

Fruitvale Community Revitalization



Urban Neighborhood Redevelopment Strategies –
Parks and Open Space

Mission

The mission of the Unity Council is to build the assets of families and low-income communities through comprehensive programs of sustainable physical, economic and social development.

Fruitvale Community

- **Population over 53,000**
- **Multicultural:**
 - 53% Latino
 - 21% Asian
 - 19% African American
 - 7% White & Other
- **32% under 18 years of age**
- **Average household size is 3.7**
- **48% earn under \$22,500**

Fruitvale Community

Fruitvale has the highest concentration of children in the City of Oakland and the least amount of parks and open space

- 0.68 acres of local parks per 1,000 residents
- Limited access to schools for after school recreation activities

Community Revitalization

- 1991 organized community around quality of life issues
 - Crime
 - Pedestrian Safety
 - Condition of parks and lack of recreation and open space
- Existing parks were havens for negative activities

What is “FROSI”?

- In 1994 Lila Wallace - Reader's Digest Fund provided funding for Urban Parks to improve conditions of neighborhood parks through community involvement and developing park stewardship.
- “FROSI” – *Fruitvale Open Space and Recreation Initiative*

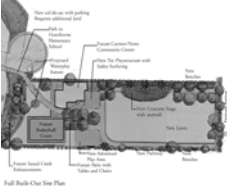
Goals of Fruitvale Recreation and Open Space Initiative

- Increase park and recreation assets in the Fruitvale
- Engage local community in the process
- Fundraise for neighborhood park development projects
- Develop a community park stewardship model



Results of FROSI

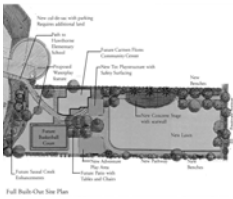
The revitalization of two neighborhood parks and the creation of a new waterfront park





Sanborn Park *Before*





Sanborn Park

Community Design Process



Sanborn Park / De La Cruz Park



- Community redesign
- Improved public safety at all hours of the day with improved visibility and lighting

- Created more usable space within the park
- Installation of new playground equipment
- Renamed the Park and the new community center after two local mothers/community activists

Foothill Meadows Park



- Neglected
- Taken over by gang activity



Cesar Chavez Service Learning Grant



Engaged youth
in the
revitalization of
park



Before



After



Planter box park entrance – over 2000 tiles
made by local youth and families



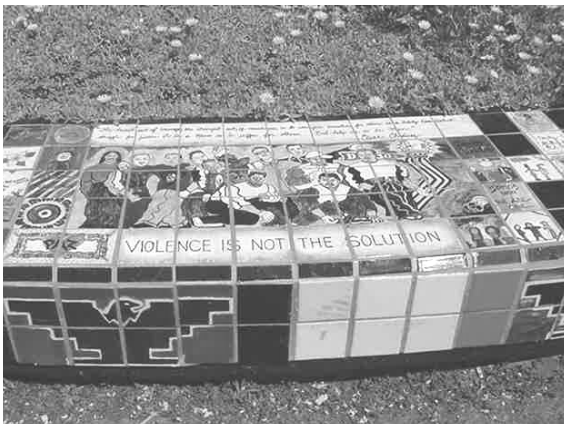


**Youth engaged
in the civic
process of
renaming the
park**





**New signage created renaming the park
from Foothill Meadows to Cesar Chavez
Park**



Cesar Chavez Park

- The park became a virtual classroom for youth
 - Redesign of the Park
 - Civic Process for renaming the park
 - Creek restoration
 - Water quality & ecosystem
 - Role of native plant species

Union Point Park

- Former Brownfield
- Prime Waterfront Property
- Community Driven Project
 - 3,000 Residents Signed Petition
 - 100 Non-Profit & Community Agencies
- Port of Oakland Property adjacent to a large Marina
- Within 1-mile of Fruitvale's Commercial District

Union Point Brownfield

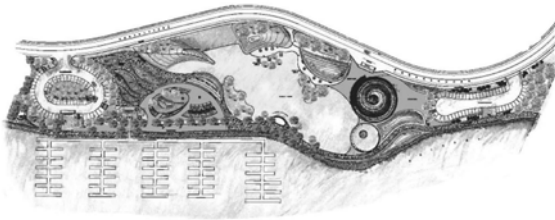


Previous Condition

Union Point Park

- **Planning Process Began in 1997**
- **Public / Private Partnerships**
 - The Unity Council
 - Port of Oakland
 - City of Oakland
 - Trust for Public Land
 - California Coastal Conservancy
- **\$9.5 Million Development with funding from State and Local government agencies, and Foundations**

Union Point Park



Planning Initiated in 1997

Union Point Park



Opened September 10, 2005

Cesar Chavez Education Center



Open for Evening and Saturday Sports and Recreational Activities

Summary

- Mobilize the Community – Residents, Business & Property Owners
- Identify Community Issues & Problems
- Listen to the Community
- Promote Community Leadership
- Develop open space and park stewardship
- Focus on Community Assets
