



JLDA

Jack London District Association

CALL

April
2008

News, views,
happenings in the
Jack London
District

FREE

www.JLDA.org

Permit Parking in the Jack London District Is Imminent

By Barry Pilger, JLDA Vice President

Permit Parking is nearly a reality in the Jack London District. At press time, JLDA was informed that the city's Transportation Services and Parking Services staffs were preparing to implement the recently approved Mixed Use Permit Parking Program for the Jack London District.



These permits will be affixed to permit holders' rear bumpers.

About 1000 currently unregulated parking spaces which are currently unregulated will be reclassified as four-hour parking spaces. Holders of JLD Parking Permits (see illustration) will be able to park in the four hour zones without a four hour restriction.

It is anticipated that the signs will be in place and the program will be operational no later than late April or early May.

Residents and businesses will receive a letter announcing procedures for obtaining permits. Each permit will be for one vehicle and will cost \$150 per year.

The JLDA began pursuit of permit parking because business and retail growth in the area is being strangled by commuters and non district residents parking all day for free. The district's proximity to BART, Amtrak and the ferry have attracted these parkers.

Current information on the details of the new permit parking program can always be found at:

www.JLDA.org/parking.

Annual Trash Bash and E-Recycling April 27; Includes Free BBQ

By Winnie Lu Anderson, Trash Bash Chair

The Jack London District Association is sponsoring its annual neighborhood clean-up day, fondly known as Trash Bash. The City supplies various garden implements and you supply the labor. It's very rewarding to see what a difference one day of clean-up can make. Show up at 229 Harrison (at 3rd St) at 9 a.m. wearing old clothes and bring your work gloves. The cleaning goes until around noon.

We will also be doing E-recycling. Bring your old/non-used CPUs, monitors, keyboards, mice, printer cartridges, cell phones and small electronics.

At 1 p.m. join the free barbeque with burgers, veggie burgers, hot dogs, and all the trimmings. You don't have to be a JLDA supporter to join the fun or free food. Be sure to RSVP by April 21, either by sending an email to

trashbash@JLDA.org, or by calling Winnie at (510) 891-9564 so that we have enough supplies and food. We look forward to having you join us in cleaning up the Jack London District.



Jack London District drivers will soon see these signs on blocks where parking is currently unregulated

Oakland's Produce Market—A Cultural Treasure

By Steve Lowe, JLDA Board Member

Is there anywhere else in Oakland that is more infused with life and vitality than Oakland's historic (c. 1916) Produce Market at 3rd and Franklin? Even when the produce wholesalers have shuttered their stalls after yet another hectic night off-loading semis from the valley, and yet another early morning of lumping pallets full of fruit and produce from one small business here to another customer there, the area's brief dormancy in the afternoon until its next burst of activity seems more like a mere hesitation than a brief nap in Oakland's most colorful waterfront setting.

What will happen to this unique market, one of the few - if not the last - remaining relics in the country built to accommodate horse-drawn carts? Should it be razed to make way for more high rises as the area transforms from its storied industrial past to a bleak future of Anyplace USA?

Or should we keep it and the other icons in the area (like the equally historic (c. 1910) Western Pacific Station at 3rd & Washington) so that our District's exciting blend of old and new architecture will draw bustling retail and tourism from all over the greater metropolitan area we live in?

The produce wholesalers dearly want to relocate into West Oakland and create a modern facility complete with loading docks and a central cooling system to help do away with the costly inefficiencies that accrue egregiously to Oakland's carbon footprint. We have the choice of assisting that move and reincarnating the Produce Market itself as a rival to Pike Place Market, the most heavily visited tourist attraction in the Pacific Northwest. The only thing standing in the way is the perception that Oakland isn't good enough for this kind of urban renaissance.

Please contact JLDA if you'd like to be part of the solution - especially during the upcoming elections - as we gear up to challenge our policymakers to act wisely and well.

New JLDA Board; Spring Events; Former Board Members to be Honored

By Ben Delaney, President, JLDA

It's Spring in the District. The trees are blooming, the air is dry and the days increasingly long, sunny and warm. These days make me really appreciate what a great place we have to call home.

Spring is also the start of another year of activities. JLDA will be hosting its eighth annual **Trash Bash** on April 27. We invite you to join your neighbors in the morning, meeting at the Egghouse, 229 Harrison, at 9 a.m. to spend a couple of hours cleaning up the streets and sidewalks. It makes a huge difference in the appearance of the district and helps us all take a smidgen more pride in our neighborhood. And this year we will be accepting electronics for recycling.

The fun begins at 1 p.m. We will have our annual barbeque, featuring great burgers and sausages donated by **Prime Smoked Meats**, and other delicious stuff from our generous neighborhood food emporia. This event is great fun, and typically around 100 people join us for the clean up, the barbeque or both. All are welcome, and there is no charge to join the fun. This is a great chance to meet

your neighbors and enjoy a holiday.

Spring is also the time of year when JLDA chooses the member of the Board of Directors and its officers. I am pleased to welcome new board members **Bernice Straub** and **Alex Eagle**, who will be joining the incumbents in guiding JLDA for the next year. **Barry Pilger**, **Simon Waddington**, and **Diahann Parker** will serve as Vice President, Secretary, and Treasurer, respectively. And I thank the board for its confidence in choosing me to lead it for another term. **Steve Lowe**, **Andrej Oslica**, **Winnie Lu Anderson**, **Jim**

Louie, and **Gary Knecht** round out the Board.

I'd like to thank **Gary Knecht**, **Barry Pilger** and **Margaret Partlow** for their extensive work and remarkable perseverance in working on the parking permit plan for the district. It looks like it will finally go into effect this spring, and we believe it will make more parking available for business and resident parking. Gary, Barry, and Margaret went to endless meetings and negotiated hard to get the best possible deal, and the fairest terms, for this plan. I think it will help us all and look forward to it being instituted soon.

JLDA is recognizing three former board members this month. **Joanna Adler**, **Karl Augenstein** and **Steve Sacks** are leaders, residents, and business owners in Jack London District and are being recognized for their pioneering efforts to make our neighborhood a source of pride for all. Their active participation in our continued efforts in to change, develop and grow are models for all of us. We want to thank them for being leaders in the JLD and ask all to join us on April 27 at our annual Trash Bash and BBQ to honor Joanna, Karl and Steve.

Keep reading *JLDA Call* to hear about the exciting developments and activities coming up. And have a great Spring!

Jack London District Association www.JLDA.org

- * Ben Delaney, President
- * Barry Pilger, Vice President
- * Simon Waddington, Secretary
- * Diahann Parker, Treasurer
- * Steve Lowe, Director
- * Jim Louie, Director
- * Winnie Lu Anderson, Director
- * Gary Knecht, Director
- * Andrej Oslica, Director
- * Alex Eagle, Director
- * Bernice Straub, Director

The JLDA Board meets on the third Monday of the month at 7 pm, 229 Harrison St. Residents and merchants in the District are always welcome at board meetings. If you would like to attend, drop an email to secretary@JLDA.org.

Publication of the *JLDA Call*
Is made possible by support from these local businesses



Specializing in Naturally Smoked
and Honey Cured Pork Products

Hours: Mon - Fri 8 am to 12 noon and 12:30 to 3 pm
220 Alice Street www.primesmoked.com



"...for the love of coffee, culture, and community..."



www.barrypilger.com

Open House Every
Tuesday Evening
5-7 p.m.

**Come Ask the Experts
How You Can Buy
Or Move Up Now**

Barry Pilger
Broker/Realtor

510-251-1948
3rd and Madison



311 Oak St. #C3
Oakland, CA 94607
(Corner of 3rd & Madison)

Mon - Fri 6:30am - 8:00pm
Sat 7:00am - 6:00pm
(510) 444-0116