



CITY OF OAKLAND
Interoffice Memorandum

TO: Parks and Recreation Advisory Commission
FROM: Audree V. Jones-Taylor, Director
DATE: January 9, 2009
SUBJECT: Request from CEDA – Redevelopment for Proposed Aesthetic Additions to Existing Park Facility of Cesar Chavez Park

SUMMARY

The Office of Parks and Recreation (OPR) received a request from CEDA – Redevelopment to endorse a proposed aesthetic addition (art-mural backdrop) to the previously approved (June 14th PRAC approval) and constructed community deck at Cesar Chavez Park in the Fruitvale. This project is being sponsored by the Unity Council, the AmeriCorps, the Redevelopment Agency, OUSD, and KQED and local neighborhood volunteers. All direct work, cost and upkeep for this “Gift-in-Place” will be incurred by these partners.

FISAL IMPACT

This request is for planning approvals for the specified park aesthetic accessory elements. Funds for material costs and installation of these items are secured independently of this action (through Redevelopment and volunteer in-kind contributions) and this request does not involve any direct OPR funding.

KEY ISSUES

This project has a high degree of support and “ownership” by the community and with the presence and leadership of the Unity Council, it is anticipated that community stakeholders will continue in doing volunteer maintenance and clean-up/repairs as necessary and in conjunction with park staff as appropriate (as is currently done quarterly, e.g. playground repainting, bench repainting, clean-up/weeding and tree-planting, on specific community volunteer days organized by the Unity Council and “We Mean Clean” program).

RECOMMENDATION

Staff requests and recommends the Park and Recreation Advisory Commission to endorse this proposal and associated “Right of Entry” for these aesthetic “gift-in-place” augmentations to Cesar Chavez Park. This endorsement will enable specific plans and details to be submitted to Planning and Building for final review and approval.

Respectfully Submitted,


Audree V. Jones-Taylor
Director

Parks and Recreation Advisory Commission
January 9, 2009
Item #12B

CITY OF OAKLAND



Community and Economic Development Agency

TO: Parks and Recreation Advisory Commission c/o Audree Jones-Taylor
FROM: David Ralston, CEDA-Redevelopment
DATE: January 7, 2009
SUBJECT: Review proposed aesthetic additions to existing park facility at Cesar Chavez Park

SUMMARY

Staff requests the Park and Recreation Advisory Commission endorse a proposed aesthetic addition (art-mural backdrop) to the previously approved (June 14th PRAC approval) and constructed community deck at Cesar Chavez Park in the Fruitvale. This project is being sponsored by the Unity Council, the AmeriCorps, the Redevelopment Agency, OUSD, and KQED and local neighborhood volunteers. All direct work, cost and upkeep for this "Gift-in-Place" will be incurred by these partners.

BACKGROUND

In 2002 Walter Hood Design, a nationally recognized landscape architecture firm was hired to produce a conceptual plan for the new Cesar Chavez Park. This plan received wide input and support from community stakeholders who use or wish to make better use of this central Fruitvale District Park. Part of these concept plans called for a community deck at the front end of the park. Working with the Unity Council, the Fremont High School Construction Academy and an affiliated volunteer contractors group, and the SDS team IV, City Redevelopment staff took the opportunity to focus on the proposed deck as a "design-build" starting point to further the on-going reclamation of the Park and as a way to increase connections and involvement in the concurrent Foothill Streetscape Project which will dramatically transform the entrance area and street-edge of the park. After gaining approval from the PRAC for this deck in June of 2006, and after required permitting review by Planning and Building, the proposed deck was built as a volunteer gift-in-place. Other phases of park improvements also included planting trees, planting flowering vines, restoring the mosaic tiles at the front planter and creek clean-ups.

This deck and initial landscaping additions are envisioned as a first phase of further improvements to the park. While City Project Delivery is now moving ahead to finalize plans for the larger restoration of the tot-lot and basketball court and other facilities, the Council and community stakeholder team wishes to begin in parallel sequence moving ahead with the second phase of minor "design-build" landscaping installations. The timing of overall Park reconstruction is still to be determined and still awaiting significant identification of gap funding (approximately \$1.5 needed). The second-phase of landscape installations are to be done as immediate short-term projects that are compatible with the overall design plans and consistent with the goals of the community stakeholders for the park and the existing uses of the park.

Second Phase Landscape Installations include a designed mural backdrop to the deck. The purpose of this backdrop is functional, to help prevent the accumulation of debris behind the deck and aesthetic – to provide an engaging community art-piece that speaks to the cultural history an division of the park and creates an “outdoor” museum effect when such murals (3-8) are distributed at intervals along the fence (see below).

The murals are significant in bringing the work and energy of many Fruitvale residents together. The design ideas were initialized via a community-wide art contest. Winners were chosen from youth below 12, teenagers, and young adults above 18. The initial designs were then developed into high-quality art-paintings through a special Fall art studio held at Calvin Simmons Academy with Middle School students. KQED has been directly supporting this art studio and has made commitments to showcase the finished murals temporarily in the Oakland Museum and created a film documentary as well. The backdrop for the murals are being designed and reviewed by the Fremont Construction Academy and the City Building Department for all applicable life-safety code issues.

In addition to the mural backdrop, the community stakeholders have also identified other elements which, pending funding would be appropriate to include in the next design phase of park improvements. These elements include building/installing seating/tables on the deck; building/installing a low decorative seating wall framing the lawn adjacent to the deck and mural; creating a mural in the County Flood ROW along the Peralta Creek; and installing a decorative low-flow “lilly-pad” fountain inside the existing mosaic planter at the Foothill Blvd. entrance.

FISCAL IMPACT

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RECOMMENDATION

Staff requests and recommends the Park and Recreation Advisory Commission to endorse this proposal and associated "Right of Entry" for these aesthetic "gift-in-place" augmentations to Cesar Chavez Park. This endorsement will enable specific plans and details to be submitted to Planning and Building for final review and approval.

Respectfully submitted,

David Ralston
CEDA-Redevelopment, Project Manager

Attachment A: Pictures of Existing Deck

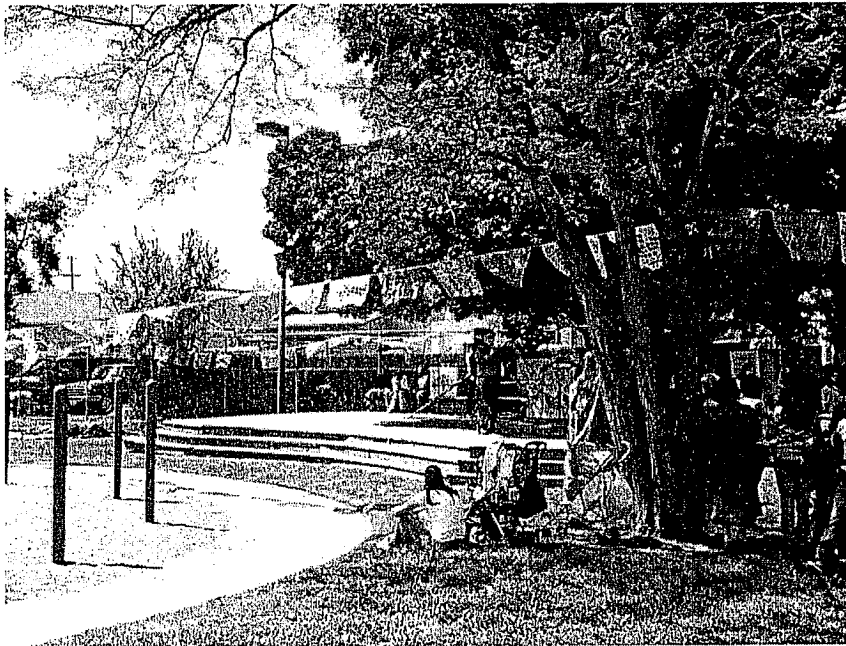
Attachment B: Pictures and Site Design for Mural Backdrops

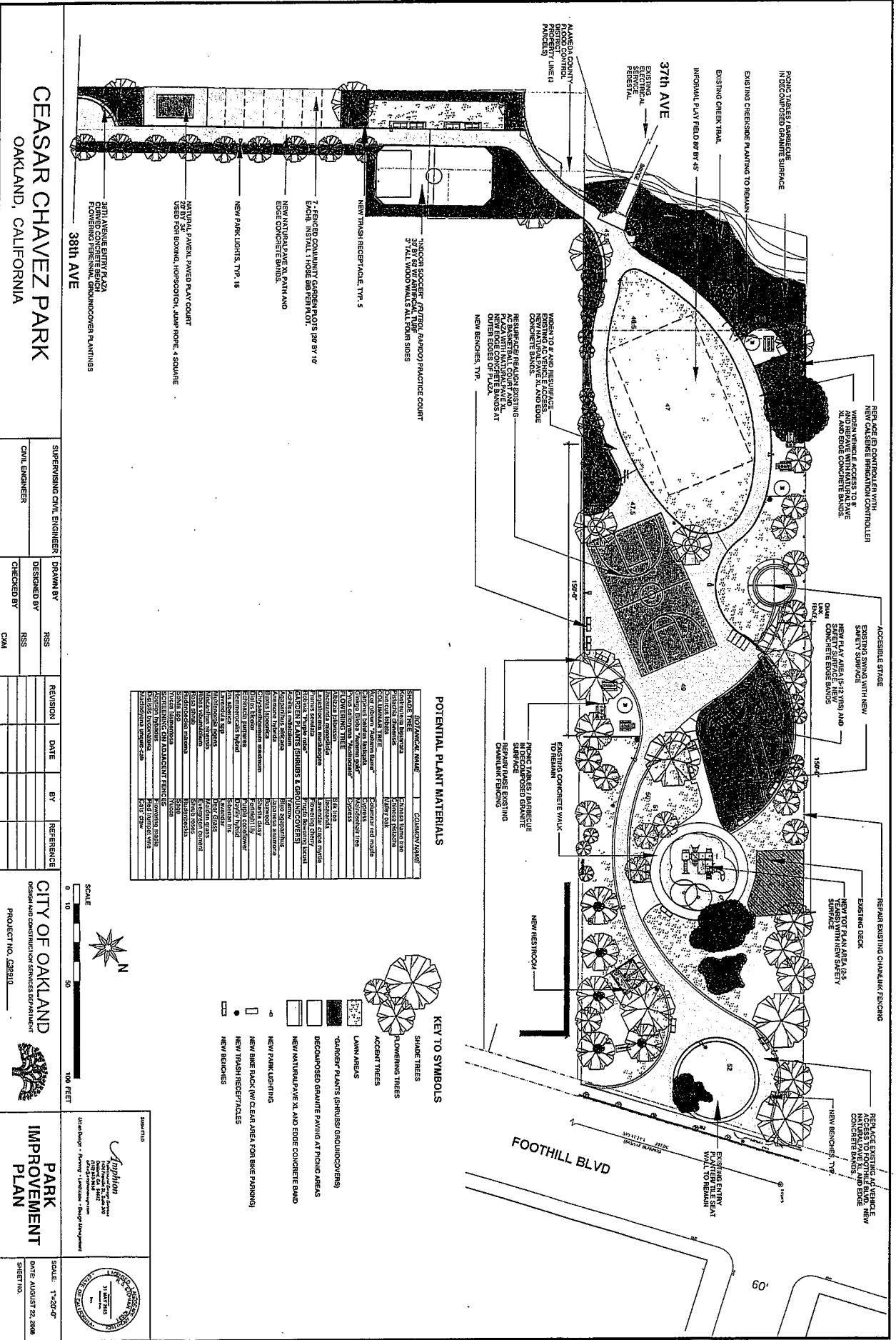
ATTACHMENT A
EXISTING DECK (Built Spring 2007)



Above: Finished Deck. Murals will be part of a backdrop that will cover the existing chain-link fence.

Below: Grand opening Community Festival on Cesar Chavez Day.

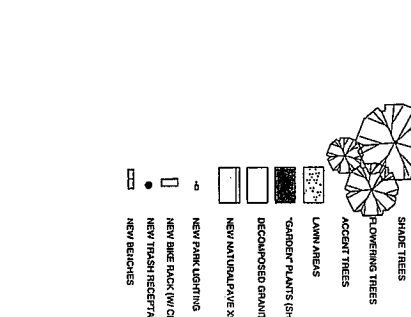




POTENTIAL PLANT MATERIALS

BOTANICAL NAME	COMMON NAME
SHADE TREES	SHADE TREES
FLOWERING TREES	FLOWERING TREES
ACCENT TREES	ACCENT TREES
LAWN AREAS	LAWN AREAS
GARDEN PLANTS (SHRUBS/ GROUNDCOVERS)	GARDEN PLANTS (SHRUBS/ GROUNDCOVERS)
DECOMPOSED GRANITE PAVING AT PLYNIC AREAS	DECOMPOSED GRANITE PAVING AT PLYNIC AREAS
NEW NATURAL PAVE X.1 AND EDGE CONCRETE BAND	NEW NATURAL PAVE X.1 AND EDGE CONCRETE BAND
NEW PARK LIGHTING	NEW PARK LIGHTING
NEW BIKE RACK (W/ CLEAR AREA FOR BIKE PARKING)	NEW BIKE RACK (W/ CLEAR AREA FOR BIKE PARKING)
NEW TRASH RECEPTACLES	NEW TRASH RECEPTACLES
NEW BENCHES	NEW BENCHES

KEY TO SYMBOLS



CEASAR CHAVEZ PARK
OAKLAND, CALIFORNIA

SUPERVISING CIVIL ENGINEER

DRAWN BY
DESIGNED BY
CHECKED BY

REVISION	DATE	BY	REFERENCE

CITY OF OAKLAND



PARK IMPROVEMENT PLAN

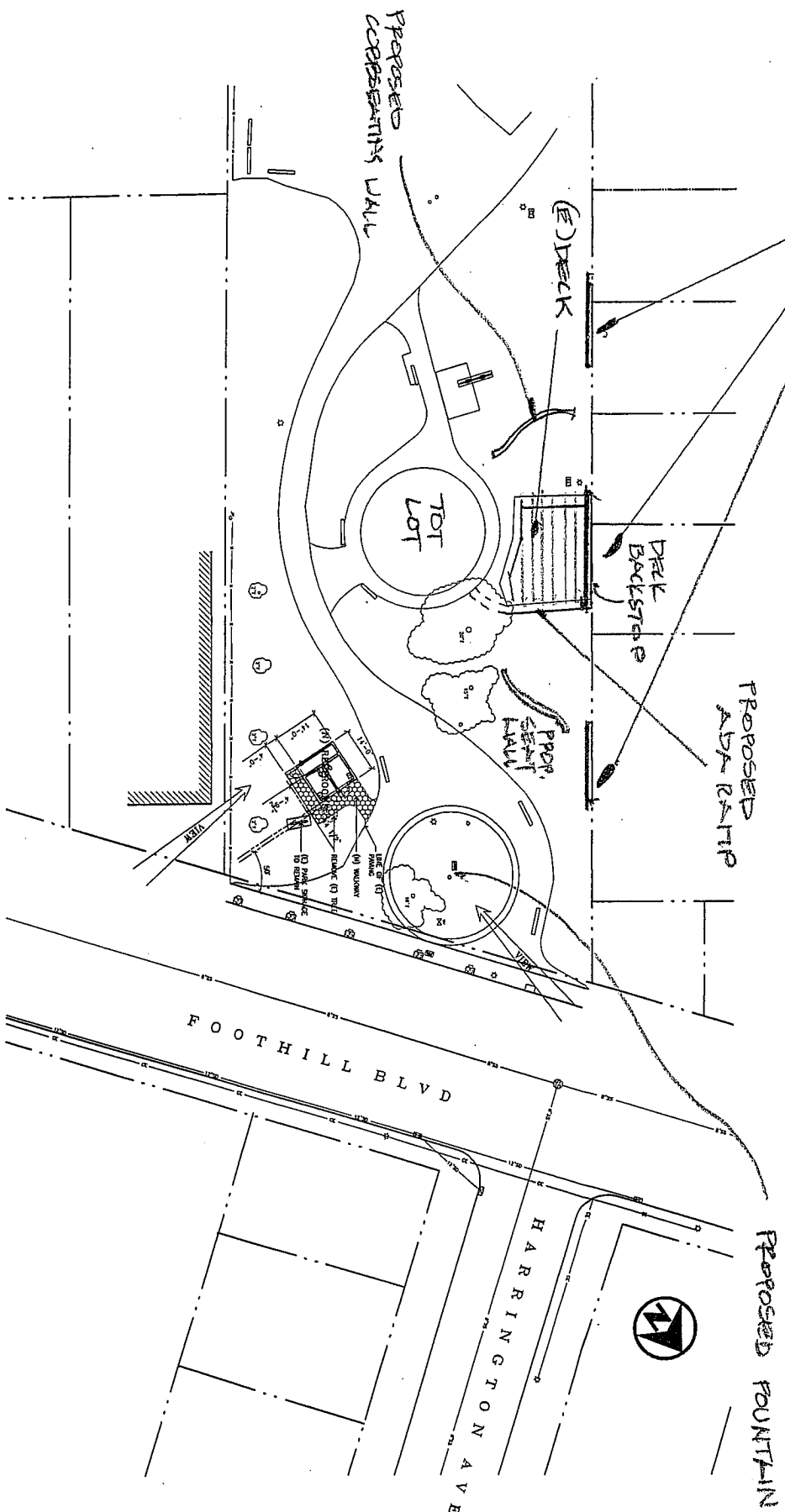
DATE: 1-20-07
DATE: AUGUST 22, 2008
SHEET NO.

Applied Landscapes

7311 AVENUE ENTRY PLAZA

37 AUGUST 2008

PROPOSED XPT RURAL BOARDS ALONG FENCE.
SEA. BOARD 4' x 6' TYP. 1/2" PLYWD. COATED LIQUORIC & INSTALLED IN FRATERWORK ON FENCE)



SCHMATIC SITE PLAN
CESAR CHAVEZ PARK

1/16" = 1'-0" A1.3

BYRENS ASSOCIATES
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info@byrensa.com



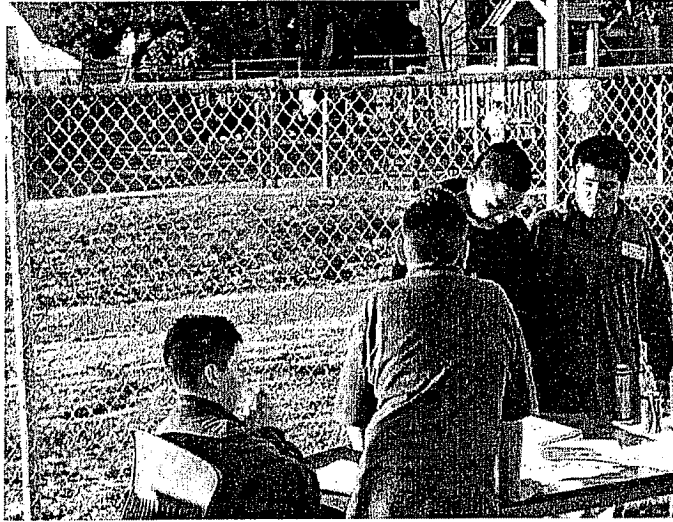
CITY OF OAKLAND
OAKLAND PUBLIC WORKS AGENCY
2400 KATE STREET OAKLAND, CA 94612
PROJECT NO. B01112.CS29-10.T00

No.	DATE	BY	REFERENCE

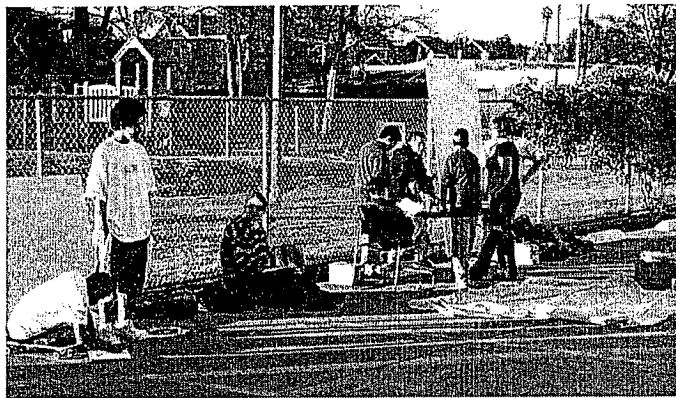
RESTROOM DESIGN FOR
SOBRANTE PARK, HARDY PARK AND
CESAR CHAVEZ PARK
SCHMATIC SITE PLAN
CESAR CHAVEZ PARK

SCALE AS SHOWN
DATE 4/25/08
SHEET NO. A1.3

Small text at the bottom left corner, likely a revision or drawing code.



Murals in progress. Neighborhood residents and students from Calvin Simmons Art Studi work with Local Art teacher David Cedeno and Americorps volunteers to sketch out mural ideas while overlooking the park.





WELCOME BIENVENIDOS
CESAR CHAVEZ
PARK
3105 600 JOURNAL RD
PLAZA DE LA CULTURA

WELCOME BIENVENIDOS

Oakland Globe
April 4-10, 2007

Students build community while constructing deck in César Chávez Park

From the Globe Oakland Desk

Youth and other community volunteers were honored by the city of Oakland for their work to improve César Chávez Park during a public celebration on Friday.

A unique collaboration between students from Fremont High School's Construction Technology and Architecture Academy, Unity Council volunteers, community residents and the city's Neighborhood Commercial Revitalization staff resulted in construction of a 1,200-square-foot wooden deck. The multi-functional deck will provide seating for visitors and serve as a stage for community

events held at the park.

"It is important that we honor the youth who spent countless hours on this project," said City Council President Ignacio De La Fuente. "This is the perfect type of project that engages local youth in meaningful ways in their community. The students have done a great job and the fruits of their labor will be enjoyed for generations to come."

After a semester of instruction, 25 students from Fremont High School's Construction Technology and Architecture Academy spent five Saturdays building the deck. While learning about community develop-

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Students build community while constructing deck in César Chávez Park

continued from page 1

ment and civic engagement, the youth gained real life design and construction experience that could lead to apprenticeship opportunities.

On-site mentoring was provided by the East Bay Nation of Men. Volunteers from the Unity Council and local residents were also a part of the convergence of supporters that made the park improvement project possible. Participants logged more than 1,000 hours of volunteer labor to complete the deck.

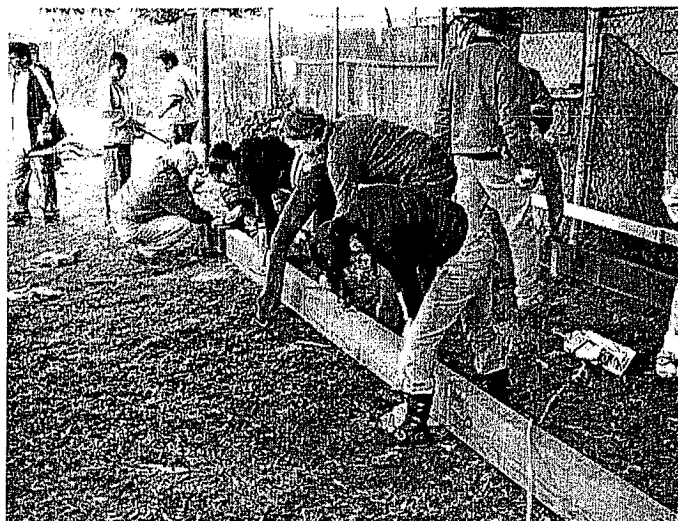
The deck is part of the larger Foothill Streetscape Renovation Project that will eventually

transform Foothill Boulevard between Fruitvale Avenue and High Street.

"The deck is a beginning foundation for creating positive relationship between teenagers and the local community," said Mikel McCaig, construction educator at Fremont High School's Construction Technology and Architecture Academy.

The deck was envisioned earlier this decade when the César Chávez Park revitalization master plan was drafted by Oakland's Walter Hood, a nationally renowned landscape architect.





Deck under construction with Fremont High School Architecture/Construction Academy Students and East Bay Nation of Men Volunteer Contractors.

