



North College Community Hub

Neighborhood Revitalization Partners

July 23, 2026

Welcome!

Our Team: FCURA + Neighborhood Revitalization Partners

Includes: Urban Land Conservancy | RVI Planning + Landscape Architecture | Neenan

Agenda

Tonight we will discuss:

- Property and real estate dispositions
- The draft vision
- How previous public feedback was integrated into concepts
- Three scales of influence based on potential URA investment
- The draft URA property program
- Next steps and future community engagement



Questions to Consider:

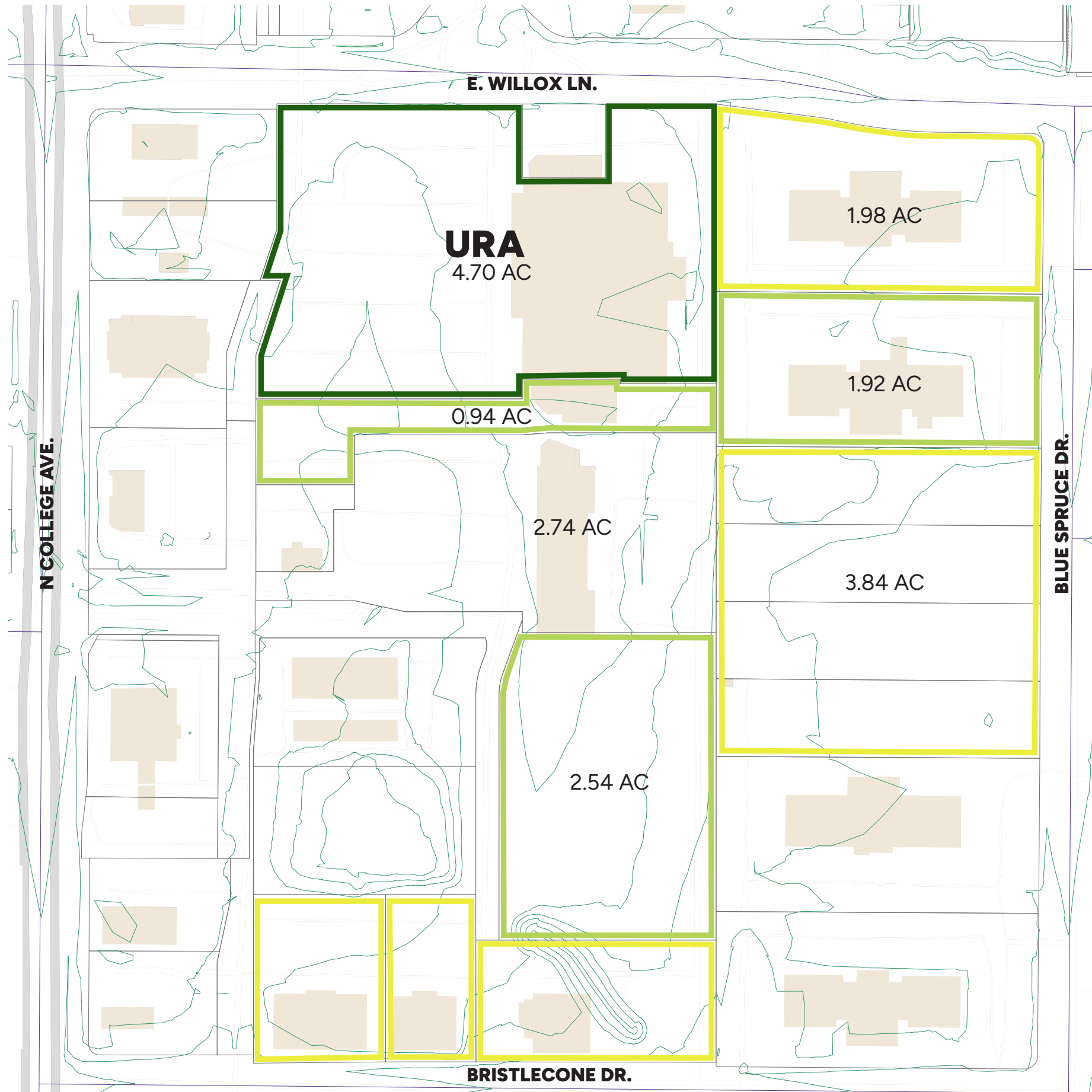
- **Does the Board Support the Vision:** Protecting What's Unique, A Complete Community, and Reflecting Local Identity?
- **Does the Board Support the Use of the Identified Three Scales:** (*Public Space + Plaza, URA Property, and Activated District*) As an approach to organize uses, engagement with adjacent property owners, and the orientation of community serving facilities
- **Does the Board Support the Current Master Planning Direction:** A high density and mixed-use development, where community serving facilities are integrated and distributed throughout the district?



Property Summary

Investments in the URA property will create opportunities for redevelopment + reuse of adjacent parcels.

- URA Controlled Property
- In Negotiation
- Potential Participants In Master Planning Process
- Typical Parcel Lines



A Vision Built on Community Needs



The North College vision is based on needs, priorities, and aspirations shared by residents, business owners, Community organizations, and stakeholders through years of engagement.

- **Protecting What's Unique:** Strengthen North College's distinct culture, affordability, entrepreneurial spirit, and sense of community.
- **A Complete Community:** Strengthen neighborhood connections, expand recreational and economic opportunities, improve transportation safety, create welcoming gathering places, and support long-term community stewardship.
- **Reflecting Local Identity:** Reflect local identity, expand opportunity, and support the people who already call North College home.

This vision is community-informed, locally grounded, and focused on long-term benefit.



What the Community Asked For



Across previous engagement efforts, the Community described a future North College that is their own and better equipped to support the specific needs of the community.

- **A Unique Character:** A mixed-use cultural and civic district shaped by the character, history, and identity of the North College community.
- **A Community Center:** A place where families gather, cultures are celebrated, neighbors connect, and opportunity is accessible.
- **A Complete Neighborhood:** Access to Community services, entertainment, education, recreation, transit, housing, and other daily needs.
- **Preventing Displacement:** Affordable housing and more opportunities for local businesses, entrepreneurs, residents, and families to stay.
- **Connections:** Safer and more accessible connections between neighborhoods, services, parks, businesses, and gathering spaces.

The vision responds to clear Community needs for belonging, access, opportunity, connection, and shared investment.



Turning the Vision Into Action

The vision translates Community priorities into a long-term framework for reinvestment, partnerships, and implementation.

- **Creating a Community Heart:** Create a social, cultural, and civic heart for North College.
- **Reflect the Local Community:** Reflect the community's character, history, and identity in future development
- **Resilience:** Build durable partnerships, funding strategies, and governance structures that sustain the district over time.
- **Partnering:** Engage non-profit partners who have proven experience in providing economic opportunity programs and services that match the areas cultural demographics (*Example: Vista Coalition*)
- **Practicality:** Create realistic and implementable solutions
- **Drive Economic Opportunity:** Support local businesses, entrepreneurship, workforce development, and community-serving uses.
- **Prevent Displacement:** Protect residents and businesses from displacement through intentional public investment, long-term stewardship, and affordable housing.

The goal is a resilient, community-serving district where collaborative Community investment strengthens North College without losing what makes it unique.



Complete Community Development

Fruitvale Transit Village is a community-led, mixed-use district that combines affordable housing, regional transit, local businesses, public spaces, and essential community services within a walkable neighborhood center.

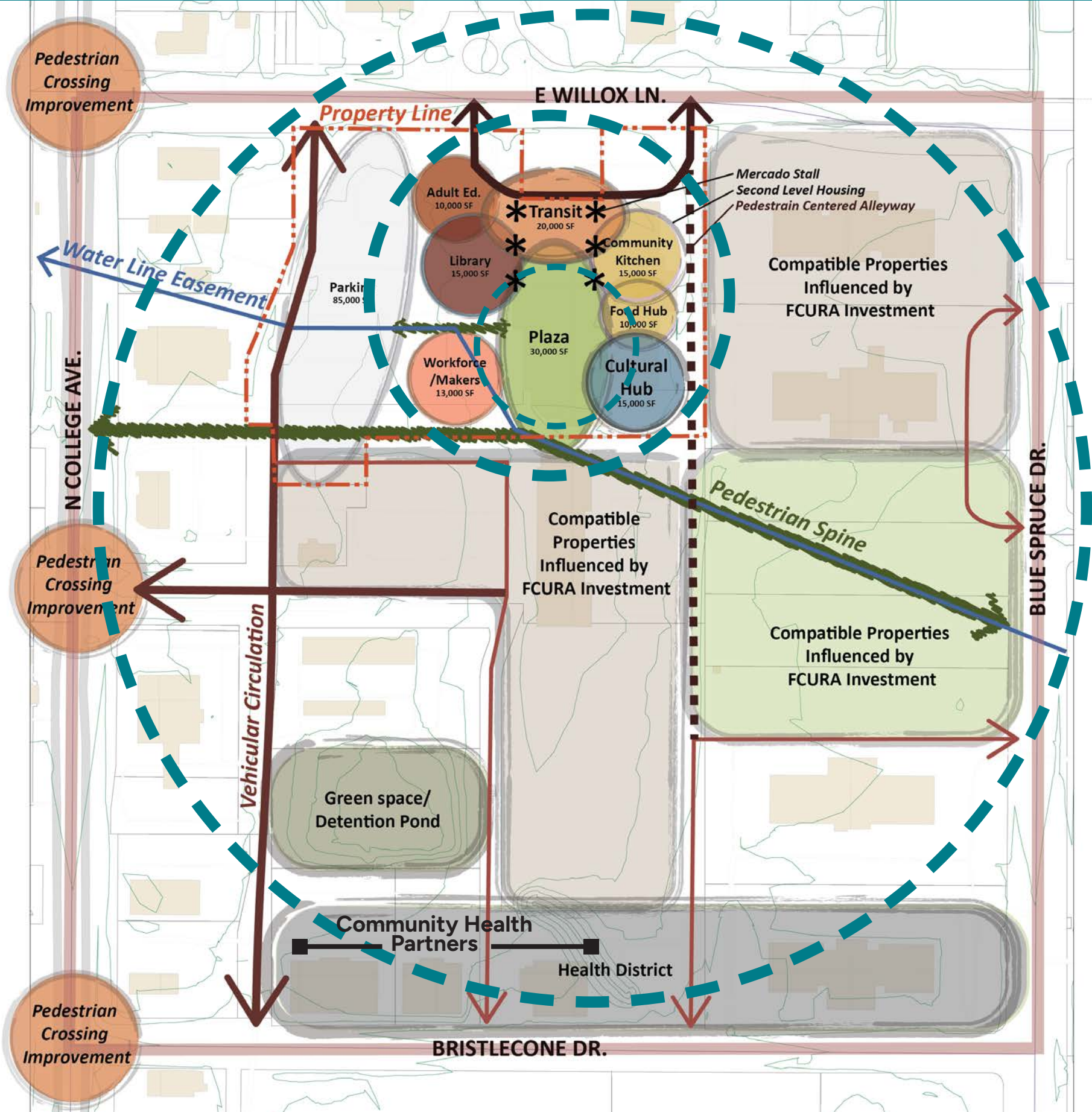
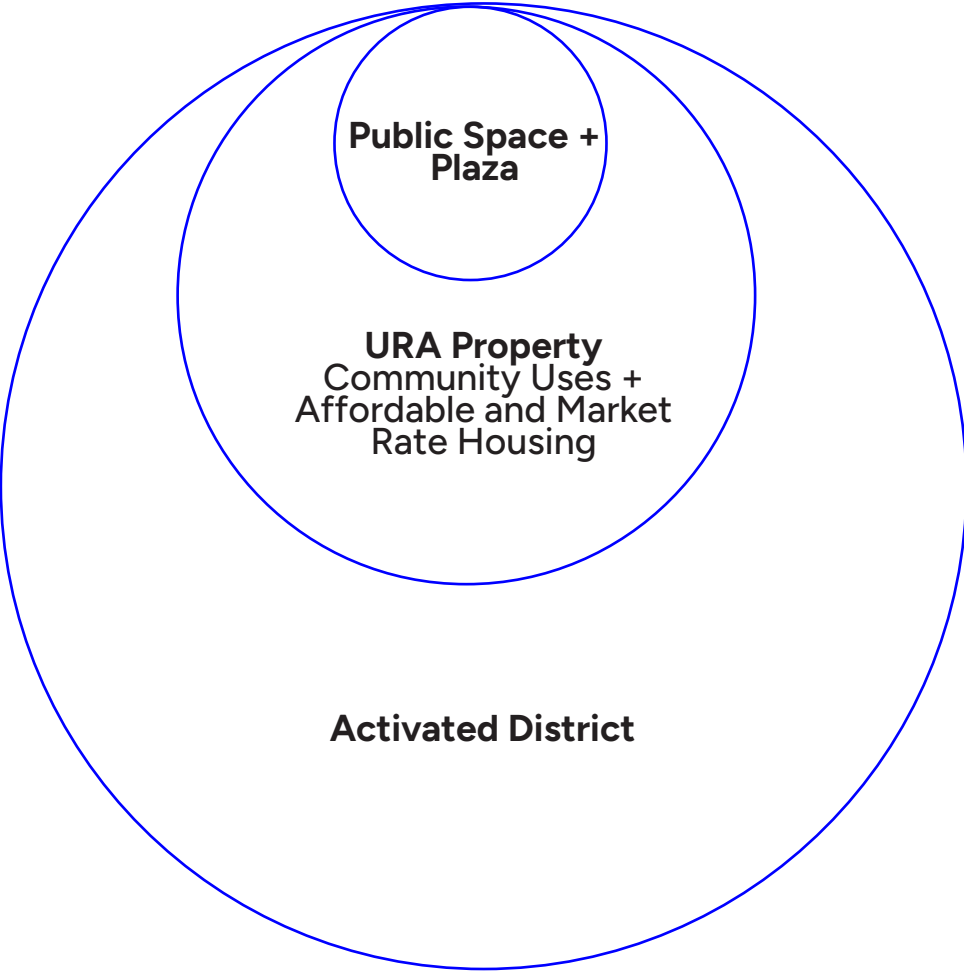
How?

- **Housing is directly next to transit:** Homes within walking distance of the Fruitvale BART station give residents convenient access to jobs, education, services, and destinations throughout the bay area while reducing dependence on automobiles
- **Affordable housing is essential community infrastructure:** The original village included mixed-income housing, while later phases added Casa Arabella and Casa Sueños, expanding affordable housing for families, veterans, and people experiencing homelessness
- **Transit and housing were integrated with community services:** The district includes health care, child care, a public library, senior services, educational programs, workforce training, and other resources that residents can reach on foot or by transit.



3 Scales of Influence

Uses identified by the community



- Across the URA Property

- ## Community Kitchen | 15,000 SF

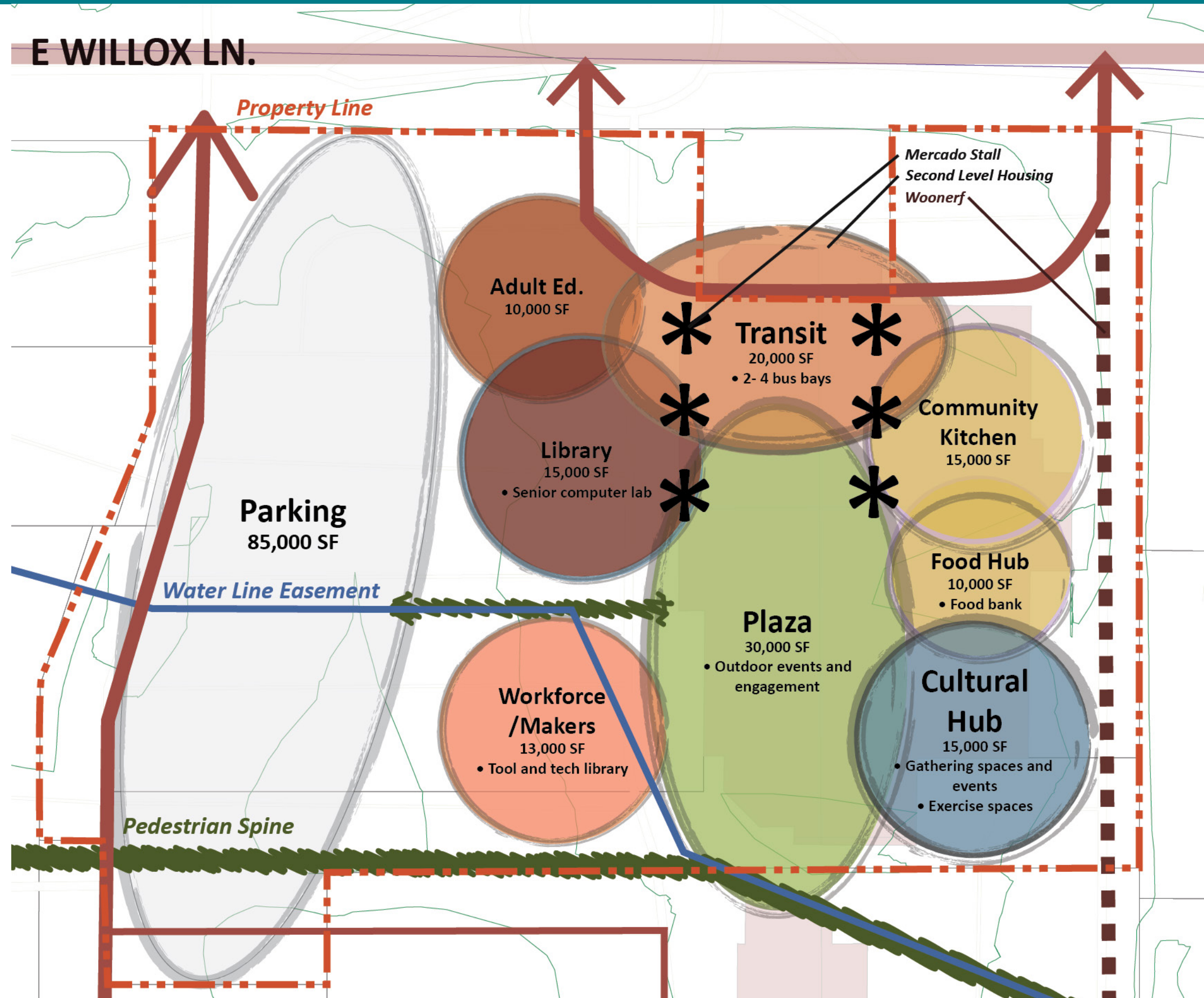
- Library | 15,000 SF**

- Food Hub | 10,000 SF**

- Workforce + Makers Spaces | 13,000 SF**

- Cultural Hub | 15,000 SF**

- Cultural Hub (7,000 SF)
- Gathering Spaces + Events (4,000 SF)
- Exercise Spaces (2,000 SF)
- Small Meeting Spaces (400 SF Per Room)



URA Program Precedents

Uses identified by the community



Adult Education | 10,000 SF



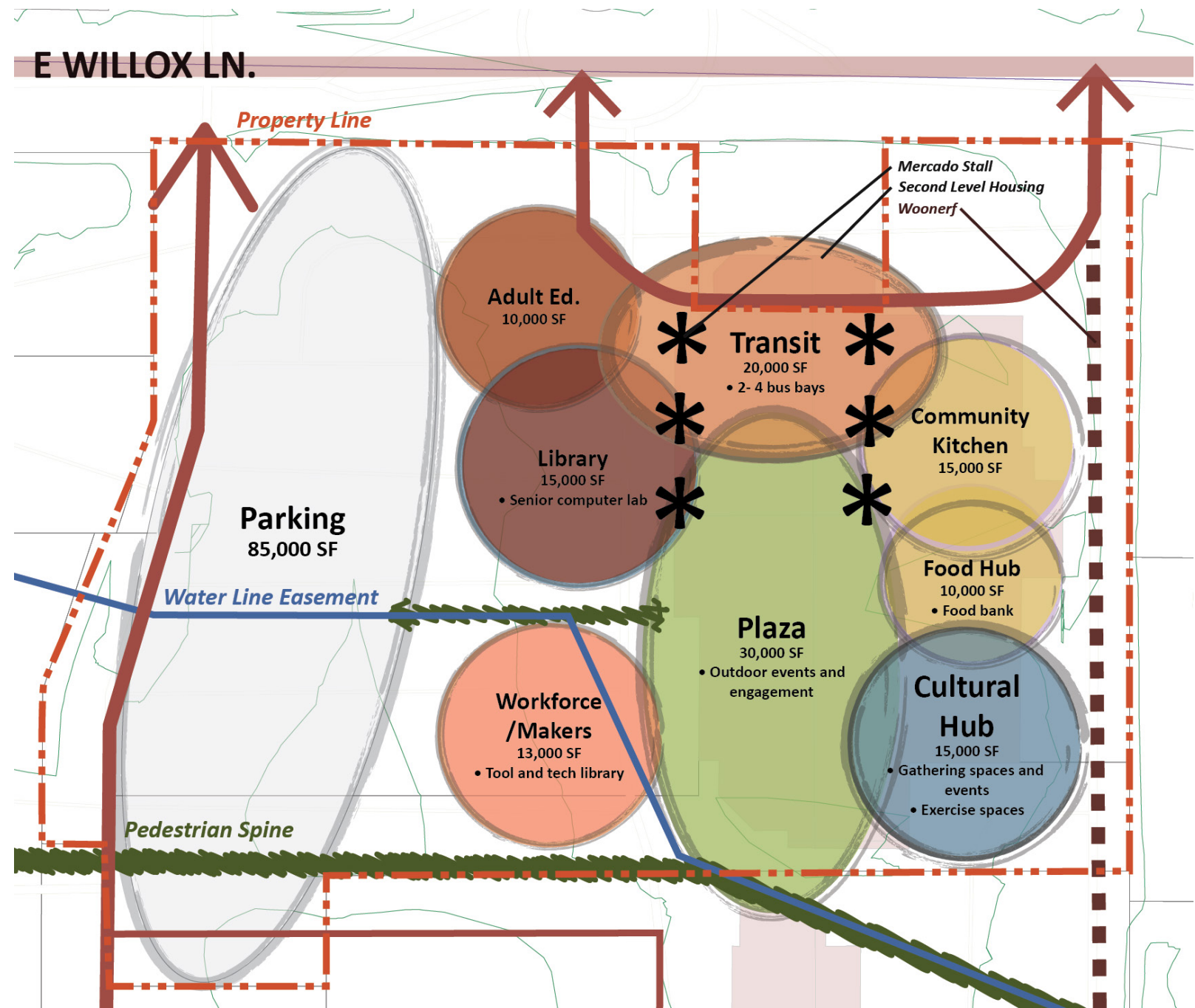
Senior Computer Lab | 1,800 SF



Makerspace | 1,800 SF



Incubator Spaces | 10,600 SF



Transit Hub | 20,000 SF



Affordable Housing + Mixed Use | TBD



Food Hub | 7,000 SF



Plaza | 30,000 SF



Mercado | 150 SF/Stall

New Opportunities Catalyzed by URA Property Investment

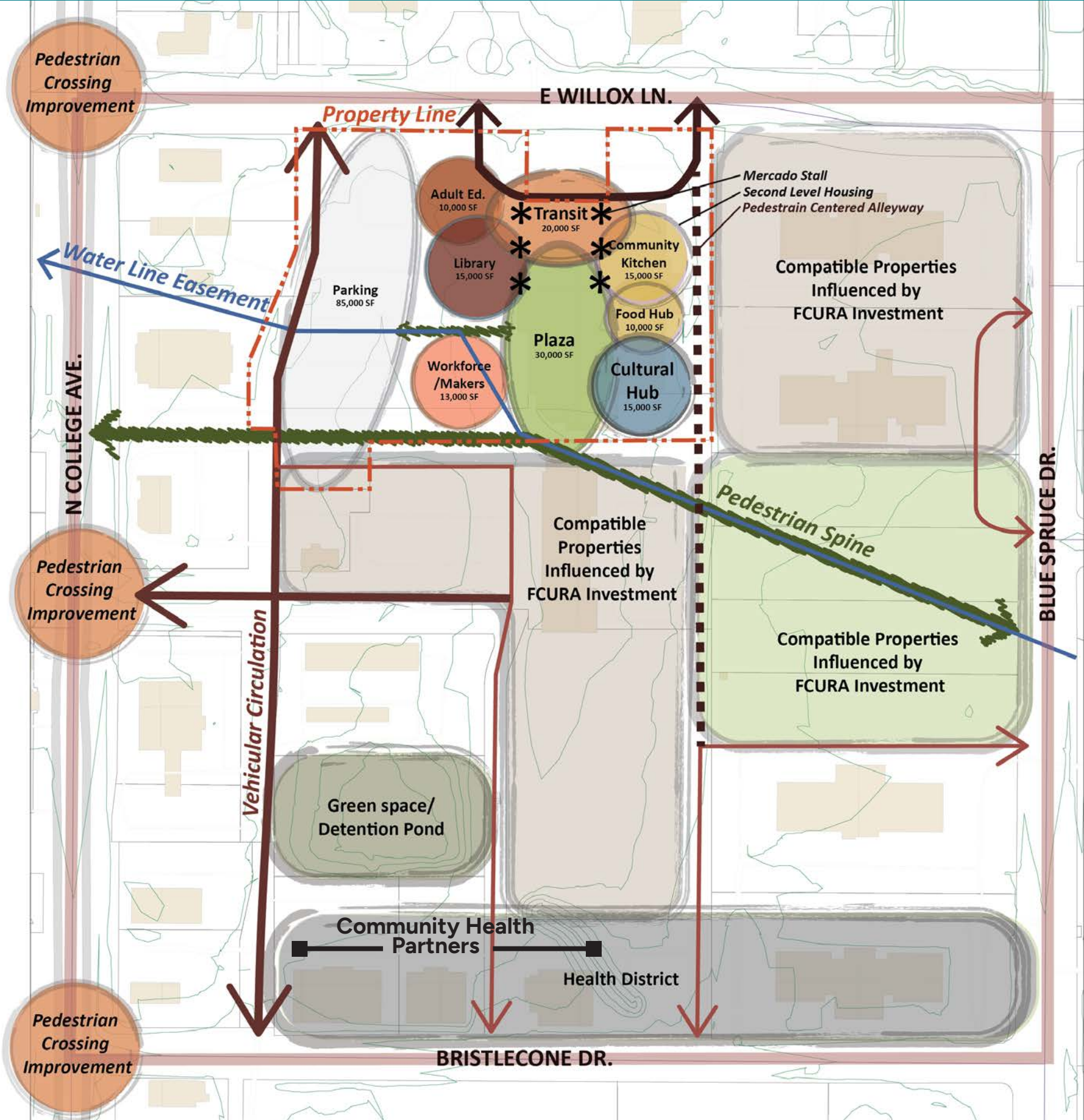
The impacts of investment on the broader area

Family Services District | 3.9 AC

Outdoor Recreation Opportunities | 3.84 AC

Master Planned Aligned Opportunities | 5.28 AC

*All areas influenced by the URA property could
accommodate the addition of affordable or
market-rate housing*



District Program Precedents



Pedestrian Spine



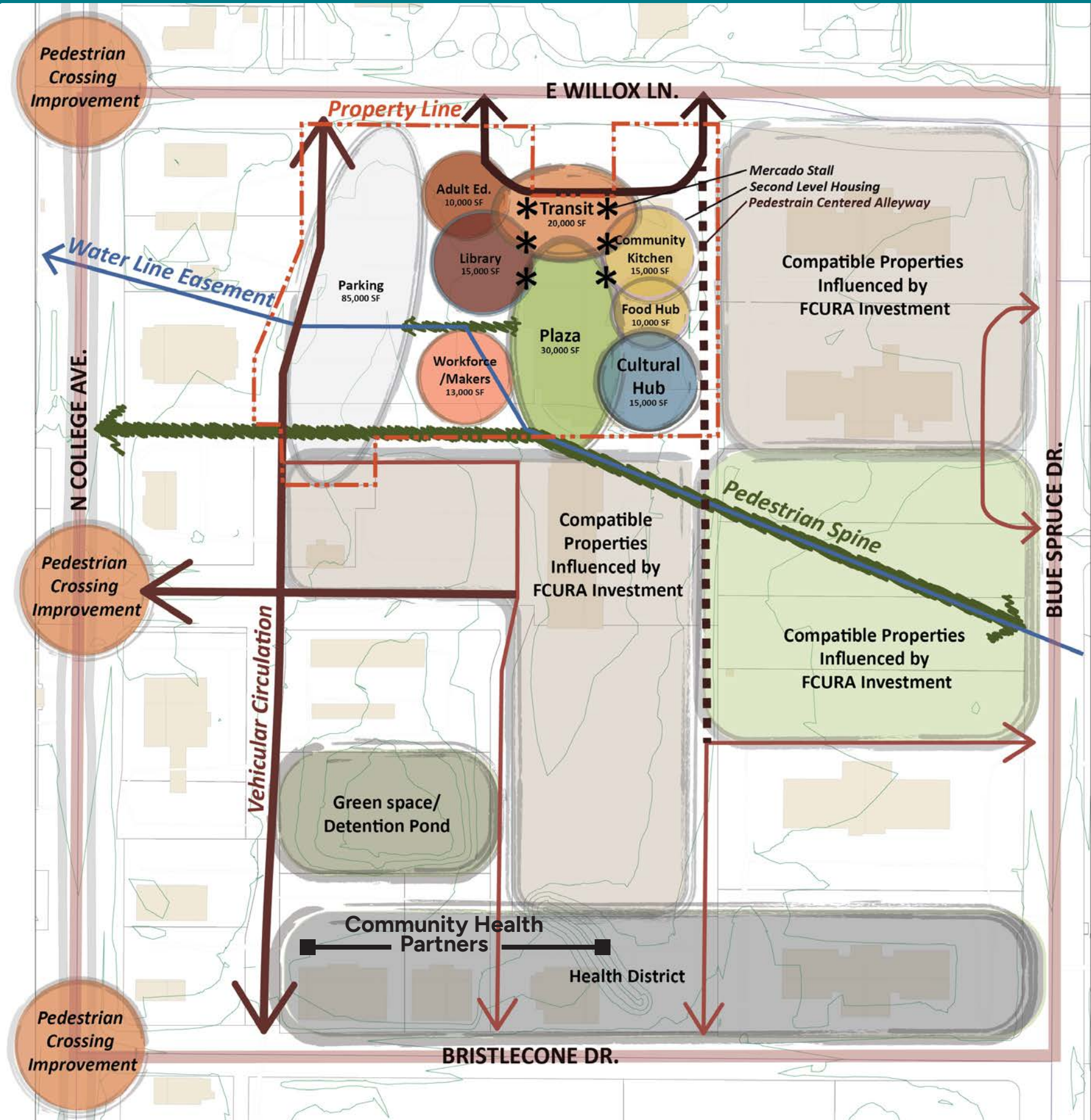
Playground



Master Plan Aligned: Affordable Housing



Master Plan Aligned: Mixed Use Development



ESL Clinic



Community Garden

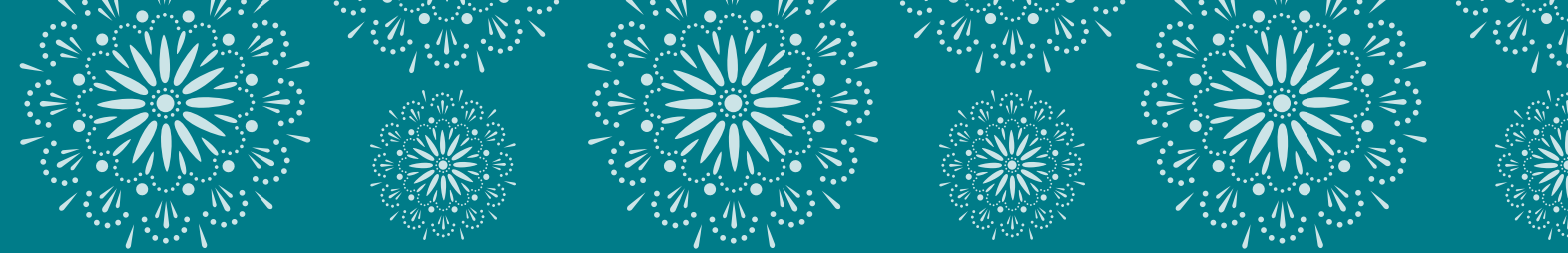


Group Fitness Classes



Futsal Court

Next Steps + Community Engagement



Leverage Plaza Unidas to Engage the Community

Plaza Unidas creates an opportunity for the Latino community to take a meaningful leadership role in shaping North College's future.

How will engagement occur?

- With booths during events and gatherings.
- Social media campaigns (Instagram, Facebook, and partner channels).
- Direct mail outreach withing a targeted radius.
- Partner organization newsletters and communications.

When will it take place?

- During Plaza events.
- Booths at the Plaza 3-4 times a week, outside of events.

What will we do with the input we receive?

- Regular reporting and discussion during project meetings.
- Sharing engagement findings with partners.
- Using feedback from one engagement activity to shape questions and discussions in future activities.

Immediate Next Steps

Partner Coordination:

- Meet with Vista Coalition to understand its plans and needs.
- Engage the Bohemian Foundation on future events, performances, and live music.
- Partner with La Familia, Mi Voz, Unidos, and others to share Plaza Unidas information.
- Begin discussions with “Neighbor to Neighbor” regarding Transfort, the Recreation Center, Museum, Library, and others about long-term needs.
- Engage Healthcare providers to understand long-term plans on the super block.

Community Identity and Naming:

- Ask community about whether Plaza Unidas reflects the community's vision for the space.
- Discuss naming opportunities with the community for the future community center and related facilities.

Engagement Planning:

- Develop an engagement calendar aligned with upcoming community events.
- Create outreach materials in both English and Spanish.



Thank You!

- **Does the Board Support the Vision:** Protecting What's Unique, A Complete Community, and Reflecting Local Identity?
- **Does the Board Support the Use of the Identified Three Scales:** (*Public Space + Plaza, URA Property, and Activated District*) As an approach to organize uses, engagement with adjacent property owners, and the orientation of community serving facilities
- **Does the Board Support the Current Master Planning Direction:** A high density and mixed-use development, where community serving facilities are integrated and distributed throughout the district?

