

# Major Projects Division

---

## Urban Design Engagement

CAC Meeting  
February 8, 2024



CITY OF  
**OAKLAND**

**DEPARTMENT OF  
TRANSPORTATION**

# URBAN DESIGN ENGAGEMENT

In January and February 2024, OakDOT staff engaged with community in a workshop and meetings **to help us determine the design preferences for streetscape elements along the Broadway and Martin Luther King Jr. Way Streetscape Improvement projects.**

## Meetings:

- Community Advisory Committee (CAC) – January 11, 2024
- Urban Design Workshop – January 17, 2024
- Uptown/Downtown BID – January 29, 2024
- Jack London Improvement District – January 30, 2024
- Uptown/Downtown Nightlife Committee – January 31, 2024
- Email with a Poll – sent out January 30, 2024
- Invites sent to Old Oakland Neighbors, Chinatown Chamber & Chinatown Improvement Council, African American Library and Museum, and New Destiny Church, Black Arts Movement Business District

# URBAN DESIGN ENGAGEMENT: BROADWAY

## Preferred Style



**Historic – 48%**

Strong preference for consistency along the entire corridor



**Classic – 30%**



**Classic – 28%**

*Source: CAC Meeting and Workshop Poll Results + Discussion + Chat, and Follow-Up Meetings*

# URBAN DESIGN ENGAGEMENT: BROADWAY

## Preferred Color & Material



**Standard – 34%**

Stronger preference for a material that is easier to maintain and resistant to vandalism

*Source: CAC Meeting and Workshop Poll Results + Discussion + Chat, and Follow-Up Meetings*



**Natural – 37%**



**Colorful – 29%**

# URBAN DESIGN ENGAGEMENT: BROADWAY

## *Summary of Feedback*

Overall, the results of the engagement showed a preference for Broadway to have a consistent, historic design theme. As a result, the direction to the design team has included the following:

- Maintain a **consistent** theme along the corridor
- Implement elements with a **historic** theme that require **low maintenance**
- Implement trash cans that are durable, such as **Big Belly waste bins**

*Source: CAC Meeting and Workshop Poll Results + Discussion + Chat, and Follow-Up Meetings*

# URBAN DESIGN ENGAGEMENT: MLK Jr. WAY

Preferred Theme: **Parlour**

Parlour



Ribbon



Source: CAC Meeting and Workshop Discussion + Chat

# URBAN DESIGN ENGAGEMENT: MLK Jr. WAY

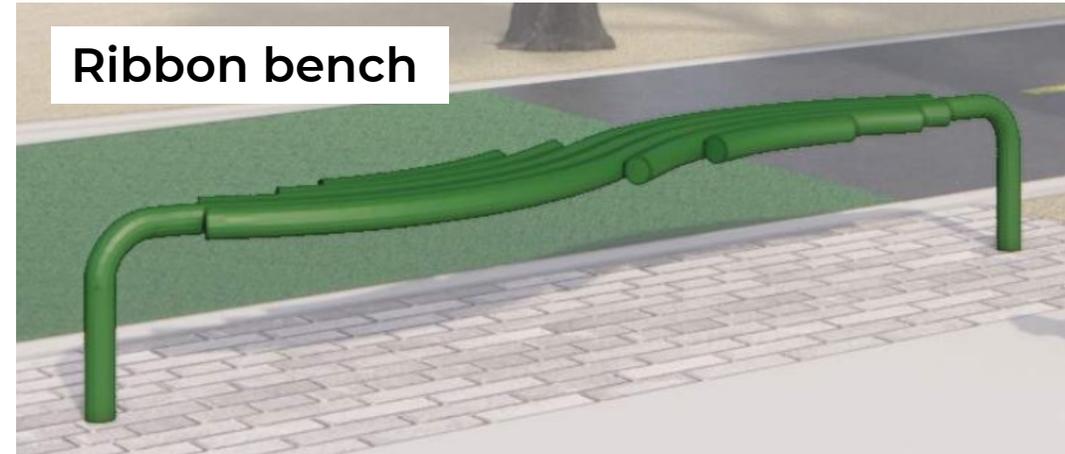
## *CAC Meeting and Workshop Results*

Preferences on seating leaned towards using practical, traditional benches that have backs, can quickly dry after a rain (i.e., not hold water), and stay cool to the touch.

Bike racks should be standard, not customized under either theme.



**Traditional bench**



**Ribbon bench**



**Perforated bench**

*Source: CAC Meeting and Workshop Discussion + Chat*

# URBAN DESIGN ENGAGEMENT: MLK Jr. WAY

## *CAC Meeting and Workshop Results*

Results were split evenly between decorative pattern, inlaid text, and none of the above.



# URBAN DESIGN ENGAGEMENT: MLK Jr. WAY

## *Summary of Feedback*

While the Parlour theme was slightly more popular than the ribbon theme, the majority of the feedback leaned towards a more practical, historic theme. Many stated that benches should be comfortable, and materials should be easy to maintain. As a result, the direction to the design team has included the following:

- Install historic, traditional seating that is comfortable in all seasons and easy to maintain
- Install standard bike racks
- Use decorative pattern minimally on sidewalks, such as on strips along edges of landscaping