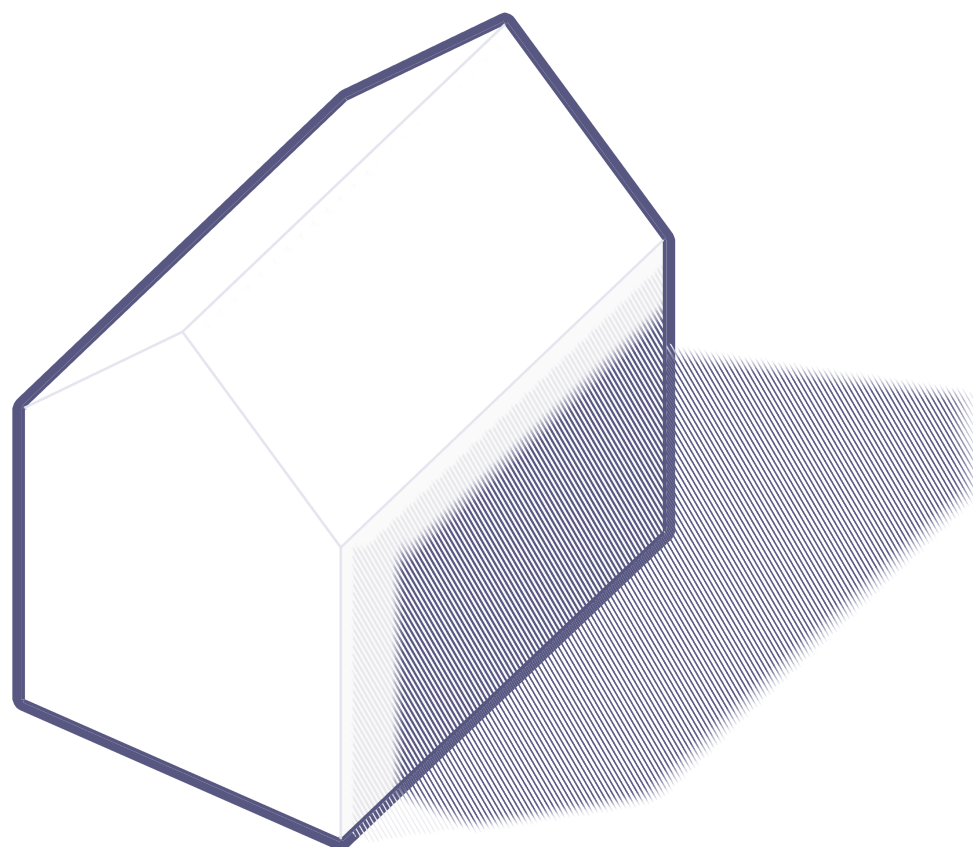


MOVING



DISPARITY OVER GENERATIONS HAUNTS THE NEIGHBORHOOD.

Q: WHAT HAPPENED HERE?

Prescott, also known as the Lower Bottoms, used to be a home to a variety of communities. Being situated near the waterfront, it used to house the workers employed by shipyards and factories of the east bay. Also, it was once the haven of Blues music in the Bay Area. However, as the demand for shipbuilding withered and through constant discrimination towards this neighborhood of working class ethnic communities, the population of the neighborhood declined. Eventually, as the construction of the overpass over the 7th street, a home to west coast blues, came to a completion, it marked the end of an era of once vibrant neighborhood.





FINAL NOTICE OF EVICTION

County of Alameda
Address: 100 West Street, 1st Fl.
City: Oakland, CA 94612
Phone: (415) 774-1111
Fax: (415) 774-1112
Email: eviction@alameda.ca.gov
Website: www.alameda.ca.gov/evasion

MARCH FOR JOBS
SUNDAY, JUNE 3, 1967
PARADE STARTS AT 11:00 PM
PROT. A.M.E. CHURCH
"CITY OF OAKLAND"
"JOB SUNDAY"
PARADE, AND RALLY
LAKESIDE DRIVE
OAKLAND, CALIF. 94612

Construction of BART and Interstate Freeway

Photos from the heydays of Harlem of the west

RAUL FOOD

Moore Dry Dock

Slim Jenkins' Night Club

"SLIM JENKINS' BLUE ROOM"

Pipe City

Brotherhood of Sleeping Car Porters

La Estrella

Oakland Long Wharf (Terminal)

1869
The end Terminal for Central Pacific line of the first transcontinental railroad was completed.

1930
West Oakland became predominantly African American neighborhood (200,000 residents) with many thriving businesses such as jazz and blues clubs.

During Great Depression, many of the locals loses their homes and form a temporary housing using surplus sewer pipes, called "Pipe City".

Pre-1939
Working class families from diverse backgrounds populated the area and worked at shipyards and railroads.

Many also came from Mexico, fleeing from Mexican revolution. Many others from Puerto Rico, Cuba, and other Central America were also present.

1939-45
Due to labor shortage, many workers were brought in from outside the neighborhood during WWII, mostly from southern states.

Majority of them settled in the lower half of West Oakland, which happens to mark the beginning of segregation.

1940s
West Oakland became the central stage of the West Coast for Blues, attracting many visitors to its diverse music venues.

1950s
West Oakland sees decline in wartime jobs.

Construction of freeway, BART, and urban renewal displaces most of Latinx community and many of African American Community.

High overtaking rate increases due to changes in the neighborhood. Multiple community organizations were formed in response.

1960s
Situation worsens with the completion of BART above-ground track, which disturbs the neighborhood relentlessly day and night.

Black Panthers is formed in effort to resist the urban renewal projects harming the neighborhood. West Oakland becomes the central stage for their movement.

THE ABSENTEES: A RISING TIDE OF CORPORATE OWNERSHIP.

Q: WHO LIVES HERE?

Cities constantly change. Some stay put in the same neighborhood through generations while the majority of the neighborhood acts almost like a revolving door, where people come and go at a short interval. Prescott, being a neighborhood near the station closest to the city on the east bay, became a rather popular place for those seeking to move closer to their workplaces. Naturally, it causes the investors to purchase the houses for rental in hope to make a profit. This displaces the existing neighbors and lowers the individual ownership of the houses, inevitably driving up the average cost of living.



SHIFT IN DEMOGRAPHIC

Long-Time Residents

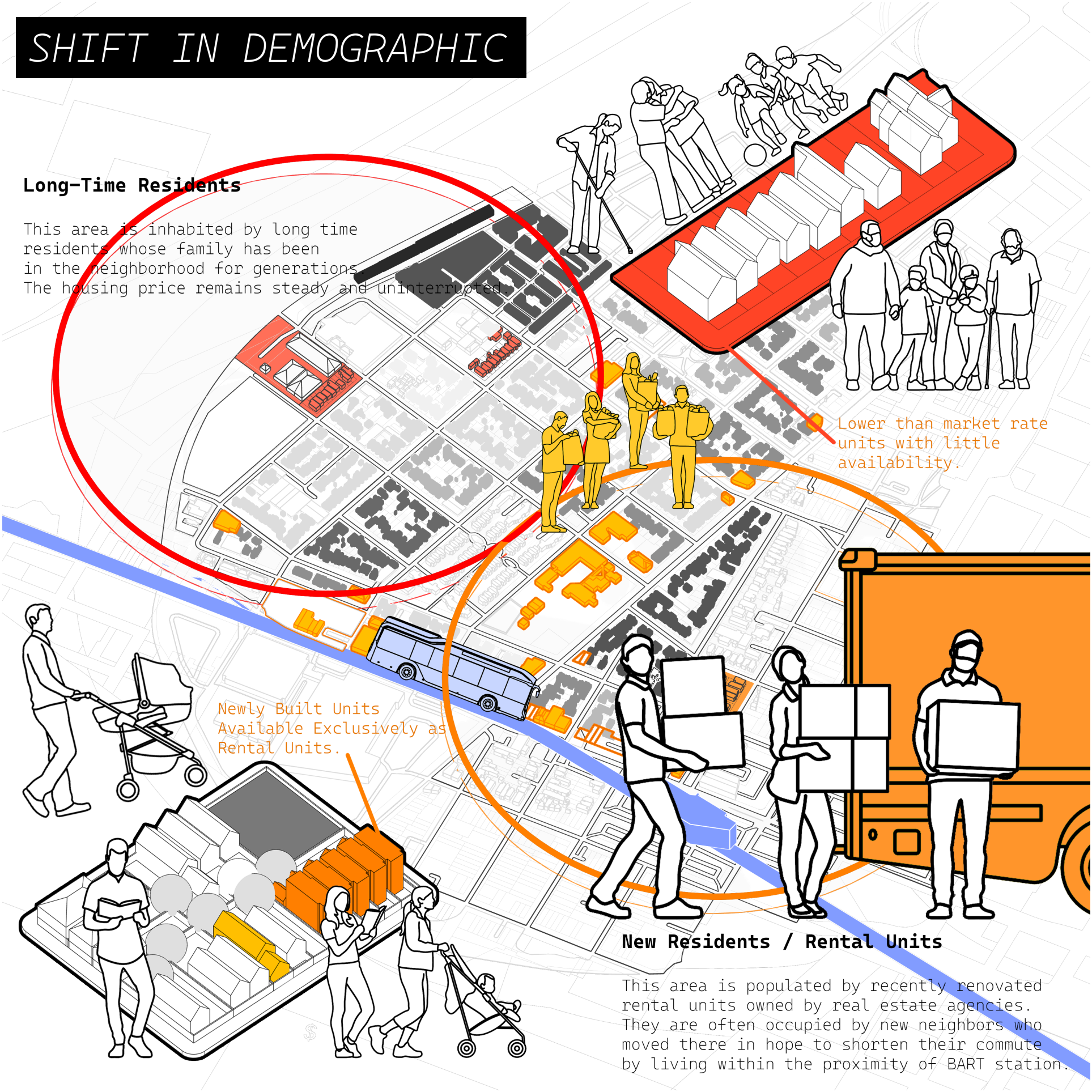
This area is inhabited by long time residents whose family has been in the neighborhood for generations. The housing price remains steady and uninterrupted.

Lower than market rate units with little availability.

Newly Built Units Available Exclusively as Rental Units.

New Residents / Rental Units

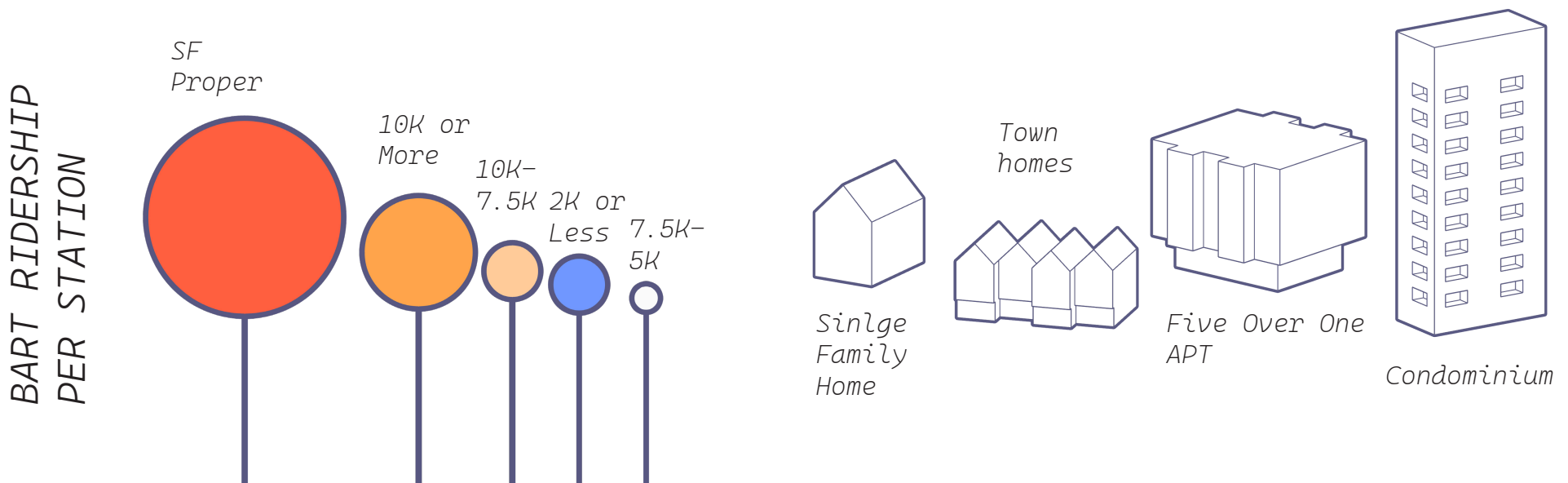
This area is populated by recently renovated rental units owned by real estate agencies. They are often occupied by new neighbors who moved there in hope to shorten their commute by living within the proximity of BART station.



THE VEINS OF EXPANSION: SUPPLYING THE POPULATION WITH HOUSING

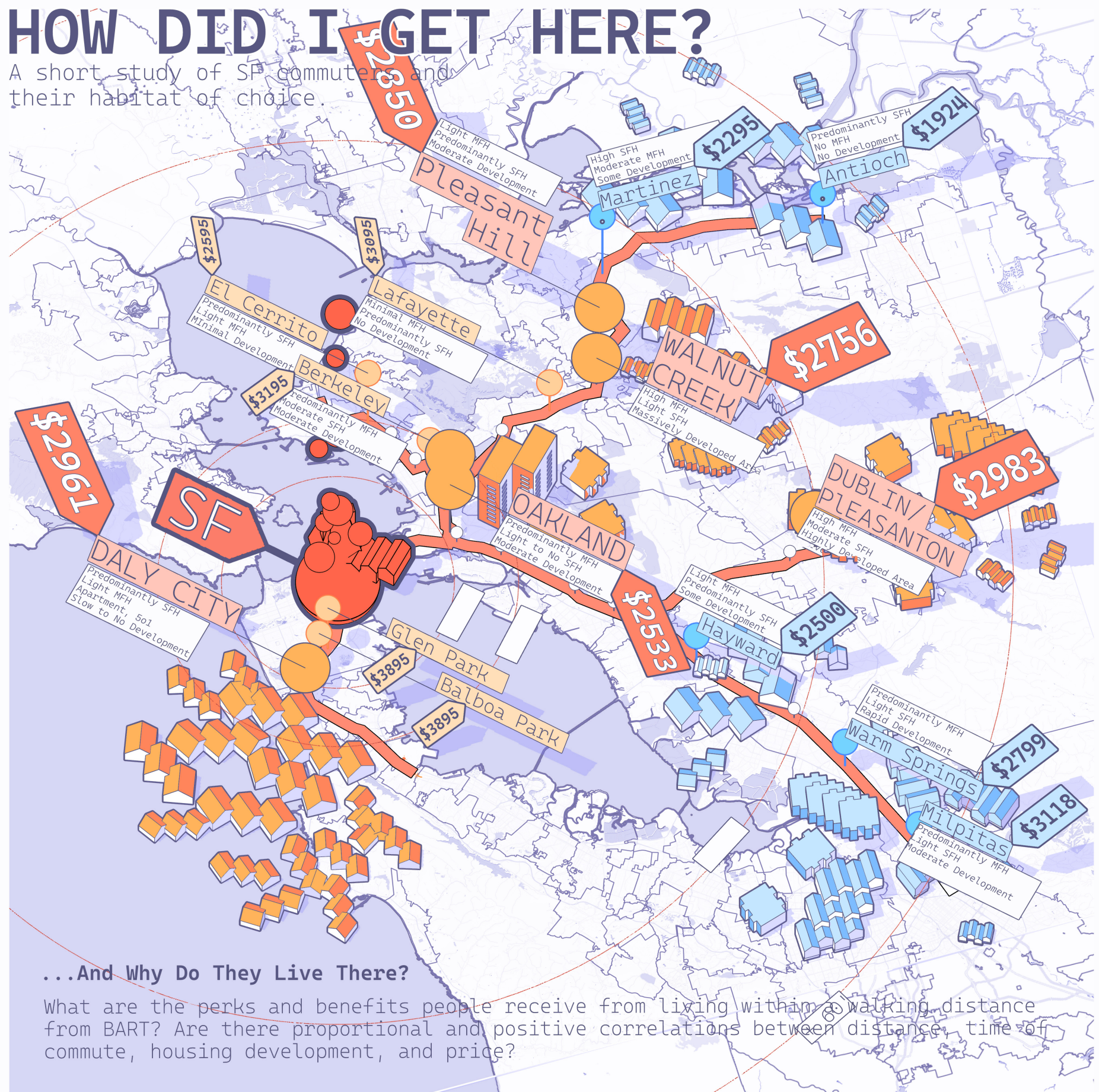
Q: WHERE DOES EVERYONE ELSE LIVE?

In Bay Area, a sizeable portion of the population commutes to downtown San Francisco often via BART. As BART connects 50 different cities and neighborhoods, it provides the commuters with a range of options as to where they can live. The following panel shows the popular places of origin and types of housing commonly found near the stations. In some areas, it contradicts common expectations such as distance positively correlating to housing price, types of housing found near densely populated area commonly being multi family units, or less popular stations of origin being sparsely populated.



HOW DID I GET HERE?

A short study of SF commuters and their habitat of choice.



...And Why Do They Live There?

What are the perks and benefits people receive from living within a walking distance from BART? Are there proportional and positive correlations between distance, time of commute, housing development, and price?

JEROME KIM
DESIGN MEDIA 4
SPRING 2025

