

# Oakland Planning Commission

## Retreat

### September 17, 2014

### Item #1





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# First Impressions

# You are *not* alone

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1. Crime
2. Blight
3. Retail leakage
4. The City does too many studies
5. The Building Department is problematic
6. So much potential!

# You *are* alone

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1. Earthquakes
2. Wild Fires
3. CEQA
4. Graffiti
5. Houses on hillsides
6. Pot is legal (sort of)





...thank

Thank you

DONATION  
\$4.00 EACH  
2 for \$7.00

# Foundations of Planning

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1. Know your History
2. Create a VISION
3. Incorporate *Multi-modal* transportation
4. Mixed-Use Development
5. Quality Architecture
6. Great Open Spaces/Streetscapes
7. Preserve Historic Treasures

# HISTORY

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**Location** – SF, on the Bay, Land link, Hills

**Transportation Hub** – Shipping, Rail, Trucking

**Spanish/Mexican Heritage**

**New Frontier**

**Temperate Climate & Beautiful Terrain**

**Abundant Resources** – Natural, Intellectual

**Oak Trees**





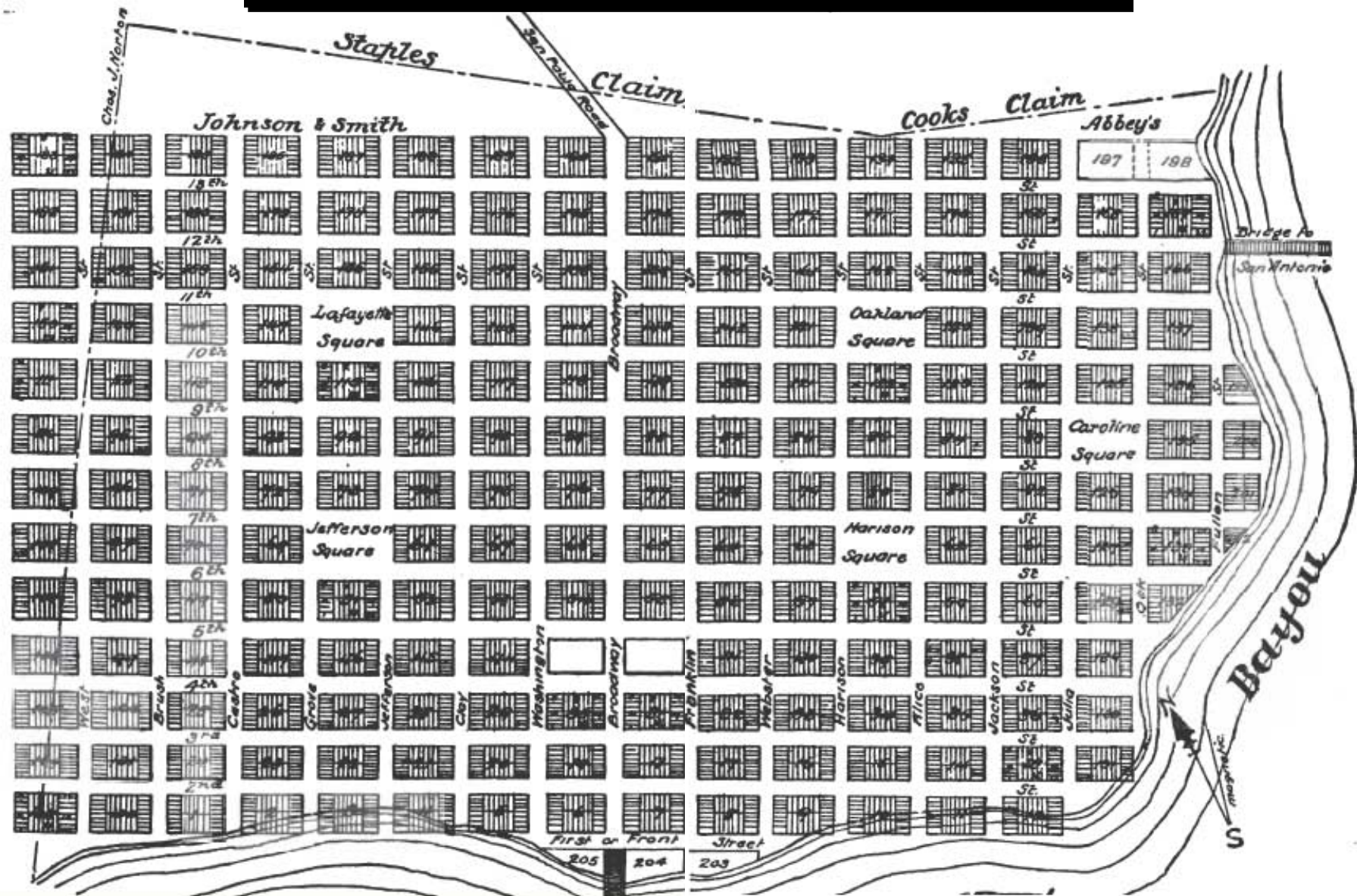




Ph  
Diallo Mwathi  
www.diallo

# A COMPLETE MAP OF OAKLAND.

1850 – Julius Kellersberger











# SOLID FUNDAMENTALS

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1. Excellent Location
2. Multiple Transportation Options
3. Competitive Pricing
4. Diversity
5. Rich History
6. Culture and Arts
7. Warmer
8. Cooler :)



# Create a VISION

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Broadway-Valdez

West Oakland

Central Estuary

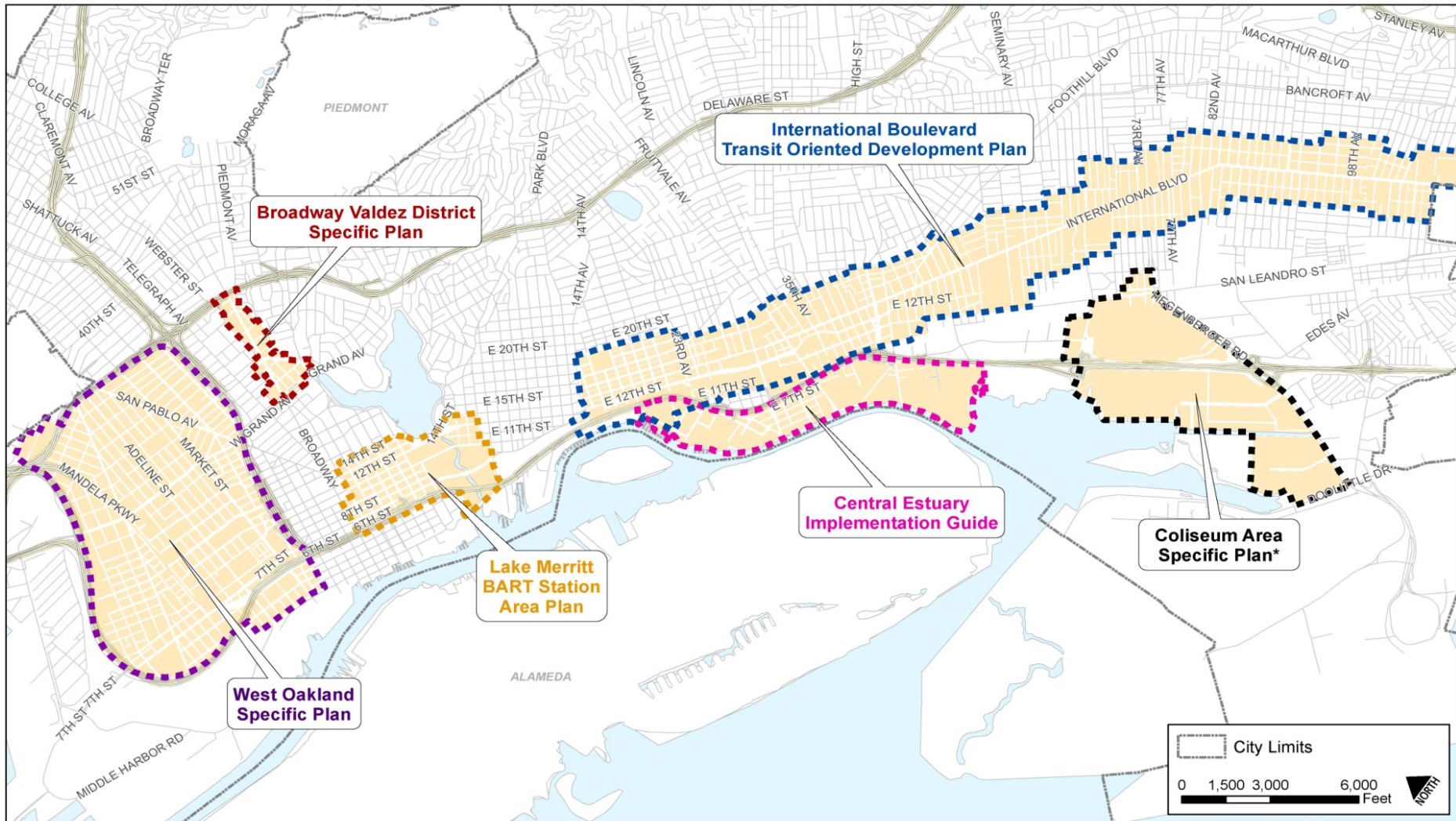
International Blvd

Lake Merritt-Chinatown

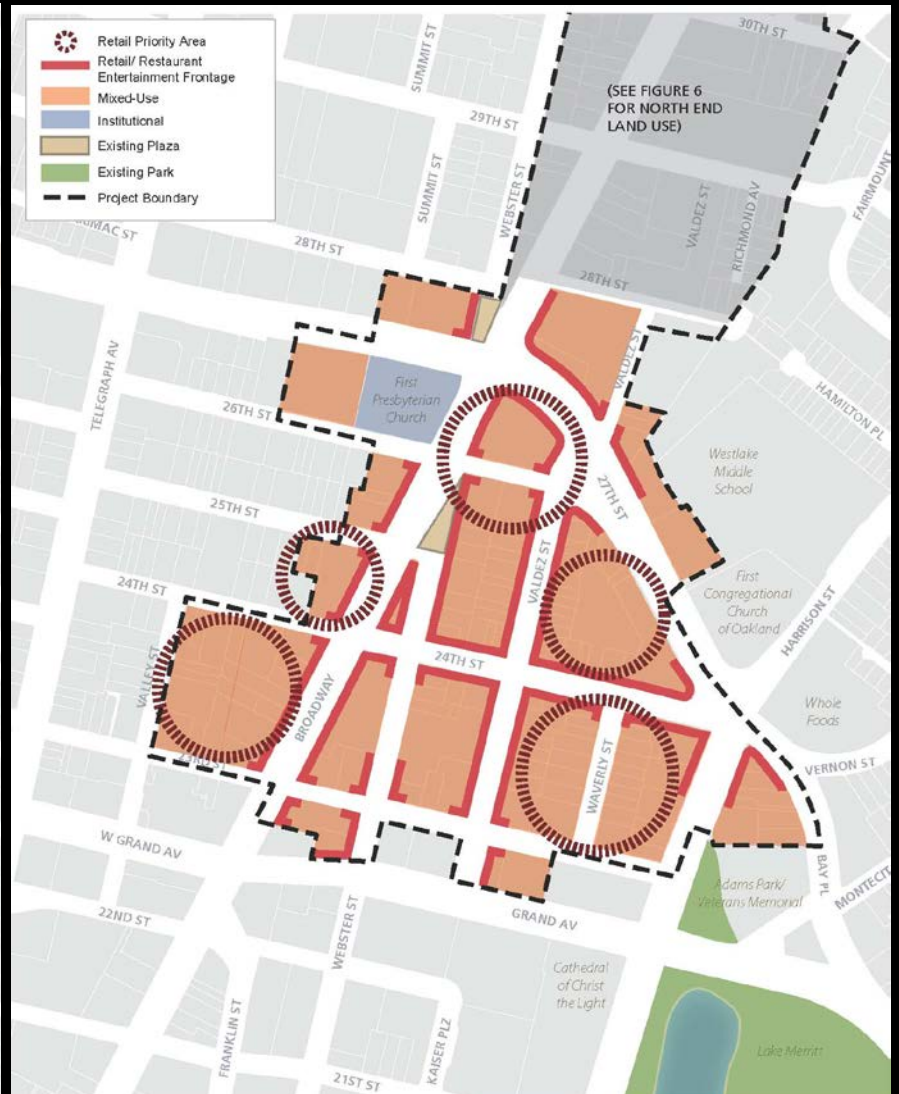
Coliseum City

Goals Set for: 1, 5, 10, 20 years

# SPECIFIC PLANS 2013-2014

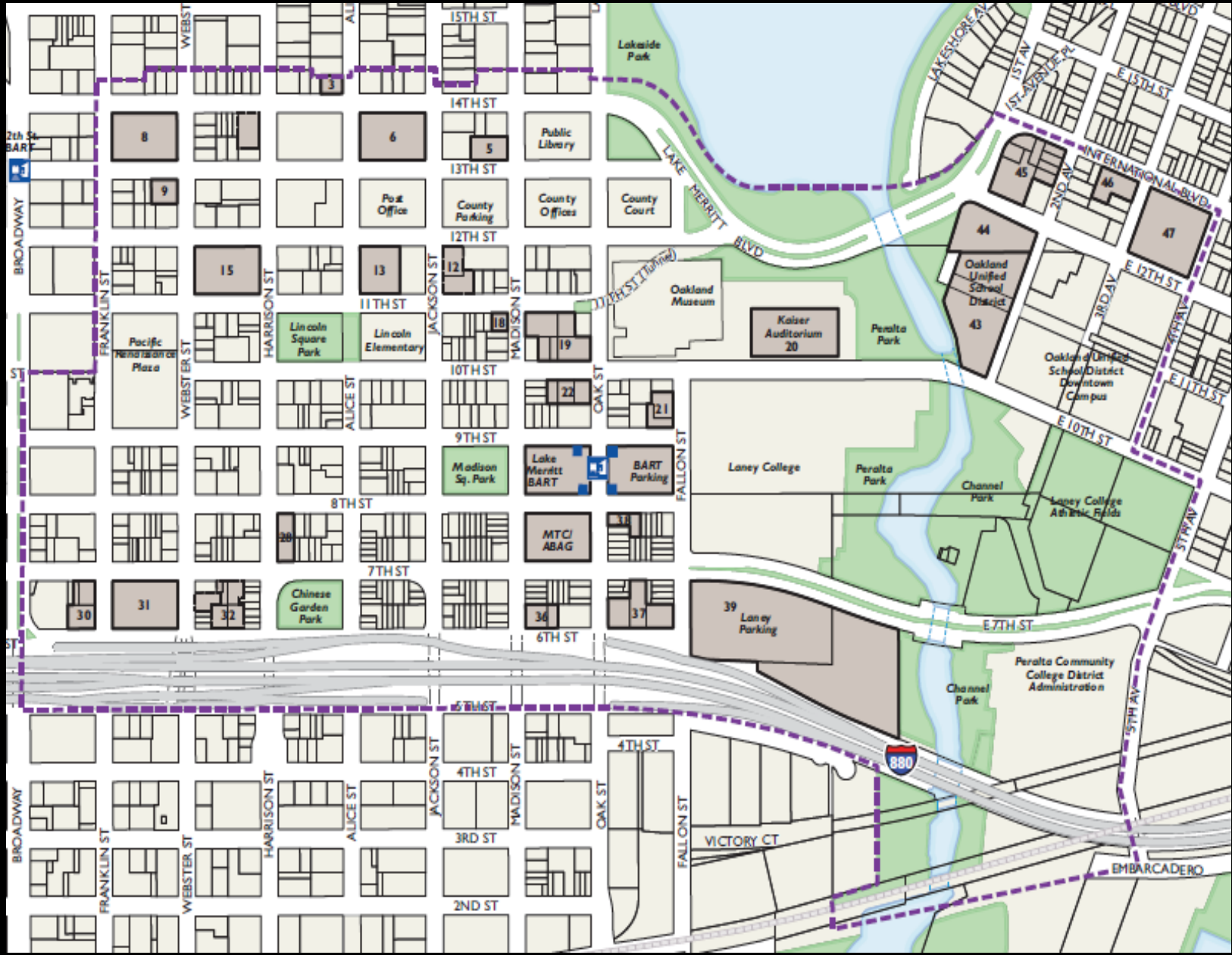


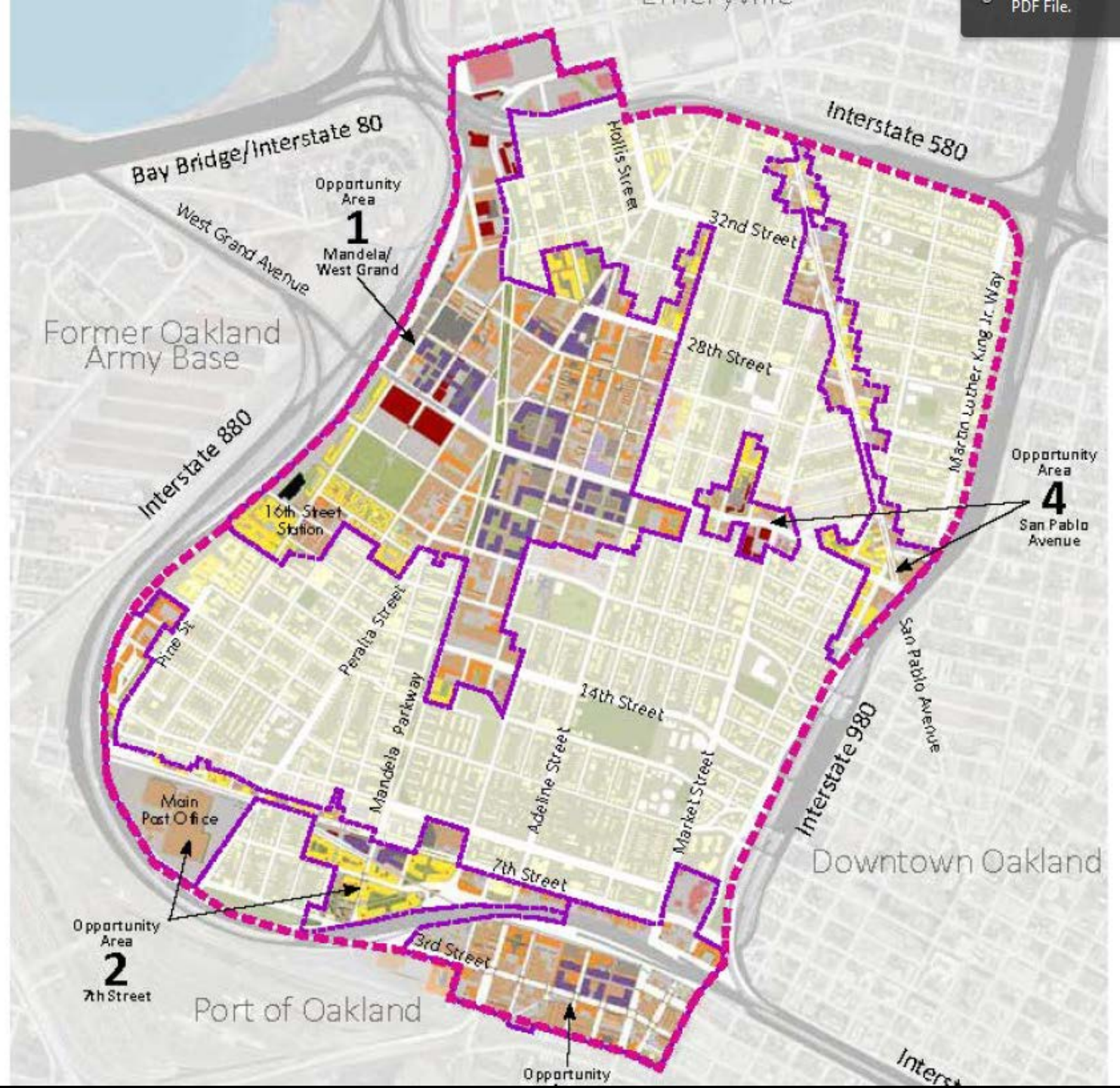
# Broadway-Valdez Plan





# Lake Merritt – Chinatown -- BART







# WEST OAKLAND





# COLISEUM CITY PLAN









# BROOKLYN BASIN







# BROOKLYN BASIN

Site Plan





# Transportation

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Well Designed Streets:

Peds, Cyclists, Land Uses

Public Transit: BART – TOD's

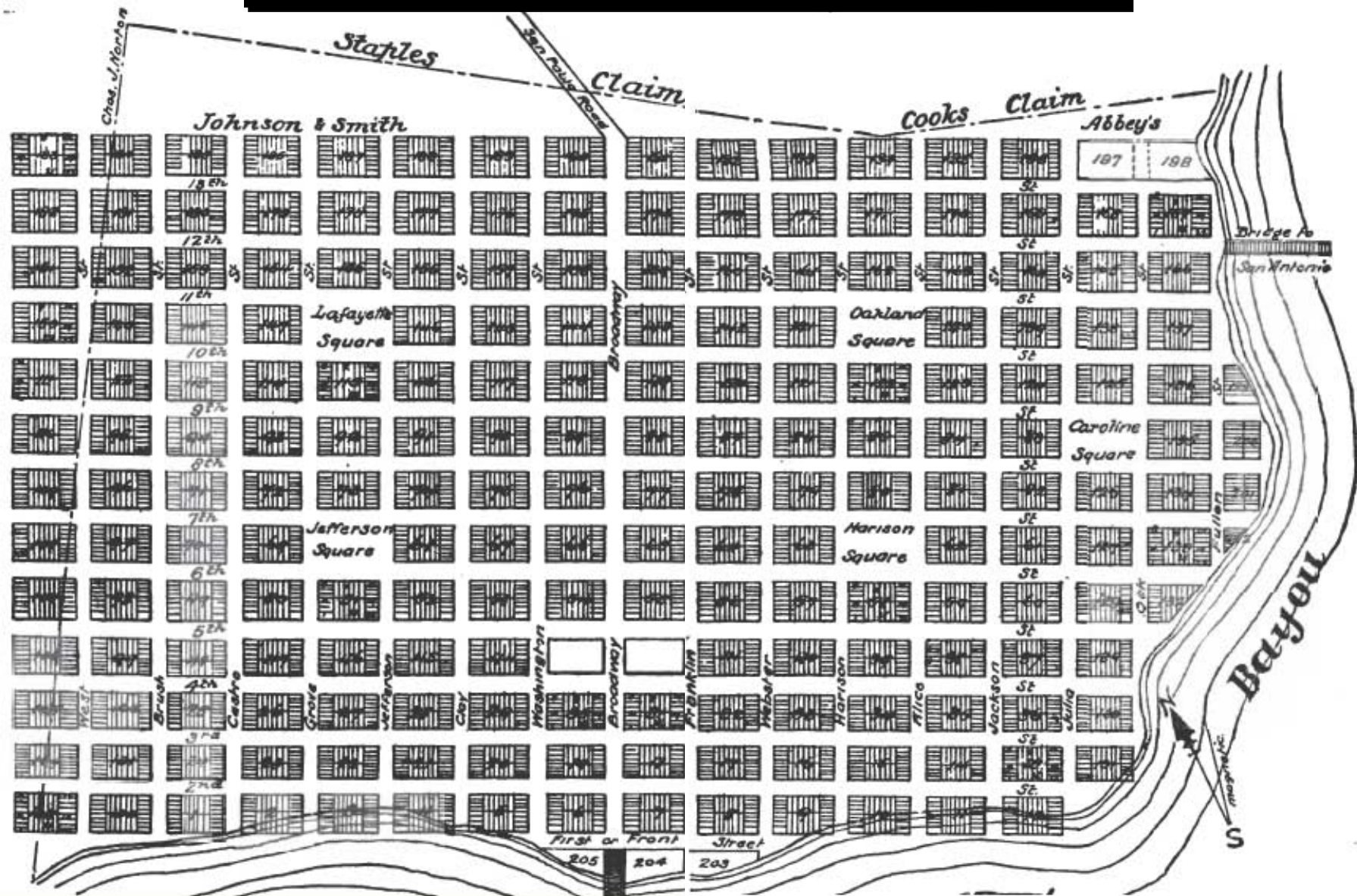
Bus Rapid Transit (BRT)

Parking Management



# A COMPLETE MAP OF OAKLAND.

1850 – Julius Kellersberger











# OAKLAND CALIFORNIA CAR-LINE TRACK PLAN

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

LEGEND  
SINGLE TRACK KEY SYSTEM  
DOUBLE TRACK KEY SYSTEM  
DOUBLE TRACK L.D. SYSTEM  
RAIL BUS LANE WITH BAY STOP  
STOPS, SIDINGS

SCALE 1" = 1/2 MILE 1:20,000

















# Walking

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**Pedestrians – highest priority:**

- 1. To enliven streets**
- 2. To improve air quality**
- 3. To improve our health**





# *the Atlantic*

Michael  
Kinsley On  
Money, Media,  
And Free  
Speech **p.40**

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China's Quiet  
Takeover  
Of Africa **p.58**

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Christopher  
Hitchens On  
The Dark Side  
Of Dickens **p.98**

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## **FAT NATION**

**IT'S WORSE THAN YOU THINK.  
HOW TO BEAT OBESITY.**  
BY MARC AMBINDER

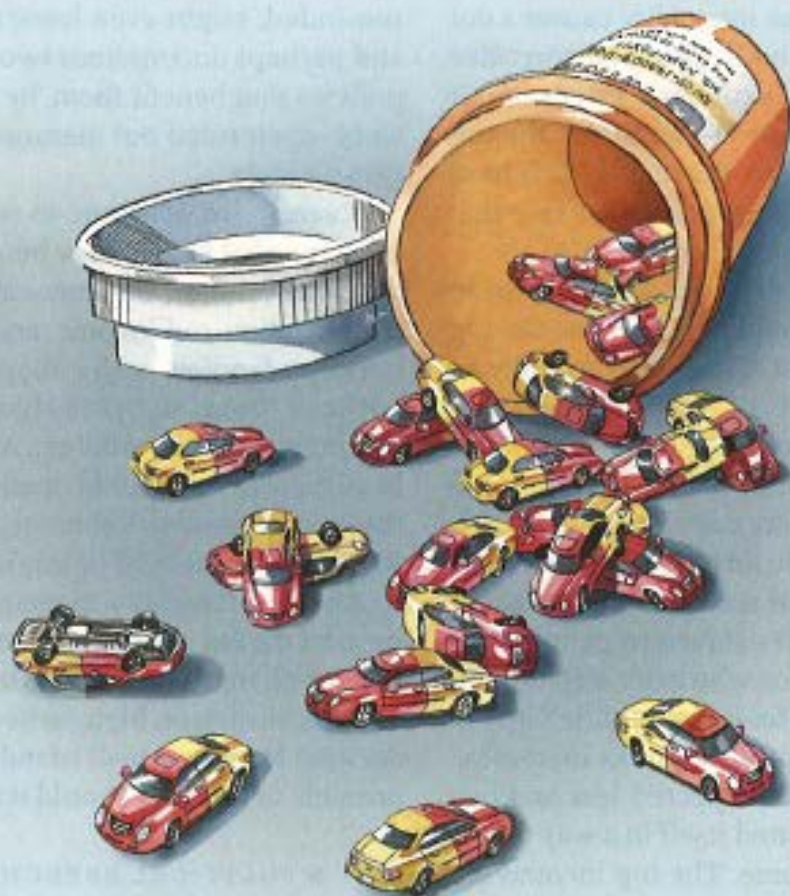
“27% of Americans,  
ages 17 to 24, are  
too fat to join the military.”



# The #1 killer of teens doesn't come from a dealer.



IT'S PARKED OUTSIDE IN THE DRIVEWAY.







LIVE HAPPY  
WITH  
OAKLAND

DOWNTOWN  
OAKLAND

NO  
PARKING  
ANY  
TIME

CITY OF OAKLAND  
PUBLIC WORKS AGENCY  
415.778.1000











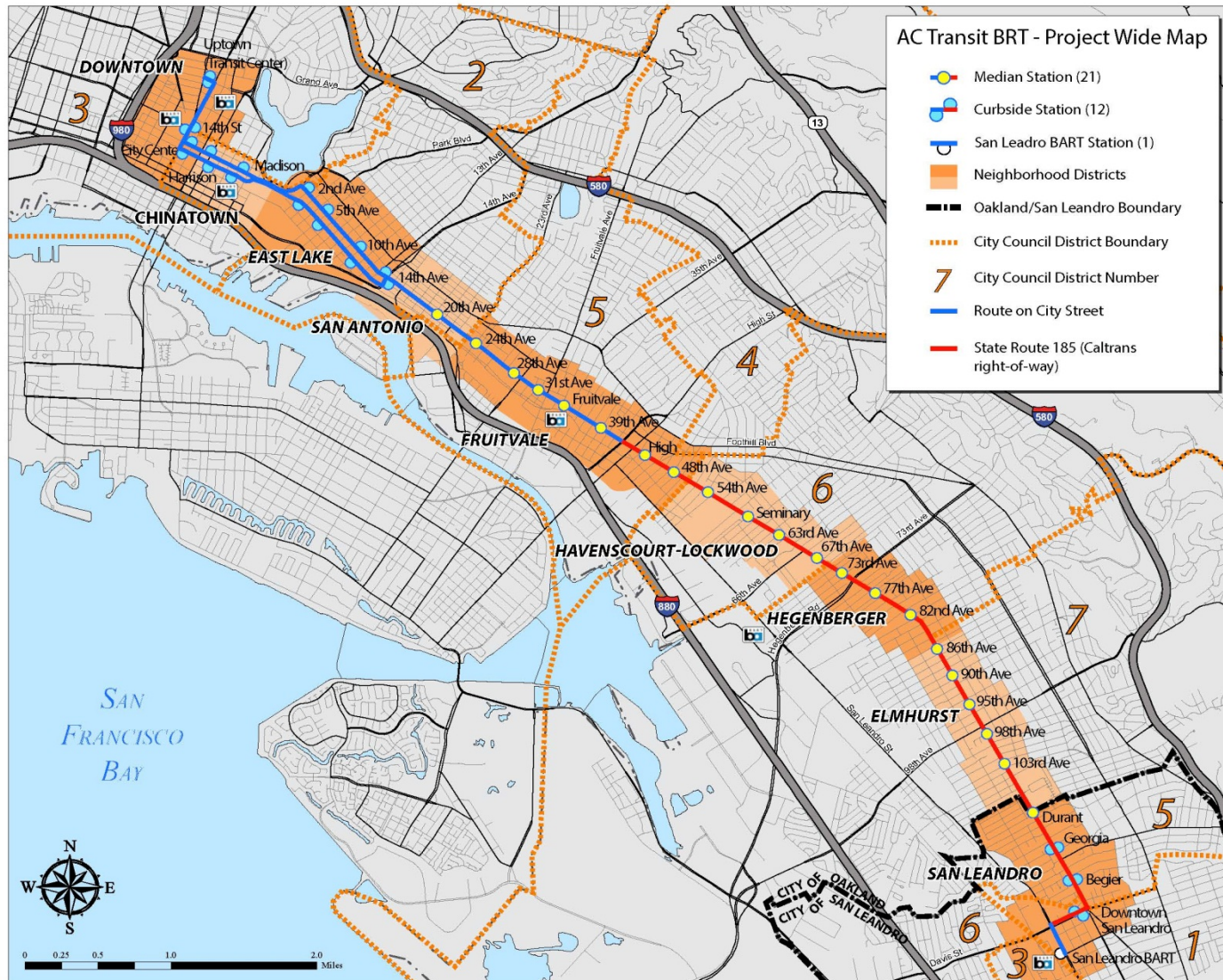


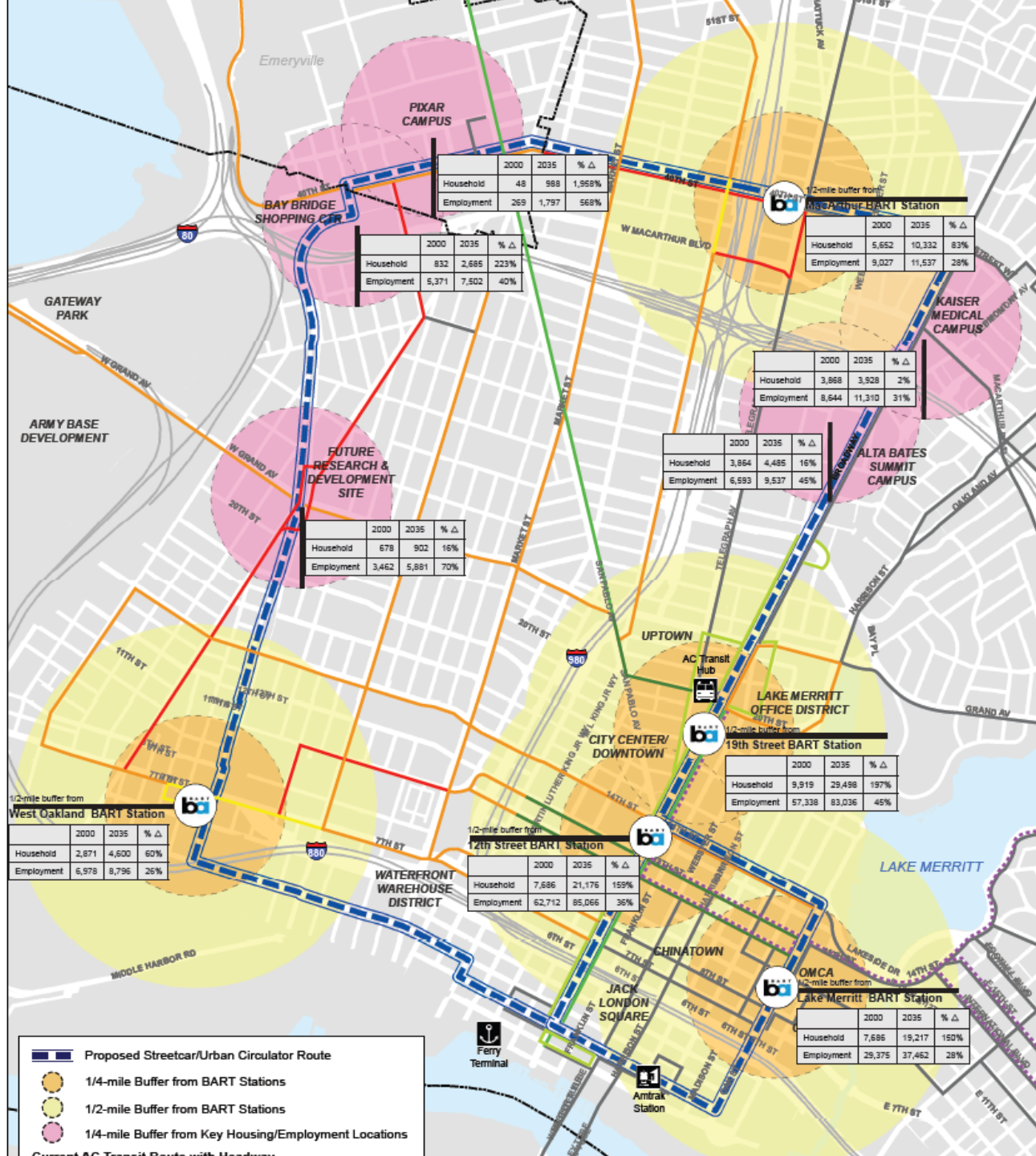






# Bus Rapid Transit







# BART – TOD





# The MacArthur Transit Village



- 624 new housing units
- 42,500 square feet of office and retail





**ENTER  
ON  
21<sup>st</sup> ST.  
FROM  
TELEGRAPH**

































9 car travel lanes + 1 bike lane



University Ave  
Berkeley  
NEXT EXIT

SPEED  
LIMIT  
65  
RADAR  
ENFORCED

15  
Ashby Avenue  
1 1/2 miles  
University Ave  
Berkeley















27th St

580  
24  
USE  
27th

ONLY

ONLY

ROUSE  
TIRE  
SERVICE







Reduce southbound Harrison travel lanes from 4 to 2 and restripe to include new southbound bike lane from Grand Avenue to 20th Street and parallel parking.

# 2 pkg + 6 car travel + 2 bike

al phasing and  
Harrison Street  
an crosswalks.

ound  
et to  
ugh  
king.

Grand Avenue

Restore historical  
features. Repa  
with Glen Echo

Improve pedestrian  
entry at Harrison and  
Grand intersection.

Impro  
Eastside

21<sup>st</sup>

Harrison Street

New curb on Harrison to increase  
open space next to lake by 20'  
include curb cuts and swale.

Collect street runoff in raingarden.

Improve and widen existing trail  
adjacent to Lake Merrit to 10'  
multi-use trail.

Reduce travel lanes on north-  
bound Harrison and provide  
parking and bike lane.



# Richmond, Virginia c. 1920







**Same View in 2010**









ALAMEDA COUNTY COURT HOUSE

HILL  
CASTLE  
APARTMENT  
COMPLEX

NO  
PARKING  
ANY  
TIME

























Low Clearance 6'-10"

Overhead and Structural  
Height Not Exceeds 10' 0"

P

Public  
Parking  
←

P

Public  
Parking  
←







# Mixed Use Development

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Jack London Square, Uptown, Temescal, etc.

**Housing**

**Office**

**Retail**

**Entertainment**

**Recreation**

**Open Space**



# What We Feared...





**What we wanted:**

**COUNTRY.  
SPACES.**





# What We Got...







# Euclidean Zoning: Separation of Uses









MAIN  
LAND  
LUXURY  
APARTMENTS  
66  
7  
9  
1  
2  
0  
6  
7

INVEST  
BUILD  
PROSPER  
LIVE HAPPY  
IN OAKLAND

INVEST. BUILD.  
PROSPER. &  
LIVE HAPPY  
IN OAKLAND  
800.742.8888

LIVE HAPPY  
IN OAKLAND  
800.742.8888









SEARS

FOX  
OAKLAND

LOANS

이스트 베이  
한미 노인 봉사회  
EAST BAY KOREAN-AMERICAN SENIOR SERVICE CENTER

OAKLAND  
OF MOUNTAINS & MEN  
WIVES & WOODS  
RAPHAEL

Grand  
Vox  
ESTABLISHED 1900

VISIT DAY CAFE  
SANDWICHES  
PIZZA  
BURRITOS  
TACOS  
PASTA  
SALADS  
SWEET TREATS  
OPEN 11AM-10PM  
1514 H ST





Thomas L. Berkeley

UPTOWN  
DISTRICT  
1200  
THE PARAMOUNT  
APARTMENT BUILDING

UPTOWN  
DISTRICT  
1200  
THE PARAMOUNT  
APARTMENT BUILDING

















# HEINOLDS' LAST CHANCE

He who drinks & drowns  
With grace  
Is ever welcome in  
this place  
He who drinks more than  
his share  
Is never welcome  
anymore.

SERVING  
BEER-WINE

NO PERSON  
UNDER 21







# Build Quality Architecture

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Strong Relationship to Street

Pedestrian-oriented

Attractive Facades

Quality Materials and Details

Iconic



























# existing conditions



Hull Street



# making better streets



Hull Street



# placemaking



Hull Street



# transit



## Hull Street



# Open Spaces/Streetscapes

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Access to Water

Neighborhood Parks

Urban Plazas

Natural Areas

Street Trees



04-23-14  
DID YOU KNOW?

## Living near trees, parks reduces stress

If you're in need of a little stress relief, it might be waiting just outside your front door — especially in the Bay Area.

A new study from the University of Wisconsin in Madison reveals that people who live near trees and green spaces report lower levels of stress, anxiety and depression than those in more concrete- and asphalt-lined neighborhoods.

Researchers collected health survey data from 2,500 Wisconsin residents, then paired the data with satellite images showing how much vegetation was in residents' neighborhoods. The results: People who lived on blocks with less than 10 percent tree canopy were more likely to report feeling stressed or down.

The findings were true regardless of race, age, income level, marital



Carlos Avila Gonzalez / The Chronicle

Visitors sit near Lake Merced in San Francisco. The city tied for third in the 2013 ParkScore Index.

status or education. "A poor person living on a logging road in (a national forest) was more likely to be happy than a wealthier person living on a treeless block in Milwaukee," the researchers said in a statement.

The study is good news for Bay Area residents. San Francisco tied for third in the 2013 ParkScore Index, which rates the park systems of the 50 most populated U.S. cities. San Jose ranked 11th and Oakland was 18th.

The Trust for Public Land, a conservation

nonprofit, creates the annual index by scoring cities on several open-space factors: accessibility, or the percentage of residents living within a 10-minute walk of a park; park size, which includes the median park size and the percentage of total city area dedicated to parks; the number of playgrounds per 10,000 city residents; and per capita park spending.

San Francisco earned the No. 1 spot in 2012, but Minneapolis and New York City came out on top in the latest scoring.

— Kathryn Roethel

















PUBLIC PARKLET  
ALL SEATING IS OPEN TO THE PUBLIC

Barley's East  
Chicken Mozzarella  
with arugula walnut pesto  
NEW!  
Raiders Chicken salad  
pomegranate, fig, olive, almond  
cubano, ranch, lemon mayo &  
cilantro











# A Waterfront Master Plan will...

*leverage* the City's investment in the Waterfront to create the value for spin-off *private investment*

## Charleston Waterfront Park & Maritime Center, SC



|                                |                |
|--------------------------------|----------------|
| Cost of park                   | \$ 101/sf      |
| Value of generated development | \$ 337 million |
| Ratio private/public           | <b>4.6</b>     |

## Cincinnati Central Waterfront Park, OH



|                                |                      |
|--------------------------------|----------------------|
| Cost of park                   | \$ 71.7/sf           |
| Value of generated development | \$ 500 million (exp) |
| Ratio private/public           | <b>5</b>             |

## Central Indianapolis Waterfront Project, IN



|                                |                |
|--------------------------------|----------------|
| Cost of park                   | \$ 15.7/sf     |
| Value of generated development | \$ 425 million |
| Ratio private/public           | <b>4.4</b>     |











# TREES!

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- plant more of them
- large & shady
- protect them
- they clean the air
- they minimize stormwater runoff



















NO PARKING  
12:30 PM TO  
3:30 PM  
FRIDAYS  
EACH MONTH













































# Historic Preservation

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**Simplify the Historic Preservation Code**

**Create State Historic Tax Credits**

**Create new Historic Districts**

**Save Oakland for future generations**































FOR LEASE  
1,500 - 1,800 sq. ft. OFFICE SPACE  
**LCB**  
ASSOCIATES  
Steve Barker - Broker/Owner  
510.763.7016

GRACE BEAUTY SUPPLY





\$3.99  
BURRITO



BURRITO

BURRITO 399

19th St  
San Pablo

UPTOWN  
MARKET &  
SPIRITS

TOPSCOTCH

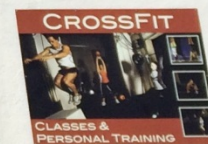
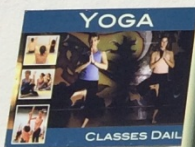
SUBWAY

1943 UPTOWN MARKET & SPIRITS









GREAT WESTERN POWER COMPANY  
OF CALIFORNIA

520





ENVISION  
ACADEMY  
OF  
ARTS  
&  
TECHNOLOGY

YOUNG WOMEN'S

-CHRISTIAN





ENVISION  
ACADEMY  
OF  
ARTS  
&  
TECHNOLOGY

TOURIST - CHRISTIAN - ASSOCIATION









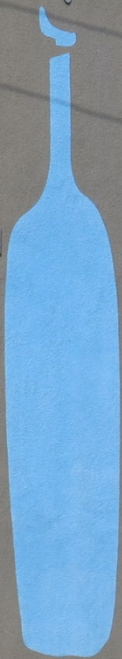


















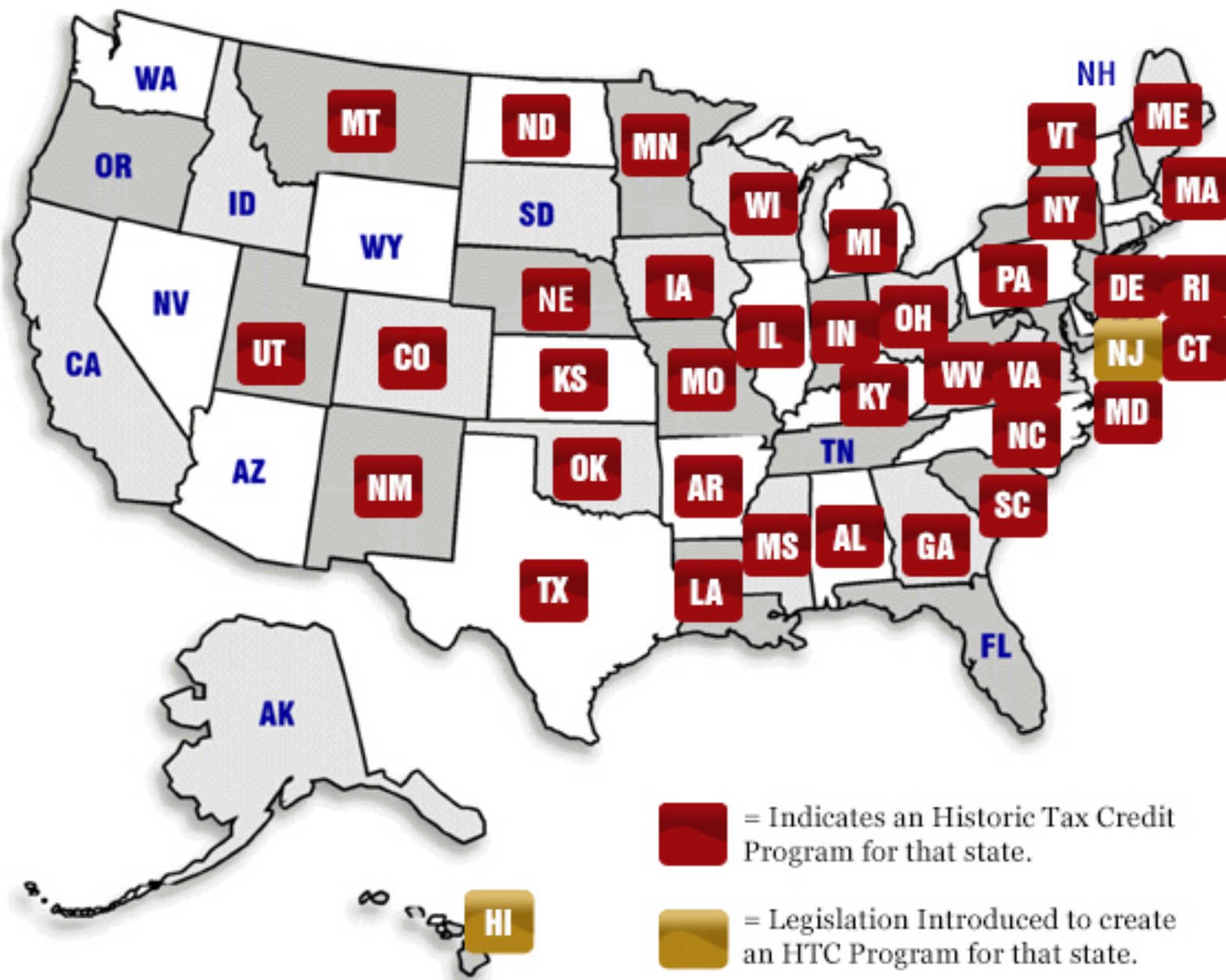


Shall We Be Free

2 HOUR  
PARKING  
8am - 6pm



## Historic Tax Credits: State Programs





# CA Historic Tax Credits

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1. Federal Historic Tax Credits @ 20%
2. CA Historic Tax Credit @ 20% - 25%
3. East coast, Midwest, West coast
4. Replace discontinued Redevelopment \$'s
5. Supported by developers, neighborhood activists, preservationists & investors
6. Catalyst for Development





**NO DUMPING**  
VIOLATORS WILL BE  
PROSECUTED TO THE FULL  
EXTENT OF THE LAW  
THE PENALTY IS  
A FINE OF \$500  
OR 6 MONTHS IN JAIL  
OR BOTH  
SEE IT STOP IT REPORT IT  
CALL 311

**NO TIRES BASURA**  
VIOLATORS WILL BE  
PROSECUTED TO THE FULL  
EXTENT OF THE LAW  
THE PENALTY IS  
A FINE OF \$500  
OR 6 MONTHS IN JAIL  
OR BOTH  
SEE IT STOP IT REPORT IT  
CALL 311















# *Bakery Lofts*

*Completed 2001*





# *Bakery Lofts*

*Completed 2001*





# *Telegraph Lofts*

*Completed 2003*





# *Telegraph Lofts*

*Completed 2003*





Museum of the City of Oakland, Calif.













# PRESERVATION & SUSTAINABILITY – CEQA?

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1. Americans demolish 200,000 bldgs/year
2. 40% of U.S. debris is from bldg demo's
3. 124 million tons of debris
4. Demolish a 50,000 sf building results in 4,000 tons of waste
5. 80 billion BTU's of embodied energy = 640,000 gallons of gasoline











# MAJOR HOUSING PROJECTS – 2013-14

under construction (1,000+ units @ \$365 million+)

**88% Affordable – Items 1-12**

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1. MacArthur Village: 90 units – \$43 million **Bridge Housing**
2. Cathedral Gardens by EAH: 100 units – \$40 million **EAH**
3. Lake Merritt Lodge: 92 studios – Intl students – \$15 million **USIC**
4. Lion Creek Crossing, Phase V: 128 units – \$35 million **EBALDC**
5. 1507 Second Ave: 92 units – \$40 million **Oakland Housing Authority**
6. 460 Grand Avenue : 68 units – \$30 mill **Bridge Housing**
7. 9800 MacArthur Avenue: 32 units – \$11 million **AMCAL**
8. Brookfield Court: 12 units – \$5 million **Habitat for Humanity**
9. 1701 MLK Way: 26 units – \$8 million **Resources for Comm Dev**
10. St. Joseph's Apartments: 62 units – \$30 million **Bridge Housing**
11. California Hotel Rehab: 137 units – \$36 million **EBALDC**
12. The Savoy: 102 units – \$28 million **AHA**
13. 1601 Clay Street: 16 units -- \$8 million
14. Lampwork Lofts: 92 units, W. Oakland, \$25 million **Madison Park**
15. Bakery Lofts: 61 units, 53<sup>rd</sup> Street, \$19 million **Madison Park**



## MAJOR HOUSING PROJECTS in the pipeline (7,500+ units)

1. Brooklyn Basin: 3,100 units (465 affordable) Signature Development
2. The Hive: 105 units Signature Development
3. 459 Eighth Street: 48 units Signature Development
4. Phoenix Commons (340 29<sup>th</sup> Ave): 41 units, (senior co-housing) Jeff Zimmerman
5. MacArthur Village: 534 units (18 affordable) Bridge Housing
6. Broadway & 17<sup>th</sup>: 230 units Joe Hernon
7. 1431 Jefferson Street: 65 units Menlo Group
8. Wood Street Studios: Phase 1 – 150 units, Phase 2 – 100 units City Ventures
9. Wood Street Studios: Phase 3 – 100 units Rick Holliday
10. Broadway & 51<sup>st</sup> Street (Merrill Gardens): 127 units (senior housing) SRM Developm't
11. Telegraph & 29<sup>th</sup> Street: 160 units Curtis Development
12. Jack London Square: 660 units Ellis Development
13. Broadway & Hawthorne: 425 units SRM-Ernst Development
14. Adeline & 39<sup>th</sup> Street: 100 units Dogwood Development
15. MacArthur & High: 115 units (all affordable, senior) AMG Under Appeal
16. 4690 Tompkins – 40 units Urban Green Development Under Appeal
17. Emerald Views: 370 units Joe O'Donoghue
18. Lake Merritt Blvd Apts (12<sup>th</sup> Street): 250 units (50 affordable) Urban Core
19. Coliseum Transit Village: 116 units (all affordable) Urban Core/OEDC
20. Temescal: 48<sup>th</sup> & Shattuck – 43 units Nautilus
21. Oak Knoll: 960 units (possible affordable component) SunCal



# **MAJOR COMMERCIAL PROJECTS – 2013-14**

**under construction (3 mill sq ft+ @ \$2.4 billion)**

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- 1. Oakland Army Base: Port Logistics Center @ \$.5 billion**
- 2. Foothill Square Shopping Center: 100,000 sf @ \$10m**
- 3. The Hive on Broadway & 24<sup>th</sup>: 95,000 sf @ \$10mill**
- 4. Safeway and shops on College Ave: 50,000 sf @ \$10mill**
- 5. Kaiser Permanente Medical Center: 1mill sf @ \$800mill**
- 6. Alta Bates-Summit Medical Center: 230,000 sf @ \$385m**
- 7. Highland Medical Center: 900,000sf @ \$668 mill**
- 8. Goodman Logistics Center: 375,000 sf @ \$34 mill**



# MAJOR COMMERCIAL PROJECTS

## in the pipeline: 3.5 million sq ft+

1. Brooklyn Basin: Retail, office: 200,000 sf
2. Sprout's and shops: 36,000 sf retail
3. Safeway shopping center @ B'way/51<sup>st</sup>: 450,000 sf
4. Safeway at Redwood Road: 48,500 sf
5. Sears site: Retail, office: 450,000 sf
6. Jack London Phase 2: Retail, hotel, office: 250,000 sf
7. City Center @ Clay: Retail, hotel, office: 400,000 sf
8. City Center @ Jefferson: Office: 600,000 sf office
9. Broadway & 11<sup>th</sup>: Office: 310,000 sf
10. 1800 San Pablo: Retail, entertainment: 120,000 sf
11. Children's Hospital: 380,000 sf
12. Oak Knoll: 250,000 sf retail/office



# FUTURE DEVELOPMENT

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1. Henry J. Kaiser Auditorium (City-owned)
2. Parcel 4 on Telegraph & 19<sup>th</sup> (City-owned)
3. Telegraph Plaza at 21<sup>st</sup> Street (City-owned)
4. 1900 Broadway **Seth Hamalian**
5. Valdez & 23<sup>rd</sup> Street (City-owned) **Thompson Dorfman**
6. Wood St Train Stn – Creative Office/Tech **Orton/Bridge**
7. Former OUSD Administration Building (OUSD-owned)
8. West Oakland – BART and Caltrans land
9. 1300 Harrison Street – High rise residential
10. Fruitvale Village II – 275 units – 20% affordable
11. 9400 International Blvd – 54 affordable units
12. 4700 Telegraph – 48 units **Nautilus**
13. 5110 Telegraph – 216 units **Nautilus**



# What's next?

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1. Finish Specific Plans
2. Build more housing
3. Continue TOD developments
4. Focus on major sites; Sears, SKS
5. BRT -- International Boulevard
6. Streetcars
7. Road Diets
8. Gateways
9. Plant 1,000 Oak Trees!