



PARKS AND RECREATION ADVISORY COMMISSION
City of Oakland
Wednesday December 4, 2013 4:30 P.M.
Lake Merritt Garden Center, 666 Bellevue, Oakland, CA

Agenda

1. CALL TO ORDER:
2. ROLL CALL:
BELCHER, DU BOIS, FLORES, KADERA-REDMOND, MARSHALL, MILLER, PETERSON,
ROSENBLOOM, SELNA, WU
3. DISPOSITION OF MINUTES:
November 13, 2013 meeting minutes
4. SPECIAL ORDERS:
5. PRAC PENDING LIST:
6. MODIFICATIONS TO THE AGENDA:
7. CONSENT NEW BUSINESS:
 - A. Request Approval From the Native American Health Center For Permission to Collect On-site Registration Fees for the Running Is My High Walkathon at Lakeside Park on Saturday, March 8, 2014. The Office of Parks and Recreation received a request from the Native American Health Center, a non-profit organization, to collect on-site registration fees for the Running is My High; a 10k and 5k Fun Race around Lake Merritt on Saturday, March 8, 2014. The event promotes fitness, good nutrition and diabetes prevention. The fees collected will be used to support the event (i.e., purchasing t-shirts and supporting participant walking and running scholarships.)
 - B. Request from the National Multiple Sclerosis Society for Permission to Collect On-site Donations and Pledges for the Walk MS East Bay 2014 at Lakeside Park on Saturday, April 26, 2014 . The Office of Parks and Recreation received a request from the National Multiple Sclerosis Society, a non-profit organization, to collect on-site donations and pledges for the Walk MS East Bay 2014 at Lakeside Park on Saturday, April 26, 2014. The donations and funds raised will benefit local programs, services, and research for those affected by Multiple Sclerosis (MS).

8. NEW BUSINESS:

A. **Informational report on the Draft Broadway Valdez District Specific Plan, and Design Guidelines on aspects that relate to plazas and public spaces.** The City is preparing the Draft Broadway Valdez District Specific Plan which includes a Draft Environmental Impact Report (DEIR) and the associated General Plan and Planning Code amendments (text and map changes), and Design Guidelines to accompany and implement the concepts and policies contained in the Draft Specific Plan. These implementation documents will help establish the future character of the area by providing detailed guidance on land use activities and the design of buildings, streets, and public plazas.

B. **Request From Bayhill High School For Permission To Collect Funds At Leona Lodge For A School Spring Auction Fundraiser On Saturday, May 3, 2014**

The Office of Parks and Recreation received a request from Bayhill High School, a 501c(3) non-profit organization under the Bay Area Educational Institute, to collect funds at a their school spring fundraiser to be held at Leona Lodge on Saturday, May 4, 2014. Proceeds from the event will go directly to support the activities of the Bayhill High School students.

C. **Request from Triple Step Toward The Cure For Permission To Collect On-Site Registration Fees, Sell T-Shirts and Food Items And Allow Event Related Vendors to Sell Items During the 5K Fun Run/Walk at Lakeside Park on Sunday, September 21, 2014.**

The Office of Parks and Recreation received a request from Triple Step Toward The Cure, a non-profit organization, to collect on-site registration fees, sell t-shirts and food items and allow vendors to sell event-related items at Lakeside Park for their 5th Annual "Stepping Toward the Cure" 5K Fun Run/Walk on Sunday, September 21, 2014. The purpose of the event is to raise funds to further the Triple Step Toward The Cure's mission in a fun, healthy and educational way.

9. CONDITIONAL USE PERMITS:

10. COMMUNICATIONS:

11. PRAC COMMITTEE REPORT:

12. ADVISORY COUNCIL REPORTS:

13. UNFINISHED BUSINESS:

14. COUNCIL REFERRALS:

15. OPEN FORUM:

16. DIRECTOR'S REPORT:

Curt Flood Field Renovation

17. ANNOUNCEMENTS:

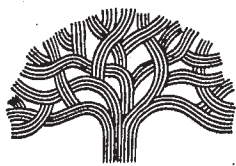
18. ADJOURNMENT:

This meeting is wheelchair accessible. To request materials in alternative formats, or to request an ASL interpreter, or assistive listening device, please call the *Office of Parks and Recreation at (510) 238-7532* or **TDD (510) 615-5883** at least three working days before the meeting. Please refrain from wearing scented products to this meeting so attendees who may experience chemical sensitivities may attend. Thank you.

Next Meeting:

*January 2014 Retreat – Date to be determined
Location to be determined*

*February 12, 2014
Lakeside Garden Center
666 Bellevue Ave, Oakland, CA*



CITY OF OAKLAND

PARKS AND RECREATION ADVISORY COMMISSION

City of Oakland

Wednesday, November 13, 2013 4:30 P.M.

Lake Merritt Garden Center, 666 Bellevue, Oakland, CA

Minutes

1. CALL TO ORDER: 4:34pm

2. ROLL CALL:

BELCHER, DU BOIS, FLORES, KADERA-REDMOND, MARSHALL, MILLER, PETERSON, ROSENBLOOM, SELNA, WU

Present: Du Bois, Kadera-Redmond, Marshall, Petersen, Rosenbloom, Selna,
Arrivals: Peterson (4:39pm)
Excused: Flores, Miller
Absent: Belcher
City Staff: Diane Boyd, Christina Ferracane, Audree Jones-Taylor Gail McMillon,
Dana Riley

3. DISPOSITION OF MINUTES:

October 9, 2013 meeting minutes

MOTION: Commissioner Wu entertained a motion to approve the October 9, 2013

Moved by: Commissioner Du Bois **Seconded by:** Commissioner Rosenbloom

Abstained: Commissioner Wu **Motion: Passed**

4. SPECIAL ORDERS:

5. PRAC PENDING LIST:

6. MODIFICATIONS TO THE AGENDA:

MOTION: Commissioner Wu entertained a motion to modify the agenda and move Item 8B above Item 8A. **Moved by:** Commissioner Marshall **Seconded by:** Commissioner Kadera-Redmond **Motion: Passed**

7. CONSENT NEW BUSINESS:

8. NEW BUSINESS:

- A. Informational report on the Draft Lake Merritt Station Area Plan and associated Draft Environmental Impact Report Christina Ferracane presented the informational staff report for Item 8A. The Parks and Recreation Advisory Commission reviewed the informational staff report on the Draft Lake Merritt Station Area Plan presented by Christina Ferracane from the Strategic Planning Division. The City of Oakland, community members

BART, and the Peralta Community College District have developed the Draft Lake Merritt Station Area Plan (Draft Plan) for the area around the Lake Merritt BART Station. A Draft Environment Impact Report (DEIR) has been prepared to identify possible impacts to the environment associated with the Draft Plan. Planning staff would like to solicit feedback from PRAC members on the parks and recreation aspects of the Draft Plan and DEIR.

Chair Wu noted that in 2008 the community expressed lots of concern regarding the lack of open space and subsequently noted that there were no residents in the audience today.

Christina Ferracane noted that Zoning is looking at changing the rules for charter schools. New schools will have to provide recreation space or provide a fee – which could be used to improve nearby recreation spaces and centers. Commissioners expressed that the project is already “not feasible” and to add more requirements, i.e., open spaces, might result in no development at all.

The Commission was concerned that the report did not include mention of a dog park as Referenced in Exhibit A of the report – PRAC Minutes December 14, 2011 and requested the Planning staff use its expertise to insert PRAC Dog Park recommendations where appropriate. It was noted that the high density plan did not specify the type of housing to be developed.

Staff clarified that “calming of traffic” on 1-way streets with the use of bike lanes, bump-outs and crosswalks rather than speed bumps were more appropriate for residential areas. Planning staff concluded that traffic circles tend to be difficult for pedestrians to navigate. Staff also informed the Commission that parking lots were not allowed in the project design, but parking structures would be included

The Commission suggested than efforts could be focused on revitalizing areas underutilized rather than follow the practice of selecting spaces already popular which will not lose clients or users if improvements are not made.

The Commission learned that the Draft plan does not extend past I-80 toward Jack London as the Jack London Planning group wants to develop their own process.

The timeframe for the project could not be specifically determined or guaranteed, however, it was suggested that 2025 would be an optimistic goal.

Comments will be accepted through December 20, 2013. Staff will make an oral presentation to the Planning commission on Wednesday, November 20 2013.

The Final Plan and FEIR adoption hearings before the Planning Commission and City Council are anticipated for to take place in summer 2014.

MOTION: Commissioner Wu entertained a motion to accept the Information Report on the Draft Lake Merritt Station Area Plan and associated Draft Environmental Impact Report.

Moved by: Commissioner Kadera-Redmond **Seconded by:** Commissioner Selna **Motion:**
Passed

- B. Request from 1000 Mothers to Prevent Violence for Permission to Accept Donations and Host a Fundraiser at their Annual Purple Gala Awards Dinner at Jack London Aquatic Center on Thursday, December 12, 2013. Gail McMillon presented the staff report for Item 8B. The Park and Recreation Advisory Commission reviewed a request from **1000 Mothers to Prevent Violence**, a non-profit organization. The organization requested permission to host their 6th Annual Fundraiser Purple Gala Awards Dinner at the Jack London Aquatic Center on Thursday, December 12, 2013 and to collect a fee of \$50.00 from each guest. Event activities include dinner, a raffle and auction. An Oakland police officer and two parents of grieving families will also be honored.

MOTION: Commissioner Wu entertained a motion to approve the request to all 1000 Mothers to Prevent Violence to hold their Purple Gala Awards Dinner at the Jack London Aquatic Center on Thursday, December 12, 2013.

Moved by: Commissioner Marshall **Seconded by:** Commissioner Selna **Motion: Passed**

9. CONDITIONAL USE PERMITS:

10. COMMUNICATIONS:

11. PRAC COMMITTEE REPORT:

12. ADVISORY COUNCIL REPORTS:

Commissioner Kadera-Redmond met with the community Gardening Council and discussed new rules and regulations for plots.

13. UNFINISHED BUSINESS:

14. COUNCIL REFERRALS:

15. OPEN FORUM:

16. DIRECTOR'S REPORT:

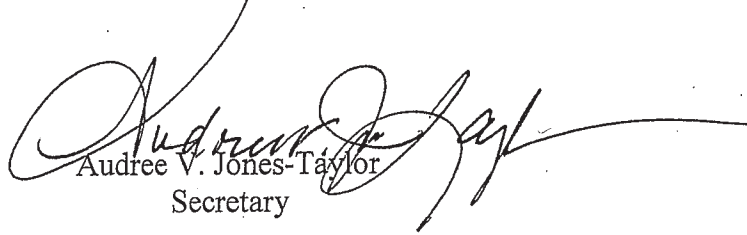
Curt Flood Field Renovation

On December 5, 2013, the Office of Parks and Recreation, in partnership with the Friends of Parks and Recreation, will host an invitation only fundraiser to benefit the Curt Flood Field Renovation. The event will take place from 5:30pm to 8:00pm at a private residence in the Oakland Hills. The Director's goal is raise 1.7mil for the project.

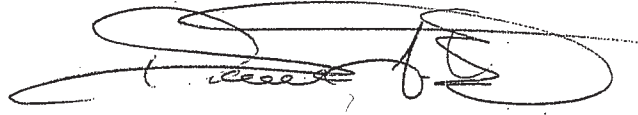
17. ANNOUNCEMENTS:

18. ADJOURNMENT: 5:55pm

Respectfully submitted,



Audree V. Jones-Taylor
Secretary



Diane Boyd
Recording Secretary

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Next Meeting: *Wednesday, December 4, 2013 - 4:30 p.m.*
Lakeside Garden Center
666 Bellevue Ave, Oakland, CA

CITY OF OAKLAND
Interoffice Memorandum



Office of Parks and Recreation

TO: Barry Miller, Chair, Parks and Recreation Advisory Commission
FROM: Gail McMillon, Reservation Supervisor
DATE: December 4, 2013
SUBJECT: Request Approval From the Native American Health Center For Permission to Collect On-site Registration Fees for the Running Is My High Walkathon at Lakeside Park on Saturday, March 8, 2014

SUMMARY

The Office of Parks and Recreation received a request from the Native American Health Center, a non-profit organization, for permission to collect on-site registration fees for the Running is My High; a 10k and 5k Fun Race around Lake Merritt on Saturday, March 8, 2014. The event promotes fitness, good nutrition and diabetes prevention. The fees collected will be used to support the event (i.e., purchasing t-shirts and supporting participant walking and running scholarships.)

Attached is the 2013 Post Event Report.

FISCAL IMPACT

There is a positive fiscal impact on the Office of Parks and Recreation. The Native American Health Center will pay all fees associated with the rental.

BACKGROUND

This is the Native American Health Center's 13th annual event and the 12th year hosting the event at Lakeside Park. The Native American Health Center request has come before the Parks and Recreation Advisory Commission in the past and was granted approval to collect registration fees. All past events were successful and went as planned. In 2013, the organization collected \$1,837.00 for onsite registration fees.

There are no significant changes for this year. Staff will work closely with the organization to ensure they have another successful event. The on-site fees will once again be \$15 for adults and \$5 for children.

Parks and Recreation Advisory Commission
December 4, 2013

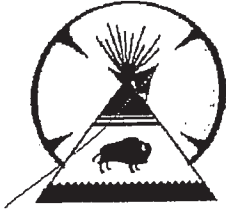
RECOMMENDATION

Staff recommends that the Parks and Recreation Advisory Commission approve the request from the Native American Health Center Inc. for permission to collect on-site registration fees at the Running is My High Walkathon at Lakeside Park on Saturday, March 8, 2014. The contact person is aware that additional permits may be required provided the request is granted.

Respectfully submitted,

Gail McMillon
Reservation Supervisor

Attachments: Exhibit A – Request Letter
Exhibit B – 2013 Post Event Report
Exhibit C – Park Use Application
Exhibit D – Non-profit Status



Native American Health Center, Inc.

OAKLAND • SAN FRANCISCO • ALAMEDA
2950 International Boulevard • Oakland, California 94601
PH: 510-535-4463 • FX: 510-535-4449 • www.nativehealth.org

Office of Parks and Recreation
Parks and Recreation Advisory Commission

September 19, 2013

Dear Parks and Recreation Advisory Commission,

On Saturday, March 8th, 2014 the Native American Health Center of Oakland, CA is sponsoring an event entitled: Running is My High, a 10K and 5K Fun Run around Lake Merritt in downtown Oakland.

The overall goal of Running is My High is to engage community members in the event while promoting fitness, good nutrition and diabetes prevention. The event will draw participants from the Native American Community as well as runners and exercise enthusiasts from the San Francisco Bay at large.

This letter is to inform you that we will be allowing our community members the opportunity to register on the day of the event. This is our 13th annual event and we have always offered same day registration that has allowed us to gain larger participation. We encourage on-line pre-registration, but same day registration is also necessary. The same day registration fees will be \$15 for adults and \$5 for children. Native American Health Center is a non-profit organization; the money collected will be used to support this event (i.e. purchasing t-shirts and supporting participant walking/running scholarships).

I appreciate your help and look forward to working with you. If you have any questions, please feel free to contact me.

Sincerely,

Melissa Cannon, RD
Running Is My High Coordinator
510-535-4463
melissac@nativehealth.org



POST EVENT REPORT

Please complete and return the Post Event Report to the Office of Parks and Recreation, Central Reservations Unit, Attention: Central Reservations Supervisor, 250 Frank H. Ogawa Plaza, 3rd Floor, Suite 3330, Oakland, CA 94612.

I. GENERAL INFORMATION

Name of Event: Running Is My High

Location of Event: Lake Merritt, Oakland, CA

Date/Hours of Event: March ~~8th~~ 2014 9, 2013 Permit No. ~~unknown~~ 26481 (gm)

Contact Person: Melissa Cannon, RD Phone No. 510-535-4463

Contact Person Address: 2950 International Blvd., Oakland, CA 94601

Is this a first time event at this location? Yes No If no, when was the event held previously?

Every second Saturday in March for the past 12 years.

1. Were Facility Rental/Set-up fees waived? Yes No

2. Check other permits required for event?

- OPD Special Events Permit Food Handler's Permit Seller's Permit
 Charitable Solicitations Permit Certificate of Insurance Other - Please list

II. ATTENDANCE INFORMATION

- Total number in attendance: 417 runners, about 50 observers
- Were registration fees collected on-site for the event? Yes No
- If yes (above), how many people registered? 117
- What was the cost for registration? \$15 adults, \$5 kids
- How much money was collected on site for registration fees? \$1837

POST EVENT REPORT (Continued)

Page 2

III. VENDOR INFORMATION

List all Vendors who participated at the event. (Attach additional sheets, if necessary):

Were all vendors in compliance per agreement? Yes No

Of no, why not? NO VENDORS

Name of Vendor(s) (Attach additional sheets if necessary)	Non-Profit or For Profit Orgz'n?	Food (Describe)	Craft (Describe)	Seller's Permit Y/N

IV. COMMENTS

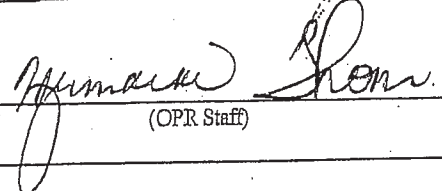
List ways in which the Applicant desires to improve the event, in the future (Attach additional sheets, if necessary): (For example: changes or additional vendors, location, change of hours, etc.)

This event has been run every year for the past 12 years. Last year's event ran very smoothly. Part of this is due to the fact that the event has been held in the Sailboat House Parking Lot consistently. This allows our participants and all who are working the event to know what to expect and how to set up. We are very excited to be able to hold the event in the same location again this year. Our only hope for future events is that we can continue to have this same location available for use.

List any problems, concerns, or, other comments about your satisfaction in the way the event turned out? (Attach additional sheets, if necessary):

We were extremely satisfied with the way the event turned out in March. We are hopeful that next year's event will run just as smoothly.

Submitted by: Melissa Cannon  Date: November 7, 2013

Approved by:  Date: 11-13-13

Comments: gm 11/18/13



Office of Parks and Recreation
 250 Frank H. Ogawa Plaza, Suite 3330, Oakland, CA 94612
 Office: 510.238-3187; Facsimile: 510.238-2397



Rental Application

ATTENTION: Reservations

Date of Application: 6/17/13

RESIDENCY IS DETERMINED ACCORDING TO ADDRESS INDICATED ON DRIVER'S LICENSE OR STATE IDENTIFICATION CARD. PHOTO ID IS REQUIRED.

Name of Business/Organization: Native American Health Center
 Address: 2950 International Blvd Oakland 94601
Street Address City Zip Code

Name of Contact Person: Melissa Cannon
 Phone Number: 510-535-4463 Fax Number: 510-535-4449 E-mail: melissa.c@nativehealth.org
 Mailing Address: 2950 International Blvd Oakland 94601
Street Address City Zip Code

Facility/Park Name: ~~Lake Merritt Sailboat House~~ Parking Lot Lakeside Park @ Lake Merritt
 Room(s)/Site(s) Area surrounding boat stand

EVENT INFORMATION:

Date(s) of Event: 3/8/14
 Time In/Prep 6:50 am Event Time 8:00 - 12 pm Cleanup/Time Out 1 pm

Type of Event/Purpose: (be specific, i.e., Wedding Reception, Meeting, Birthday Party, Banquet, Picnic, BBQ, Walk, Run, Festival, Rally, Quinceanera, BarMitsvah/BatMitzvah, etc.)
Walk/run for native community

General Public Allowed: Yes No Sound Amplification: Yes No Non-Amplified Sound: Yes No

Type of Equipment to be used: (i.e., musical instruments, live band, cd player, amplifiers, microphones, etc.)
1 mic w/ amplifier

Note: Charging admission, selling tickets or merchandise, or solicitation of money in any manner must be approved by the Parks and Recreation Advisory Commission 60 days or more in advance of event date.

Number of Participants (Total) 415 Approximate # of Adults 290 # of Teens 75 # of Children/Infants 50

Please provide below special accommodations/requests for your event. If no special accommodations required, please write NONE.
Access to sailboat parking lot clear of cars and cones off

Will you require a caterer for your event? Yes No
 If yes, are you choosing a caterer from OPR's Approved Caterer's List? Yes No

Name of Approved Caterer: _____
 If not using an OPR Approved Caterer, provide name of non-approved caterer: _____
 (Opt-Out Fee – See Attached Regulations)

RENTAL FEES (The minimum rental requirement and deposit are required when the facility of your choice is reserved 31 days or more in advance.)
 Permit Processing Fees (Picnic & Related Events) A non-refundable permit processing fee of \$15 will be added to each application with 50 or more people.
 For Park Use: (Special Events) A non-refundable permit processing fee of \$30 will be added to each application.

(1) <u>65</u> x <u>6</u> = <u>360</u> <u>390</u> <small>(Hourly Rate) (# of hours)</small>	(7) Alcoholic Beverage Fee = _____
(2) _____ x _____ = _____ <small>(Hourly Rate) (# of hours)</small>	(8) Administrative Service Fee = _____
(3) Permit Processing Fee = <u>30</u>	(9) Caterer Opt Out Fee = _____
(4) Deposit = <u>300</u>	(10) Sound Use Fee = <u>50</u>
(5) Setup/Teardown = _____	(11) Other Charges = _____
(6) Kitchen = _____	

TOTAL: \$ 74000 Less Advance Minimum Payment of \$ _____; BALANCE DUE 30 DAYS BEFORE EVENT: \$ _____
 (Deposits are refunded 6-8 weeks AFTER event date, provided the facility is left in acceptable condition and the event goes as planned.)

Please check payment type: Cash: _____ Check #: 82603 Type of Credit Card: Visa or MasterCard: _____
 (See attached Authorization for Credit Card Payment Form)

CANCELLATION FEE: 61 days or more notice: Forfeit 1/2 Deposit 31 to 60 days notice: Forfeit Deposit 30 days to 11 days notice: Forfeit Deposit Plus 1/2 Rental Fee 10 days or less notice: Forfeit All Fees

APPLICANT SIGNATURE _____ DATE 6/17/13



Department of the Treasury
Internal Revenue Service

P.O. Box 2508
Cincinnati OH 45201

In reply refer to: 0248674152
Feb. 08, 2011 LTR 4168C E0
23-7135928 000000.00

00013821

BODC: TE

NATIVE AMERICAN HEALTH CENTER INC
1151 HARBOR BAY PKWY STE 201
ALAMEDA CA 94502-6533

Employer Identification Number: 23-7135928
Person to Contact: MS IVEY
Toll Free Telephone Number: 1-877-829-5500

Dear TAXPAYER:

This is in response to your Jan. 28, 2011, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in NOVEMBER 1971.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section(s) 509(a)(1) and 170(b)(1)(A)(vi).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website www.irs.gov/eo for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.

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Feb. 08, 2011 LTR 4168C E0
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00013822

NATIVE AMERICAN HEALTH CENTER INC
1151 HARBOR BAY PKWY STE 201
ALAMEDA CA 94502-6533

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely yours,

Michele M. Sullivan

Michele M. Sullivan, Oper. Mgr.
Accounts Management Operations I

CITY OF OAKLAND
Interoffice Memorandum



Office of Parks and Recreation

TO: Barry Miller, Chair, Parks and Recreation Advisory Commission
FROM: Gail McMillon, Central Reservation Supervisor
DATE: December 4, 2013
SUBJECT: Request from the National Multiple Sclerosis Society for Permission to Collect On-site Donations and Pledges for the Walk MS East Bay 2014 at Lakeside Park on Saturday, April 26, 2014

SUMMARY

The Office of Parks and Recreation has received a request from the National Multiple Sclerosis Society, a non-profit organization, for permission to collect on-site donations and pledges for the Walk MS East Bay 2014 at Lakeside Park on Saturday, April 26, 2014. The donations and funds raised will go towards local programs, services, and research for those affected by Multiple Sclerosis (MS).

FISCAL IMPACT

There will be a positive fiscal impact on the Office of Parks and Recreation. The National Multiple Sclerosis Society will pay all fees associated with the rental.

BACKGROUND

This is the National Multiple Sclerosis Society's (NMSS) third year hosting the Fundraising Walk at Lakeside Park. There is no cost to register for the walk. On the day of the event, friends, families, co-workers and other participants will show their support of those living with MS by turning in pledges raised and participating in the walk.

The National Multiple Sclerosis Society (NMSS) came before the Commission in 2012 and 2013 for permission to collect pledges and donations. In 2013, the NMSS collected over \$9,900 through on-site donations. The 2013 Post Event Report is attached

RECOMMENDATION

Staff recommends that the Parks and Recreation Advisory Commission approve the National Multiple Sclerosis Society's request to collect on-site donations and pledges at the Walk MS East Bay Event at Lakeside Park on Saturday, April 26, 2014.

Respectfully submitted,

Gail McMillon
Central Reservation Supervisor

Attachments: Exhibit A – Request Letter
Exhibit B – 2013 Post Event Report
Exhibit C – Park Use Application
Exhibit D – Non-profit Status



National
Multiple Sclerosis
Society
Northern California
Chapter

October 28th, 2013

Dear Parks and Recreation Advisory Commission:

On behalf of the National MS Society, Northern California Chapter, I am requesting permission to be able to collect donations on site for the third annual Walk MS: East Bay 2014. Walk MS will take place on Saturday, April 26th 2014 at the Bandstand of Lake Merritt in Oakland. Walk MS is a national fundraising campaign with the National Multiple Sclerosis Society.

The National MS Society is a national organization committed to working towards a world free of MS. The society funds cutting edge research, provides support to those affected by MS through local programs and services, drives change through advocacy on the local and national level, and mobilizes participants to raise funds through exciting events (i.e. Walk MS and Bike MS).

The Northern California Chapter will host 12 walks this spring in support of our mission to end the devastating effects of MS. Participants are encouraged to fundraise prior to the day of event activities. There is no cost to register for the walk. Donations will be collected on-site and according to last year's estimate, about \$9,900 may be collected day-of, on-site. On the day of the walk, friends, families, co-workers, and others show their support of those living with MS by turning in pledges raised and participating in the walk. There will be one security personnel present at the registration table to monitor donations received. The donations and funds raised go towards local programs, services, and research for those affected by Multiple Sclerosis. For more detailed information on where the funds go, please consult our 2012 Annual Report, which I have enclosed with this letter. I have also enclosed our proof of 501c3 status.

Walk MS: East Bay will consist of pre-walk announcements, snacks and refreshments, 1 mile/5k walk routes on the path surrounding Lake Merritt, and post-walk celebration with a DJ or live band. There will be rest stops along the route for participants with water and portable toilets. For the start/finish festival area at the Bandstand in Lake Merritt, there will be tables, chairs, and 10' by 10' tents for registration, food and Walk teams.

Thank you for your consideration.

Sincerely,

Audrey Rufe
Logistics Manager
National MS Society, Northern California Chapter
(415) 230-6678 ext. 73009



POST EVENT REPORT

Please complete and return the Post Event Report within 30 days after event date to Oakland Parks and Recreation Central Reservations Unit at 250 Frank H. Ogawa Plaza, 3rd Floor, Suite 3330, Oakland, CA 94612. If the event was held at a Recreation Center site, return the Post Event Report to the Site Supervisor at the Recreation Center.

I. GENERAL INFORMATION

Name of Event: Walk MS East Bay

Location of Event: Lake Merritt Lakeside Park Bandstand

Date/Hours of Event: Saturday, April 20th, 2013 Permit No. 27030

Contact Person: Audrey Rufe Phone No. 415-230-6678

Contact Person Address: 1700 Owens St. Suite 190 San Francisco, CA 94158

Is this a first time event at this location? Yes No. If no, when was the event held previously?

Saturday, April 21st, 2012

1. Were Facility Rental/Set-up fees waived? Yes No Not Applicable
2. Check other permits required for event?
 OPD Special Events Permit Food Handler's Permit Seller's Permit
 Charitable Solicitations Permit Certificate of Insurance Other - Please list

II. ATTENDANCE/COLLECTION OF FUNDS

- Total number in attendance: 497 (Registered participants) Total with volunteers and staff: approx. 530
- Were registration or donation fees collected on-site for the event? Yes (donations)
 No Not Applicable
- If yes, how many people registered? 497 How many people made donations? 242
(estimate)
- What was the cost for registration? \$0
- How much money was collected on site for registration fees? N/A
- How much money was collected on site for donations? \$9,964.50

III. VENDOR INFORMATION

List all Vendors who participated at the event. (Attach additional sheets, if necessary):
Were all vendors in compliance per agreement? Yes No

If no, why not? _____

Name of Vendor(s) (Attach additional sheets if necessary)	Non-Profit or For Profit Orgz'n?	Food (Describe)	Craft (Describe)	Seller's Permit Y/N
N/A—no vendors at event				

IV. COMMENTS

List ways in which the Applicant desires to improve the event, in the future. (Attach additional sheets, if necessary): (For example: changes or additional vendors, location, change of hours, etc.)

No additional changes planned for event.

List any problems, concerns, or other comments about your satisfaction in the way the event turned out? (Attach additional sheets, if necessary):

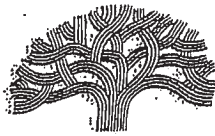
There were no real problems or concerns at the event. The route and site were well-received by our participants and all went smoothly day-of.

Submitted by: Audrey Rufe Date: 7/11/13

Approved by: Germaine Don (OPR Staff) Date: 10-29-13

Comments: _____

Office of Parks and Recreation
250 Frank H. Ogawa Plaza, Suite 3330 Oakland,
CA 94612



CITY OF OAKLAND
Park Use Rental Application

Central Reservations Unit
PH (510) 238-3187 Fax (510) 238-2397

Application Date: 6/24/13

ATTENTION:

RESIDENCY IS DETERMINED ACCORDING TO ADDRESS INDICATED ON DRIVER'S LICENSE OR STATE IDENTIFICATION CARD

REQUIREMENTS: RWP No. Received By/Date: ZT Approved By/Date: _____ Receipt No. Issued By/Date: _____
Police/Special Events Permit Required? Yes No If required, Special Events Permit due to OPR by: _____

Application on behalf of (Group, Individual, Organization) National MS Society, No. American California Chapter

Address: 1700 Owens St. Suite 140 City: San Francisco State: CA Zip: 94158

Individual responsible for event Name: Audrey Rufe Address: same as above

City: _____ State: _____ Zip: _____ Email: _____

Home #: _____ Work #: 415/230-6678 Fax #: 415-230-6652 Cell #: 925-389-1524

To use (Name of Park): Lakeside Park Bandstand Location: Lake Merritt

On the following date(s): 4/26/14 General Public Allowed: Yes No Number of Participants: 500

Between the hours of (Start Time/Setup): 4/25/14 2p-4p Actual Event Time from 6am to 12pm (End Time/Cleanup): 1pm

Type of Event/Purpose (be specific, i.e., Picnic, Walk/Run, Entertainment, Family Reunion, Rally, etc.):

Walk MS is a fundraising event meant to raise funds for those affected by MS

Note: Charging admission, selling tickets or merchandise, or solicitation of money in any manner is prohibited in any way.

and Amplification: Amplified Yes No Non-Amplified Yes No

Type of equipment to be used (i.e., Jumpers, musical instruments, live band, cd player, amplifiers, microphones, etc.):

PA system w/ amps for announcements and live band for entertainment

Will food be served? Yes No (If yes, please list type(s) of food to be served.) pre-made, pre-packaged Subway sandwiches, bottled water, coffee, snacks

Please describe below special accommodations/requests required for your event. If no special accommodations/requests required, write NONE.

NONE

Fees: (Picnic & Related Events Fee) A non-refundable permit processing fee of \$15 will be added to each application with 50 or more people.
(Special Event Fee) A non-refundable permit processing fee of \$30 will be added to each application.
Permit Processing Fee: 30 Rent: 600 + 128 Deposit: 500
Sound Use: 100 Other Fees: _____
Total of ALL Fees PLUS Deposit: \$2448

(Deposits are refunded 6-8 weeks AFTER event date, provided the facility is left in acceptable condition and the event goes as planned)

CANCELLATION FEES: 61 days or more notice: Forfeit 1/2 Deposit
30 days or less notice: Forfeit Deposit PLUS 1/2 Rental Fee
31 to 60 days notice: Forfeit Deposit
30 days or less notice: Forfeit All Fees

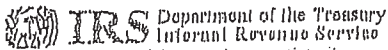
Check Amount: \$ _____ Check #: _____ Cash: _____
Type of Credit Card (Visa or Master Card Only): _____ Credit Card #: (last 4 digits) _____ Expiration Date: _____

I authorize the Office of Parks and Recreation, Central Reservations Unit to charge my Visa or Master Card \$ _____ (Amount to be Charged)

for my reservation at _____ on _____ (Park) (Event Date)

Audrey Rufe (Signature) Audrey Rufe (Print Name) _____ (Driver License #/Expiration Date)

ATTENTION
✓ DID YOU REMEMBER TO SIGN THIS APPLICATION?
✓ DID YOU REMEMBER TO ATTACH A LEGIBLE COPY OF YOUR DRIVER'S LICENSE OR STATE IDENTIFICATION CARD?



Department of the Treasury
Internal Revenue Service

P.O. Box 2508

Cincinnati OH 45201

In reply refer to: 0248421964
July 14, 2011 LTR 4168C EO
13-5661935 000000 00

00011516

BODC: TE

NATIONAL MULTIPLE SCLEROSIS SOCIETY
% CAROLYN HAYES-GULSTON
733 3RD AVE FL 3
NEW YORK NY 10017-3211

15507

Employer Identification Number: 13-5661935
Person to Contact: MS. MITCHELL
Toll Free Telephone Number: 1-877-829-5500

Dear TAXPAYER:

This is in response to your July 05, 2011, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in OCTOBER 1947.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section(s) 509(a)(1) and 170(b)(1)(A)(vi).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

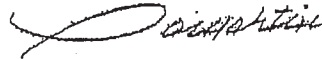
Please refer to our website www.irs.gov/efo for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.

0248421964
July 14, 2011 LTR 4168C E0
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00011517

NATIONAL MULTIPLE SCLEROSIS SOCIETY
% CAROLYN HAYES-GULSTON
733 3RD AVE FL 3
NEW YORK NY 10017-3211

-----If you have any questions, please call us at the telephone number
shown in the heading of this letter.-----

Sincerely yours,



S. A. Martin, Operations Manager
Accounts Management Operations

CITY OF OAKLAND
Interoffice Memorandum



Parks and Recreation Advisory Committee

TO: Barry Miller, Chair, Parks and Recreation Advisory Committee
FROM: Laura Kaminski, Planner II, Strategic Planning, Planning and Building
Department
DATE: December 4, 2013
SUBJECT: Draft Broadway Valdez District Specific Plan

SUMMARY

The City is preparing the Draft Broadway Valdez District Specific Plan which includes a Draft Environmental Impact Report (DEIR) and the associated General Plan and Planning Code amendments (text and map changes), and Design Guidelines to accompany and implement the concepts and policies contained in the Draft Specific Plan. These implementation documents will help establish the future character of the area by providing detailed guidance on land use activities and the design of buildings, streets, and public plazas.

The focus of this memorandum is on the plaza and public space aspects of the Draft Broadway Valdez District Specific Plan which are in **Chapter 5: Community Design** as well as **Appendix C: Design Guidelines, Section 3.0 Public Realm and Section 4.0 Public Open Space**. The full draft zoning chapter and General Plan amendments will be presented at an upcoming Zoning Update Committee (ZUC) meeting on December 11, 2013, as described in the Next Steps section of this report.

The Draft Specific Plan can be viewed online at: www.oaklandnet.com/bvdsp (under the section called 'Reference Documents') and then click on *Chapter 5, Community Design or Appendix C: Design Guidelines*. The Specific Plan is also available for review at the Oakland Public Library, Social Science and Documents, 125 14th Street, Oakland CA 94612 and the City of Oakland Planning Department (250 Frank Ogawa Plaza, Suite 3315).

PLAN AREA BOUNDARY

The Broadway Valdez District Plan Area ("Plan Area") is located at the north edge of Oakland's Central Business District. The Plan Area, which includes land along both sides of Broadway, extends 0.8 miles from Grand Avenue to I-580. The Plan Area includes approximately 95.5 acres, including 35.1 acres in public right-of-way and 60.4 acres of developable land.

FISCAL IMPACT

While the fiscal impact to the Office of Parks and Recreation of adopting the Specific Plan has not yet been determined, it is the *intention* of the Specific Plan to not increase OPR's maintenance and operations costs in the Broadway Valdez District plazas or public space. The Specific Plan proposes the expansion of the Lake Merritt/Uptown Association Community Benefit District (CBD) to 27th Street (see **Figure 8.7 in Chapter 8 of the Specific Plan**), a portion of their fees collected could be used for improvements and maintenance at existing plazas and open space. Any new publically-accessible open space created on private property will be the responsibility of the owner of that property to maintain.

BACKGROUND

In January 2009, the City of Oakland received a funding grant from the Metropolitan Transportation Commission (MTC) to study the Broadway Valdez District Specific Plan Area for potential destination retail, housing and Transit-Oriented Development (TOD). The Specific Plan process commenced upon the receipt of the funding agreement from MTC.

The Broadway Valdez District Specific Plan process offers an important opportunity for the community to engage in discussions about how the area should develop into the future. The Specific Plan aims to develop a coordinated vision for new development, especially focusing on the potential for retail developments, diverse housing options, transportation and open space improvements, and general quality of life gains that balances Citywide and neighborhood priorities, and builds on the area's existing vibrancy and potential catalyst development projects.

Oakland is one of the most under-retailed major cities in the United States, with limited options for "comparison goods" shopping - a retail category that includes stores for apparel (clothing, accessories, shoes), home furnishings/appliances, specialty goods (gifts, jewelry, books, stationery and cards, sporting goods, etc.), and department and other general merchandise stores.

In 2006-2007, Oakland commissioned two retail enhancement studies, the *Citywide Retail Enhancement Strategy* (Conley, 2006) and the companion *Upper Broadway Strategy - A Component of the Oakland Retail Enhancement Strategy* (Conley, 2007), which identified the City's need to reestablish major destination retail in Oakland as being critical to stemming the retail leakage and associated loss of tax revenue that the City suffers annually. These reports also identified the Broadway Valdez District as the City's best opportunity to re-establish a retail core with the type of comparison shopping that once served Oakland and nearby communities, and that the City currently lacks.

On October 3, 2013 a Public Workshop was held to present the Draft Broadway Valdez District Specific Plan which included the draft Design Guidelines. Planning staff presented a PowerPoint presentation highlighting key aspects of the Plan which was followed by an open house where participants were able to view plan summary boards and ask questions of City staff. The workshop closed with a large group comment period.

On October 14, 2013 a Landmark Preservation Advisory Board (LPAB) meeting was held and on October 16 and October 30, 2013, two Planning Commission hearings were held to solicit comments from the LPAB, Planning Commission, and the public on the Draft Environmental Report (DEIR) for the Draft Broadway Valdez District Specific Plan, the Draft Specific Plan, and the associated General Plan amendments, Planning Code amendments (text and map changes), and the new Design Guidelines.

On November 13, 2013 a Design Review Committee (DRC) meeting was held on the Design Guidelines to solicit comments from the DRC and the public.

On November 21, 2013 a Bicycle and Pedestrian Advisory Committee (BPAC) meeting was held on the bicycle and pedestrian aspects to solicit comments from the BPAC and the public.

The 45-day public review period on the Draft EIR began with its publication on September 20, 2013, and

ended on November 12, 2013 (the comment period on the DEIR was extended by the Planning Commission at their Oct. 16, 2013 public meeting from November 4th to November 12th, 2013).

REGULATORY AND POLICY FRAMEWORK

Citywide policies, such as the Historic Element of the City's General Plan, the Land Use and Transportation Element (LUTE), the Bicycle Master Plan, Pedestrian Master Plan, and Planning Code, contribute to defining the potential future for the Broadway Valdez District.

Historic Preservation Element

Because of the long history of the Broadway Corridor as the City's historic Auto-Row, a number of policies in the Historic Preservation Element (HPE) of the Oakland General Plan apply to the area. The Historic Preservation Element encourages the preservation and enhancement of significant historic properties that contribute to Oakland's economy, affordable housing stock, overall image, and quality of life.

Land Use and Transportation Element (LUTE)

The City's General Plan Land Use and Transportation Element (LUTE) identifies policies for utilizing Oakland's land as change takes place and sets forth an action program to implement the land use policy through development controls and other strategies. The General Plan LUTE identifies five "Showcase Districts", each representing a dynamic area of regional importance in the City Of Oakland targeted for continued growth. These places contain the facilities, transportation system, communication network and infrastructure to support far-reaching economic activities. The Plan Area falls within Oakland's Downtown Showcase District intended to promote a mixture of vibrant and unique districts with around-the-clock activity, continued expansion of job opportunities, and growing residential population.

The General Plan LUTE organizes the City into six general planning areas, each with distinct sets of key geographic areas targeted for community and economic expansion. The Plan Area falls within the Central/Chinatown planning area's Auto Row target area for improvement strategies. Goals and policies within the LUTE focus on the need to develop business attraction strategies for the area with the intent to support existing automobile dealership activities while developing complementary uses and improving physical conditions of pedestrian and bicycle facilities. The LUTE also identifies a strategy objective of growth and change for the Broadway Corridor.

Most of the Plan Area currently falls within the *Community Commercial* General Plan land use designation, which is intended to identify, create, maintain, and enhance areas suitable for a wide variety of commercial and institutional operations along the City's major corridors and in shopping districts or centers. Smaller portions of the Plan Area also fall within *Institutional*, *Urban Residential* and *Neighborhood Center Mixed Use* land use designations.

Proposed General Plan Changes

The Draft Specific Plan proposes a number of changes to the Area's General Plan land use designations (see **Appendix A** in the Specific Plan). While much of the Community Commercial land use designation would be maintained or expanded to those areas that were formerly designated Institutional throughout the North End subarea, the Draft Plan would expand the Central Business District designation further north to encompass most of the Valdez Triangle. In addition, areas along Brook Street and Richmond Avenue would be designated Mixed Housing Type Residential to protect existing residential uses, and a small area between

Harrison Street and Bay Place that is currently designated as Urban Residential and Neighborhood Center Mixed Use would be designated Community Commercial.

Bicycle Master Plan and Pedestrian Master Plan

The City of Oakland Bicycle Master Plan calls for the implementation of the bikeway network improvements including Bike Lanes, Arterial Bike Routes, and Bicycle Boulevards throughout the Plan Area. The Pedestrian Master Plan identifies policies and implementation measures for achieving General Plan LUTE policies that promote a walkable city. The Pedestrian Master Plan designates a Pedestrian Route Network throughout Oakland with a concentration of high priority projects (including "City Routes") within the Plan Area.

The adoption and development under the Draft Specific Plan would not conflict with the Bicycle Master Plan or Pedestrian Master Plan because all development within the Plan Area would comply with City of Oakland's Standard Conditions of Approval that ensures the submittal, approval and implementation of plans to the City to implement bicycle storage and parking facilities to accommodate the bicycle parking spaces required for the potential development projects. Compliance with the Standard Conditions of Approval would also ensure pedestrian safety.

Planning Code

The Oakland Planning Code serves to implement General Plan policies and is found in Title 17 of the Oakland Municipal Code. Almost the entirety of the North End Subarea, and the majority of the Valdez Triangle Subarea, currently falls within the **CC-2 Community Commercial Zone - 2**. The CC-2 Zone is intended to create, maintain, and enhance areas suitable for a variety of commercial and institutional operations and is specifically focused on areas with direct frontage, and access to frontage, along the City's major corridors and commercial areas. A small portion of the North End Subarea, east of Brook Street and on either side of Richmond Avenue, are currently zoned **RM-4** and **RM-3 Mixed Housing Type Residential Zone**. Various other zoning districts currently exist in the southern portion of the Plan Area. South of Bay Place and east of Valdez Street, including **Urban Residential (RU-4 and RU-3)** and **CN-2 Neighborhood Center Commercial - 2**. The most southerly parcels fronting Grand Avenue are zoned **CBD-P Central Business District - Pedestrian Retail Commercial Zone**.

All zones, within the Plan Area, aside from the CBD-P parcels also currently fall within the **D-BR Broadway Retail Frontage District Interim Combining Zone**, which combines with the commercial and residential zones. This interim combining zone, which was originally adopted in 2008, is designed specifically for the Plan Area in anticipation of the more comprehensive and detailed regulations associated with adoption of the Draft Specific Plan. The overall intent of these interim regulations, which are supplementary to the underlying base zones, is to attract ground-level retail opportunities through permitted, restricted, and limited (including automotive-related) new uses, building height minimum, and minimum setbacks from the sidewalks portions of the Plan Area.

Proposed Planning Code Amendments

The Draft Specific Plan proposes four (4) new district-specific zoning classifications that would replace the existing zoning, (see **Appendix B** in the Specific Plan). These district-specific zones follow a nomenclature established by the City in other districts, such as the Wood Street District, Oak to Ninth, and

the Kaiser Permanente Medical Center areas. The new Broadway Valdez zone districts are identified by the descriptive prefix of "D-BV" which signifies "District - Broadway Valdez."

In summary, the four (4) new district-specific zoning classification would be as follows **D-BV-1** Retail Priority Sites would be the most restrictive regarding uses and ground floor uses in particular; **D-BV-4** Mixed Use would be the least restrictive regarding uses; **D-BV-2** Retail would require that ground floor uses consist of retail, restaurant, entertainment, or arts activities; and **D-BV-3** Mixed-Use Boulevard would allow for a wider range of ground floor office and other commercial activities than in D-BV-2.

Mixed Use would allow the widest range of uses on the ground floor, including both residential and commercial businesses. D-BV-1 Retail Priority Sites would only allow residential uses if a project were to include a certain size/type of retail component.

Retail Priority Sites and Incentives

As noted above, to help achieve the Draft Plan's goal of promoting the Plan Area as a retail destination, the Draft Plan's land use concept includes a series of "Retail Priority Sites," which are implemented by the proposed new zoning district D-BV-1 Retail Priority Sites (see **Figure 4.4** in the Specific Plan). The regulatory framework of D-BV-1 is intended to ensure that larger sites and opportunity areas, particularly within the Valdez Triangle, are reserved primarily for new, larger retail development to accommodate consumer goods retail, at least on the ground floor. In addition to size, the Retail Priority Sites are also well served by transit, have excellent vehicular access, and are in areas of good visibility. The Draft Plan proposes to use a combination of incentives and regulation to achieve its retail objectives on the Retail Priority Sites. The main incentive is that the right to develop residential would be earned upon development of a retail project of a specified size and type; additional incentives could apply for retail projects that are larger than the minimum requirement, such as higher heights and allowed density, as well as reduced parking and open space for the residential component of a proposed project.

Proposed Height Limits

Proposed height limits would remain the same or be reduced along the northeastern portion of the Plan Area; increased height limits are proposed in areas west of Broadway, near the elevated I-580 freeway and Alta Bates Summit Medical Center, ranging from 135 feet – 200 feet (formerly 75 feet), as well as in the southern portion of the Plan Area between Broadway and Valdez Street north of 23rd Street (with a height maximum of 250 feet instead of the existing 120 feet); there is also the potential for certain portions of the Valdez Triangle (in the Retail Priority Sites) that will have a "by right" height maximum of 45 feet, to have increased height limits ranging from 200 feet to 250 feet, provided that specified amounts/configuration of retail space are included in a development proposal (see **Appendix B** in the Specific Plan).

PROJECT DESCRIPTION

The Draft Broadway Valdez District Specific Plan provides a vision and planning framework for future growth and development in the approximately 95.5-acre area along and surrounding Oakland's Broadway corridor between Grand Avenue and Interstate 580 (I-580) (see **Attachment A**). The Draft Specific Plan has been developed with input from residents, business owners, land owners, real estate experts, City decision-makers, and the community at large, as well as a careful analysis of the Plan Area's economic and environmental conditions. The Draft Plan provides a comprehensive vision for the Plan Area along with goals, policies and development regulations to guide the Plan Area's future development and serves

as the mechanism for insuring that future development is coordinated and occurs in an orderly and well-planned manner.

The CEQA project analyzed in this DEIR is the Broadway Valdez Development Program, which sets forth a maximum allowable development that could occur within the Plan Area during the life of the Plan. The EIR is intended to cover the maximum allowable amount of projected development that can reasonably be expected to occur in the Plan Area over the 25-year planning period. Once this level of development is reached, additional projects that go beyond the development maximum established in this DEIR would be required to undertake additional environmental review.

Some of the key goals of the Draft Specific Plan include:

- Creating an attractive, regional destination for retailers, shoppers, employers and visitors that serves in part the region's shopping needs and captures sales tax revenue for reinvestment in Oakland.
- Encouraging the establishment of a "complete" mixed-use neighborhood that is economically and socially sustainable and well-served by an enhanced and efficient transit system— providing quality jobs, diverse housing opportunities, and a complementary mix of retail, dining, entertainment, and medical uses.
- Incentivizing the creative reuse of historic buildings that maintains a link to the area's social, cultural and commercial heritage while accommodating contemporary uses that further City objectives to establish a vibrant and visually distinctive retail and mixed use district.
- Establishing a balanced and complete circulation network of "complete streets" that accommodates the transportation needs of the Plan Area by promoting walking, biking, and transit while continuing to serve automobile traffic.
- Encouraging a multi-pronged approach to sustainability that integrates land use, mobility, and design strategies to minimize environmental impact, reduce resource consumption, and prolong economic and social cohesiveness and viability.

The Draft Specific Plan divides the Plan Area into two distinct but interconnected subareas: the **Valdez Triangle** and the **North End** (see **Attachment A**). Each of these subareas is proposed to have a different land use focus that responds to specific site conditions and development contexts in order to create and reinforce distinct neighborhood identities and provide variety to development along this section of Broadway. Each is described in detail below. The Development Program for the Draft Specific Plan, which represents the reasonably feasible maximum development within these subareas, is listed in Table 4.2 below.

Valdez Triangle Subarea

The Draft Specific Plan would promote the development of a destination retail district within the Valdez Triangle Subarea that is focused on comparison goods type retailers and takes advantage of its adjacency to the Uptown and "Art Murrmur Gallery Districts," and its accessibility to transit and regional routes. The Draft Specific Plan would also encourage development of a complementary mix of entertainment, office, and residential uses within the Valdez Triangle. The Valdez Triangle is envisioned as an extension of the Downtown, and to support this concept, the Draft Specific Plan would amend the General Plan boundaries for the Central Business District land use designation to extend north to 27th

Street and incorporate the Valdez Triangle. General Plan and zoning designations for the Valdez Triangle would support mixed-use development and provide flexibility in development type and configuration.

In terms of the Valdez Triangle's identity and presence, the Draft Specific Plan aims to develop a pedestrian-oriented environment by encouraging active street-fronting retail, complementary dining and entertainment on the ground level, and vibrant public spaces. The Valdez Triangle has a number of historic buildings that contribute to the Plan Area's character. The Draft Plan would encourage a mix of new buildings along with renovated and repurposed historic buildings in the district with the goal of maintaining an authentic local character.

The Draft Specific Plan prioritizes the development of retail uses in designated areas of the Valdez Triangle called "Retail Priority Sites" (see **Figure 4.4** in the Specific Plan) by only allowing residential activities in these areas as a bonus to developments providing a specified minimum amount of larger format retail space that is suitable for comparison goods retail.

North End Subarea

The Draft Specific Plan envisions the North End Subarea as an attractive, mixed-use district that would link the Downtown to the Piedmont Avenue, Pill Hill, and North Broadway areas, and be integrated with the adjoining residential and medical districts. As in the Valdez Triangle, the concept for the North End is to promote mixed use development with active ground-floor commercial uses, while also encouraging a complementary mix of residential, office, retail, dining, and entertainment uses that activate the area during both day and night and on weekdays and weekends. The Draft Specific Plan policies for the North End would encourage development of a compatible mix of commercial services to complement the regional retail envisioned for the Valdez Triangle and address the needs of adjoining and nearby neighborhoods.

In the North End, the Draft Specific Plan would promote uses that complement and support the adjoining Alta Bates Summit and Kaiser Permanente Medical Centers, including visitor and workforce housing, professional and medical office uses, and medical supplies outlets. New automobile dealerships would be permitted with a Conditional Use Permit (CUP).

The North End Subarea, like the Valdez Triangle, has a significant number of historic buildings that contribute to the Plan Area's character. The Plan would encourage the renovation and repurposing of many of the existing historic garages and auto showroom buildings along this stretch of Broadway while at the same time integrating new buildings that can accommodate the transition to new uses.

The North End contains a number of underutilized properties that have been identified in the Draft Specific Plan as "Large Opportunity Sites" because of their relatively large size and the prevalence of surface parking lots on each (see **Figure 4.4** in the Specific Plan). Each site has the potential to accommodate large developments that can significantly enhance the character of the subarea. The Draft Specific Plan would also permit the development of large-format retail on these sites; however, more emphasis would be placed on introducing mixed use development that includes residential, commercial, and office uses.

In terms of physical design, the Draft Specific Plan proposes to enhance the pedestrian environment by improving sidewalks and creating new plazas and public spaces in the North End. The design concept emphasizes the adaptive reuse of the substantial inventory of automobile showrooms and automotive

garages that line Broadway to maintain a connection to the area's Auto Row heritage. It also calls for the protection and enhancement of the residential and medical areas that adjoin Broadway, and the sensitive vertical and horizontal integration of new uses with existing development.

Development Program

As stated above, the Draft Specific Plan development program represents the amount of projected development that can reasonably be expected to occur in the Plan Area over the 25-year planning period, rather than the area's ultimate development potential. It also is the basis for the Draft Plan's environmental analysis. However, as a market-driven plan that will be implemented through the decisions that individual landowners make for their properties, it is difficult to project the exact amount and location of future development with any precision. Thus, in order to evaluate the potential environmental impacts of Plan implementation, particularly as it relates to traffic generation, assumptions have been made about the reasonable distribution and intensity of new development within the Plan Area.

The development program shown in Table 4.2 of the Draft Broadway Valdez Specific Plan and below is not intended as a development cap that would restrict development in the Plan Area or either of its two subareas, but rather the amount of reasonably foreseeable development that will be studied for the purpose of environmental analysis. The Draft Plan allows for flexibility in the quantity and profile of future development within each subarea, and between subareas, as long as it conforms to the general traffic generation parameters established by the Draft Plan. For example, if significantly more residential and less office development than projected occurs in the North End, it will be allowed as long as the projected traffic generation is within the ranges assumed by the Draft Plan.

Table 4.2: Development Program

	Residential Units	Office (sq. ft.)	Retail (sq. ft.)	Hotel Rooms	Non-Residential Development (sq. ft.)	Non-Residential FAR	Total Development (sq. ft.)	FAR
Valdez Triangle	1,030	116,085	793,504	180	1,027,289	1.13	2,056,894	2.26
North End	767	578,804	320,546	-	899,350	1.38	1,666,111	2.56
Total Plan Area (Rounded)	1,800	695,000	1,114,000	180	1,927,000	1.24	3,723,000	2.39

CHAPTER 5: COMMUNITY DESIGN

The following is a summary of information contained in Chapter 5 Community Design of the Draft Broadway Valdez District Specific Plan, for more information please read the entire chapter of the Specific Plan.

Community Design Concept

GOAL CD-1: A well-designed neighborhood that integrates high quality design of the public and private realms to establish a socially and economically vibrant and visually and aesthetically distinctive identity for the Broadway Valdez District.

Valdez Triangle Design Concept

The Valdez Triangle is envisioned as a vibrant pedestrian-oriented shopping district that will be a retail destination for Oakland residents and the broader East Bay. In order to successfully attract shoppers, residents, and workers to the area, the Triangle's design must not only be accommodating, but memorable. The Plan calls for destination retail and a mix of complementary supporting uses, including housing, with attractively designed and generously proportioned sidewalks, plazas and public spaces, animated by active storefronts, in a mix of restored and reused historic buildings and new contemporary architecture.

North End Design Concept

The North End is envisioned as an attractive mixed-use district linking Downtown to the Piedmont Avenue/North Broadway areas. Broadway is envisioned as a vibrant pedestrian-oriented boulevard that provides a strong ground floor retail/commercial presence along the length of the subarea complemented by attractively designed and generously proportioned sidewalks, plazas and public spaces. The design concept emphasizes the renovation and adaptive reuse of the substantial inventory of distinctive automobile showrooms and automotive garages that line Broadway to maintain a connection to the area's Auto Row heritage. It also calls for the preservation and enhancement of the residential and medical areas that adjoin Broadway, and the sensitive vertical and horizontal integration of new uses with existing development.

Public Realm

GOAL CD-2: A public realm comprised of a safe and attractive system of streets, plazas, and park spaces that supports an active pedestrian environment and provides an attractive physical framework that seamlessly integrates a diverse array of existing and future buildings.

Given that implementation of the Plan is likely to occur over many years and involve many different developers, the design of the public realm is especially important. The network of public streets and plazas that compose the public realm is the unifying element that will establish a consistent design character and quality for the entire Plan Area. The system of streets and plazas should establish an attractive, well-designed physical framework that can graciously accommodate and connect the diverse array of existing and future buildings that are likely to be introduced to the Plan Area over time. In addition, since streetscape improvements often precede private development, they also present the opportunity to establish a design standard that sets the tone for subsequent private development (see **Attachment B**).

- **Broadway:** Broadway is the spine for the Plan Area and serves as Downtown's "grand boulevard," linking the Broadway Valdez District to other key destinations from the Estuary to the Oakland Hills.
- **Primary Access Streets:** 27th Street, Webster Street (north of 27th Street), Piedmont Avenue, Harrison Street (south of 27th Street), Hawthorne Avenue and Grand Avenue provide primary regional and local access into the Plan Area from adjoining neighborhoods and regional freeways. The importance of these access routes will be marked by streetscape improvements, street tree plantings, and new development that reinforces corridor character and definition.
- **Shopping Streets:** In the Triangle, where the creation of a retail destination is the primary objective, internal streets, such as Valdez, 24th, Webster, and 23rd, will serve as pedestrian-friendly streets that accommodate local vehicular traffic but are designed to prioritize pedestrian traffic and the window shopping associated with successful retail.
- **Neighborhood Streets:** Streets, such as 28th, 29th, 30th and Brook Streets and 23rd, 24th, 25th and 26th streets west of Broadway, serve as important local connector streets to adjoining neighborhoods. Streetscape improvements, street tree plantings and new development will be introduced along these streets to enhance and clarify their function and character.
- **Gateways:** Key intersections throughout the Plan Area will be enhanced through use of public realm improvements such as signage, landscaping, lighting, special street design, and public art, and the design of private buildings to highlight the importance of these intersections as entry points into the Plan Area.
- **Public Space Features:** Public space features, such as plazas and small parks, are distributed throughout the Plan Area to highlight key activity nodes and entries, and to provide strategically located places for public gathering. Public spaces may incorporate features such as seating, fountains, landscaping, street furniture, and public art.
- **Streetscape Improvements:** Streetscape improvements are proposed throughout the Plan Area to provide a more generous and attractively designed pedestrian environment with street trees, lighting, seating, and other streetscape furniture and amenities. Key east-west streets should be retrofitted as "Green Streets" that capture and treat stormwater before it drains into Glen Echo Creek and Lake Merritt.
- **Pedestrian Connections:** Opportunities are identified for creating or improving pedestrian streets and passageways to enhance pedestrian activity in the Plan Area by reducing conflicts with automobiles, providing more direct routes between key destinations, and creating distinctive shopping and dining environments.
- **Parks/Greenways:** A linear park is proposed along Glen Echo Creek between Oak Glen Park and 29th Street, which will include the enhancement of the existing creekside frontage along Glen Echo Creek north of 30th Street and the creation of a new creekside greenway between 29th and 30th Streets.

Goals and policies of the Specific Plan include:

- Extend streetscape improvements on Broadway past 24th Street to I-580
- Implement improvements such as public art and lighting under the I-580 underpass to improve appearance, safety, and connection
- Strengthen connection between Kaiser/Lake Merritt office district and the Valdez Triangle with a safe pedestrian crossing of Grand Avenue at Valdez Street

- **Primary Access Streets:** implement streetscape improvements to enhance the public realm and improve connections along:
 - Harrison Street
 - 27th Street
 - Piedmont Avenue south of I-580
 - Hawthorne Avenue

- **Shopping Streets:** redesign the following streets to create vibrant pedestrian oriented shopping streets with wider sidewalks for an active pedestrian environment and a narrower travelway to calm traffic
 - 24th Street
 - Valdez Street
 - Webster Street between Grand Avenue and Broadway
 - 23rd Street between Broadway and Harrison Street

- **Festival Streets:** provide special design treatment to create a 'festival' street that can be closed to traffic for special events along:
 - Webster Street between 24th Street and Broadway
 - 26th street between Broadway and Valdez

- **Gateways:** explore establishment of a public arts program to develop public art at key gateway and plaza locations

- **Public Space Features:** use reclaimed public right-of-way and existing open space, some of which are being used for car display, for seven public plazas for focal features and attractive places for people to visit and linger
 - Broadway and 25th Street – redesign existing plaza for people, currently used for car display
 - Valdez Street and 27th Street – create a pair of plazas from reclaimed right-of-way;
 - Harrison Street and 24th Street – create new plaza at redesigned intersection
 - Broadway and 27th Street – redesign existing plaza for people, currently used for car display
 - Broadway and Piedmont Avenue – extend and enhance the widened sidewalk to create a plaza
 - Broadway and pedestrian street – look at creating a plaza/pedestrian passageway in the midblock between 30th Street and Hawthorne Avenue
 - Hawthorne Avenue and Webster Street – create a plaza as part of the Alta Bates Summit Medical Center planned realignment of Hawthorne Avenue to create a T-intersection with Webster Street

- **Glen Echo Creek Park:**
 - City should work closely with Friends of Oak Glen Park and Richmond Boulevard residents to explore strategies for funding and implementing park and non-paved trail improvements along Glen Echo Creek from the south end of the park to 29th Street
 - City should work closely with developers of the Large Opportunity Site on the east side of Broadway to secure a setback, public access easements, and linear park improvements along Glen Echo Creek between 30th and 29th Streets

- **Temporary Public Space Features:** work with landowners and the community to promote and facilitate interim uses and events to activate under-utilized spaces and parcels

DRAFT DESIGN GUIDELINES

Following, is a summary of the components of the draft Broadway Valdez District Specific Plan Design Guidelines from Appendix C that relate to the public realm and open space.

3.0 Public Realm Design Guidelines

3.1 Streetscape Design – Pedestrian Zone

General Considerations

Public sidewalks should provide a direct and continuous pedestrian network, be richly appointed, provide seating and places to linger, be landscaped with street trees and other vegetation, and provide adequate width for the activities it serves.

Functional Zones

The pedestrian realm includes three different zones: the pedestrian zone, the amenity zone, and the frontage zone. Each plays a slightly different role in the pedestrian realm and has different design requirements.

General Guidelines

Street furnishing should have a unified design identity. Different types of seating should be provided at pedestrian activity areas to encourage people to socialize.

Benches and Other Seating

Seating should be provided throughout the Plan Area with more in areas with ground-level retail frontages. It should be attractively designed, and also include informal seating such as moveable chairs, seat walls, steps, and planters.

Transit Stops and Shelters

Ideally, transit shelters should be provided at all transit stops, but particularly at the most heavily used transit stops. They should provide shelter from the sun, wind, and rain, have distinctive design to reflect the area, be energy efficient, and have “real time” arrival information.

Bicycle Parking

Bike racks should be designed for secure bicycle parking, and be distributed throughout the commercial area. Bicycle parking should be uniquely designed to act as sculpture. Additional bicycle parking should be created where needed by converting one or more on-street parking spaces to bicycle parking “corrals”.

Street Lights

Street lighting should be designed to be energy efficient and create a unified district identity. The height of street lights should be kept low to focus on the pedestrian realm and illuminate conflict areas.

Street Trees

Street trees in the district should have a unified planting scheme, be planted in adequate sized tree wells, and be appropriately spaced to provide sufficient canopy to shade the pedestrian zone. Deciduous trees are encouraged to allow for solar access during the winter.

Public Art

Public art should be integrated into the design of buildings and streetscape projects. Public art should also enhance the history of Broadway as Oakland's Auto Row and animate difficult pedestrian transition zones (e.g. under freeways). Local artists should be utilized where feasible to build on adjacent Art Murmur.

Wayfinding Signage

Attractive wayfinding signage should be developed to identify key destinations, public parking, parks and plazas, transit routes and stops, access to the freeway, and surrounding areas such as Uptown, Art Murmur, Pill Hill, and Lake Merritt.

3.2 Streetscape Design – Vehicular Zone

High visibility crosswalk markings should be provided at all controlled intersections and at intersections with significant pedestrian activity. Where highest pedestrian activity is expected the use of special paving materials, colors and/or patterns should be used for highest visibility.

4.0 Public Open Space

4.1 Site Planning

Public plazas should serve as key activity nodes for larger gatherings during special events and peak shopping, as well as provide spaces where individuals can sit quietly and enjoy their surroundings. Public open space should provide visual access to adjacent sidewalks, and be designed to complement and enhance the function and character of adjacent commercial uses.

4.2 Site Design

Public open space should provide as many seating opportunities as possible; adequate lighting; public art; sustainable design; high quality and distinctive paving materials; and landscaping that enhances the character with color and texture that softens the hardscape. Site furnishings (e.g. seating, trash receptacles, drinking fountains, tables, bike racks, etc.) should be high quality and require low-maintenance.

NEXT STEPS

Staff will present various aspects of the Draft Specific Plan at the upcoming public meetings:

Date	Public Body	Meeting Topic
December 11, 2013	Zoning Update Committee	<ul style="list-style-type: none"> • Draft Zoning and General Plan Amendments (text and map)

Changes will be made to the draft Specific Plan from the input received and then the Final Plan and associated documents will be presented at the anticipated upcoming public hearings with dates still to be determined:

Date	Public Body	Meeting Topic
February 2014	Landmarks Preservation Advisory Board Planning Commission	<ul style="list-style-type: none"> • Final Plan • Final Zoning and General Plan Amendments • Final Design Guidelines • Final Environmental Impact Report
March 2014	City Council	Adoption of: <ul style="list-style-type: none"> • Final Plan • Final Zoning and General Plan Amendments • Final Design Guidelines • Final Environmental Impact Report

RECOMMENDATIONS:

Provide comments on the Draft Broadway Valdez District Specific Plan, and Design Guidelines on aspects that relate to plazas and public space.

Respectfully submitted,



ED MANASSE
 Strategic Planning Manager

ATTACHMENTS:

- Attachment A – Subareas (Draft Specific Plan Figure 4.2)
- Attachment B – Community Design Framework (Draft Specific Plan Figure 5.1)

The Draft Broadway Valdez District Specific Plan is located on the project webpage: www.oaklandnet.com/bvdsp. Click on the “Schedule and Meetings” link and find the documents under the “Reference Documents” table, **Chapter 5: Community Design** is where most of the plaza and public space aspects are discussed along with **Appendix C: Design Guidelines, Section 3.0 Public Realm and Section 4.0 Public Open Space.**

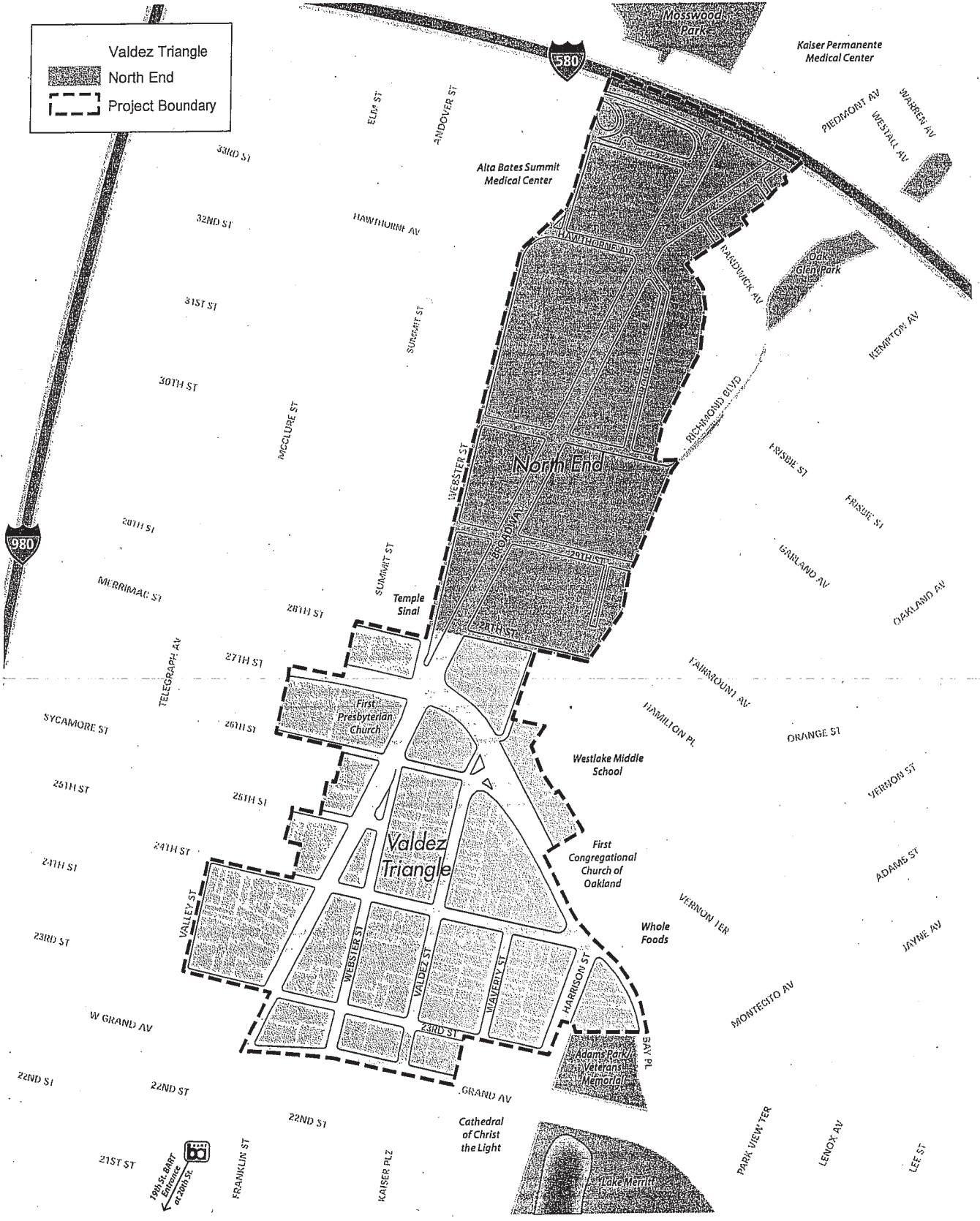


FIGURE 4.2: SUBAREAS

5. COMMUNITY DESIGN



FIGURE 5.1: COMMUNITY DESIGN FRAMEWORK

CITY OF OAKLAND
Interoffice Memorandum



Office of Parks and Recreation

TO: Barry Miller, Chair, Parks and Recreation Advisory Commission
FROM: Gail McMillon, Reservation Supervisor
DATE: December 4, 2013
SUBJECT: Request From Bayhill High School For Permission To Collect Funds At
Leona Lodge For A School Spring Auction Fundraiser On Saturday, May 3,
2014

SUMMARY

The Office of Parks and Recreation received a request from Bayhill High School, a 501c(3) non-profit organization under Bay Area Educational Institute, for permission to collect funds at a School Spring Fundraiser to be held at Leona Lodge on Saturday, May 4, 2014. Proceeds from the event will go directly to support the activities of the Bayhill High School students.

FISCAL IMPACT

There will be a positive impact on the Office of Parks and Recreation. Bayhill High School will pay all fees associated with the rental.

BACKGROUND

Bayhill High School is in its 7th year as a high school. The school's mission is to educate students with learning differences. The school focus on student individual learning needs to maximize the students' inherent abilities and help them achieve their potential.

This is Bayhill High School's first request to host a fundraising event with the Office of Parks and Recreation. The school has held other events at Dimond Park and Studio One in the past. The event at Leona Lodge will include food, entertainment, silent & live auctions and a wine bar. Tickets will be available for purchase prior to the event, but the Bayhill High School administration have asked that some tickets are purchased at the door at a price of \$40 per person. Bayhill High School has also requested that funds from auction item sales be collected at the end of the event. Proceeds raised from the event will go directly to support the activities of the students. A few of the program activities to benefit from the fundraiser include technology, athletic, music and dance programs.

Parks and Recreation Advisory Commission
December 4, 2013

RECOMMENDATION

Staff recommends that the Parks and Recreation Advisory Commission approve the request from Bayhill High School for permission to collect funds onsite for the school's Spring Auction Fundraiser to be held at Leona Lodge on Saturday, May 3, 2014. The organization is aware that additional permits are required provided their request is granted.

Respectfully submitted,

Gail McMillon
Central Reservations Supervisor

Attachments: Exhibit A – Bayhill High School Request Letter
Exhibit B – Non-Profit Status
Exhibit C – Rental Application



BAYHILL

HIGH SCHOOL

521 BODEN WAY
OAKLAND, CA 94610
PHONE 510 268 1500
FAX 510 268 1503
www.bayhillhs.org
info@bayhillhs.org

November 19, 2013

Parks & Recreation Advisory Commission
250 Frank H. Ogawa Plaza Ste 3330
Oakland, CA 94612

To whom it may concern;

We thank you for your consideration of our upcoming annual Spring fundraising event.

Bayhill High School is in its 7th year. Our mission is to educate students with learning differences. We focus on individual learning needs, to maximize our students' inherent abilities and help them achieve their potential. We are the only high school in the East Bay with this mission.

Our Spring Fundraising event includes food & entertainment, silent & live auctions and wine bar. **This event is set for May 3rd, 2014.** Tickets are usually purchased prior to the event but some are purchased at the door at the price of \$40. There are no vendors at our event. Auction item sales are also collected at the end of the event.

Bayhill High School is a 501c3. All funds received in relation to this event go directly to support the activities of our students. A few of the programs benefiting this fundraising effort include; technology, athletic, music & dance.

Again, I'd like to thank you in advance for your prompt consideration. If I can answer any questions – please contact me immediately.

Best Regards,

Laurie Ferrelra
Business Manager
Development Administrator



OUR MISSION

at Bayhill is to educate students with learning

differences, focusing on their

individual needs, maximizing their

inherent abilities, and nurturing

their potential for success.

We are the East Bay's only

high school dedicated to students

with learning differences

We are fully accredited with the

Western Association of Schools

and Colleges (WASC)

We are certified as a Nonpublic

School (NPS) with the California

Department of Education

We are co-educational

and nonsectarian

**BAYHILL
HIGH SCHOOL**

521 Boden Way
Oakland, CA 94610

Phone: (510) 268-1500

Fax: (510) 268-1503

info@bayhillhs.org

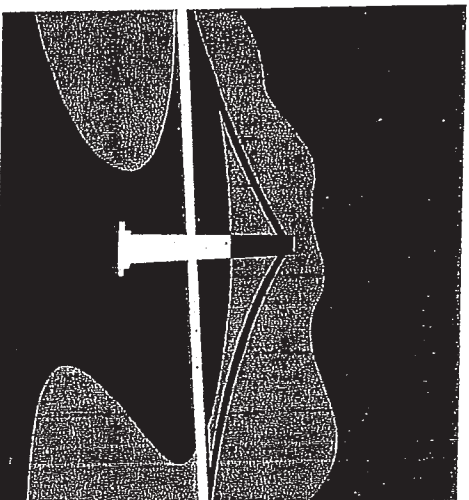
www.bayhillhs.org

Shelley Lobell, Executive Director

lobell@bayhillhs.org

Donna Austin, Admissions Director

austin@bayhillhs.org

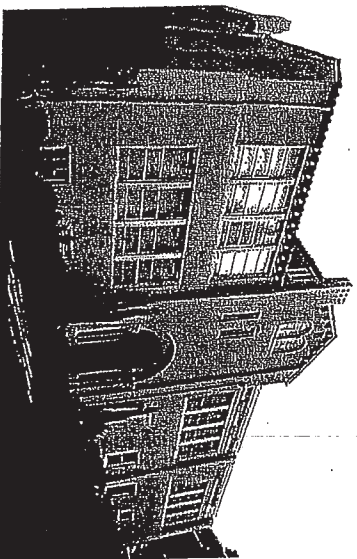


BAYHILL

HIGH SCHOOL

Serving students
with learning differences
from around the Bay Area

COMPREHENSIVE
HIGH SCHOOL +
SPECIALIZED SERVICES





W H I T E H A I L

our students reach their potential through the

following core educational practices:

- A rigorous college preparatory curriculum including the "A-C requirements" for entrance into the University of California and State University systems, and personalized college counseling to assist students to reach their goals in higher education.
- Remediating academic skills using multi-sensory, explicit teaching approaches and a focus on life skills that will ensure success in school, work and independent living.
- Emphasizing the development of strategies for acquiring knowledge, problem solving, and studying.
- Enjoying the arts and developing creative and artistic potential.
- Using assistive technology as a tool for understanding and expression.
- Promoting the development of physical fitness, motor skills, and health.

- Welcoming students from diverse cultural and economic backgrounds.
- Contributing to the community through leadership and service.
- Highly-trained teachers who pursue professional development and model a love of learning.
- Nurturing satisfying relationships between students, faculty, and family members; and emphasizing ethical behavior, cooperation, and pride in accomplishment.

We serve students

- in grades 9–12 with learning differences
- with average to above average cognitive abilities
- with mild emotional difficulties that do not disrupt classroom learning
- with a range of learning differences including dyslexia, dyscalculia, dysgraphia, ADHD, and Asperger's Syndrome
- from an ethnically and economically diverse population

We offer additional specialized services

- Speech and language services
- Group and individual therapy
- Educational therapy
- Vocational training and SAT test preparation
- Individual post-high school planning
- An athletic program



W H I T E H A I L

Bayhill was founded in February of 2006 by a group

of educators and parents concerned about the need for a comprehensive high school in the East Bay for students with learning differences.

Classes began in September 2007 in our large, fully-equipped, attractive school building overlooking Lake Merritt, close to public transportation and a wealth of community-based opportunities.

Bayhill uses research-based interventions developed by experts in the field, and designed to meet the specific needs and challenges of students with learning differences.

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **DEC 18 2006**

BAY AREA EDUCATIONAL INSTITUTE
4100 REDWOOD RD STE 199
OAKLAND, CA 94619-2363

Employer Identification Number:
20-4570887
DLN:
17053123025046
Contact Person:
DONNA ELLIOT-MOORE ID# 50304
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
JUNE 30
Public Charity Status:
170(b)(1)(A)(ii)
Form 990 Required:
YES
Effective Date of Exemption:
FEBRUARY 09, 2006
Contribution Deductibility:
YES

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Information for Exempt Organizations Under Section 501(c)(3) for some helpful information about your responsibilities as an exempt organization.

Revenue Procedure 75-50, published in Cumulative Bulletin 1975-2 on page 578, sets forth guidelines and record keeping requirements for determining whether private schools have racially nondiscriminatory policies as to students. You must comply with this revenue procedure to maintain your tax-exempt status.

Letter 947 (DO/CG)

BAY AREA EDUCATIONAL INSTITUTE

Sincerely,



Lois G. Lerner
Director, Exempt Organizations
Rulings and Agreements

Enclosures: Information for Organizations Exempt Under Section 501(c)(3)



Office of Parks and Recreation
250 Frank H. Ogawa Plaza, Suite 3330, Oakland, CA 94612
Office: 510.238-3187; Facsimile: 510.238-2397



Rental Application

ATTENTION: _____

Date of Application: SEPT 17, 2013

RESIDENCY IS DETERMINED ACCORDING TO ADDRESS INDICATED ON DRIVER'S LICENSE OR STATE IDENTIFICATION CARD. PHOTO ID IS REQUIRED.

Name of Business/Organization: BAY AREA EDUCATION INSTITUTE dba BAYHILL HIGH SCHOOL
Address: 521 BODEN WAY OAKLAND 94610
Street Address City Zip Code
Name of Contact Person: DORI SPROUL OR LAURIE FERREIRA
Phone Number: 510 268 1500 Fax Number: 510 268 1503 E-mail: ferreira@bayhillhs.org
Mailing Address: SAME
Street Address City Zip Code

Facility/Park Name: LEONA LODGE

Room(s)/Site(s) _____

EVENT INFORMATION:

Date(s) of Event: MAY 3, 2014
Time In/Prep 4:00 Event Time 6:30 Cleanup/Time Out 10:30

Type of Event/Purpose: (be specific, i.e., Wedding Reception, Meeting, Birthday Party, Banquet, Picnic, BBQ, Walk, Run, Festival, Rally, Quinceanera, BarMitsvah/BatMitsvah, etc.)
ANNUAL SPIN SPRING FUNDRAISER

General Public Allowed: Yes No Sound Amplification: Yes No Non-Amplified Sound: Yes No
Type of Equipment to be used: (i.e., ~~musical instruments~~, ~~live band~~, cd player, ~~amplifiers~~, ~~microphones~~, etc.)

Note: Charging admission, selling tickets or merchandise, or solicitation of money in any manner must be approved by the Parks and Recreation Advisory Commission 60 days or more in advance of event date.

Number of Participants (Total) 100 Approximate # of Adults 100 # of Teens 0 # of Children/Infants 0

Please provide below special accommodations/requests for your event. If no special accommodations required, please write NONE.
NONE

Will you require a caterer for your event? Yes No
If yes, are you choosing a caterer from OPR's Approved Caterer's List? Yes No UNKNOWN
Name of Approved Caterer: NOT SELECTED YET

If not using an OPR Approved Caterer, provide name of non-approved caterer: _____
(Note: An Opt-Out Fee is applicable to non-approved Caterers and non-Catered events. See Attached Regulations)

RENTAL FEES (The minimum rental requirement and deposit are required when the facility of your choice is reserved 31 days or more in advance.)
Permit Processing Fees: (Picnic & Related Events) A non-refundable permit processing fee of \$25 will be added to each application with 50 or more people.
For Park Use: (Special Events) A non-refundable permit processing fee of \$30 will be added to each application.

(1) <u>75.00</u> x <u>3.5</u> = _____ (Hourly Rate) (# of hours) ?	(7) Alcoholic Beverage Fee = <u>125.00</u>
(2) _____ x <u>2.5</u> = _____ ? (Hourly Rate) (# of hours) ?	(8) Administrative Service Fee = <u>75.00</u>
(3) Permit Processing Fee = _____ ?	(9) Caterer Opt Out Fee = _____
(4) Deposit = <u>300.00</u>	(10) Sound Use Fee = _____
(5) Setup/Teardown = <u>150.00</u>	(11) Other Charges = _____
(6) Kitchen = _____ <u>yes</u>	

TOTAL: \$ _____ Less Advance Minimum Payment of \$ _____; BALANCE DUE 30 DAYS BEFORE EVENT: \$ _____
(Deposits are refunded 6-8 weeks AFTER event date, provided the facility is left in acceptable condition and the event goes as planned.)

Please check payment type: Cash: _____ Check #: 5330 Type of Credit Card: Visa or MasterCard: _____
#600 (See attached Authorization for Credit Card Payment Form)

CANCELLATION FEE: 61 days or more notice: Forfeit 1/2 Deposit 30 days to 11 days notice: Forfeit Deposit Plus 1/2 Rental Fee
31 to 60 days notice: Forfeit Deposit 10 days or less notice: Forfeit All Fees

APPLICANT SIGNATURE Laurie Ferreira DATE 9-17-2013

Please note: By submitting this application, other documents/permits may be initiated to finalize your reservation.

CITY OF OAKLAND
Interoffice Memorandum



Office of Parks and Recreation

TO: Barry Miller, Chair, Parks and Recreation Advisory Commission
FROM: Gail McMillon, Reservation Supervisor
DATE: December 4, 2013
SUBJECT: Request from Triple Step Toward The Cure For Permission To Collect On-Site Registration Fees, Sell T-Shirts and Food Items And Allow Event Related Vendors to Sell Items During the 5K Fun Run/Walk at Lakeside Park on Sunday, September 21, 2014

SUMMARY

The Office of Parks and Recreation received a request from Triple Step Toward The Cure, a non-profit organization, for permission to collect on-site registration fees, sell t-shirts and food items and allow vendors to sell event-related items at Lakeside Park for their 5th Annual "*Stepping Toward the Cure*" 5K Fun Run/Walk on Sunday, September 21, 2014. The purpose of the event is to raise funds to further the Triple Step Toward The Cure's mission in a fun, healthy and educational way.

FISCAL IMPACT

There will be a positive fiscal impact on the Office of Parks and Recreation. Triple Step Toward The Cure will pay all fees associated with the rental.

BACKGROUND

Triple Step Toward The Cure is an organization that seeks to educate and raise public awareness about triple negative breast cancer, a subtype of breast cancer that disproportionately affects young pre-menopausal women and women of color. This walk/run will serve as a fundraiser for the organization to further their mission by educating the community and funding efforts to find better treatment and a cure; encouraging triple negative patients in underserved communities by providing financial and emotional support; and empowering women at risk to take charge of their health in order to maintain optimal wellness.

The registration fee will be \$25 to participate in the event. As part of the advertising and promotion of the event, participants will be required to sign up in advance of the event. However, the organization would like to accommodate a small number of late participants the day of the event for those who did not pre-register.

This is Triple Step Toward The Cure's fifth year hosting the event at Lakeside Park. The organization's request has come before the Parks and Recreation Advisory Commission in 2010 through 2013 for permission to collect on-site registration fees, t-shirt sales and vendor sales. They were granted approval each year. There were over 200 attendees at the 2013 event. The organization collected \$2,250.00 on-site from registration fees. Attached is a Post Event Report from the 2013 event.

Parks and Recreation Advisory Commission
December 4, 2013

In addition to the request to collect registration fees, sell t-shirts and have vendors, this year, Triple Step Toward The Cure is asking permission to sell limited food items, such as cupcakes, sandwiches, and jamba juice.

RECOMMENDATION

Staff recommends that the Parks and Recreation Advisory Commission approve the request from the Triple Step for the Cure organization to collect on-site registration fees, donations, Triple Step for the Cure T-shirts, and allow event related vendors to sell on-site at the "*Stepping Towards the Cure*" 5K Fun Run/Walk on Sunday, September 21, 2014 at Lakeside Park. The contact person is aware that additional permits are required provided the request is granted.

Respectfully submitted,

Gail McMillon
Central Reservations Supervisor

Attachments: Exhibit A – Triple Step Toward The Cure Request Letter
Exhibit B – 2013 Post Event Report
Exhibit C – Rental Application

November 13, 2013



Zermaine Thomas
Public Service Representative, Central Reservation Unit
City of Oakland Office of Parks and Recreation
250 Frank H. Ogawa Plaza, Suite 3330
Oakland, CA 94612

Triple Step
Toward the Cure

Dear Ms. Thomas,

My name is Carole Flowers Clement and I represent a non-profit organization by the name of Triple Step Toward the Cure. Triple Step for the Cure seeks to educate and raise public awareness about triple negative breast cancer, a rare, subtype of breast cancer that disproportionately affects young pre-menopausal women and women of color. I lost my daughter, Sheryl, four years ago to this type of cancer.

Attached please find our two-page event request and proposal to have our Fifth Annual "Stepping Towards the Cure" 5K Fun Run/Walk at Lake Merritt Park on September 21, 2014. We are excited to get the word out about who we are and the services we provide. This event will help us do just that. As we are still building our organization, it is also necessary to raise funds to further our three-step mission: Educating the community and funding efforts to find better treatment and a cure; Encouraging triple negative patients in underserved communities by providing financial and emotional support; and Empowering women at risk to take charge of their health in order to maintain optimal wellness. This event will assist us in our fundraising goals as well.

Please let me know if you have any additional questions or concerns. I can be reached at (510) 636-1918 or 510-410-0171. Thank you in advance for your consideration of this important event. I look forward to hearing from you soon.

Sincerely,

Carole Flowers-Clement, RN, M A
Co-Founder



TRIPLE STEP TOWARD THE CURE
WALK FUN RUN EVENT PROPOSAL

Name of Event: Fifth Annual "Stepping Towards The Cure" 5K Fun Run/
Walk

Date of Event: September 21, 2014

Time: 7:00 a.m. until 3:00 p.m.


Requested Location: Lake Merritt Park, Oakland

People Responsible: Louisa Gloger
(415) 250 -1508
Louisag@triplestepforthecure.org; and
Carole Flowers Clement
(510) 636-1918
caroleflowers@sbcglobal.net

DETAILS OF EVENT:

The purpose of this event is to provide a fun, healthy, and educational way to raise funds for Triple Step for the Cure. Triple Step for the Cure is a 501 (c) (3) non-profit organization that seeks to educate and raise public awareness about triple negative breast cancer, a subtype of breast cancer that disproportionately affects young pre-menopausal women and women of color, and provides direct support services to triple negative patients and their families.

There will be a nominal registration fee of \$25.00 for this event. In our advertising materials and promotion of the event, participants will be required to sign up to either walk or run the course in advance of the event in order to alleviate the need to work with large sums of money on the Lake Merritt park premises on the date of the event. However, we will make arrangements to accommodate a small number of late participants who have not pre-registered in advance and will need to do



so on the morning of the event. It is anticipated that approximately 200-250 people will participate in this event. Volunteers, and breast cancer, health, and wellness information sponsors and vendors will be expected to arrive for set up at 7:00 a.m. in the Bandstand Area. Fun Run/Walk participants are expected to arrive and check-in and/or register beginning at 8:00 a.m. until 9:00 a.m. At 9:10 a.m., there will be a short Welcome Ceremony followed by a warm-up. The event will then begin at 9:30 a.m. with runners starting first, followed approximately 5-7 minutes later by those who have chosen to walk the course. The total distance of the Fun Run/Walk will be 5 K or approximately 3.0 miles and participants will complete this by making one lap around Lake Merritt.

The event will conclude at approximately 12:00 noon followed by a brief Closing Ceremony at 12:15 p.m. After wards, there will be an additional hour and a half (from 12:30 p.m. until 2:00 p.m.) for participants and supporters to peruse several breast cancer, health, and wellness information booths that will be set up in the Bandstand area. There will be no fewer than five (5) and no more than fifteen (15) such health and wellness information booths and/or vendors. We anticipate these booths will include organizations such as University of California San Francisco and Stanford University Medical Center who will provide information about their services and/or small giveaways of certain products. There will also be a Triple Step for the Cure table where we will provide information about the organization and where t-shirts will be sold. All profits from any t-shirt sales will go towards efforts to directly support women and families struggling with triple negative breast cancer. The event will conclude at 2:00 p.m. Staff, volunteers, and vendors are expected to be done with any clean-up activity and exit the premises no later than 3:00 p.m.

We are inviting 15 vendors to participate this year they will have sellers permits, pay \$25.00 for a table space and donate 40% of total sales. Items for sale range from jewelry, dolls, quilts, art and hand items such as clothing, soap, ceramics.

We are also requesting permission to sell limited food items, such as cupcakes, sandwiches, jamba juice. We will apply for a one day temporary food handler's permit. A list vendors and permits will be provided 30 days before the event.

A certificate indicating proof of liability insurance naming the City of Oakland Department of Parks and Recreation as additionally insured will be provided no later than 30 business days prior to the date of the event.



POST EVENT REPORT

Please complete and return the Post Event Report to the Office of Parks and Recreation, Central Reservations Unit, Attention: Central Reservations Supervisor, 250 Frank H. Ogawa Plaza, 3rd Floor, Suite 3330, Oakland, CA 94612.

I. GENERAL INFORMATION

Name of Event: TRIPLE STEP TOWARD THE CURE 5K WALK/RUN

Location of Event: LAKE SIDE PARK NEAR BAND STAND (LAKE MERITT)

Date/Hours of Event: September 15, 2013 Permit No. 27043

Contact Person: CAROL FLOWERS-CLEMENT Phone No. 510 636 1918

Contact Person Address: 7801 SURREY LANE, OAKLAND, CA 94605

Is this a first time event at this location? Yes No If no, when was the event held previously?

September 2012

1. Were Facility Rental/Set-up fees waived? Yes No

2. Check other permits required for event?

- | | | |
|---|--|---|
| <input checked="" type="checkbox"/> OPD Special Events Permit | <input type="checkbox"/> Food Handler's Permit | <input checked="" type="checkbox"/> Seller's Permit |
| <input checked="" type="checkbox"/> Charitable Solicitations Permit | <input checked="" type="checkbox"/> Certificate of Insurance | <input type="checkbox"/> Other - Please list |

II. ATTENDANCE INFORMATION

1. Total number in attendance: 205

2. Were registration fees collected on-site for the event? Yes No

3. If yes (above), how many people registered? 90

4. What was the cost for registration? \$25.00

5. How much money was collected on site for registration fees? \$2,250.00

POST EVENT REPORT (Continued)

Page 2

III. VENDOR INFORMATION

List all Vendors who participated at the event. (Attach additional sheets, if necessary):

Were all vendors in compliance per agreement? Yes No

Of no, why not? _____

Name of Vendor(s) (Attach additional sheets if necessary)	Non-Profit or For Profit Orgz'n?	Food (Describe)	Craft (Describe)	Seller's Permit Y/N
WAL GREENS	✓		Information	
Cheeky Boobies	✓		Information	
Coxon Care	✓		Information	
STANFORD HOSPITAL	✓		Information	
SISTERS NETWORK	✓		Information	

IV. COMMENTS

List ways in which the Applicant desires to improve the event, in the future (Attach additional sheets, if necessary): (For example: changes or additional vendors, location, change of hours, etc.)

Increase vendors and attendance
 involve more neighborhood business
 to participate. Have vendors with food
 samples (heartier like Veger Grill) & Vegan

List any problems, concerns, or, other comments about your satisfaction in the way the event turned out? (Attach additional sheets, if necessary):

The day went well, we had no
 complaints

Submitted by: Barbara Flower-Clement

Date: September 26, 2013

Approved by: [Signature]
 (OPR Staff)

Date: 11-13-13

Comments: _____



Office of Parks and Recreation
 250 Frank H. Ogawa Plaza, Suite 3330, Oakland, CA 94612
 Office: 510.238-3187; Facsimile: 510.238-2397



Rental Application

ATTENTION: ZERMAINE THOMAS

Date of Application: 11/8/13

RESIDENCY IS DETERMINED ACCORDING TO ADDRESS INDICATED ON DRIVER'S LICENSE OR STATE IDENTIFICATION CARD. PHOTO ID IS REQUIRED.

Name of Business/Organization: TRIPLE STEP TOWARD THE CURB
 Address: 7801 SURREY LANE Oakland CA 94605
Street Address City Zip Code

Name of Contact Person: CAROLE D FLOWERS
 Phone Number: 510 634 7918 Fax Number: _____ E-mail: CAROLEFLOWERS@SBCGLOBAL.NET
 Mailing Address: 7801 SURREY LANE Oakland CA 94605
Street Address City Zip Code

Facility/Park Name: LAKESIDE PARK AND BANDSTAND OAKLAND LAKE MERITT

Room(s)/Site(s) _____

EVENT INFORMATION:

Date(s) of Event: SEPTEMBER 21 2014

Time In/Prep 7 AM - 8 AM Event Time 8 AM - 2 PM Cleanup/Time Out 2-3 PM

Type of Event/Purpose: (be specific, i.e., Wedding Reception, Meeting, Birthday Party, Banquet, Picnic, BBQ, Walk, Run, Festival, Rally, Quinceanera, BarMitsvah/BatMitsvah, etc.)
WALK / RUN FOR TRIPLE NEGATIVE BREAST CANCER

General Public Allowed: Yes No Sound Amplification: Yes No Non-Amplified Sound: Yes No

Type of Equipment to be used: (i.e., musical instruments, live band, cd player, amplifiers, microphones, etc.)
LIVE BAND - SPEAKERS & AMP CD'S

Note: Charging admission, selling tickets or merchandise, or solicitation of money in any manner must be approved by the Parks and Recreation Advisory Commission 60 days or more in advance of event date.

Number of Participants (Total) 300 Approximate # of Adults 250 # of Teens 50 # of Children/Infants 20

Please provide below special accommodations/requests for your event. If no special accommodations required, please write NONE.

PARKING FOR MEDICAL EMERGENCY VAN

Will you require a caterer for your event? Yes No

If yes, are you choosing a caterer from OPR's Approved Caterer's List? Yes No

Name of Approved Caterer: N/A

If not using an OPR Approved Caterer, provide name of non-approved caterer: _____

(Note: An Opt-Out Fee is applicable to non-approved Caterers and non-Catered events. See Attached Regulations)

RENTAL FEES (The minimum rental requirement and deposit are required when the facility of your choice is reserved 31 days or more in advance.)
 Permit Processing Fees (Picnic & Related Events) A non-refundable permit processing fee of \$15 will be added to each application with 50 or more people.
 For Park Use: (Special Events) A non-refundable permit processing fee of \$30 will be added to each application.

(1) \$130 x 2 = \$260
(Hourly Rate) (# of hours)
 (2) \$60 x 6 = \$360
(Hourly Rate) (# of hours)
 (3) Permit Processing Fee = \$30
 (4) Deposit = \$300
 (5) Setup/Teardown = _____
 (6) Kitchen = _____

(7) Alcoholic Beverage Fee = _____
 (8) Administrative Service Fee = _____
 (9) Caterer Opt Out Fee = _____
 (10) Sound Use Fee = \$100
 (11) Other Charges -\$65 x 8 hrs = \$520

TOTAL: \$ 1570.00 Less Advance Minimum Payment of \$ 300; BALANCE DUE 30 DAYS BEFORE EVENT: \$ 1270.00
 Deposits are refunded 6-8 weeks AFTER event date, provided the facility is left in acceptable condition and the event goes as planned.)

Please check payment type: Cash: _____ Check #: _____ Type of Credit Card: Visa or MasterCard: _____
 (See attached Authorization for Credit Card Payment Form)

CANCELLATION FEE: 61 days or more notice: Forfeit 1/2 Deposit 30 days to 11 days notice: Forfeit Deposit Plus 1/2 Rental Fee
 31 to 60 days notice: Forfeit Deposit 10 days or less notice: Forfeit All Fees

APPLICANT SIGNATURE Carole A. Flowers DATE 11/8/13