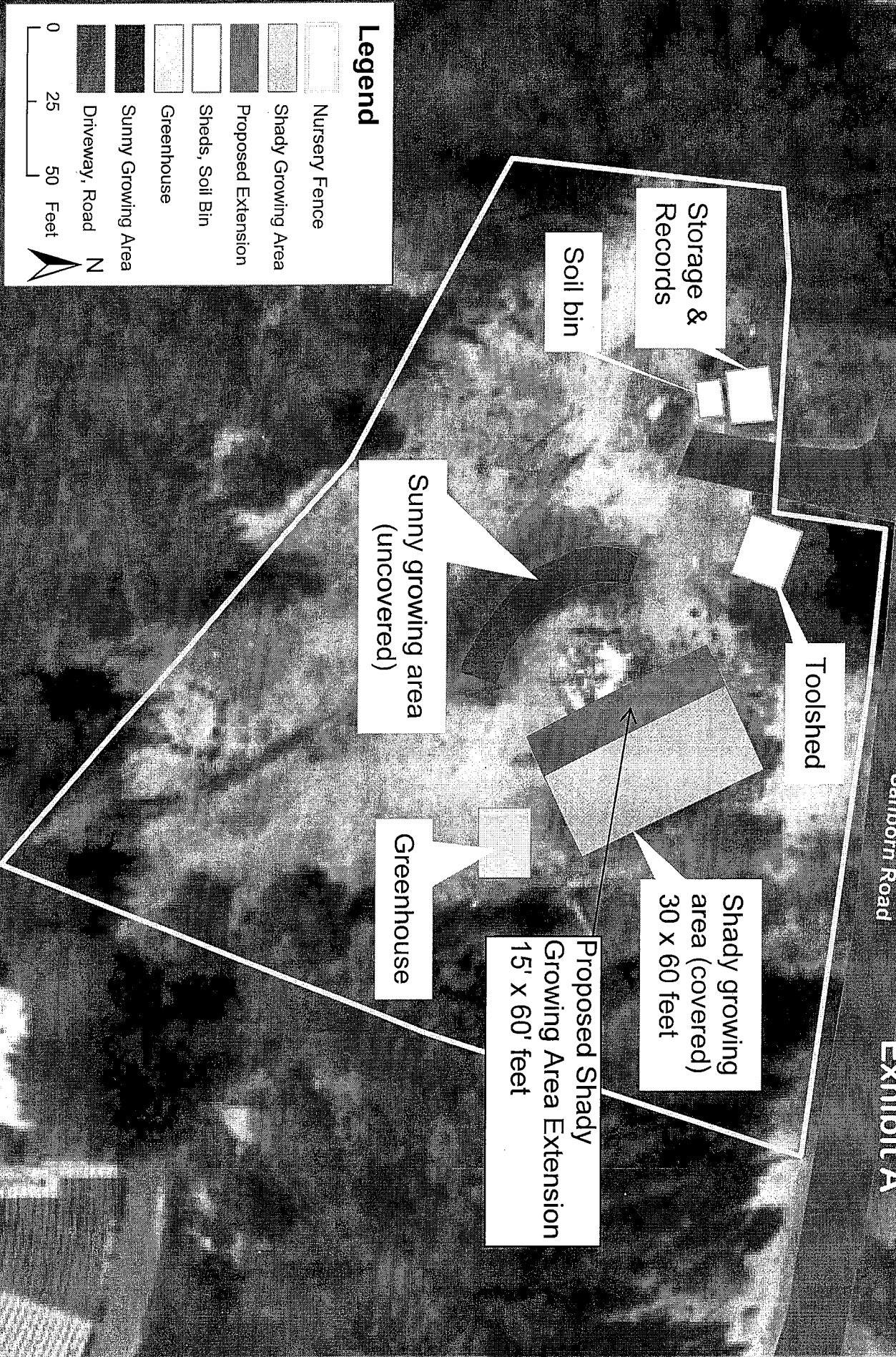
Dana Riley  
Assistant to the Director

Attachments: Exhibit A – Native Plant Nursery Plot  
Exhibit B – Existing Shade Structure

# Native Plant Nursery

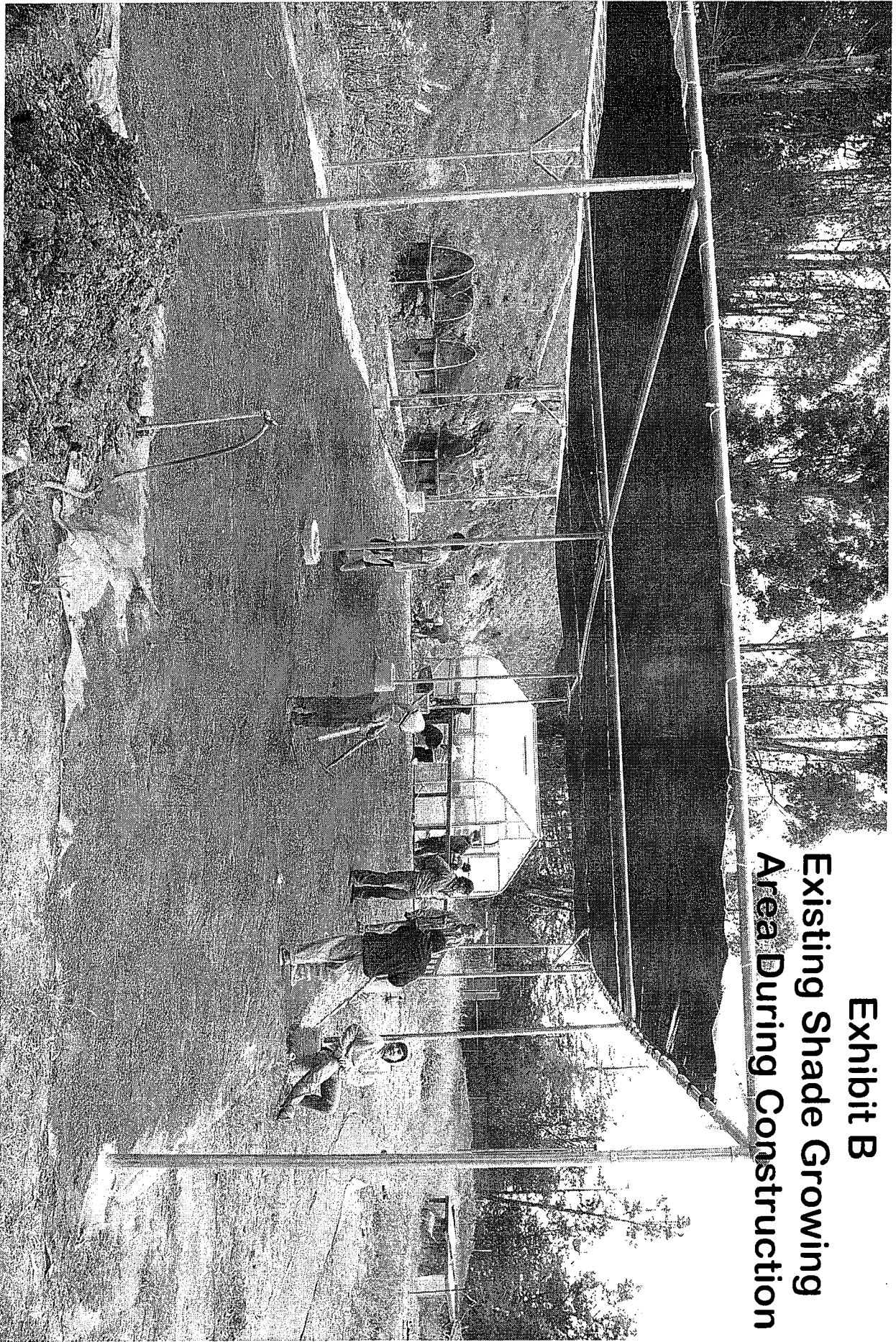
Sanborn Road

Exhibit A





**Exhibit B**  
**Existing Shade Growing**  
**Area During Construction**



CITY OF OAKLAND  
Interoffice Memorandum



**Office of Parks and Recreation**

**TO:** Jeffrey Taylor, Chair, Parks and Recreation Advisory Commission  
**FROM:** David Ralston, Project Manager, Oakland Redevelopment Agency  
**DATE:** June 9, 2010  
**SUBJECT:** Request for Approval of a Community Design-Build Improvement Project at Tassafioranga Park Funded By the Coliseum Redevelopment Green Works Development Program

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SUMMARY

City Redevelopment staff is requesting general design and use approval for specified green-design park improvements for Tassafioranga Park that will be implemented summer 2010 as part of the Coliseum Green Works Development Program (GWD). The design principally calls for the augmentation of a "community garden park" located within the northern under-utilized section of Tassafioranga Park adjacent to the newly remodeled Oakland Housing Authority (OHA) residences and two blocks away from the new Acorn-Woodland Elementary School and 81<sup>st</sup> Street. Library.

FISCAL IMPACT

There is no anticipated direct fiscal impact for the Office of Parks and Recreation (OPR). All materials and labor are funded through the GWD Redevelopment tax-increment financing. Staff will work with the adjoining resident stakeholders, OHA and the recreation center staff to develop a community adoption and stewardship agreement to off-set maintenance costs associated with the improvements. Overall estimated maintenance costs are expected to be minimal.

PROJECT DESCRIPTION

Specifically, this proposal calls for park improvements in the 100' x 200' North field portion of the park which is occupied by a swing-set and approximately eight mature trees and under which the culverted Elmhurst creek flows. All trees, existing paths, irrigation lines and existing swings sets are not called to be altered or disturbed.

The concept for the garden park at this location was in part inspired by successful creek-oriented community parks such as Frog park in North Oakland and the idea of creating an inter-generational, useful, accessible garden-like park highlighting green principles of design. The design calls for a range of functional amenities from the produce garden plots to added seating and recreation amenities distinct from other playgrounds or seating area located on the southern side of the park and recreation center.



Specific components that are slated for installation:

- 30' x 50' Garden/micro community farm space (with raised boxes) with accompanying 8' x 8' rain-water catchment shed and cistern.
- New ADA central meandering path (approximately 140 linear feet) and off-shoots of decomposed granite walking paths and one gateway arbor at the gate approach from 83rd Ave.
- A small 15ft. x 25ft. permeable patio seating area with installed bench with shade trellis and seating is also proposed
- A new engineered bio-swale in the existing "depression" on site and above existing Elmhurst Creek with a connecting "river-stone" creek interpretation path.
- Other features as funds allow including stone markers and landscape walls; 5-6 seating benches; art work such as mosaics; small foot-bridge; creek signage; interpretive wellspring
- Later phases of this project (funding has not yet been identified) also call for a rock climbing wall and water fountain.

Project design in total does not represent a change of use for the park. The community garden does require an administrative review and approval by the Planning Department.

If this design is approved by the PRAC, the next steps of the project will be to continue with outreach and community meetings including at Acorn School, OHA, Weed and Seed and the Head Start Program. Redevelopment staff in conjunction with OPR staff, will serve as project manager and work with Public Works Agency (PWA)-facilities to review existing irrigation plan, work with PWA Project Delivery, Building Department and Environmental Services for sign-off on materials and structural/engineered elements.

## BACKGROUND

Redevelopment Staff has been working with OPR staff representatives for the last year to define a suitable minor park improvement project within the Coliseum Redevelopment Area in East Oakland as part of the pilot Green Works Development program. The criteria to be eligible for the program requires a participating site involve "green" landscape/site amenity implementations utilizing Redevelopment Green Job Training cadets, neighborhood residents, and community stakeholders in a design-build process. In addition, the expectation is that construction will be largely labor/craft intensive with a budget not to exceed \$50,000 and built within a six to eight-week summer construction period.

The typical project components that would be considered include: ecologically sensitive landscape and site-work, including habitat restoration; permeable paths (ADA and other), benches, stone markers; Seating areas/benches with shade trellis and permeable patios; community gardens/urban agriculture areas, planters, cisterns, rain sheds, and arbors; customized art embellishments, gates, mosaics, and other.

Last Fall, the proposed project was introduced to the recreation site director at Tassafioranga representing a potential park site in which specific green improvements were sought. Based on community meetings, park user interest and focus groups the Director indicated that she was proposing an urban agriculture/garden installation at the Park and provided Redevelopment staff with a tour of the north-side of Tassafioranga between the baseball diamond and 83rd Ave. Other project proponents such as Urban Roots began working with OPR and the local Community Development Block Grant (CDBG) board to acquire funding for garden boxes and planter/benches that have been placed in the hard-surfaced area immediately adjacent to the Center. In parallel, Redevelopment staff began working with OPR staff to develop a potential complementary design that could be constructed with up to 20 of the Green Works Development youth (many from the Elmhurst neighborhood around the Park) and which could be reasonably built in the summer in conjunction with the Mayor's Summer Job Program.

Since January 2010, youth construction crews have been trained in "green construction" techniques through an intensive Merritt College-Oakland Unified School District (OUSD) training program. The average age of the youth crew is 17 and the construction site will maintain a 5:1 ratio of job trainees to construction managers/ crew chiefs. The overall construction will be overseen by both Redevelopment project management staff and a general conservation contractor such as the Civic Corps.

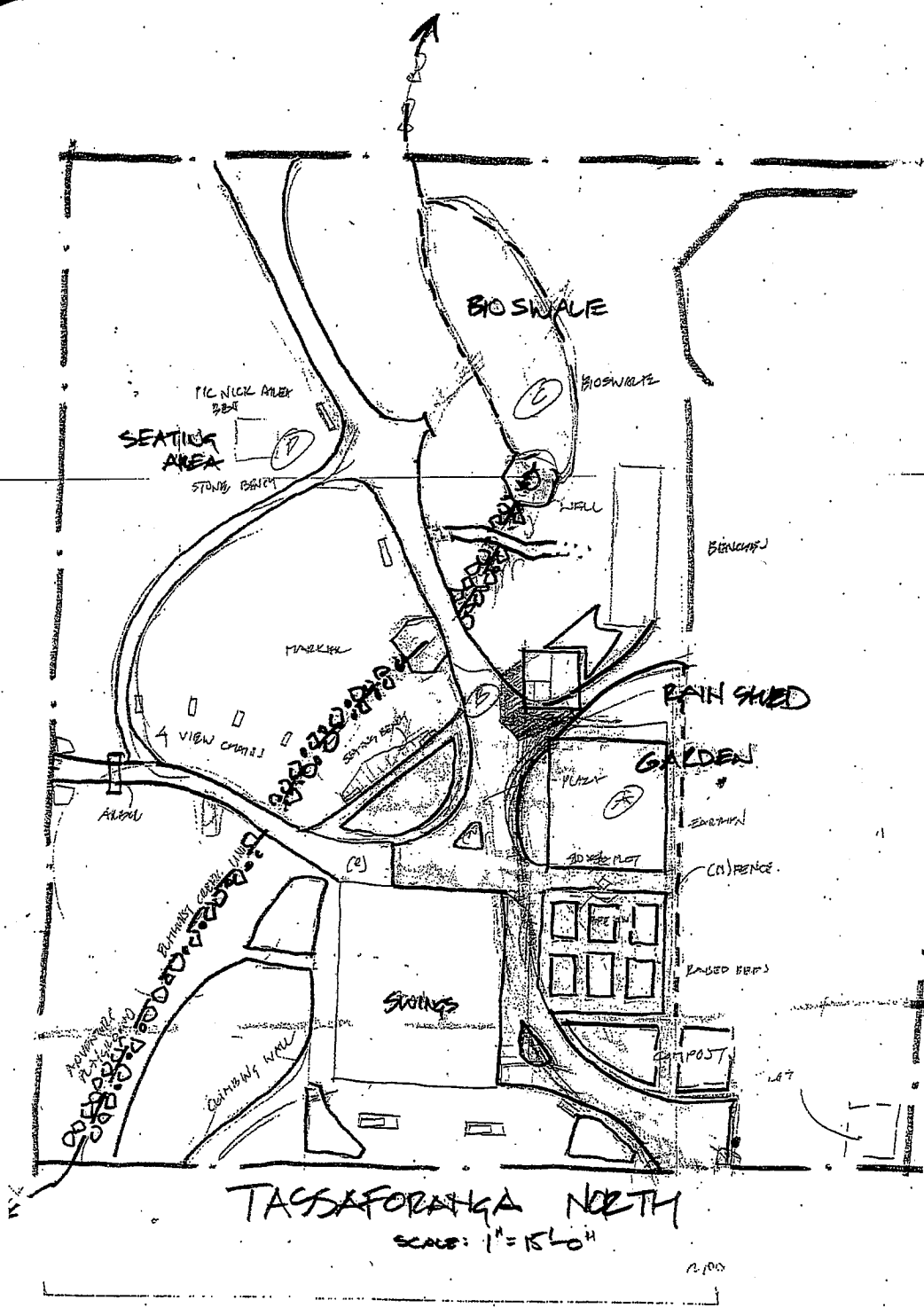
#### RECOMMENDATION

Staff recommends that the Park and Recreation Advisory Commission approve a Community Design-Build Improvement Project at Tassafioranga Park funded by the Coliseum Redevelopment Green Works Development Program under the direction, funding, and objectives of the Coliseum Redevelopment Green Works Development Program.

Respectfully submitted,

David Ralston  
Redevelopment Project Manager  
Community and Economic Development Agency

Attachments: Exhibit A – Proposed Site Design Plan  
Exhibit B – Aerial View of Site



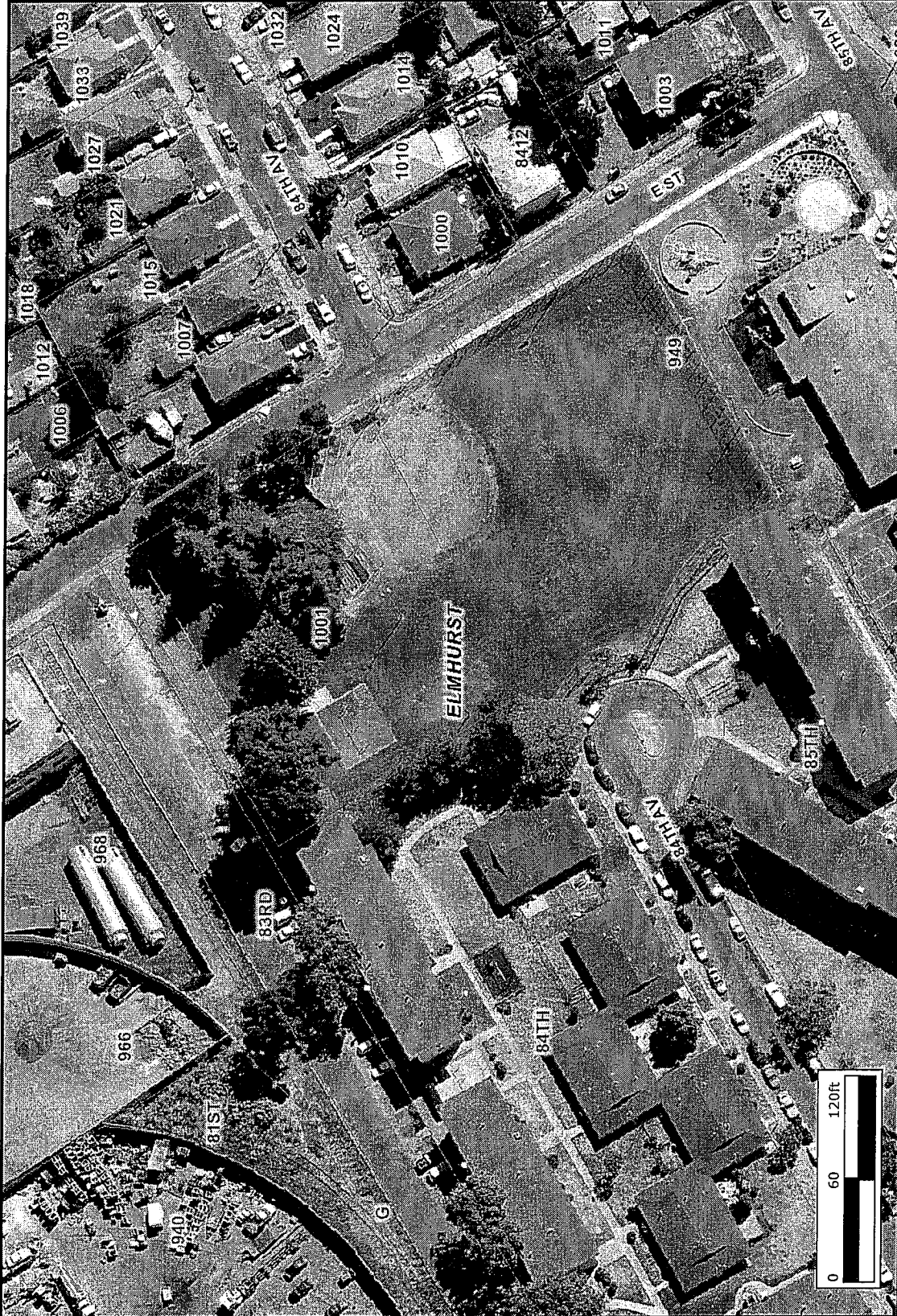
TASSAFORANGA NORTH  
 SCALE: 1" = 15' 0"

2,100

15 June 1973

# Tassaforanga Park

North Park Site Area to left



## Legend

- City Limits
- Parcels
- Freeways
- Major Sts
- Streets
- Water
- 2003 ORTHOPHOTOS

It is imperative that you obtain BOTH the Zoning and General Plan designations for the property(s) you are searching for.

Questions? Contact a planner at (510)238-3911.

Printed: 5/25/2010 12:38:34 PM



**CITY OF OAKLAND**  
Interoffice Memorandum



**Office of Parks and Recreation**

**TO:** Jeffrey Taylor, Chair, Parks and Recreation Advisory Commission  
**FROM:** Gail McMillon, Central Reservations Supervisor  
**DATE:** June 9, 2010  
**SUBJECT:** Request from the Friends of Faith, Inc. for Permission to Collect Entry Fees and Donations and Allow Vendors to Sell Event Related Items at the Faith Fancher Breast Cancer Challenge Walk/Run at Lakeside Park on Saturday, August 21, 2010

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SUMMARY

Staff received a request from the Friends of Faith, Inc. (FOFI), a non-profit organization, for permission to collect entry fees and allow vendors sales at the 6<sup>th</sup> Annual Faith Fancher Breast Cancer Challenge Walk/Run at Lakeside Park on Saturday, August 21, 2010.

FISCAL IMPACT

There is no fiscal impact on the Office of Parks and Recreation.

BACKGROUND

The Friends of Faith, Inc. was founded in 1997 as a non-profit organization of professional women dedicated to fighting the breast cancer epidemic through the power of information and by providing funds to local organizations to help provide direct assistance to under-served and under-insured women in their battle against breast cancer.

This is the sixth year of the Faith Fancher Breast Cancer Challenge event and the fourth year hosting the event at Lakeside Park. The Friends of Faith, Inc. hosted a walk/run at Lakeside Park in 2005, 2008 and 2009. They came before the commission in 2008 and 2009 with a similar request and was granted approval with the difference this year the request for vendors selling products. The collection of registration/entry fees will be no less than \$35.00 per person and will go towards the support of women and men in the community who are underinsured and underserved that are battling cancer.

RECOMMENDATION

Staff recommends that the Park and Recreation Advisory Commission approve the request for permission to collect entry fees and donations and allow vendors to sell event related items at the Sixth Annual Faith Fancher Breast Cancer Challenge Walk/Run at Lakeside Park on Saturday, August 21, 2010.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Gail McMillon", written over a horizontal line.

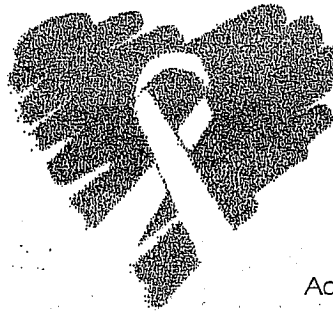
Gail McMillon  
Reservation Supervisor

Cc: Request letter from Friends of Faith, Inc.  
Reservation Request  
Facility Application

*Friends of Faith Inc.*

*Faith Fancher, Founder*

KTVU News-Reporter  
1950-2003



Ada Renée Williams  
Executive Director

**Executive Committee**

**Chair**

Rosie L. Allen, KGO 810\*  
Afternoon Anchor

**Co-Vice Chairs**

Rev. Carolyn Dyson,  
African American Breast Health  
California Pacific Medical Center

Rita Williams, KTVU - Channel 2  
News Reporter

**Treasurer**

Tammerlin Drummond  
Columnist  
Bay Area News Group-East Bay

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Carolyn Tyler, KGO-TV/DT ABC 7\*

Thaal Walker

Cheryl Ward, KGO-TV/DT-ABC 7

Lori Waldon

Thomasina S. Wolda

Wanna Wright

\*Founding Member

January 19, 2009

Office of Parks and Recreation  
Advisory Commission  
City of Oakland  
250 Frank H. Ogawa Plaza, Suite 3330  
Oakland, CA 9462

**RE: Friends of Faith Breast Cancer Challenge Walk/Run  
August 21, 2010**

To Whom It May Concern:

Friends of Faith has applied for and tentatively received the date of August 21, 2010 to conduct its 6<sup>th</sup> Annual Friends of Faith Breast Cancer Challenge Walk/ Run at Lake Merritt, Lakeside Park. This is a fundraising event. It is our understanding that in order to collect money, we must advise the Office of Parks and Recreation.

On August 21, 2010, Friends of Faith will be collecting registration/entry fees of no less than \$35.00, for the 6<sup>th</sup> Annual Friends of Faith Breast Cancer Challenge Walk/Run. As this is a fundraising event for Friends of Faith, the registration fees will be used to effectuate the mission, which is to support those women and men in the community who are underinsured and underserved and who are battling breast cancer.

Additionally, there will be vendors selling products and offering services to those attending the fundraising event. The items sold or given away by the vendors, will be for the sole purpose of raising monies for advancing Friends of Faith mission.

It is respectfully requested that Friends of Faith, Inc., a 501(c)(3) corporation, be allowed to charge a registration fee, collect donations, and vendors sales at the August 21, 2010 6<sup>th</sup> Annual Friends of Faith Breast Cancer Challenge Walk/Run.

Very truly yours,

Thomasina S. Wolda  
Board of Directors, Friends of Faith  
Event Coordinator

# Central Reservations Unit

250 Frank H. Ogawa Plaza Ste 3330  
Oakland, CA 94612

(510) 238-3187



CITY of OAKLAND  
OFFICE of PARKS & RECREATION

Friends of Faith  
655 13th St.  
Oakland, CA 94612

## Reservation Request

Status: In-Process

Customer Type: Non-Profit

Authorized Agent: Tammerlin Drummond

Work: (510) 277-2508 Home: (510) 383-1978

DATE/USER	REQUEST NUMBER	CHARGES	DISCOUNT	TAXES	REFUNDS & CREDITS	PAYMENTS	REQUEST EXPIRES	BALANCE DUE
12/21/2009 Armando Aguilera	9003633	\$1100.00	\$0.00	\$0.00	\$0.00	\$1100.00	08/20/2010	\$0.00

### RESERVATIONS

EVENT NAME	FACILITY	CENTER
6th Annual Breast Cancer Walk Type: Park Run/Walk	Lakeside Park Near Bandstand	Lakeside Park Lake Merritt Oakland, CA 94610
DATES RESERVED	HRS	
Saturday - 8/21/2010	07:00 AM to 12:00 PM	5

Total Number of Dates: 1

Total Number of Hours: 5

NOTES: 1/25/10: Customer submitted request to collect donations and vendors to sell products.

\*\*\* PLEASE READ AND ADHERE TO ADDITIONAL CONDITIONS AND ATTACHED DISCLAIMERS \*\*\*

\*\*\*NON-EXCLUSIVE USE OF THE PARK.\*\*\*

THE GATES TO ALL SERVICE ROADS ARE NOT ACCESSIBLE TO THE PUBLIC.

\*\*\*Approximate Attendance: 500

\*\*\*Actual Event Time: From 11:00 am to 02:00 pm.\*\*\*

\*\*\*Foods Served:\*\*\*

\*\*\*Amplified Sound Allowed: Wind Instruments; e.g. Bull Horn, Guitar, cornet, trumpet, etc.,\*\*\*

\*\*\*Customer understands that the park must be left clean & clear of all garbage/debris in order to receive proper deposit refund.\*\*\*

\*\*\*An Administrative Service Fee (\$75.00) will be charge for a late payment, do not submit documents/permits on time or any changes to a permit less than 30 days before event date.\*\*\*

\*\*\*PROHIBITION AGAINST COLLECTING MONEY: Charging admission, fundraising, selling tickets, merchandise, foods, refreshments, etc., IS NOT ALLOWED AT PARK.\*\*\*

\*\*\*FOOD WILL BE SERVED \*\*\*

\*\*\*ABSOLUTELY NO ALCOHOL ALLOWED AT THIS EVENT TO BE SERVED BY CUSTOMER OR BROUGHT IN BY GUEST.\*\*\*

### CHARGES

CHARGE DESCRIPTION	FACILITY/EVENT	UNIT FEE	QTY	TAX	TOTAL CHARGED	DISCOUNTED/PAID	BALANCE DUE
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Office of Parks and Recreation  
250 Frank H. Ogawa Plaza, Suite 3330 Oakland,  
CA 94612



Central Reservations Unit  
PH (510) 238-3187 Fax (510) 238-2397

**Park Use Rental Application**

ATTENTION: **ARMANDO**

Application Date: 12-21-09

\*RESIDENCY IS DETERMINED ACCORDING TO ADDRESS INDICATED ON DRIVER'S LICENSE OR STATE IDENTIFICATION CARD

RECEIVED: 9003633 OFFICE USE ONLY  
RWP No. \_\_\_\_\_ Received By/Date \_\_\_\_\_ Approved By/Date \_\_\_\_\_ Issued By/Date \_\_\_\_\_  
Police Special Events Permit Required?  Yes  No If required, Special Events Permit due to OPR by \_\_\_\_\_

Application on behalf of: (Group, Individual, Organization) FRIENDS OF FAITH

\* Address: 655 - 13th ST. City: OAKLAND State: CA Zip: 94612

Individual responsible for event: Name: TAMMERLIN DRUMMOND \*Address: 655 - 13th ST.

City: Oakland State: CA Zip: 94612 Email: \_\_\_\_\_

Home #: 510 912 8475 Work #: \_\_\_\_\_ Fax #: \_\_\_\_\_ Cell #: 510 277 2508

To use (Name of Park): LAKE MERRITT Location: NEAR BAND STAND

On the following date (s): AUGUST 21, 2010 General Public Allowed: Yes  No  Number of Participants: 500

Between the hours of: (Start Time/Setup) 7:00am (Actual Event Time) from 8:30 to 12N (End Time/Cleanup) 12N

Type of Event/Purpose (be specific; i.e., Picnic, Walk/Run, Entertainment, Family Reunion, Rally, etc.)  
Faith Fancher, 6th Annual Breast Cancer Challenge Walk & Run

Note: Charging admission, selling tickets or merchandise, or solicitation of money in any manner is prohibited in any way.

Sound Amplification: Amplified  Yes  No Non-Amplified  Yes  No

Type of equipment to be used (i.e., Jumpers, musical instruments, live band, cd player, amplifiers, microphones, etc.)  
LIVE BAND CD PLAYER, AMPLIFIERS

Will food be served? Yes  No  (If yes, please list type(s) of food to be served) FREE FOOD? WATER, Fruit, JUICE, COFFEES

Please describe below special accommodations/requests required for your event. If no special accommodations/request required, write NONE.  
NONE

Fees: Rent: \$500.- Deposit: \$500.-

Sound Use: 100.- Other Fees: \_\_\_\_\_

Total of ALL Fees PLUS Deposit: \$1100.-

Deposits are refunded 6-8 weeks AFTER event date, provided the facility is left in acceptable condition and the event goes as planned

CANCELLATION FEES:

31 days or more notice:	Forfeit 1/2 Deposit
30 days 11 days notice:	Forfeit Deposit PLUS 1/2 Rental Fee
10 days or less notice:	Forfeit All Fees

Check Amount: \$ \_\_\_\_\_ Check #: \_\_\_\_\_ Cash: \_\_\_\_\_

Type of Credit Card (Visa or Master Card Only): \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Authorize the Office of Parks and Recreation, Central Reservations Unit to charge my Visa or Master Card \$ 1100  
(Amount to be Charged)

or my reservation at \_\_\_\_\_ on \_\_\_\_\_  
(Park) (Event Date)

Signature: Required) Tammerlin Drummond  
(Print Name)

D7122224  
(Driver License #/Expiration Date)

\*\*\*ATTENTION\*\*\*

- ✓ DID YOU REMEMBER TO SIGN THIS APPLICATION?
- ✓ DID YOU REMEMBER TO ATTACH A LEGIBLE COPY OF YOUR DRIVER'S LICENSE OR STATE IDENTIFICATION CARD?