



**JACK**

**L** **O** **N**

**D** **O** **N**





FOR LEAS  
510 874 1927  
510 874 1983

FOURTH  
FIFTH  
NOW LEAS  
MIDDLE OF THE

# Annual Block Party 2019





# Annual Block Party 2019





Neighbor  
Bake Sale



NCPC Volunteer  
Recruitment





# Tree Pruning Results





New Banner  
Program Installed





Progress:  
101 Broadway



201 Broadway



# Welcome New Businesses:



# Congrats Expansions/New Locations:





## PG&E: Project status for I-523, Inline Inspection Test

- All excavations have been completed.
- The inline inspection will begin tomorrow 8/13 and will be completed by Friday, 8/23.
- During the week of 8/12: The pipeline will be inspected from Market St. to Webster St. with tool charging at Jefferson St. and Washington St.
- Some inspection tool charging activity may take place over night.
- During the week of 8/19: The pipeline will be inspected from Fallon St to Webster St. with tool charging at Harrison St.
- Some inspection tool charging activity may take place overnight.
- During the week of 8/26: The project will demobilize and street restoration will begin. The restoration will include backfilling the excavations and concrete restoral.
- \*Dates may change slightly due to unexpected delay with the tool run.

Additional Questions:

Roxanne Cruz

East Bay Division | Local Customer Experience

Mobile: 650-291-9894

roxanne.cruz@pge.com

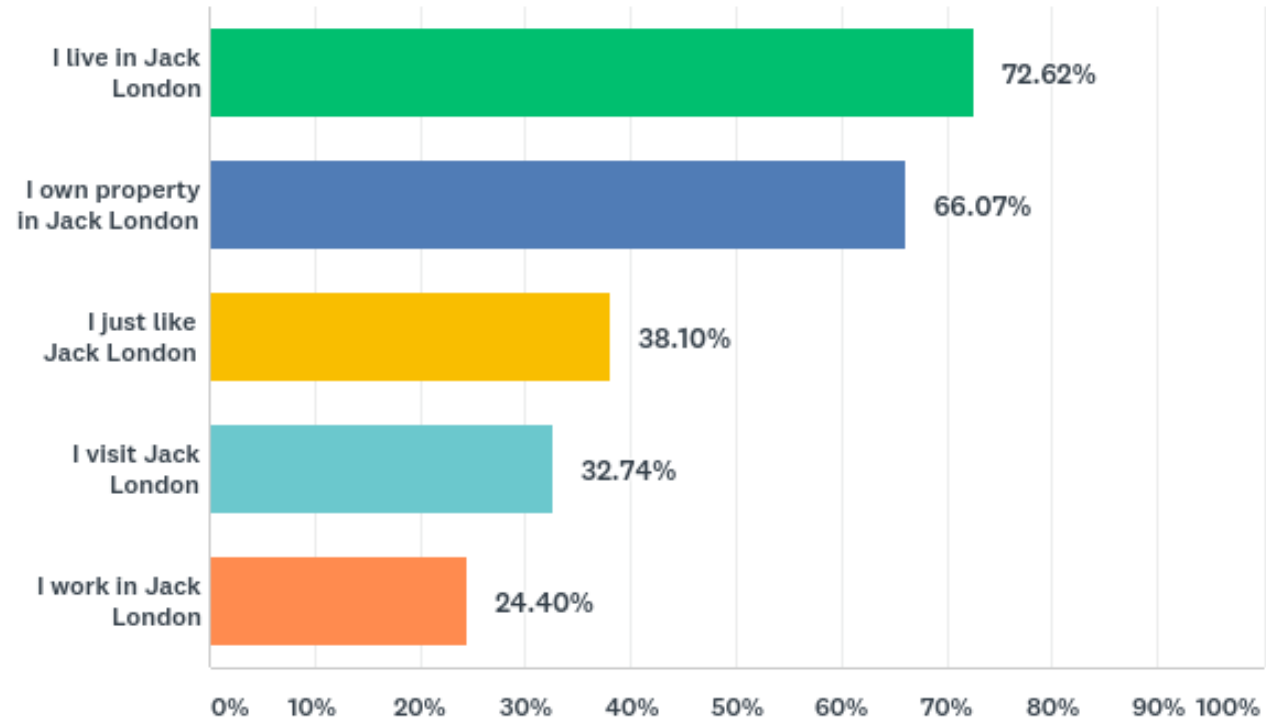


# Stakeholder Survey Results

- 168 Respondents

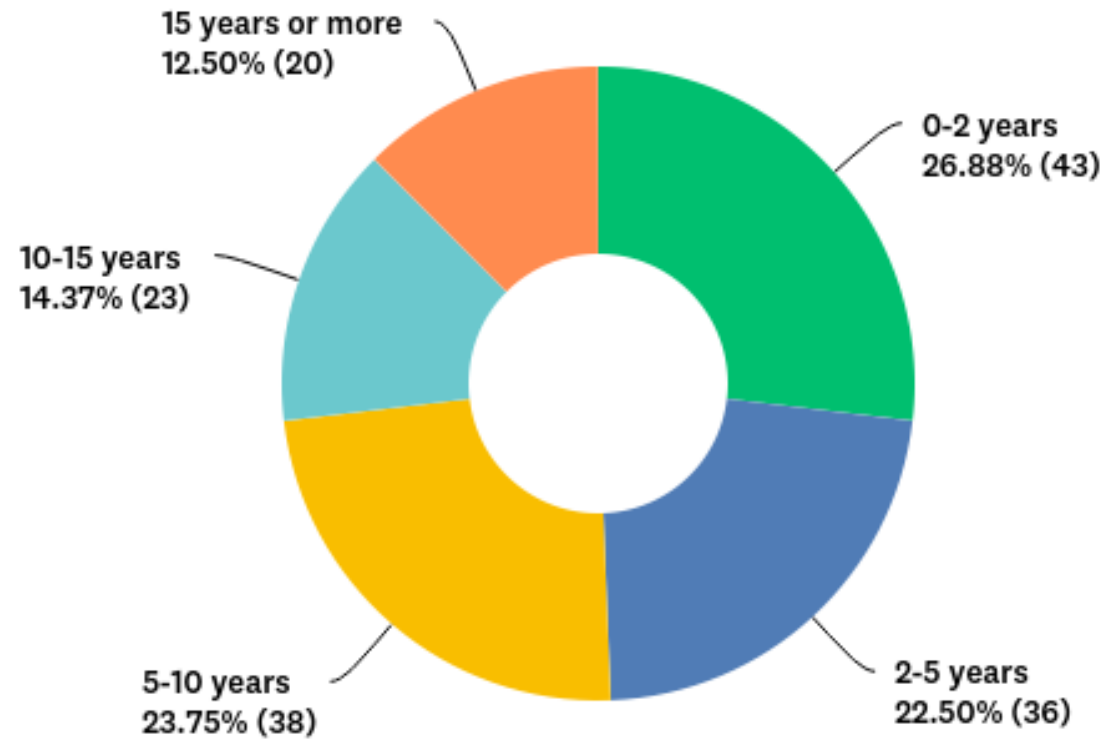


## Q5 Check all that apply:

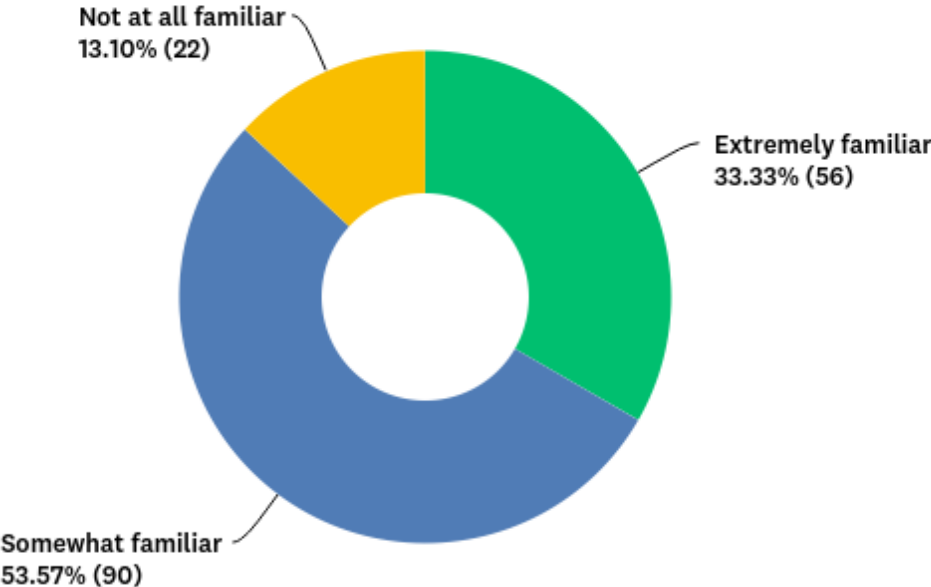




## Q6 How long have you lived/worked/owned property in Jack London?

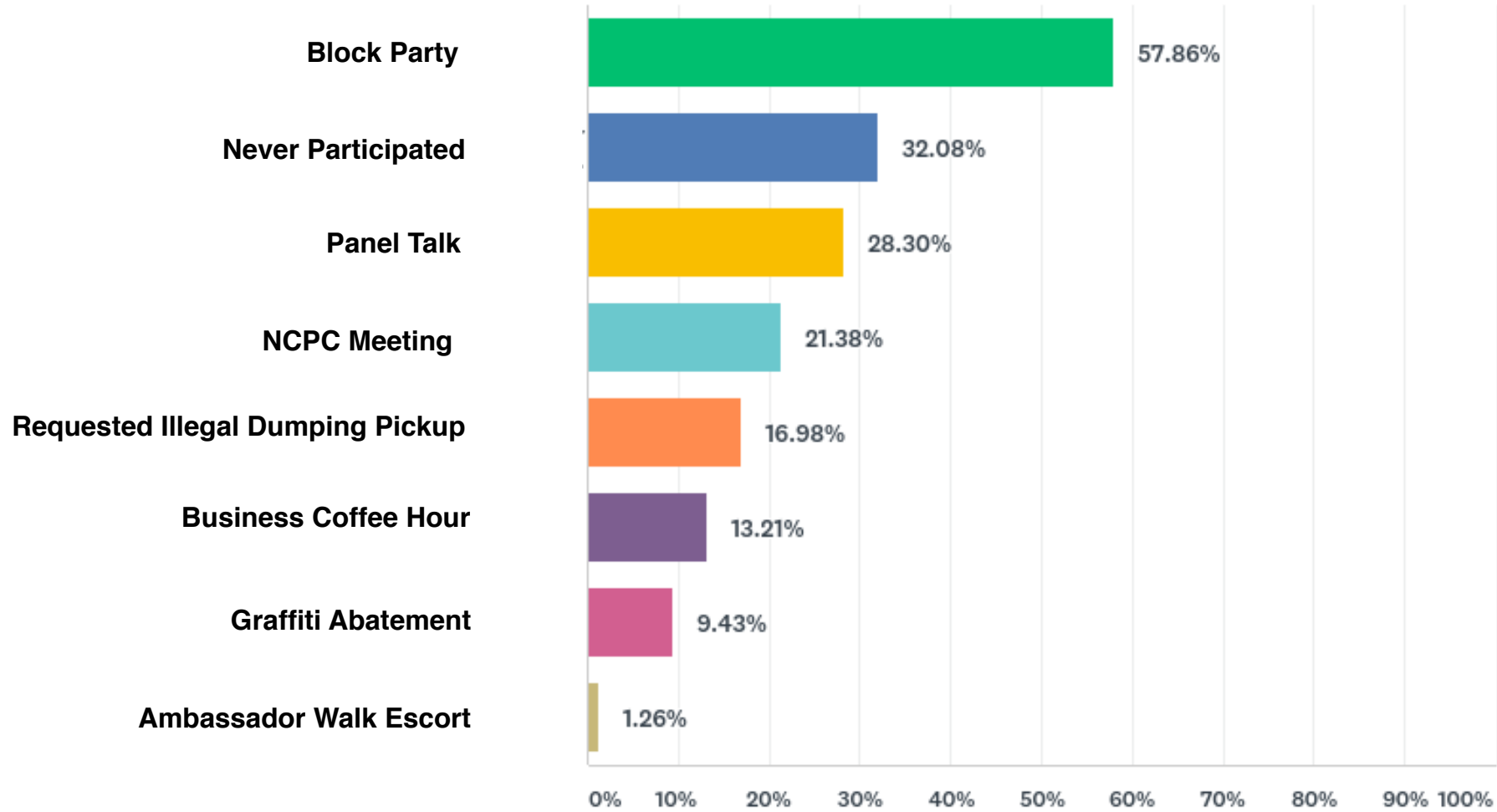


Q1 The Jack London Improvement District is a property assessment-based improvement District bounded geographically by Brush street to the West, Fallon to the East, 6th street to the North, and the Waterfront to the South. For the purposes of this survey, by "Jack London" we refer to the entire waterfront neighborhood south of the I-880 freeway, not just Jack London Square. How familiar are you with the work of the organization?

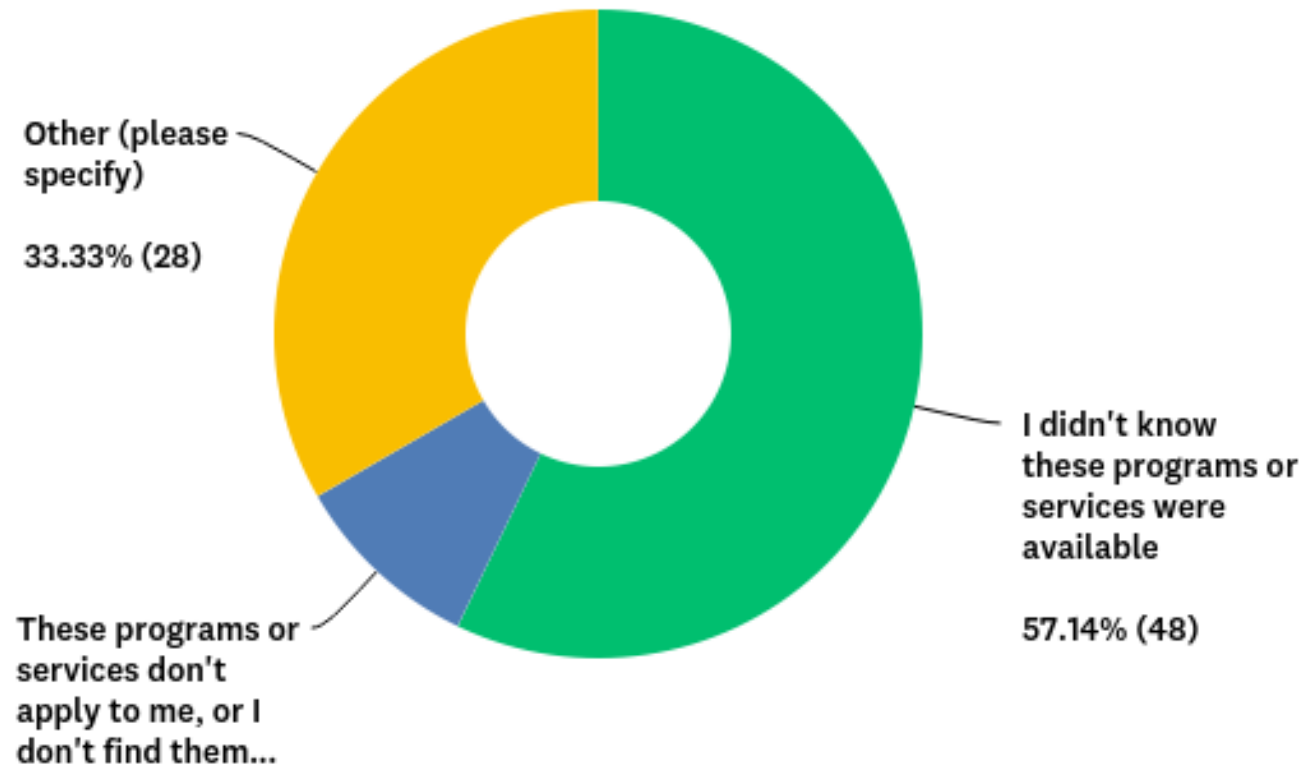




# Q7 Have you utilized any of the following District services or participated in any programs?

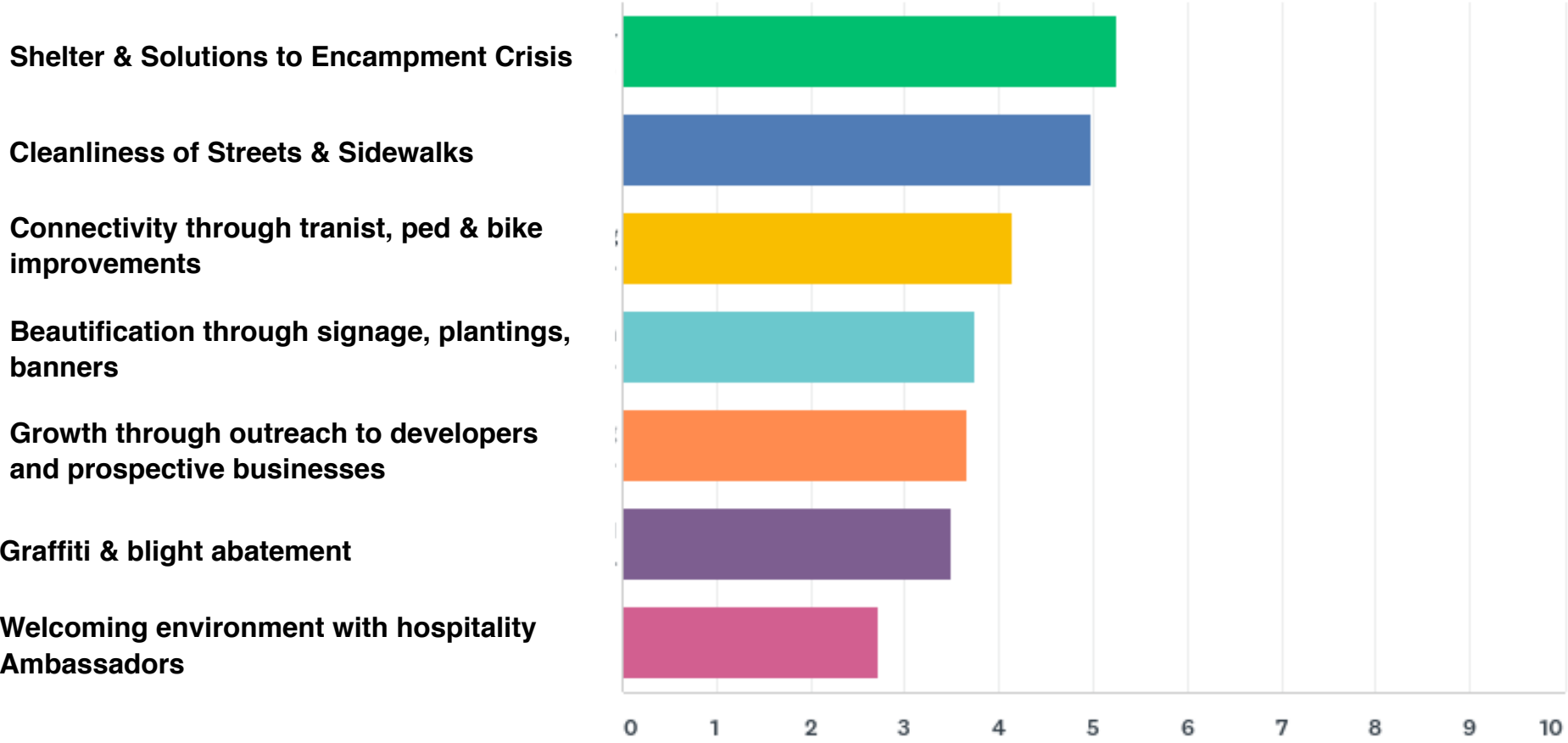


## Q8 If you answered "Never", why?





Q9 Please rank the following priorities of the Jack London Improvement District.



Q10 Are there any District priorities missing from the list in the previous question? if so, please share.

neighborhood Jack London Square city parking streets good  
 homeless market grocery store coming  
 need crime Jack London see district

Q10 Are there any District priorities missing from the list in the previous question? if so, please share.

Answered: 75 Skipped: 93

#	RESPONSES	DATE
1	No na	7/31/2019 10:43 AM
2	No Ranking system above was challenging	7/29/2019 11:56 AM
3	Crime Train noise!!! This is by far the most offensive part of experiencing Jack London. It is so tempting to sit outside, until a train comes..	7/29/2019 4:11 AM
4	No NA	7/27/2019 5:02 AM
5	No no	7/27/2019 2:13 AM
6	Accessibility advocacy. As more structures go up, more people move in, and more businesses open- more people come to the square. The freeway on ramps are a nightmare and traffic in and out of the square is frequently slow because of back ups.	7/26/2019 3:58 PM
7	Seriously when are we getting a market or grocery store	7/26/2019 3:24 PM
8	The biggest thing I can see is the encampment problem and that the city doesn't do anything about it at all and more and more tents keep popping up and the estuary park is a completely wasted space.	7/26/2019 3:05 PM
9	Crime Potted trees foliage and plants and flowers	7/26/2019 2:24 PM
10	Crime I would like to see good security for the area, especially after dark. Jack London is such a great space; we want to make sure it's also a safe place. Good luck with your work.	7/26/2019 2:17 PM
11	No No.	7/26/2019 12:46 PM
12	No No	7/26/2019 12:06 PM
13	No -	7/26/2019 11:24 AM
14	Creating opportunities for local / long-time Oakland cultural institutions. non-profits, social good organizations, etc to find a home and share in the neighborhood. It's not just about supporting (expensive) housing development and business/commerce. I would like the neighborhood that I work in, and maybe potentially live in, to represent the beautiful diversity and culture of Oakland.	7/24/2019 4:30 PM
15	Help relieve the homeless problem. Covered in survey but really essential	7/23/2019 11:38 AM
16	grocery store!!!!!!	7/23/2019 2:57 AM
17	Improving pedestrian connectivity to Jack London by cleaning up and making I-880 safe!	7/22/2019 1:26 PM
18	Advocate for street-level retail in new developments	7/21/2019 3:30 AM
19	No No, but I return to my point about caring for all of Jack London not just the square	7/21/2019 12:29 AM
20	Crime Crime prevention	7/19/2019 2:46 PM
21	Crime crime prevention, aforementioned license plate cameras	7/19/2019 3:23 AM
22	Presence of the Improvement Association at the Jack London Square market -- do you'll have a table? I love our Sunday market and appreciate all that happens in the Square. Great work!	7/18/2019 12:07 PM
23	Grocery store.	7/17/2019 1:14 PM
24	Crime Decreasing crime/increasing security, attracting wide variety of businesses	7/17/2019 10:32 AM
25	There are always doors open and trash hanging out of containers. It looks very messy and I find the ambassadors hiding in doorways talking on their phones.	7/17/2019 9:59 AM
26	GROCERY STORE	7/17/2019 9:16 AM
27	No Thank you for doing this!!!	7/17/2019 3:21 AM



## Q4 What could make Jack London feel more welcoming?

issue many make waterfront Less homeless spaces crossing big need BART  
Better lighting work walk 5th think overpass Broadway Fix lights well  
park Jack London Less Oak trash help freeway  
Broadway underpass streets know Cleaner building area  
road underpasses Also sidewalks encampments  
trees often better district homeless go people JL street lights car  
Grocery store better pedestrian Improved restaurants welcoming grocery store market feel  
especially green space Webster tents



## Q4 What could make Jack London feel more welcoming?

Answered: 155 Skipped: 12

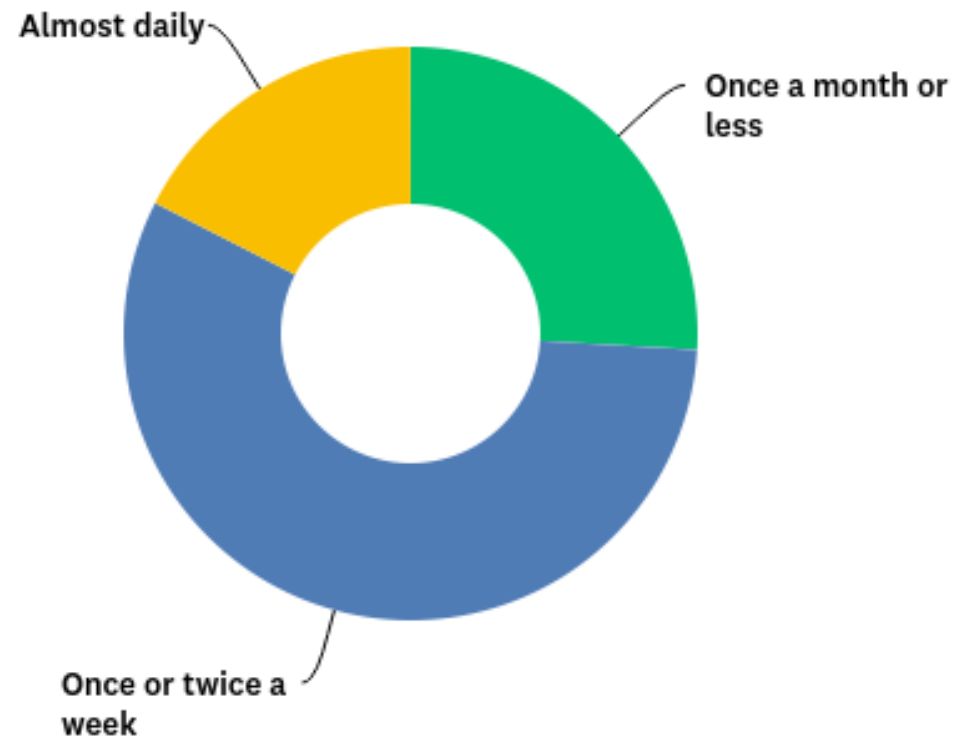
#	RESPONSES	DATE
1	Dogs off leash only in off leash areas. Behind The Landing dog owners think it's an off leash area and it's not. Also scooters. Scooters needs to ONLY be on the street. I see them buzzing - way too fast - around the commercial part of the waterfront e.g., From the ferry to Heinold's. It's beyond unsafe.	7/31/2019 10:43 AM
2	<b>Underpass Improvement</b> better access from Downtown, removing homeless camps from underpasses and activating those areas lights, art installations, kiosk stores (i.e. flower stands, etc)	7/31/2019 5:23 AM
3	<b>Underpass Improvement</b> Less homeless under the overpass.	7/29/2019 2:51 PM
4	<b>Green Space</b> Cleaner estuary and a park	7/29/2019 11:56 AM
5	<b>Cleaner Streets</b> Cleaner areas	7/29/2019 8:15 AM
6	<b>Underpass Improvement</b> Walking and bike routes to JL from 12th St Bart and Lake Merritt require walking through dangerous areas and are not welcoming. We need to provide a safe, well-lit and welcoming route under the 880 overpass at Broadway , Webster and Oak.	7/29/2019 4:11 AM
7	more evening events	7/28/2019 1:40 AM
8	<b>Green Space</b> The city of Sausalito does a pretty good job of utilizing the waterfront. Jack London has all the potential to maximize its spot on the water as well. The trail along the water, the closed restaurants in the area, and some of the homeless in the nearby parks could use some attention.	7/27/2019 5:02 AM
9	<b>Safety/Break-ins</b> Police present	7/27/2019 4:38 AM
10	<b>Lighting</b> More lights on the side close to Eve's Waterfront restaurant at night	7/27/2019 3:15 AM
11	<b>Fill Vacancies</b> Occupied storefronts.	7/27/2019 3:08 AM
12	<b>Welcoming/No opinion</b> I think it is welcoming	7/27/2019 2:13 AM
13	<b>Fill Vacancies</b> 1. Fill the vacant commercial spaces. 2. Lower prices (that means lower rents). 3. Move the warehouses, and build out a better district from Embarcadero to the Freeway, especially on Broadway and Webster. 4. Bring back the fireworks	7/27/2019 12:34 AM
14	<b>Cleaner Streets</b> Quieter trains, slower traffic	7/26/2019 6:48 PM
15	Affordability. It is becoming a very upscale place to live as gentrification takes hold. It is losing some of the Oakland-community-family feel that used to be a part of our culture. Right now many of the options for housing, parking, and dining are pricing out even those of us who have lived here for years.	7/26/2019 3:58 PM
16	<b>Cleaner Streets</b> Less garbage on the streets and homes for people who don't have one	7/26/2019 3:24 PM
17	<b>Fill Vacancies</b> casual restaurants	7/26/2019 3:06 PM
18	<b>Fill Vacancies</b> Affordable food options/affordable restaurants, more well known music concerts, a book store, doing something about the growing number of tents and encampments, the estuary park being cleaned up and made into a safer friendlier place.	7/26/2019 3:05 PM
19	<b>Green Space</b> Trees in pots. More greenery. Flowers plants water features	7/26/2019 2:24 PM
20	We loved the bookstore that was there. It was a great place for the entire family- all ages.	7/26/2019 2:17 PM

1. Underpass Improvement

2. Cleaner Streets

3. Safety & Lighting

Q2 How often do you shop or go out for a meal in Jack London?





Q3 What services, shopping or dining offerings are missing from Jack London besides a grocery store or market?

big casual food options none convenience store type market fast affordable Gym  
bakery thing stores neighborhood restaurants dog park  
Pharmacy Fast casual restaurants good shoe repair  
grocery store Walgreens CVS shop also retail  
Mexican restaurant options great Drug store playground food think  
place time need burrito clothing boutiques grocery store market  
besides grocery store people casual dining gifts one need grocery store

# Interesting Takeaways

- Addressing underpass cleanliness and encampments are a priority to respondents across the board.
- Overall, respondents feel that Jack London needs more fast casual food options. Amenities like a grocery store and drug store remain a need.
- Newer residents are engaged! Half of respondents have lived/worked/owned in the District for 5 years or less. 65% of newer residents have been to a District event or requested services.