

# Major Transit Village Development Coming to West Oakland

By Eddie R. Dillard

Decades after BART rolled through West Oakland, along 7th Street, destroying what was once a vibrant, black, entertainment and commercial business district, local developer, Panoramic Interests, is planning to replace the devastation with a new and vibrant community of housing and small businesses.

Panoramic Interests is a real estate firm specializing in innovative infill developments, close to transit. Panoramic Interests, owned by Patrick Kennedy, has successfully completed 12 housing developments in Alameda County and San Francisco over the past 29 years.

"We are grateful for the broad support of the West Oakland community, and look forward to creating something special on 7th Street," says Kennedy.

### The Development

Panoramic Interests is planning to develop 500 Kirkham (the Development) on the site bound by 7th Street, Kirkham Street, 5th Street and Union Street. The Development will house 1,032, one (1), two (2), three (3), four (4), and five (5)



bedroom apartments, and will provide 85 apartments for families earning less than 50% of the area median income. The rent for the affordable units is set by Alameda County Housing Authority: 1 bdrm-\$1,191, 2 bdrm-\$1,428, 3 bdrm-

\$1,650, 4 bdrm-\$1,841, and 5 bdrm-\$2,031.

Steve Lowe, VP, West Oakland Commerce Association; VP, Jack London District Association; Board Member, Old Oakland Neighbors, states, "Coupled with the adjacent

West Oakland Station development, the Panoramic Development will recharge 7th Street and the BART station itself – a new beacon of sorts, around which the Bay Area's surging urban vitality, an internationally recognized phenomenon,

can dependably organize and expand."

The Development will provide 33,950 square feet of retail and commercial space for 40 small, local shops. Tenants may include a coffee shop, laundromat, pharmacy, beauty shop,

restaurants, jazz bar, day care and small grocery store. Retail and commercial in building one will have 15,711 square feet, building two, 14,347, and building three, 3,892 square feet. Panoramic is volunteering to set aside 20% of the retail and commercial space for nonprofit businesses and low income entrepreneurs.

Additionally, the Development provides 59 on-site parking stalls, 6 car-share stalls, 10 electric car charging stations, plus 300 off-site parking (on an as-needed basis) at 1357 5th Street, (a parking lot across the street from the Development), and on-site bicycle parking for long-term and short-term parking needs.

The Development also boasts public park space with outdoor seating, 60,000 square feet landscaped areas, two new pedestrian alleys for neighborhood gatherings, a dedicated play area for kids and a peaceful area for family gatherings. The Development is housed in three buildings which have been designed to meet elements of the Engineering Equitable Participation (EEP) as a development strategy.



Panoramic bought the land in the beginning of 2017, and over the past 3 years, the development team has hosted over 35 meetings with the community and neighbors to solicit input from stakeholders.

Pastor Gerald Agee, Senior Pastor of Friendship Christian Center, states: "This developer seems to understand the concept of community engagement and inclusion. This is the kind of development that should serve as a model for future developments in the City of Oakland. One that is inclusive and sensitive to the needs of the community. However, the number of affordable units will be critical for the developer to demonstrate its understanding and sensitivity for the urgency of affordable housing."

### Community Benefit Agreement

"It is very important for developments like this to partner with the community at the beginning of the development to ensure that Oakland residents and businesses have maximum participation in the development impacting our community"; Shonda Scott, President, Oakland African American Chamber of Commerce.

The developer has adopted a comprehensive Community Benefit Agreement which enhances and provides direct investment in the community in both the short and long term, based on input and comments from the residents and businesses in West Oakland.

(1) The developer will employ an outreach consultant to identify and recruit City of Oakland certified SLBE/LBE (Small Local Business Enterprises/Local Business Enterprises) firms to participate as subcontractors to the prime general contractor. The developer is interested in utilizing graduates from the Cypress Mandela Pre-Apprenticeship Construction Training Program, the Men of Valor Construction Training Program, and to accept referrals from the West Oakland Job Development Center.



(2) The Development will contribute \$1,000,000 to fund job training for local residents. The developer is encouraging the City of Oakland to direct these funds for training activities at West Oakland Workforce Development Collaborative, Cypress Mandela, Men of Valor, the West Oakland Job Development Center, and Mandela Partners.

Monsa Nitoto, Executive Director, West Oakland Workforce Collaborative states that "the West Oakland Workforce Collaborative will provide recruitment, screening and employment referrals to the retail tenants of the 500 Kirkham Development; and host job fairs and job-ready training for Oakland residents in general, and specifically, West Oakland residents".

(3) The developer will be spending over \$1,000,000 on public art, and will be working with a local, Oakland art curator to ensure the art captures the history of West Oakland. The developer is working with The Bay Area Blues Society and the Bay Area Jazz Society, two local nonprofit organizations, to bring back music entertainment to West Oakland. West Oakland's 7th street was once the Harlem of the West Coast. Slim Jenkins, the Continental Club and Lady Easter's night club, were a few of the venues that brought entertainers such as Lou Rawls, Etta James, BB King, James Brown, Lowell Fulson, Al Green, and Ike & Tina Turner, to Oakland.

(4) The developer is in discussions with the City of Oakland's funded Main Street Launch, to provide small business loans for business located in the Development.

(5) The developer has agreed to set aside 20 percent of the retail space for rent to nonprofit organizations and low income entrepreneurs, at below market rates.

(6) The developer has agreed to open a development bank account with Oakland-based Community Bank of the Bay, and requests that Community Bank of the Bay establish a branch in the Development, to serve the retail tenants and community.

### Financial Benefits

This Development will create 300+ construction jobs and 175 permanent jobs. Thirty-two million in one-time upfront fees will be paid to the City of Oakland and other agencies, along with a 7 million contribution to the City of Oakland's Affordable Housing Trust fund. The Development will generate almost 5 million in annual tax revenue to the City of Oakland.

George Butt, Vice President, West Oakland Commerce Association, states: "This development has not only enormous impacts on the economy of West Oakland, but the City as a whole. It provides much needed housing stock as well as much needed employment opportunities for Oakland residents."

### Next Steps

"West Oakland is sacred space. As these developments emerge, it's encouraging to see residents and developers at the table. My hope is that West Oakland residents - those remaining and those displaced, have priority access to the amazing opportunities coming to the corridor" Lateefah Simon, BART Director.

The Development will be presented to the Oakland Planning Commission on June 5, 2019, Oakland City Hall, City Council Chambers, 6:00 pm, for final approval.

