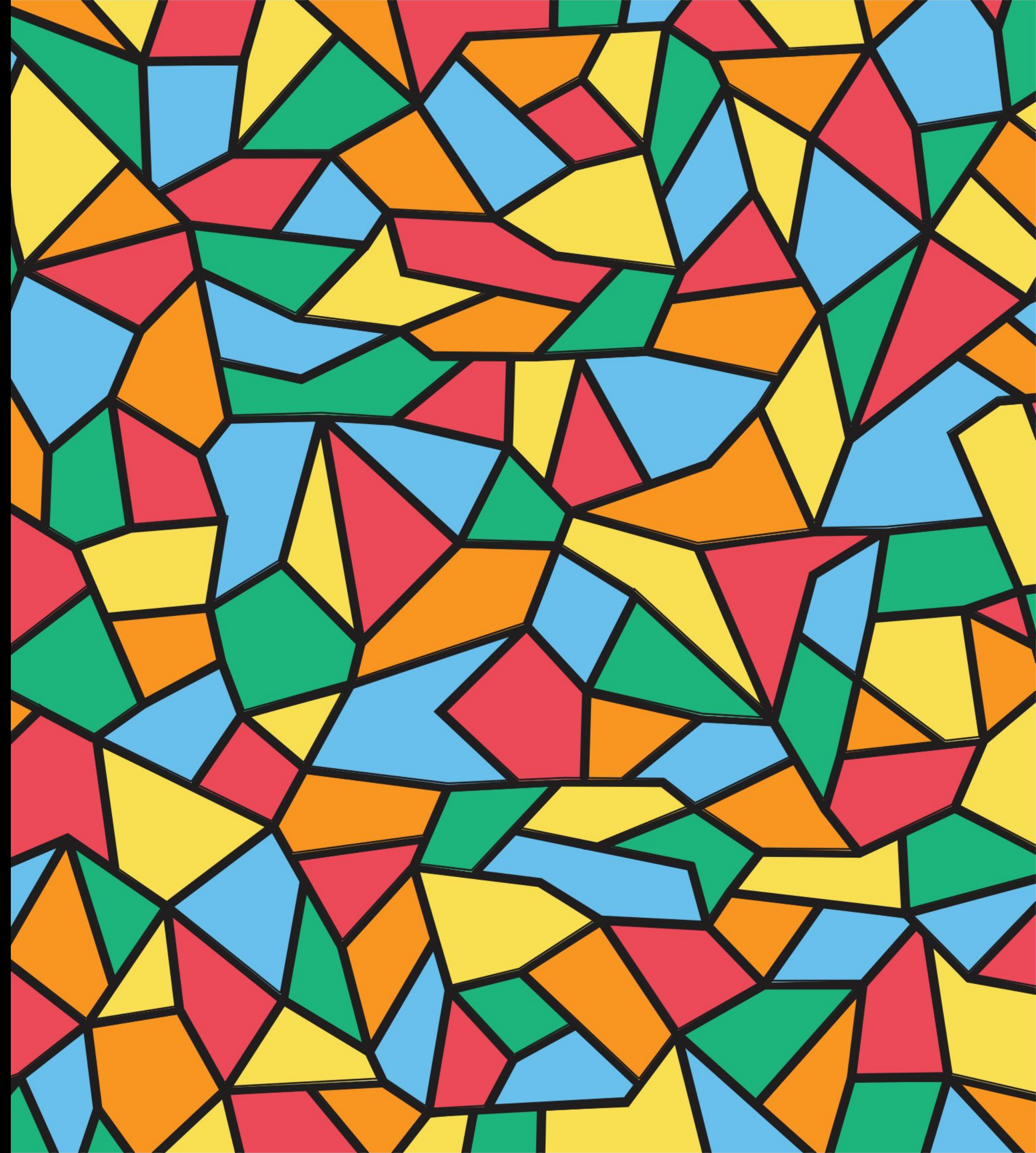




# OAKLAND ROOTS & SOUL SPORTS CLUB

INTERIM STADIUM PROPOSAL

2024.07.10





## AGENDA

**1**

About us, Oakland Roots & Soul

**2**

Gameday Venue Plans

**3**

Proposal at Malibu

**4**

Next Steps



## EMPOWERING OAKLAND

Oakland Roots SC is the first purpose-driven, professional sports team in the USA.

**Our Purpose:** is “to harness the magic of Oakland and the power of sports as a force for social good.”

**Our Mission:** Increase the health, equity, and happiness of Oakland by building a sustainable pro sports club with winning teams that develop talent and a world class brand.

# OAKLAND LEADS THE WAY



## COMMUNITY OWNED

5,400+ people joined our Community Investment Round (biggest in US sports history)



## “COOLEST TEAM IN THE USA”

According to legendary global soccer magazine '442'



## PUTTING OAKLAND ON THE MAP

Our unique, purpose-driven approach has generated national and global media coverage



## CHANGING THE GAME

We are actively working to build a more diverse and inclusive US soccer system

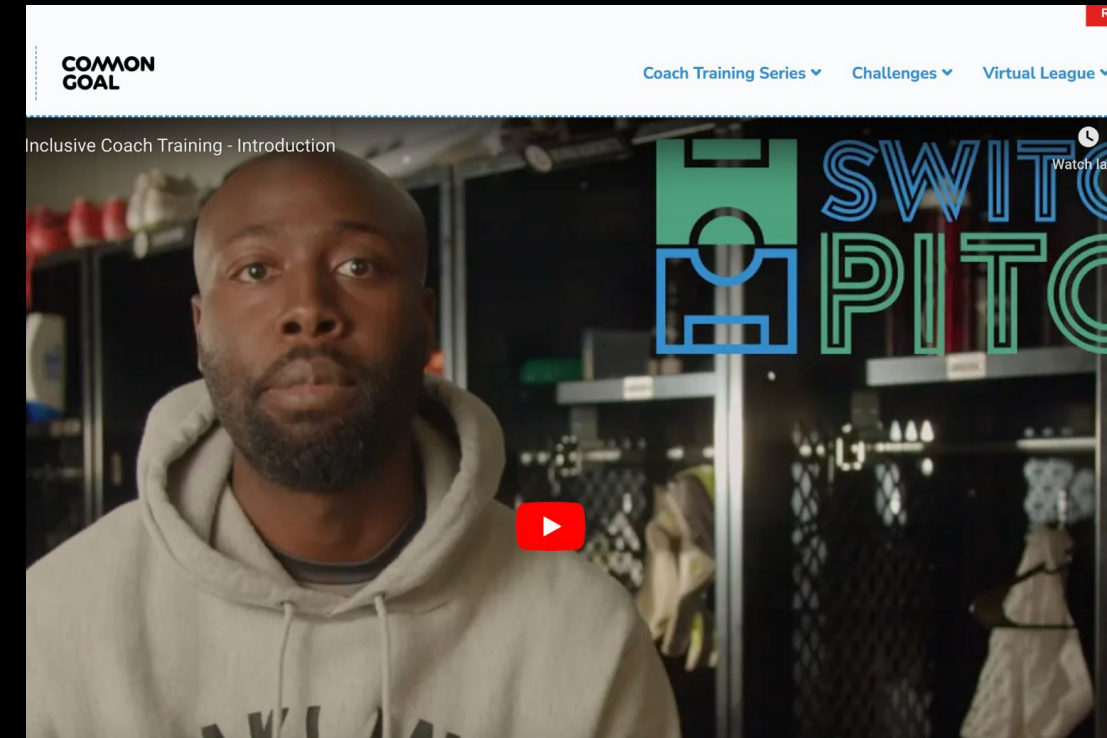
# MAKING AN IMPACT IN THE TOWN



**TRAINING COMMUNITY COACHES**



**SUPPORTING YOUTH ACCESS TO SPORTS**



**SWITCH THE PITCH ANTI-RACISM TRAINING**



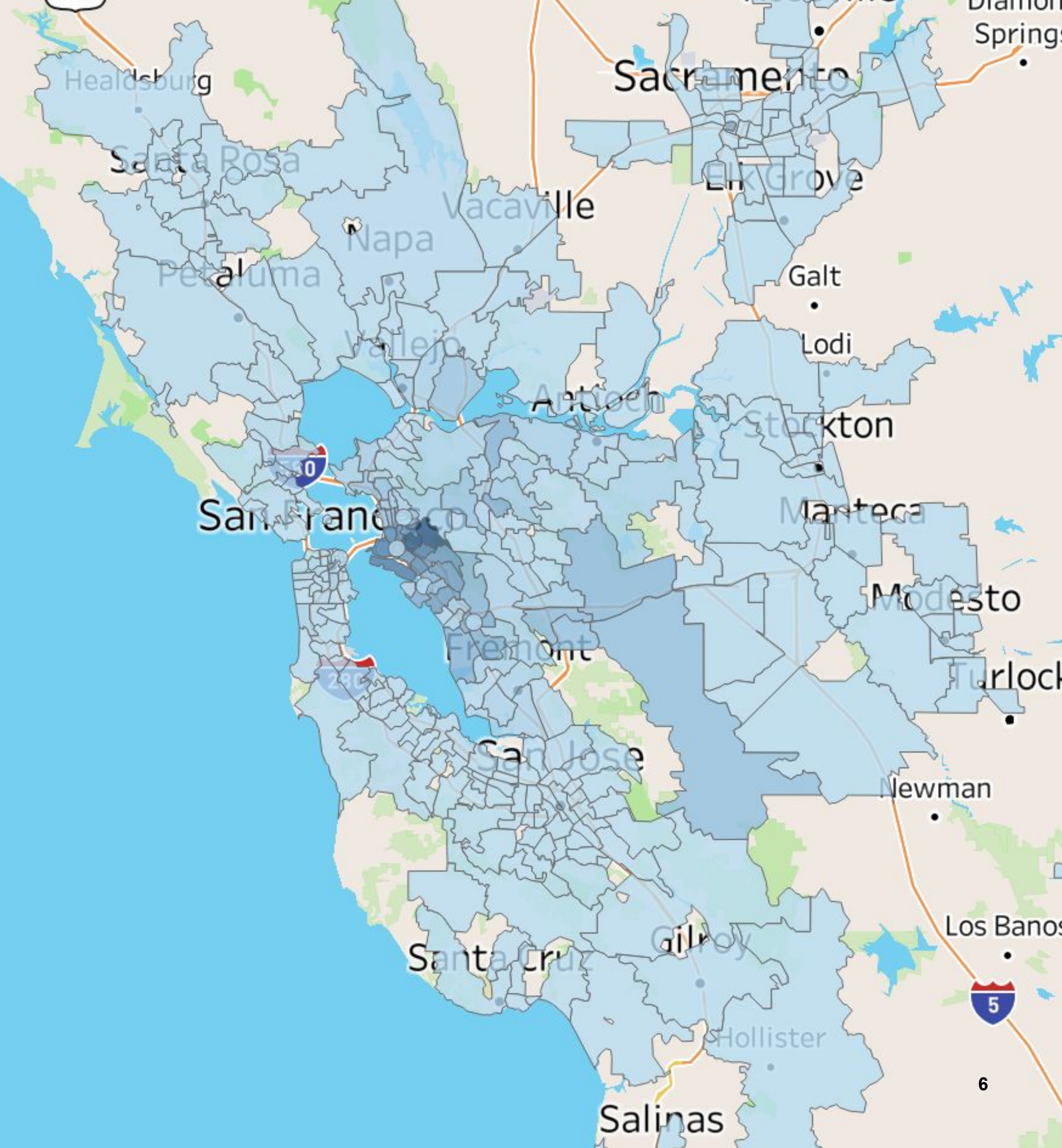
**SHOWING UP FOR THE TOWN**



**OUR FANS REPRESENT THE ENTIRE TOWN**

## **TICKET SALES ORIGINATIONS**

- 78% within 30 minutes of Malibu



SUPPORT LOCAL BUSINESSES & CREATE LOCAL JOBS





## GAME DAY VENUE: **TIMELINE**

- 2019-2022: Laney College
- 2023-2024 Cal State East Bay
- 2025 Oakland Coliseum
- 2026 Interim Stadium @ Malibu
- 2035+ Permanent Stadium





## WHY MALIBU?

# INTERIM STADIUM

- Need to Increase Capacity and Control Dates Quickly
- Search Criteria:
  - Existing Zoning Allows Faster Entitlement Path
  - Transit Solutions
  - 10,000 Fan Capacity
  - Ability to Create Amazing Fan Experience
- 4 East Bay Sites Narrowed to 2
- Malibu Assets
  - Access to BART
  - Coliseum Area Specific Plan in Place (CASP)
  - History of Professional Sports in the Area
  - Ability to Activate Site
  - Site is In Oakland!

## INTERIM STADIUM GOALS

- Increase Capacity and Equitably Field our Teams
- Venue Serves as a Community Asset
- Create an Intimate, Vibrant Experience for our Fans
- Accessible Visually, Physically, Financially
- Highlight Oakland's Rich Culture and History
- Minimize Intervention - Leave the Site in Good Shape for Future Use



# ORIENTATION & ACCESS



PEDESTRIAN  
EASEMENT

BART

EVENT  
PARKING

TNC/SHUTTLE  
DROPOFF

MALIBU SITE

FWY 880

ON SITE  
VEHICLE ACCESS

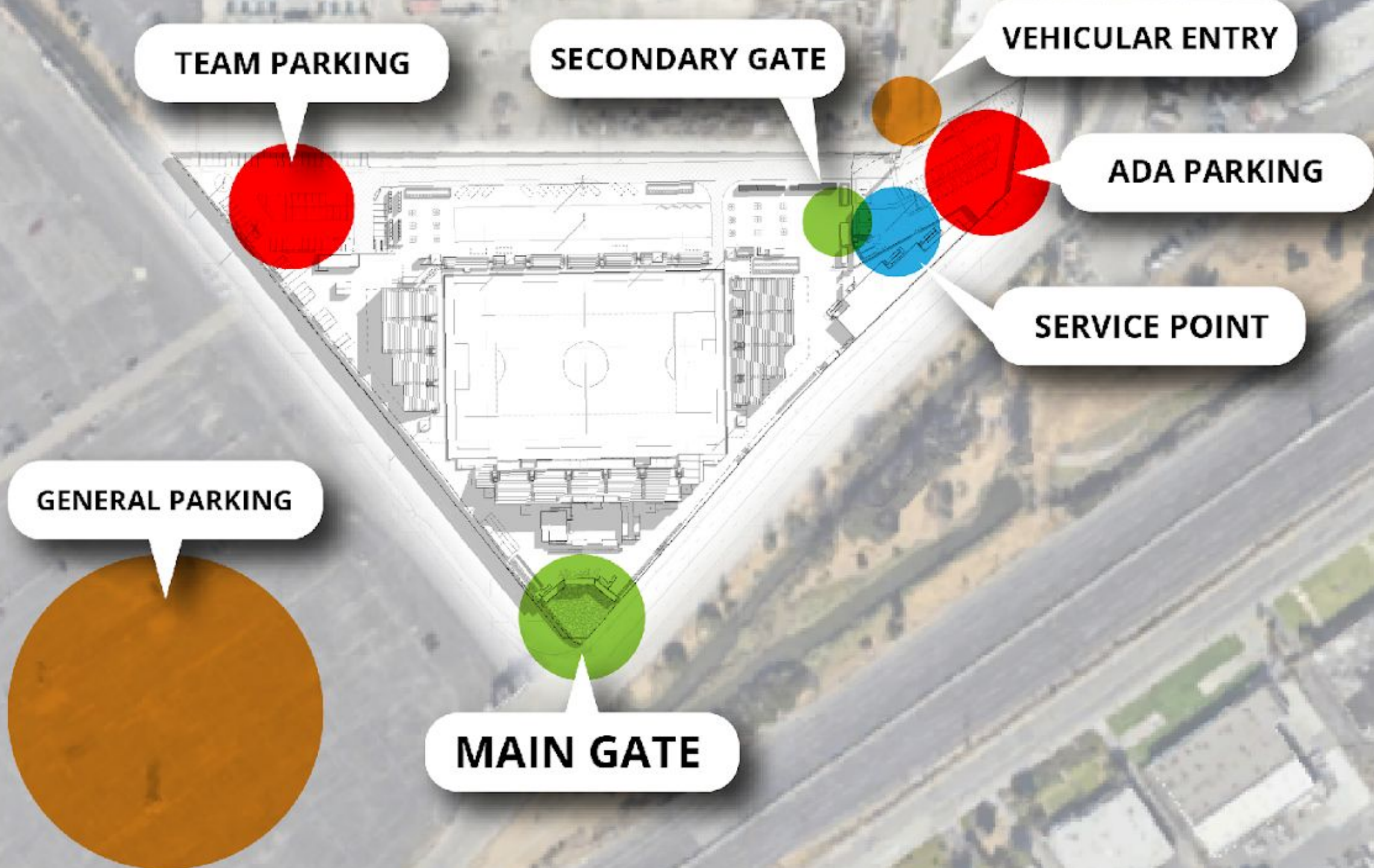
SITE



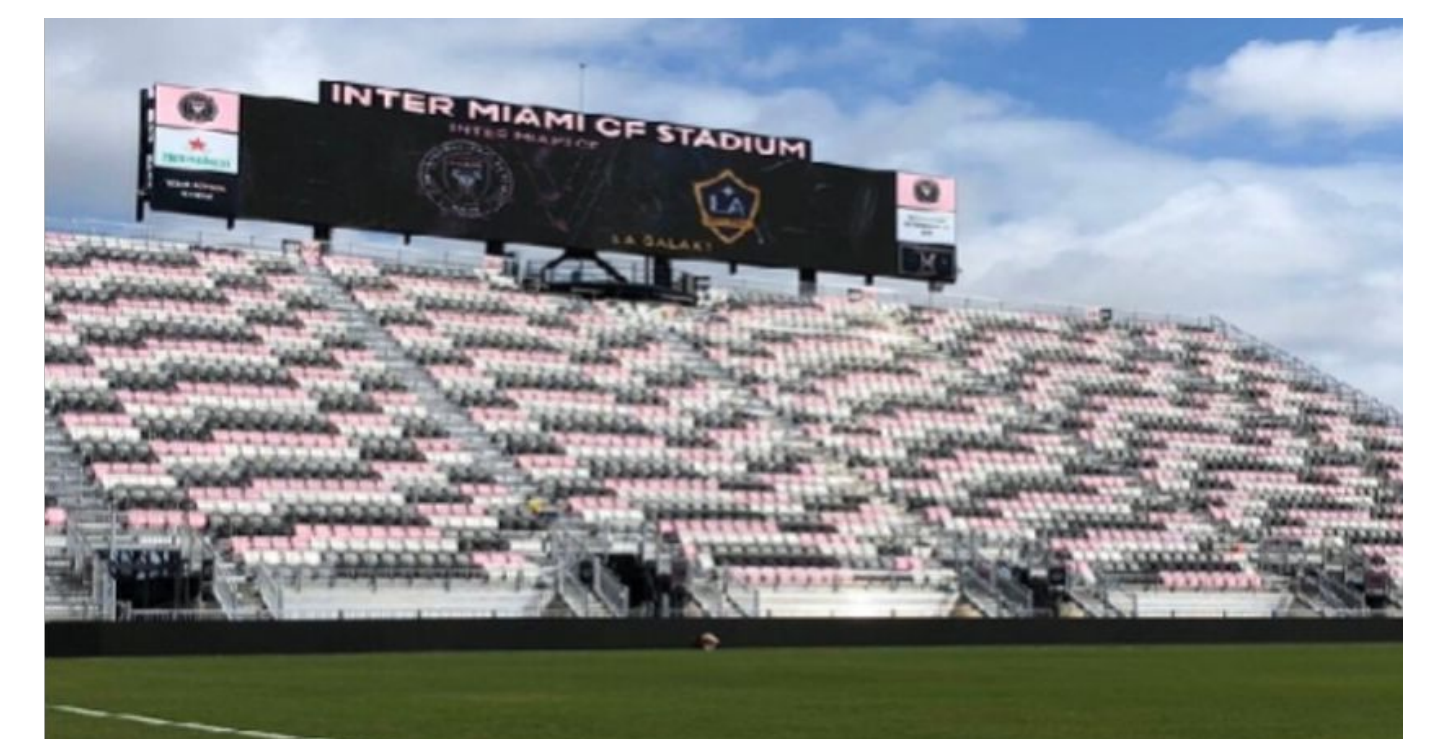
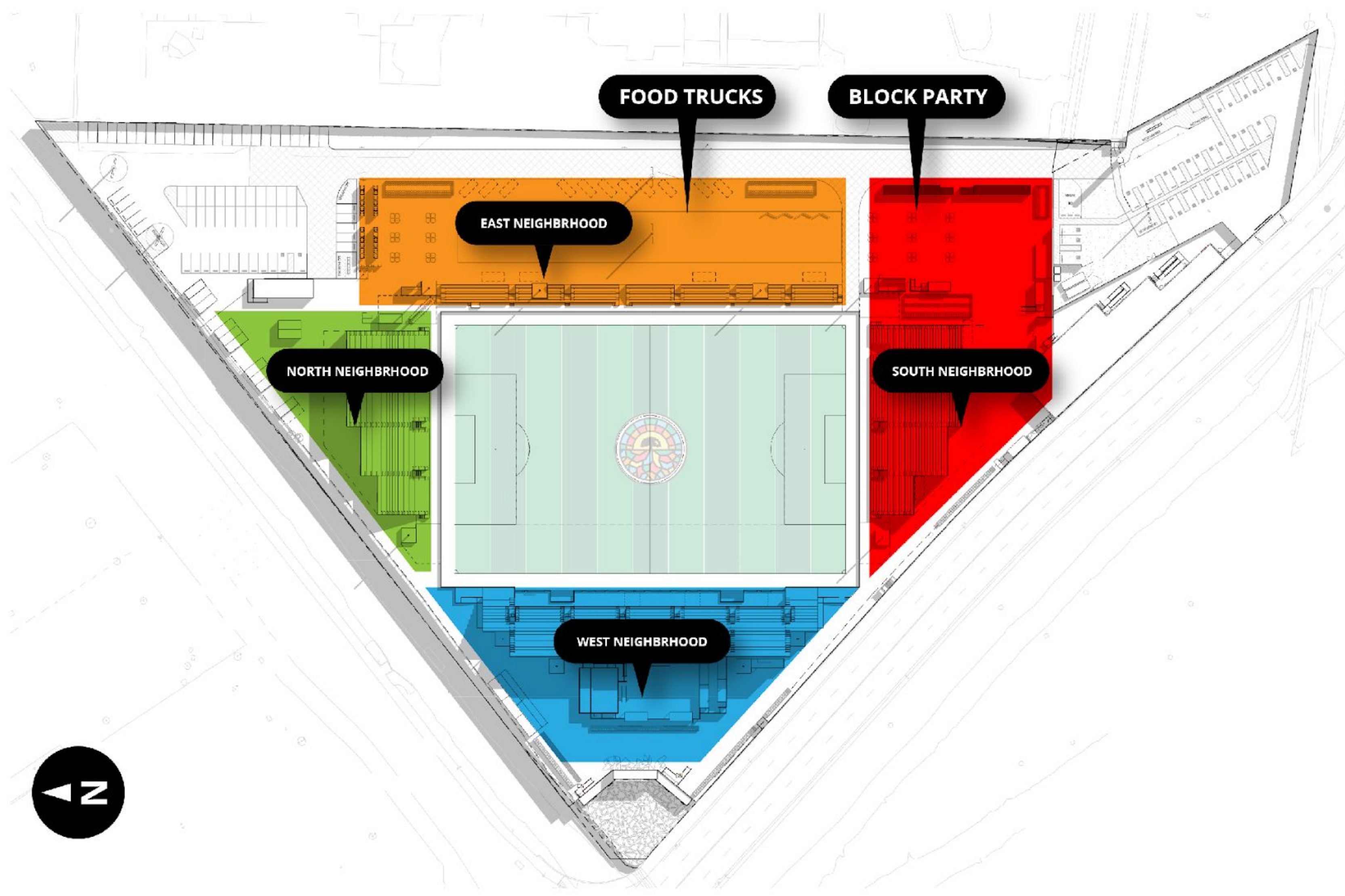
MALIBU SITE



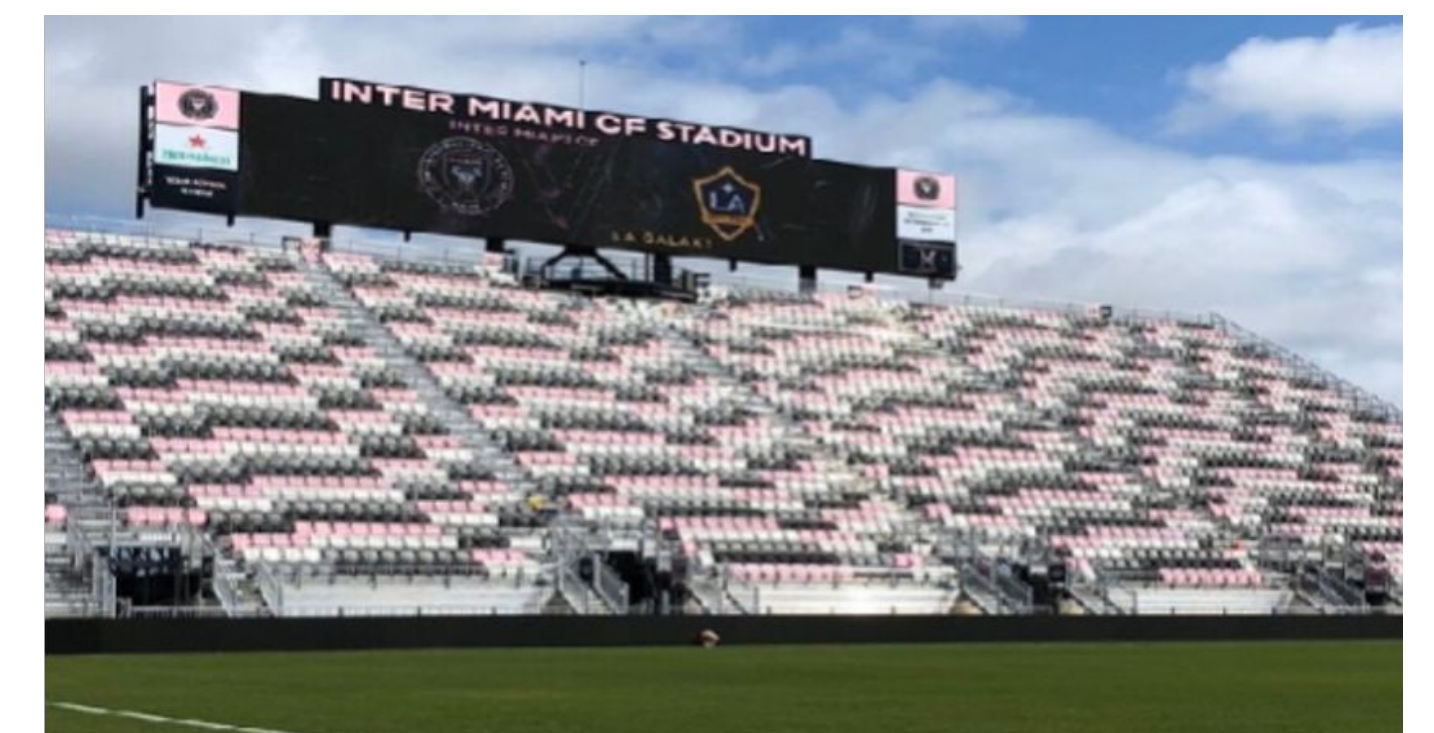
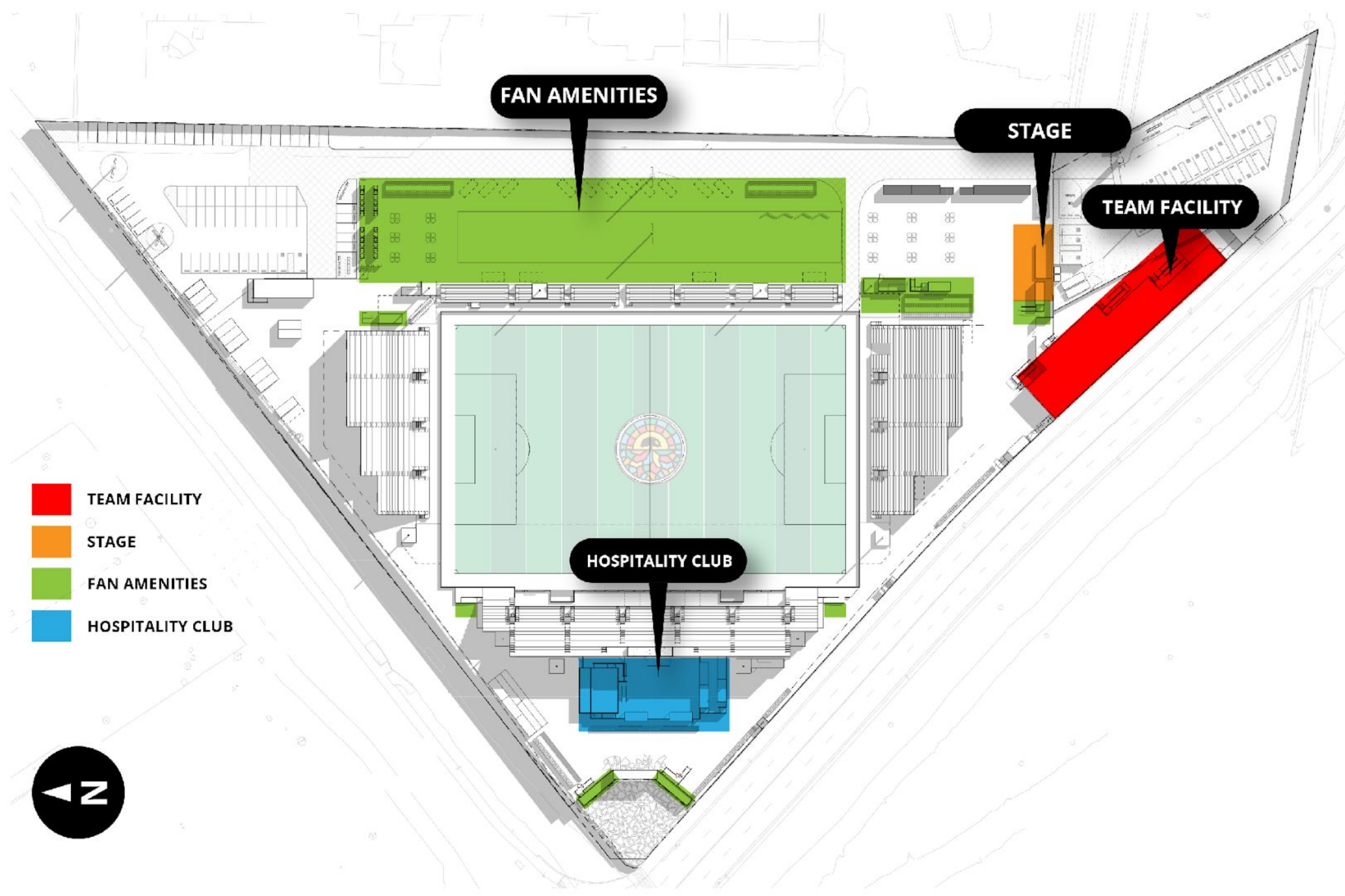
# SITE – ENTRY POINTS



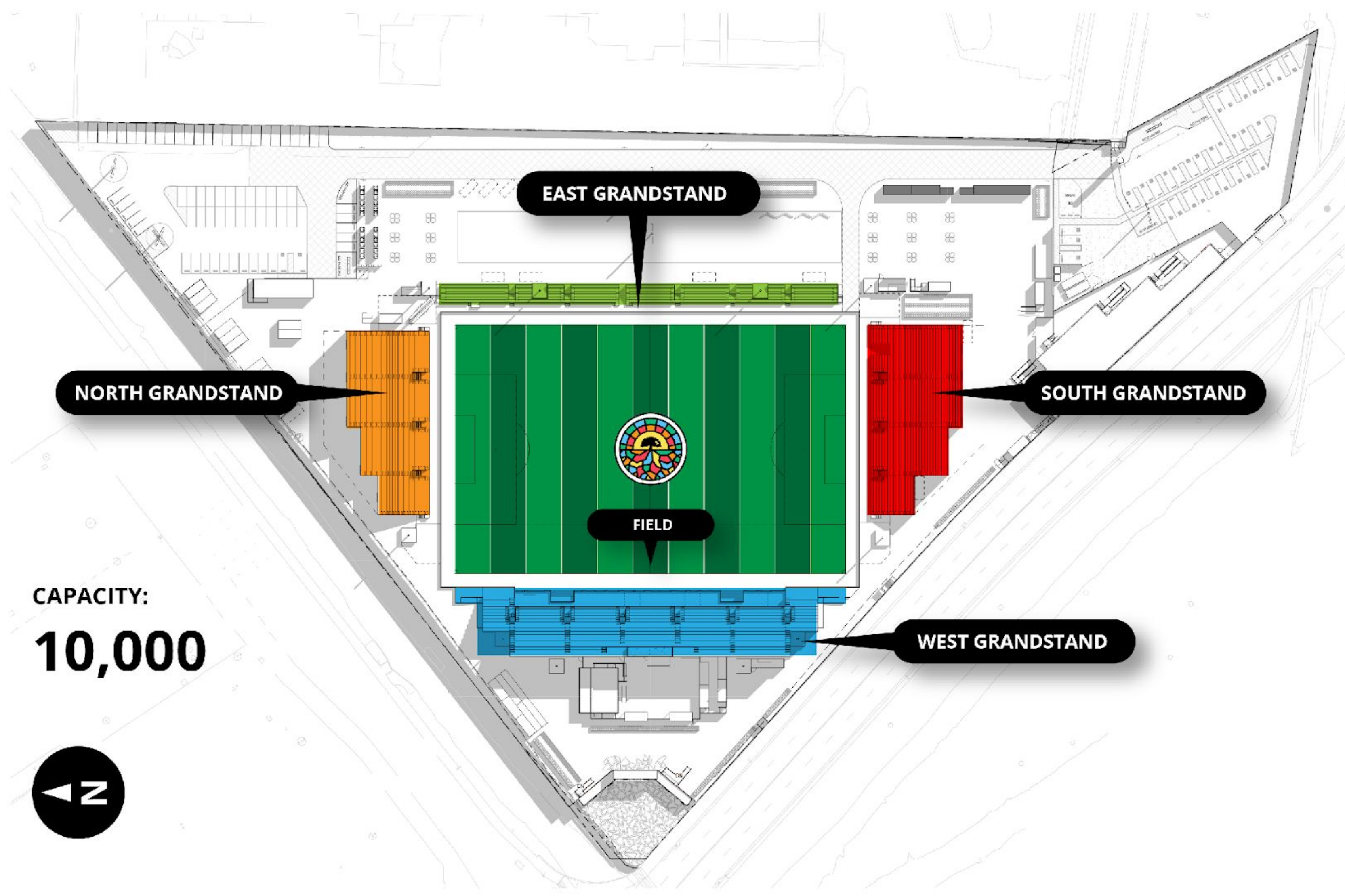
# SITE PLAN – NEIGHBORHOODS



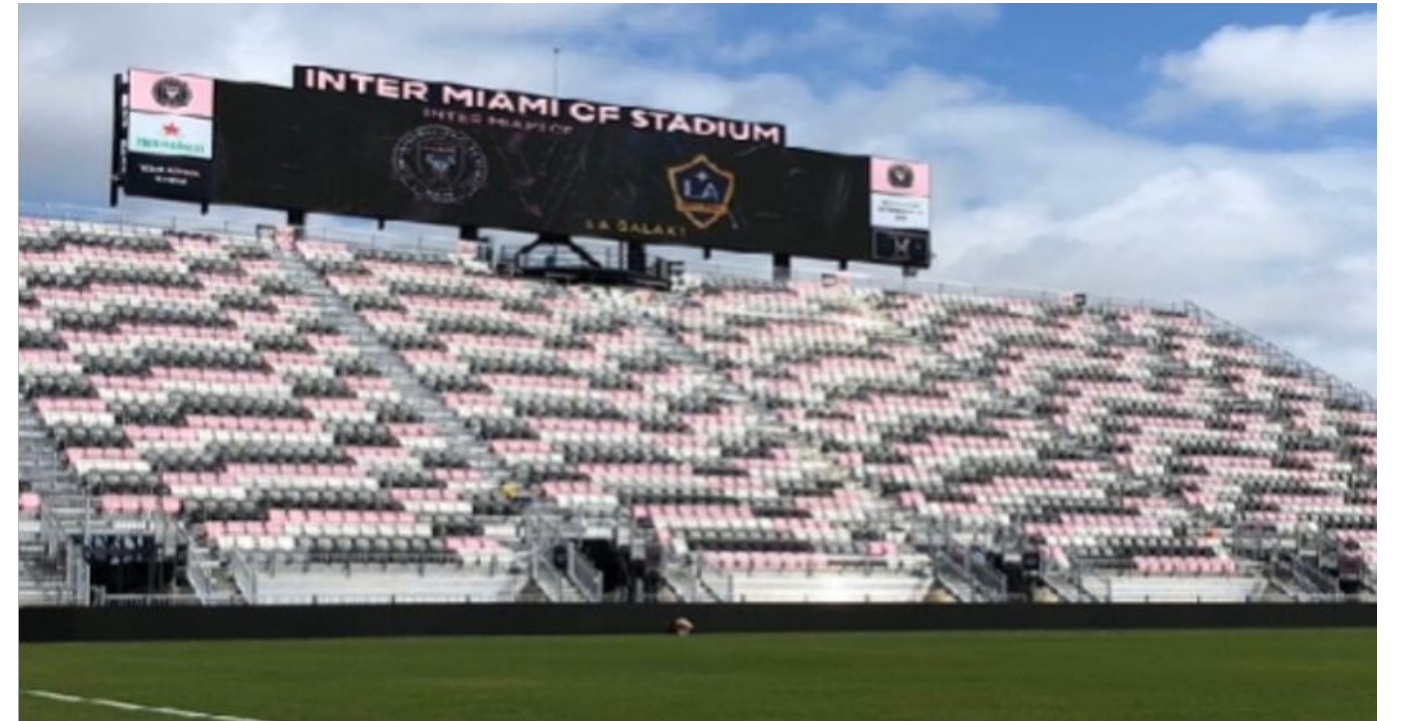
# SITE PLAN – PROGRAM/AMENITIES



# SITE PLAN – SEATING BOWL



CAPACITY:  
**10,000**





# MODULARITY – POP UP



# DESIGN STUDIES – OPEN SPACE



ENTRY PLAZA



# SOULFUL ROOTS STAGE



# THE FUNCTION BLOCK PARTY



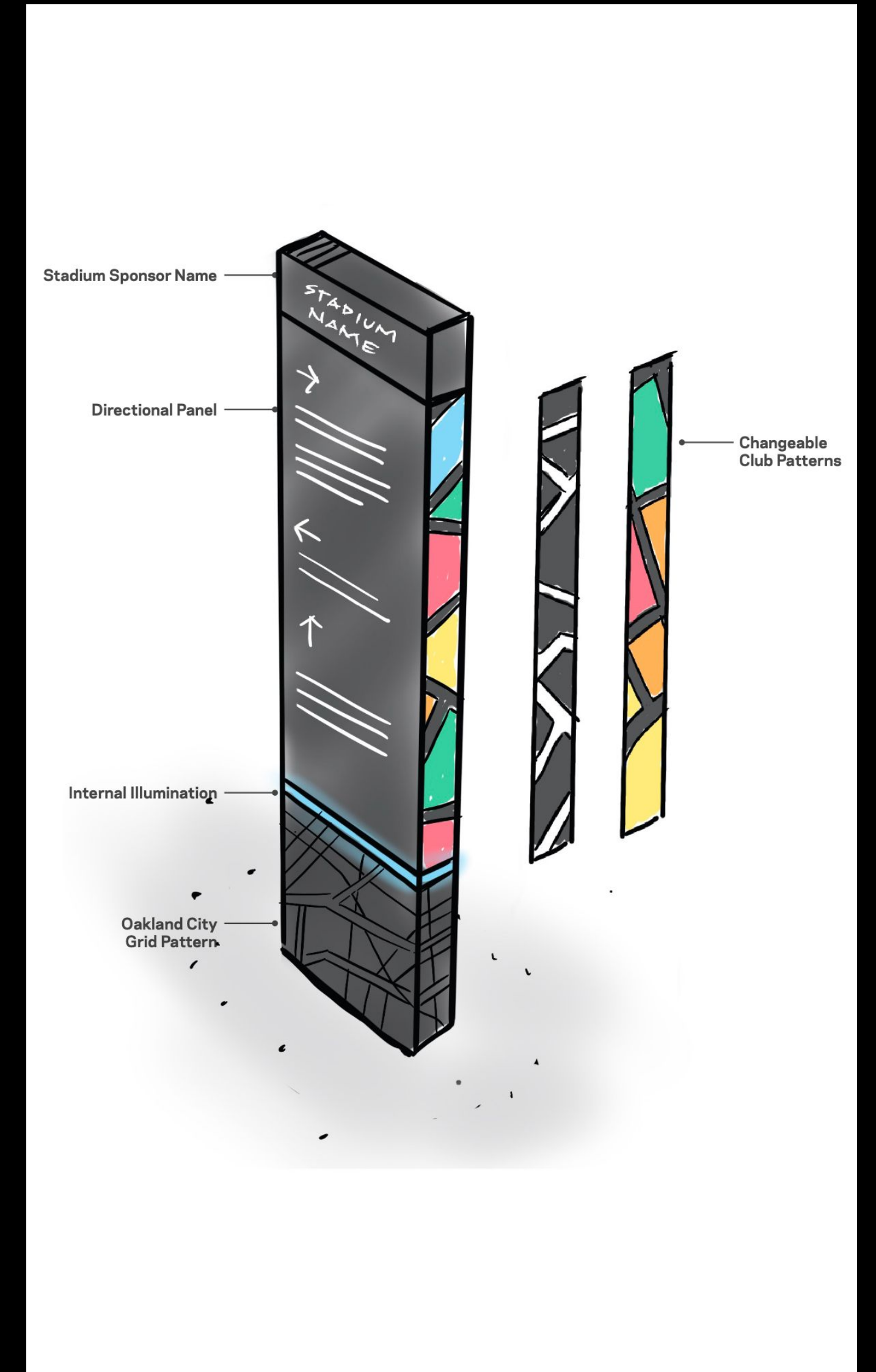
# VIEW FROM EAST STANDS



VIEW FROM WEST STANDS



# EXPERIENTIAL GRAPHICS





EXPERIENTIAL GRAPHICS



# SUSTAINABILITY



## RECYCLING & REUSE

- Mobile Buildings That Can Be Relocated and Re-Purposed
- Converting Used Shipping Containers For New Uses Throughout the Stadium
- Recycled Stands/Bleachers
- Active Waste Diversion Program On-Site
- Compostable and Re-Useable Food Containers



## RESOURCE MANAGEMENT

- Trees Nurtured On-Site, to be Planted Throughout East Oakland
- On-Site Storm Water Retention System
- Bike, Transit and Carpool Programs to Reduce Auto Use
- All Electric, Renewable, Energy to Improve Air Quality
- Meets LEED Gold Standards



## ECONOMIC RESILIENCE & CULTURAL ENRICHMENT

- Creating New Jobs to Retain Workers at the Coliseum
- Supporting Small Businesses
- Local Contracting & Vending
- Local Hiring & Skills Development Partnerships
- Supporting Local Artists Through On-Site Installations and Performances



## TRANSPORTATION AND ACCESS

### Auto Parking

- Coliseum Parking Lot
- Free/Discounted Parking for Carpools

### Transportation Alternatives

- BART Access via Coliseum Bridge
- Shuttle Service from BART Parking Lot
- Bike Valet

### Accessible Options via Collins Drive

- Shuttles On-Site Drop Off
- ADA Parking On Site



# TRANSPORTATION AND ACCESS



FWY 880

EVENT PARKING

PEDESTRIAN EASEMENT

BIKE VALET

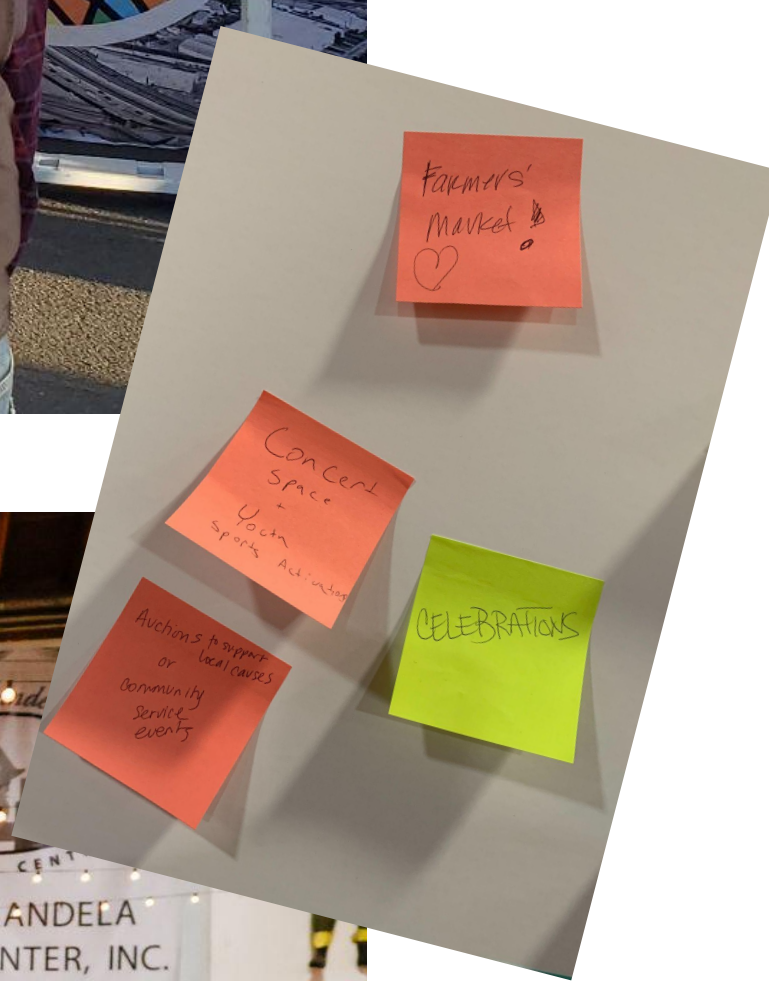
BART

TNC/SHUTTLE DROP OFF

PLAYER PARKING

ON SITE VEHICULAR ACCESS

ADA SHUTTLE & PKG



## COMMUNITY FEEDBACK

- Community Advisory Board
- One-on-One Meetings
- Website and Social Media
- Online Surveys
- Game Day Tabling
- Community Open House



## COMMUNITY FEEDBACK

### Most Excited By...

- It's in Oakland!
- Roots/Soul can have its own dedicated field
- East Oakland/Community Focus
- Nostalgia of re-using the Malibu site for entertainment
- Access to BART, parking, freeways

### Concerns

- Pedestrian Safety
- Capacity - is 10,000 enough?
- Maintain affordability

### Hopes

- Maintain Family Friendly Atmosphere
- Place for kids to play
- Celebrating local businesses, culture, art, etc
- Improved Logistics (food lines, toilets, etc)
- Interactive Features



## COMMUNITY FEEDBACK

*“I love that the games feel inclusive. I enjoy the energy of my fellow fans. I love the organized chants and cheers. I like the variety of food trucks; I feel like I get a new taste of Oakland every game.”*

## ART, COMMUNITY & ACTIVATION

Malibu will be a chance to celebrate Oakland's unique culture through:

- Visual Art
- Music
- Interactive Experiences

Roots and Soul have created magical experiences that are inclusive of arts and humanities throughout our existence, and we intent to do more of it at Malibu.



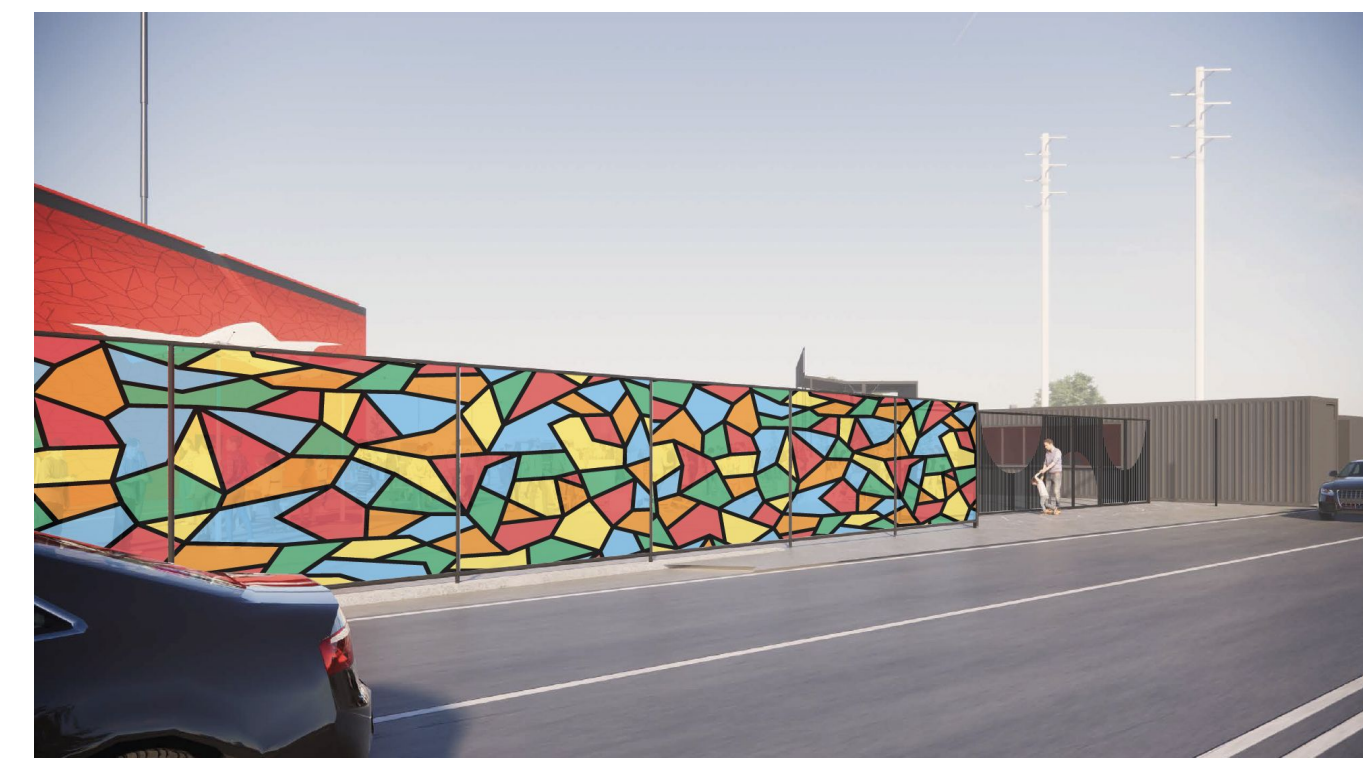




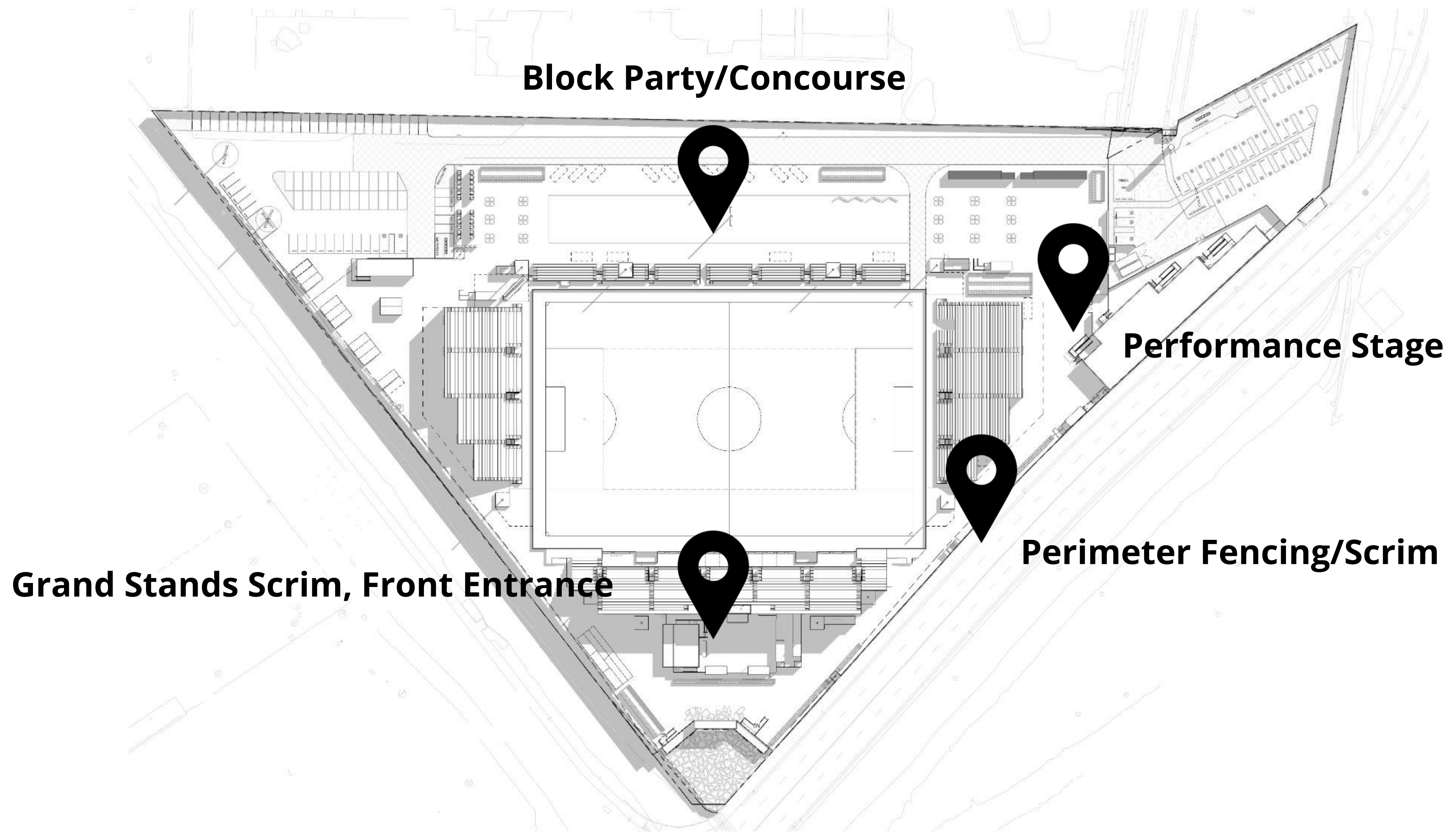
## HIGHLIGHT LOCAL ARTISTS & EXPERIENCES

- Community Led Process
- Local Artists to Create Anchor Visuals throughout the entire stadium
- Will Reflect Community Stories, Values, Beliefs

We want to create a place that is as magical as Oakland itself, and that means engaging the community every step of the way.



# ART OPPORTUNITIES



## NEXT STEPS

- July 2024 Planning Commission
- Fall 2024 Lease Terms Approved by City Council
- Fall 2024 County lease Approval
- Fall 2024 Other Agency Approvals
- Spring 2025 Construction Start
- February 2026 Opening



## CONCLUSION

- Interim Stadium Critical to Business Model
- Activates an Underutilized Part of Oakland
- Consistent with the Coliseum Area Specific Plan
- Employs Local Businesses & Retains Jobs
- Engages the Arts Community & Community Partners
- Springboards First Professional Women's Sports Team in East Bay
- Keeps Professional Sports Alive in Oakland





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