

# Laurel District Association News

The Property-Based Business Improvement District Along MacArthur Blvd between 35th Ave & High Street



LAUREL DISTRICT ASSOCIATION

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## Making Laurel a Safer Place to Live & Work

The Laurel District Association is committed to making the Laurel commercial district a safe place to work and live. Since crime went on an upswing at the end of 2006, the LDA has taken the following steps towards improving security in our community:

### Private Security:

The Laurel BID contracted All About Security Agency to patrol the business district by vehicle randomly 2-3 times between 9 A.M. and 2 A.M. The **Merchant Security Program** had 37 businesses sign-up for the first three months. The program pays for a walking Agent from 6 P.M. to 10 P.M. Monday thru Friday. Participants receive Agent contact numbers and stickers for their windows. Escort services are available. The program has been very successful and we encourage your participation. Renewal notices and open enrollment will begin this month. For more information contact Helen at 301-3122 or Eric Jefferson, owner of All About Security at 839-8675 or by email at [ejaasa@sbcglobal.net](mailto:ejaasa@sbcglobal.net)



**Laurel Security Council:** A collaboration of the LDA BID, All About Security, Council's Office, the local NCPC chair Bobby Bond and the Renee Sykes the OPD Neighborhood Services Coordinator in our area meets regularly to streamline crime prevention efforts and work on creative solutions and share information. We focus on strategies to resolve immediate issues and also discuss the Big Picture such as the youth and violence prevention through community outreach, and education and job opportunity.

**Letter to Chief Tucker:** The LDA wrote a letter to the Chief asking him to support our efforts by increasing police presence in the business district.

**Merchant Security Meetings:** Held the first Tuesday of the month at 11 A.M. at the Laurel Office Center. Gives merchants an opportunity to learn about crime prevention tools, how to communicate information to the police department. The first meeting was held in May and was attended by the new Lieutenant for the Laurel, Chris Mufarreh. Topics included: Albertson's robbery, concern over robberies, shootings, and assaults taking place along MacArthur.

Our collaborative efforts have been successful. Over the last two weeks OPD has been conducting robbery suppression projects in our area and crime has significantly reduced. Numerous arrests have been made at Albertson's and Renee is working with the D.A. to prosecute shoplifters in the Laurel.

**On Tuesday, June 5th at 11 A.M., Chief Tucker will attend the Laurel Merchant Security Meeting. All are welcome and encouraged to attend.**

Special thanks to our OPD Neighborhood Services Coordinator Renee Sykes, Officer Gilbert our walking Officer and Eric Jefferson of All About Security.

**OPD Non-Emergency 777-3211**

**Truancy Hotline 879-8172**

**ABAT 777-8680**

**Drug Hotline 777-DRUG**

## We are NOT Laurel Village!

The LDA Board of Directors would like to clear up any confusion that might exist. The Laurel Village Association is the resident group. Laurel Village is organizing the Solstice Festival in June. **THIS IS NOT THE SAME AS OUR EVENT, THE LAUREL WORLD MUSIC FESTIVAL!** (See Page 3 for details)

## LDA Board of Directors

JAIN WILLIAMS, PRESIDENT,  
CHAIR OF ORG COMMITTEE  
STATE FARM INSURANCE

JOANNE WONG-LAM, VP  
CHAIR OF PROW COMMITTEE  
PROP. OWNER, 3535 MACARTHUR

MAUREEN DORSEY, SECRETARY/  
TREASURER  
CO-CHAIR OF DISI COMMITTEE  
OAKLAND VETERINARY HOSPITAL

LEASE WONG, CO-CHAIR OF DISI,  
COMMUNITY OUTREACH COMMITTEE  
KOMODO TOYS

JOANN STRANG  
LAUREL JUJITSU

GREGG MCGINN,  
SECURITY TASK FORCE  
LAUREL LOUNGE

DAVID VAHLSTROM  
PROW COMMITTEE  
ACE HARDWARE

SCOTT LAMB, LVA

COMMUNITY REPRESENTATIVE

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The bronze plaques will look similar to mock-up pictured above and will be placed in the knockout where the green Laurel District plaque is as seen above.

## Laurel Ace Offers Discount on Paint to Laurel Businesses

Ace will donate 1 quart of "1-2-3 Stain Killer Primer" and 1 quart of Flat, Satin or Semi-Gloss paint per location for graffiti removal.

Ace will allow a 50% discount on up to 2 gallons of paint per location for graffiti removal.

Bring the letter enclosed, a business card (or utility bill) and ID for verification.

Bring a color sample or paint chip so we can match the paint color as closely as possible. We will keep a record of your paint for future reference.

**David Vahlstrom, Owner  
Ace Hardware**

## Planter Project Phase II

In November of 2006, the LDA Public Rights of Way (P.R.O.W.) Committee completed Phase I of the Planter Installation Streetscape Project along with the help of volunteers from the community. The Planter Project has been the first major public improvement project since the B.I.D. This project would not have happened without the dedicated efforts of John Frando, a resident and member of Laurel Village and Joanne Wong-Lam, the chair of the P.R.O.W. Committee.

In Phase II of this project, another 40 planters will be installed bringing the total to 80 in all. Phase II is scheduled for October 6, 2007.

The LDA has hired a landscaper to prune and replace plants as needed and the maintenance company waters on a weekly basis.

The Laurel District Association (LDA) is offering a wonderful opportunity to sponsor a large container planter. As a sponsor you can choose to honor a special person, busi-

ness, or organization with an elegant bronze plaque which will be placed on a custom designed 'knockout' section on the planter.

For \$500 your dedicated plaque will be placed on one of the large 36' planters strategically located for pedestrian visibility. For \$250 you will become the sponsor of a 24' planter.

If you are interested in joining the PROW Committee, please contact Joanne at [jwonglam@pacbell.net](mailto:jwonglam@pacbell.net).

## Keeping The Laurel Clean & Beautiful

Statistics show that districts that are clean are more successful. The LDA is committed to keeping our commercial district free of litter, weeds, blight, illegal dumping and graffiti. We have contracted with Peralta Services Corporation, to spend 25 hours per week maintaining the business district. The sidewalks were pressure washed last week which will take off gum.

Unfortunately, the graffiti artists seem to tag the businesses faster than it can be removed. We are working on ways to catch taggers in the act, but in the meantime, the City policy is to respond to incidents on private property up to 3 times and then they will have code enforcement call the property owner. The City will use whatever paint they have available which

can be problematic.

Peralta will paint over graffiti if they are provided with the matching paint and the area is less than 4 ft x 4 ft.. The great news is that Ace is offering a special discount as an incentive to property owners and merchants. See Box.

Peralta Contact Info:  
Rick, Crew Supervisor  
510.719.6541

## Small Business Recycling

The City has introduced a new recycling cart program for small businesses to replace the bag program. From now on Recycling Bags will cost \$5 per bag (up from \$1.15).

### Rates

18-gallon tub \$8.00 per month  
64-gallon cart \$7.50 per month  
96-gallon cart \$10.00 per

month

Pre-paid 40-gallon bags are also available for those businesses that cannot accommodate a cart for \$5.00 per bag.

Your business is eligible for this service if it is located in Oakland (former Oakland Army Base excluded).

For more information about recycling call 238-SAVE.



June 2007

## Laurel World Music Festival - Saturday, August 11th Noon to 6 P.M.



View the Laurel World Music Festival video on the LDA website:

[www.laureldistrictassociation.org](http://www.laureldistrictassociation.org)

Join us for the 2ND ANNUAL LAUREL WORLD MUSIC FESTIVAL ON AUGUST 11TH FROM NOON TO 6 P.M.! The festival will take place in the street along MacArthur Blvd. between 35th Ave and Patterson. Attractions include live musical performances on the World Music Stage, a Community Stage with a line up of talented local musicians and performers, a street festival with over 100 booths along MacArthur showcasing a wide variety of clothing, jewelry, toys, books, and tapestries all available for sale, gourmet food vendors featuring ethnic cuisines that you can find in the Laurel community, and Kid's World, a separate area packed full of fun for children of all ages.

Laurel businesses are encouraged to participate. Support the event by becoming a Sponsor or Vendor. For Concession & Sponsorship information, please contact Helen Wyman at 510.301.3122 or visit our website.



## Shop the Laurel - Promotion & Marketing

Laurel Promotional Events: The District Identity Committee (DISI) organizes events to promote the district once per quarter. The **Lion Dance** takes place in February to Celebrate Chinese New Year. About 30 merchants take part in this event which draws a good crowd of people from the community. The **Laurel District Egg Hunt** is a

great way for merchants to promote to local families. This year the hunt was held at Allendale School and drew around 150 children who scrambled for hundreds of plastic eggs filled with candy ad coupons from Laurel Merchants. The hunt was over in 2 minutes flat but it wasn't over because then it was time to go into the business district

and collect free gifts and use the special discounts offered.

We hope you will participate in the Halloween Trick-or-Treat and The Santa Stroll coming up later this year.

Laurel Business Directory: We are in the process of updating the Laurel Business Directory.



## The LDA supports Retail by Maureen Dorsey, Chair of LDA Land Use Committee

The Land Use Committee performed the service of notifying property owners and residents of an application for land use near the border of the BID at the empty lot at High and MacArthur. The committee hosted several meetings last spring and summer and retained a landuse attorney with donated funds to address the 6 story residential complex at a planning commission subcommittee hearing. The commission rejected the application as not complete and recommended that the developer work with

the business community and residents to revise its scope. This was done, reducing the height by a floor and adding some more retail space. The Board of Directors took a neutral position on the revision based upon responses to the LandUse committee request for opinions. Several residents and individual business owners were still opposed to the project for its size and use. It has not been granted the variances as of this writing. The Land Use Committee would like more input from

property owners to help draft a vision statement that could be presented to the City planning department and interested developers and property owners. This section of MacArthur has been zoned special retail ground floor use and compliance with the zoning has always been an issue with the city. Property owners have also been remiss in understanding the requirements that such zoning carries. The Land Use Committee would like to be able to assist property owners who have potential tenants who may need conditional use permits. There may also be a need to provide support for variances on height within the actual district. These variances are not outrightly considered unwanted, there are legal opportunities for property owners to go beyond the height limit within the zoning regulations of setbacks and architectural design. Working together we can develop a coherent plan for revitalization of the Laurel District. If you are interested in Land Use, please contact Maureen Dorsey at [comact@oaklandvet.com](mailto:comact@oaklandvet.com)

[WWW.LAURELDISTRICTASSOCIATION.ORG](http://WWW.LAURELDISTRICTASSOCIATION.ORG)



**Think Global, Shop Laurel!**

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Laurel Property Owners,

By paying your B.I.D. assessment, you become a member of LDA. We want to hear from you. Give us your feedback about how we are doing. Contact Helen Wyman, Executive Director at 510.301.3122 or by email at laureldistrictassociation@yahoo.com. You may also contact Jain Williams, LDA President at 510.530.3222.

Thank you.

## Announcements, Activities & Events

### **New Laurel Business:**

Oh What A Find Consignments, located at 4140 MacArthur Blvd. Specializing in home furnishings, clothing & gifts it is a great addition to the shopping district!

Butta Qutz Barber Salon, located at 4156 MacArthur Blvd. is open everyday of the week. Men, women & children are welcome.

### **Space Available For Lease:**

Please email all listings to Helen at laureldistrictassociation@yahoo.com to post on the website and keep on file.

**LDA Yahoo Group:** Join the Laurel District Association Yahoo Group! Go to the following link:  
<http://groups.yahoo.com/group/laureldistrictassociation> and get in the discussion!

### **Volunteers Needed for Laurel World Music Festival:**

We need motivated team players to work on the day of the festival. Volunteers are needed for: Beverage Booth, Ticket Booth Staff, Assisting Stage & Sound Staff, Set-up, Tear Down, Coordinating Volunteers. Volunteers will receive a free STAFF t-shirt and refreshments. Shifts have a 2 hour minimum requirement.

### **Summer Events & Festivals**

June 23—Laurel Village Summer Solstice Festival  
[www.laurelvillage.org](http://www.laurelvillage.org)

July 22 Dimond BBQ & Picnic  
[www.dimondnews.org](http://www.dimondnews.org)

August 11—2ND ANNUAL  
LAUREL WORLD MUSIC FESTIVAL  
[www.laureldistrictassociation.org](http://www.laureldistrictassociation.org)