The American Planning Association provides leadership in the development of vital communities by advocating excellence in planning, promoting education and citizen empowerment, and providing the tools and support necessary to effect positive change.

Community Assistance Program Staff
Felicia Braunstein | Director of Professional Practice
Ryan Scherzinger, AICP | Programs Manager
Eric Roach | Program Associate
William French | Program Associate

AICP Community Assistance Planning Services Committee
Justin G. Moore, AICP | Chair
Kimbely Burton, AICP CTP, PE, LEED AP ND
Deborah Meihoff, AICP
Robert Paternoster, FAICP
Triveece Penelton, AICP
Jesse Saginor, PhD, FAICP
Gavin Smith, PhD, AICP
Philip Walker, FAICP
Linda Amato, AICP | Liaison
Alexander Yee | Liaison

APA Offices
Chicago
205 N. Michigan Avenue, Suite 1200
Chicago, IL 60601-5927
Telephone 312.431.9100

Washington, DC
1030 15th Street, NW, Suite 750W
Washington, D.C. 20005-1503
Telephone 202.872.0611

More information on the Community Assistance Program:
Community Planning Workshops
planning.org/communityassistance

Community Planning Assistance Teams
planning.org/cpat

Cover Photo: Aerial view of Lake Merritt BART station area. Source: Google Earth
CONTENTS

Preface
Acknowledgments
The Purpose of the Community Assistance Program
   Guiding Values
   Program Background

Summary of 2019 Community Planning Workshop
   Workshop Date and Location
   Workshop Schedule
   AICP Certification Maintenance Credit

Ground Rules for the Workshop

Resources

Study Area

Background Information
PREFACE
The American Planning Association’s (APA) professional institute the American Institute of Certified Planners (AICP), in coordination with the local planning committee, prepared this briefing booklet to prepare participants for the Community Planning Workshop during the 2019 APA National Planning Conference in San Francisco.

The following people contributed to conversations and coordinating efforts in the development and planning of the 2019 AICP Community Planning Workshop.

Alessandra Davidson Lundin | Senior Planner/Urban Designer, Raimi + Associates
Liz Probst | Project Manager - Real Estate Development, East Bay Asian Local Development Corporation
Ann Cheng | Interim Co-Executive Director, TransForm
Christina Ferracane | Planner III, City of Oakland
Abigail Thorne-Lyman | Transit Oriented Development Program Manager, BART
Hannah Lindelof | Project Manager, BART
Ener Chiu | Commercial Planning and Services Manager, East Bay Asian Local Development Corporation
Andrew Matsas | Assistant Project Manager, East Bay Asian Local Development Corporation
Aaron Welch | Senior Associate, Raimi + Associates
Della Acosta | Senior Long-Range Planner, Rincon Consultants, Inc. | University Liaison, APA-California
Hing Wong, AICP | Senior Regional Planner, Metropolitan Transportation Commission
Ryan Scherzinger, AICP | Programs Manager, American Planning Association

ACKNOWLEDGMENTS
Many thanks to the 2019 APA National Planning Conference subcommittee members (listed above) that stepped up to volunteer their time over the past year to organize the workshop. It is their hard work that made the workshop possible. Particular thanks go to Alessandra Lundin Davidson who lead the group and kept everyone on task. Many thanks to Ann Cheng of TransForm for her persistent efforts. Thanks to Abigail Thorne-Lyman and Hannah Lindelof of BART for their hard work, including securing the space for the workshop. Thanks to Ener Chiu and Andrew Matsas from East Bay Asian Local Development Corporation (EBALDC) for all of their efforts with organizing, stakeholder outreach, finding local food for the workshop, and many other important contributions. Thanks to Liz Probst of EBALDC who spearheaded the workshop organizing efforts in the beginning, but needed to step away close to the end of her pregnancy. Congratulations, Liz! Thanks to Christina Ferracane from the city of Oakland for sharing her knowledge of the area and overall contributions. Thank you to Hing Wong, AICP of the APA National Planning Conference Committee for getting the ball rolling on the workshop and establishing connections among the organizers.

Finally, big thanks to all the Oakland residents and stakeholders involved and for participating in the day of the workshop. And big thanks to all the volunteer planning professionals who registered for the workshop to offer their time, share their experiences, and contribute their skills and knowledge to the effort.
THE PURPOSE OF THE COMMUNITY ASSISTANCE PROGRAM
The purpose of the Community Assistance Program is to serve communities facing limited resources by helping them address planning issues such as social equity and affordability, economic development, sustainability, consensus building, and urban design, among others. By pairing expert urban planning professionals from around the country with residents and other stakeholders from local communities, the program seeks to foster education, engagement, and empowerment.

Guiding Values
APA’s professional institute, the American Institute of Certified Planners (AICP), is responsible for the Community Assistance Program. Addressing issues of social equity in planning and development is a priority of APA and AICP. The Community Assistance Program was created to express the value of social equity through service to communities in need across the United States.

Community assistance is built into the professional role of a planner. One principle of the AICP Code of Ethics and Professional Conduct states that certified planners shall aspire to “seek social justice by working to expand choice and opportunity for all persons, recognizing a special responsibility to plan for the needs of the disadvantaged and to promote racial and economic integration.” Another principle is that certified planners should aspire to “contribute time and effort to groups lacking in adequate planning resources and to voluntary professional activities.”

Program Background
In recognition of the key role urban and regional planners play in shaping vibrant, sustainable, and equitable communities, the APA Board of Directors established the Community Planning Team initiative in 1995. This initiative resulted in a pro bono effort to assist an economically struggling African American community in Greensboro, North Carolina. APA has continued to develop a pro bono planning program that provides assistance to communities in need, including the annual Community Planning Workshop in the host city of the APA National Planning Conference.

In 2005, program efforts were increased after Hurricane Katrina in the Gulf Coast region to include a number of initiatives, including planning assistance team projects in the affected cities of Henderson Point, Mississippi, and Mandeville, Slidell, and New Orleans in Louisiana. Another Gulf Coast recovery project included the Dutch Dialogues, which brought American planners together with Dutch experts to transform the way that Louisiana relates to and manages its water resources.

AICP broadened the scope of what is now called the Community Planning Assistance Teams (CPAT) program with its 2009 project in Buzzard Point, a neighborhood in Southwest Washington, D.C. Completed projects since the CPAT program’s official relaunch in 2011, including Matthews, North Carolina; Story County, Iowa; Unalaska, Alaska; La Feria, Texas; Lyons, Colorado; Saginaw, MI; and others, including the first international project in the Yarborough neighborhood of Belize City, Belize, are all important landmarks in the development of the CPAT program as an ongoing effort. The CPAT program and the annual Community Planning Workshop are an integrated part of APA’s service, outreach, and professional development activities.

Learn more about the CPAT program here: planning.org/cpat

If you know of a community that may be interested in the CPAT program, we encourage you to let them know or contact program staff: CPAT@planning.org
SUMMARY OF 2019 COMMUNITY PLANNING WORKSHOP

Planners from around the country and abroad are attending the American Planning Association’s 2019 National Planning Conference (NPC) in San Francisco, April 12-15. APA offers a wide range of education sessions, mobile workshops, orientation tours, and many other professional networking and development opportunities throughout the conference. Since 2001, APA’s professional institute, the American Institute of Certified Planners (AICP), has organized the Community Planning Workshop in the host city of the conference. The workshop allows planners attending the conference the chance to assist and work with a community on a focused planning issue.

Local members of APA’s NPC Committee reached out within their Bay Area network to identify this year’s project in Oakland. APA, the city of Oakland, BART, East Bay Asian Local Development Corporation, and local planners worked together with area stakeholders, civic groups, and others to organize a workshop to focus on specific issues and goals related to establishing, financing, and sustaining a community benefits district in one of the last urban-infill neighborhoods in Downtown Oakland. The workshop pulls planners and other experts from around the country together with residents and area stakeholders to collaborate on finding policy, planning, and design-related solutions.

Workshop Date and Location
- **Day:** Saturday, April 13th
- **Where to meet:** Mobile Workshop sign-in area at the Convention Center
- **When to meet:** No later than 10:15 AM (shortly after the opening keynote address)
- **What to bring:** Nothing is required. Bring a copy of the briefing booklet if you wish to reference it during the day.
- **What to wear:** Wear comfortable shoes and clothes. The day may include some walking of the study area. Pay attention to the weather forecast, including the possibility for rain, and choose appropriate clothing.

At promptly 10:15 AM, APA staff will guide you to the charter bus. If for some reason you are late and miss the group, please make your own way to the workshop location (below).

- **Workshop location:** 101 8th St, Oakland
- **Lunch:** Lunch will be served soon after arriving to the workshop location.

Workshop Schedule

10:00 -10:15 AM
Meet at the Mobile Workshop sign-in area at the Convention Center. Board charter bus.

10:30 AM
Charter bus departs convention center.

10:50 - 11:30 AM
Tour of study area
End tour at workshop location

11:30 AM - 1:00 PM
Opening speakers
  - Alessandra Davidson Lundin | Welcome and Introductions, Workshop Overview
  - Justin G. Moore, AICP | AICP Commissioner and Chair of Community Assistance Planning Services Committee | Welcome and Thanks

Lunch and topic area speakers
**Topic: Financing Tools and Mechanisms**
  - Nadine Fogarty | Strategic Economics
Topic: Cultural Districts
  • Chris Iglesias | Unity Council, Fruitvale Station

Topic: Parking Assessment Districts
  • Danielle Dai | City of Oakland
  • Carla Hansen | City of Walnut Creek

Topic: Business Improvement Districts
  • Ener Chiu | East Bay Asian Local Development Corporation

1:00 - 3:00 PM
Breakout Sessions
The room will be set up into four stations, one for each of the four topics. Participants will be asked to select a topic area and join the designated station. Please try to balance out the groups as much as possible. Each group should include a mix of community stakeholders and APA visiting planners. Each station will have a facilitator and an assigned notetaker. There will be a flipchart next to each station for posting the top 3-5 ideas generated by each group.

There will be two rounds of small group discussions, each for 50 minutes, thereby allowing participants an opportunity to select two topic areas. Breakout groups should focus primarily on the designated topics assigned to their station. However, there will be overlap between topics, so groups should feel encouraged to discuss and make connections between topics as appropriate.

The 50-minute station discussions will be structured as follows:
  • 40 minutes for idea generation/open discussion using prompt questions to guide the discussion
  • 10 minutes to record the top 3 to 5 ideas generated

3:00 - 3:30 PM
Reporting Out
Each group will share with full group key takeaways from the topic area discussions.

3:30 - 5:00 PM
Open House
Workshop participants will share and discuss ideas with additional stakeholders

4:45 PM
Adjourn. APA visiting planners board bus and travel back to convention center.

c. 5:15 PM
Arrive at convention center.

AICP Certification Maintenance(CM) Credit
AICP member participants in the 2019 AICP Community Planning Workshop are eligible for 2 CM credits. Participants may also self-report 4 additional CM credits for pro bono planning service. For more information on CM credit for pro bono planning service, please go to: planning.org/cm/logging/selfreport/probono
GROUND RULES FOR THE WORKSHOP

All Day
In order for the day to go smoothly and effectively, the following are ground rules for the workshop:

- There are no observers. This is a participation exercise. Everyone is encouraged and welcome to join in and everyone has something to contribute.
- There are no right or wrong answers as we think about the future of the sites.
- Respect the opinion of others. Encourage others to participate.
- Commit yourself to a team approach— together we can generate ideas and options.
- Think in terms of how to make things happen.

Breakout Group Work Sessions
1. Everyone should introduce themselves, quickly.
   - Stakeholder volunteers include your association or role in the study area, how long you have been active in the area, what resource you bring or role you play in the Workshop and what you hope to achieve by participating.
   - APA participants/planners identify where you come from, where you work, what you do in your profession and what you hope to achieve by participating.

2. Select both a record keeper and a spokesperson.
   - The record keeper’s job is to accurately capture and record the major points of discussion. The record keeper needs to be a good listener and be able to quickly record key points.
   - The spokesperson’s responsibility will be to report back to the entire group of attendees after reconvening on the idea of each breakout group during report out sessions.
   - The spokespersons from the breakout groups should be ready to report when the time comes. If they need some help in clearly presenting the findings of your group, please do help them along.

3. Also, as a breakout group participant:
   - Take some time to clearly state the issue for discussion.
   - If you do not understand anything presented— do ask for clarification.
   - Challenge your fellow participants to think outside the box.
   - Do not dominate the discussion.
   - Think in terms of doable steps in recommending approaches and setting priorities.

4. Also, during the report out sessions:
   - Listen to the presentation.
   - Contribute to the general discussion.
   - Ask for clarification as needed. There are no dumb questions!
   - Be respectful of other’s perspectives.
   - Try not to be repetitive but build on the discussion of others.
Planning and Development Documents

Lake Merritt Station Area Plan (December 2014)

The Lake Merritt Station Area Plan is a Specific Plan for the roughly one-half mile radius around the Lake Merritt BART Station in Downtown Oakland. Over the next 25 years, the plan looks to add 4,900 new housing units, 4,100 new jobs, 404,000 square feet of additional retail, and 229,000 square feet of office uses to the neighborhood. The City of Oakland, community members, San Francisco Bay Area Rapid Transit (BART), and the Peralta Community College District have worked together over four years (2010-14) to develop the plan. The Plan seeks to address the diverse needs of the community, as well as the needs of BART related to ridership, and the needs of the College District related to education.

Access online here:
www2.oaklandnet.com/oakca1/groups/ceda/documents/report/oak048456.pdf

Design Guidelines for the Lake Merritt Station Area
www2.oaklandnet.com/oakca1/groups/ceda/documents/report/oak048457.pdf

Downtown Oakland Preliminary Draft Plan (January 2019)

This Preliminary Draft Plan is an initial version of the Downtown Oakland Specific Plan, describing transformative ideas and recommendations that connect the community’s downtown goals to potential strategic actions. The Preliminary Draft Plan’s initial recommendations have emerged through community input, technical analysis, and review of the City’s existing policies. An equity assessment of possible impacts of potential strategies is being used to refine the Plan’s proposed policies and projects toward more equitable outcomes. Feedback on this Preliminary Draft Plan will inform the Draft Specific Plan, which will also include a draft strategy for plan implementation.

Access online here:
www.oaklandca.gov/topics/plan-publications

Note: The Downtown Plan will not evaluate changes to character and intensity for the areas of Chinatown defined by 7th Street to the south, 13th Street to the north, Franklin Street to the west, and Fallon Street to the east. These areas of Chinatown were instead addressed by the Lake Merritt Station Area Plan (above). However, the mobility recommendations adopted for the Downtown Oakland Specific Plan will apply to Chinatown, and build on recommendations included in the Lake Merritt Station Area Plan.
Arts and Culture Research Compilation (March 2017)
This baseline case study research was compiled to provide examples of potential zoning and policy options for addressing arts and cultural districts and maker spaces in Downtown Oakland.

Access online here:
www2.oaklandnet.com/oakca1/groups/ceda/documents/agenda/oak069163.pdf

East Bay Asian Local Development Corporation (EBALDC) and Strada Proposal for the Redevelopment of Lake Merritt BART station (Approved September 2018)
In response to their RFP, the BART Board of Directors voted to move ahead with this proposal in September 2018. The proposal is a partnership between EBALDC, an Oakland nonprofit, and Strada Investment Group, a real estate equity firm based in San Francisco. BART plans to refine the proposal with additional feedback over the next couple of years. Not available online.

Recent News Stories
“BART to build 519 new homes at Lake Merritt”
Curbed-San Francisco, September 18, 2018

“BART Unveils Plans for Oakland Multi-Use Complex”
CBS SF, September 16, 2018

APA Resources
“Planning With Improvement Districts”
PAS Memo, Nov-Dec 2017; Erica Heller, AICP, 11 pages (APA membership required for access)
https://www.planning.org/publications/document/9136851

“Business Improvement Districts”
PAS QuickNotes 48; Jerry Mitchell and Melissa Sultana, 2 pages
https://www.planning.org/publications/document/9007643/

Parking Resources
KnowledgeBase collection: www.planning.org/knowledgebase/parkingrequirements
Local CBDs and BIDS

San Francisco Community Benefits Districts
Currently, there are 15 property based and 2 sector based Community Benefit Districts (CBDs) within San Francisco. These districts vary in terms of the services they provide their neighborhoods and their annual budgets. Each CBD within the City is headed by an executive director, who is hired by the CBD Board of Directors.
https://oewd.org/districts

Oakland Business Improvement District Alliance
The Oakland Chamber of Commerce serves as a supportive resource for Oakland’s ten Business Improvement Districts (BID) and Community Benefit Districts (CBD).
http://www.oaklandchamber.com/pages/BusinessImprovementCommunityBenefitDistrictsBIDCBD

Articles
“Parking Benefits Districts”
Donald Shoup, FAICP; The Access Almanac; No. 49; Fall 2016; Pp. 35-37.

“Fun Parking Facts”
Todd Litman; Planetizen; January 29, 2018
https://www.planetizen.com/blogs/96957-fun-parking-facts

Organizations
Bay Area Rapid Transit (BART)
The Lake Merritt BART Station is at the center of the study area. The new development project around the transit station will play a major new role in the vision for the area.
Visit: TOD - Lake Merritt - Project webpage
www.bart.gov/about/business/tod/lakemerritt

East Bay Asian Local Development Corporation (EBALDC)
EBALDC is a nonprofit community development organization with over 40 years of experience in Oakland and East Bay. EBALDC is known for developing and managing diverse, mixed-income complexes and communities, while providing vital social and financial services, to help give long-time, low-income residents the ability to stay in their neighborhoods. EBALDC is a partner in the successful proposal to develop the BART Lake Merritt Station.
https://ebaldc.org/

TransForm
Founded in 1997, TransForm promotes walkable communities with excellent transportation choices to connect people of all incomes to opportunity, keep California affordable and help solve our climate crisis. With diverse partners TransForm engages communities in planning, runs innovative programs and wins policy change at the local, regional and state levels.
http://www.transformca.org/
STUDY AREA
The 2019 Community Planning Workshop will focus on key strategies necessary to establish, finance, and sustain a community benefit district in one of the last urban-infill neighborhoods in Downtown Oakland. This redeveloping, transit-oriented development (TOD) is at the nexus between planning and implementation. In 2018, Bay Area Rapid Transit (BART), one of the largest public landowners, selected a master developer to build 500 housing units, 600,000 square feet of office space, 20,000 square feet of retail, and public amenities over the existing, below-grade BART train station.

Located in the heart of Oakland Chinatown, community stakeholders aim to protect the area’s status as a thriving, inclusive cultural district – while building ownership and wealth in the community and minimizing displacement. The community acknowledges a need to look beyond planning and real estate solutions. A sustainable funding mechanism that goes beyond the one-time development-related impact fees the city now collects (since 2015) is needed. Implementation of parking, open space, maintenance, and other considerations often get overlooked and underfunded.

The purpose of this workshop is to engage planners and allied professionals to discuss successes and failures of community benefit districts (i.e., parking benefit, business improvement, property benefit, infrastructure financing) from the Bay Area and lessons from other parts of the country. Areas of focus will include financing strategies, community outreach, agency partnerships, and other tools necessary to create long-term cultural authenticity and financial success in the context of Oakland Chinatown.

This conversation is happening at the right time with increasing development activity. The city of Oakland, in collaboration with BART, Peralta Community College District, and a cross-spectrum of community stakeholders, worked together from 2010 to 2014 to develop a specific plan, the “Lake Merritt Station Area Plan.” This vision sets forth a 25-year roadmap to add 4,900 new housing units, 4,100 new jobs, 404,000 square feet of additional retail, and 1,229,000 square feet of office. 1,300 units are currently under construction and a master developer with an initial proposal for the development over the BART station has been approved.
BACKGROUND INFORMATION
The following pages will help familiarize you with the study area.

Planning Area for the Lake Merritt Station Area Plan

Source: Lake Merritt Station Area Plan (December 2014, pg. 1-4)

Source: Lake Merritt Station Area Plan (December 2014, pg. 1-3)
Key Assets Map

Source: Lake Merritt Station Area Plan (December 2014, pg. 1-8)

From Lake Merritt Station Area Plan (December 2014, pg. 1-6-7):

Some key assets in the study area include:

- **Lake Merritt BART:** The Lake Merritt BART Station provides rail transit service to the Planning Area and throughout the Bay Area. The two Lake Merritt BART blocks located at the center of the Planning Area are historically part of Oakland Chinatown, and are currently potential development sites.

- **Oakland Chinatown:** Chinatown is a vibrant commercial and residential neighborhood. Chinatown has active streets in the commercial core, a vibrant retail trade, and acts as a cultural center in the east Bay Area for the Asian community. Chinatown also makes up the core residential community within the Planning Area and a multitude of invaluable community resources and services are located in Chinatown.

- **Laney College:** Laney College is the largest of the four Peralta Community Colleges, located adjacent to the Lake Merritt BART Station on about 60 acres of land devoted to classrooms, vocational technology workshop/classrooms, and computer and science labs, as well as a bookstore, library, gymnasium, swimming pool, childcare center, two large auditoriums and a performing arts theater. The school serves a diverse student population of over
14,000 students each semester and has more than 400 full-time and adjunct positions.

- The Pacific Renaissance Plaza: The Pacific Renaissance Plaza houses the Asian Branch Public Library, the Oakland Asian Cultural Center which offers a range of cultural resources, the Chinatown Chamber of Commerce, two levels of shops and restaurants, residential units above the ground floors, and underground parking. A large plaza with a fountain acts as a gathering space for residents and visitors to the area.

- The Oakland Museum of California (OMCA): Established in 1969 as a “museum for the people,” OMCA is a leading cultural institution of the Bay Area and a resource for the research and understanding of California’s Merritt is also listed in the National Register of Historic Places, and the Lake Merritt Wild Duck Refuge is a National Historic Landmark.

- The Kaiser Convention Center: Originally opened in 1914 as a multi-purpose arena, the Center is currently closed. The convention center is located adjacent to the OMCA, south of Lake Merritt and north of Laney College. The Center has historically been a venue for a variety of cultural events and entertainment, and has great potential for future reuse.

- Alameda County Offices: A major source of employment and services, the County offices and County Courthouse are located primarily along Oak and 12th Streets.

*From Lake Merritt Station Area Plan (December 2014, pg. 2-4):*

**History of Displacement**

The Planning Area is situated within a territory occupied by Costanoan (also commonly referred to as Ohlone) language groups. The Huchiun tribelet is believed to have occupied the Oakland area at the time of Spanish contact. The land—occupied by Native Americans—was granted to Luis Maria Peralta in 1820 as part of the Rancho San Antonio land grant, and later became incorporated as part of the City of Oakland in 1852.

Chinese people first came to Oakland in the 1850s, living in at least four different areas until they settled at the corner of 8th and Webster Streets by the 1870s. This corner remains the center of the Chinatown Commercial District today, with residents expanding into the 7th Street/Harrison Square Residential District. Immediately adjacent to these areas are three blocks—bounded by Jackson Street on the west, 9th Street on the north, Fallon Street on the east, and 8th Street on the south—with significant history for the Chinatown community. These blocks were once called the Madison Square area and were largely occupied by Chinese families from the 1920s to the 1960s, drawn by the convenient location and important cultural and social services.

These residences were removed in the 1960s for the construction of the Lake Merritt BART station, BART headquarters building (since demolished due to seismic concerns), and a parking lot. This displacement had a disruptive effect on Oakland’s Chinatown community.

The construction of BART and the displacement it caused were part of a larger era of redevelopment that caused significant disruption in communities. Construction of the I-880 freeway in the 1950s took with it scores of neighborhood buildings, including the previous home of the Buddhist Church of Oakland.

Meanwhile, the land where Laney College now stands had been cleared for redevelopment, first as wartime housing, later as the community college. The Oakland Museum of California was completed in 1969. The Planning Area carries a history of displacement of its communities. The Station Area Plan’s strategies and policies are meant to recognize that history, and help to rebuild the urban fabric.
Existing Land Use (2010)

Source: Lake Merritt Station Area Plan (December 2014, pg. 2-8)
Development Projects in the Area Since 2014

Source: Lake Merritt Station Area Plan Update - Planning and Building Department (March 2019)
From Lake Merritt Station Area Plan (December 2014, pg. 5-7):

**Proposed Park Improvements and New Open Spaces**
As new development takes place and the residential population increases, improved access, maintenance, and usability of existing parks, as well as development of new open spaces, will be essential to ensure a high quality of life in this increasingly dense urban setting.

A main objective of the General Plan OSCAR [Open Space, Conservation and Recreation, An Element of the Oakland General Plan (1996)] is reducing deficiencies in parks acreage and recreational facilities in the most equitable, cost effective way possible. One of the strategies of the Plan is to continue to implement this objective, first by making the most out of existing spaces; secondly, by partnering with the Oakland Unified School District and other schools; and third, by expanding the amount of new park and open space acreage and recreation facilities.

**Maintain and Enhance Existing Spaces**

This section describes recommendations for making the most out of existing open space and recreational facilities in the Planning Area, including ideas for improved access, expanded programming, and physical improvements.

**Lincoln Square Park and Recreation Center Improvements**
Lincoln Square Park is heavily used by hundreds of people during the day and evening, and is described in the General Plan OSCAR as “the most popular park in Chinatown.” Community members want to maintain the uses and activities at this location and ensure continued maintenance as the neighborhood continues to grow. A recent focus group by the City’s Office of Parks and Recreation revealed users wanted more trees and greenery, shading, a computer lab with updated equipment in the Recreation Center, and a “multilevel building with full sports/fitness facilities.”

Recent improvements have been made to expand the amount of land dedicated to recreational use. In the summer of 2011, construction was completed on the transformation of a surface parking lot between Lincoln Elementary and the Recreation Center into additional recreational area with four-square courts, artificial turf areas for playing, and perimeter landscaping to enhance the look and feel of the park. Improvements also include a stretching and fitness station, café seating, an elevated stage, an improved walking corridor, and interpretative panels on local natural resources.

In addition to the recent improvements, there is also the idea to expand the Recreation Center by adding to the second floor.

**Chinese Garden (Harrison Square) Park Improvements**
Chinese Garden Park provides important cultural amenities, a Chinese community center, senior center programming, and a community garden that is well used by residents in the Planning Area. Stakeholders would like to see it accommodate even more varied programming for a wider demographic. Recent improvements include new ADA parking facilities and pathways, new irrigation and lawn and new plants and trees, estimated at about $1.1 million.
Access is constrained and safety is a concern given the high volumes of traffic and vehicle speeds on surrounding streets, especially 7th Street. The current route from Alameda to I-880 uses the portion of 7th Street bordering this park, along with other city streets, as a part of the highway approach. The OSCAR states that, “access improvements across 7th Street are now needed to ensure pedestrian safety and the usefulness of the Park.”

Community members have identified 7th and Harrison Streets, and 7th and Alice Streets as among the priority locations for pedestrian crossing improvements. The intersection of 7th and Alice may warrant a new traffic signal, which could help to provide a safe crossing to the Park. Improvements could also be made without a new signal, with bulb-outs and other traffic calming devices, as described in Chapter 6. Meanwhile Harrison Street has been identified as a key corridor for lighting and streetscape improvements, and this would also help to integrate the park with the neighborhood. Any future roadway improvements in this area should enhance pedestrian safety.

Consideration should also be given to the installation of a sound wall to reduce the impacts of freeway noise in the Park.

Madison Square Park Improvements
Madison Square Park is a key asset that is vital to the physical and mental health of the community, particularly for the Tai Chi community that regularly uses the park. Issues currently limiting use of the park include inadequate lighting and perceived lack of safety. Improvements to Madison Square Park could include new recreational facilities and vegetation, and removal of contaminated soils.

Community members have suggested additional improvements that would increase use of Madison Square Park and bring more people to use the park at all times of the day. These include:

- A 12,000- to 15,000-square foot hardscaped plaza for use as Tai Chi space, sports space, and festival plaza space. The plaza should generally not include steps or grade changes;
- Improved play structure for young children;
- New exercise equipment for adults, a community garden, and gaming tables;
- Area(s) for ad hoc seating/viewing around the plaza;
- Area lighting;
- Shade structures and other amenities, including trash cans and electrical connections in multiple locations;
- Memorial or cultural structures;
- New programming that is multigenerational and multicultural, such as festivals and exercise classes;
- Regulating use and open hours, including encouraging people to clean up after pets by posting ordinance and fine information, and deterring homeless by instituting and posting hours of operation;
- “Activating” the park, by creating a process to allow and encourage vendors, food services, music and performance; and promoting day and evening activities;
- Redesigning the Jackson Street frontage to be at-grade with Jackson Street, with no physical barriers between the park/plaza and Jackson Street;
- Raising the surface level of the park to be closer to that of the surrounding sidewalks, to improve usability and safety;
- Improving linkages with Lincoln Square Park and other parks through physical routes and shared programming to create a network of open spaces;
- Public restroom facilities located either in the park or in a future Youth/Community Center on the adjacent BART blocks and made available to users of Madison Square Park during hours of Youth/Community Center operations;
- Better maintenance of the park.

Each of these ideas has the potential to enhance the usability and safety of the park. New facilities and amenities (gaming tables; seating and shelter) and new activities (food services, performances) would help give the park a use to many community members who may not currently
be attracted to the park. When considering new uses and users of the space, existing uses (such as morning Tai Chi or mid-day basketball) must be accommodated. New park users would contribute to a greater sense of safety in the park, providing “eyes” and lessening the potential for subgroups to dominate. Physical improvements relating to visibility and access would address specific problems that influence community members’ current experience of the park. Limiting undesirable park use (for example, at night) and establishing the expectation of order and cleanliness would help establish a new image and signal that the park is a valuable asset that the community feels ownership of.

While some stakeholders also expressed the desire for a community center or senior center here, community feedback has been overwhelmingly in favor of preserving as much open space as possible in the park, free of permanent structures. This approach supports General Plan OSCAR Policy OS-2.1, to manage Oakland’s urban parks to protect and enhance their open space.

Lake Merritt and Lake Merritt Channel Improvements
Lake Merritt, the Estuary Waterfront, Peralta Park and Lake Merritt Channel Park provide additional open space and recreation opportunities in the Planning Area. The OSCAR classifies Lake Merritt Park as a “region-serving park,” while Channel and Peralta Parks are “linear parks.” OSCAR policies emphasize the need to improve visibility and connections to the Estuary Park and along the Channel. Completing improvements along the Channel to the Estuary is also a priority of the Lake Merritt Master Plan and the Estuary Policy Plan. Access to these parks is currently constrained due to visual and physical obstacles, as well as perceived distance from the current center of commercial and residential activity in the Planning Area. Measure DD improvements currently underway will improve access to these assets. Measure DD improvements include:

- Lake Merritt Boulevard (formerly 12th Street) redesign, and creation of a new, four-acre park on the southern edge of Lake Merritt, in the Planning Area.
- 10th Street Bridge (Clear Span Bridge, removing culverts to allow improved water flow).
- 7th Street Flood Control Pump Station, and Channel bypass to allow small boats to navigate around the Pump Station.
- Lake Merritt water quality improvements and amenities renovations.
- Enhanced bicycle and pedestrian access along the Channel.

The Station Area Plan will further improve the accessibility of open spaces along Lake Merritt and the Channel through targeted streetscape improvements as outlined in Chapter 6, thereby improving walkability and visibility. This will implement objectives of the Estuary Policy Plan, which calls for linking the Estuary to Lake Merritt by enhancing the Lake Merritt Channel. The Station Area Plan’s land use strategy (outlined in Chapter 4) will help to extend the commercial and residential activity closer to the parks and complement streetscape improvements with active uses.

Improvements to Other Publicly Accessible Open Spaces
Enhanced open spaces associated with public and private development have the potential to enrich quality of life in the neighborhood and help define the larger open space system. Paved and landscaped areas exist around the Oakland Public Library and on the Oak Street side of the Alameda County building. These spaces may be especially well-suited to programming, food vending, and similar activities that generate daytime activity and improve quality of life for both residents and workers. OSCAR Policy 11.1 calls for providing better access to attractive, sunlit open spaces for persons working or living in downtown Oakland.

Joint Use Agreements
Publicly accessible courtyards in block interiors exist at Pacific Renaissance Plaza and at Laney College. These provide valuable central gathering spaces for the Chinatown commercial core and for the community college, respectively.

Schoolyards are an underutilized open space resource. The OSCAR (Policy OS-2.2) directs the City to work collaboratively with Oakland Unified School District

**Measure DD**
Measure DD was passed by Oakland voters in 2002, allowing the City to generate $198 million in bond financing to develop parks, trails, bridges, recreation facilities, historic building renovations, land acquisition and creek restoration.

Measure DD-funded improvements underway include redesign of the roadway along the Lake’s southern edge; building a clear span bridge at 10th Street, and enhancing bicycle and pedestrian access.
(OUSD) to make schoolyards more accessible and attractive. The current joint use agreement between the City of Oakland's Lincoln Recreation Center and OUSD's Lincoln Elementary is a very successful model for easing access between schools and community facilities.

The Station Area Plan identifies two additional opportunities for joint use agreements in the Planning Area:

- The Oakland Unified School District's Downtown Educational Complex at 2nd Avenue and East 10th Street, will add new schools, a public playing field and basketball courts.
- Laney College's sports fields include baseball, football and track and field facilities east of the Channel and a swimming pool west of the Channel. While class registration fees are very affordable and Laney has special programs to increase access to its swimming pool in particular, general public access to these facilities is limited to Laney students. Ensuring open space preservation and better community access to these recreational open spaces and facilities would achieve several policies from the OSCAR.

There is potential for the broader community to benefit from these amenities, and a joint use agreement is one method for ensuring wider community access.

**New Open Spaces and Recreational Facilities**

The Station Area Plan also includes recommendations for new open spaces. These would be created as part of new development, along Lake Merritt and the Lake Merritt Channel, and as temporary uses of existing streets or rights-of-way, as described below.

New open spaces should respond to the types of facilities the community has indicated it wants, based on the Community Engagement Process survey described on page 5-6: access to neighborhood parks, recreation centers, athletic fields, and Tai Chi areas. The Plan seeks to achieve these in part by improving existing parks and joint use agreements, and in part by providing well-designed, small new publicly accessible open spaces in the Planning Area.

**Open Space Contributions by New Development**

Under existing zoning regulations in the Planning Area, new residential development is required to provide private open space, intended for use only by residents of the site. Private open space must be provided in an amount that equals to 75 square feet per regular unit. This private open space can be either accessible to all residents or individually portioned off for each unit. Rooftop open space may be counted towards a portion of the requirement of private usable open space. However, meeting rooms, gyms or other indoor recreational space cannot be counted towards required private usable open space. New zoning should consider expanding the types of spaces that count towards required open space, in order to allow greater flexibility in satisfying this requirement, while still providing a useful and pleasant space for residents.

Current zoning does not have requirements for public open space, intended to be used and accessible to the general public. However, current regulations do allow a residential development to provide a publicly accessible ground-floor plaza to satisfy the private usable open space requirement. This possibility should remain in new zoning and may result in the creation of some new, publicly accessible open space in the Planning Area. In addition, the City should study the feasibility of providing the option for developers to pay in-lieu fees equivalent to having provided required open space.

The Station Area Plan recommends that all new development over half a block in size provide on-site, publicly accessible open space amounting to 10 percent of the total site area. These sites are shown in Figure 5.2. This could apply to all types of development, not only residential. These new publicly accessible open spaces would follow the design principles described on page 5-17. This would help achieve OSCAR Policy OS-11.2 to “create new civic open spaces at BART stations … and in other areas where high intensity redevelopment is proposed.”

New development could provide this public open space voluntarily. However, establishment of a public open space requirement may require a nexus study, which is beyond the scope of this Plan. This is discussed further in Chapter 10 Implementation.

**New Park Land at Lake Merritt and the Channel**

As described in the first section of this Chapter, four acres of new park land are being developed at the northern edge of the Planning Area, along the south shore of Lake Merritt, funded in part by Measure DD. These improvements will also include a pedestrian and bicycle pathway along the Lake Merritt Channel between Lake Merritt and I-880. Following the Lake Merritt Master Plan, this Plan recommends extending this pathway to the Estuary waterfront and the Bay Trail along the west side of the Lake Merritt Channel.
The Lake Merritt Master Plan identifies the Channel as a future open space link between the Lake and the Estuary. The Station Area Plan in turn calls for a new greenway or linear park along the east side of the Lake Merritt Channel, if the public properties along this edge redevelop, and calls for an extension of the linear park to make the link under I-880 and south to the Estuary waterfront via a pedestrian bridge.

Finally, the Fire Alarm Building site at the corner of 14th and Oak Streets at Lakeside Park has special potential to contribute some publicly-accessible open space. The City should facilitate reuse of the historic building on this site as a community facility or commercial use open to the public, such as a restaurant. If the site is redeveloped, a potential open space contribution should preserve views to the Lake and establish a clear connection to the Lake and its trails.
Streetscapes and Temporary Open Spaces

Reconfiguring public right-of-way offers an opportunity to expand the usable open space of the Planning Area in an innovative and lower-cost way. These open spaces may be temporary, as in the case of parklets and festival streets described below. They may also be in the form of streetscape improvements that include public seating, or other spaces that invite people to gather and linger.

A parklet is the temporary use of space in the public right-of-way (such as curbside parking spaces), for public uses such as seating, passive recreation, or landscaping. Parklets are meant to contribute to a more pedestrian-friendly urban environment, while supporting nearby businesses. They are open for public use, but privately constructed and maintained. Parklets may be created by adjacent businesses, through application to the City. In the fall of 2011, the City of Oakland started a pilot program to encourage the development of up to eight “parklets” on commercial streets, with one-year permits. As envisioned, permits would be renewable for up to three years, after which point the permit may be rescinded in order to shift the parklet to another suitable location, to spread the effect of temporary parklets throughout the City.

Festivals or regular events like farmers markets or night markets can convert street space into a recreational space. Fallon Street, with the festival street improvements described in Chapter 6, would provide a flexible public space adjacent to the Lake Merritt BART Station and at the doorstep of Laney College for community events. Other lowtraffic blocks may also be good locations for festival streets and temporary street closures.

The King Block alley off of Harrison Street between 12th and 13th Streets provides a special opportunity to transform unused alley space into usable public space. The space could include cafés, bocce ball courts or other games, or a sculpture garden.

The Webster Green project envisions a ribbon of public spaces adjacent to Webster Street between the I-880 freeway and Jack London Square, connecting Chinatown to the waterfront. While primarily outside the Planning Area, this project could be extended into the Planning Area by encompassing the I-880 undercrossing on Webster Street. This project has the potential to provide a great benefit to the neighborhood, by converting a string of publicly-owned parking lots above the Alameda Tube into a series of public spaces.

The Station Area Plan identifies four other primary corridors that can act as links between the regional open spaces, the Planning Area, and the heart of downtown Oakland.

- Oak Street provides a connection between Estuary Park at the waterfront and Lake Merritt Park, passing by several publicly accessible open spaces in the Planning Area.
- 14th Street/Lakeside Drive links Lake Merritt and its network of parks and pathways to the center of downtown Oakland at Frank Ogawa Plaza.
- 10th Street connects the Chinatown commercial district, with a terminus at Pacific Renaissance Plaza, to Lincoln Square Park and the Lake Merritt Channel and its surrounding open spaces. This link supports the Plan goal of strengthening the relationships between these districts.
- 7th Street connects the Laney College athletic facilities and Lake Merritt Channel with the 7th Street/Harrison Square residential district, Chinese Garden Park (Harrison Square), and the Webster Street Green.

One way to emphasize these “green street” corridors is to enhance existing plazas, such as at the Library and the Alameda County building on Oak Street, in such a way that links them more effectively with the street. A second strategy is to ensure that new publicly accessible open spaces created as part of new development along these corridors reinforce their “green street” identity. Third, the corridors should be sites for enhanced plantings, wide sidewalks, additional seating, and streetscaping interventions that highlight the link to regional open spaces and create a distinct “green street” identity. Detailed recommendation are included in the Design Guidelines.

Funding Mechanisms

Funding mechanisms and estimated costs for improvements are covered in more detail in Chapter 10. It is noted here that some in-progress improvements to regional parks in the Planning Area—around Lake Merritt and the Channel—are already funded by Measure DD funds and other matching grants. Funding for new parks and improvements to neighborhood parks may come from a variety of sources including open space in-lieu fees, grant funding, the City’s Capital Improvement Program, implementation of developer impact fees or a Community Facilities District.

Prioritization of Improvements

In establishing funding priorities there will be a need to balance citywide and Planning Area goals. From the standpoint of the Planning Area stakeholders, priority
should be given to improvements to existing spaces that are very well-used, such as Lincoln Recreation Center. While the Planning Area’s parks and recreation centers have been identified by the community as improvement priorities, they also attract people from the entire city and across the region. New and expanded parks and recreation centers should maintain and improve access to these groups.

**Maintenance**

Maintenance of open spaces is essential to ensure their comfort, safety, and overall usability. Maintenance of public parks is typically funded through the General Fund. Other potential sources include a Lighting and Landscape District, or Business Improvement District – a full range of options are included in Chapter 10. Owners of publicly accessible plazas are responsible for maintaining these spaces.

*From Lake Merritt Station Area Plan (December 2014, pg. 7.10-14):*

**CULTURAL RESOURCES**

The Planning Area is currently rich in cultural and community facilities, as shown in Figure 7.3 and detailed in Table 7.2. The Plan will seek to preserve and enhance the Planning Area’s numerous cultural resources. New ideas for ways to support the area’s wealth of cultural resources are discussed in this and subsequent sections.

**Improvements to the Built Environment that Encourage Street Life**

**Pedestrian Connections**

The Plan recognizes the importance of enhancing and improving connections among the Planning Area’s numerous resources. Currently, connections between cultural assets within the Planning Area could be more extensive. Improvements should help certain parts of the Planning Area to be perceived as more active or safe. For example, the area between Chinatown and the Oakland Museum of California and Laney College could benefit from greater perceived safety at night. Improvements to the I-880 Freeway under-crossings could enhance safety and better connect the Planning Area with the Jack London District.

Area-wide streetscape improvements such as strategic sidewalk widening, cultural markers, and increased pedestrian-scaled lighting are included in the Plan to improve connections and enhance pedestrian access, safety, and experience. Potential catalyst projects include the installation of wayfinding signage, lighting, and streetscape elements on Fallon, 8th, and 9th Streets, which would improve connections between Chinatown, Laney College, Lake Merritt BART Station, the Oakland Museum of California, and the Kaiser Auditorium. Improvements to the I-880 freeway undercrossings are also included, to reduce the separation imposed by the I-880 freeway.

Improving the pedestrian experience within the Chinatown commercial core is also important to the Plan’s goal of preserving and enhancing the neighborhood’s vibrant culture. Transportation improvements, such as corner bulb-outs and traffic calming measures along 7th Street, will promote pedestrian access and safety to Chinese Garden Park (Harrison Square). Additionally, access will be improved through traffic calming efforts. A key factor in improving access to Chinese Garden Park will be calming traffic accessing the I-880 Freeway from the Alameda Tubes; a separate study addressing this topic is underway by the Alameda County Transportation Commission and the City of Oakland. Streetscape improvements also address pedestrian connections and

---

**Existing and Potential Cultural and Entertainment Areas**

Chinatown is identified in the Downtown draft plan. BAMD stands for Black Arts Movement Business District. Source: Downtown Oakland Preliminary Draft Plan (January 2019, pg. 271).
Improved access to the Chinatown Core as addressed above, to Jack London Square, and to parking areas under and beyond the I-880 Freeway, which will be activated with uses, including cultural activities such as a night market.

**Wayfinding and Signage**
Additional multilingual signage will also help enhance the pedestrian experience in the Planning Area. Signs and markers strategically placed will lead residents and visitors to the various destinations, attractions and resources throughout the area. Language access in public signage is an important cultural service for existing and emerging immigrant populations in the Planning Area, and expanding on the multilingual wayfinding signage will ensure that the Planning Area is navigable to people with different cultural backgrounds.
Active Streets
Future ground-floor development and land uses along 8th and 9th Streets should be consistent with the existing character to promote cultural vibrancy. Particularly along 8th Street in the Chinatown commercial core, street and sidewalk improvements and regulations seek to strike a balance between pedestrian circulation, sidewalk vending, and loading/unloading of goods. A good balance is critical as these elements together contribute to preserving and promoting the area's unique cultural identity.

Community Gathering Spaces
Social gatherings within the Planning Area occur in both formal and informal public spaces. Group exercise activities occur in Madison Square Park and Pacific Renaissance Plaza and board game activities and socializing can often be found occurring in informal spaces such as outdoor cafes, along planter edges at the Lake Merritt BART Station, and along steps or stairs. The Plan recommends streetscape and open space improvements to accommodate and enhance these spaces in order to support community gathering and socializing.

These improvements, coupled with increased activities and gathering opportunities would contribute to the area's vibrancy and safety with increased “eyes on the street.” Additional amenities such as shaded areas and sidewalk seating areas are recommended. Festival streets, which are discussed further below, will also help activate the public realm and create additional spaces for the community to gather and socialize.

Festivals, Events, and Night Markets
The Planning Area currently hosts two annual street festivals that are regional draws. Streetfest occurs in the Chinatown commercial core, between 9th Street, Broadway, Harrison Street, and 8th Street and usually includes three performance stages. The event runs Saturday and Sunday on the last weekend of August, with estimates of up to 90,000 visitors attending. The Lunar New Year Bazaar takes place over a few blocks, including 8th and 9th Streets between Webster and Franklin Streets, in January/February each year. Other ongoing activities include the Obon Festival sponsored by the Buddhist Church of Oakland and the summer Night Market in the Chinatown commercial core, and additional events held by other cultural institutions. Of note are the public events held at Oakland Museum of California, including the Lunar New Year celebration, Black History events, and Day of the Dead Community Celebration. In addition, every Friday, the Oakland Museum stays open late and hosts and event with music, arts and crafts activities for kids and food trucks at its 10th Street entrance, which spills out onto the street itself.

Transportation and open space improvements, such as lighting, signage, sidewalk widening, transit and bike access, should enhance these popular events.

As discussed in Chapter 6 of the Plan, key blocks in the Planning Area are envisioned to be designed as “festival streets,” a street that can be easily converted into a public pedestrian mall on weekends and for special events. Potential “festival streets” include Fallon Street between 10th and 8th Streets at the Lake Merritt BART Station or 10th Street near the OMCA entrance and at the Chinatown commercial core at Webster Street. Other opportunities for additional outdoor market locations include Madison Square Park or areas under the I-880 freeway. These locations can host new events or provide expanded space for existing events. Festivals and events are also discussed in Chapter 8.

Asian Branch Library
The existing Asian Branch Library in the Chinatown Core is a particularly important cultural resource in the Planning Area, heavily serving an existing and emerging immigrant population in the area and region. The Asian Branch Library is the second busiest branch in the Oakland Public Library system after the Main Library and its collection represents eight different Asian languages including Chinese, Japanese, Tagalog, Thai, Cambodian, Vietnamese, Korean, and Laotian, in addition to English language books. Library staff are multilingual.

Adequate funding will be needed to provide for increased demand for services, materials, and space for reading, storage, and circulation. Expanded programming has been recommended by the community.

Madison Square Park
Madison Square Park is a historically and culturally important asset for the community, and is currently utilized by hundreds of people ranging from children to adults to senior citizens for exercising, Tai Chi, and martial arts, and as a gathering place for socializing.

This Plan recommends improvements to Madison Square Park, outlined in greater detail in Chapter 5, to enhance its role in the community and accommodate future activities in the space.

Every effort should be made for nearby development to
Community Facilities Map

Figure 7.3: COMMUNITY FACILITIES

Source: Lake Merritt Station Area Plan (December 2014, pg. 7-13).
enhance and further activate the current cultural activities at Madison Square Park with compatible land-uses at the ground level, such as cafes, restaurants, a community center, and public restrooms.

**Lake Merritt BART Station**

Community members have expressed interest in renaming the BART station to better reflect the identify of the surrounding neighborhoods. A new name could include references to Oakland Chinatown, Laney College, Oakland Museum of California, and/or Alameda County Services.

---

**From Lake Merritt Station Area Plan (December 2014, pg. 8.4-9):**

**COMPONENTS OF THE ECONOMIC DEVELOPMENT STRATEGY**

The Plan proposes a broad array of strategies to achieve the objectives established in the previous section. Strategy components are presented here, in the context of an objective they serve. In many cases, strategies support multiple objectives, a characteristic that points to the way the physical city and its economic and social vitality are linked.

**Highlight Chinatown**

The Chinatown commercial core is today a successful area and one of Oakland’s gems, but is also challenged by changing demographics, perceptions of public safety, and other issues such as increased competition from Asian markets in other East Bay cities. Components of an economic development strategy to support and leverage this tremendous asset should include the following.

**Events and Festivals**

Special events and festivals give Planning Area residents and businesses an opportunity to strengthen bonds while highlighting the area's cultural diversity. Events bring short-term infusions of economic activity, and have the potential to expose many more people to Oakland Chinatown who are then likely to return. The City should work in partnership with the local business community to organize and carry out special events, including coordinating promotion and security, temporarily closing streets, and streamlining permitting. Refer to Chapter 7 for details on current events.

**Marketing and Branding**

Marketing is more than just a mere promotion of place. Marketing can help define the Planning Area's image and increase its visibility to potential investors and the world at large. In particular, the marketing program should highlight the added benefit of shopping in Chinatown as a vibrant experience, as opposed to relatively new suburban outlets for Chinese retail goods which lack the same mix of offerings and cultural vibrancy. The commercial district could create a larger web presence and put more information on-line, since this is the most economical way of marketing short of running advertisements or directly approaching potential investors. Additionally, partnerships between the local Chinatown Chamber of Commerce and/or the East Bay Economic Development Alliance, the City, and other business service organizations could maximize promotional opportunities. A Community Benefit District or Business Improvement District could help to fund marketing and promotion and special events, among other things (see Chapter 10).

**Rename Public Spaces**

The character of Chinatown could be explicitly emphasized in the public realm, through naming of new public spaces after prominent local neighborhood figures. Further, the Lake Merritt BART Station could be renamed to identify it as an access point to Chinatown, as described in Chapter 4.

**Ensure Public Safety**

Ensuring safety from crime, and people's perception of safety, is a priority for the community. Strategies for enhancing the overall sense of security follow. They point to ways the community and other City departments can complement work being done by police and others to ensure the area is a desirable place to work and live. Small, local actions and changes to the environment may have a large, positive effect on overall safety in the Planning Area.

**Ambassador Program**

The Downtown Ambassador program established and funded by the Downtown Oakland Association has helped build confidence and enhance safety downtown. The Ambassadors are a highly visible presence on downtown streets. They help to resolve minor incidents, act as liaisons to the police department, and help to maintain streets and public spaces, while providing permanent jobs for residents. A similar program in the Planning Area would need a long-term, ongoing funding source, such as a Community Benefit District (CBD, see sidebar) or other source described in Chapter 10.
Lighting
Improved lighting of streets and sidewalks has the potential to improve public safety. Lighting improvements should be pedestrian-scaled, and targeted to areas of concern identified by the community and police. Improvements may be achieved through funding mechanisms as described in Chapter 10, or other means.

“Eyes on the Street”
Neighborhood watch programs and security cameras in public places and parks are a few examples of initiatives to increase “eyes on the street” and contribute to increased public safety. This strategy would also be supported by the idea under discussion to relocate BART’s Police Headquarters, currently located underground at the Lake Merritt station, to street level. While BART police would not patrol the area, their presence at ground-level could improve the perception of surveillance.

The Role of New Development in Enhancing Safety
Land use intensification proposed by the Plan may have the greatest effect in adding to public safety by ensuring that streets are active and vibrant. A mix of development types, including entertainment uses, would bring more people to the area at all hours.

Building and Landscape Design
The design of new buildings and changes to existing buildings and public spaces will also have an important effect in ensuring public safety. Design Guidelines for the Lake Merritt Station Area Plan build on the ideas of Crime Prevention through Environmental Design (CPTED). Key strategies include promoting active ground floor uses that directly face the street, and demarcating public and private space. Design should make it clear that activities are visible, and should encourage a sense of “ownership” on the part of building owners and residents.

The Plan also calls for improvements to existing streets and public spaces. These must be designed to address security concerns and enhance the safety of the area.

Attract a Diverse Population
With its walkable, urban character, its accessibility to jobs and transit, and its proximity to Lake Merritt, the Planning Area has the potential to appeal to a broad range of Bay Area residents, including members of Oakland’s Chinese community, new immigrants, professionals with disposable income, and families with children. A larger and more diverse resident population will in turn support more local businesses.

Community Benefit Districts (CBDs)
Business or property owners within a defined geographic area may agree to assess themselves annual fees, as part of a Community Benefit District (CBD) or Business Improvement District (BID). The CBD/BID may then fund activities and programs to enhance the business environment; these may include marketing and promotion, security, streetscape improvements, and special events. Once established, the annual CBD/BID fees are mandatory for businesses/ properties located within the district. Ten CBDs/BIDs are currently in place in various parts of Oakland, including the Downtown Oakland Association in downtown. Chapter 10 includes more discussion of CBDs/ BIDs.

Land Use and Zoning
The City can play a key role in enhancing the Planning Area’s appeal to a diverse population. Establishing a land use pattern through zoning regulations that permits high density housing and open spaces, ground floor retail on key pedestrian corridors and a mix of commercial uses will provide the framework for the future composition of the area. Affordable and market rate housing for single individuals, small and large families, and seniors will ensure the area is home to a sufficient population base to support local businesses. Transit-oriented development should also cater to professionals and seniors attracted by the location and amenities. The development of new housing in a variety of formats and the crafting of a balanced Land Use Plan that seeks to optimize the potential of commercial streets and cultural anchors are covered in detail in Chapter 4. Updating the City’s Planning Code will be the key implementation action.

Incentives Program and Housing Development
A program of incentives to developers for providing community benefits could be an important strategy to produce transit-oriented development in the Planning Area. The program, more fully described in Chapters 4 and 10, could grant additional height, floor area ratio (FAR), or reduced parking requirements, in exchange for amenities or benefits desired by the City, such as a small business center.

School Partnerships
The quality of local schools is a chief consideration of many families with children who may be attracted to live in the
Planning Area. Lincoln Elementary School is a top-level, award-winning school, and the Downtown Educational Complex is an important new investment. Partnering with local schools to maintain and improve school quality may be an important component of attracting families. Partnerships with Laney College are described below.

Engage the Multi-Cultural Business Community

Relationships between the City and the diverse communities in the Planning Area may be strengthened through established business organizations (such as the Oakland Chinatown Chamber of Commerce and the Oakland Vietnamese Chamber of Commerce) and new organizations for communities that are less organized. Outreach may be done by the City in conjunction with the business service organizations (BSOs)—groups convened by Economic Development staff—and chambers of commerce. Another mechanism to organize the diverse business community in the Planning Area is the creation of a CBD or BID. Successful partnerships between the City and organized groups will require bridging language barriers with marketing, business outreach and attraction, and targeting.

Connect with Laney College and OUSD

Laney College and Oakland Unified School District’s new Downtown Education Center (DEC) have the potential to be successfully integrated with the neighborhoods around them and with the economic life of Oakland. An economic development strategy for the Planning Area should pursue opportunities to partner with Laney College and the DEC, including the following.

Partnerships with Local Businesses

Economic development in the Planning Area would benefit from partnerships between Laney College, the DEC, and the local business community to establish internships and mentorship programs and coordination on employer recruitment efforts.

Sharing Facilities

Laney College’s facilities, including classroom and meeting room space, athletic facilities, and open spaces are a valuable resource not only for the college but potentially for the surrounding neighborhoods. With clear arrangements for joint use of facilities, these amenities could significantly improve the appeal of area for living and doing business. The DEC has been designed with such community use in mind. Joint use agreements are described in Chapter 5.

Leverage Public Real Estate Assets

The Planning Area features a significant amount of publicly-owned land that is vacant or potentially redevelopable. In particular, the two BART blocks are located directly adjacent to the Lake Merritt BART Station. A “catalyst” development project on one or more of these blocks (as described in Chapter 3) would act to stimulate additional development in the neighborhood by proving the value of investment and adding new destinations and new customers.

Some other key assets include the MTC/ABAG office building, which may be vacated; the City-owned Fire Alarm Building site, which could be reused as a public facility or restaurant; and the Kaiser Convention Center, which should be reused to establish an additional destination in the Planning Area. Redesign of 12th Street has created an additional City-owned potential development site. Additionally, improvements to existing publicly owned parks would help improve the attractiveness of the Planning Area to visitors. Open spaces are addressed in greater detail in Chapter 5.

Improve Visual Quality

Streetscapes, Parks, and Design Guidelines

The Plan supports improvements to the public realm in the form of streetscape improvements, park improvements, and the creation of new public spaces as part of new development. Large development sites could provide on-site publicly accessible open space (as described in Chapter 5), adjacent to the street. Design Guidelines for new development (under separate cover) aim to enhance the visual quality of the area. Additional opportunities for public realm amenities exist in establishing merchant/restaurant alleys (for instance re-activating the historic alley located on the King Block), and participation by local businesses in the City of Oakland’s parklets program, which allows the temporary conversion of parking spaces to seating or pedestrian amenities, by application (see Chapter 5 for more detail). A cohesive signage program as discussed in Chapters 6 and 7 should be consistent with and build on existing signage in the Chinatown core.

These strategies will contribute significantly to the attractiveness of the Planning Area as a place to invest, live, and do business, and are covered in other chapters. Improvements may be financed using a variety of mechanisms covered in Chapter 10, including the creation of a CBD or BID and the use of incentives for developers to help pay for economic and community benefits.
Façade Improvements

Façade improvement programs have historically existed through the now dissolved City of Oakland redevelopment agency. A similar program should be explored post-redevelopment, and these programs should be actively marketed for use in the Planning Area. Historically, these programs provided matching grants to existing businesses for storefront and façade improvements. A more targeted program in the Chinatown commercial core could help to make area properties and businesses more vibrant, economically competitive and inviting. Under this new program, the city could approach property owners and businesses along each block face on the main pedestrian retail streets, and employ financing assistance, design consultation and city facilitation tools to encourage private investment in façade improvements.

Maintenance

Even in the absence of streetscape and façade improvements, the visual quality of the Planning Area can be enhanced. It will be important to resolve loading issues, so delivery vehicles don’t park in travel lanes. Regular cleaning and maintenance is also important, particularly given that the economic benefits of improvements to streetscapes and public spaces will diminish over time without good upkeep. This also includes maintenance of the roadway condition to reduce the number of potholes. A Community Benefit District or similar mechanism would be well-suited to taking responsibility for maintenance activities (see Chapter 10).

Support Business Development and Job Creation

Support for local businesses, job placement support for local residents, and expansion of key economic segments are the nuts and bolts of an economic development strategy. Effective economic development and business support will require cultural understanding and language capacity. Specific opportunities are outlined here.

Small Business Development Programs

Multiple organizations currently exist that provide technical and financial support to start-ups and small businesses. The City could ensure that Chinatown businesses are aware of and have access to start-up and business support services, including services in Cantonese, Mandarin, and Vietnamese. The City or another organization could also support business retention by maintaining a revolving loan program for local businesses needing temporary financial support. These programs should help to support thriving commercial centers with a mix of small and larger businesses such as the Pacific Renaissance Center.

A “Small Business Innovation and Incubator Fund” is another option. Such a fund could provide lower rents, other financial support, business development assistance, and support services for start-up firms, and help entrepreneurs get businesses off the ground. New services could be delivered through existing organizations and programs or as part of a new program. It is critical that all services are multilingual and can effectively support Mandarin, Cantonese, and Vietnamese speakers.
Local Hiring, Job Training and Placement
The City has local hiring goals that apply to City-funded activities, including definition of what constitutes a local hire and target numbers of local hires. Local hiring in the Planning Area should be encouraged as part of the City’s overarching economic development goals.

A local hiring-related service could support expansion of local businesses and be connected to workforce development programs including those administered by the City. In addition to job placement, these programs provide essential job training and job readiness services.

Together, job training and local hire goals can provide career pathways and can indirectly engage youth in pursuing construction jobs. Possible opportunities for matching youth in the area to construction jobs include employing local apprentices enrolled in the California State Certified Labor-Management apprenticeship program and other state-approved apprenticeship programs.

While workforce development programs are currently in effect, there may be challenges related to language. Services must be expanded to meet the needs of Mandarin, Cantonese, and Vietnamese speakers and further publicized in the Chinatown community.

Public/Private Partnerships
Pursuing public/private partnerships can help achieve catalyst development, business development, community engagement and other objectives. Examples include OUSD working with the local business community to connect students with local businesses, and the potential for BART to work with an entity to redevelop property. In the latter case, BART requires “project stabilization agreements” with prospective partners in Transit-Oriented Development (TOD) projects, to ensure efficient project delivery.

Improve Access
Improving Planning Area accessibility is covered in depth in Chapter 6, including detailed guidance on enhancing the pedestrian realm and access to transit, creating bicycle facilities, and improving traffic flow and parking access. These programs will be a necessary component of successful economic development. The creation of a Parking District and/or in-lieu fee may be important in funding access improvements. These mechanisms are described in Chapter 10.

Undertake a Local Economic Development Strategy
During the implementation phase of this Plan, a detailed local economic development strategy should be undertaken with an emphasis on international, and especially Asian, business development. The strategy should consider:

- Strategies for expanding or updating existing businesses;
- Reaching out to existing, successful Asian/Pacific Islander-owned businesses in the region, to promote establishment of locations in the Planning Area;
- Private sector corporate headquarters export and import business as an opportunity with an already strong institutional presence (particularly in regard to the Port of Oakland);
- The unique opportunities of the Asian market; and
- Creation of an Immigrant Investor Program/EB-5 Regional Center, which will establish a lower barrier to entry and attract international investment that would be complimentary to the existing community and business mix.

From Lake Merritt Station Area Plan (December 2014, pg. 10-5):

IMPLEMENTATION

Phasing of Implementation Measures
The Implementation Strategy includes a broad range of mechanism for implementing the Plan vision over the next 25 years. Some mechanisms can be undertaken directly, such as developer incentives, are described as Phase I mechanisms. Other elements require additional actions or studies before they can be undertaken, such as an impact fee program or formation of an assessment district, which are described as Phase II improvements. The timing of the Phase I mechanisms is dependent only upon securing funds or related development activities that are associated with their completion. The timing of Phase II mechanisms is dependent upon completion of necessary pre-conditions, such as a nexus study or voter approval of an assessment district. Detailed descriptions of all mechanisms are included in Section 10.3.

Phase I
Examples of Phase I Implementation strategy mechanisms, which have no pre-conditional requirements, include, but are not limited to, the following:
• **Developer Incentives**
  — Developer Incentives allow a developer to receive additional development rights (via height, density, or FAR bonus; or relaxation of requirements, such as parking or open space) in exchange for provision of certain amenities, such as affordable housing, public open space or preservation of historic resources. These incentives can be incorporated in Planning Code changes.
  — The incentive must be entirely voluntary. Any requirements would trigger a legal precondition for a nexus study, and thus could not be implemented immediately.

• **Development Agreements**
  — Section 17.138 of the Planning Code establishes a framework for Development Agreements. Development Agreements allow the City to negotiate with developers for public amenities through a contractual process and reach a recorded agreement.
  — The Planning Code currently limits Development Agreements to projects involving at least 4 acres of land or 500,000 sq. ft. of proposed floor area, which would limit applicability in the Planning Area.

• **Grants and Loans**
  • In-Lieu Fees for Parking or Open Space Requirements (economic studies have recently been completed)

**Phase II**

Examples of Phase II Implementation strategy mechanisms, which require pre-conditions, include, but are not limited to, the following:

• Developer exactions (e.g. requirements for on-site public amenities or payment of in-lieu fees for those public amenities) would require a nexus study to identify the purpose of the fee, identify the use to which the fee is to be put, and determine that there is a reasonable relationship between the fee’s use and the type of development project on which the fee is imposed (commonly called a Nexus).

• Assessment districts would assess fees on property owners or businesses in the study area to finance improvements. In addition to economic studies, assessment districts require voter approval and City Council adoption.

---

**Shared Responsibilities**

A shared responsibility approach, including City actions, developer contributions and community initiative will be necessary to achieve community improvements and amenities, given the costs and current fiscal environment.

*See page 10.6-21 in the Lake Merritt Station Area Plan for a full implementation table.*
CHINATOWN

Outside of San Francisco, Oakland has the only historic urban Chinatown surviving in California.

From the Downtown Oakland Preliminary Draft Plan (January 2019):

Existing Condition: As one of the most vibrant neighborhood retail districts, Chinatown contains several historic areas and contains a distinct Asian influenced character that attracts locals and visitors, including the many regular patrons of the district’s religious, social, and health resources, and Asian residents from throughout the East Bay seeking businesses catered to Asian customers. The area is bustling every day of the week with activity and is consistently a significant tax revenue generator for the city. There is a significant immigrant and senior population in Chinatown that is particularly vulnerable to displacement, with 50-60% of residents being renters. In the Chinatown neighborhood between 14th Street and I-880 from Broadway to Alice Street, the median income is a mere $17,609, with only 22% of people who speak English, and approximately 46% who are over the age of 75 years. These tenants are vital to the cultural character and economic diversity of the Chinatown and Eastlake neighborhoods.

Future Vision: With its array of unique cultures, Chinatown continues to be an essential asset for the City of Oakland. Culturally specific street design and gateway elements help identify Chinatown, with some residents wanting to see the neighborhood recognized as an official cultural heritage district. Vibrant streets with better loading/unloading zones, wider sidewalks, and safer crosswalks make the neighborhood cleaner and safer. Furthermore, the redirection of Alameda freeway traffic away from Chinatown’s streets, reconstruction of 6th Street between Broadway and Oak, and the removal of the Broadway off-ramp implemented as part of the Oakland Alameda Access Project improve access to the I-880 freeway and move traffic off local streets in Chinatown, making them safer. Public space improvements, particularly in Lincoln Square and Madison Park, are identified as community priorities. These improvements serve Chinatown’s many families and multi-generational residents.

LANEY COLLEGE

From the Downtown Oakland Preliminary Draft Plan (January 2019):

Existing Condition: Laney College is one of the four colleges of the Peralta Community College District, located near the Lake Merritt BART Station. The Lake Merritt Channel separates the Laney College Main Campus, located on Fallon Street, from the Athletics Campus. The Main Campus also includes a large parking lot along 7th Street adjacent to I-880. In March 2018, Laney College approved a Facilities & Technology Master Plan to guide future improvements on campus, which includes a marketplace and incubator with parking garage and campus pedestrian bridge on the 7th Street Laney Parking lot.

Future Vision: In addition to the improvements completed as part of the Laney College Facilities & Technology Master Plan, new mixed-use development on the Laney College surface parking lot adjacent to I-880 and the Peralta Community College Site between 5th Avenue and the Lake Merritt Channel provides new student and teacher housing, flexible ground floor spaces, and new institutional and educational facilities. New incubator spaces in these developments also provide demonstration sites for curriculum application that align with and complement the employment sectors growing in downtown, including technology and information. These new mid- to high-intensity developments on the Laney College Main Campus add jobs, training, and services close to BART, Amtrak, and the downtown Green Loop. Laney’s campus improvements add new streets and open spaces for pedestrian, bike, and vehicle circulation, and actively engage the Lake Merritt Channel. Improvements to Estuary Park, including new trails, walkways, and a
pedestrian/bike bridge, help strengthen connections between Laney College and the rest of downtown.

From the Downtown Oakland Preliminary Draft Plan (January 2019):

Parking: Even though Downtown Oakland has approximately 6,330 on-street spaces, more than 85% of which are dedicated to regular parking, some areas in Chinatown, along Broadway, and in the Jack London District see greater competing demands for curbside space, which results in double-parking. Excess space on these streets could be reallocated to better serve other purposes, such as enhanced public spaces, dedicated transit and bike lanes, serving local businesses, or providing additional American with Disabilities Act (ADA)-accessible on-street spaces and passenger loading zones.

There is also an opportunity to rethink how parking spaces, parking lots, and garages are used. In areas with low utilization of on-street parking, these parking spaces could be reclaimed and converted into other programmed public space, such as parklets, wider sidewalks, or other streetscape amenities. In areas with low utilization of off-street parking, redevelopment of parking garages and lots could be considered.

Parking: Much space throughout downtown, both on-street and off-street, is dedicated to parking. Downtown Oakland has approximately 30,000 on- and off-street parking spaces, and of these, approximately 360 (or 1.2%) are ADA-accessible/disabled parking spaces. The City’s goal for parking occupancy in downtown is 85% during peak times. Currently, downtown’s parking occupancy never exceeds 85%. While some areas, such as Chinatown and the City Center, are especially impacted by parking shortages, other areas in Downtown Oakland have a surplus of parking and low parking utilization. This space could be reallocated to better serve other users in downtown – including those who arrive by foot, bike, or transit.

Another aspect of parking is the perception, especially by downtown business owners, of Disabled Person Parking Placard misuse in which vehicles with disabled placards park in many of the available on-street spaces, frequently for long periods of time, and appear to be used by people without significant disabilities. Per the California Vehicle Code Section 22511.5, vehicles with Disabled Person Parking Placards may park for unlimited periods in any parking zone. The 2016 Downtown Oakland Parking Management Plan conducted a survey of the share of metered on-street parking that were occupied by vehicles displaying disabled placards and the duration of stay. The survey found that on many blocks, vehicles with disabled placards occupied most of the metered curb parking spaces most of the time. On some blocks, vehicles with disabled placards occupy more than 80% of metered curb parking spaces at peak hours of the day. This limits the available on-street parking spaces for both residents and visitors, including those who genuinely need the spaces due to a disability. The cost of parking, in addition to availability of accessible spaces, is often a barrier for people with disabilities, who often have lower incomes and more transportation challenges than do people without disabilities.

PARKING

From a July 2013 Memo from TransForm to the City of Oakland regarding Caltrans [CA Department of Transportation] airspace parking facilities within the Lake Merritt Station Area Plan:

Existing parking facilities beneath the I-880 freeway could meet a significant portion of the projected
commercial and office parking demand in the Lake Merritt Station Public Review Draft. In conjunction with the Transportation Demand Management (TDM) measures proposed in the Public Review Draft Plan, these parking lots adjacent to the plan area offer an opportunity to reduce the need to construct expensive new parking garages. Instead, through the very parking strategies promoted by the plan (shared parking, parking pricing, improved pedestrian and bicycle facilities and connections) land (“air space”) creating the border between the Chinatown/Lake Merritt and Jack London Square Districts could be used for improving the safety, parking availability, economic vitality and beauty to better serve both communities and the Station Area...

The Office of Airspace Development is part of Caltrans’ Division of Right of Way, and is responsible for the management and leasing of airspace parcels. Airspace is defined as “any property within the right of way limits of an existing highway that is also capable of supporting another secondary use” without interfering with the functionality or safety of the highway. In addition, secondary uses must not interfere with potential expansion of the transportation corridor. Airspace sites may include ground-level parcels beneath elevated roadways, property adjacent to freeway on-ramps or roadways, and unused space within an interchange loop (that can be accessed via local surface streets). Proposed usage for airspace sites is evaluated on a case-by-case basis, and typically includes private or public parking, construction storage and staging, and temporary open storage of non-toxic and non-flammable materials.

Parking Benefit District
Rather than requiring each new development to accommodate parking needs onsite, coordinated shared parking spaces ideally can be managed through a parking benefit district with community and business oversight. Ideally one group lead by business interests in both neighborhoods could develop a comprehensive business plan to refine the goals and purpose of such a district. A logical first step is costing out beautification and safety improvements such as, lighting, painting, public art and attendants to begin transforming the area. Potentially a loan for up front improvements could be secured, then be paid off over time with ongoing parking revenue. There is potential to charge more than $3-4 a day especially with significant safety improvements.

Parking management strategies... to reduce the total parking demand [include]:

- Improve bicycle and pedestrian facilities
- Provide additional bicycle parking with new...
development and at BART station
- Convert excess travel lanes to additional (angled) on-street parking
- Provide unbundled residential parking
- Increase parking enforcement
- Establish parking maximums
- Encourage shared parking
- Implement parking pricing
- Implement Transportation Demand Management (TDM) programs listed in Preferred Plan, including car sharing, shuttles, subsidized transit passes, and carpool ride-matching

All of these strategies will help to reduce driving by area residents and workers.

**CONCEPTUAL DRAFT PLAN FOR LAKE MERRITT STATION**

In response to their RFP, the BART Board of Directors voted to move ahead with a proposal in September 2018, which is a partnership between EBALDC, an Oakland nonprofit, and Strada Investment Group, a real estate equity firm based in San Francisco. BART plans to refine the proposal with additional feedback over the next couple of years.

*From the EBALDC/Strada proposal (Sept. 2018, pg. 11):*

EBALDC and Strada’s [conceptual] proposal consists of high-rise and mid-rise buildings with a diverse mix of residential, retail, community space, and office uses, along with new public open space. Each building brings a unique design and sense of place while all working in concert to activate the ground-level experience and provide a common feeling of excitement and community. The overall development includes 519 residential rental units with 226 of those dedicated below-market affordable residents; 517,100 square feet of office space with 92,100 square feet dedicated below-market users, and 27,400 square feet of ground-floor commercial space dedicated to small business incubation and community-serving uses.
The draft conceptual design for the BART Lake Merritt Station includes 519 residential rental units with 226 of those dedicated below-market affordable residents; 517,100 square feet of office space with 92,100 square feet dedicated below-market users, and 27,400 square feet of ground-floor commercial space dedicated to small business incubation and community-serving uses. Source: EBALDC and Strata Proposal for the Redevelopment of Lake Merritt BART station (Approved by BART Board September 2018)
Program Summaries for Buildings

Site 1, Building A
Mixed-Use High Rise

27-story high-rise (275 feet)
337,540 GSF

Residential Component
- 293 market-rate residential units
- 33 moderate-income affordable units (10%)
- Studios = 31% | 1 bedrooms = 42% | 2 bedrooms = 27%
- Residential amenities including co-working space, gym facilities, lounge areas, and outdoor amenity decks

Office Component
- 27,000 square feet of below market-rate commercial office space
- Separate ground-level entrance and elevator core

6,500 square feet of ground-floor restaurant and retail space
104 parking spaces in mechanized parking system

Site 1, Building B
Affordable Senior Housing

8-story mid-rise (84 feet)
87,100 GSF

Residential Component
- 95 units total - 94 income-restricted and 1 manager’s unit
- 1 bedrooms = 93% | 2 bedrooms = 7%
- Residential amenities including community room, communal library, roof deck, bike room and communal balcony on second floor

5,200 square feet of ground-floor restaurant and retail space
0 parking spaces
**Site 2, Building C**
**Office High-Rise**

21-story high-rise (84 feet)
550,000 GSF
60,000 square feet of rentable below-market office space
425,000 square feet of Class A market-rate office space
12,400 square feet of active ground-floor commercial and community uses
24,750 – 30,750 square-foot floor plates
Sky Garden terraces and 5,300 square-foot shared conference center
On-site bike storage and showers
75 parking spaces

**Site 2, Building D**
**Affordable Family Housing**

7 story mid-rise (74.5 feet)
125,400 GSF

Residential Component

- 98 units total – 97-income restricted and 1 manager’s unit
- Studios = 22% | 1 Bedrooms = 28% | 2 Bedrooms = 24% | 3 Bedrooms = 26%
- Residential amenities including community room, podium courtyard, and roof deck

6,700 square-feet daycare center
5,100 square feet for community-service office/commercial space
40 parking spaces, on-grade stackers
The Lake Merritt station proposal also highlights design strategies and wayfinding within the public realm to give the area a stronger sense of place and direction to the area's many social and cultural assets. Source: EBALDC and Strata Proposal for the Redevelopment of Lake Merritt BART station (Approved by BART Board September 2018), pg. 33