

PLAN DOWNTOWN



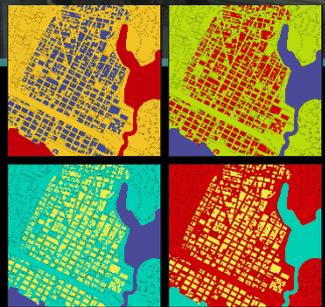
OAKLAND



your plan for downtown

#PlanDowntown

#yourplan



work-in-progress presentation

oaklandnet.com/plandowntownoakland | [#plandowntown](https://twitter.com/plandowntown)

<https://oakland.granicusideas.com/projects>

agenda

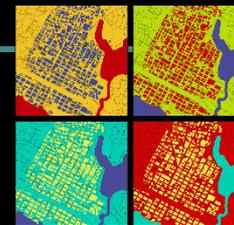


- welcome: what is *your* vision for downtown?
- what we've heard
- what if?
- **question & comments**
- next steps

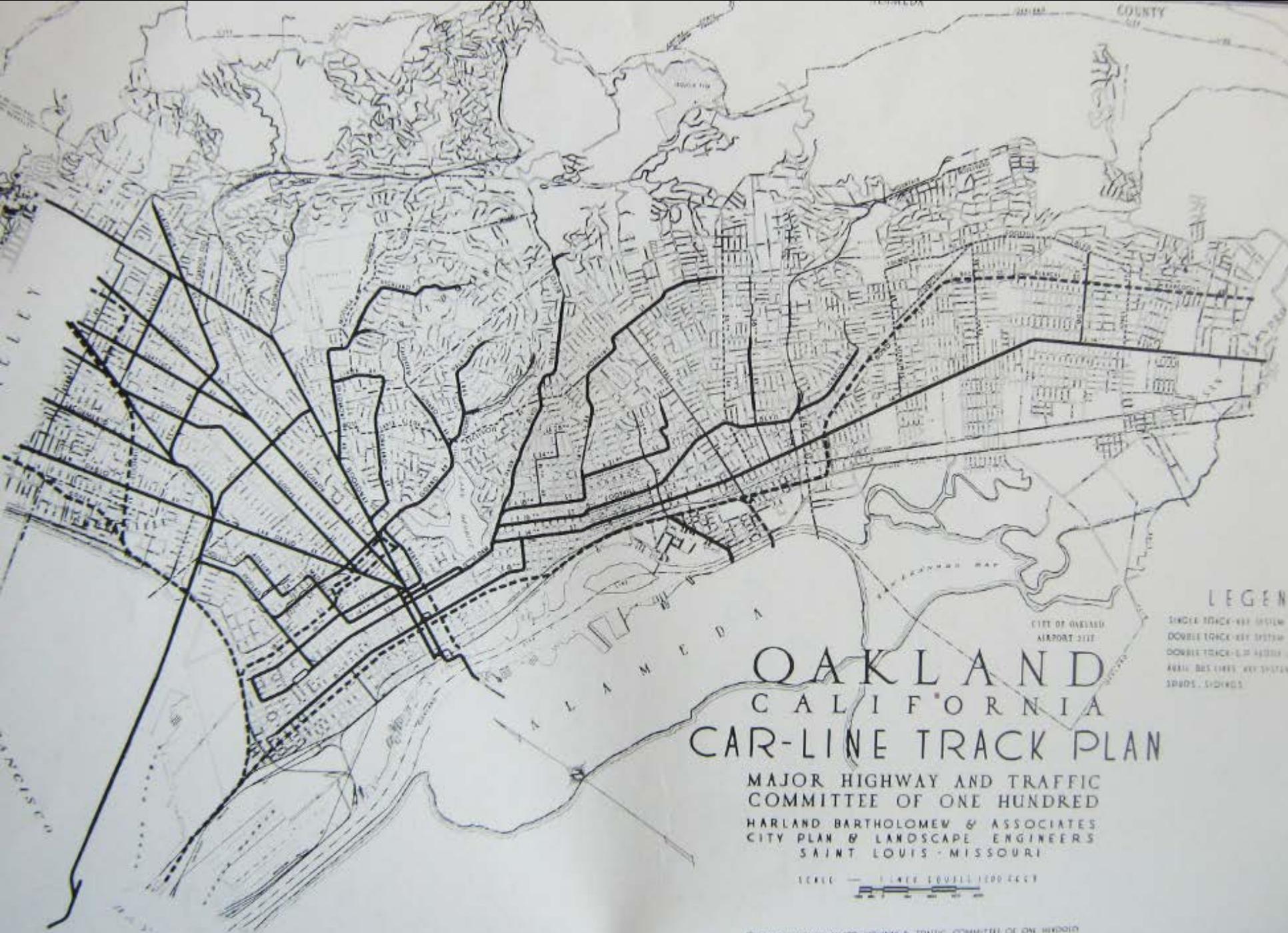
next steps in this phase



- outreach to neighborhood groups and stakeholders
- public meetings and feedback
- meetings with organizations and institutions downtown



background



OAKLAND CALIFORNIA CAR-LINE TRACK PLAN

MAJOR HIGHWAY AND TRAFFIC
COMMITTEE OF ONE HUNDRED
HARLAND BARTHOLOMEW & ASSOCIATES
CITY PLAN & LANDSCAPE ENGINEERS
SAINT LOUIS - MISSOURI

SCALE — 1" = 1000 FEET

LEGEND
SINGLE TRACK-RTY SYSTEM
DOUBLE TRACK-RTY SYSTEM
DOUBLE TRACK-C.D. RTY SYSTEM
RAIL BUS LINES, KEY STATIONS,
STOPS, SIDINGS



the greatest invention

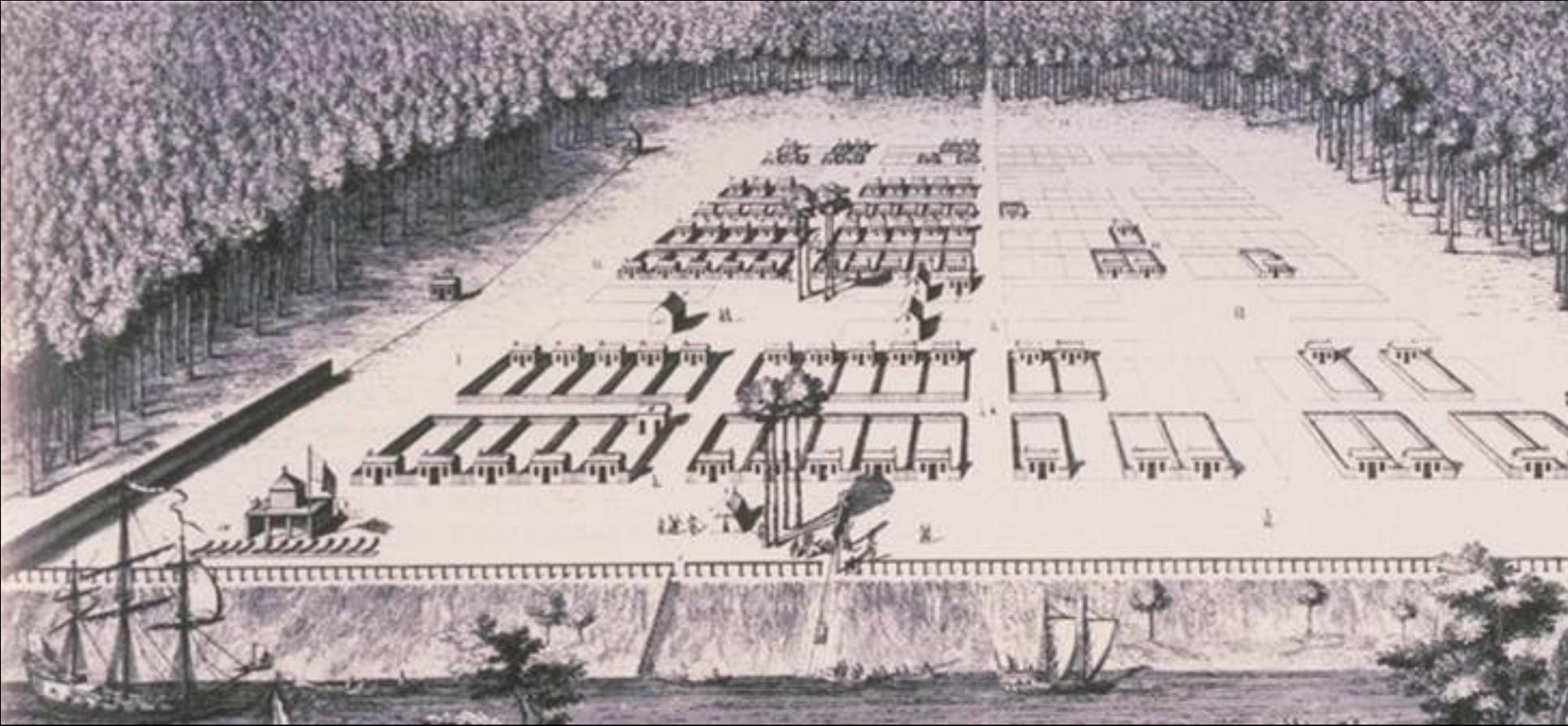


an American tradition: planning towns



The L'Enfant / Banneker Plan for Washington

the legacy









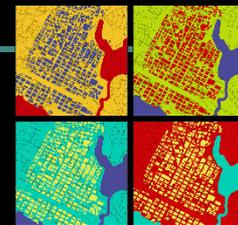
WHERE

MEET

RAIL AND WATER

668 - "My City," Oakland, California.





preliminary outreach

Community Kick-off on 9/3



Community Kick-off





ONE WORD
that represents my vision
for
DOWNTOWN OAKLAND:

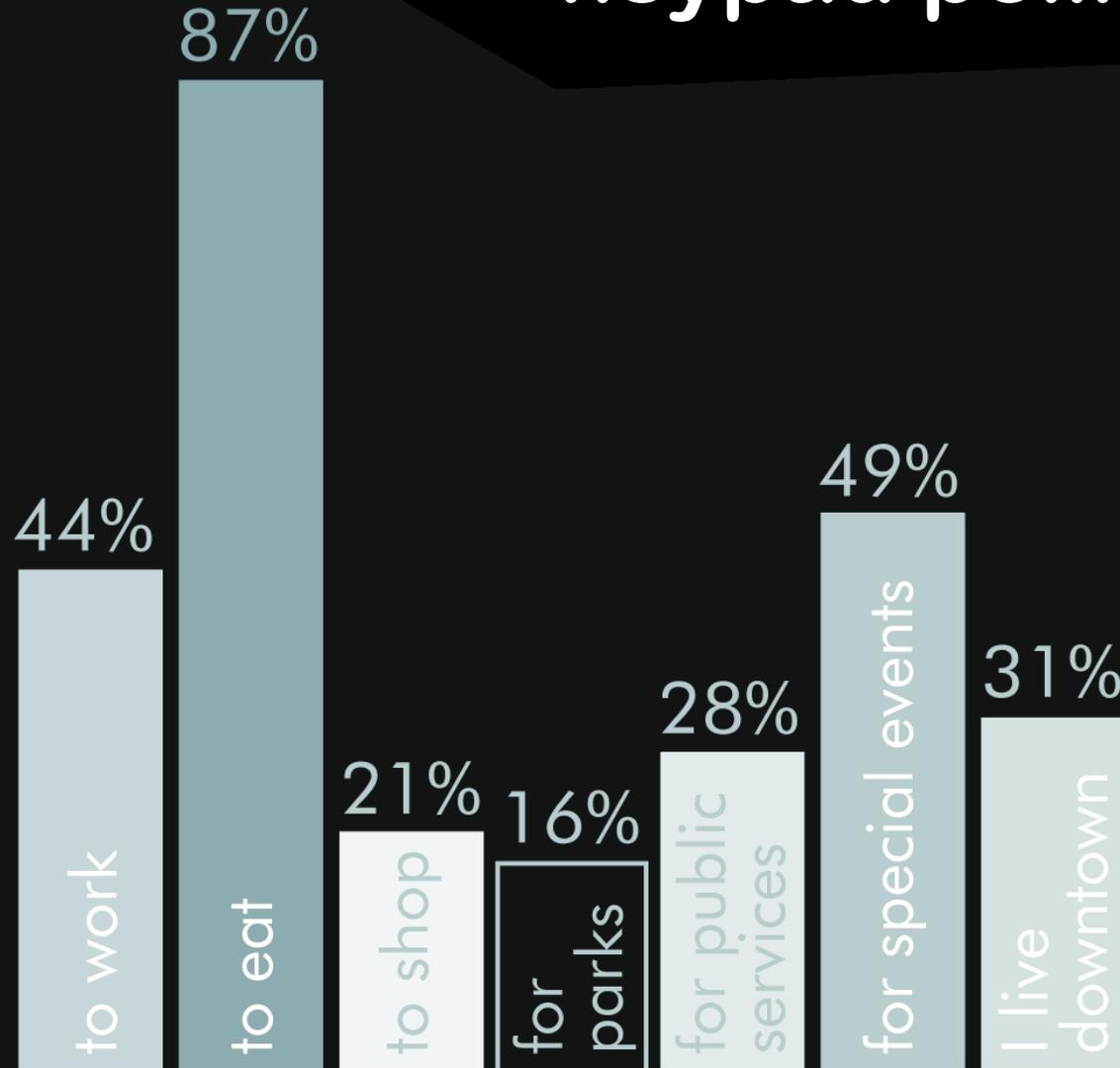
Inclusive

“one-word”



beautiful better
playground charming diverse
livable **inclusive** accessible
ballpark enjoyable walkable bikes
no-parking not-sanfrancisco art native
home net-positive vibrant densification
welcoming protected-bikes authentic
energized Pride everyone community friendly versatile trees
safe European bikable
place renovation robust

keypad polling



The primary reasons I come downtown

keypad polling

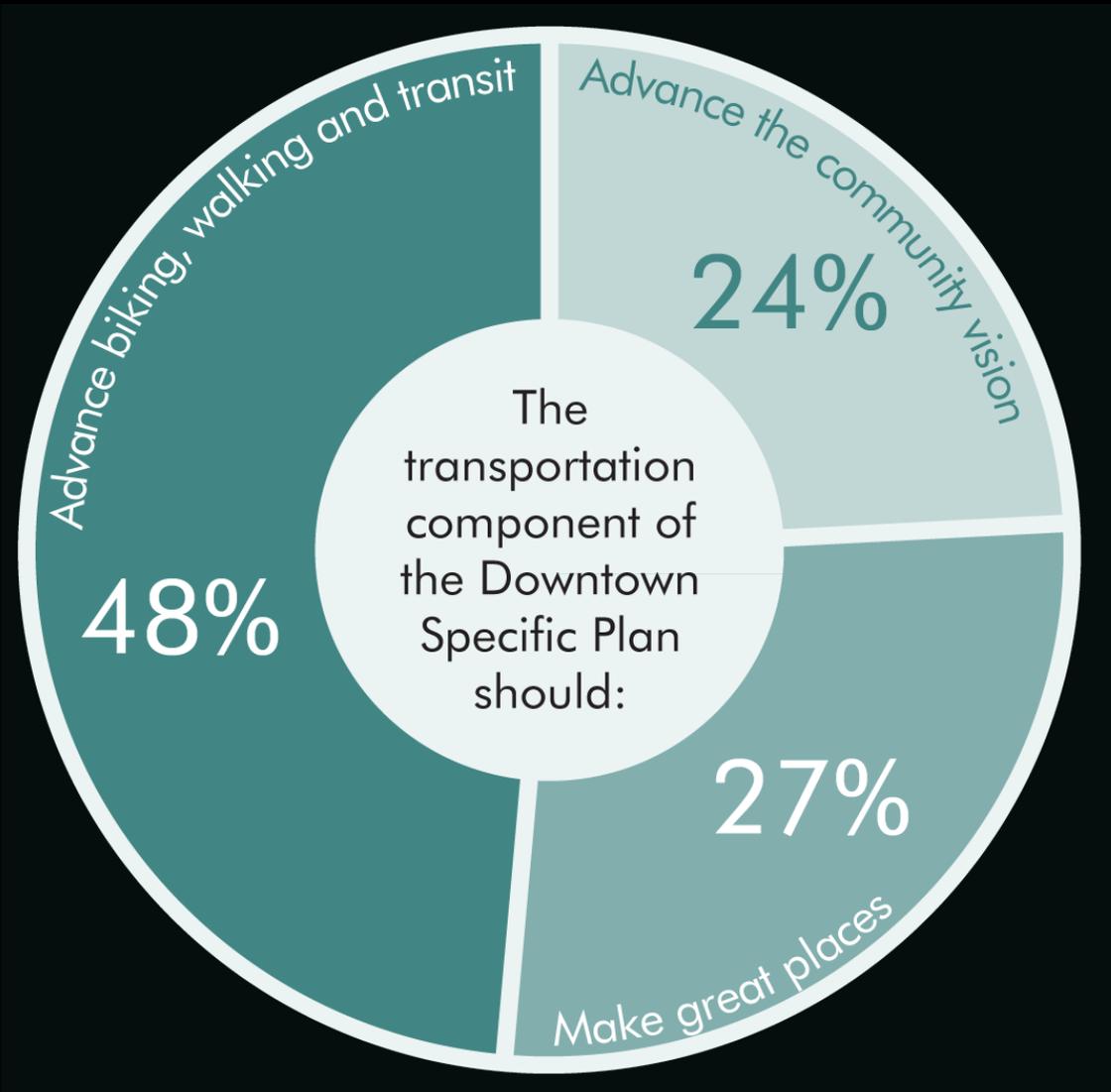


Keypad Polling Results

The primary way
I typically move
within downtown is
by WALKING

56%

keypad polling



Speak Up Oakland!



Home **Projects** Discussions Forums Ideas Meetings Surveys Sign In Sign Up

Like 140 Tweet Share G+1 0

Speak Up, Oakland!

SHARE your feedback! POST your ideas! JOIN the discussion!

Project: Plan Downtown Oakland!
What is your vision for the future of downtown Oakland?
★ 3 Feature Items Closes 2017-09-01

0 Attachments

Discussion: Quality of Life Downtown
If you could change one thing to make the quality of life in downtown Oakland even better, what would it be?
1 Topics 7 Answers Closes 2017-09-01 View Discussion

Discussion: Plan Downtown: Shared Space
Have you heard of shared space or shared streets? What do you think? Let us know below. For more information about shared spaces, click on the links below.

SIGN UP [Connect](#)
email address... [Sign Up](#)

PARTICIPANTS

RECENT ACTIVITY

- Cynthia Cornelius MA Ed answered a Discussion
- Cynthia Cornelius MA Ed commented on an Idea
- Cynthia Cornelius MA Ed voted



<https://oakland.granicusideas.com/projects>

charrette events



1

Community Kick-off Event on September 3

2

Charrette Hands-on Design Session

Monday, October 19th, 6pm

The Rotunda Building, 300 Frank H. Ogawa Plaza

3

Open Design Studio

October 20 - 27, 9am – 6pm

1544 Broadway (SPUR Offices)

4

Open House

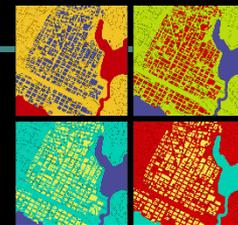
October 22 @ 6pm at Open Design Studio

5

Work-in Progress Presentation

Wednesday, October 28, 6pm

The Paramount Theatre, 2025 Broadway



initial analysis



AC Transit Lines & Stops



BART

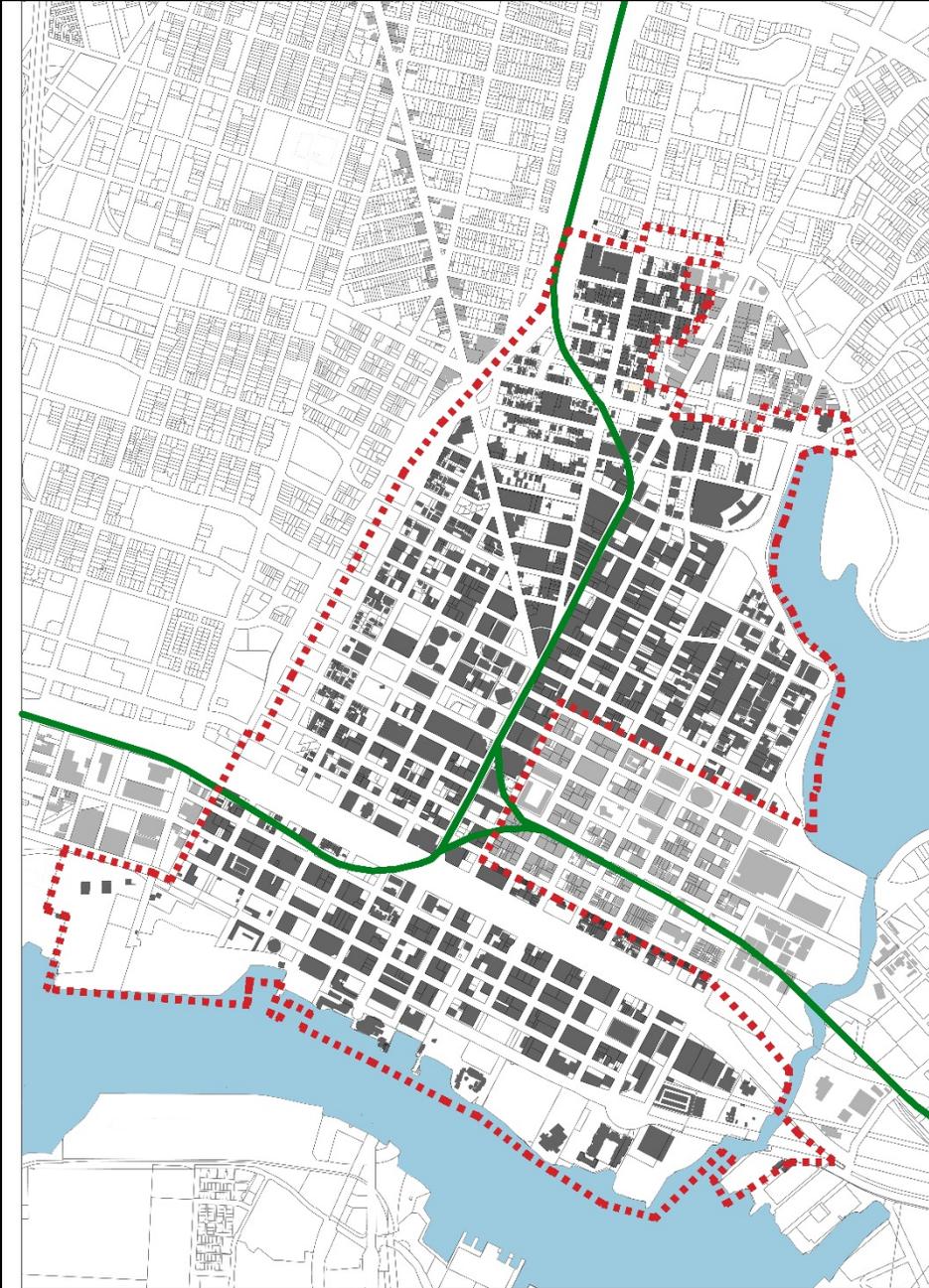
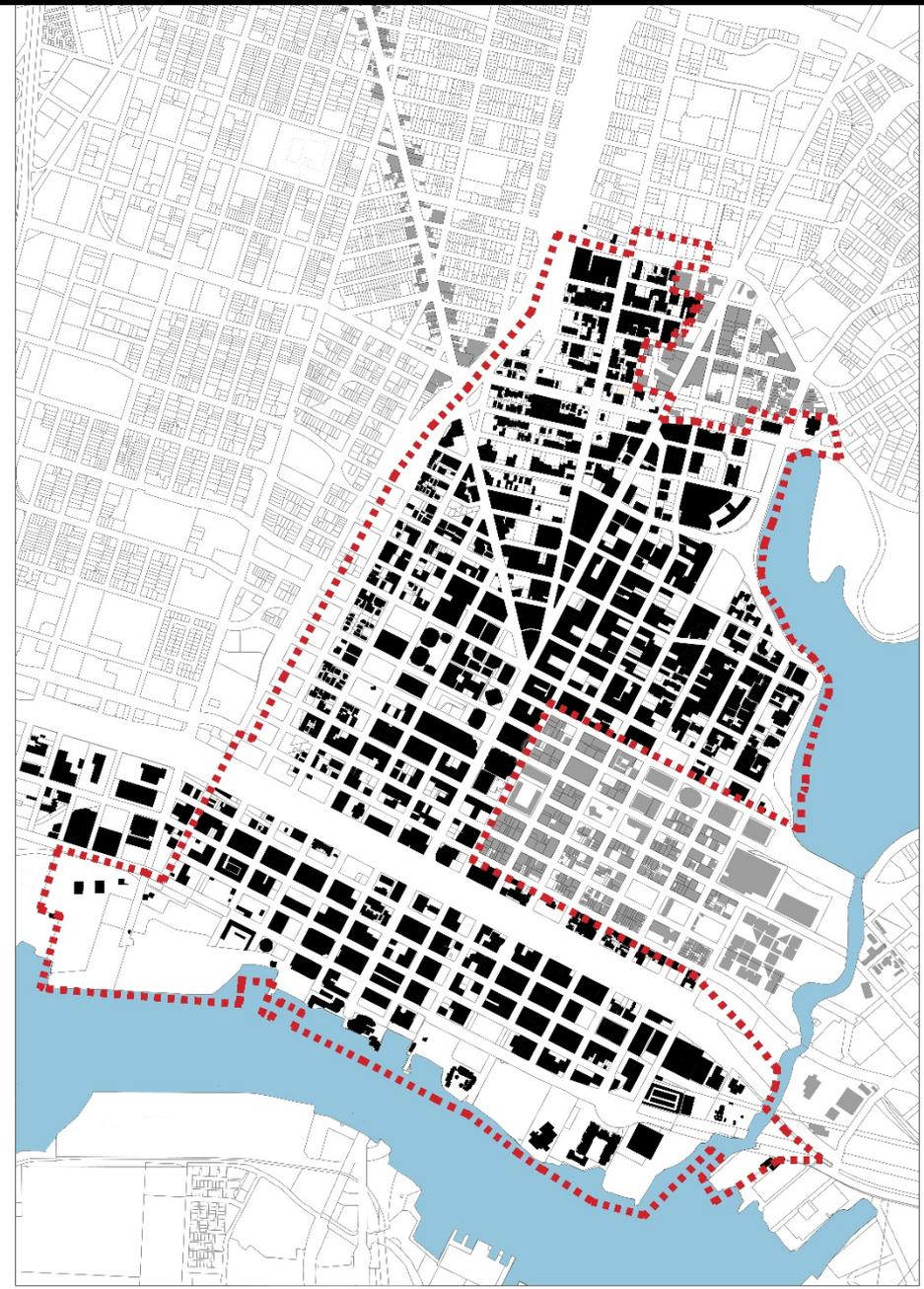
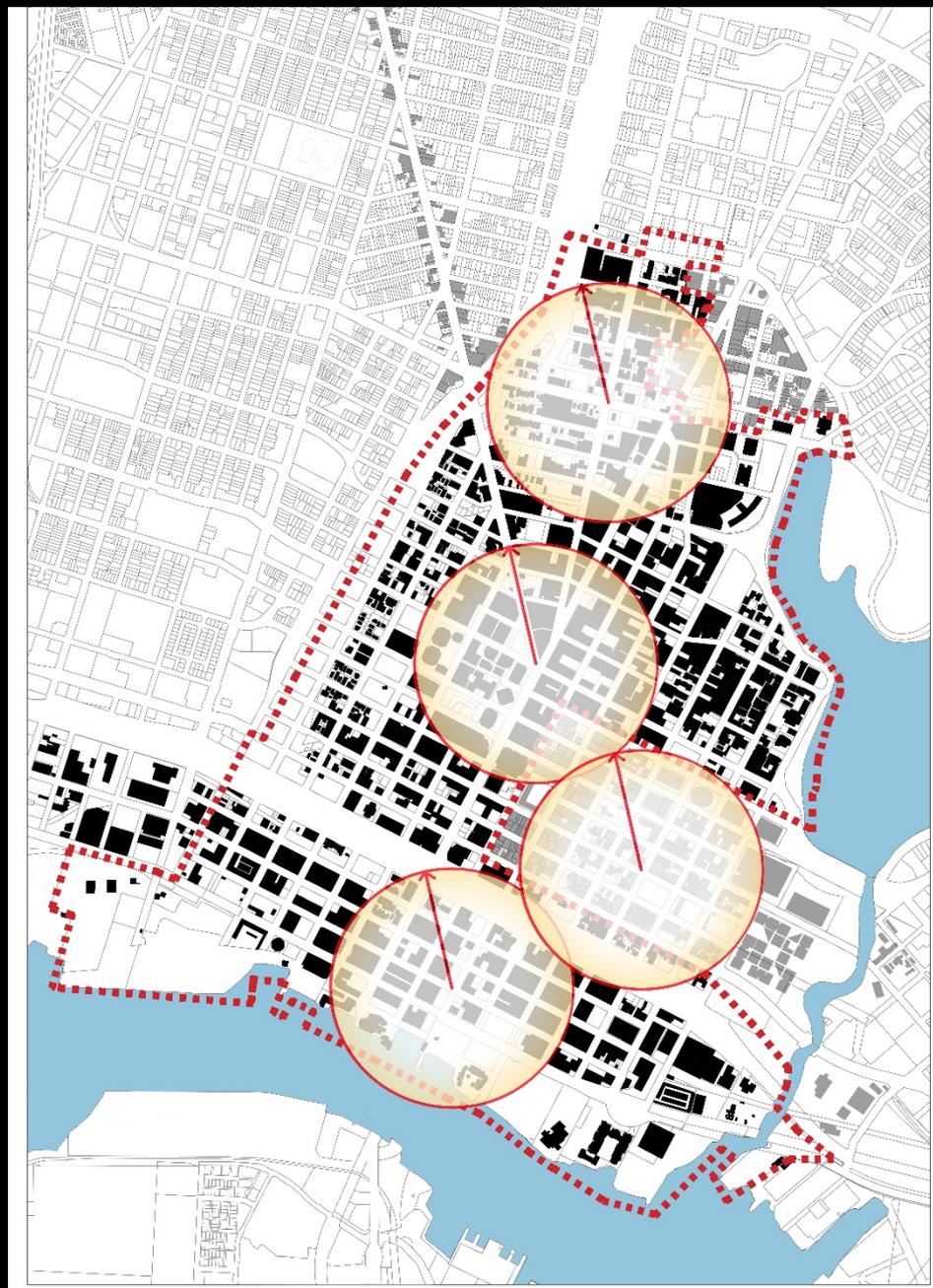


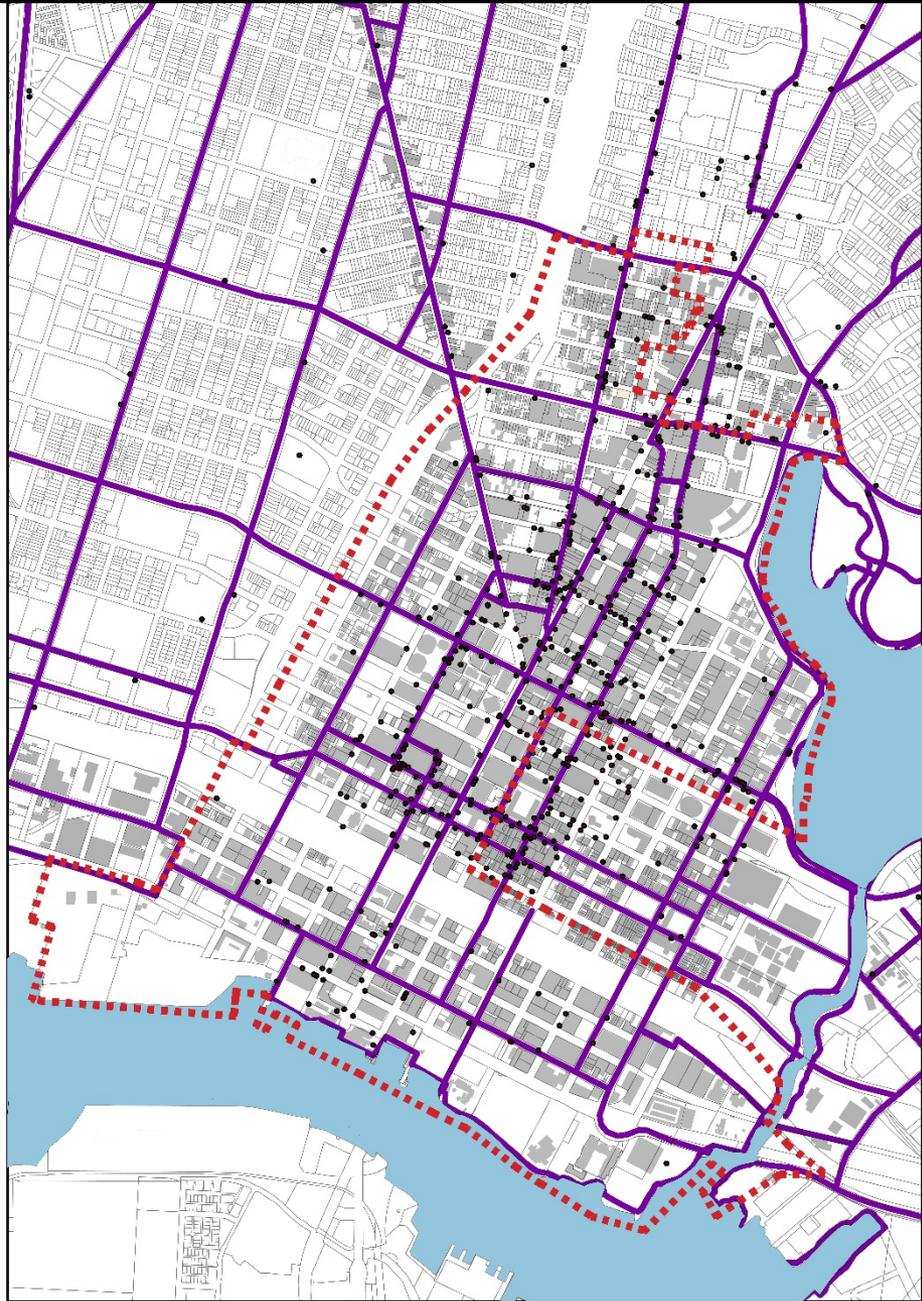
Figure Ground



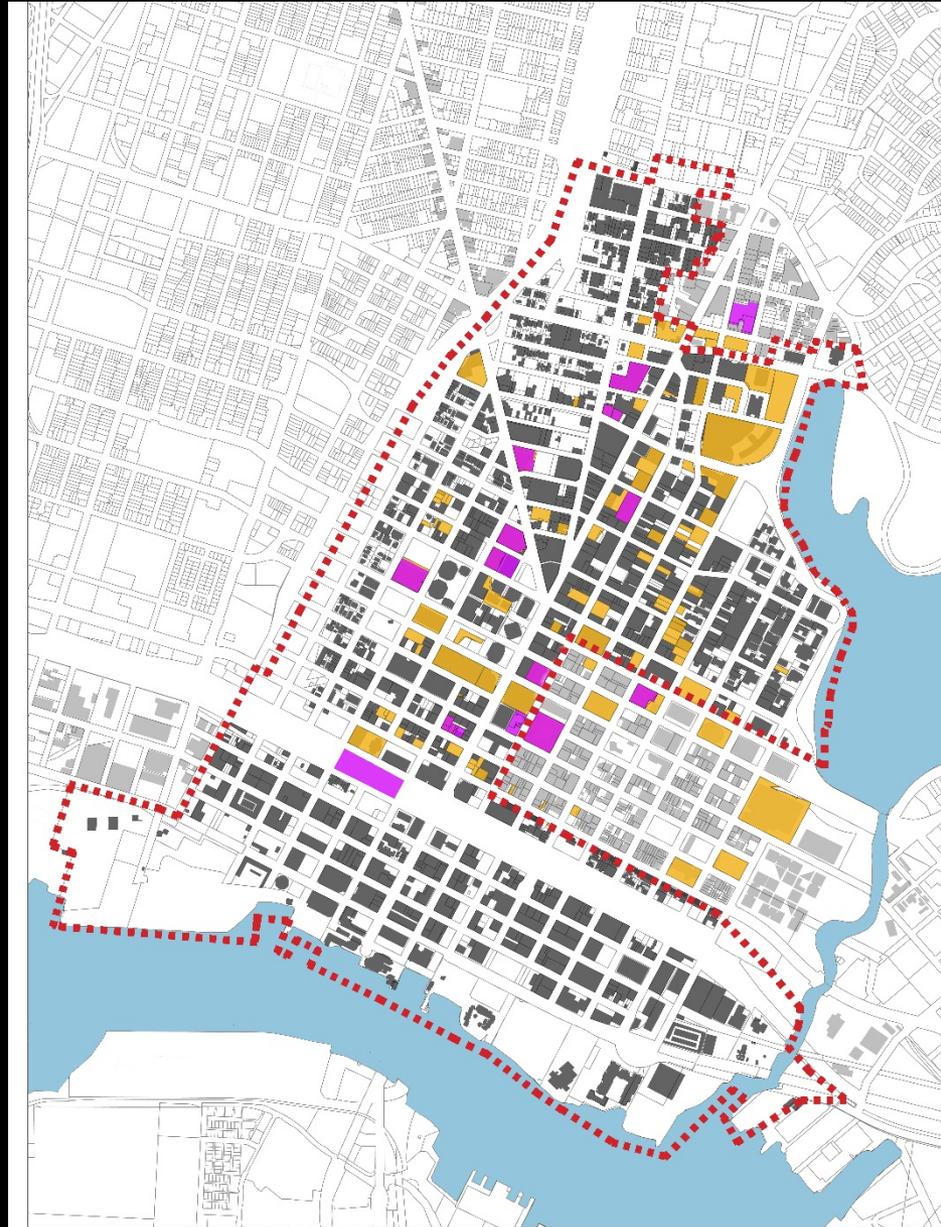
Five Minute Walk



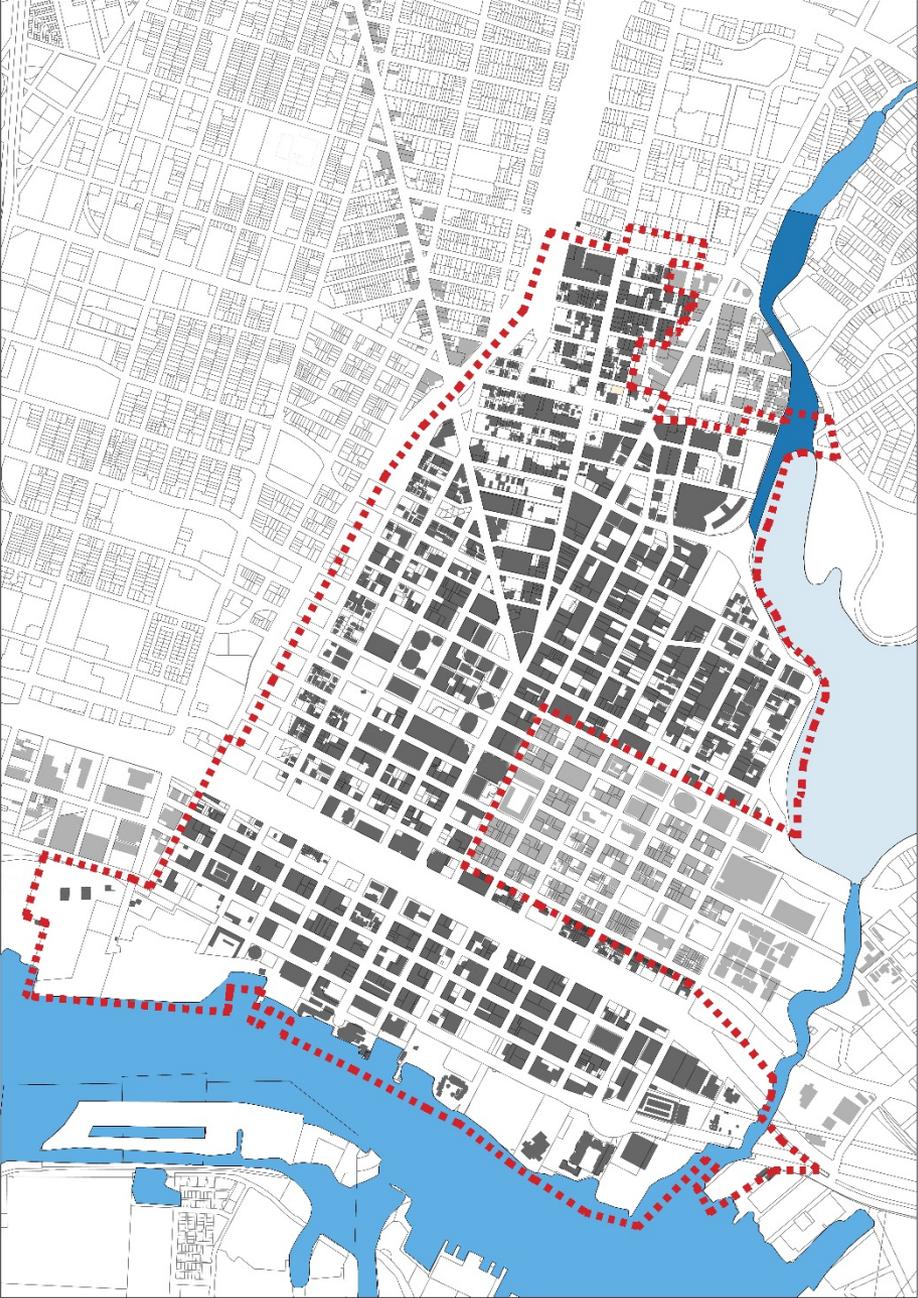
Existing Bikeways & Bike Parking



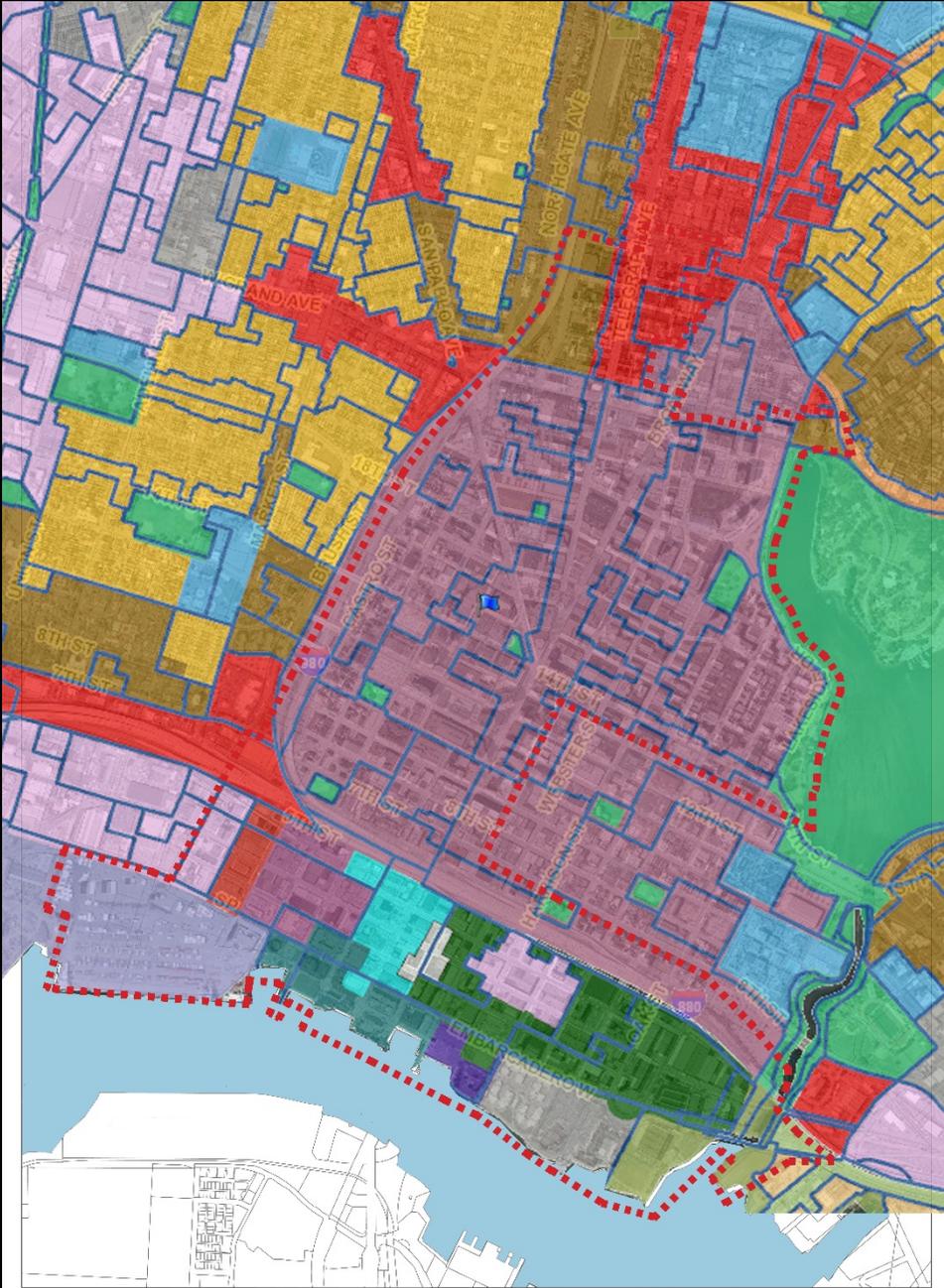
Parking Facilities & Off-street Parking



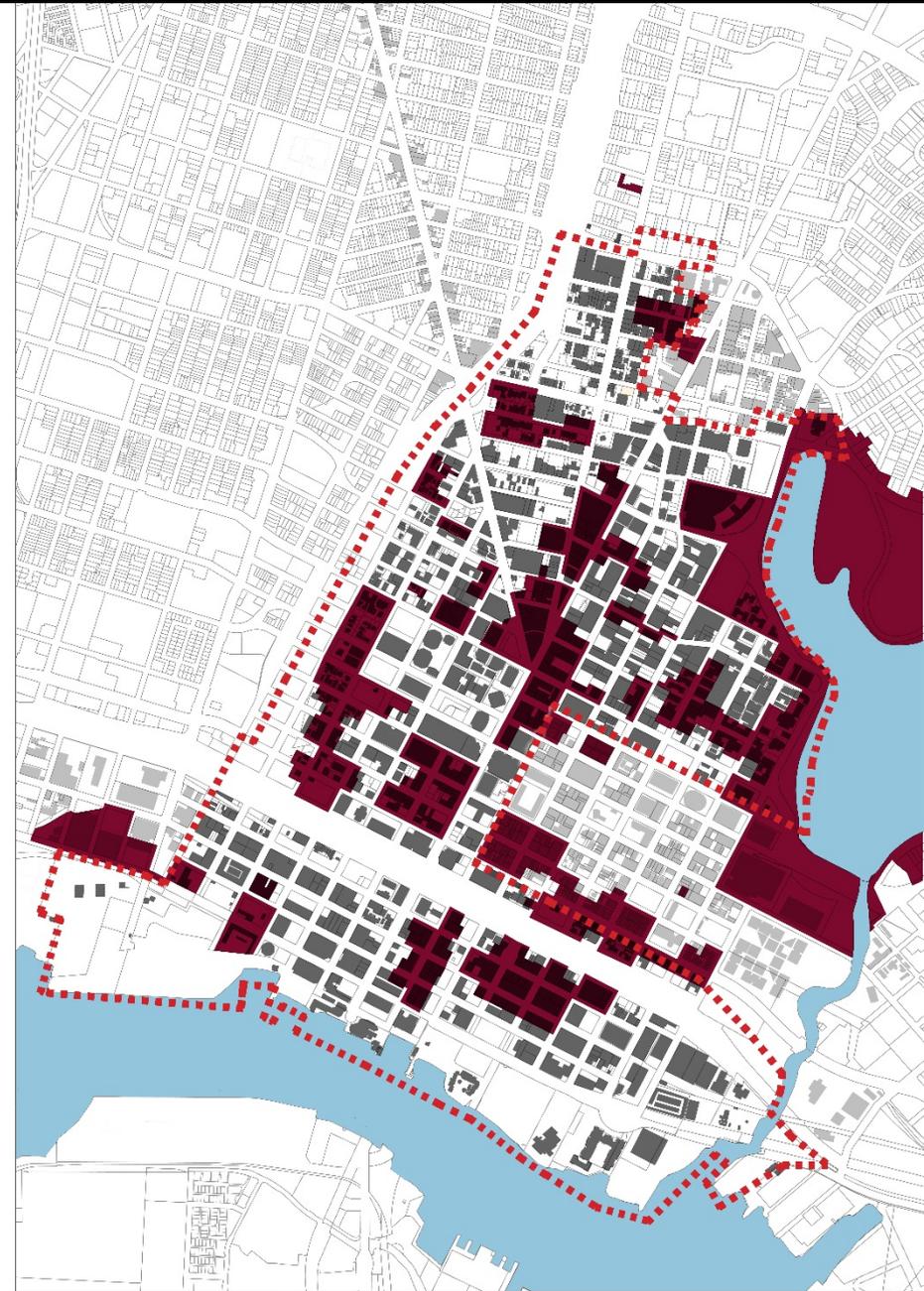
Flood Information



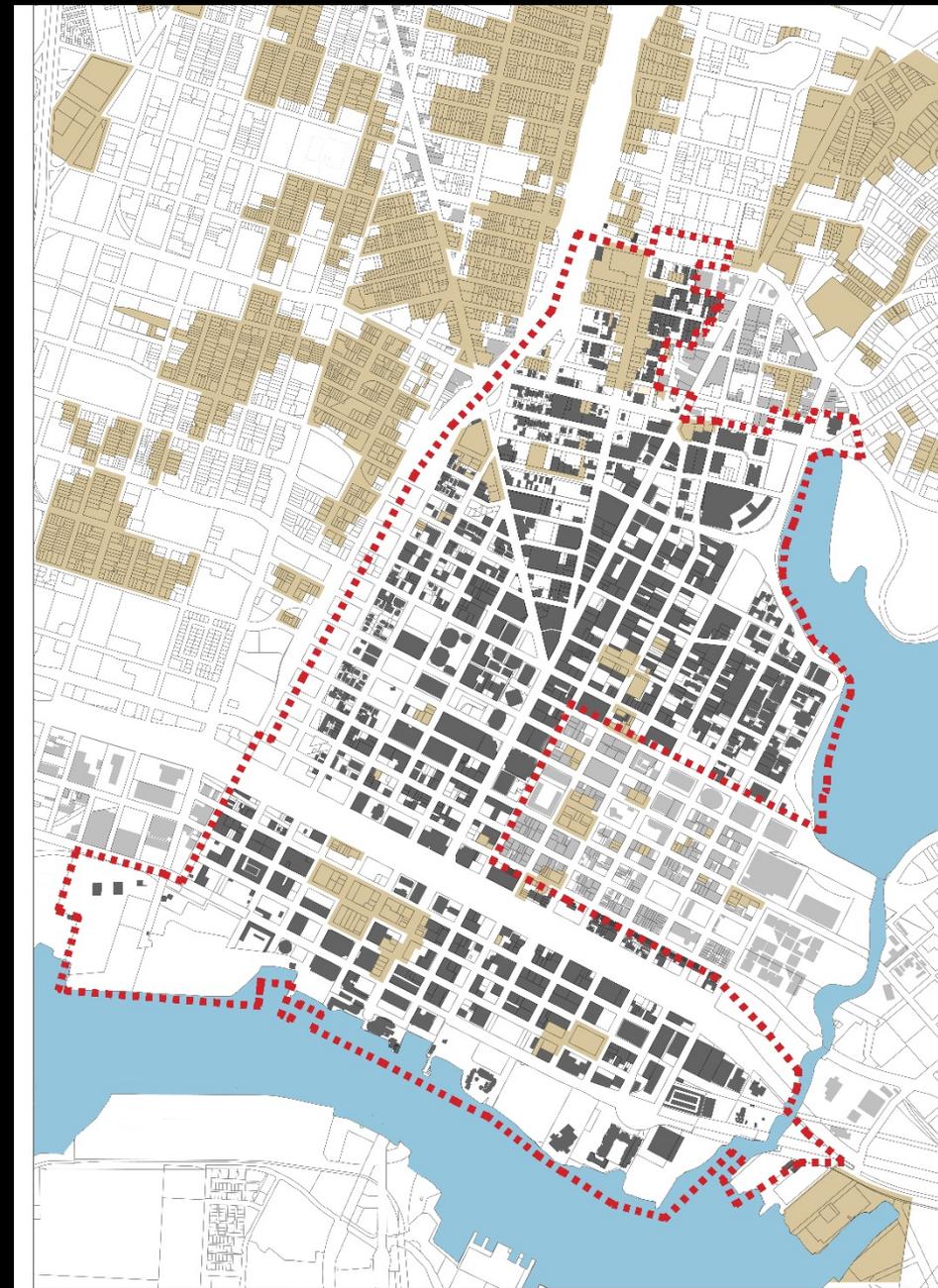
General Plan



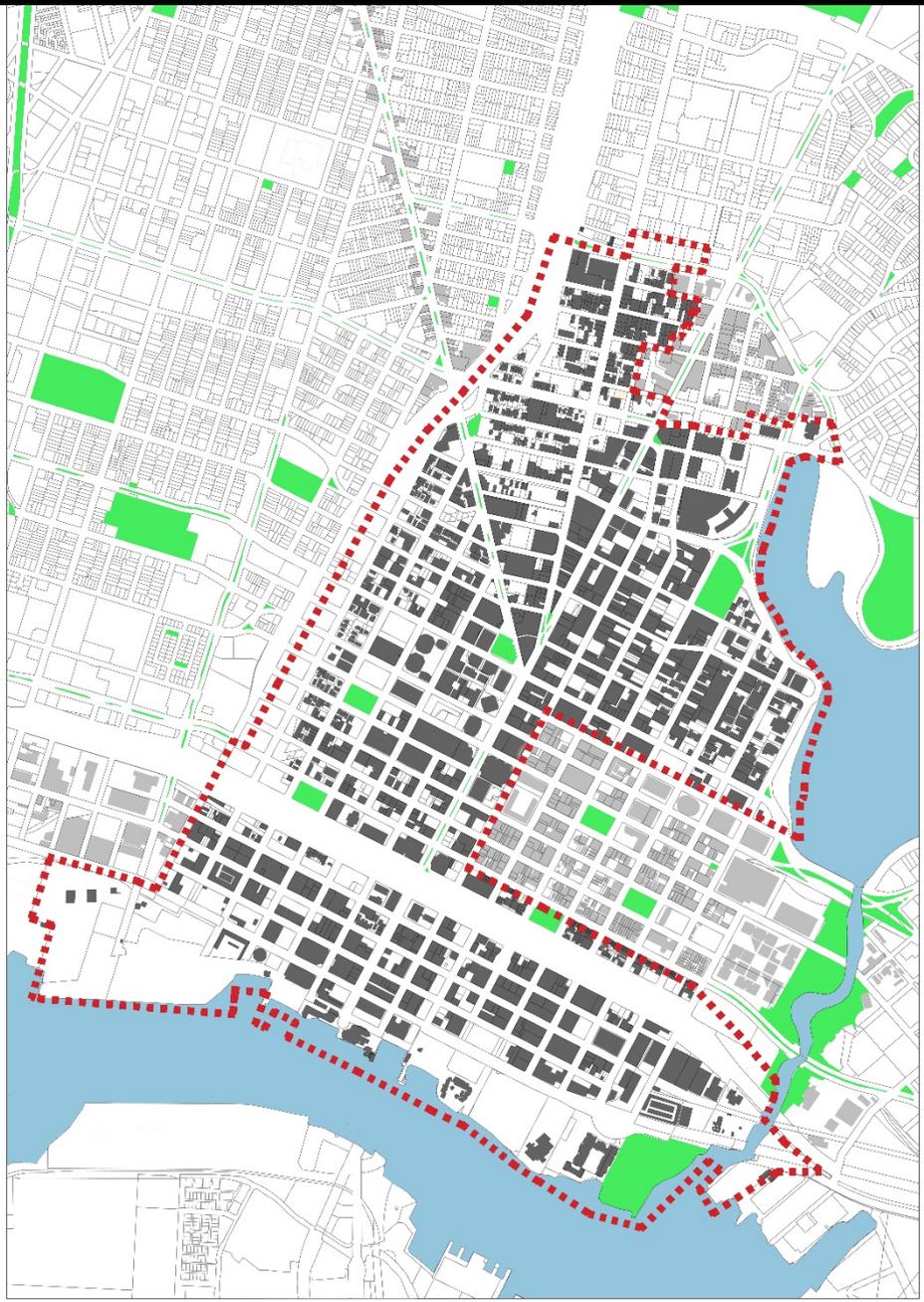
Historic Districts (primary)



Historic Districts (secondary)



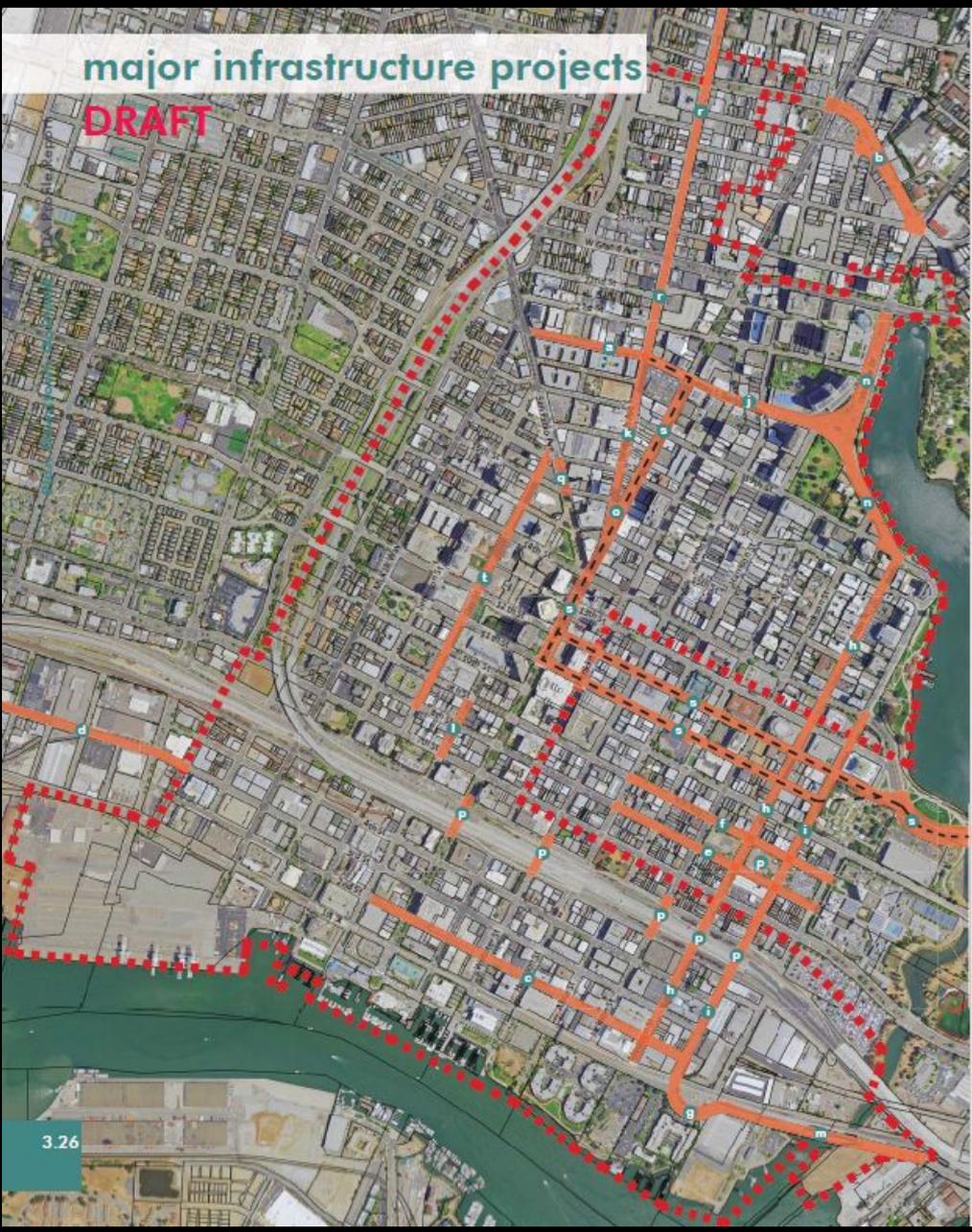
Parks



Trees

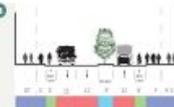


Infrastructure Improvements

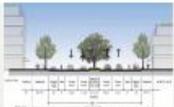


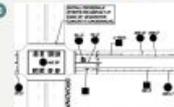
major infrastructure projects

DRAFT

- 

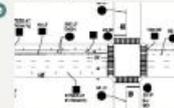
20th Street Complete Streets Study
Road diet w/bike lanes
November 2013



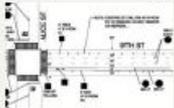
27th Street Gateway
road narrowing & streetscape improvements
2015
- 

2nd Street Restriping
Bike lane striping plan
January 2015



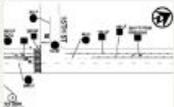
3rd Street Restriping
Bike lane striping plan
September 2015
- 

8th Street Restriping
Bike lane striping plan
January 2015



9th Street Restriping
Bike lane striping plan
January 2015
- 

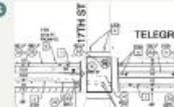
Embarcadero Restriping
Bike lane striping plan
September 2015



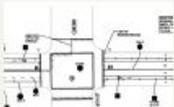
Madison St Restriping
Bike lane striping plan
January 2015
- 

Oak Street Restriping
Bike lane striping plan
January 2015



20th St Restriping
Bike lane striping plan
September 2013
- 

Telegraph Restriping
Bike lane striping plan
March 2015



Washington Restriping
Bike lane striping plan
June 2015
- 

Lake Merritt to Bay Trail & Embarcadero bridge reconstruction
www.lm2bt.com



Lakeside Green Streets
Lakeside Park Improvements
Streetscape & Bike Lanes
July 2014
- 

Latham Square Street & Public Space Redesign
August 2015



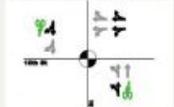
Safe Routes To Transit Underpass Improvements & Intersections around Lake Merritt BART Station
- 

San Pablo Green Street Green Stormwater Pilot
August 2015

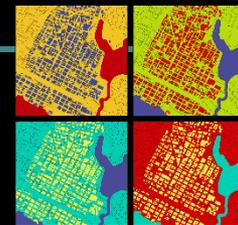


Telegraph Avenue Complete Streets Street Redesign
- 

East Bay BRT Project
Service set to begin in early 2017



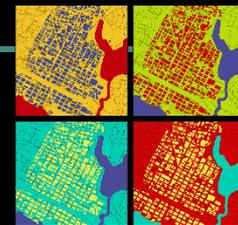
Clay Street Study
Road diet w/bike lanes
May 2015



your plan for downtown.

#PlanDowntown
#yourplan

what's *your* vision for the
future of downtown?



what we've heard



what's your vision for the future?



what's your vision for the future?



hands-on design session on 10/19



hands-on design session on 10/19



hands-on design session on 10/19



hands-on design session on 10/19



hands-on design session on 10/19



Open Design Studio @ 1544 Broadway



Open Design Studio @ 1544 Broadway



open design studio



open house on 10/22



walking tour on 10/24



walking tour on 10/24



one word about downtown Oakland: IN THE FUTURE





what does "arts district" mean to you?

BLACK ARTS DIST. YES!
14th St. fr MLK to Alvie

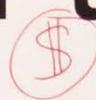
CITY PURCHASED & "BANKED"
VAC. + ABAND. WAREHOUSE-TYPE BLDGS (6 OFF BPS)
AS PERMANENTLY AFFORDABLE!
ARTIST - CO-OPS

Oakland has everything listed here we just need more!

Callers / Econ -
Sacred Space
Market Place
Business
ART
Housing

YES!!!
ARTIST
of
Color
Incubator

Zoning to
allow industrial
artists to
live in their
work spaces



Amplified music to 10:30 PM in parks/plazas

Theater
Not waterfront
Artists can afford to live there!

open air markets
\$\$\$
* Working Artists Commission

Arts Council
brow pay
for
Crew

* Inclusive

Spontaneous Creativity
- open accessible
space to BE FREE

colors - brown
- black
- red

Street Artists friendly

* Bridge Between
ART & Commerce

* Flexibility on
noise
youth spaces

SPECIAL ZONING Overlay
ARTS district + historic buildings
work spaces

+ allow
for
easy street
closure &
festivals.

Artist of color - owned
galleries
live music venue
place where people of all
ages can connect

incubation,
unexpected,
surprising.

Soul of Oakland!
BLACK CULTURE

Lovely warehouse
+ small scale
garages with great
tiny scale!

5 ha keepear
fine grained
bidg footprints
w/ low heights
maintained/limited
towers in enclosed

live-work
(affordable)

Sound Appropriate
networking

ARTIST
Chamber of Commerce

Access

* Let Oakland
be people in Oakland
+ people what art
you'll be here

Respect the artistic
expressions that
are already
happening

Empower Artists.

Multiple Districts
Fashion Dist
Antonian Dist
Music Dist
Live Work Spaces

open

- Galleries
- Live-work spaces that people actually live and work in
- Somewhat chaotic cultural events

* ART connected to culture/history

Culture
Power - says not
for Artists

INTERACTIVE
PUBLIC
SPACES

* Recognizing
arts tradition
practitioners

@ music in - 2nd that

* Living
ART
experience

CREATIVITY
FACILITATED BY
SPACE

Space to collaborate
Dialogue.

Public-private
partnerships

Public Arts programming
CLASSES, SPEAKERS, WORKSHOPS,
SHARING + TRAINING

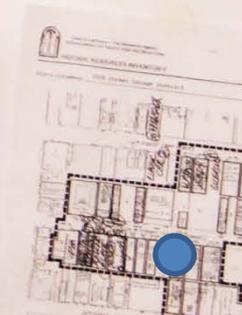
* Beauty + history
on the street
not just inside
buildings.

!!!! IT NEEDS a 1st FRIDAY 2nd that!

* multiple performance spaces,
artist housing, rehearsal spaces, recording studios

Gallery
(safe/open)

AFFORDABLE
LIVE WORK SPACES
HeART of Oakland





what kinds of open spaces?

• CREATE A "UNION SQUARE" ACROSS FROM THE FOX TO RESONATE WITH THE HISTORIC SURROUNDS OF UNION SQUARE IN SF CONSISTENT WITH THE SQUARE'S + PLAZA'S CENTRAL TO ALL GREAT AMERICAN CITIES, A FURTHER ENHANCEMENT OF THE FOX, FISCAL DISTRICT ETC. AND APPROPRIATE FOR THE CROSSROADS OF THE EAST BAY. MAKE THE UPTOWN AREA A TRUCK ARMPITURE BETWEEN THE FINANCIAL DISTRICT AT OR AROUND THE KAISER BLDG AND THE CIVIC CENTER AT CITY HALL.

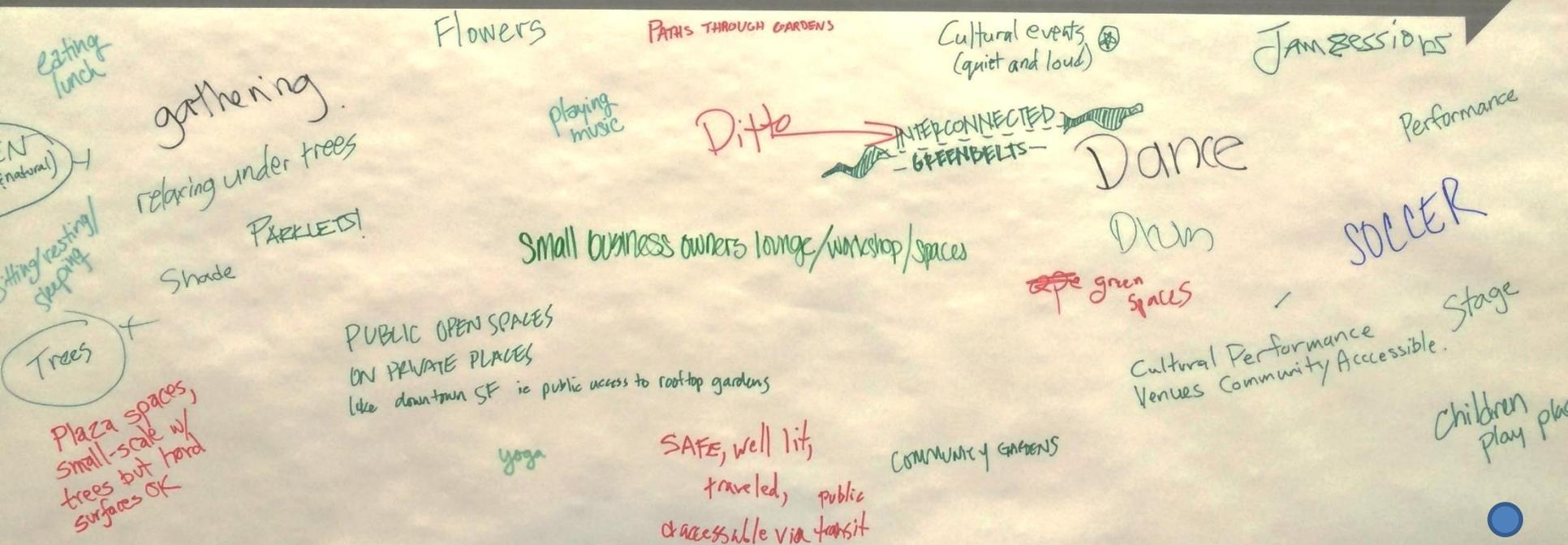
• DON'T HIDE THE SQUARE BY REMOVING IT FROM TELEGRAPH WHERE THE FOX + PARAMOUNT (AND PLenty OF OTHER THEATERS WERE BUILT PRELISELY BECAUSE THAT AREA WAS SEEN AS OAKLAND'S CENTER BACK IN THE '20s + '30s.

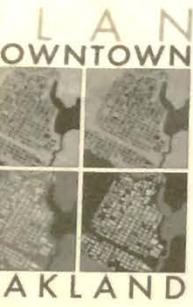
TEEN Activity Center

Rollerskating Rink

passive uses

active uses





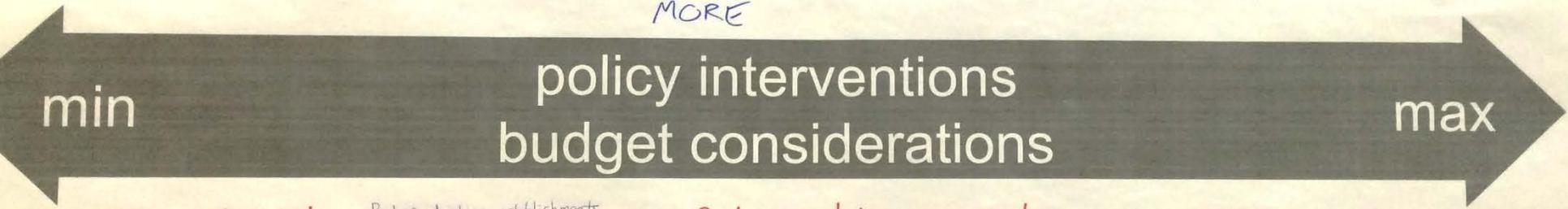
how should the City solve affordability?

ENACT A REGION-WIDE BOND TO ADJUST ECONOMIC DIVERSITY OF THE GREATER METRO AREA REGION, BUILD ON WORKS OF INSTITUTIONAL PARTNER + INVEST.

COORDINATE REGIONALLY WITH CUSTOMIZED LOCAL SOLUTIONS

"LAND TRUST" MODEL FOR HOME OWNERSHIP

BUILD MORE



- Commercial rent control
- Fair Pricing for residential units not yet rented.
- offset fees for developers

Reduce drinking establishments.

Rent Control

- Reduce parking requirements for new developments
- Improve public transportation
- Increase low-income and SRD requirements for new units

Small Business Friendly (Capital to entrepreneurs)

"Land Trust" model for strategic uses (arts, culture)

Include a percentage of Oakland Residents in the rebuilding and reconstruction of the New Oakland.

MORE:-
- UNITS
- TYPES OF HOUSING

Work Force Housing
Definite 40% Commercial Developments to house various affordable Types Family friendly

- Income based housing
- incentives for landlords
- small business owners
- community give back programs

Properly Funded current programs that exist
owner collectives

Repair COHA - Hawkins not just for RINKS

Set COMMERCIAL DEVELOPMENT FEES TO SUBSIDIZE NEW HOUSING / RENTS

Prop 13 commercial penalties the City Oakland Lobby this

- Enact impact fees for new market-rate housing development to find affordable housing.
- Prioritize surplus public land for affordable housing.

Encourage re-direction of \$ spent on car infrastructure!
bike parking = ↓ COL/trans
bike space = \$4000/car space = \$27K+

WANT WEEK

artists can afford to live there!!

Theater
-OUTSIDE

Incl

SPECIAL ZONING OVERLAY
ARTS district to protect
work spaces + historic buildings

live-work
(affordable)

houses
5 ha the spear

Multiple Districts
Fashion Dist

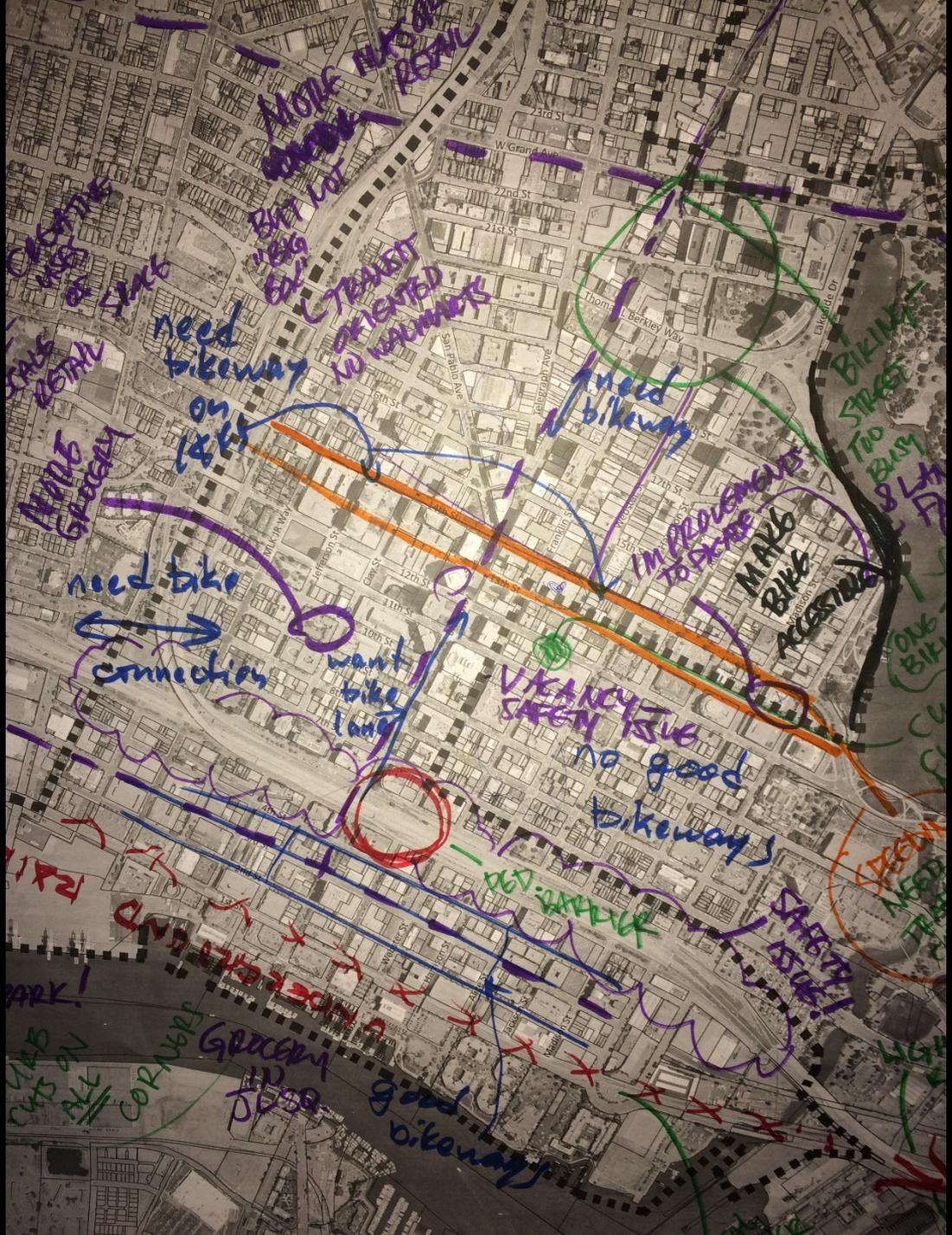
S

Gallery
(safe/open)

CREATIVITY
FACILITATED
SPACE

AFFORDABLE
LIVE WORK SPACES

HEART of Oakland



ALONG
BUT
NEED
BUT
NEED

NEED
BIKEWAY
ON
14TH

need
bikeway
on
14th

NEED
BIKEWAY
ON
14TH

need
bikeway

need bike
connection

want
bike
lane

no good
bikeway

MAKE
BIKE
ACCESSIBLE

SAFETY
ISSUE!

good
bikeway

grocery

park!

grocery

BILLING
STREET
TOO
BUSY
FOR
BIKE

BIKE

KEEP
THE

DEVELOPER

VACANCY
ISSUE

IMPROVEMENTS
TO
MAKE

EXIT



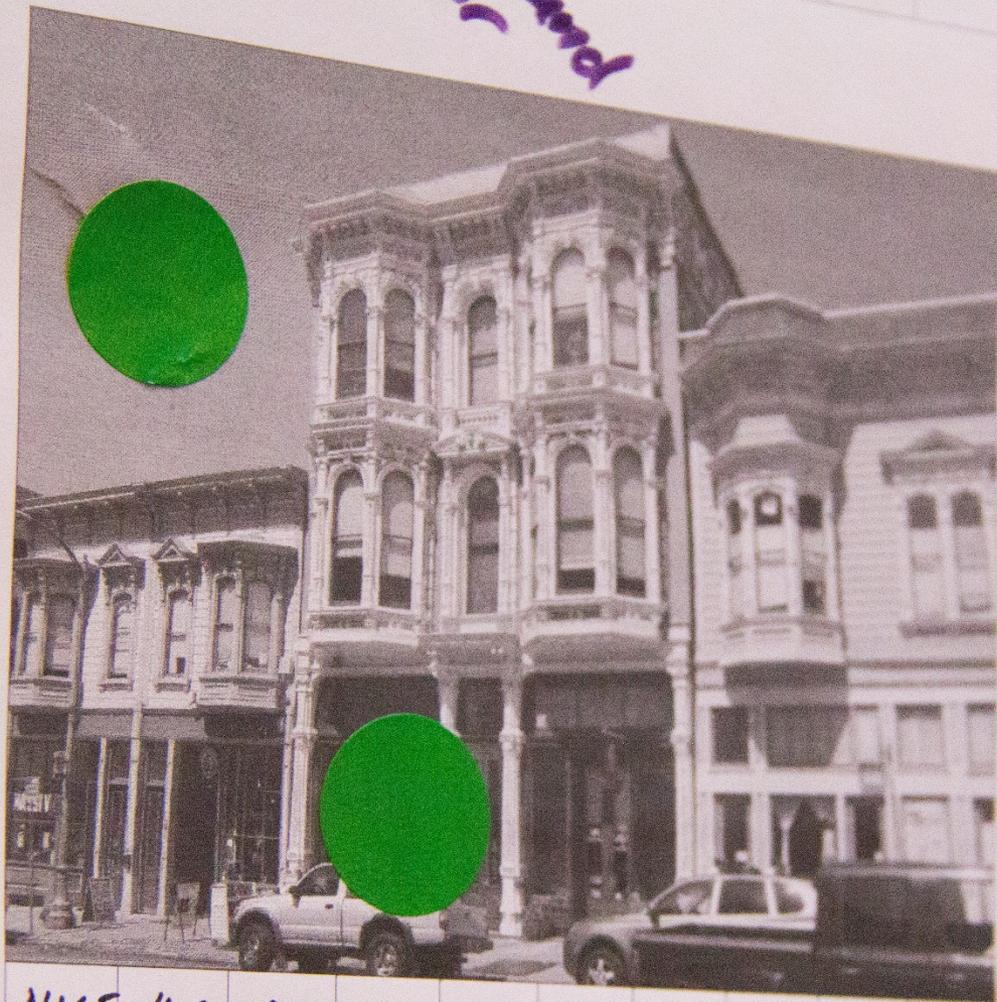
PLAN DOWNTOWN OAKLAND CHARRETTE & OPEN DESIGN STUDIO

Participant Fee

Of the many ideas you heard or seen so far, which ones seem the most exciting to you?

Tree lined bicycle blvds. closing 980
Return 2 way traffic to one way streets.
TREES!

Project

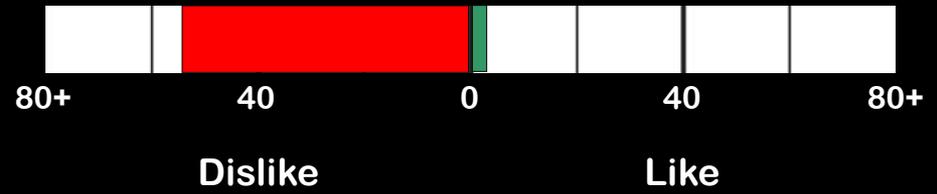
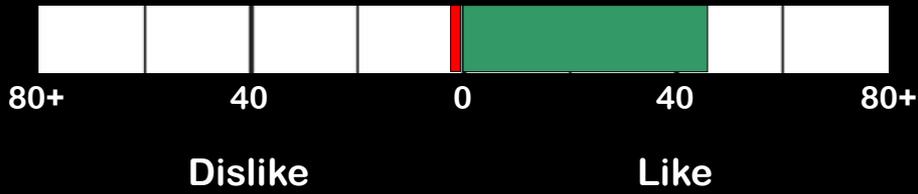


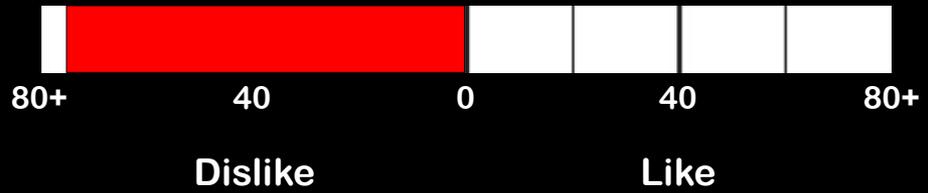
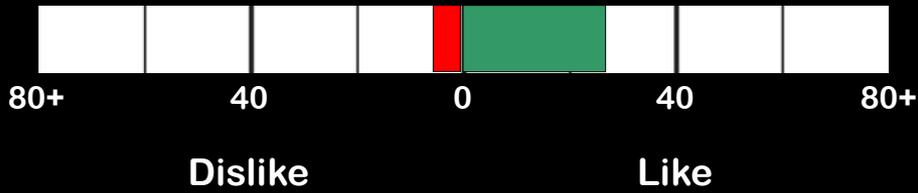
NICE HISTORIC

LIKE - DO NOT
TEAR DOWN BUILDINGS
W/ CHARACTER



Int'l housing - good
downtown vibrant



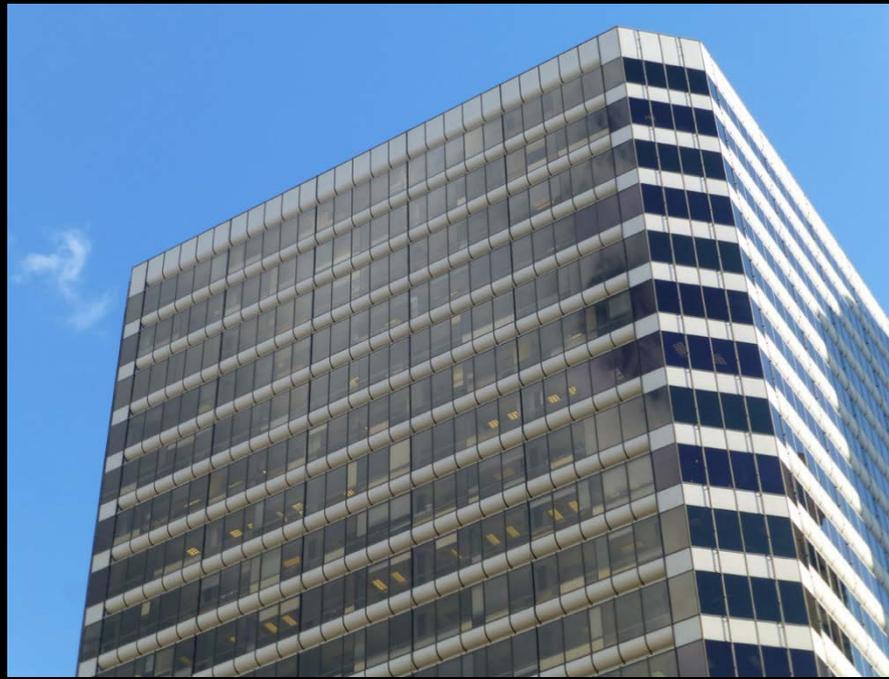




80+ 40 0 40 80+

Dislike

Like

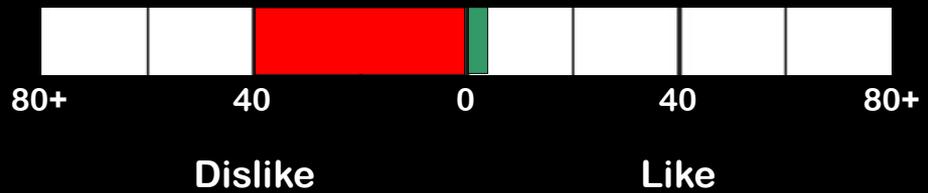
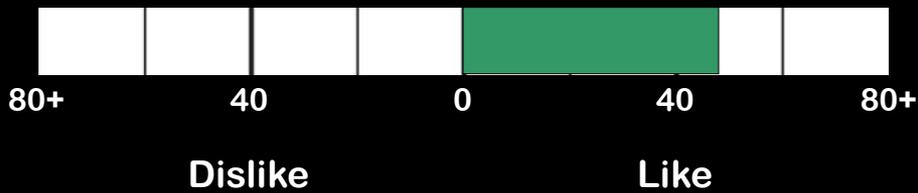


80+ 40 0 40 80+

Dislike

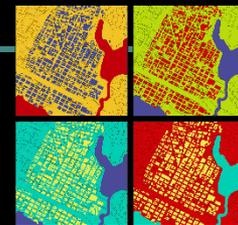
Like





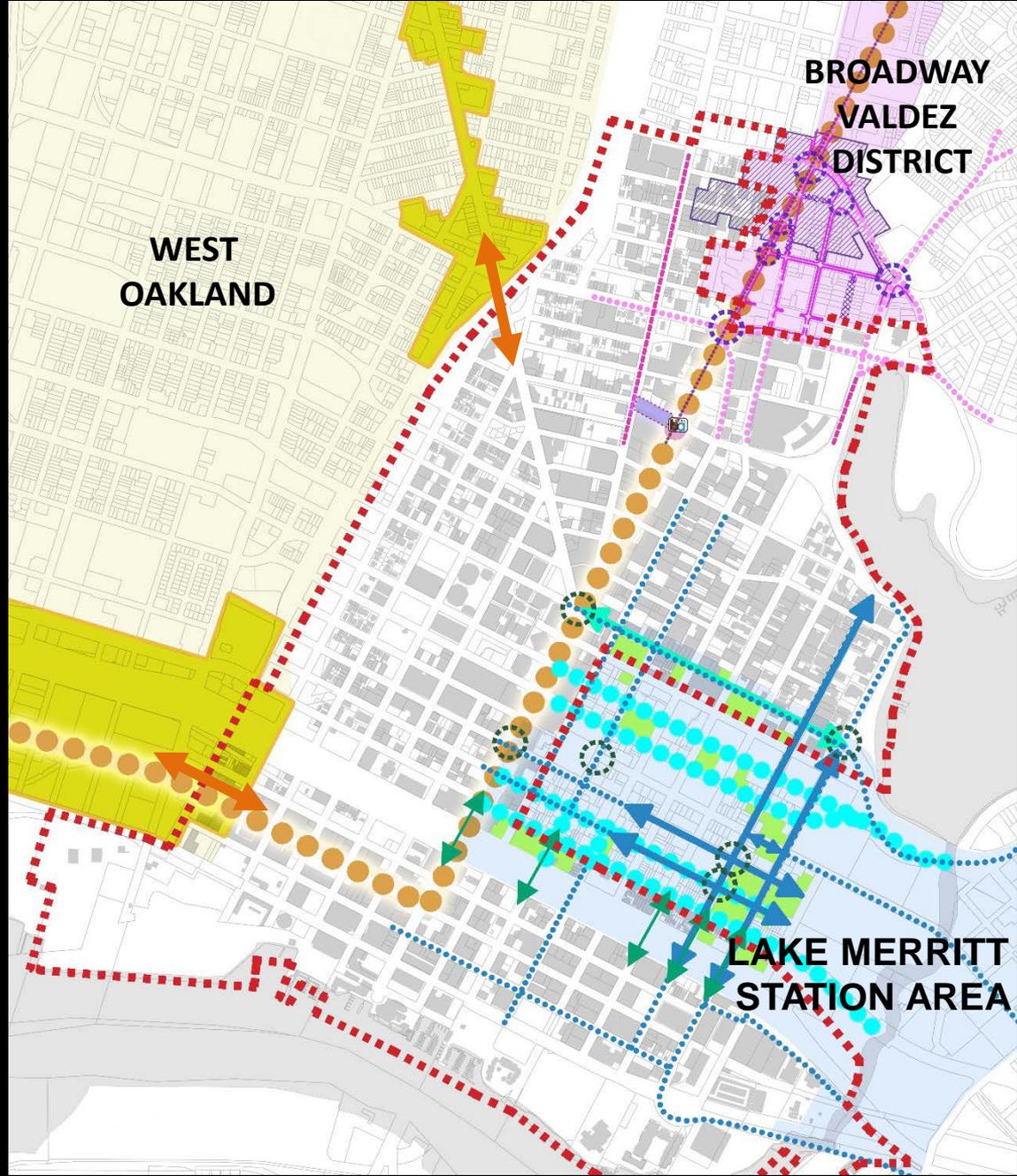
Multi-Family (medium scale, more than 4 stories)





what is a Specific Plan?





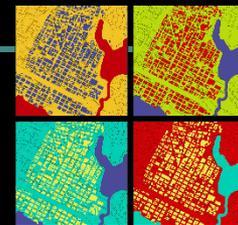
Adopted Specific Plans near Downtown





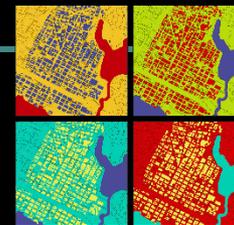
Solving the 880 underpasses
[@Oakland](#) [@visitoakland](#)
[@DoverKohl](#) [@GenslerOnCities](#)





what we've heard

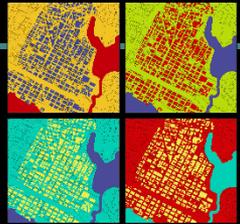




Plan Goals



recurring themes

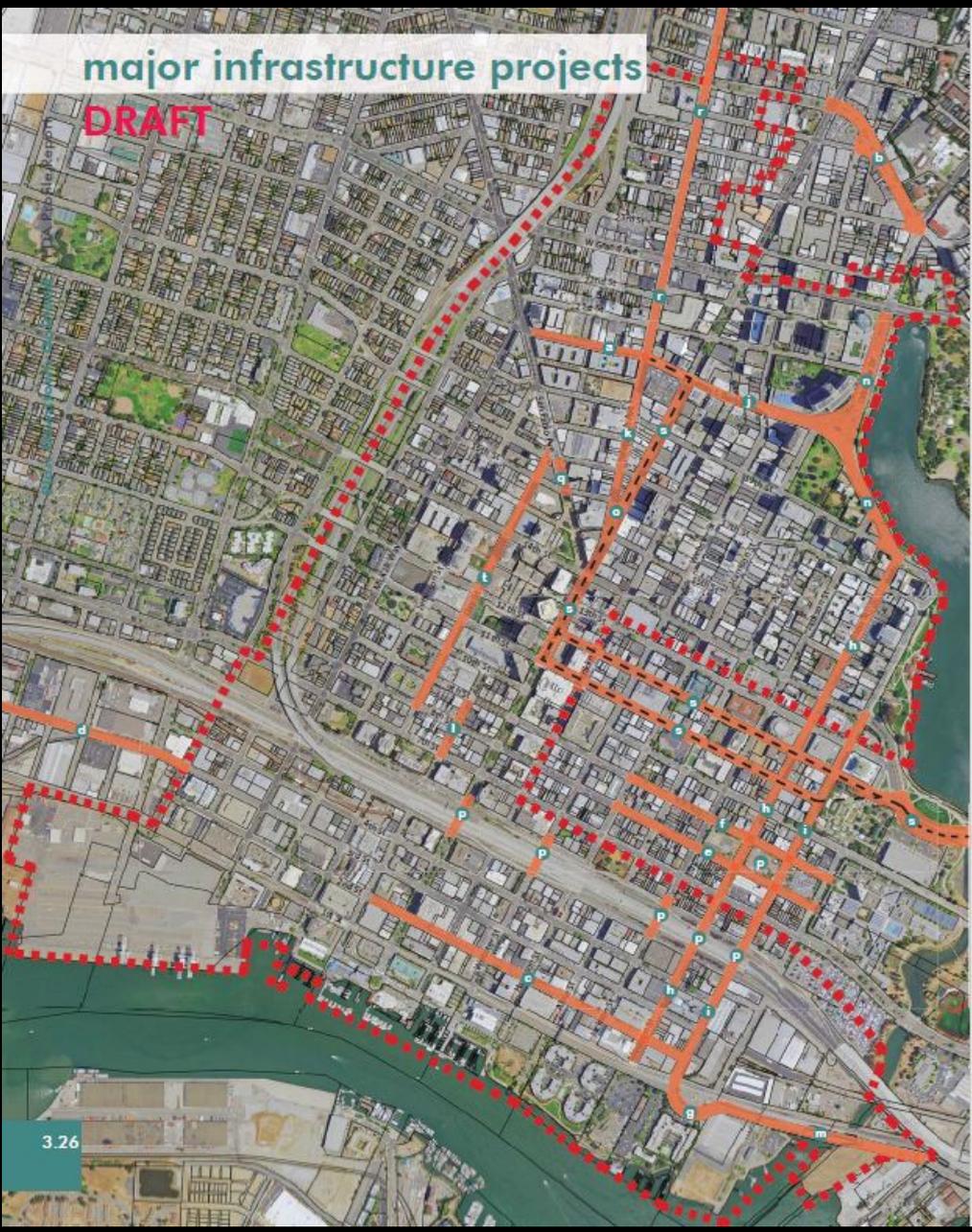


- **affordability & equity**
- **cultural heritage & arts**
- **preservation & urbanism**
- **the public realm**
- **connectivity & mobility**



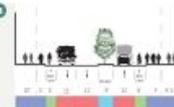


Infrastructure Improvements



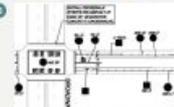
major infrastructure projects

DRAFT

- 

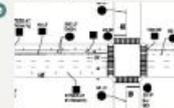
20th Street Complete Streets Study
Road diet w/bike lanes
November 2013



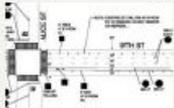
27th Street Gateway
road narrowing &
streetscape improvements
2015
- 

2nd Street Restriping
Bike lane striping plan
January 2015



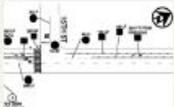
3rd Street Restriping
Bike lane striping plan
September 2015
- 

8th Street Restriping
Bike lane striping plan
January 2015



9th Street Restriping
Bike lane striping plan
January 2015
- 

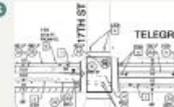
Embarcadero Restriping
Bike lane striping plan
September 2015



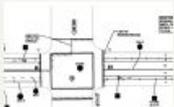
Madison St Restriping
Bike lane striping plan
January 2015
- 

Oak Street Restriping
Bike lane striping plan
January 2015



20th St Restriping
Bike lane striping plan
September 2013
- 

Telegraph Restriping
Bike lane striping plan
March 2015



Washington Restriping
Bike lane striping plan
June 2015
- 

Lake Merritt to Bay Trail & Embarcadero
bridge reconstruction
www.lm2bt.com



Lakeside Green Streets
Lakeside Park Improvements
Streetscape & Bike Lanes
July 2014
- 

Latham Square
Street & Public Space
Redesign
August 2015



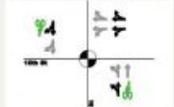
Safe Routes To Transit
Underpass Improvements
& Intersections around
Lake Merritt BART Station
- 

San Pablo Green Street
Green Stormwater Pilot
August 2015



Telegraph Avenue
Complete Streets
Street Redesign
- 

East Bay BRT Project
Service set to begin in
early 2017



Clay Street Study
Road diet w/bike lanes
May 2015



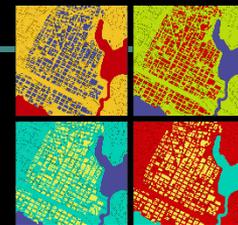
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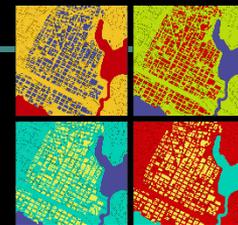
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affordability & equity



what if?

Oakland, CA

17th Street



Oakland, CA
17th Street



Oakland, CA

17th Street



Oakland, CA 17th Street



Oakland, CA 17th Street



Oakland, CA

17th Street



Oakland, CA

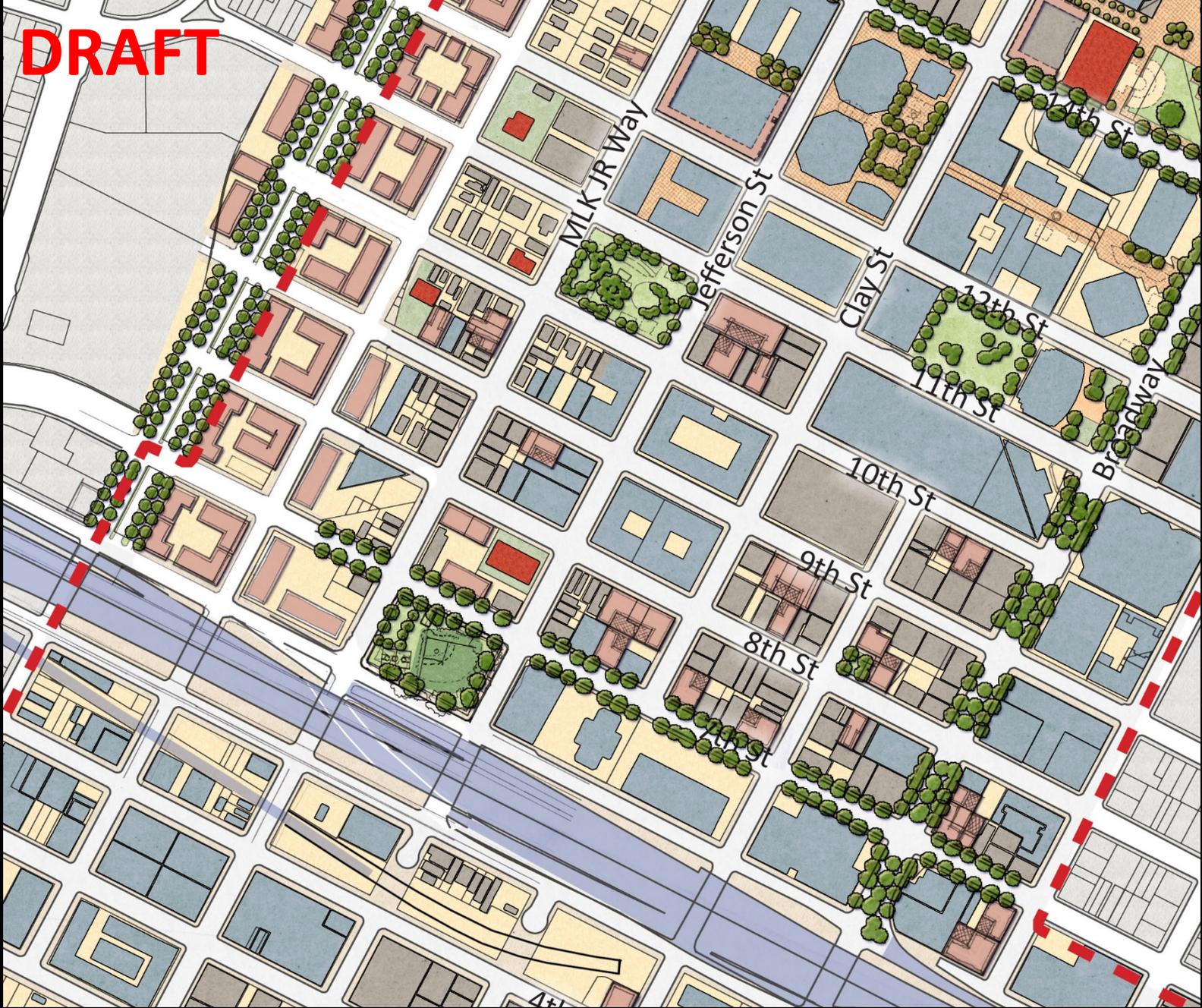
17th Street



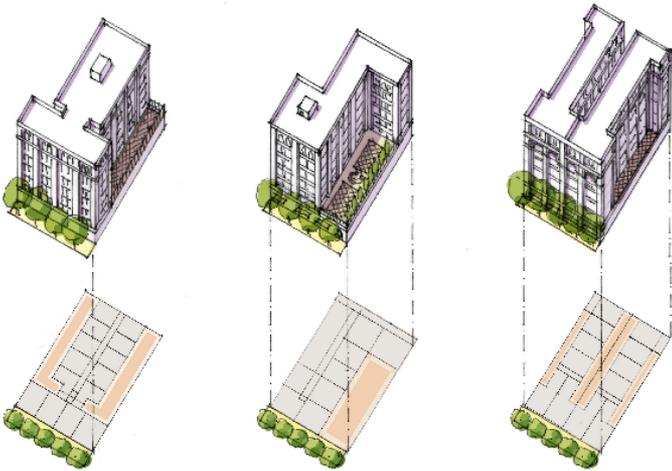
Oakland, CA
17th Street



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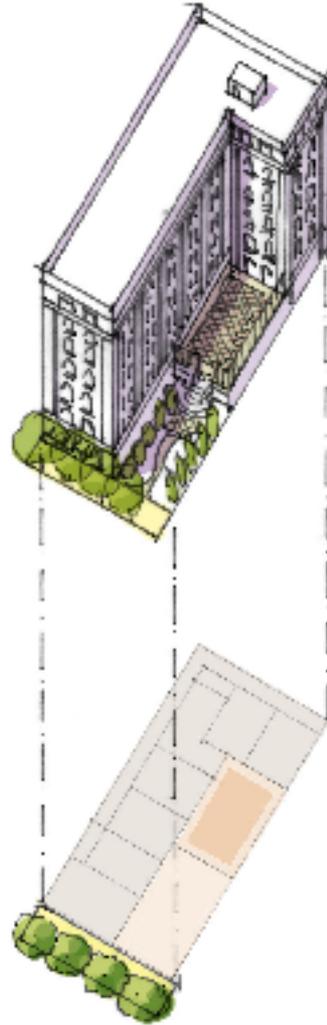
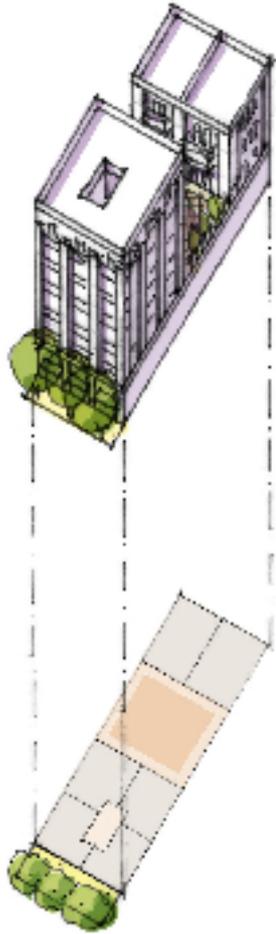


DRAFT



A variety of building types





A variety of building types



DRAFT

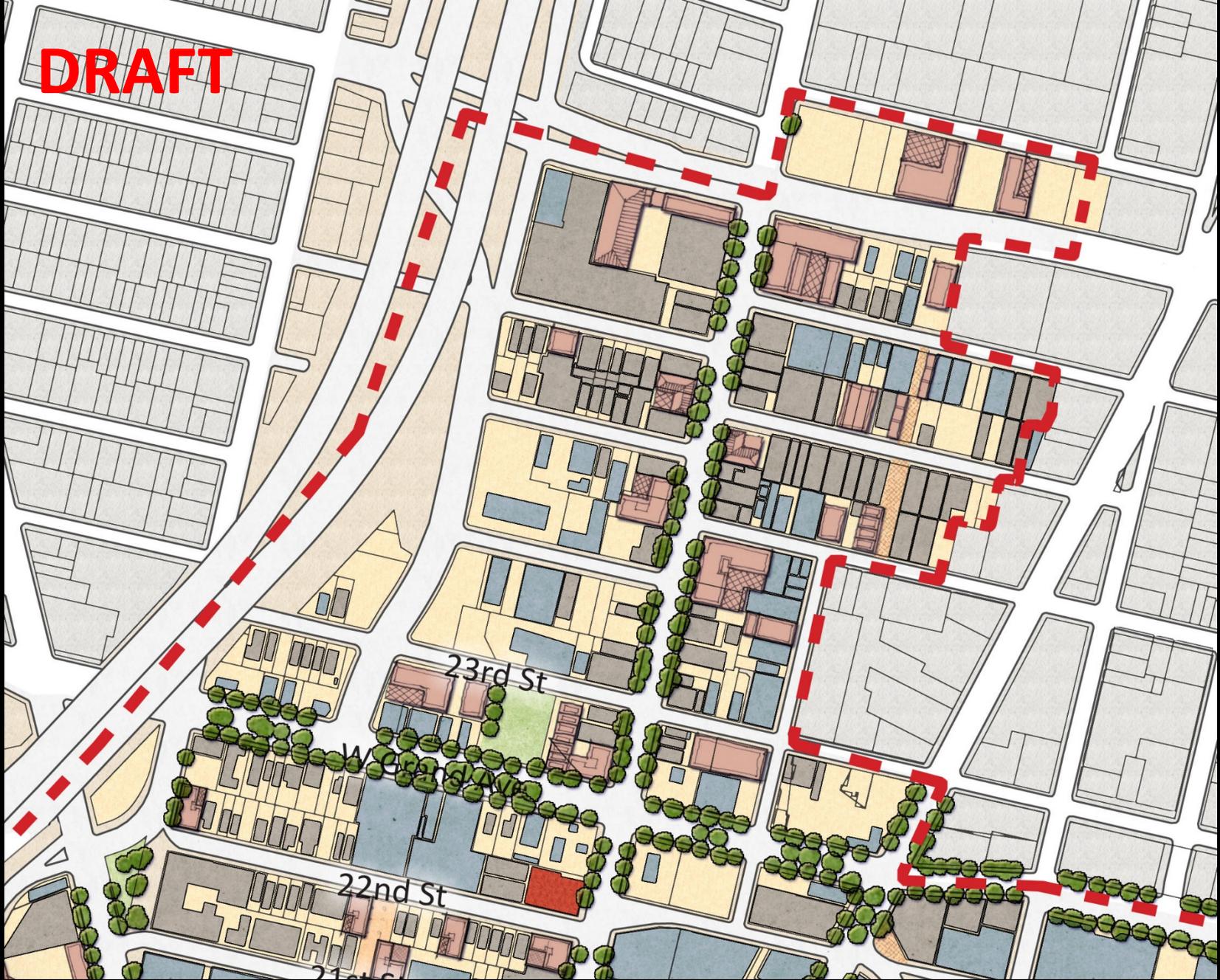


14th St

Jackson St



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KONO neighborhood (Koreatown / Northgate)



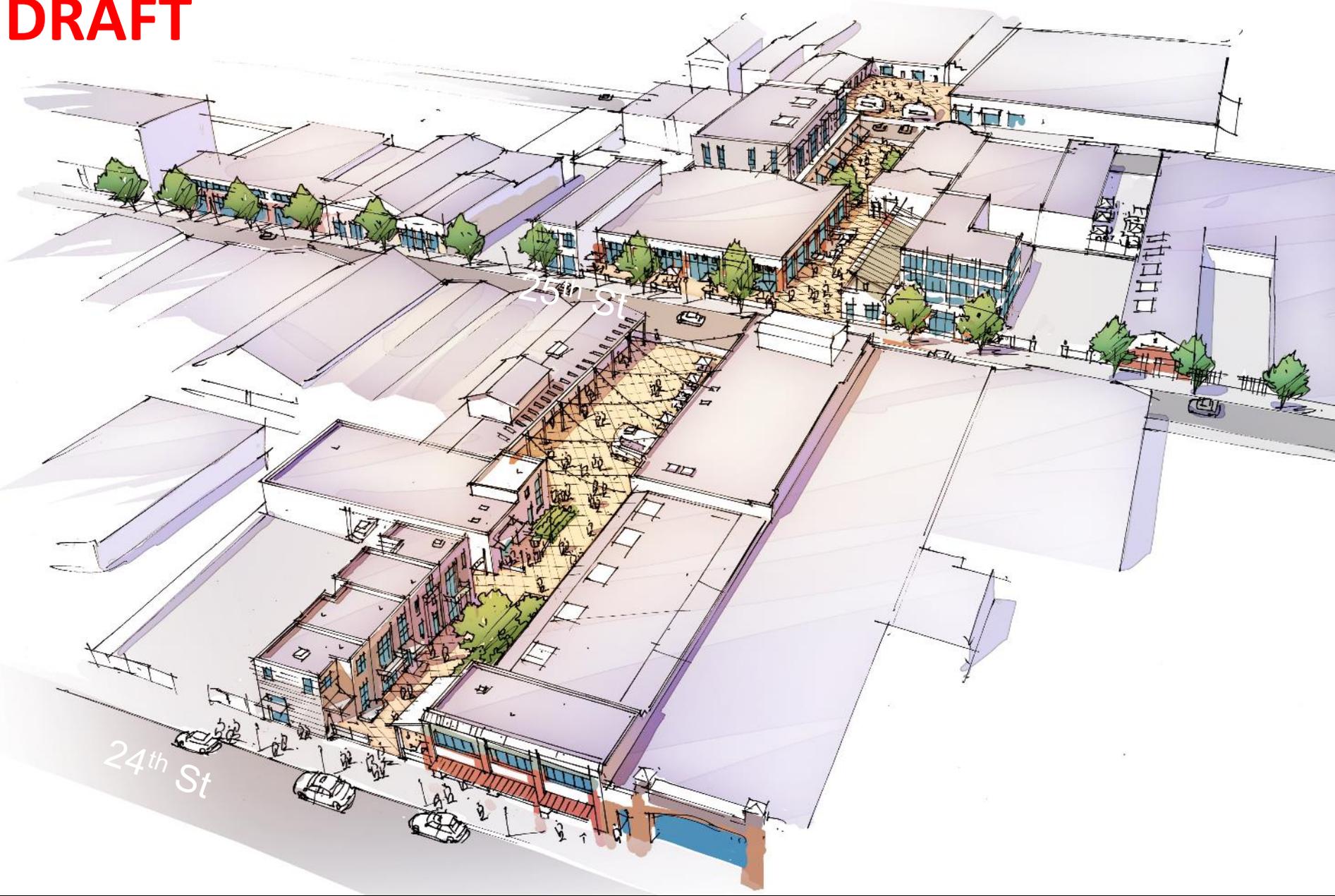
DRAFT



25th street historic district

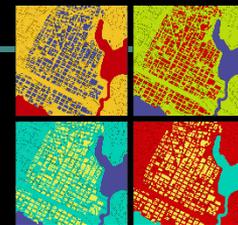


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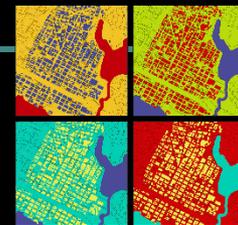


25th street historic district between Telegraph & Broadway





cultural heritage & arts



what if?

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Oakland, CA

14th Street Arts District

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Oakland, CA

14th Street Arts District

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Oakland, CA

14th Street Arts District

DRAFT



Oakland, CA

14th Street Arts District

DRAFT



Oakland, CA

14th Street Arts District

DRAFT



Oakland, CA

14th Street Arts District

DRAFT



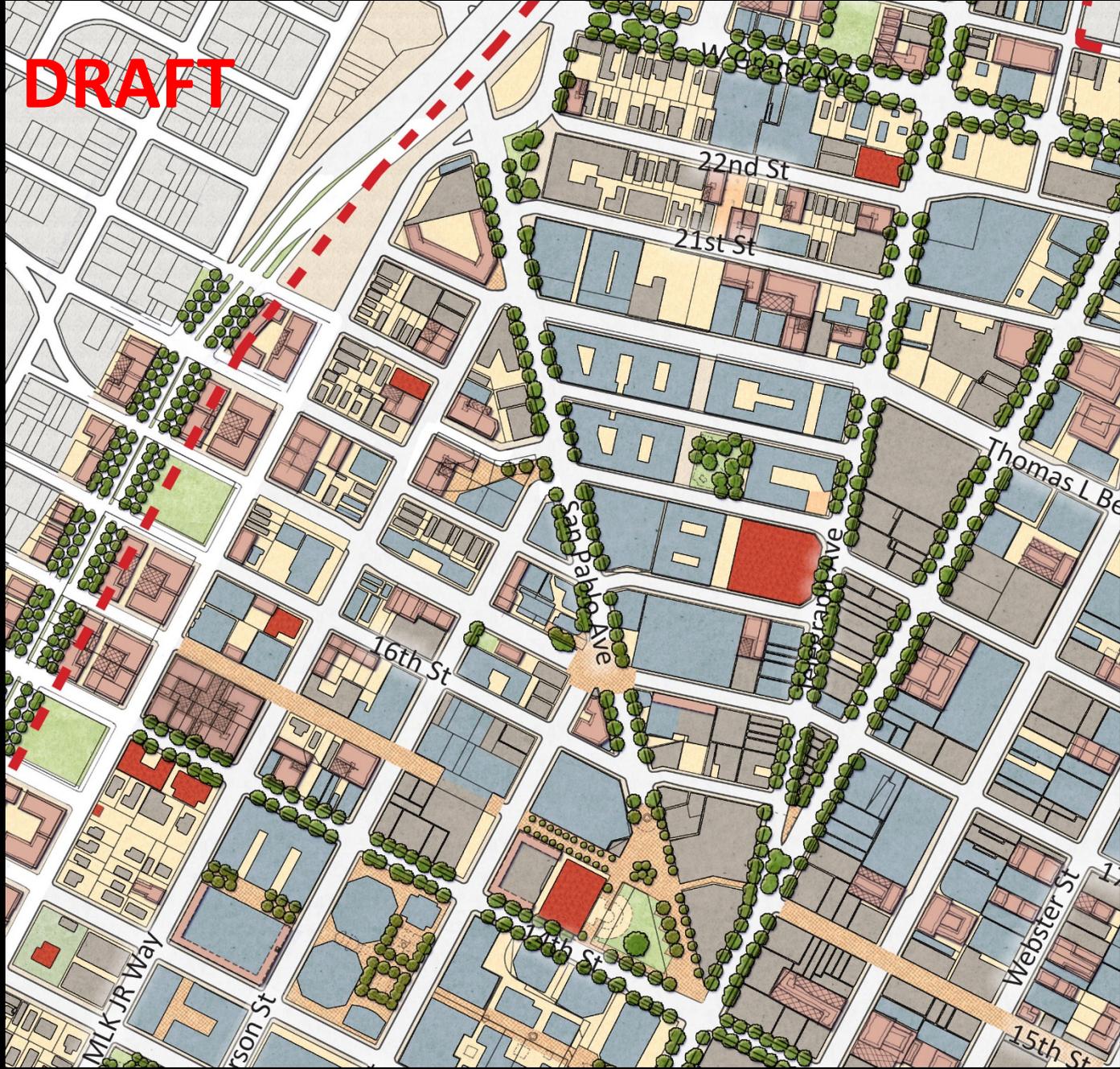
Oakland, CA

14th Street Arts District

DRAFT



DRAFT



West of San Pablo





DRAFT

15th Street between MLK & Castro





DRAFT

Telegraph Ave between 25th & 26th



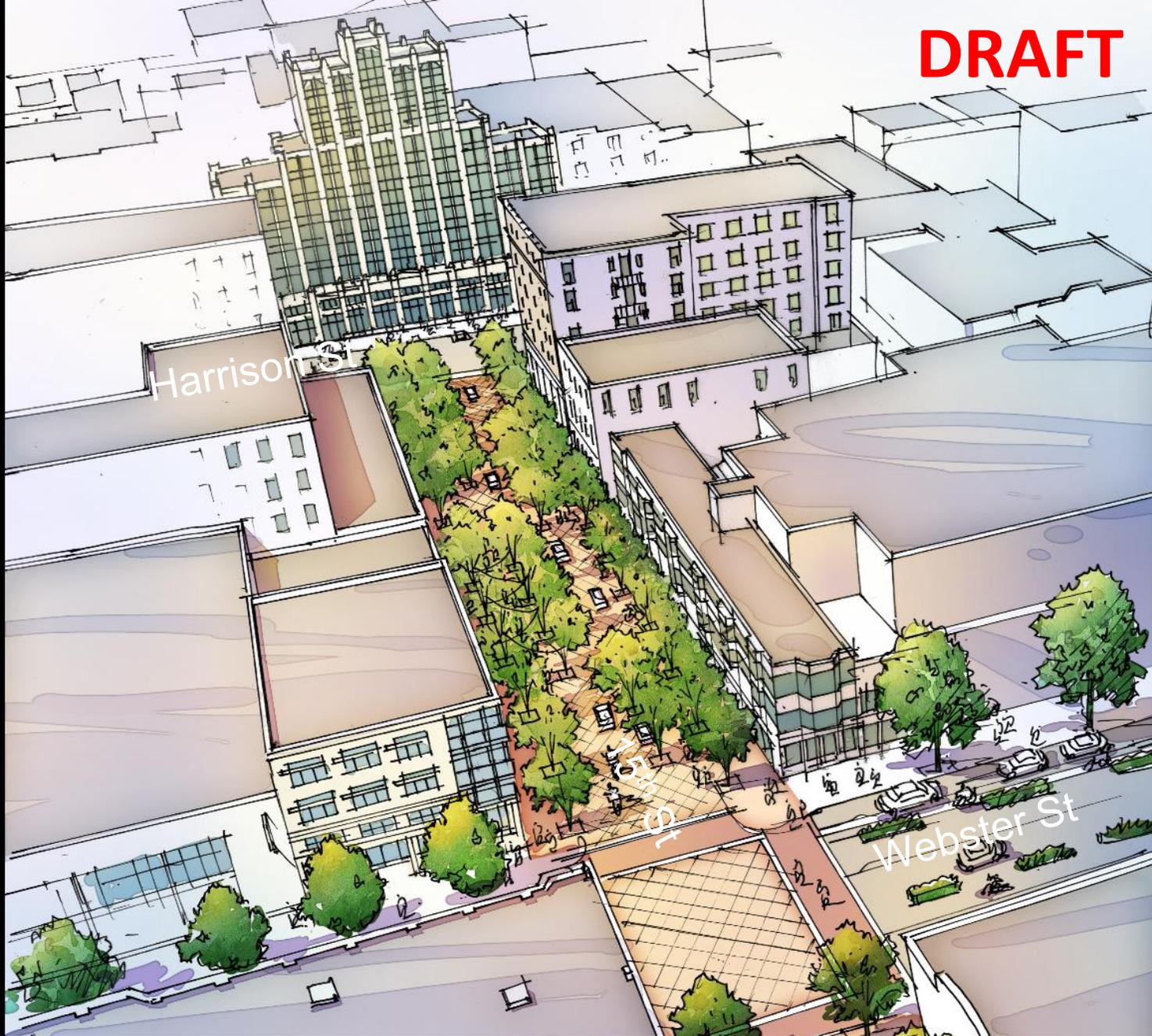
DRAFT



Lakeside neighborhood, 15th Street



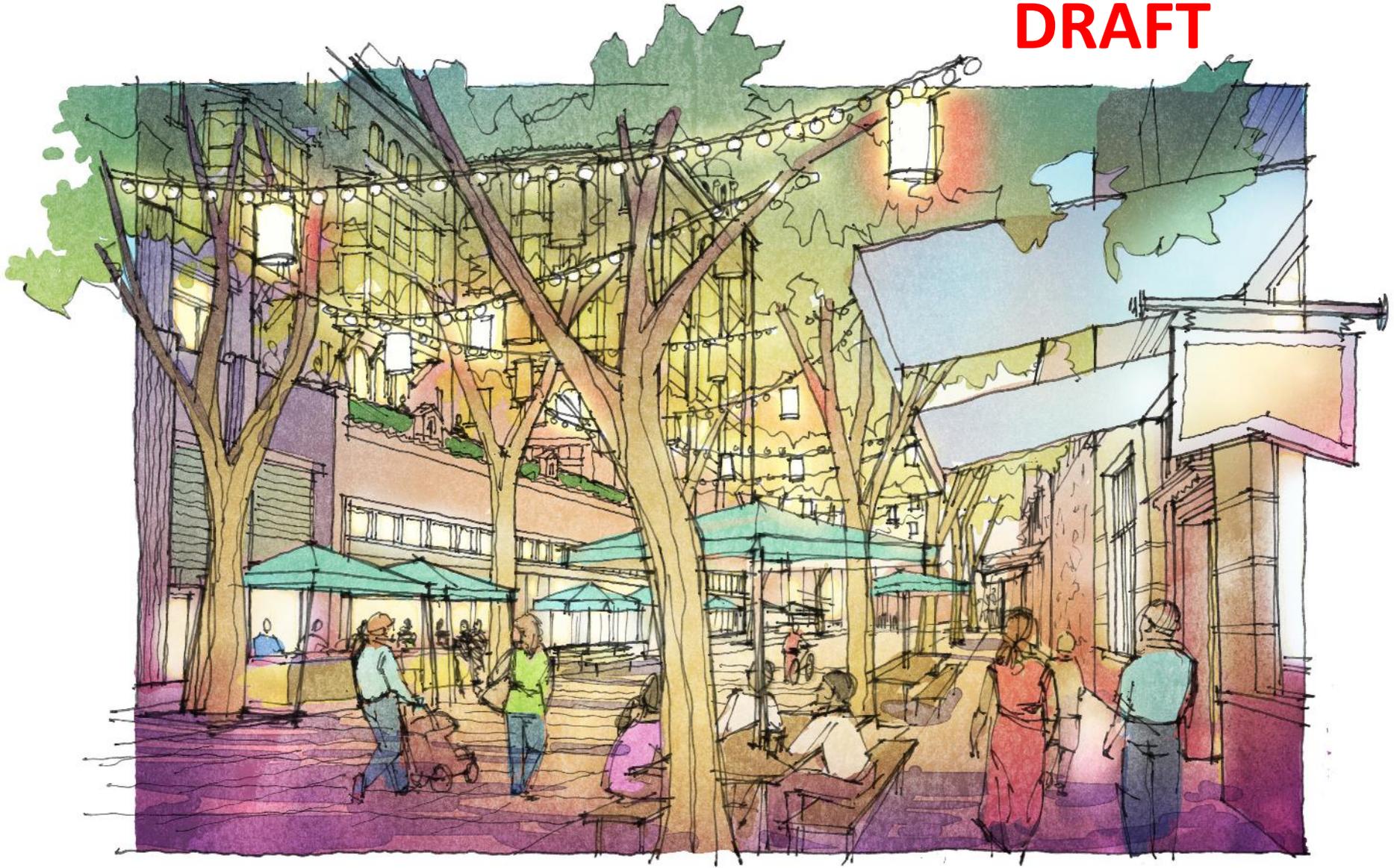
DRAFT



15th Street shared space

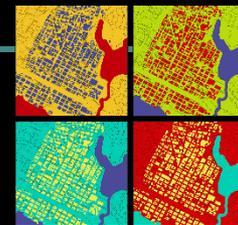


DRAFT



15th Street shared space between Webster & Franklin





preservation & urbanism

Oakland, CA 9th Street

DRAFT



Oakland, CA
9th Street

DRAFT



Oakland, CA 9th Street

DRAFT



Oakland, CA
9th Street

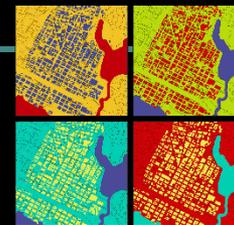
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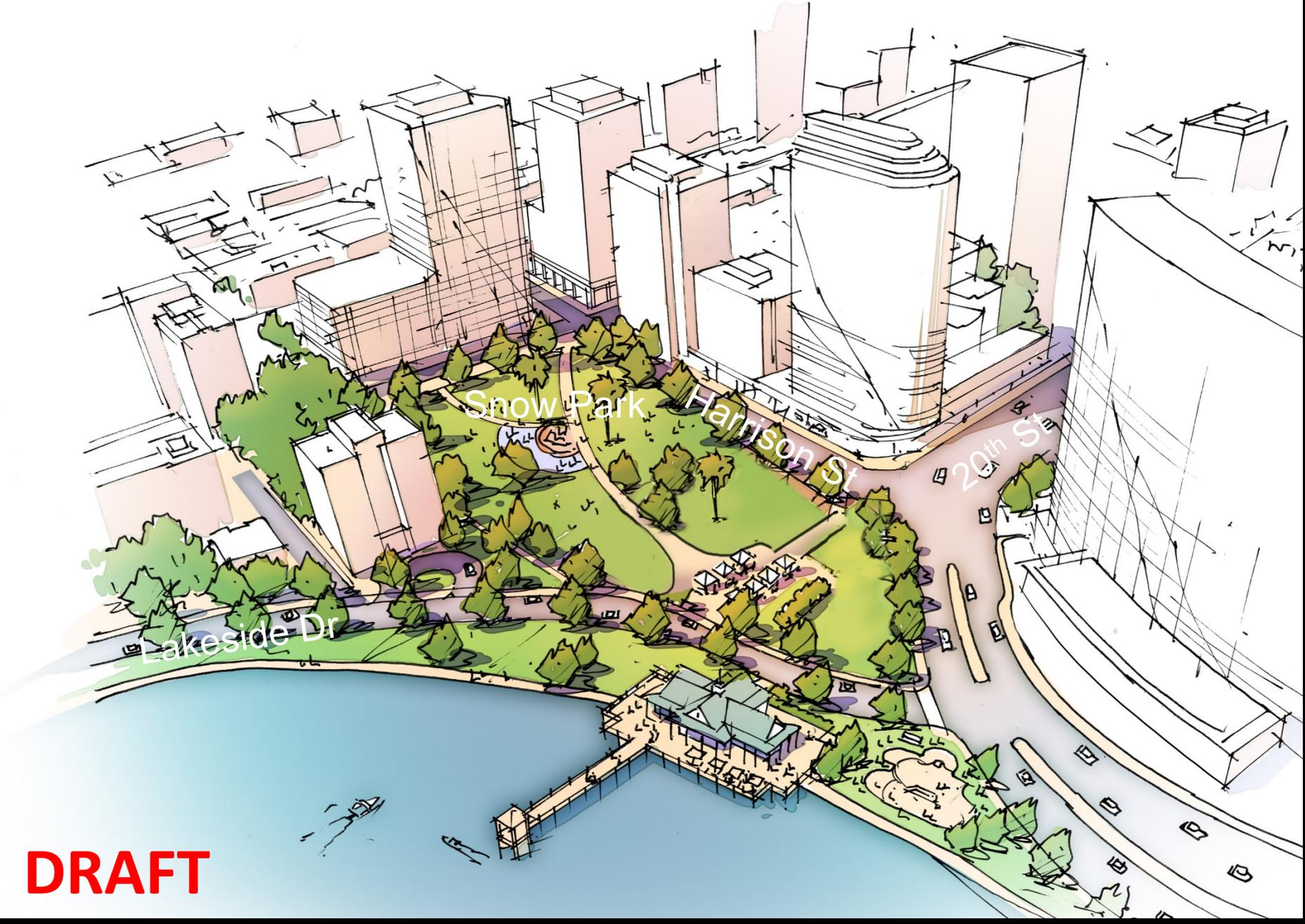
Oakland, CA 9th Street

DRAFT





public realm



DRAFT

Snow Park expansion

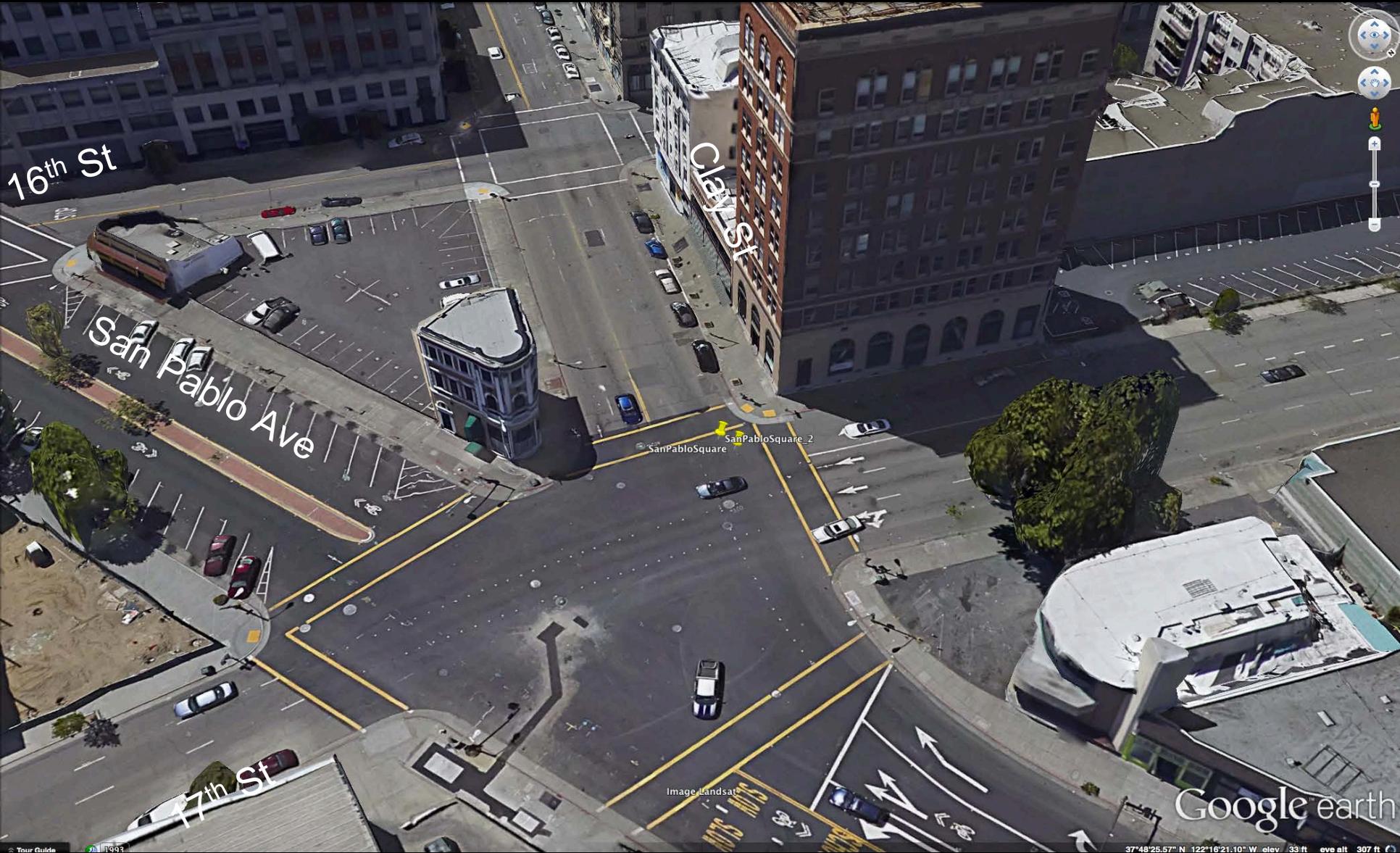


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West of San Pablo





16th St

Clark St

San Pablo Ave

17th St

SanPabloSquare
SanPabloSquare_2

Image Landsat

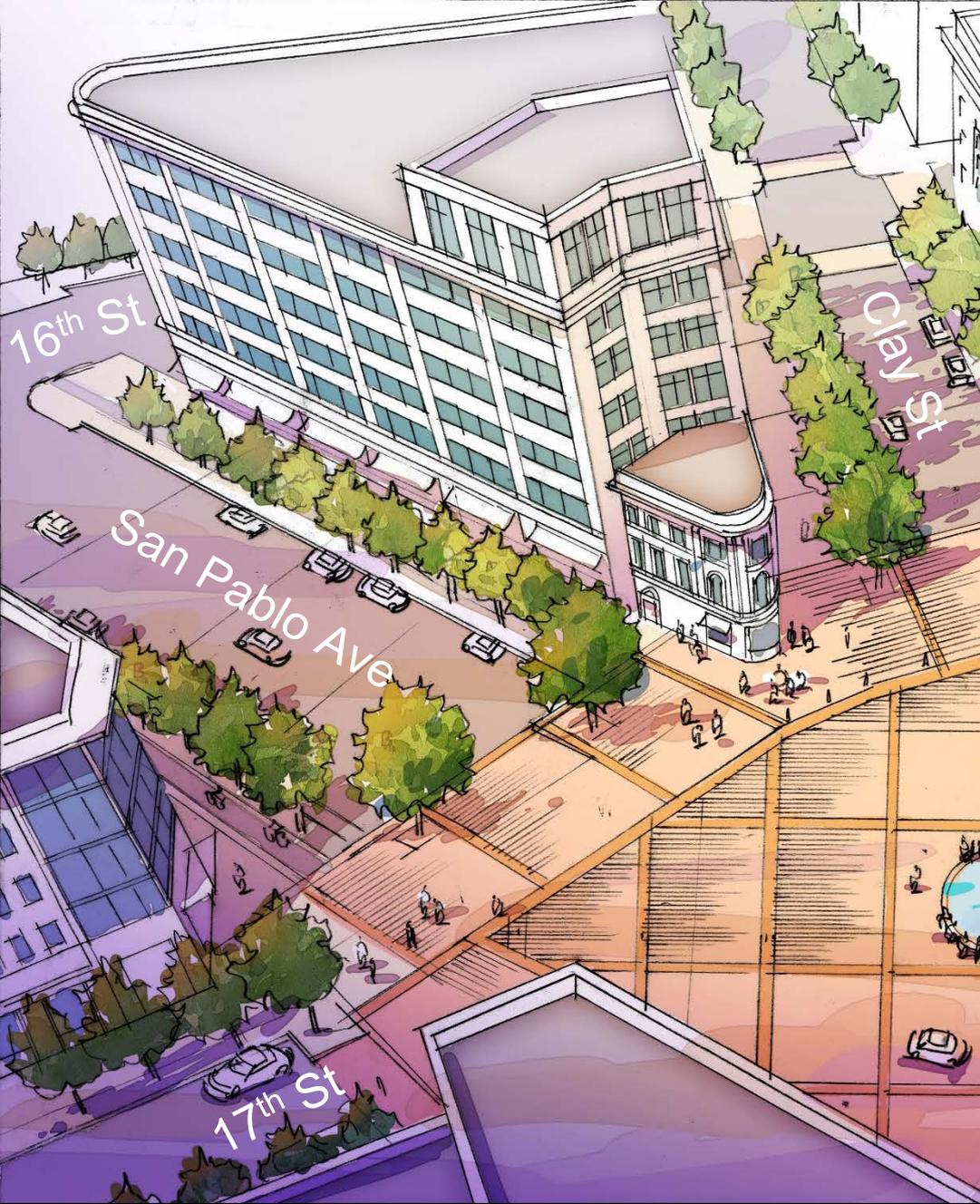
Google earth

37°48'25.57" N 122°16'21.10" W elev. 33 ft eye alt 307 ft

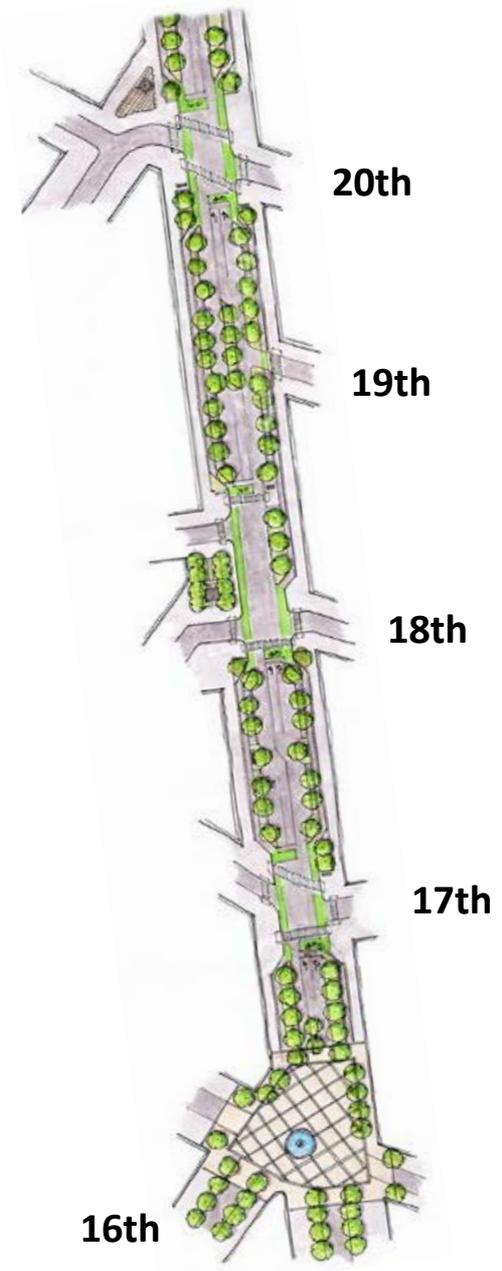
Tour Guide 11933

San Pablo shared space





San Pablo Avenue from 21st to 16th



AFT

San Pablo shared space

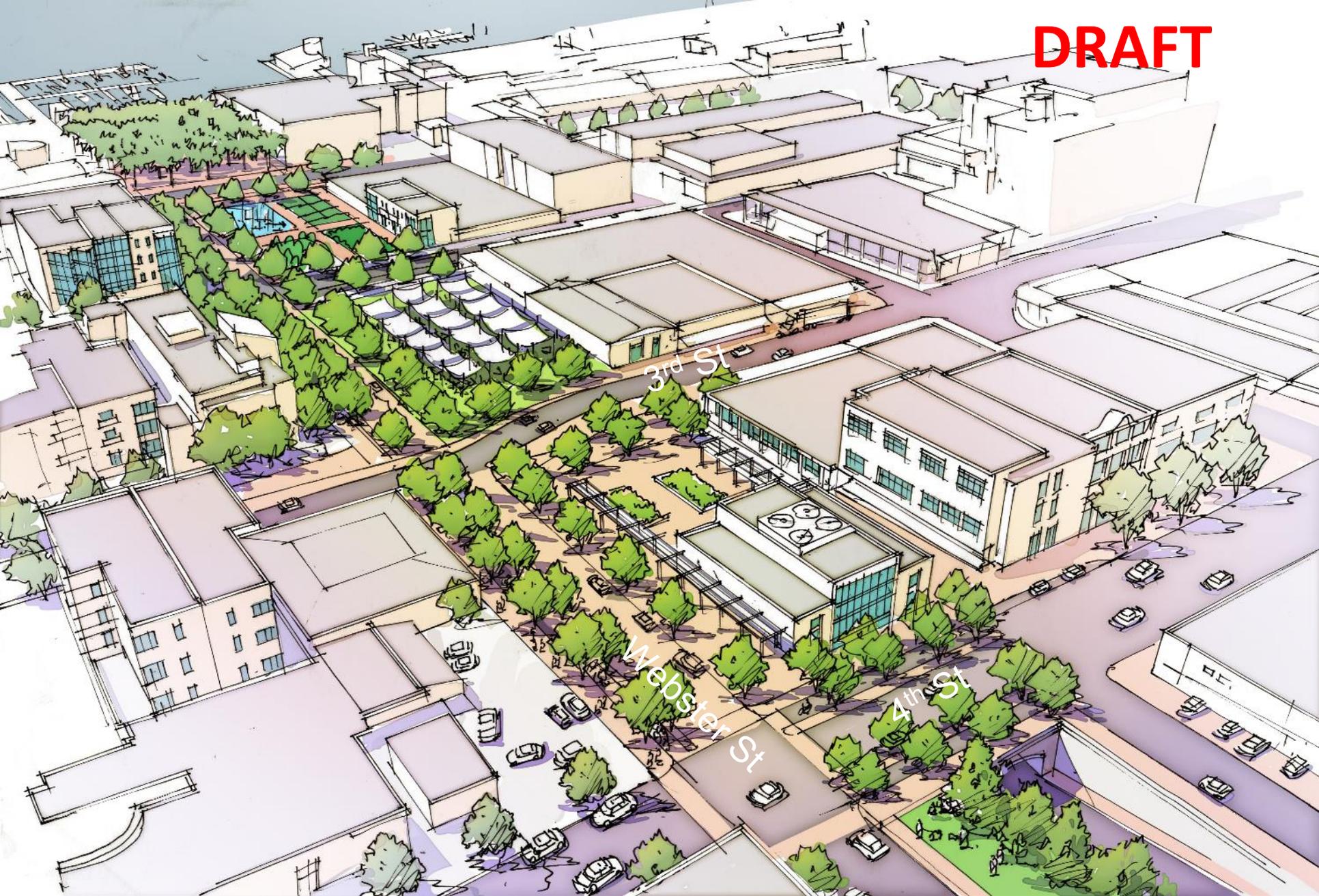




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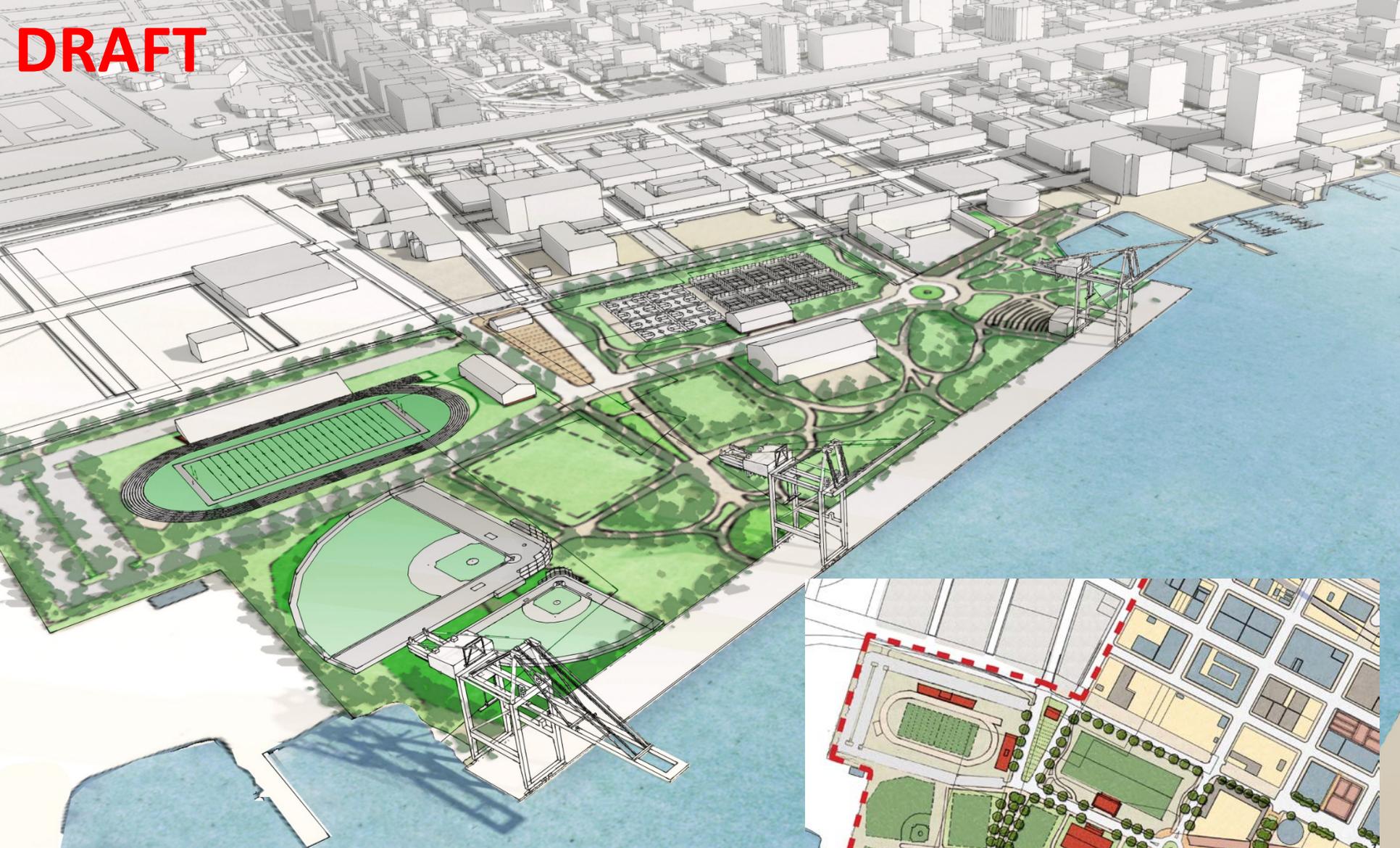
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Webster Green



DRAFT



What if? Howard Terminal

DRAFT

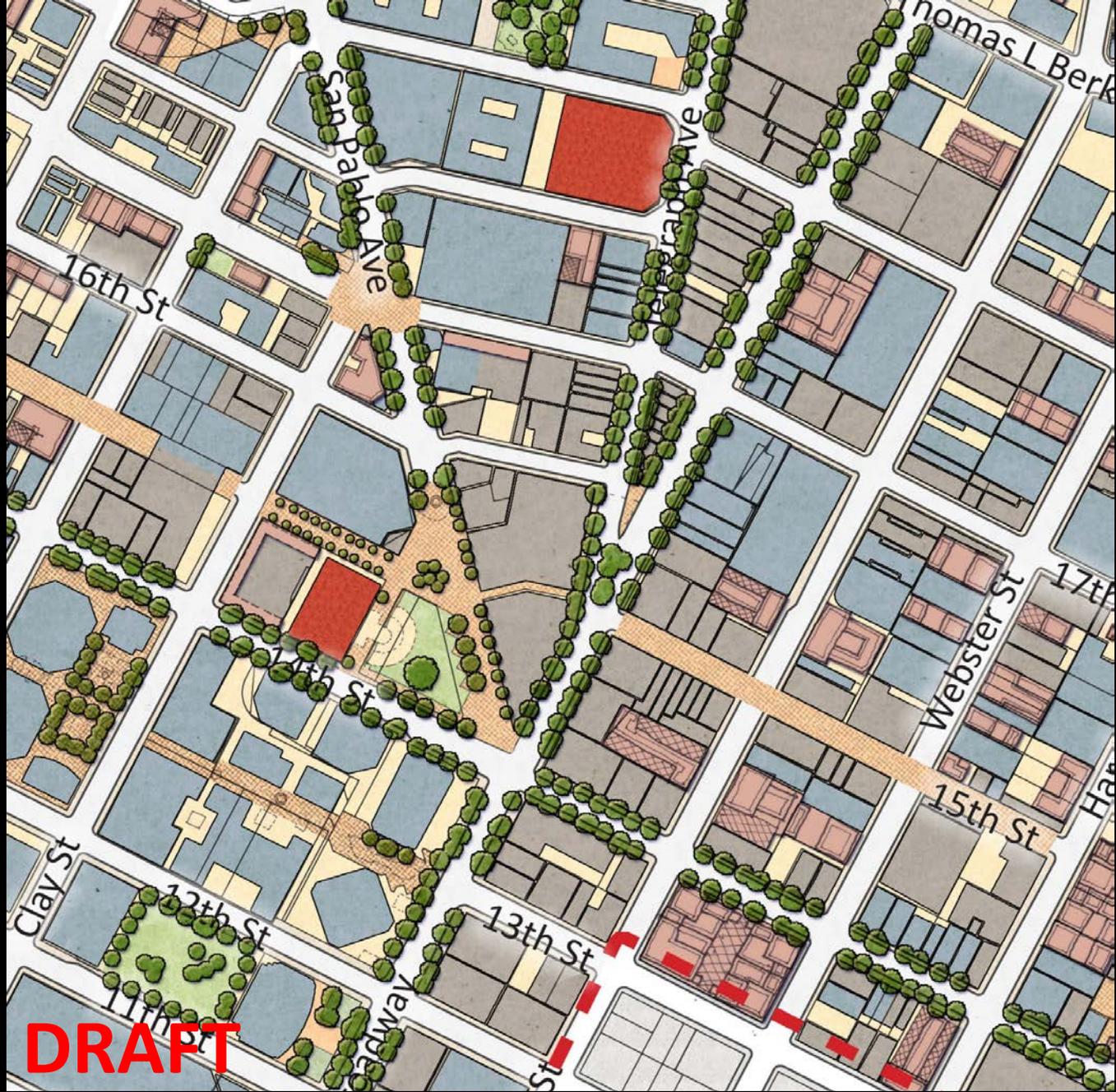


What if? Howard Terminal

DRAFT



What if? Howard Terminal



DRAFT

Broadway through City Center



Oakland, CA:
Latham Square

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Oakland, CA: Latham Square

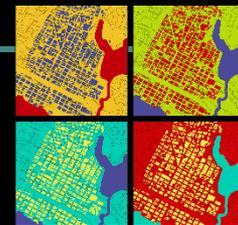
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Oakland, CA: Latham Square

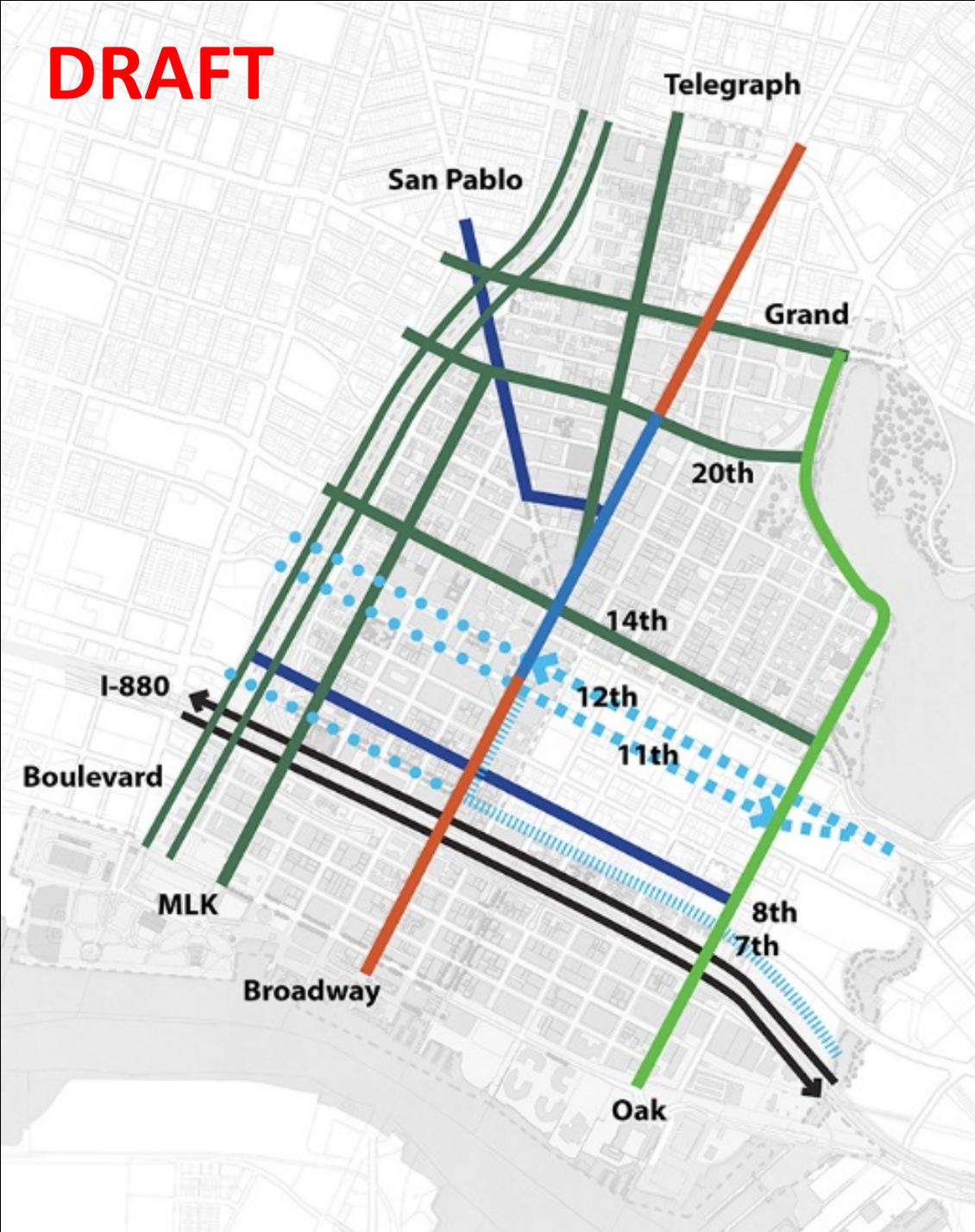
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connectivity & mobility

DRAFT

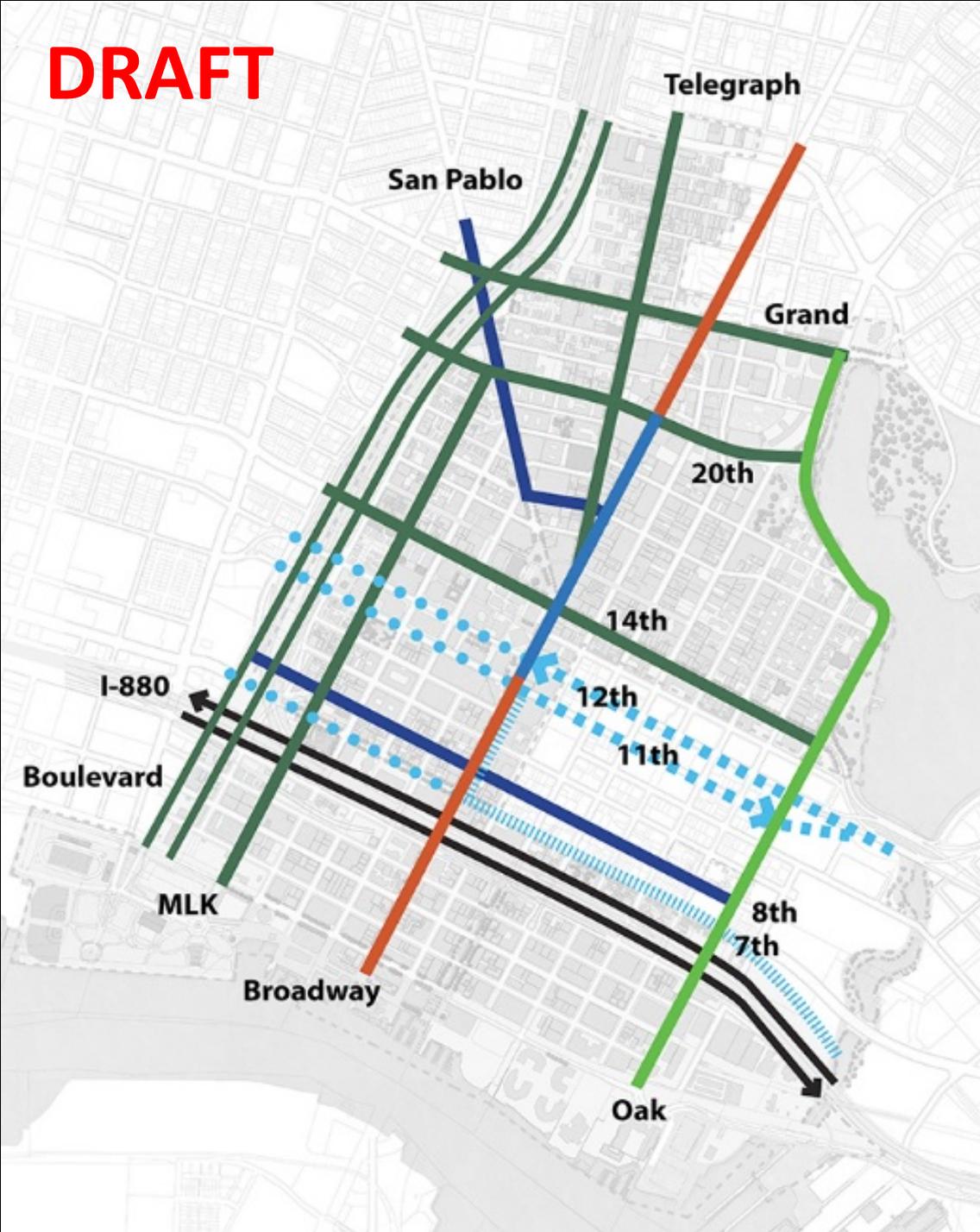


Big Themes

- 1) Complete streets throughout downtown
- 2) Employ design features that are environmentally-friendly & inclusive of people with disabilities
- 3) 1-way to 2-way restorations
- 4) Broadway should be “complete” & special
- 5) I-980 is the source of many problems & needs replacing with contributing streets
- 6) Move the I-880 ramps out of the center of downtown



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“Complete” Downtown Streets:

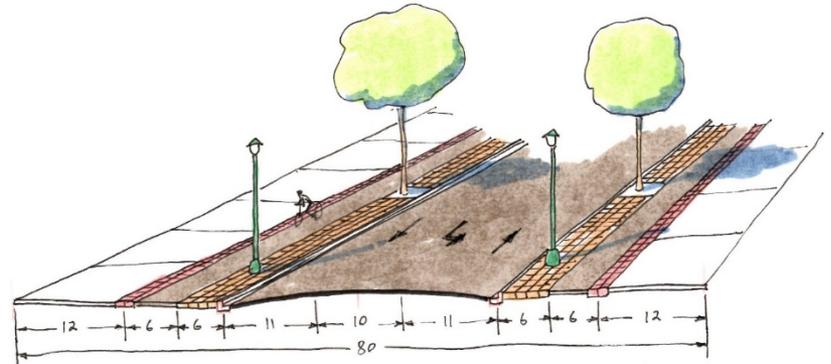
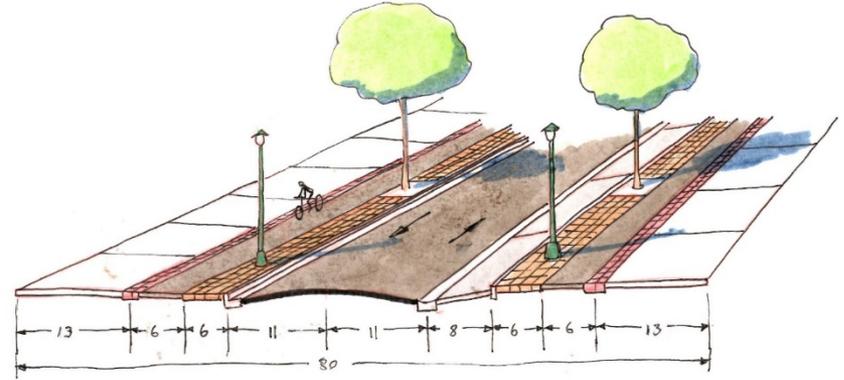
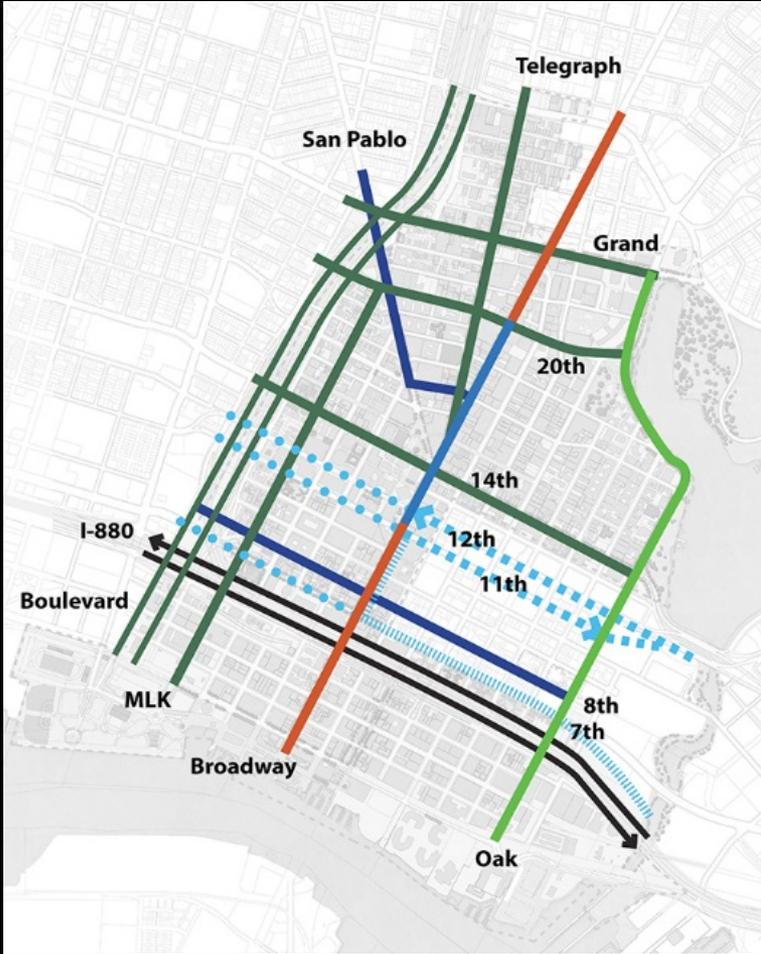
- via dedicated facilities
- via slow design speeds

Principles:

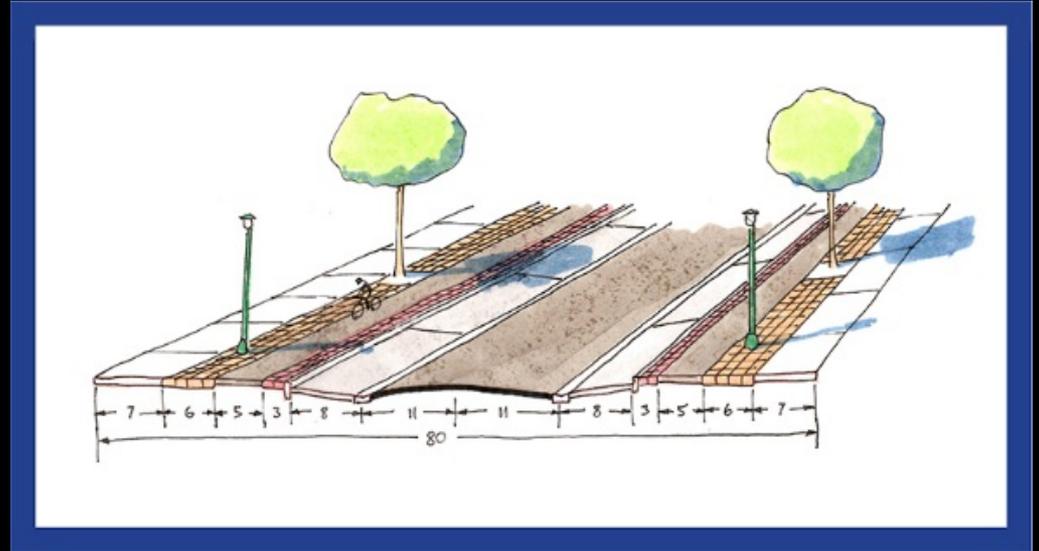
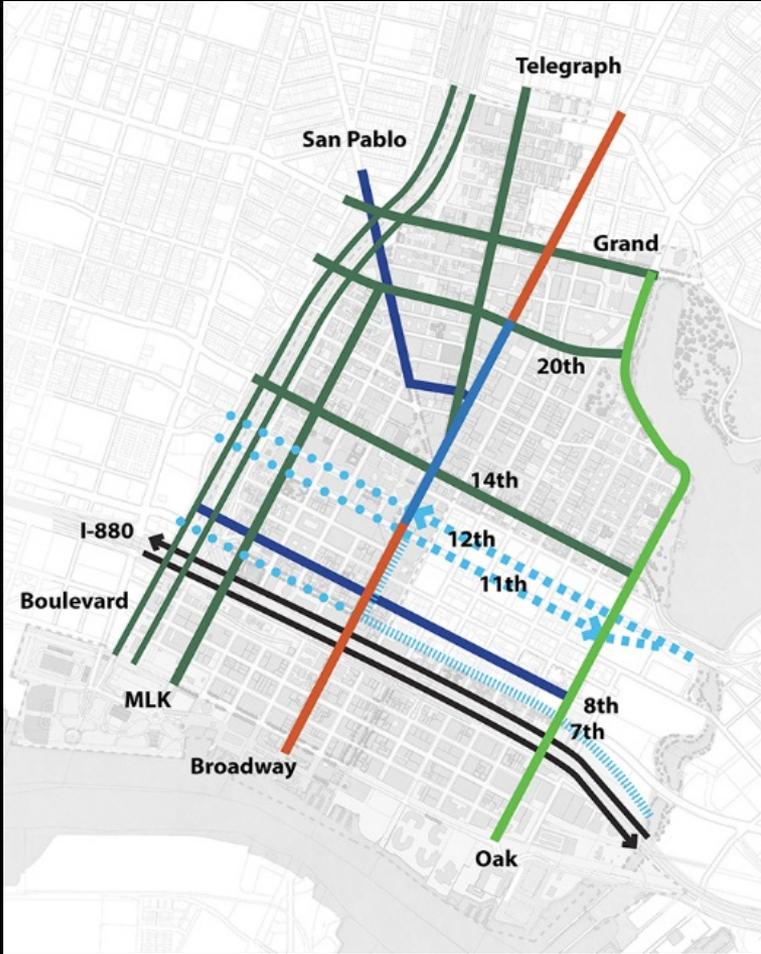
- inclusive
- safe
- comfortable to use
- attractive
- functional
- direct routing



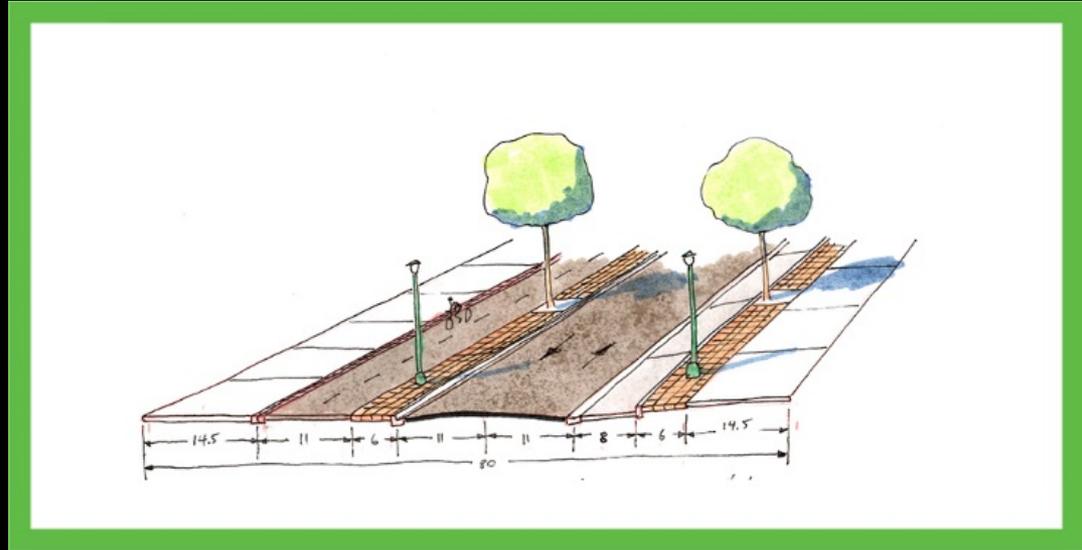
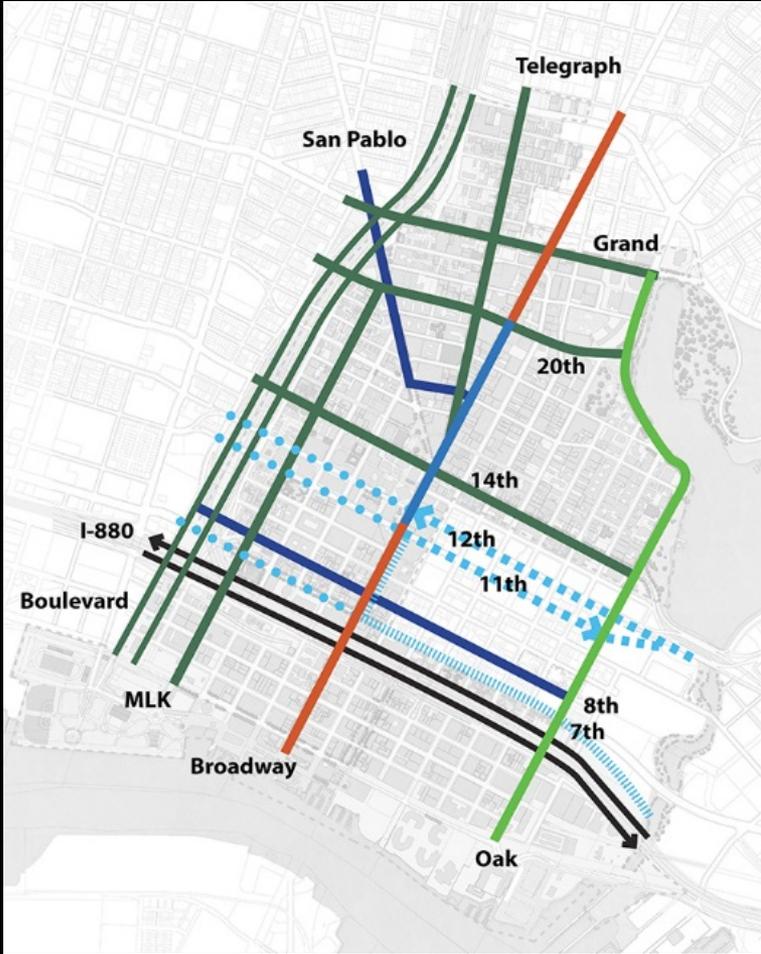
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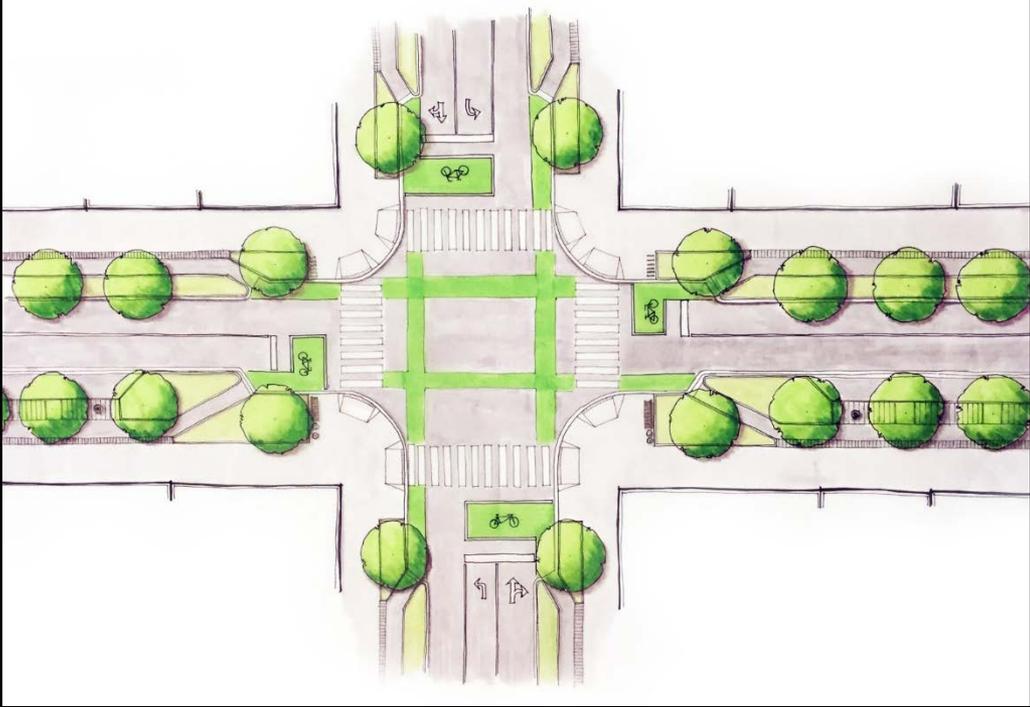
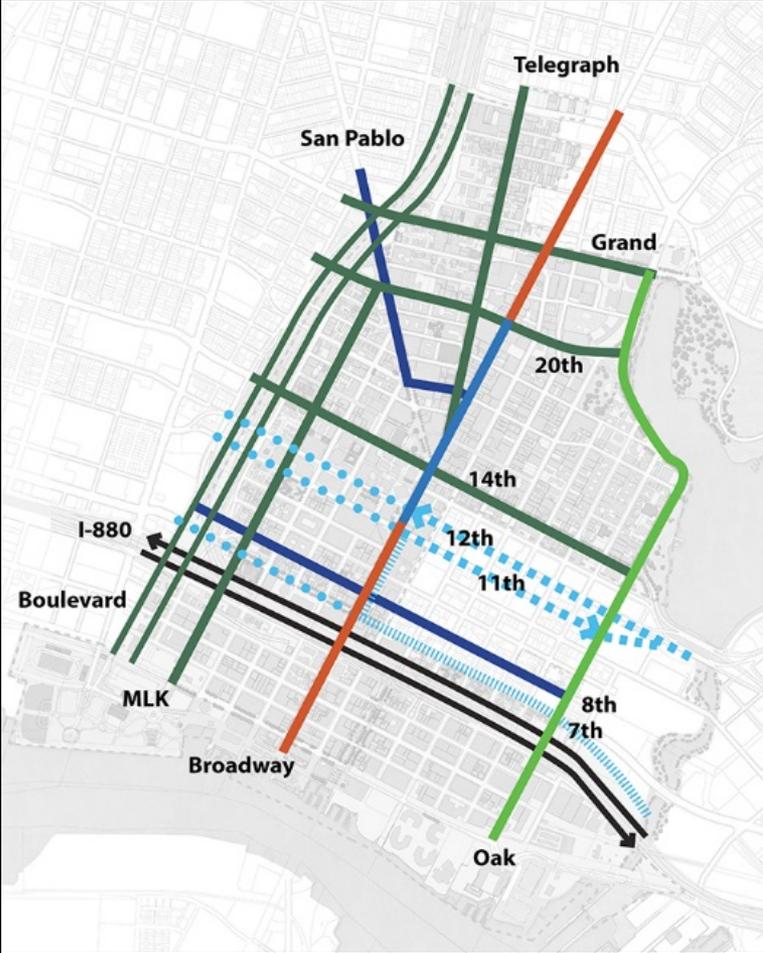
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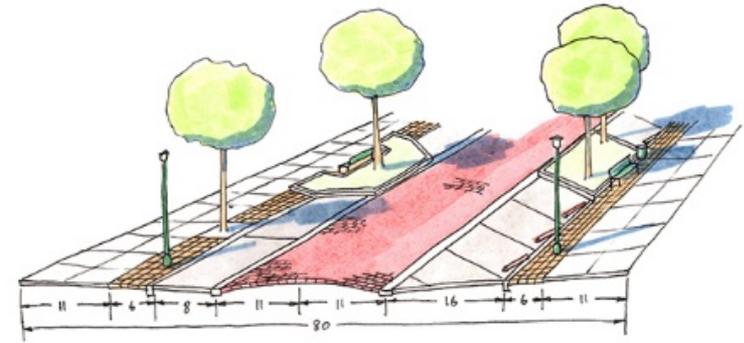
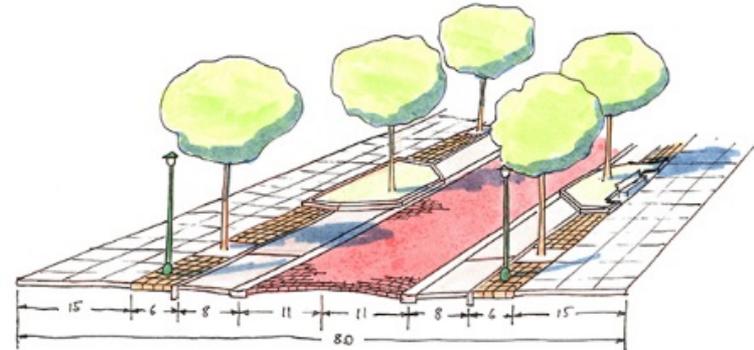
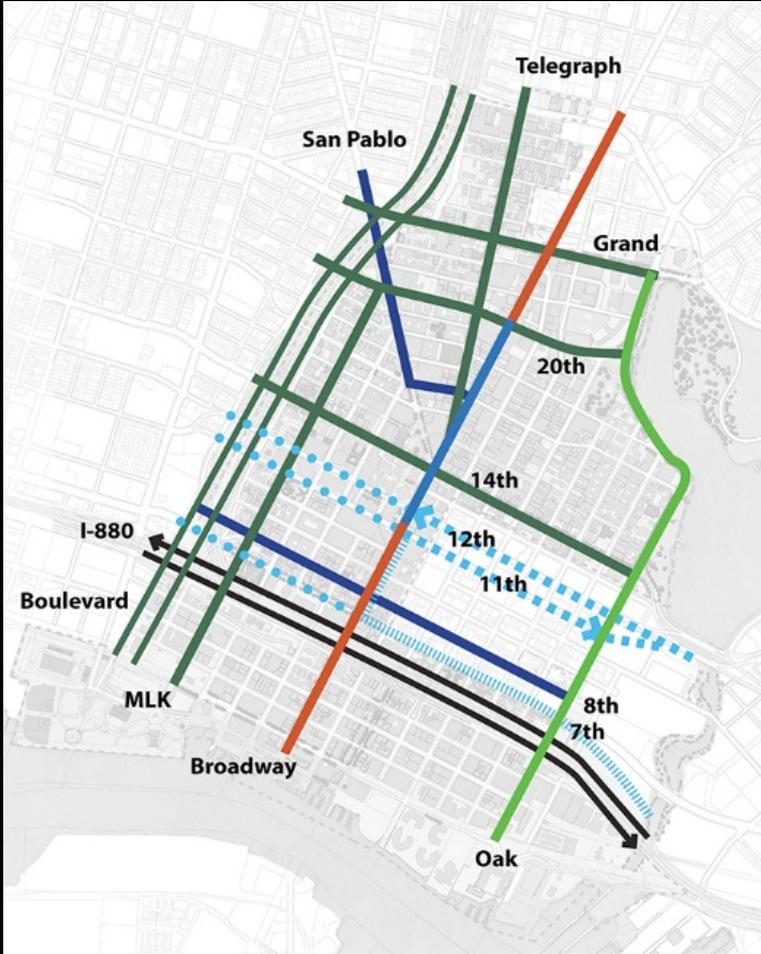
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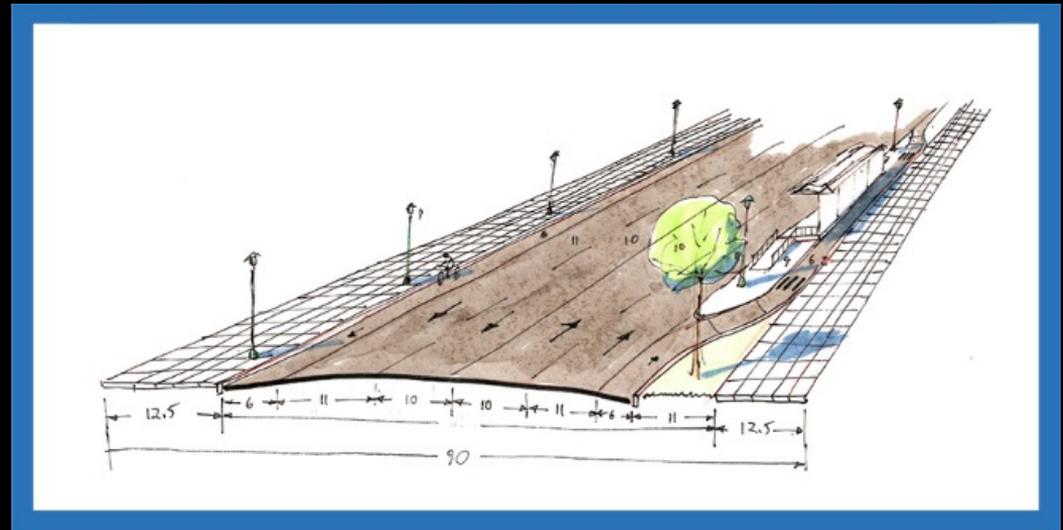
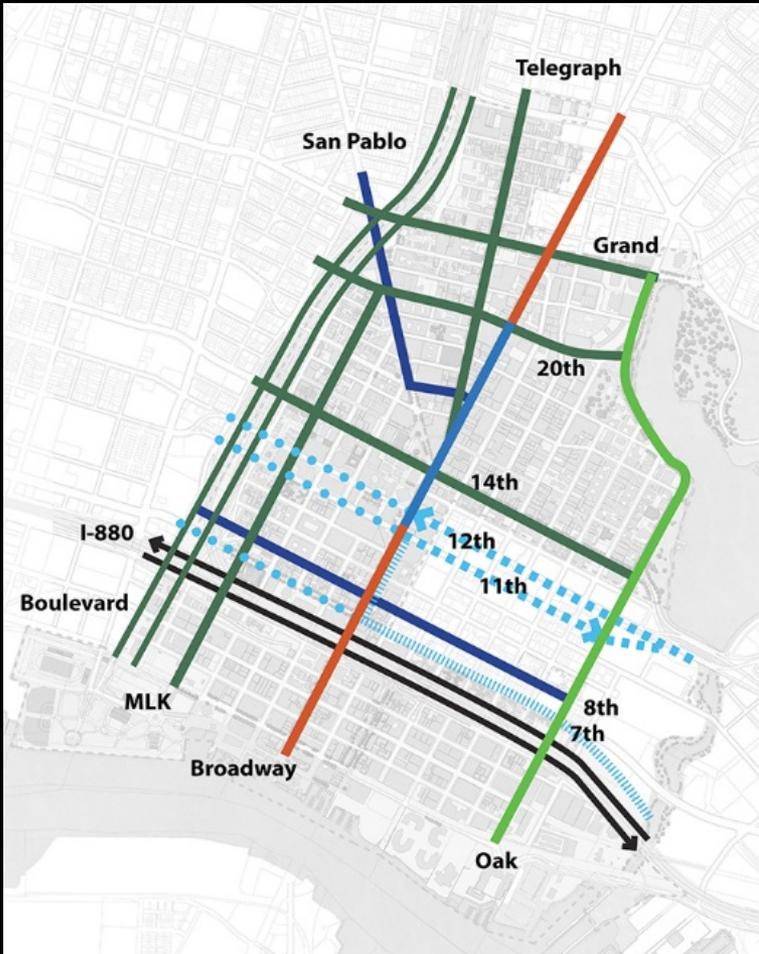
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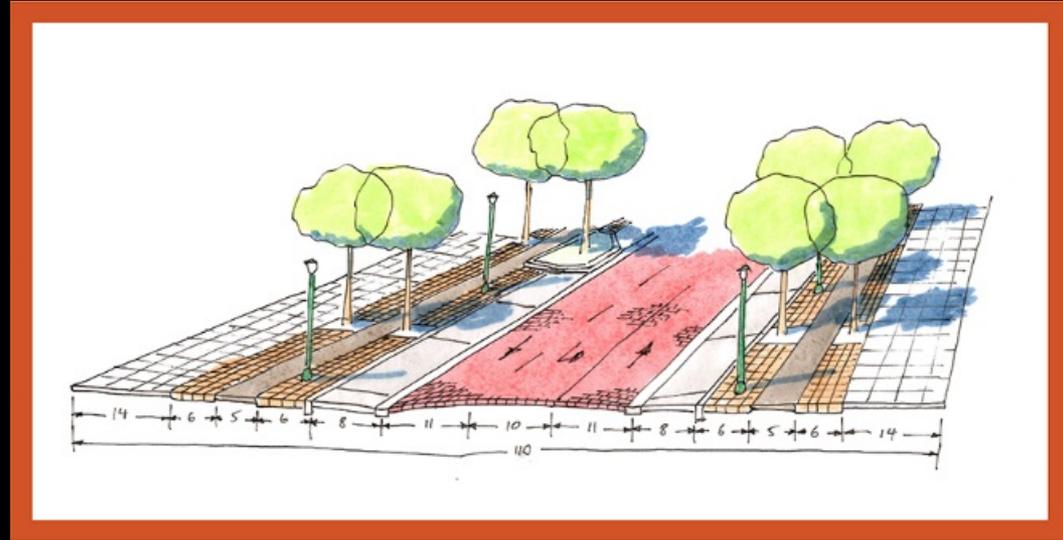
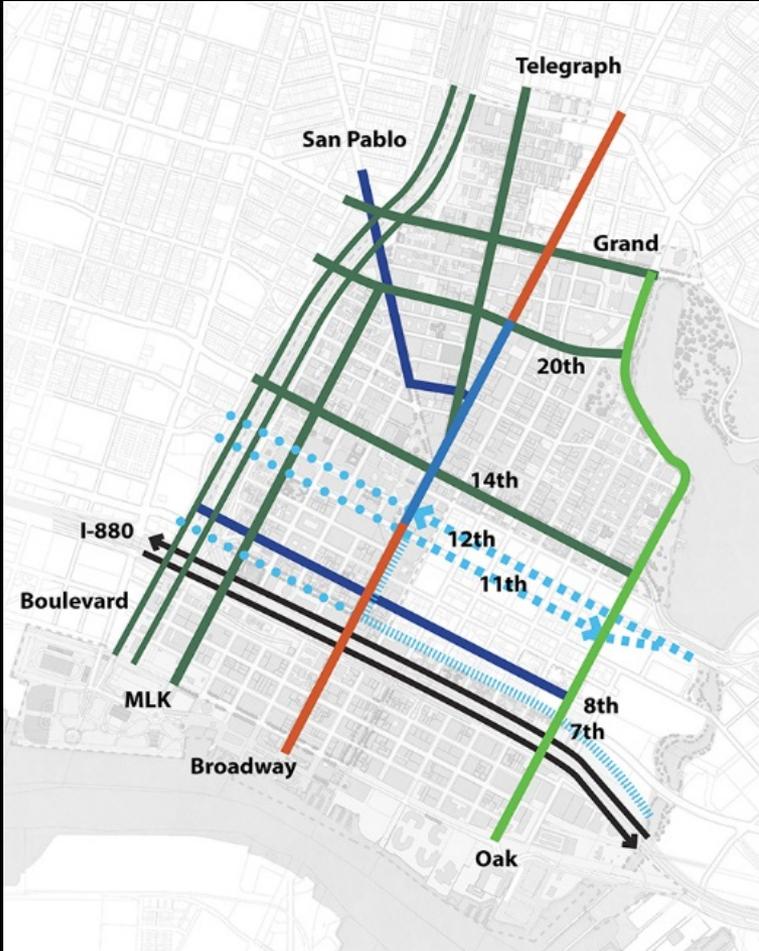
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Broadway at 14th
The Most Constrained Part (90' from building to building)



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Broadway, south of 11th
Huge opportunity





CONNECT OAKLAND

A vision to reconnect neighborhoods and connect cities



1968



1968



1980



1980



TODAY



TODAY



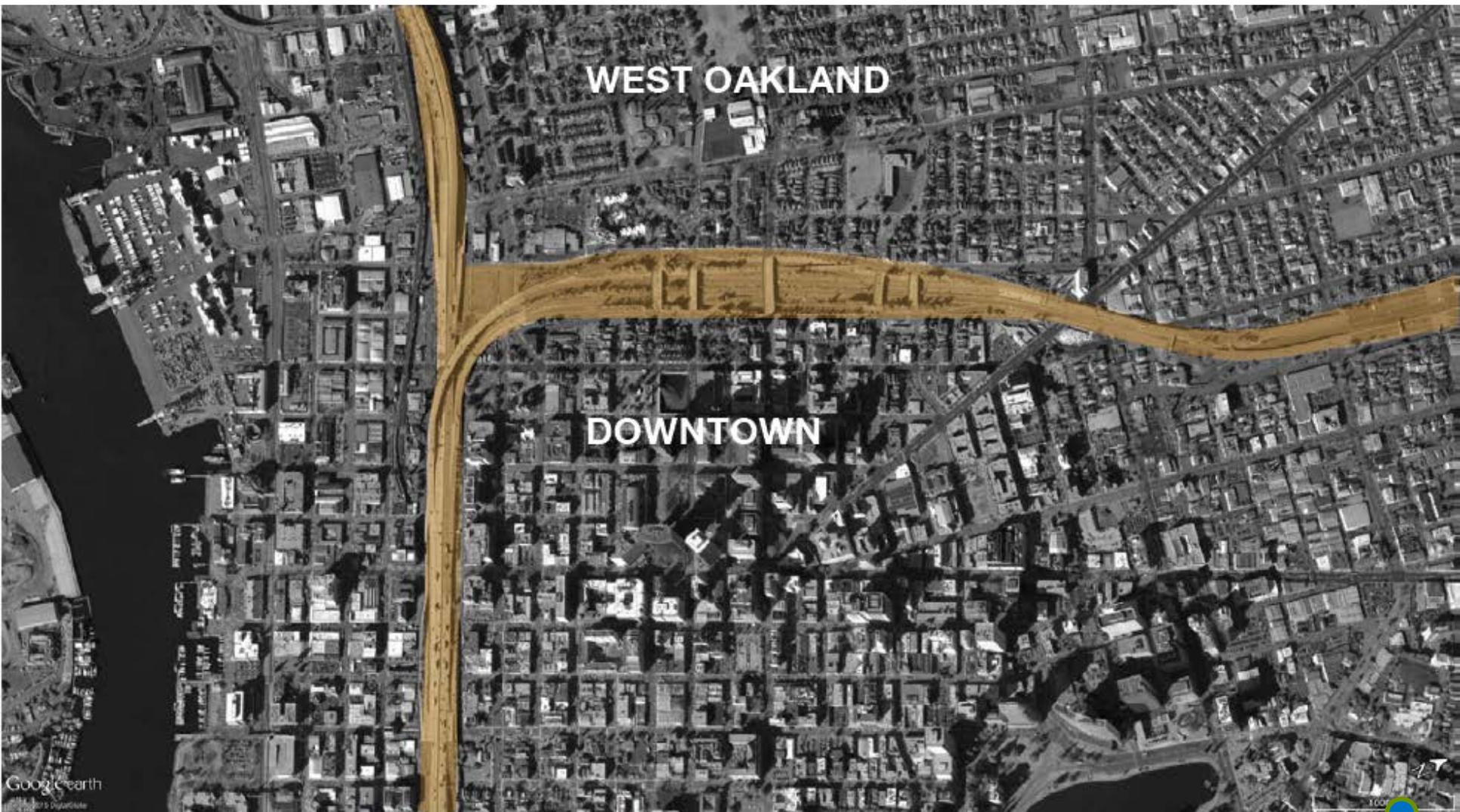
TOMORROW?



TOMORROW?



RECONNECT WEST OAKLAND TO DOWNTOWN BY REESTABLISHING 12 CITY STREETS AND REDUCING WALK DISTANCE ACROSS THE ROW AND BETTERING ACCESS BETWEEN THE NEIGHBORHOODS.

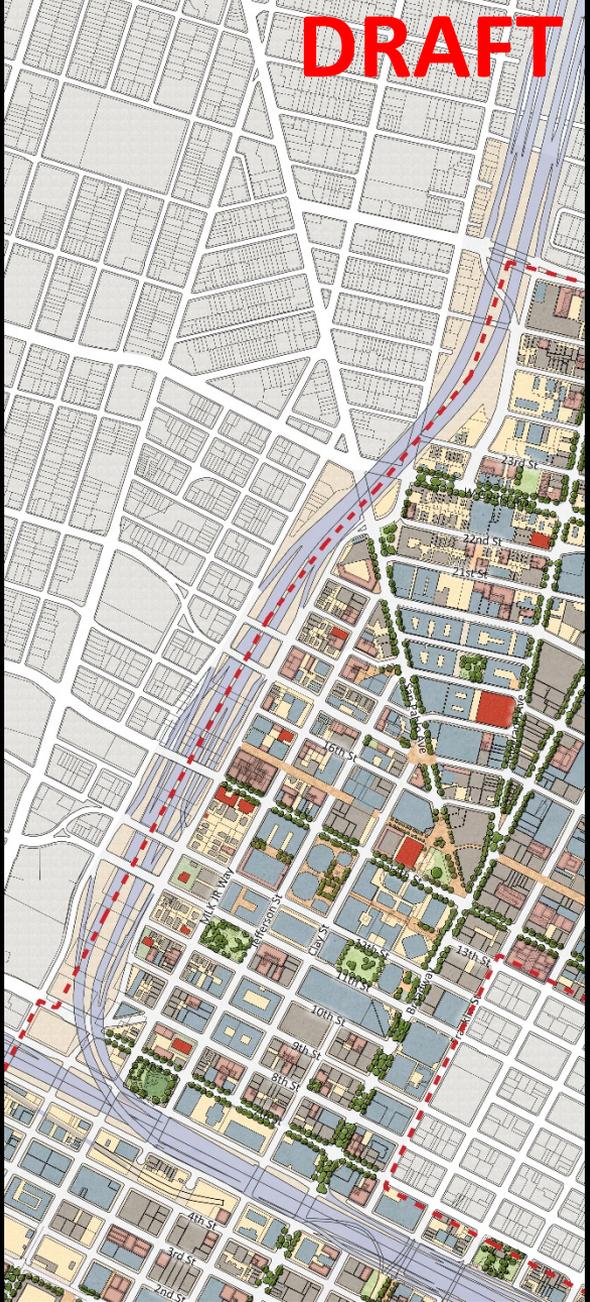


RECONNECT WEST OAKLAND TO DOWNTOWN

BY REESTABLISHING 12 CITY STREETS AND REDUCING WALK DISTANCE ACROSS THE ROW AND BETTERING ACCESS BETWEEN THE NEIGHBORHOODS.



DRAFT



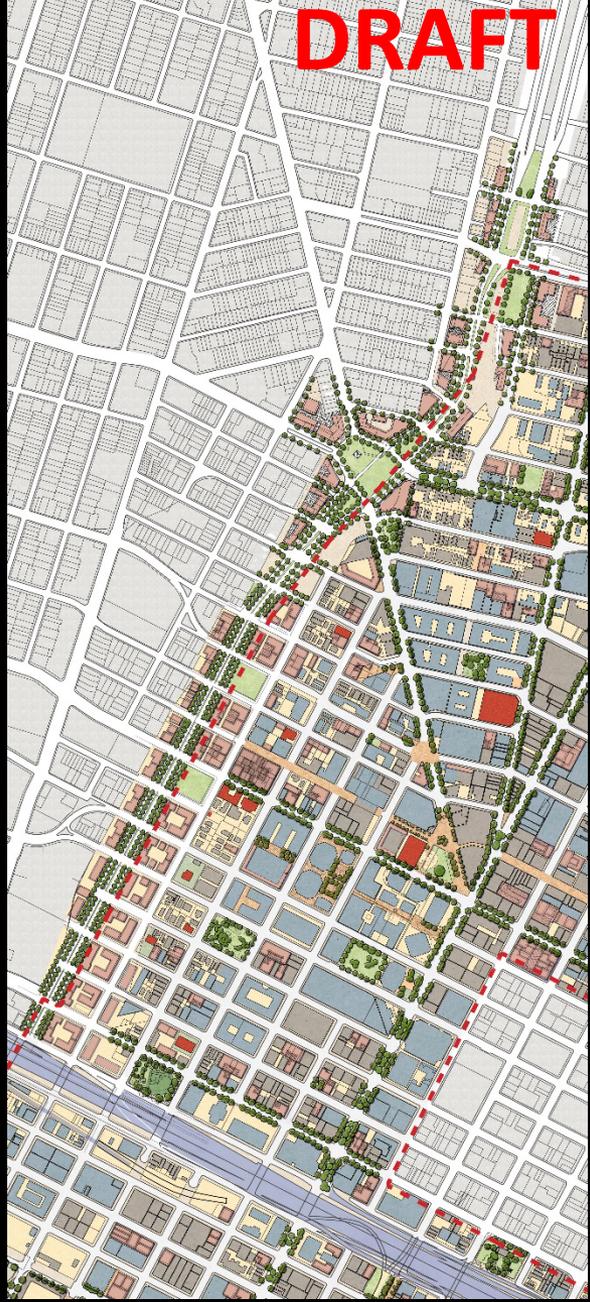
Highway

DRAFT



Boulevard

DRAFT



Boulevard, Extended

DRAFT



I-980 transformation



DRAFT



I-980 transformation



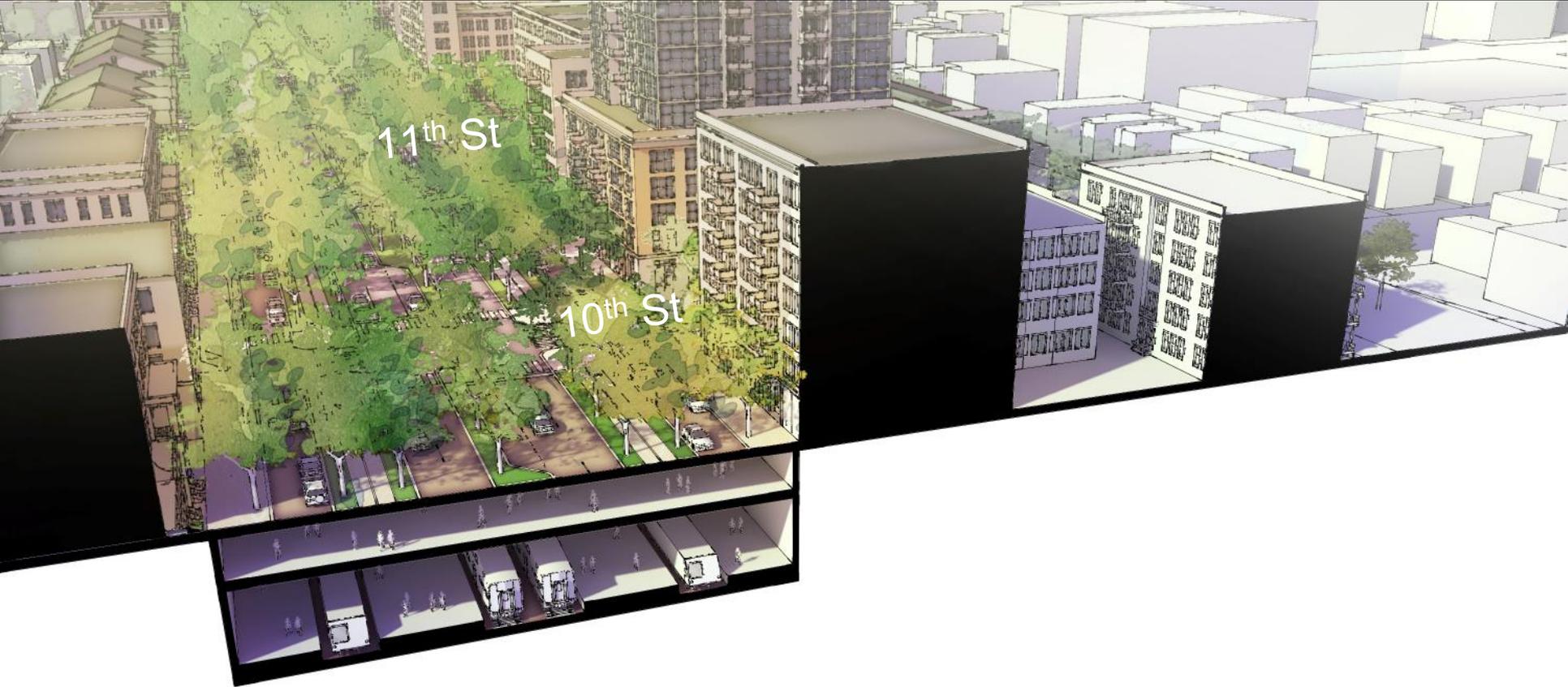
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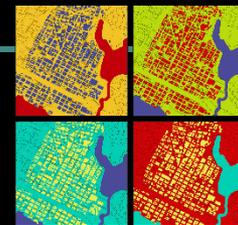


I-980 transformation



DRAFT





**existing economic
conditions**

**DOWNTOWN OAKLAND MARKET
ASSESSMENT FINDINGS
INTERNAL CHARRETTE TEAM
PRESENTATION**

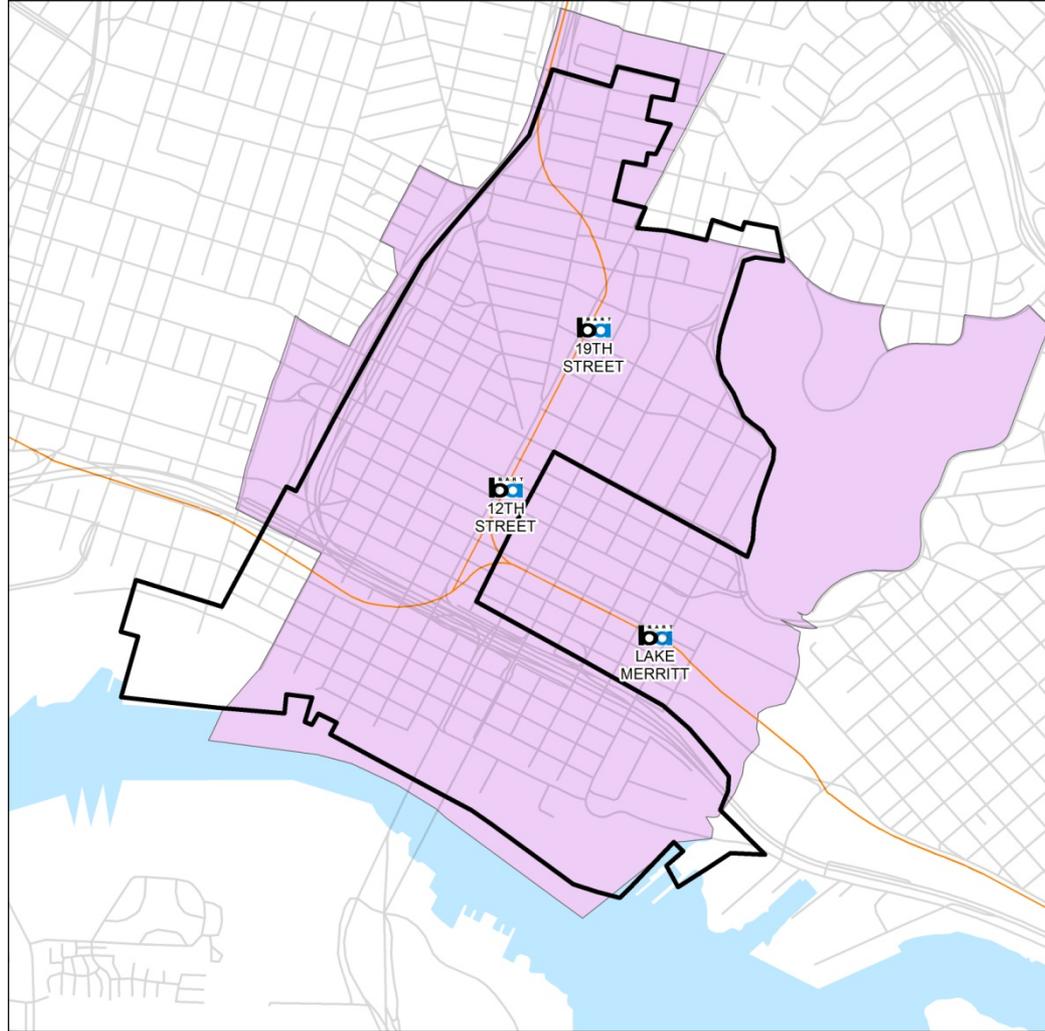


STRATEGICECONOMICS

October 21, 2015

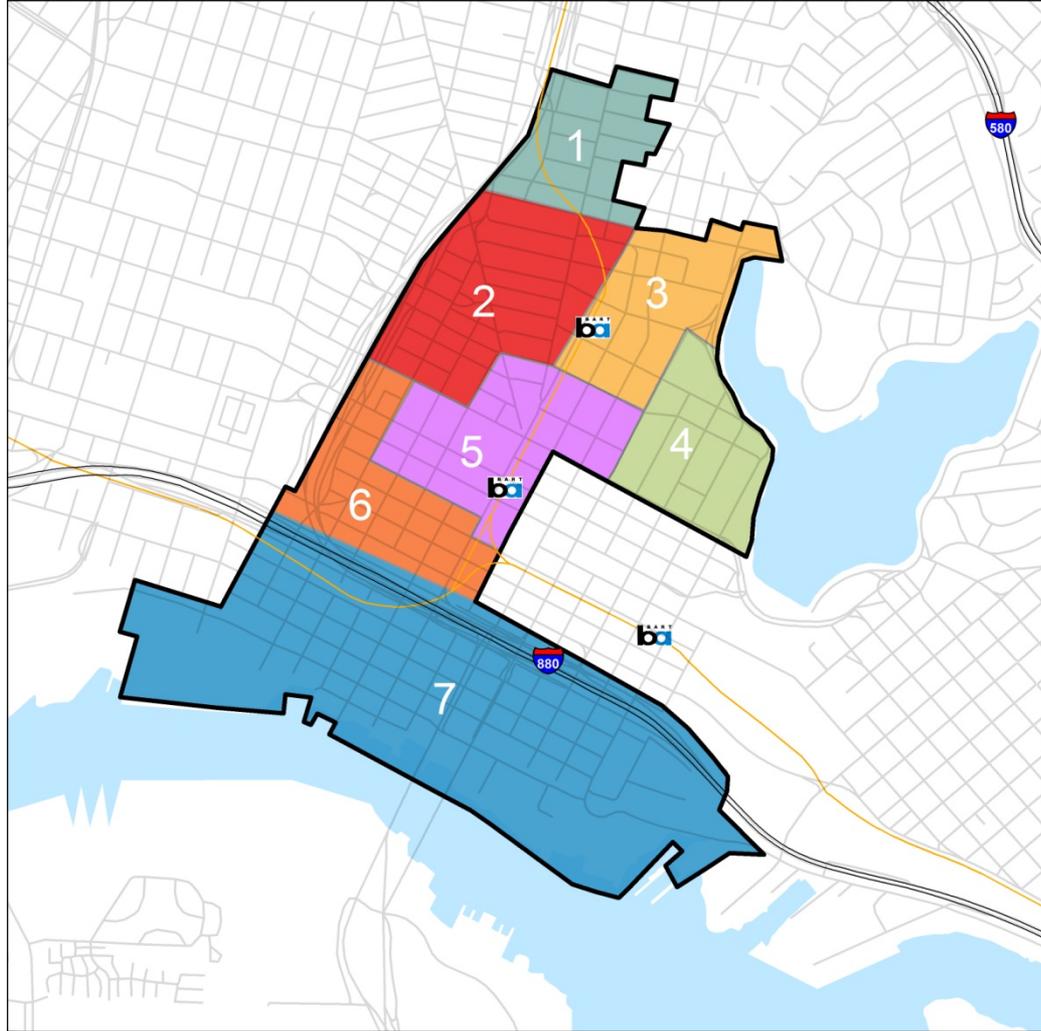


Demographics, Commute, Employment



U.S Census Block Groups Used for Analysis

- 2013 Block Group Boundary (Greater Downtown)
- Downtown Oakland Specific Plan Area
- BART Line



City and Plan Area Reference Map

- 1. Koreatown Northgate (KONO)
- 2. Uptown
- 3. Lake Merritt Office District
- 4. Lakeside
- 5. City Center Area
- 6. Old Oakland
- 7. Jack London District
- Downtown Oakland Specific Plan Area
- BART Line



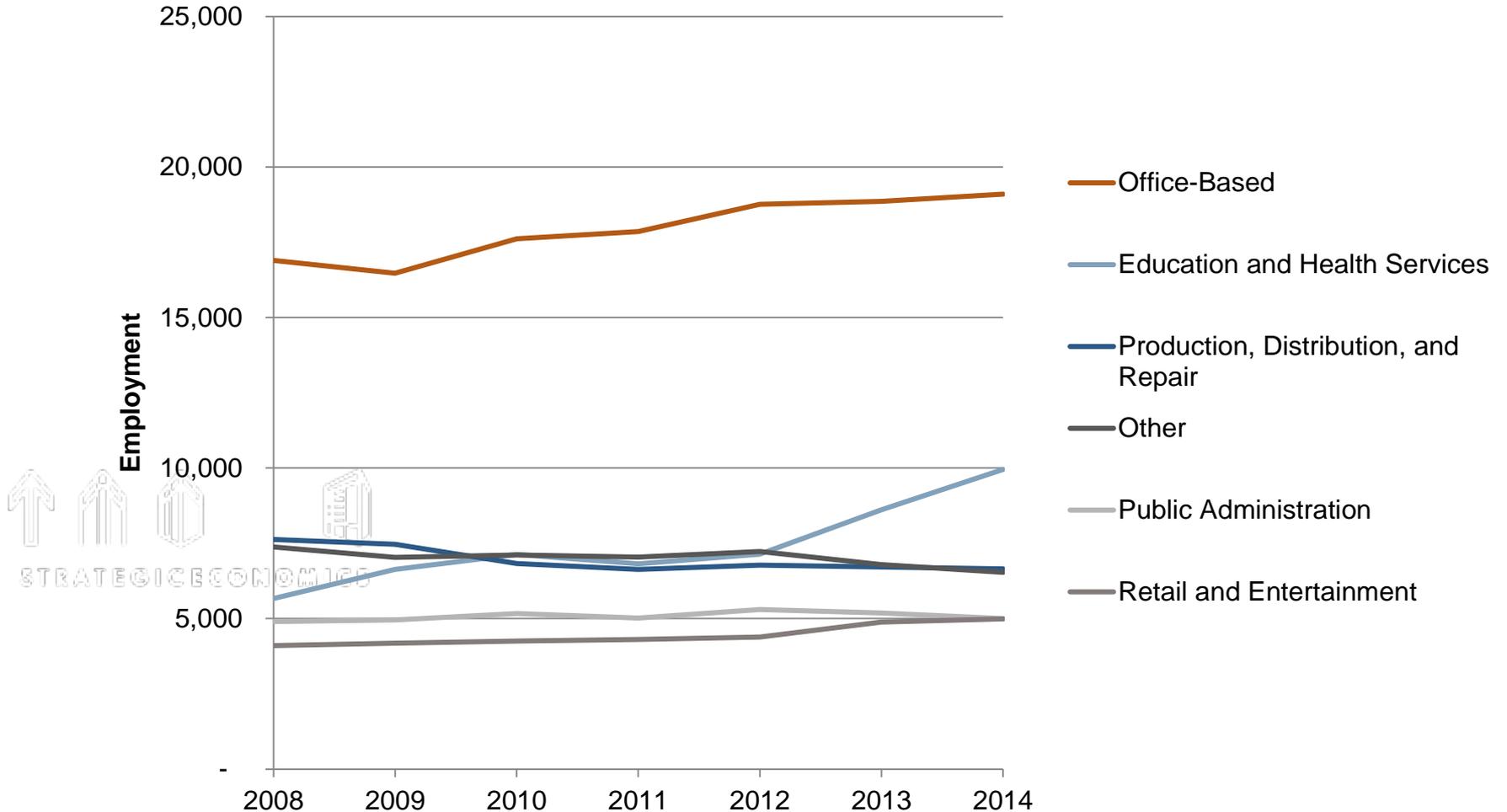
Median Household Income



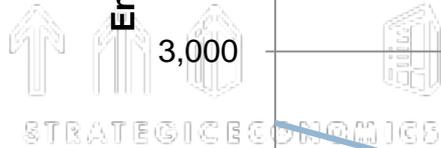
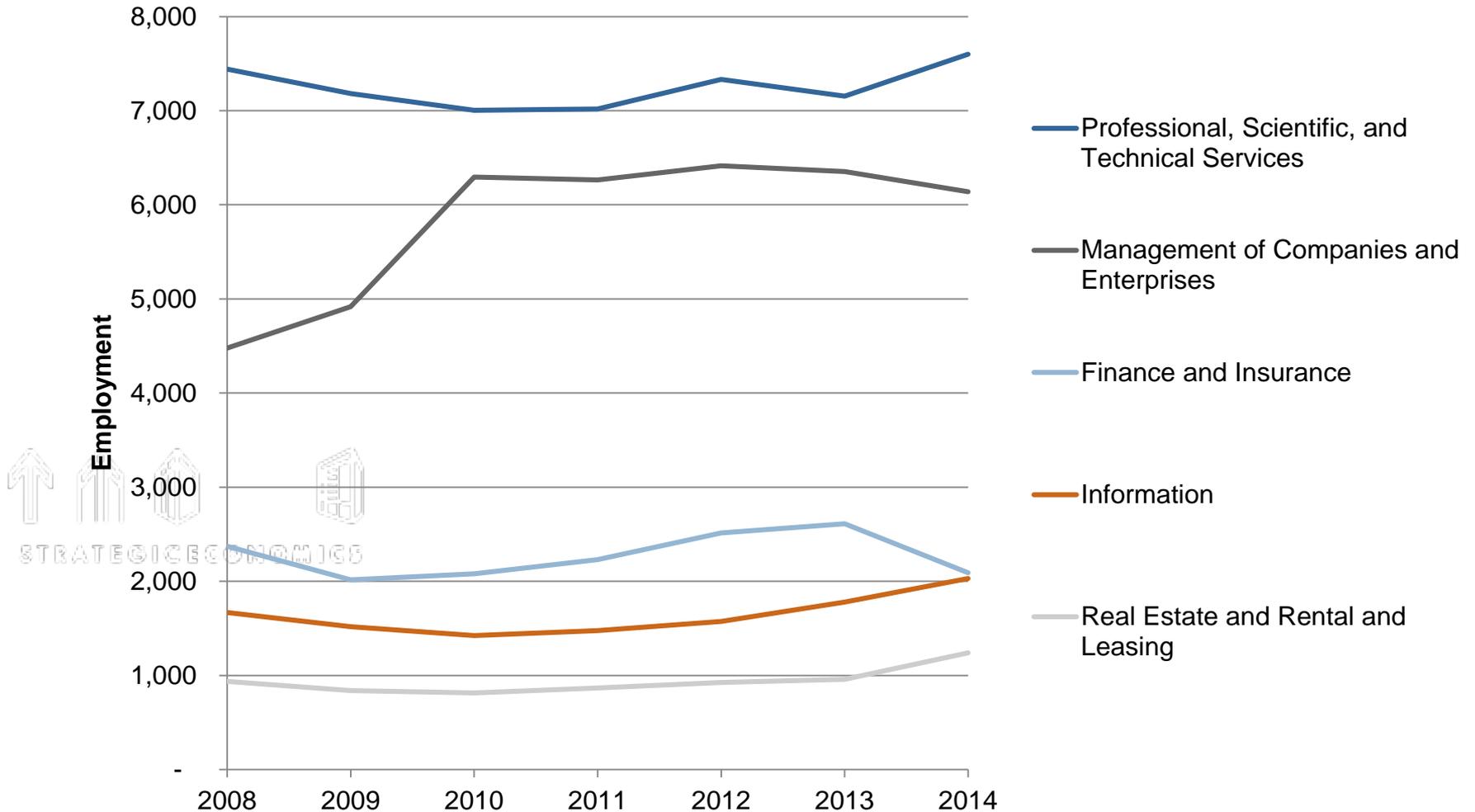
Sources: US American Community Survey 5-Year Estimates, 2009-2013; US TIGER Line Data, 2013; Strategic Economics, 2015.

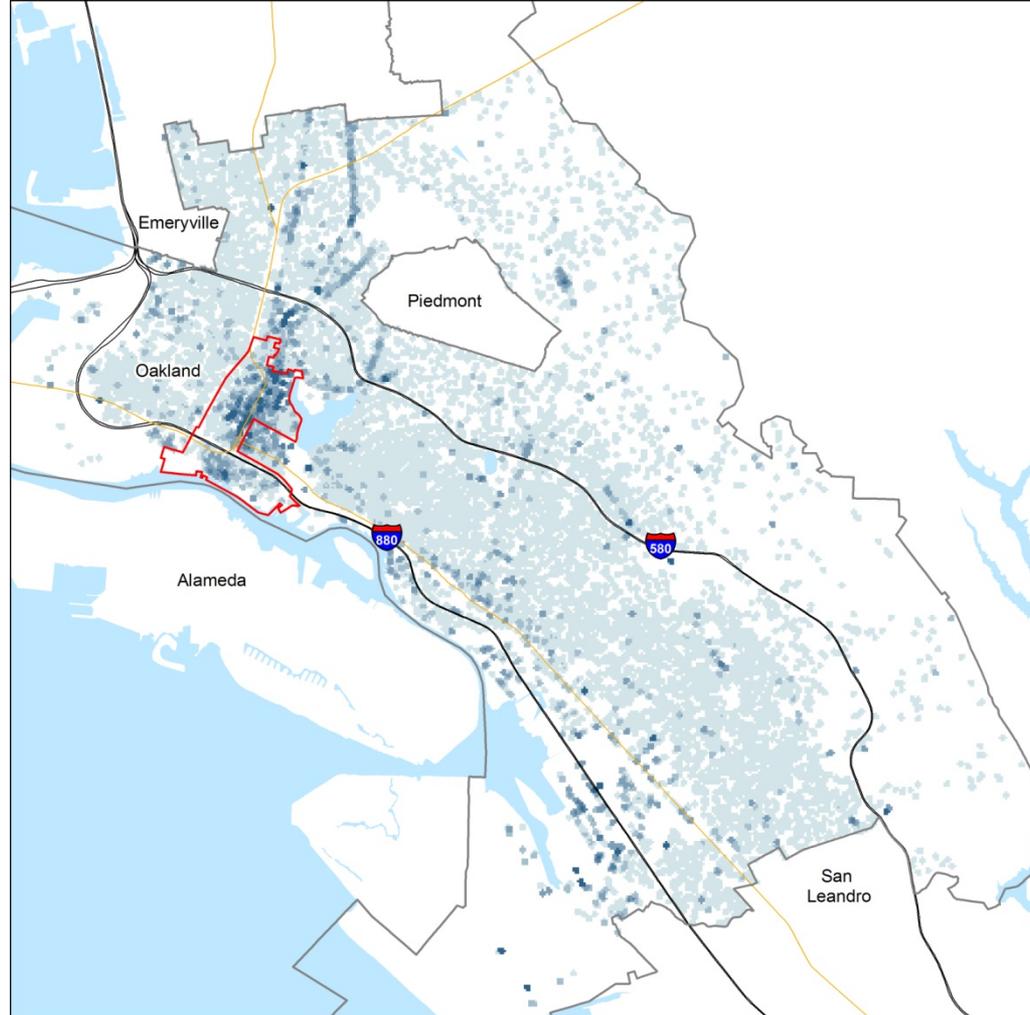


Employment by Industry Group, Plan Area, 2008 to 2014



Office-Based Industry Group Employment by Industry Sector, Plan Area, 2008 to 2014

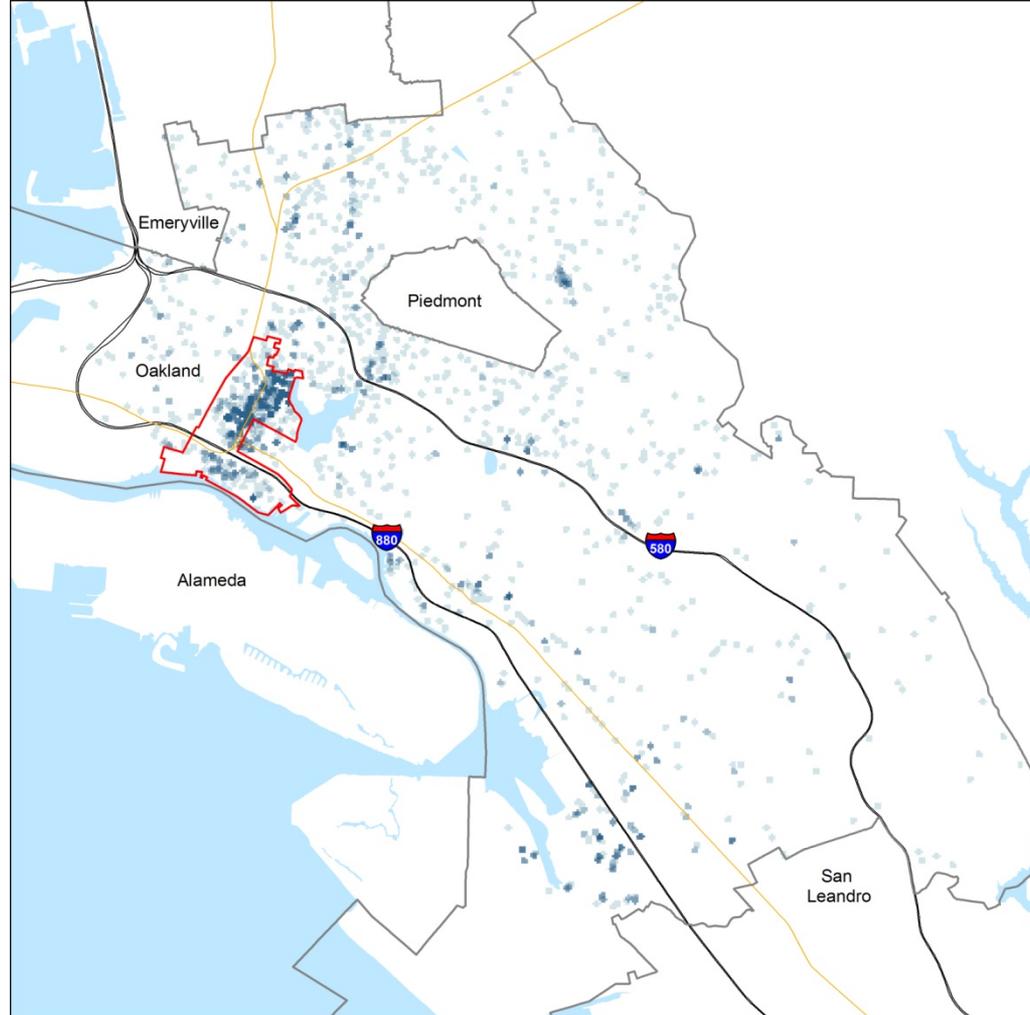




Oakland Employment Density

Jobs per Square Mile





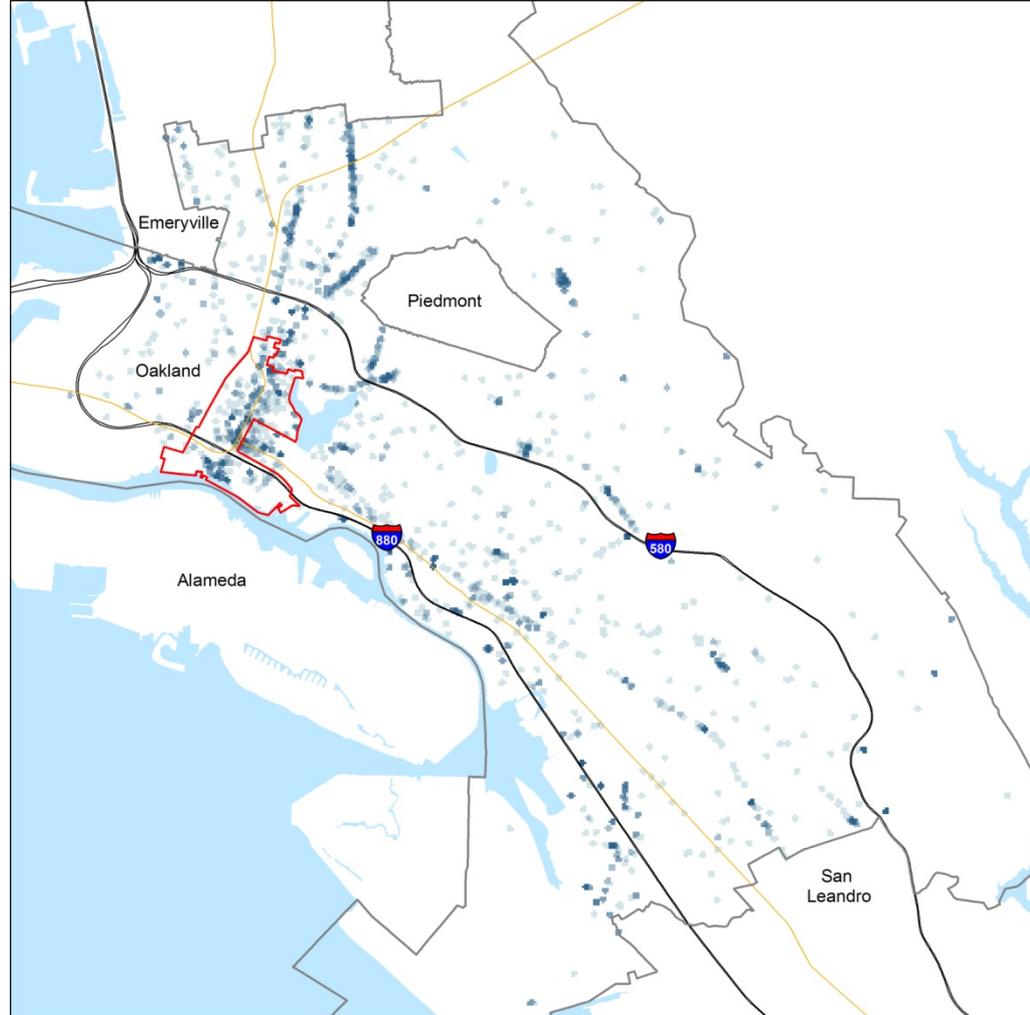
Oakland Office-Based Employment Density*

Jobs per Square Mile



*Includes NAICS 51-55.
Sources: CA EDD, 2014; Strategic Economics, 2015.





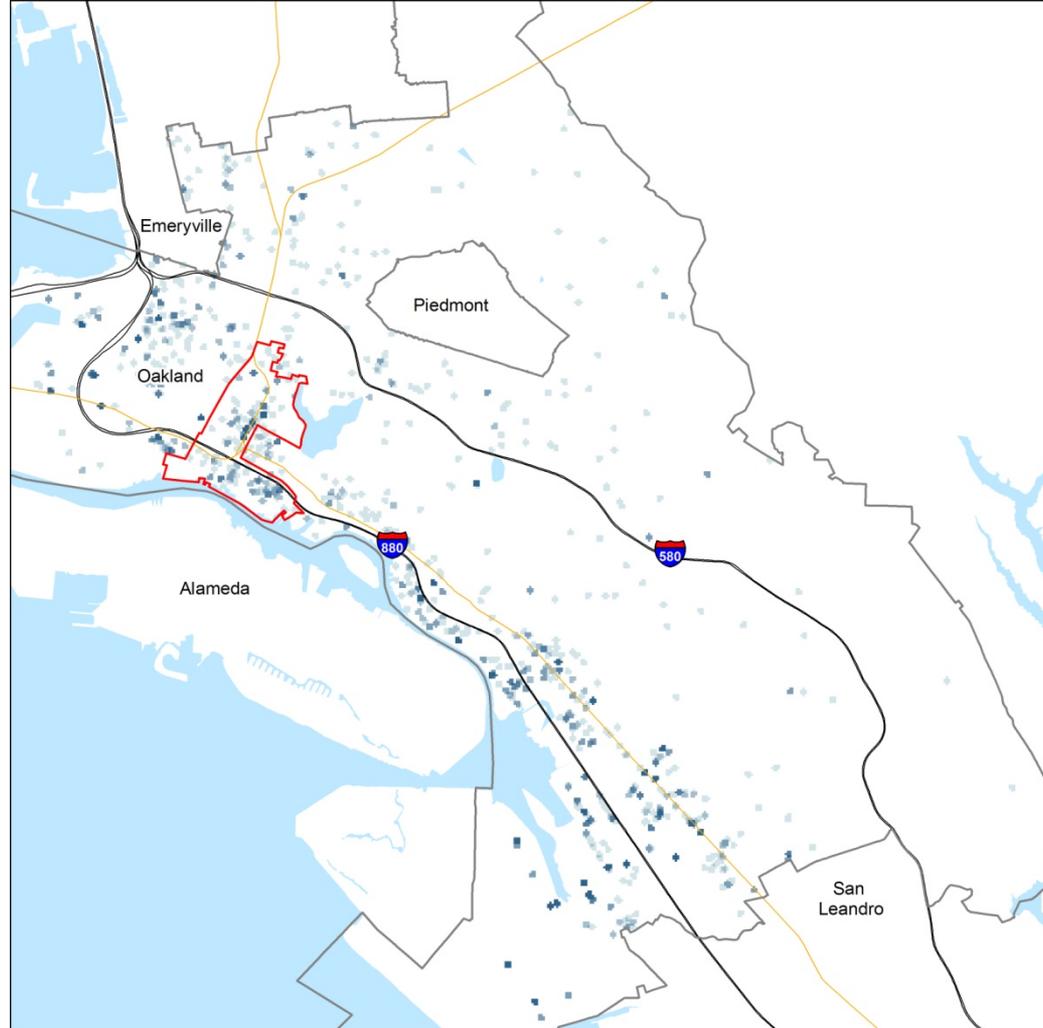
Oakland Retail and Entertainment Industry Group Employment Density*

Jobs per Square Mile



*Includes NAICS 44-45; 71-72.
Sources: CA EDD, 2014; Strategic Economics, 2015.



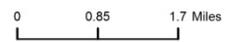


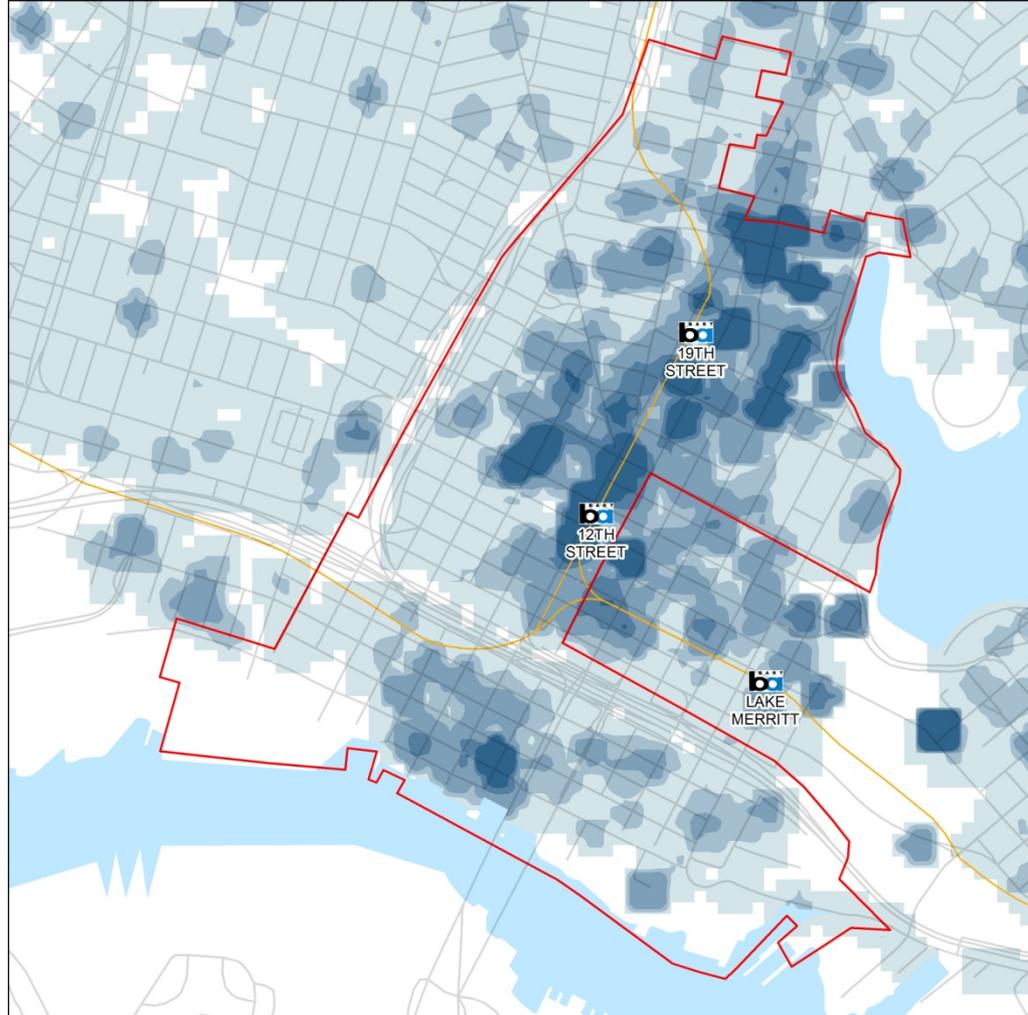
Oakland PDR Industry Group Employment Density*

Jobs per Square Mile



*Includes NAICS 31-33; 42; 48-49.
Sources: CA EDD, 2014; Strategic Economics, 2015.

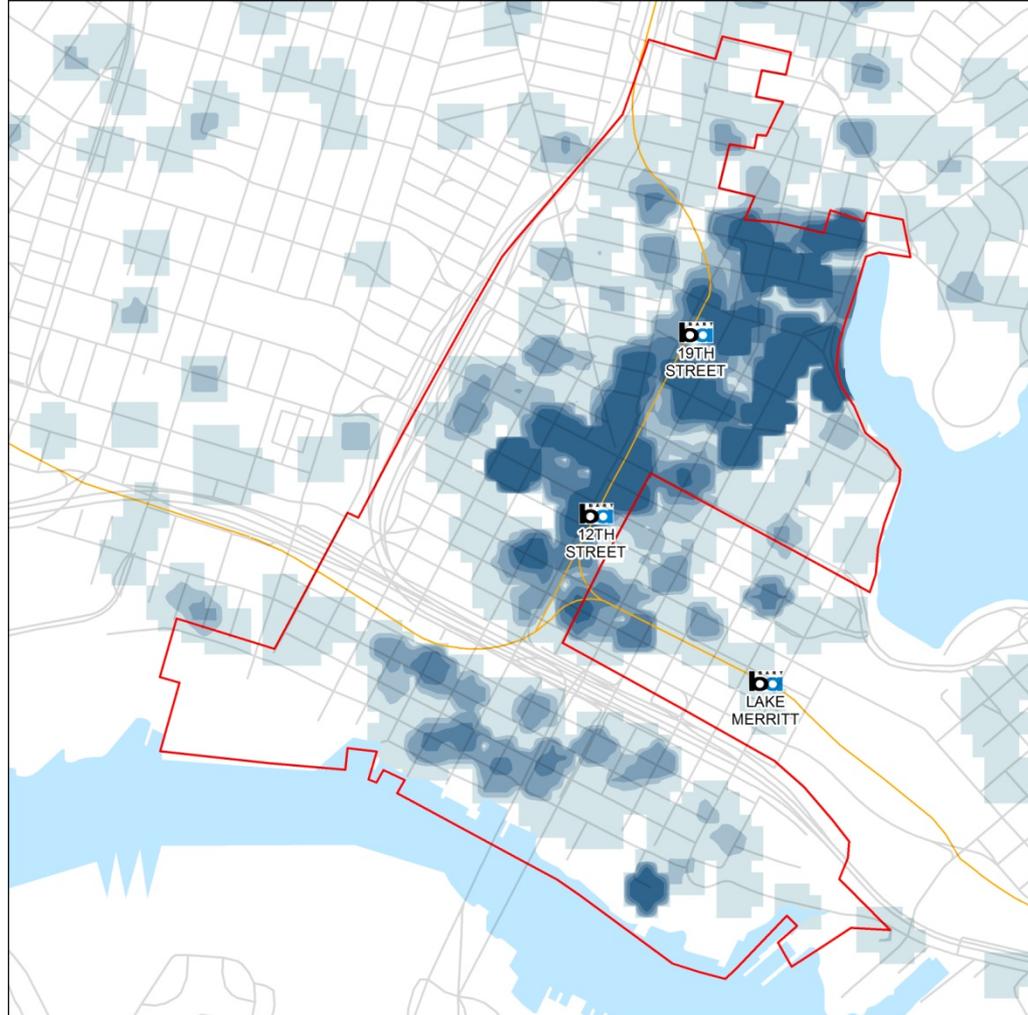




Downtown Oakland Plan Area Employment Density

Jobs per Square Mile





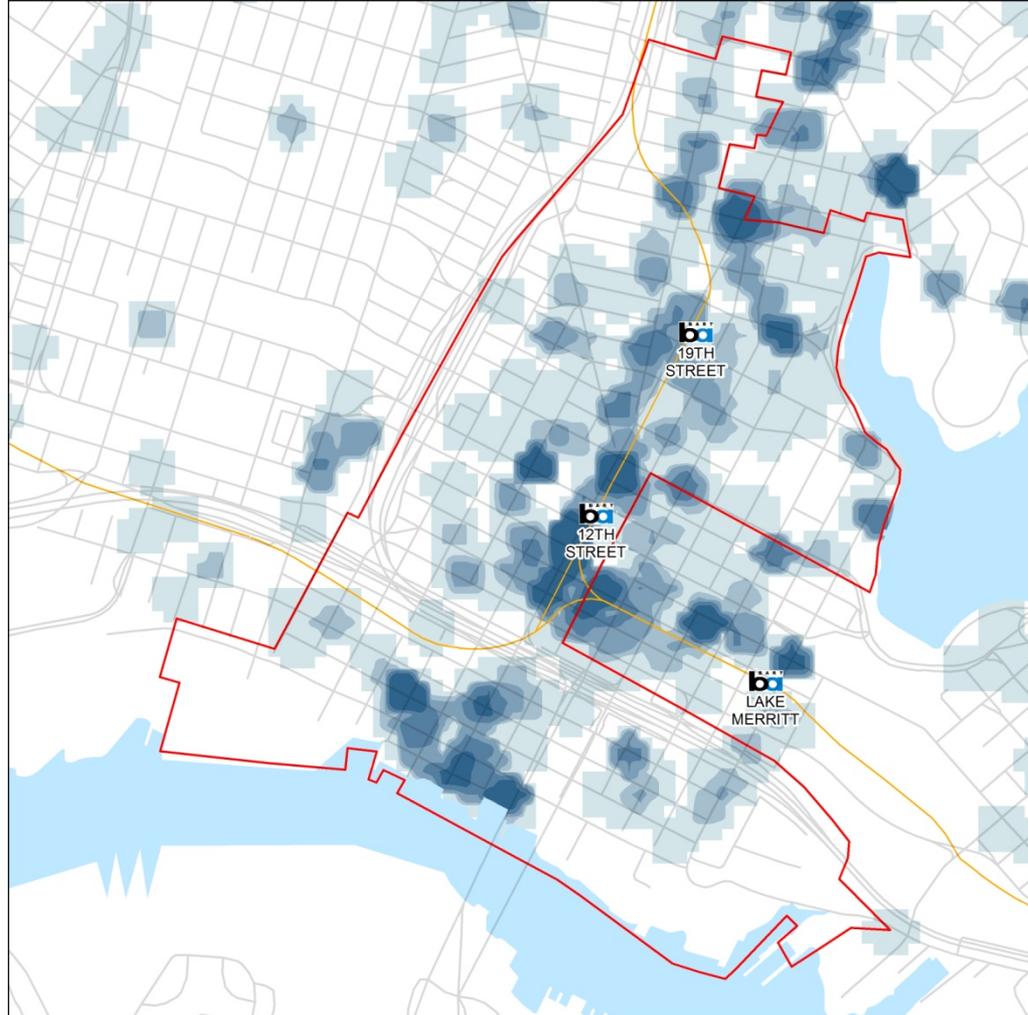
Downtown Oakland Plan Area Office-Based Employment Density*

Jobs per Square Mile



*Includes NAICS 51-55
Sources: CA EDD, 2014; City of Oakland, 2015;
Strategic Economics, 2015.





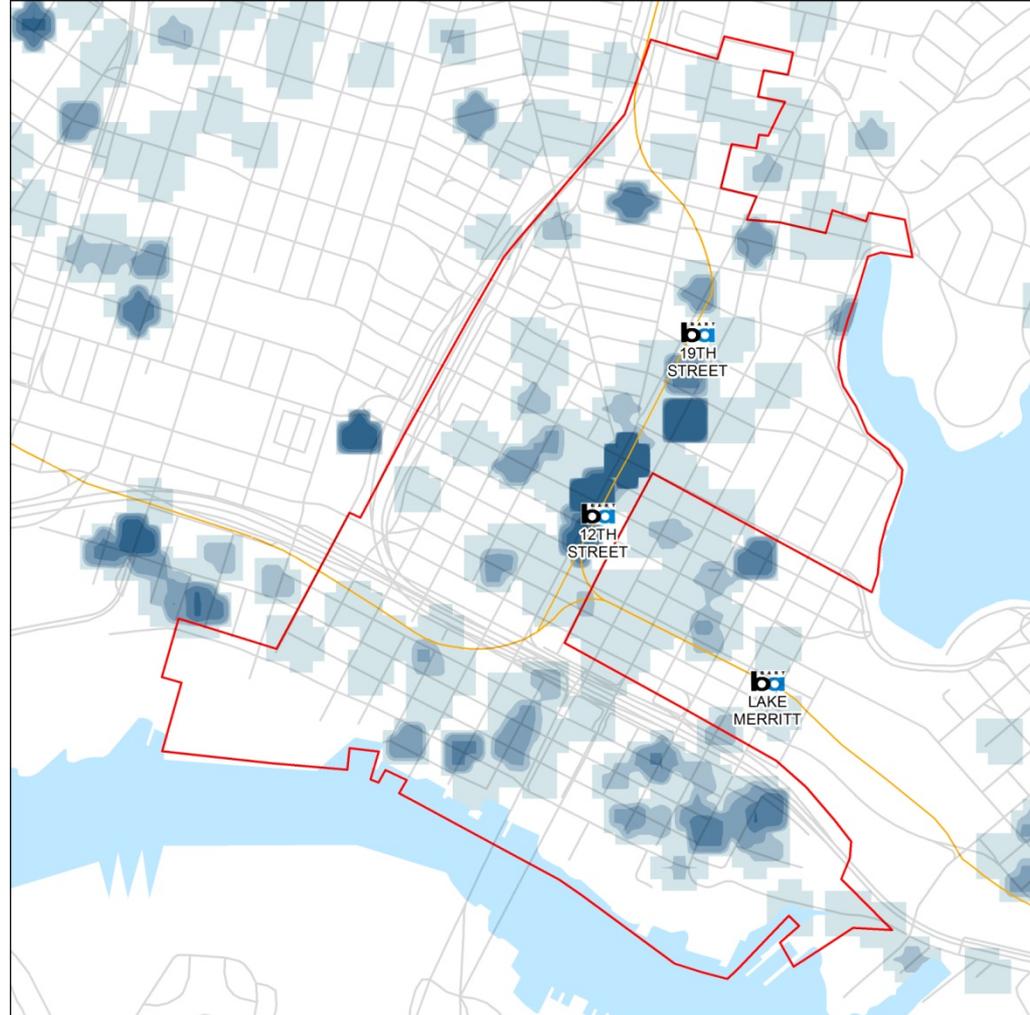
Downtown Oakland Plan Area Retail and Entertainment Industry Group Employment Density*

Jobs per Square Mile



*Includes NAICS 44-45; 71-72.
Sources: CA EDD, 2014; City of Oakland, 2015;
Strategic Economics, 2015.



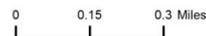


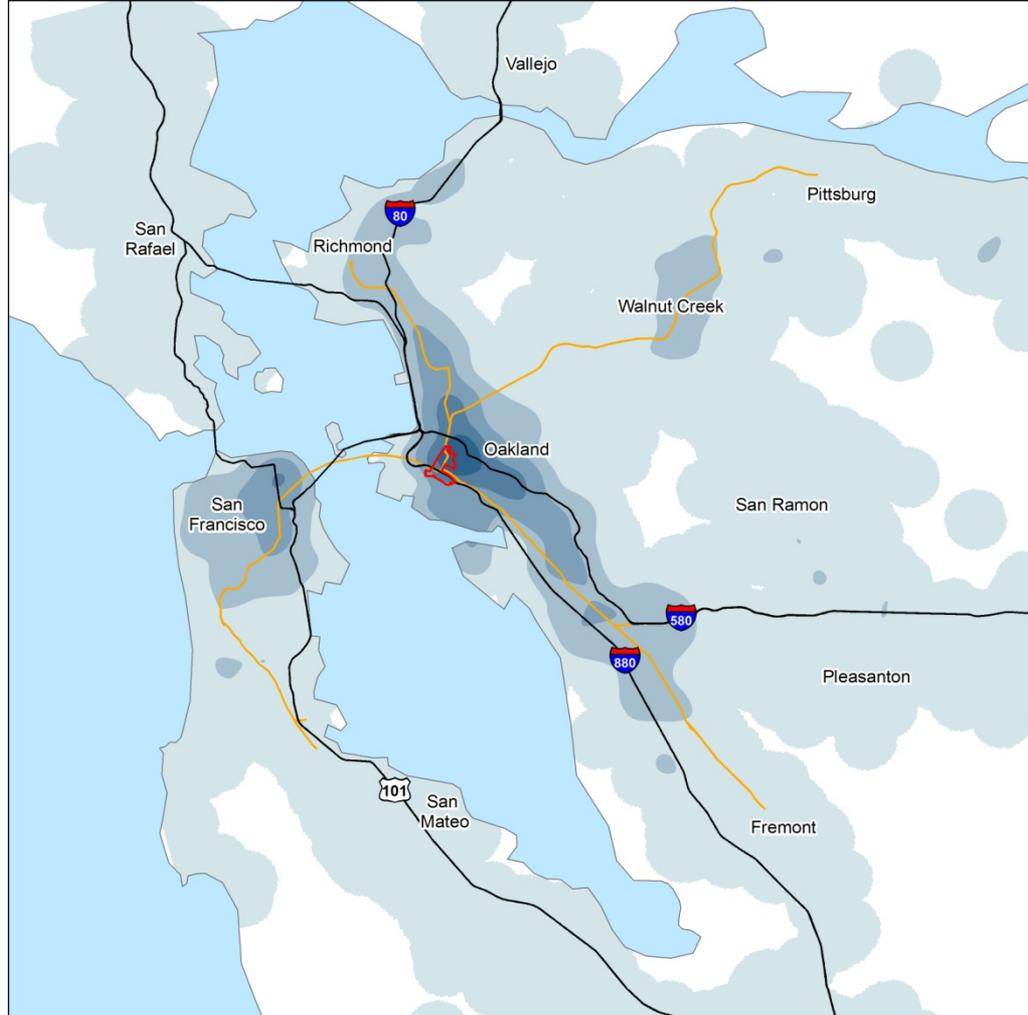
Downtown Oakland Plan Area PDR Industry Group Employment Density*

Jobs per Square Mile



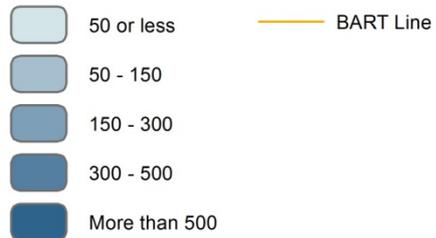
*Includes NAICS 31-33; 42; 48-49.
Sources: CA EDD, 2014; City of Oakland, 2015;
Strategic Economics, 2015.





Home Locations for Plan Area Workers

Workers per Square Mile



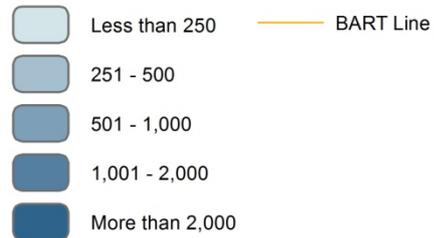
Sources: US Census LEHD, 2013;
Strategic Economics, 2015.





Work Locations for Plan Area Residents

Workers per Square Mile



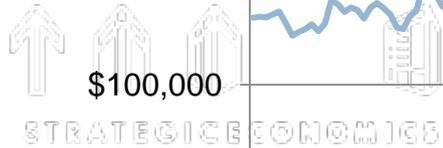
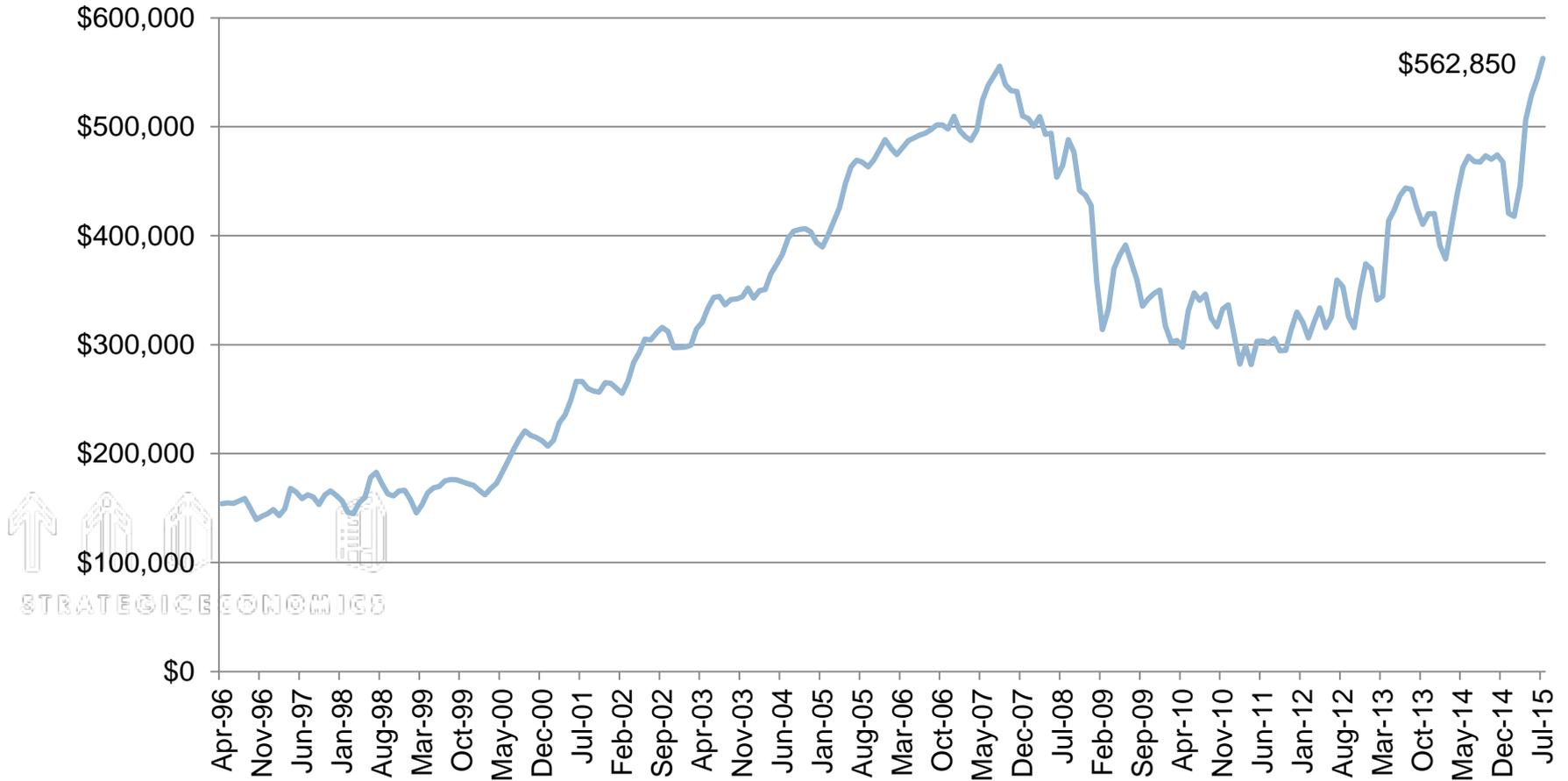
Sources: US Census LEHD, 2013; Strategic Economics, 2015.



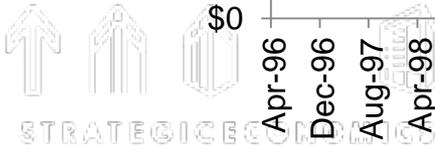
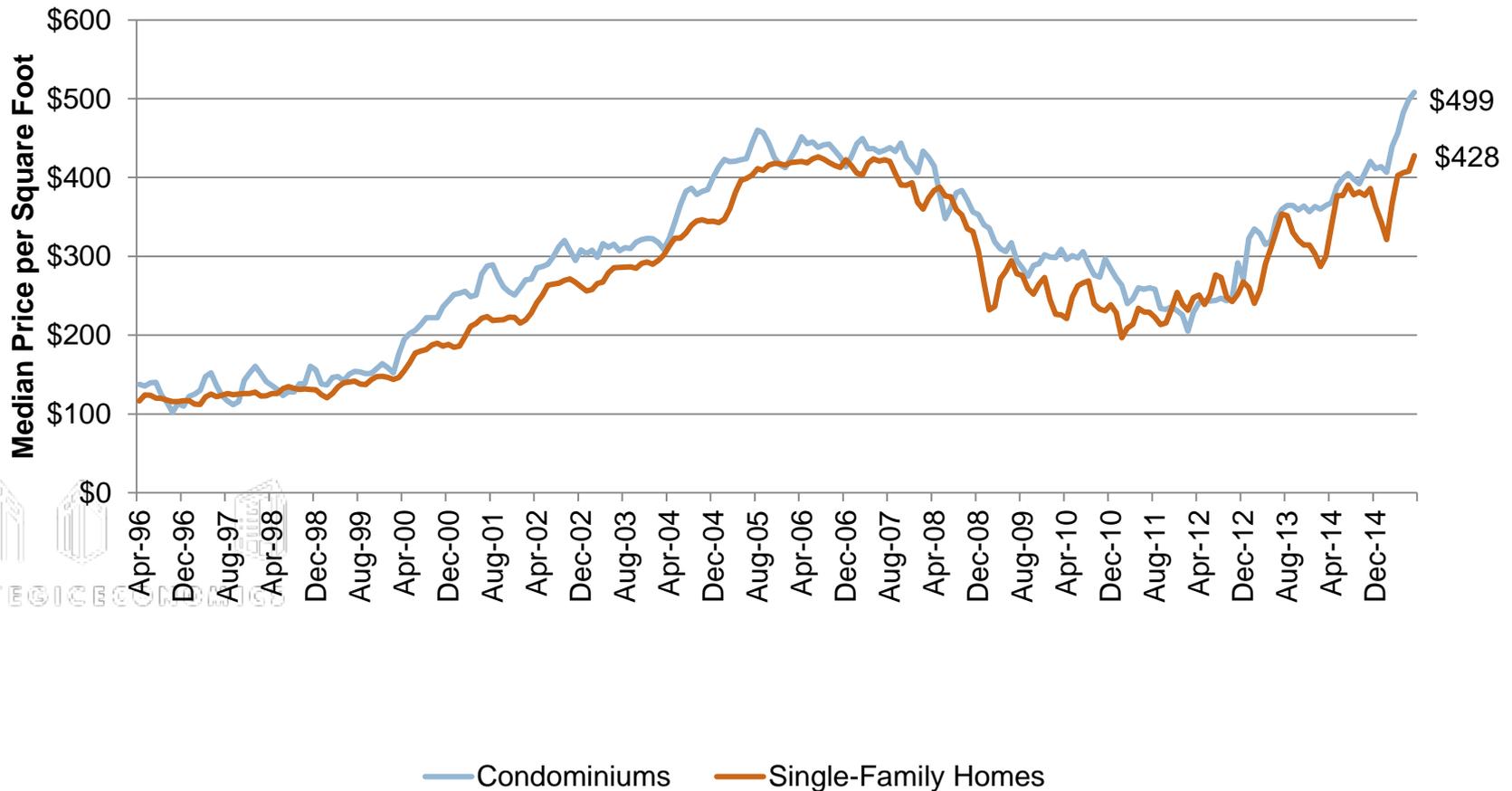


Housing Market

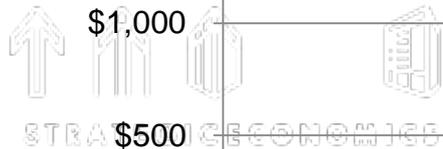
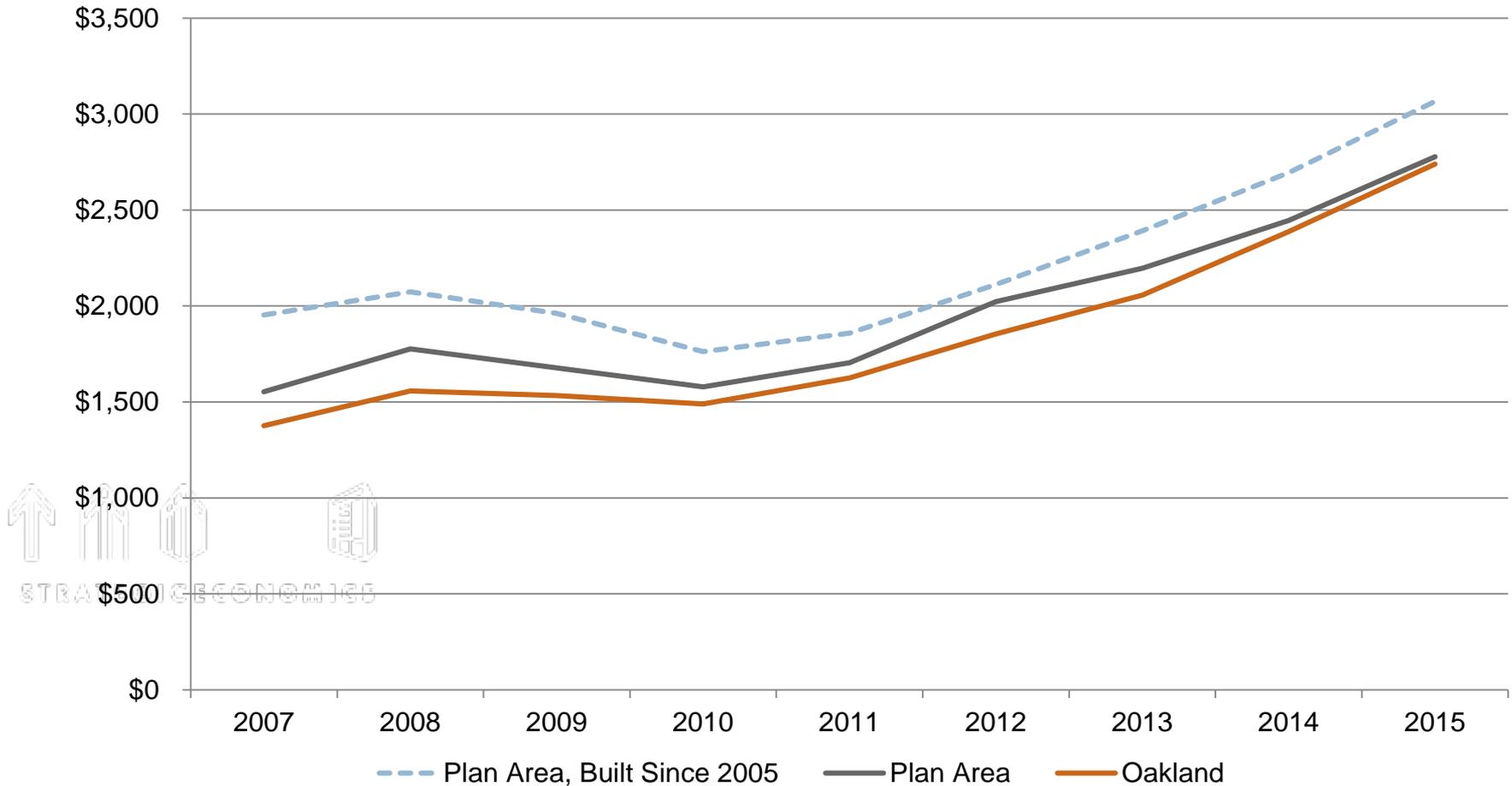
Monthly Median Home Sales Prices, All Housing Types, City of Oakland, April 1996 to July 2015 (nominal dollars)



Monthly Median Condominium and Single-Family Home Sales Prices per Square Foot, City of Oakland, April 1996 to July 2015 (nominal dollars)



Monthly Rent per Unit, 2007 to 2015 (nominal dollars)



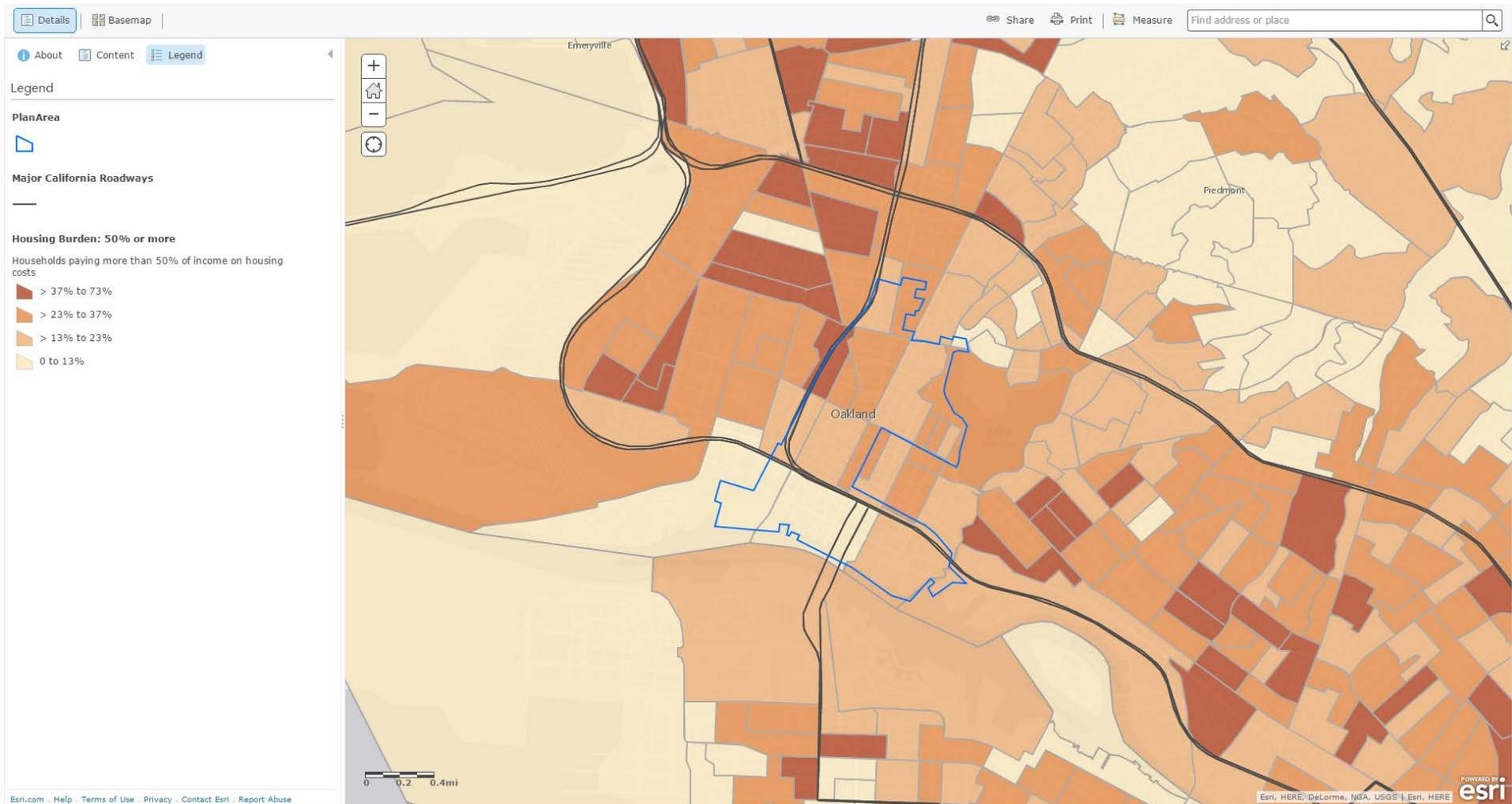
Cost Burden Webmaps:

>50% of income: <http://arcg.is/1Q57CcV>

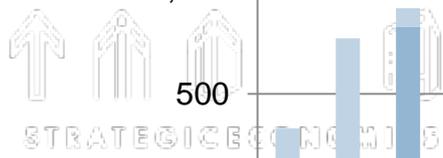
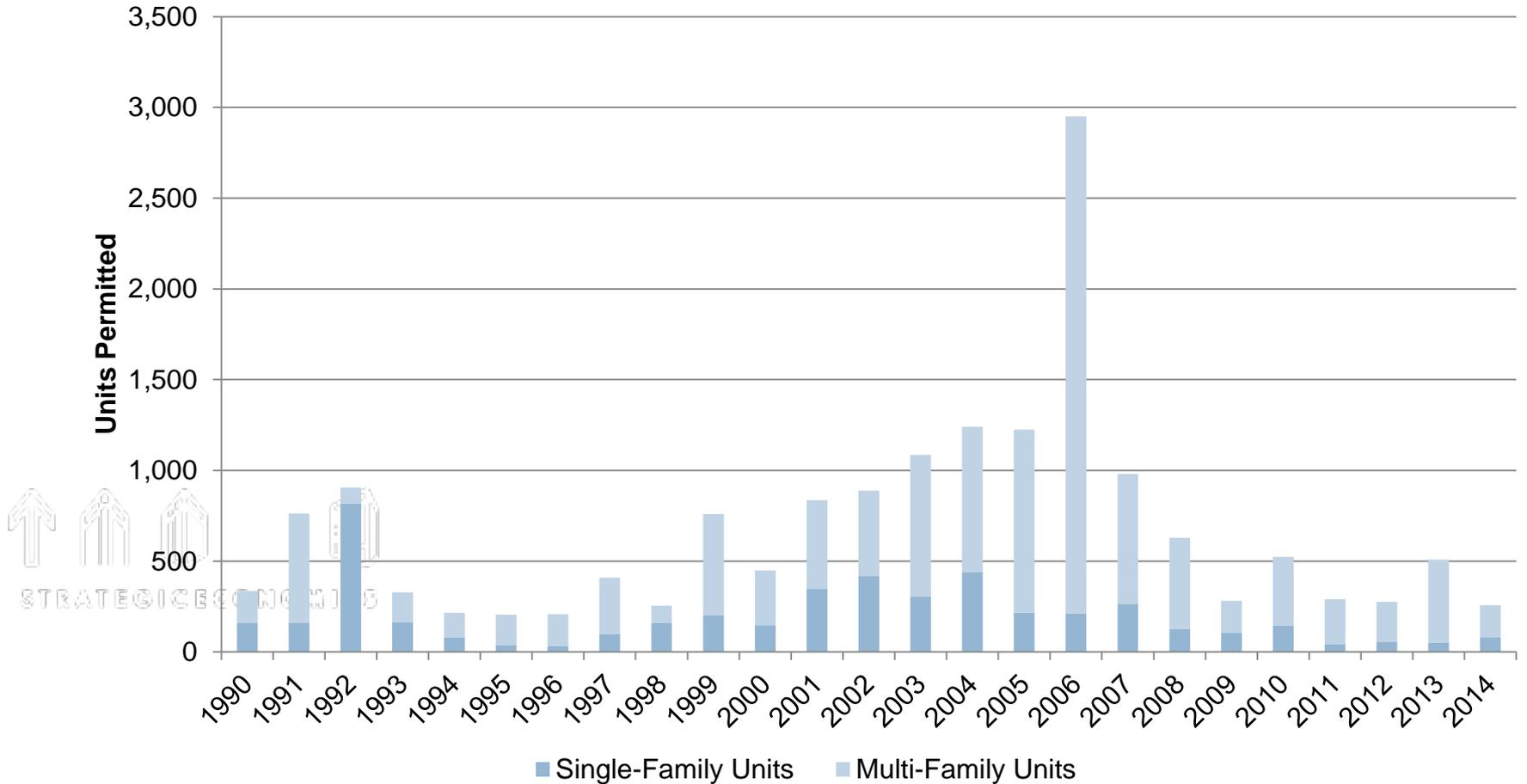
>30% of income: <http://arcg.is/1Q57zhf>

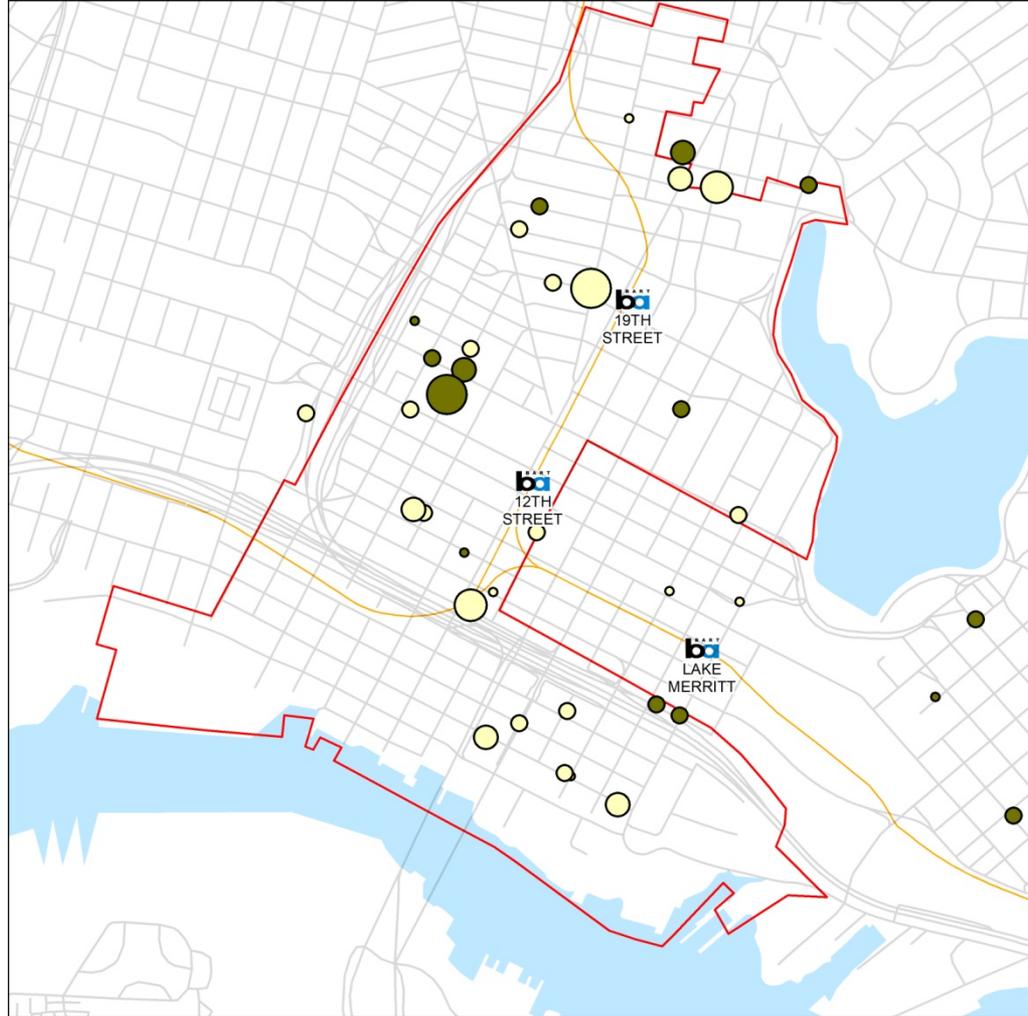
ArcGIS - Alameda County Households Paying More than 50% of Income on Housing

Sign In



Oakland Housing Unit Permits by Type of Structure





Recently Completed Residential Projects

Year Built: 2005-2009

Year Built: 2010-2015

○ 25 - 50 units

● 25 - 50 units

○ 51 - 100 units

● 51 - 100 units

○ 101 - 150 units

● 101 - 150 units

○ 151 - 250 units

● 151 - 250 units

○ 250 or more units

● 250 or more units

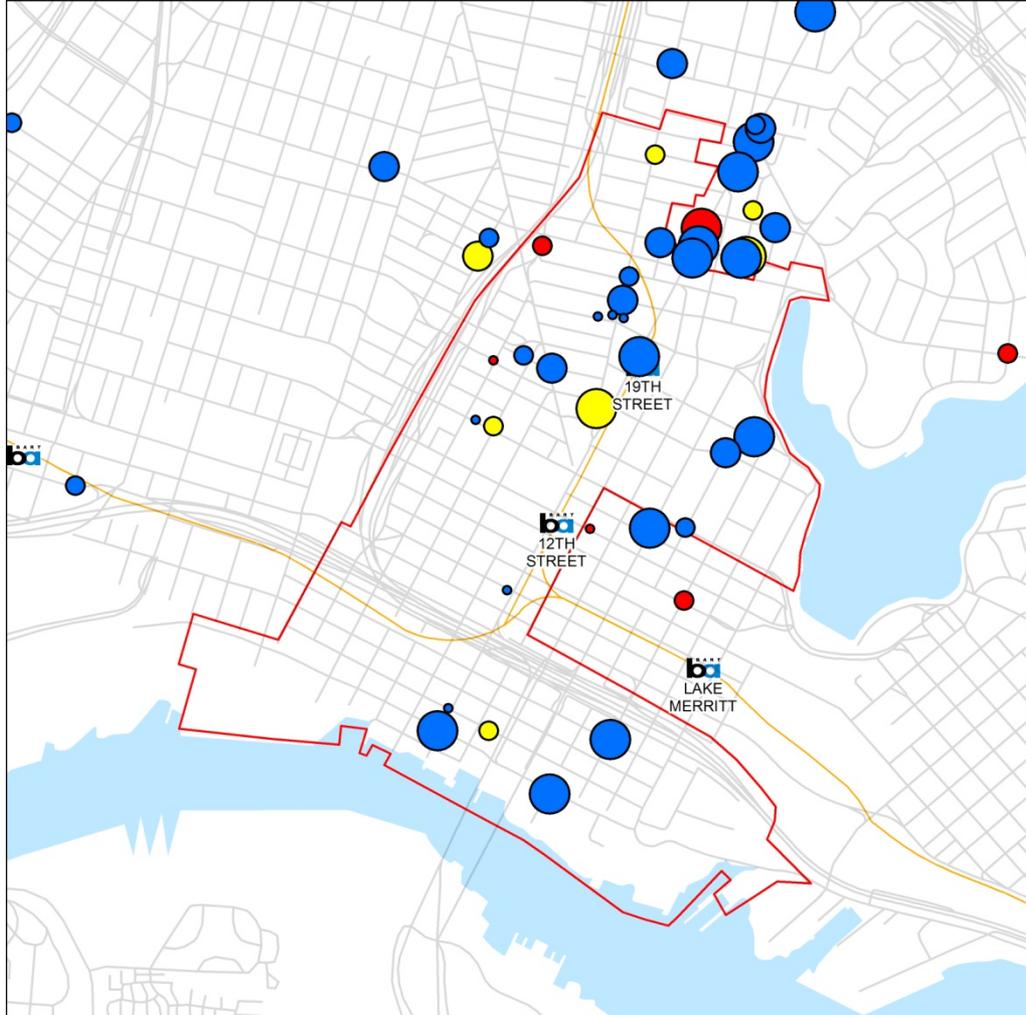
□ Downtown Oakland Plan Area

— BART Line

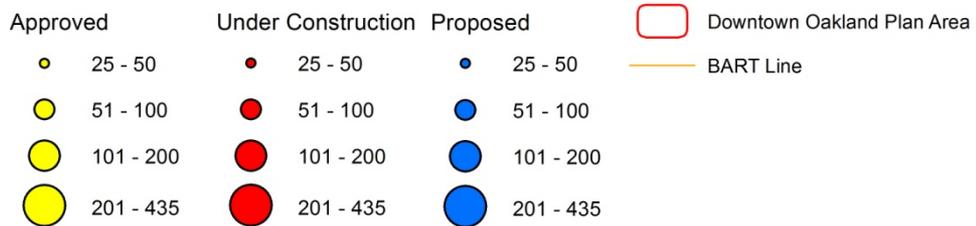
Note: Residential projects with ≥ 25 units.
Sources: City of Oakland, 2015;
Strategic Economics, 2015.

0 0.15 0.3 Miles





Residential Projects Under Construction, Approved and Proposed

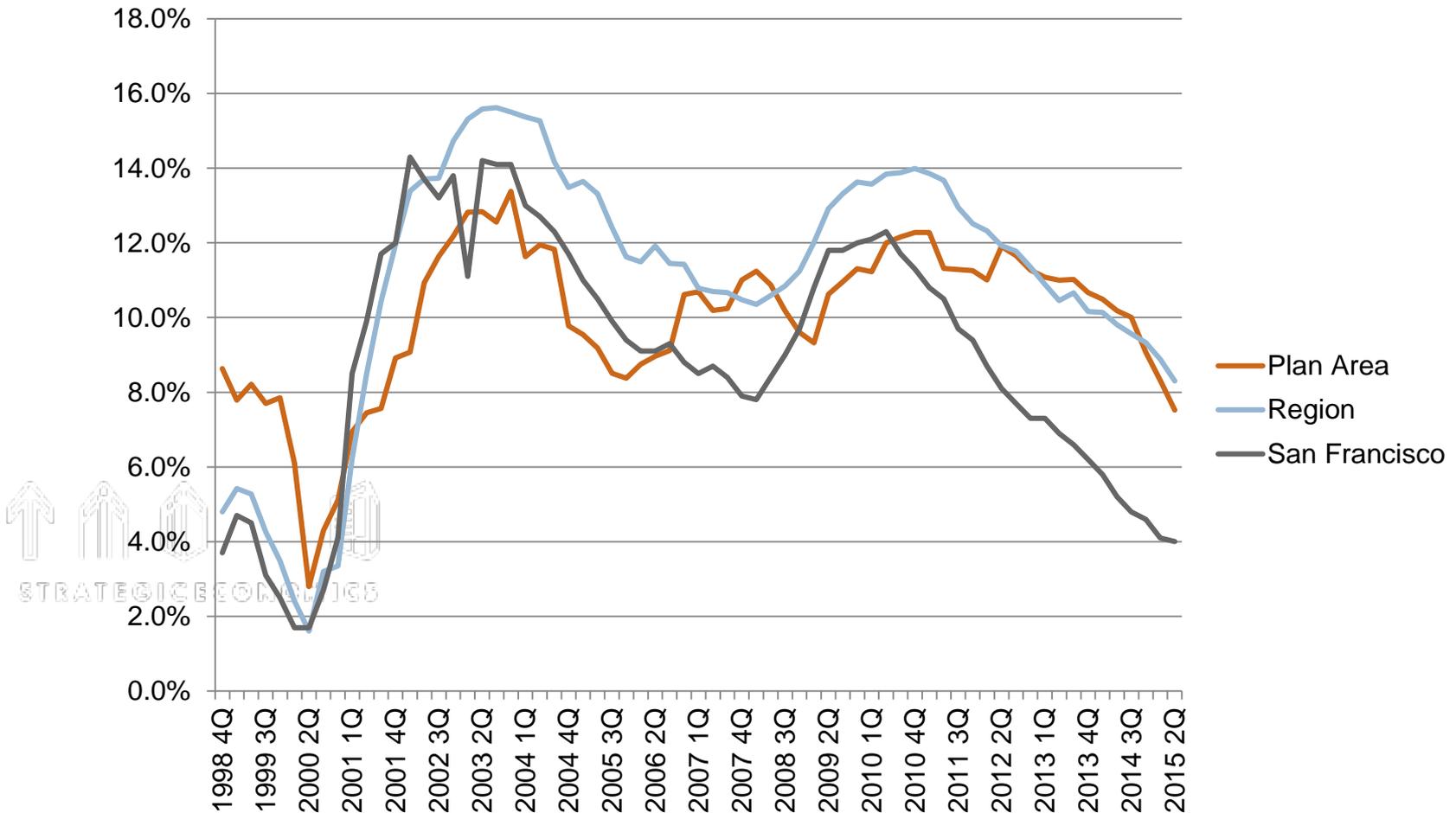


Note: Residential projects with ≥ 25 units.
 Sources: City of Oakland, 2015;
 Strategic Economics, 2015.

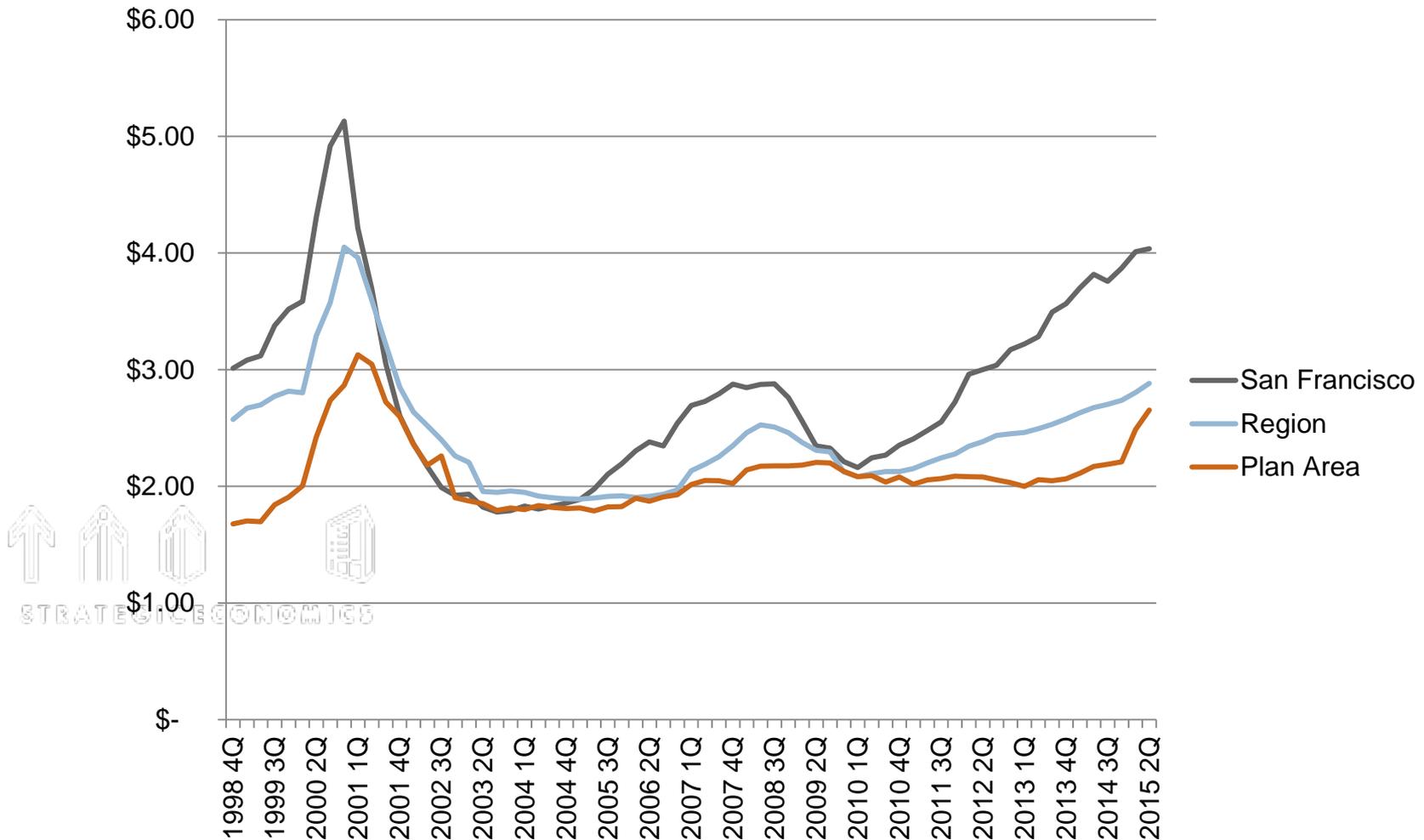


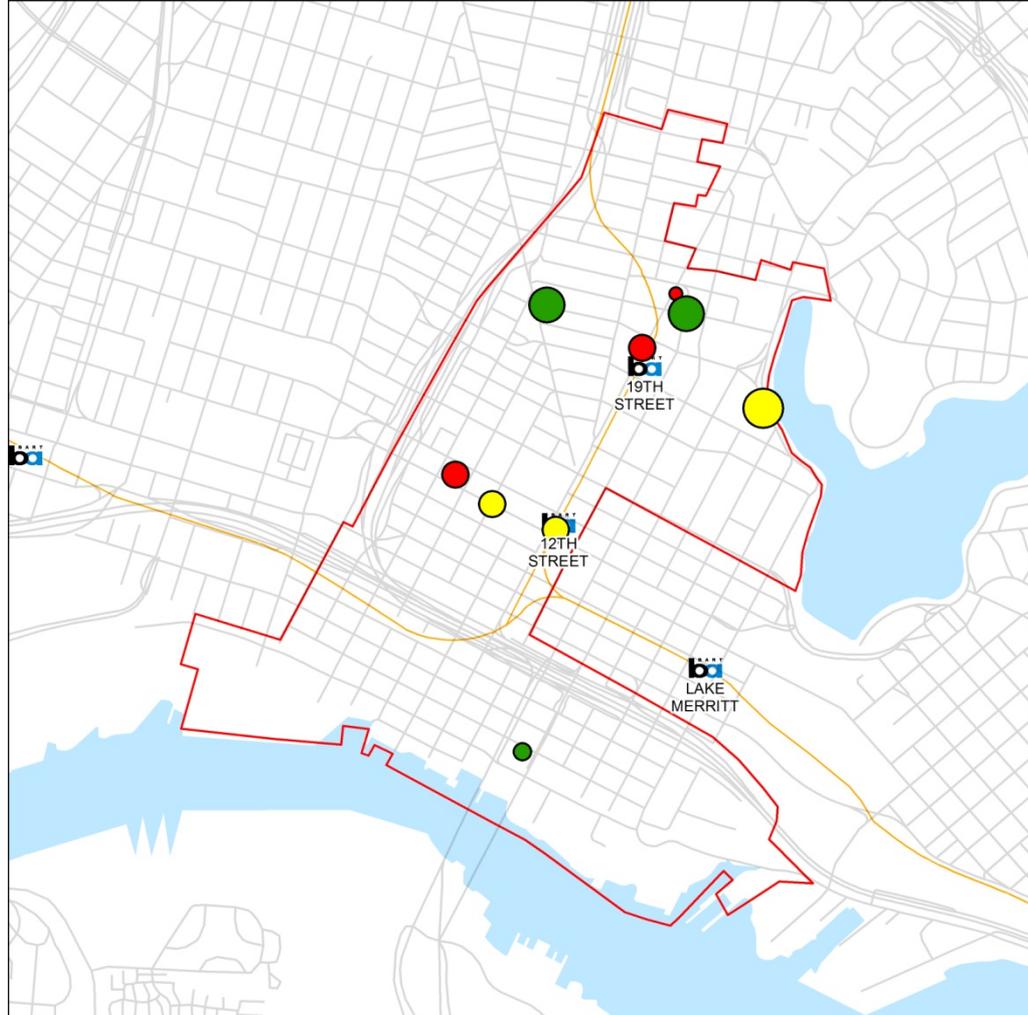
Office Market

Office Average Vacancy Rate, Plan Area, 1998 to 2015



Office Monthly Average Asking Rents per Square Foot, Full Service, 1998 to 2015





Office Projects Recently Completed, Under Construction, and Approved

Approved

- 25,000 - 100,000
- 101,000 - 600,000
- Greater than 600,000

Under Construction

- 25,000 - 100,000
- 101,000 - 600,000
- Greater than 600,000

Completed Office

- 25,000 - 110,000
- 111,000 - 218,000
- Downtown Oakland Plan Area
- BART Line

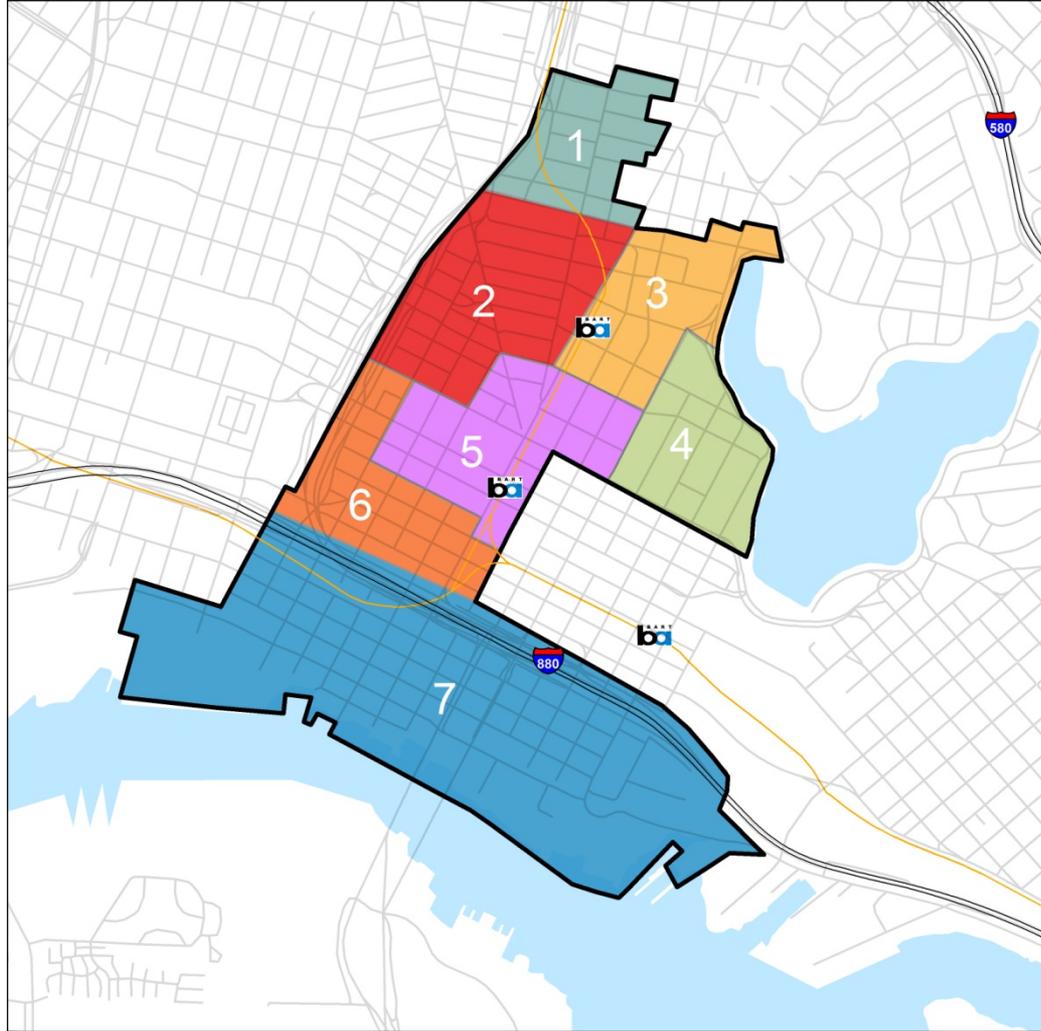
Note: Projects with $\geq 25,000$ square feet.
Sources: City of Oakland, 2015;
Strategic Economics, 2015.

0 0.15 0.3 Miles





Retail Market



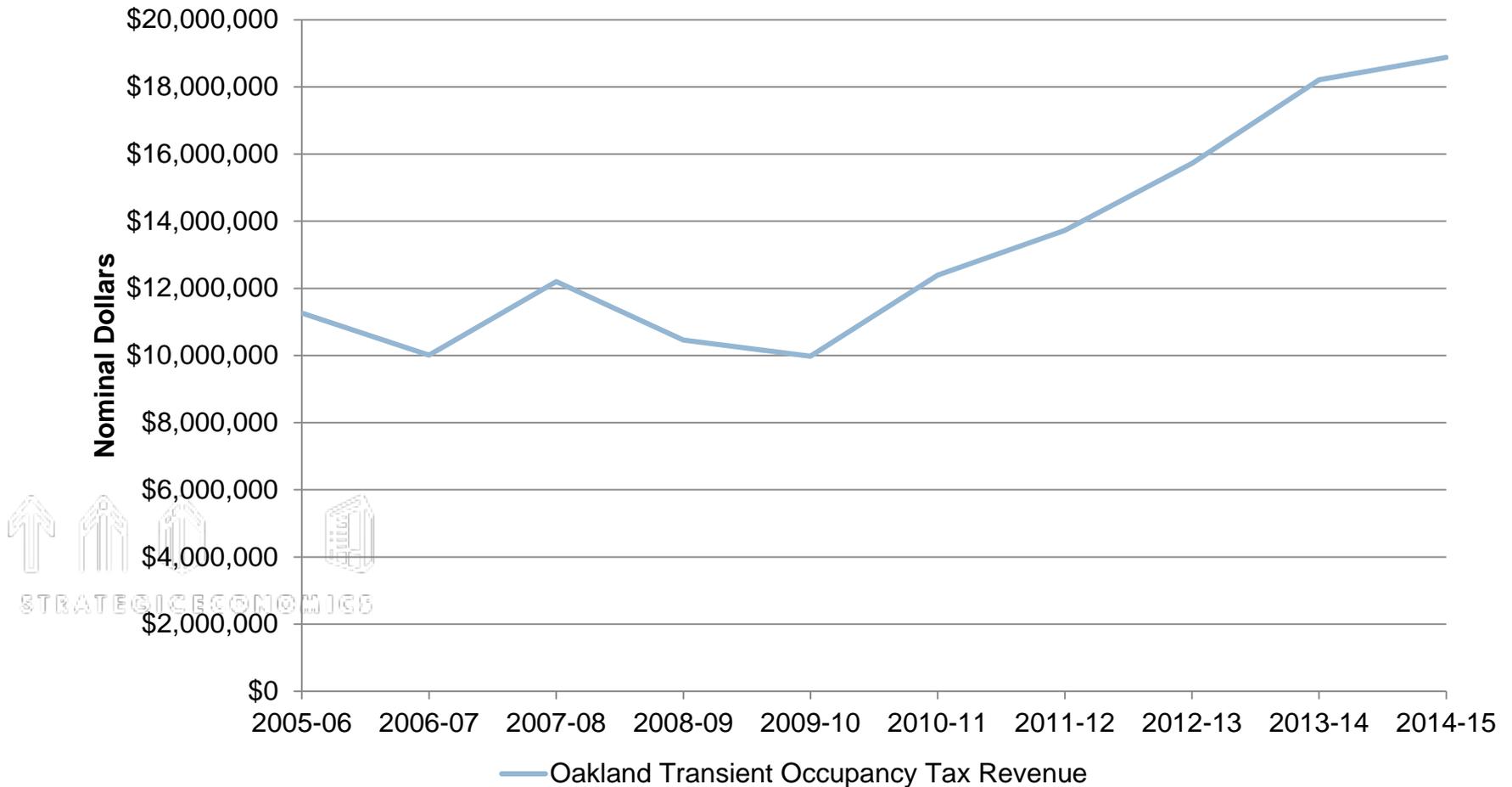
City and Plan Area Reference Map

- 1. Koreatown Northgate (KONO)
 - 2. Uptown
 - 3. Lake Merritt Office District
 - 4. Lakeside
 - 5. City Center Area
 - 6. Old Oakland
 - 7. Jack London District
- Downtown Oakland Specific Plan Area
- BART Line



Hotel Market

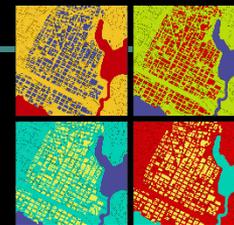
Oakland Transient Occupancy Tax Receipts by Fiscal Year (nominal dollars)



PLAN DOWNTOWN



OAKLAND

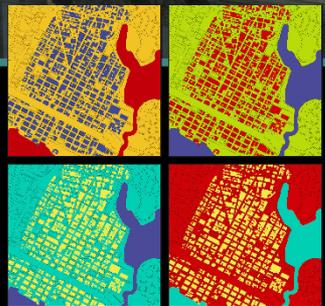


next steps

next steps in this phase



- outreach to neighborhood groups and stakeholders
- public meetings and feedback
- meetings with organizations and institutions downtown



work-in-progress presentation

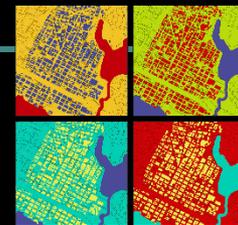
oaklandnet.com/plandowntownoakland | [#plandowntown](https://twitter.com/plandowntown)

<https://oakland.granicusideas.com/projects>



your plan for downtown.

#PlanDowntown
#yourplan



Thank you!