

Overview

The Pogo Park Team and Community Outreach Team (COT) have been engaged in the Iron Triangle neighborhood long before this Plan, walking every street in the neighborhood, discussing key issues with local residents and business owners, and identifying issues and opportunities for improvements. Through the Yellow Brick Road/Iron Triangle Neighborhood Plan, their work has continued and has been supplemented with larger public outreach events including walking audits, temporary installation, and meetings with representatives from various City of Richmond departments and Contra Costa Health Services.

Outreach Events

March 2014 Community Walk Audit & Nighttime Walk

On March 6, 2014 Pogo Park and COT led a walking audit with City staff, the consultant team, and residents through the Iron Triangle neighborhood. Through this effort, key barriers, issues, and opportunities in the neighborhood were identified and mapped.

The following key themes were identified:

- **Code enforcement, security, and lighting issues:** Residents identified many locations with abandoned houses and empty lots, unsafe dumping along the streets, and reckless driving near schools. They also identified discomfort caused by aggressive dogs and crime hotspots. Improving police presence and enforcement, installing pedestrian-scale lighting, providing emergency phones, moving dogs to the backyard, and repurposing abandoned lots can help to improve the safety along the Yellow Brick Road routes.
- **Need for neighborhood greening:** The community expressed a need for improved greenery to provide shade, comfortable places to sit, and create a more comfortable and pleasant pedestrian experience. Opportunities for improvement include planting more trees, better tree maintenance, providing public seating areas, and creating incentives for residents to maintain their yards and sidewalk areas.
- **Improved sidewalks and enhanced crosswalks:** Broken sidewalks and missing crosswalks, particularly near schools and parks, were of major concern to the community. Repairing and maintaining the pedestrian network along the YBR is a key opportunity to improve circulation. Enhancing uncontrolled crosswalks at major intersections was another key issues.
- **Wayfinding to key destinations and highlighted YBR route:** Providing signage that guides pedestrians, bicyclists and drivers to key destinations within the Iron Triangle will help connect the community and improve the mobility for residents of all ages along the YBR. Another key feature could be flags, banners, art, signs, and other distinct elements that define the YBR routes, which could have a yellow brick motif.



May 2014 Walk Audit and Charrette

In May 2014, Pogo Park and the COT team hosted a two-day walking audit and charrette event with Dan Burden, who is a nationally-recognized leader in walkability and neighborhood transformation, and the consultant team. Dan worked with Pogo Park and COT to identify site-specific issues and opportunities and developed a series of preliminary improvement ideas for corridors around the neighborhood.

The following corridors were studied in depth:

- 8th Street/Elm Avenue
- 16th Street connecting the Greenway to BART
- Lucas Avenue
- Pennsylvania Avenue
- Ripley Avenue and Harbour Way

These concepts were used to inform the recommendations presented in this Plan.



October 2014 Living Preview Temporary Installation

In October 2014, the proposal for 7th Street and Elm Avenue were treated as a 48-hour temporary installation. 7th Street between Pennsylvania and Ripley Avenues and Elm Avenue between 7th and 8th Streets were treated with temporary striping, potted plants, totem pole art installations, and spray chalk to show the community the improvements proposed for the Elm to Peres Root Route. Many residents turned out for the event and showed broad support for the improvements. Many key Richmond stakeholders including Mayor Gayle McLaughlin and US Congressman George Miller also supported the event. The Richmond Fire Department also showed support for the project and worked closely with Pogo Park and the consultant team to field-test turning radii of their various fire trucks on the roundabout and traffic circle temporary installations. AC Transit buses were also field tested through the roundabout on 7th Street. These dimensions and measurements are reflected in the concept plans for the Elm Play Lot to Peres Elementary School Roots Route.

The following improvements were installed for the two-day installation:

- **Roundabout at 7th Street/Elm Avenue** — included potted plants and a totem pole art installation in the circle, splitter islands with high-visibility crosswalks, and curb extensions to reduce vehicle speeds through the intersection
- **Protected Walkway on 7th Street** — to close the existing sidewalk gap on the west side of the roadway a protected “curb” (landscape waddle) was installed
- **Bicycle Lanes on 7th Street** — parking was prohibited on the east side of the street and bicycle lanes were striped in both directions. Sharrows were striped through the roundabout.
- **Traffic Circle at 8th Street/Elm Avenue** — included a totem pole art installation in the circle and curb extensions to reduce auto speeds. Stop signs were covered to show how Yield control would work on all approaches.
- **“Play Street” on Elm Avenue** — Elm Avenue was blocked to vehicle traffic to allow for kids to play in the street and for the community event to take place. Pogo Park painted the streets to create artful images in the roadway.



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January 2015 Community Workshop

On January 26, 2015, Pogo Park and the consultant team hosted an evening public workshop and dinner at the Elm Playlot. Participants included neighborhood residents, Pogo Park staff, City of Richmond staff, and other community members. The workshop consisted of a presentation focused on the “design toolkit” used to create the Yellow Brick Road vision. Participants had the opportunity to review concepts for the Elm to Peres, 8th Street, 16th Street, and Richmond Greenway routes. They also had the opportunity to review the full Yellow Brick Road network and the types of treatments proposed for the routes. Feedback was incorporated into the recommendations presented in this Plan.

