



PLAN DOWNTOWN OAKLAND

HANDS-ON SESSION | TOP THREE IDEAS

Table: 1

#1: Walkability / Bikeability
Improved Sidewalks (wider)
Cross Freeways (Reduced Wall Effect)
Reduce car emphasis

#2: Performance / Open Space
Example Lake Merritt
^{Open} Green Space for Artists

#3: Affordable Housing
Mixed Use / Lift Height Limits
Hotels
Credit Availability / Taxes / Subsidies



PLAN DOWNTOWN OAKLAND

HANDS-ON SESSION | TOP THREE IDEAS

Table: 2

#1: incorporate cultural identity of JLS, Downtown, Uptown
not lose uniqueness, economic activities, compatible uses

JLS - industrial, food market expand to retail,

~~6000~~ $\neq$ Downtown - affordable, utilize existing space, creative space
connect to arts.

#2: look @ gateways $\rightarrow$ in/out of city

JL district / Downtown $\rightarrow$ go around city
access to ports

#3: Policies $\rightarrow$ affordable housing

robust / regulatory approaches, ^{such that} promote non-profit housing
~~address range of eco~~ ^{street} so people can stay ^{developers.} to ensure we have
diverse communities.



PLAN DOWNTOWN OAKLAND

HANDS-ON SESSION | TOP THREE IDEAS

#4 Pedestrian experience,
Street Calming

Table: 3

#1:

More housing
affordable
(in spaces not being used) - i.e. infill

#2:

Keep high-rise
to one area, step
height down in surrounding

#3:

Arts district /
preserve arts

- More Historical Designators
- Real CANOPY of trees
more softscaping
- more and REAL Parks
appropriate for amount of
people
- Public Space Areas that
aren't ~~to~~ to use!
- Herbal/Garden Demo Space
- Non Denominational Center
- Resource-Share Space
- Prompt Graffiti Removal
- Public Space indicators (like SF ~~etc~~)
- * Very Much like Free Shuttle Around
Lake Merritt.
- ^{more} Overflow Space for City Council Meetings
(could double as use for other things)

— large units for families

TABLE

3

— public bathrooms?

— Rowhouse

— what is baking?

— maintain lt. industrial & "red light" distr

— turn parking lots into parks

— more lighting

— Grocery Store (medium)

Jack London

— Arts District

— Better Hours for Targeted Shuttle

And Mark the pickup spot
Again

— Better connections to

Alameda

— More ferry transportation

— Plaque on Fox Theatre where
Japanese went for internment.
(See History Room at O. Main Library)
For details

TOP 3: Table 4

- Arts district.
- Fill in 980, with something other than a "scar park".

~~Affordable and~~

- Affordable & market rate housing.

Disagreement betw.
SO/BO and mostly
market rate.

Collette Wink

Aeshah Clatty - aeshah@the global. net



PLAN DOWNTOWN OAKLAND

HANDS-ON SESSION | TOP THREE IDEAS

Table: 5

#1: **SAFETY IN Design**
- Universal Design
+ Inclusive

#2: **Retail + Fill In vacant AREAS "onestopshop"**

#3: **Transport In Downtown**
- Ped, Bike, Rail
- De capsize CAR

5/5 OAKLAND RESIDENTS
4/5 WORK IN DOWNTOWN

TABLE 5

I

~~MIXED USE~~

DON'T LIKE

~~3. LIFE 3:~~

- BIG BLANK WALLS
- STERILE
- MONODROMIC
(DON'T FIT)

LINE

~~DON'T LIKE~~

- CLASSIC
- HISTORIC
- UNIQUE
- CRAFTSMANSHIP
- GROUND FLOOR DETAIL
- INVITING
- PRESERVE OLD FACADES
(HISTORIC PRESERVATION)

Q

- LOTS OF D.T. SIDEWALKS LACK CURB CUTS
- PHYSICAL BARRIERS IMPEDE WALKABILITY (SSO FWY, TRAIN TRACES)
- CYCLING: ONE-WAY STREETS NOT CONVENIENT
- NEEDS MORE SHOPPING, FOOD MARKET, GROCERY STORE, MAJOR RETAIL → "ONE-STOP SHOP"
- LIGHT RAIL CONNECTING ALL MAJOR AREAS OF D.T.
- HABITAT FOR BEES, BIRDS, ETC. ENVIRONMENTAL IMPROVEMENTS
- *UNIVERSAL DESIGN - BETTER OUTREACH TO DISABLED COMMUNITY
- HISTORIC INTEGRITY.
- EXTEND OPERATING HOURS FOR PARKING GARAGES

II



PLAN DOWNTOWN OAKLAND

HANDS-ON SESSION | TOP THREE IDEAS

Table: 6

- (* BART)
- #1: FOCUS HIGHER DEVELOPMENT
NEAR 12th & 19th (i.e. OVER
4 STORIES)
— MAINTAIN A % OF AFFORDABLE
HOUSING !
- #2: FOR DEVELOPMENT AS ABOVE ↗
A % OF GREEN SPACE AND
PUBLIC SPACES TO PRESERVE AND
ENCOURAGE COMMUNITY
(SEE LAKE MERRITT RENOVATION - HJ KAISER)
— PROTECT THE ARTS! THEY STARTED THE OAKLAND
AND PRESERVE THE OAKLAND RENOVATION SPACE!
- #3: MANAGE THE SPEED AT WHICH
DEVELOPMENT OCCURS (TOO FAST =
WHEN A FALLOUT COMES = CAUSES GREATER
PROBLEMS): HOMELESS
DISPLACEMENT / DENSITY CAUSES
GROWTH & CONGESTION

① CAP FREEWAY

11TH TO 18TH FOR HOUSING,
HOTEL, RETAIL, OFFICE, CIVIC, O.S.
BALLPARK, PARKING TO STREET ✓

②

INCREASE HEIGHT & UPDOWN
BULK WITH 10 MIN OF
BART - STEP ~~UP~~ DOWN TO
85' ON EDGE OF
DOWNTOWN

③

MODIFY POLICY TO
REPLACE ^{HOWING} ~~PARKING~~ PRIOR TO
DEMOLITION. ALLOW IN-LIEU
FEE, BOND TO IN FORCE
REPLACEMENT

retail? Need to go elsewhere - clothes, etc.

- Broadway - worst Main Street - divider

- gf uses

- Street design



PLAN DOWNTOWN OAKLAND

HANDS-ON SESSION | TOP THREE IDEAS

Table: 7

#1: Bring back "Elegant + Density".
(Jerry Brown idea - not him)

#2: More family oriented places,
things for Adults & kids.

2.5 - please preserve the ^{visual} arts ... OAKLAND ART GALLERIES
ARE TO BE VALUED FOR THEIR WORK TO
CREATE CULTURE IN OUR FINE CITY

#3: Provide
Dispersed & Shared use

parking. - Multi Story -

Retail on ground level

- Santa Monica
- Walnut Creek
- San Luis Obispo

involve community artists 7
in creation of murals (positive)

Love Rapid to increase
-subliminal-

Flashing Beacons atmosphere of

(Broadway/24th)!!! hope

Extend Lake Merritt's

"necklace" of light in
and through the downtown
to create "safe corridors".
through business areas
and into residential zones
extend to 'acorn zone'

7

HIGH SPEED INTERNET.

WE HAVE BEEN LIVING IN

THE ~~19th~~ 20th CENTURY

DOWNTOWN - IE TELEGRAPH

AVE. SHAMEFUL HARD

TO ATTRACT TENANTS AND

NEW BUSINESSES.

Different outreach ideas

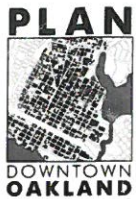
- ☐ Oakland Post
- ☐ Great Wall Plans
- ☐ Outreach to Churches
- ☐ East ~~Oak~~ / Montclair

SOON



- Can't be "over" improved
- No coal in Oakland
- Dog walking as a sign of gentrification
- Grocery stores w/ produce uptown and East downtown
- Useful retail (for residents workers) in
↳ Mens Warehouse Bld
- Not just Bars on Telegraph / Uptown
↳ neighborhood serving
- Plan for people first.
- People over cars
- Arts fee for new development (like Minneapolis)
- Community benefit is more TR than real -
where are the teeth?
- Build 25k new homes w/ Affordable rates
- Grocery Stores / with vegetables
- Blow up convention center

- keep apartments by Lake Merritt
- subsidized artist housing
- Uptown apartments redevelopment housing



PLAN DOWNTOWN OAKLAND

HANDS-ON SESSION | TOP THREE IDEAS

Table: 9

#1: For housing density near
980 in west

#2: Connect ferry to BART
incl. P.R. improvements
public realm
under 980

#3: More trees!
Arts District



PLAN DOWNTOWN OAKLAND

HANDS-ON SESSION | TOP THREE IDEAS

Table: 10

#1: Connected network of protected
bikeways

#2: More green connections
overpasses, underpasses
greywater!

#3: Remove 980

to green, to connect, to heal

10/19/15

TABLE 10

Downtown Area Plan - Open Session

- ① "I like industrial, brick looks, but I have no problem with putting units above it."
- ② "Street level facades must acknowledge pedestrian experience."
↳ "Must NOT be actively hostile to pedestrians"
- ③ "We need more people / residents whatever their income"
- ④ "Connected, protected bike networks"
- ⑤ "Competent, engaging architecture"

10/19/2015

- protected bikeways throughout city
- more green connections - overpasses/underpasses
- use of gray water for greenways
- Howard Terminal Redevelopment
- separation of tracks on the Embarcadero
 - grade separation?
- bike share
- Warehouse district - more arts/cultural activities



PLAN DOWNTOWN OAKLAND

HANDS-ON SESSION | TOP THREE IDEAS

Table: 11

#1: Affordable housing - protected ^{existing} + create ^{new}
~~new~~

Also housing to address homelessness
Also for artists, + queers/LGBTQ
+ elders

#2: Affordable, useful neighborhood
shops
- also keeping, creating parks +
green spaces,
more trees!

#3: Need/want multi-use bldgs - existing
+ new
- sustainability
- environment/clean energy
- having green space

Table 11 -

make sure space for artists, housing
is affordable

Imp't artist's voices are heard
art spaces aren't being preserved
ie Malouga,

- Rock, Paper, Scissors
was displaced

artists need support, funding
to be able to stay, afford

make sure spaces are accessible
to everyone

maybe land trusts to purchase
spaces for artists.

Safety? -

Many diff reasons

- under freeways uncomfortable

- homeless moved around

- looking for solutions to homelessness

A lot of expensive restaurants not everyone
can afford

Want more green spaces
New businesses marketing new ^{fancy + expensive} products
that doesn't feel like
marketing to Oaklanders.

We need day-to-day regular stuff/needs.

Rent is \$3/sq foot in downtown.

Some old businesses are changing to be like
new businesses (charging more)

Preserve bldgs we have, but also
new bldgs to be
multi-use, that work
better for environment

Most rental units, including
affordable housing are
1-2 bedrooms, which is
more for people w/o kids.

Lincoln Center is incredible resource
for kids of all ages.

Market developers are not bldg
3 BR units for families.

Preserve + promote queer
spaces

Bike lanes connecting downtown
+ Chinatown to
Jack London, to Lake M.,
Uptown, etc.



PLAN DOWNTOWN OAKLAND

HANDS-ON SESSION | TOP THREE IDEAS

Table: 12

- #1: People first, urban design second
- how will new economic development benefit long term / low income residents?
 - maintain commercial / housing affordable
- #2: Preserve waterfront warehouse
produce market
lower broadway
- oldest commercial bldgs in Oakland
- #3: Neighborhood ~~survey~~ serving retail
(= culturally relevant)
4. WELCOME NEW DEVELOPMENT
BUT CHARGE A HEFTY FEE TO PLAY
AT THE TABLE TO PAY FOR IMPACTS ON
- LOWER INCOME FOLKS

needs night time
activation

Laney / Chinatown

C 15th Street

More Lighting

Gardening / Pruning

Telegraph Avenue / Brd

Great bike lane

Remove freeway

980

More street lights
Clay St / 12th street

Bro + Zeit Lot a/
has an unsafe
intersection

like historical buildings

buildings bank → boring, uninteresting, no people

Planters / streetscaping / benches on streets 15th / 16th / 17th

Two-way streets — people don't know each other

- signals too long
- not safe enough

Bikeway Access — Freeways are collision dangers

b/c of cars going into freeway



Bridget Maly Table Facilitator

PLAN DOWNTOWN OAKLAND

HANDS-ON SESSION | TOP THREE IDEAS

Table: 13

#1: Balance

- ACCESS TO HOUSING
- PLACES TO WORK
- PLACES TO COMMUNE

#2: - TRANSIT

- PARKWAYS → MAIN ROADS AS PARKS & CONNECTIONS BETWEEN OPEN SPACES

#3: - INCENTIVES FOR LOCAL OAKLANDERS TO START & RUN BUSINESSES FOR LOCALS

Transportation

Table 13

13
1.

1

Free BUS → full variety of uses

Jackland → Broadway - 10 min -
well used

Street light not sync. → stop at every - Broadway
timing every where

transit priority - needed -

green waves - better bike from east oakland
bike infrastructure not robust

bike connection to JLSquare.

Bike safety -

BART at night safe - night time activity
lighting not pedestrian scale

Safer better walking connections to major transportation
hubs.

More congestion downtown - transportation planning needs to
take bikes into consideration

construction sites need bike plan -

Bike share →

Housing vs office density - push v. pull -
housing problem
balance HP purpose of urban space

Jackland affordable housing - no food shopping

diverse ecosystem - income level

space to build - not diverse ecosystem

map. housing at all levels of - SFO's disappearing
need diverse choices

but have ~~Table~~ 13 older skos gang away (2)

more expensive studies

investment - preservation & existing housing

gutritichin mitigate - balance + mix

incorporate affordable

lift as priority affordable - necessary housing

critical

impact fees in process - dev. pay to offset impacts

eclectic mix - cross income
cross product type

employment → office

density near heavy transit

Old office + new office -

Retail needed downtown - people first

TDRs

Public Spaces - Green Spaces

too much hard

making connections

taking advantage

passage way to JL Square

Under freeway

13₂

3

17th Street has been successful
housing never totally dead
activity →

parkways - great streets
green roof - green walls
parklet

community benefits

eliminate parking requirements
automatic parking

look to station area plans -

Mix is really important

range of income levels

14th & Ave good example

China town - not just done and are
don't need to worry about
this

connect

take the show to other areas

Incentive program -

Cultural Arts Commission

Table

13

TABLE 14



PLAN DOWNTOWN OAKLAND HANDS-ON SESSION | TOP THREE IDEAS

Table: 14

THAT PRESERVES
+ ENRICHES
THE CITY

#1: MIXED-USE DEVELOPMENT WITH
ACTIVE + SAFE STREETS 7 DAYS
A WEEK DAY + NIGHT

FIX BROKEN LINKS.

#2: MORE CONNECTION, + BETTER FOR BIKES
+ PEDESTRIANS BETWEEN JACK
LONDON + WEST OAKLAND. + GRAND
LAKE.

#3: ~~HOUSING~~ DIVERSITY IN FORM,
PEOPLE, CULTURE, + ECONOMICS, HOUSING,
+ BUSINESS.

- connecting ~~It~~ to JLD
- activate first floor
- Housing diversity in form $\rightarrow$ people.
- Safe bike routes on busy streets. $\rightarrow$ alt route.

• wildlife
 • diversity of housing.
 • keeping artist-d
 musicians in downtown.

• don't want to see Art
 • happen in
 Oakland

14

14

ARCHITECTURAL STYLES

- good to have small businesses along bottom floor
- roads shouldn't feel private

14

14₂



PLAN DOWNTOWN OAKLAND

HANDS-ON SESSION | TOP THREE IDEAS

Table: 15?

#1: 980 - Keeping Freeway but possibly decking to enhance east/west connections without displacing or causing vehicle traffic to city

Activate vacant spaces

#2: temporarily- and immediately- for public use, community + culture, arts, community gathering spaces. Allow for pop-ups, temporary uses, etc.

#3: This map needs to go hand in hand with policy designed to preserve Oakland's cultural diversity. It doesn't matter what the ~~cultural arts~~ arts district looks like if it doesn't exist. Restore the cultural arts ~~commission~~ commission.

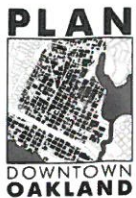


PLAN DOWNTOWN OAKLAND

HANDS-ON SESSION | TOP THREE IDEAS

Table: 17

- #1: MULTI-USE SPACE ON BROADWAY
- limit cars
 - ↑ bikability ↑ walkability
 - mini-BRT
 - ↑ plaza & like Lantham square
 - trees
- #2: make 1-way streets into 2 way streets
- ↓ traffic ↓ speed
 - ↑ walkability & safety
 - especially in high density residential area
 - narrow street
- #3: using existing empty spaces for housing
- multiuse w/ retail
 - 20% affordable housing



PLAN DOWNTOWN OAKLAND

HANDS-ON SESSION | TOP THREE IDEAS

Table: 18

#1:

Diverse Community
Affordability

#2:

Creativity Arts District
+ Music + funding
PARKING TO EXPENSE

#3:

SAFE WALKABLE DOWNTOWN
SIDEWALK / Community/Rec Center
(connectivity) Activities

4 encourage & Foster Small Business

- Old Architectural A must
- Character / Old & New (KEEP)
(ie brick style bldg)
- Industrial Bldg (AT A minimum.) min.
- No Community ?

REPAIR SIDEWALK



PLAN DOWNTOWN OAKLAND

HANDS-ON SESSION | TOP THREE IDEAS

Table: 20

#1: STREET SAFETY

- LIGHTING
- LANDSCAPING/TREES
- SIDEWALKS, SAFE, CLEAN, WALKABLE
- MORE "SCRAMBLE" INTERSECTIONS
(LIKE IN CHINATOWN)

#2: MIXED-USE

- THROUGHOUT DOWNTOWN
- 24/7 ACTIVITY, SOCIAL LIFE
- VERTICAL MIXED-USE: HOUSING ABOVE RETAIL

#3: CONNECTIVITY

- SHUTTLE
- BIKE LINKS
- CONNECTING EXISTING URBAN/VIBRANT
POCKETS:

- 1) JACKLONDON SQUARE
- 2) CITY CENTER
- 3) CHINA TOWN
- 4) UPTOWN
- 5) ART DISTRICT
- OLD TOWN

IDEAS =

- UNIFYING ELEMENTS IN DOWNTOWN'S HEART =
 - COHERENT STREET FURNITURE / SIGNAGE / TREES / LANDSCAPING
- CLEAN ENVIRONMENT, NO GRAFFITI, FEEL PRIDE
- STREETSCAPE THAT ENHANCES POSITIVE PERCEPTION OF OAKLAND
- TREES, TREES, TREES!
- IMPROVE CONNECTIONS BETWEEN VIBRANT URBAN POCKETS =
 - JACK LONDON SQUARE
 - OLD TOWN
 - CHINATOWN
 - CITY CENTER
 - ART DISTRICT
 - + UPTOWN
- GREEN LINKS / SAFE CONNECTIONS
- SHUTTLE, BETTER, EXTENSION NEEDED TO 580
- MORE HOUSING, AFT
 - TO JACK LONDON
- 24/7 ACTIVITY
- IMPROVEMENTS FOR BOARDED-UP HOUSING
- MIXED-USE EVERYWHERE
- LIGHTING
- MORE INTERSECTION SCRAMBLES
- BIKE LANES + SAFE LEFT-TURNS FOR BIKES + ELIMINATE POTHOLES

20

OCT 19, 2015

- MORE GREEN SPACES
- GET RID OF ONE-WAY STREETS → TWO-WAY



PLAN DOWNTOWN OAKLAND

HANDS-ON SESSION | TOP THREE IDEAS

Table: 21

#1:

#2:

#3:

51

→ two way streets, stop signs to be WALKABLE in pedestrian residential areas.

→ pedestrian & biking between Jack London @ Danton connectivity.

→ = BROADWAY → WALKABLE & BIKEABLE; → MINIBKT?
→ trees

→ parking lots ⇒ retail, housing
- to promote walking
- local business
- housing.

→ parking lots near highways/freeway.

→ shuttle loops for buses; faster services.

→ maintain green spaces; clean ✱

→ trees to be maintained.

→ access to tools to maintain neighborhood streets & green space.

→ How do we address homelessness? in downtown

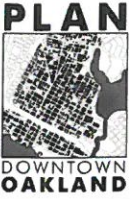
Oakland!

→ people living under freeway.
people living in parks.

→ create a BLVD 980.

→ cultural assets / spaces / ^{city} protected & funded.
→ communities of color / low income communities.

→ expanding cultural spaces.



PLAN DOWNTOWN OAKLAND

HANDS-ON SESSION | TOP THREE IDEAS

Table: 22

#1: LIKED LANDMARK IDENTIFIABLE OAKLAND I.D.
DISLIKED 70'S BLOGS

#2: PUT 980 UNDERGROUND - SURFACE PARKS.
KNIT WEST OAKLAND TO DOWNTOWN
BETTER ACCESS ACROSS 880

#3: Running scroll @ the base/root
of all images of buildings, etc.
in presentations/graphics of
Oaklands PEOPLE

H. KURIHARA



4) Commercial / Light India

At the end of the session, please gather all materials for your table folder and return to a member of the planning team. Thank you again for your participation!

Table
#22 TOP 3 //

1. ~~Urban~~ Develop vacant
or surface parking lots
w/ a mix of ~~reside~~
residential ^{and} and commercial
(more affordable)
and a large grocery
and parks/public space ^{in city prep.}

2 Strengthen Connecting
w/ West Oakland and
JLS - remove barriers
Beautification trees

3. ~~Improve~~ transit
connections and opportunities
City center as destination
NOT a thoroughfare
More ped transit
bike light rail on
Broadway
SP + Telos

4 EXCESS ROAD CAPACITY -

22

5 LIGHT RAIL ON ARTEFAVALS

BROADWAY ~~BECAUSE~~ TELEGRAPH
SAN PABLO

6 MORE PLAZA - SPACES FOR PUBLIC
USE NEAR HOUSING

7 MULTI-USE STREETS W/O SIGNAGE

"NAKED STS." in HOLLAND / COLUMBIA
improves safety + visual pollution
reduced.

8 TREES ALONG TELEGRAPH BETTER
PEDESTRIAN EXPERIENCE - NEED
MAINTENANCE PLAN.

9. MORE MIXED USE - RESTAURANTS, STORES
SHOPS TO SUPPORT RESIDENTS -
MORE RESIDENTIAL. FAMILY
NIGHT LIFE. SAFER
AFFORDABLE HOUSING

10. DIVERSE RESIDENTIAL LOW INCOME.

11. FEWER SURFACE PARKING → GROCERY STORES
PARKS

12. PUBLIC - CITY OWNED PROPERTY
NEEDS PUBLIC INPUT ON DEVELOPMENT
13. Commercial / Light Industrial Ground
Floor "Maker" Space instead of
Retail
14. Incorporate affordable artisan
housing in ALL Residential develop't
15. CITY CENTER AS DESTINATION NOT
A THROUGHFARE - MORE PEDESTRIAN
TRANSIT & BIKE FRIENDLY.