



**PARKS AND RECREATION ADVISORY COMMISSION**

**City of Oakland**

**Wednesday, February 10, 2016**

**Lake Merritt Garden, 666 Bellevue Avenue**

**4:30pm**

**Agenda**

1. CALL TO ORDER:
2. ROLL CALL:  
**BELCHER, CORBIN, DU BOIS, KADERA-REDMOND, MANNING, MARSHALL, MILLER, PETERSON, ROSENBLOOM, WU**
3. DISPOSITION OF MINUTES:  
December 9, 2015 meeting minutes
4. SPECIAL ORDERS:
5. PRAC PENDING LIST:
6. MODIFICATIONS TO THE AGENDA:
7. CONSENT NEW BUSINESS:
  - A. REQUEST PERMISSION FROM THE PARKS AND RECREATION ADVISORY COMMISSION TO ALLOW THE OAKLAND RUNNING FESTIVAL TO SERVE AND SELL FOOD, ALCOHOLIC BEVERAGES AND TO ACCEPT DONATIONS AND COLLECT REGISTRATION FEES AT THEIR 7<sup>TH</sup> ANNUAL OAKLAND RUNNING FESTIVAL MARATHON ON SUNDAY, MARCH 20, 2016 AT SNOW PARK.

Oakland Parks and Recreation received a request from Gene Brtalik, Oakland Running Festival Race Director, for permission to serve and sell alcoholic beverages (Beer & Wine) and food on-site at the Oakland Running Festival Marathon to be held at Snow Park on Sunday, March 20, 2016. Benefits for the collection of funds will go towards City and Local Charities. A portion of the alcohol beverage sales will go to the Fire Department's Random Acts Charity.
  - B. REQUEST PERMISSION FROM THE PARKS AND RECREATION ADVISORY COMMISSION TO ALLOW THE AMERICAN FOUNDATION FOR SUICIDE PREVENTION TO COLLECT DONATIONS AND SELL EVENT RELATED ITEMS THEIR OUT OF THE DARKNESS WALK AT LAKESIDE PARK ON SATURDAY, OCTOBER 15, 2016

Oakland Parks and Recreation has received a request from the American Foundation for Suicide Prevention (AFSP), a non-profit foundation, to collect donations and sell t-shirts and other event related items on-site at the Out of the Darkness Walk to be held at Lakeside Park on Saturday, October 15, 2016. Proceeds from the event will go towards suicide prevention and awareness.

C. **REQUEST PERMISSION FROM THE PARKS AND RECREATION ADVISORY COMMISSION TO ALLOW THE FRIENDS OF FAITH INC. TO COLLECT REGISTRATION FEES, HOST MOBILE FOOD TRUCKS AND ALLOW VENDORS TO SELL EVENT RELATED ITEMS AT THEIR 12<sup>TH</sup> ANNUAL FAITH FANCHER BREAST CANCER CHALLENGE WALK/RUN AT LAKESIDE PARK ON SATURDAY, AUGUST 27, 2016.**

Oakland Parks and Recreation received a request from the Friends of Faith, Inc. (FOFI), a non-profit organization, for permission to collect registration fees, allow vendors sales and mobile food vendors at the 12<sup>th</sup> Annual Faith Fancher Breast Cancer Challenge Walk/Run at Lakeside Park on Saturday, August 27, 2016. The funds raised will help provide health services support to breast cancer survivors and to share information about the importance of early detection. The 2015 Post Event Report is attached.

D. **REQUEST FROM THE PARKS AND RECREATION ADVISORY COMMISSION TO ALLOW THE NATIVE AMERICAN HEALTH CENTER, INC. TO COLLECT ON-SITE REGISTRATION FEES AT THE 14<sup>TH</sup> ANNUAL RUNNING IS MY HIGH 5K AND 10K FUN RUN/WALK AT LAKESIDE PARK ON SATURDAY, MARCH 12, 2016.**

Oakland Parks and Recreation received a request from the Native American Health Center, Inc., a non-profit organization, for permission to collect on-site registration fees for the 14th Annual Running is My High, a 10k and 5k Fun Race at Lakeside Park on Saturday, March 12, 2016. Proceeds from the fees collected will be used to support the event (i.e., purchasing t-shirts and supporting participant walking and running scholarships). The 2015 Post Event Report is attached.

8. **NEW BUSINESS**

A. **REQUEST APPROVAL FROM THE PARKS AND RECREATION ADVISORY COMMISSION TO ALLOW THE EAST BAY AGENCY FOR CHILDREN'S CIRCLE OF CARE TO COLLECT DONATIONS AT THE 7<sup>TH</sup> ANNUAL WALK TO REMEMBER AT LAKESIDE PARK ON SATURDAY, MAY 14, 2016.**

Oakland Parks and Recreation has received a request from the East Bay Agency for Children/Circle of Care, a non-profit organization requesting to collect donations on-site at their 7<sup>th</sup> Annual Walk to Remember at Lakeside Park on Saturday, May 14, 2016. Donations from the event will directly support East Bay Agency for Children's Circle of Care grief and loss program that provides much needed support services for children and families in Oakland.

**B. REQUEST PERMISSION FROM THE PARKS AND RECREATION ADVISORY COMMISSION TO ALLOW THE SMALL PRESS DISTRIBUTION (SPD) TO HOST A SMALL LIVE AUCTION AND COLLECT FUNDS AND PROCEEDS IN SUPPORT OF SPD AT THEIR BATTLE OF THE BRAINS PUB QUIZ ON MONDAY, MAY 2, 2016 AT THE LAKE MERRITT SAILBOAT HOUSE.**

Oakland Parks and Recreation received a request from Small Press Distribution, a non-profit organization, requesting permission to collect funds onsite for a small live auction at the Battle of the Brains: Pub Quiz at the Lake Merritt Sailboat House on Monday, May 2, 2016. The 400 publishers SPD carries and the many authors and readers they serve will benefit from the funds being collected which will help sustain their basic operations.

**C. REQUEST APPROVAL FROM THE PARKS AND RECREATION ADVISORY COMMISSION TO ALLOW THE INTERNATIONAL OCD FOUNDATION (IOCDF) TO COLLECT REGISTRATION FEES AND DONATIONS TO COLLECT FOR THE 1 MILLION STEPS 4 OCD WALK AT THE LAKE MERRITT BLVD. AMPHITHEATRE ON SATURDAY, JUNE 4, 2016.**

Oakland Parks and Recreation received a request from the International OCD Foundation (IOCDF), a non-profit organization requesting permission to collect registration fees and donations onsite at the 1 Million Steps 4 OCD Walk at Lake Merritt Blvd. Amphitheatre. The proceeds of the Walk will support the work of OCD San Francisco Bay Area and OCD Sacramento to help raise awareness about OCD and related disorders across Northern California, as well as support the work of the International OCD Foundation in its global mission to help individuals with obsessive compulsive disorder.

**D. INFORMATIONAL REPORT ON THE DOWNTOWN OAKLAND SPECIFIC PLAN**

The City of Oakland's Bureau of Planning is developing a specific plan for Downtown Oakland, and would like to solicit preliminary input from the PRAC on the Plan Alternatives Report (Report), which contains draft scenarios, policies and design options related to parks, recreation, and open space.

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:
17. ADJOURNMENT:

This meeting is wheelchair accessible. To request materials in alternative formats, or to request an ASL interpreter, or assistive listening device, please call ***Oakland 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:**

***Wednesday, March 9, 2016 4:30 p.m.***  
***Lakeside Garden Center***  
***666 Bellevue Ave, Oakland, CA***



City of Oakland  
PARKS AND RECREATION ADVISORY COMMISSION  
Lake Merritt Garden, 666 Bellevue Avenue  
Wednesday, February 10, 2016  
4:30pm

**Draft Minutes**

1. CALL TO ORDER:

4:35pm

2. ROLL CALL:

**BELCHER, CORBIN, DU BOIS, KADERA-REDMOND, MANNING, MARSHALL,  
MILLER, PETERSON, ROSENBLOOM, WU**

**Present:** Belcher, Corbin, Du Bois Kadera-Redmond, Miller and Rosenbloom

**Arrivals:** Wu (4:44), Marshall (4:46)

**Excused:** Manning and Peterson

**Staff:** Stephanie Hom, Dana Riley, Diane Boyd and Zermaine Thomas

3. DISPOSITION OF MINUTES:

December 9, 2015 draft meeting minutes

**Note:** Due to an insufficient quorum of members present from the December 9, 2015 meeting, the draft minutes for the December 9, 2015 meeting were not approved.

4. SPECIAL ORDERS:

None

5. PRAC PENDING LIST:

None

6. MODIFICATIONS TO THE AGENDA:

None

7. CONSENT NEW BUSINESS:

None

8. NEW BUSINESS

A. **REQUEST APPROVAL FROM THE PARKS AND RECREATION ADVISORY COMMISSION TO ALLOW VEGAN OUTREACH PERMISSION TO ALLOW MOBILE FOOD TRUCK VENDORS, NON-PROFITS AND LOCAL VENDORS TO COLLECT ONSITE DONATIONS AND EXCHANGE FUNDS FOR GOODS AT THE 2<sup>ND</sup> ANNUAL OAKLAND VEGFEST ON SATURDAY, MAY 21, 2016, AT THE LAKE MERRITT BOULEVARD AMPHITHEATRE.**

The Parks and Recreation Advisory Commission reviewed the staff report for Item 8A prepared and presented by Zermaine Thomas. Oakland Parks & Recreation staff received a request from Vegan Outreach to be granted permission by the Parks and Recreation Advisory Commission to allow mobile food truck vendors, non-profits and local vendors to collect donations and funds in exchange for goods at their 2<sup>nd</sup> Annual Oakland VegFest on Saturday, May 21, 2016 at the Lake

Merritt Boulevard Amphitheater. Vegan Outreach is a non-profit organization established in 1993 to end violence to animals. The organization also serves as the fiscal sponsor for Oakland Veg, conferring 501c3 non-profit status and overseeing all finances. Oakland Veg was founded in 2011 for the purpose of encouraging local Oakland communities to enjoy the many benefits of eating more plant-based foods.

Participating food truck vendors and non-mobile food vendors hold permits issued by the Alameda County Health Department specific to their classification.

**Motion:** Commissioner Miller entertained a motion to approve the staff recommendation to grant Vegan Outreach permission to allow mobile food truck vendors, non-profits and other vendors to collect onsite donations and exchange funds for goods at their 2<sup>nd</sup> Annual Oakland VegFest on Saturday, May 21, 2016 at the Lake Merritt Boulevard Amphitheatre. **Moved by:** Commissioner Belcher. **Second by:** Commissioner Corbin. **Vote:** Yes – Belcher, Corbin, Du Bois, Kadera-Redmond, Miller, Rosenbloom and Wu. **Motion:** Passed.

**B. REQUEST APPROVAL FROM THE PARKS AND RECREATION ADVISORY COMMISSION TO ALLOW THE HEMOPHILIA FOUNDATION OF NORTHERN CALIFORNIA TO COLLECT DONATIONS AND RECEIVE CASH AND CHECKS FROM SPONSORS AND SUPPORTERS AT THEIR HEMOPHILIA WALK ON SATURDAY, APRIL 30, 2016, AT EASTSHORE PARK.**

The Parks and Recreation Advisory Commission reviewed the staff report for Item 8B prepared and presented by Zermaine Thomas. Oakland Parks & Recreation staff received a request from the Hemophilia Foundation of Northern California (HFNC) to be granted permission by the Parks and Recreation Advisory Commission to collect donations and receive cash and checks from sponsors and supporters at their Hemophilia Walk on Saturday, April 30, 2016 at Eastshore Park. HFNC is a non-profit organization which serves families with life-threatening blood disorders, factor deficiencies and rare clotting conditions. In 1958, HFNC began its efforts to raise awareness for a small group of hemophilia patients. The organization provides advocacy, support, and resources to over 3,000 Northern California families diagnosed with a myriad of inherited and acquired blood related conditions living in 47 northern California counties. Event organizers expect approximately 400 to 500 participants at this year's event.

**Motion:** Commissioner Miller entertained a motion to approve the staff recommendation to allow the Hemophilia Foundation of Northern California to collect donations and receive cash and checks from sponsors and supporters at their Hemophilia Walk on Saturday, April 30, 2016 at East Shore Park. **Moved by:** Commissioner Belcher. **Second by:** Commissioner Kadera-Redmond. **Vote:** Yes – Belcher, Corbin, Du Bois, Kadera-Redmond, Marshall, Miller, Rosenbloom and Wu. **Motion:** Passed.

C. **DEVELOPMENT IMPACT FEES FOR PARKS**

Chair Barry Miller presented a proposed resolution for consideration by the Parks and Recreation Advisory Commission to present a recommendation to the Oakland City Council regarding the adoption of development of impact fees for Oakland parks.

The Parks and Recreation Advisory Commission engaged in a brief discussion and reviewed a proposed resolution regarding the collection of impact fees for City of Oakland parks. Friendly amendments were made on the resolution and it was agreed that the Chair would draft a transmittal letter to accompany the resolution and be presented to the City Council on behalf of the Commission.

**Motion:** Vice Chair Ellen Wu entertained a motion to approve the proposed resolution recommending the adoption of development of impact fees for City of Oakland parks be presented to the City Council for consideration. The Vice Chair further concluded that the proposed resolution should include the Commission's friendly amendments and that Chair Miller draft a transmittal letter introducing the recommendation to the City Council.

**Moved by:** Commissioner Du Bois. **Second by:** Commissioner Kadera-Redmond. **Vote:** Yes – Belcher, Corbin, Du Bois, Kadera-Redmond, Miller, Rosenbloom and Wu. **Motion:** Passed.

**Note:** 5:44pm - Commissioner Belcher took leave before the vote on Item 8C.

9. **CONDITIONAL USE PERMITS:**

None

10. **COMMUNICATIONS:**

- Chair Miller informed the Commission that he was in receipt of emails from community members who attended the April 8, 2015 meeting in which the PRAC declined to uphold the Tree Division staff recommendation to remove a 60-80' coast redwood at 552 Vernon Street. The emails provided copies of applications and other correspondence indicating the property owner/s intention to make property upgrades which include the removal of the coast redwood.
- Chair Miller announced that former PRAC Commissioner Susan Montauk will present the Oakland Parks Coalition's Annual State of City Parks Report to the Public Works Committee on February 23, 2016. Once scheduled, Ms. Montauk will be invited to make a presentation at the 2016 PRAC Retreat.
- Commissioner Kadera-Redmond attended the Grand Opening of the basketball courts at Rainbow Recreation Center on December 19, 2015.
- Commissioner Du Bois attended an appreciation event for Anne Woodell on January 31; 125 people were in attendance.

11. PRAC COMMITTEE REPORT:

None

12. ADVISORY COUNCIL REPORTS:

None

13. UNFINISHED BUSINESS:

- Children's Memorial Statue: City staff, PRAC and community members toured Lake Merritt Park and agreed that the Children's Memorial Statue will be installed in a location near the Sail Boat House off Bellevue Avenue.

14. COUNCIL REFERRALS:

None

15. OPEN FORUM:

- Coast Redwood Tree: A neighbor of the property owners at 552 Vernon Street spoke on the Protective Tree Ordinance and PRAC's authority to decline to support the Tree Division staff recommendation to remove the 60-80' coast redwood. The speaker claimed that a second permit should not be considered valid since PRAC made its ruling in April of 2015.

16. DIRECTOR'S REPORT:

- Introduction: Chair Miller introduced Interim Director Stephanie Hom. Ms. Hom has worked for the City of Oakland for 18 years including 10 years with the Oakland Public Works Department.
- OPR Director Recruitment: Director Hom informed the Commission that the recruitment for the next OPR Director is underway. Panel interviews will begin at the end of February.
- San Antonio Skate Park: Plans for the Skate Park and San Antonio Park have been placed on hold to allow for more community engagement and meetings.



17. ADJOURNMENT: 5:45pm

Respectfully submitted,



Stephanie Hom  
Secretary



Diane Boyd  
Recording Secretary

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**Next Meeting:**

***Wednesday, March 9, 2016 4:30 p.m.***

***Lakeside Garden Center***

***666 Bellevue Ave, Oakland, CA***



## PARKS AND RECREATION ADVISORY COMMISSION

City of Oakland

Wednesday, December 9, 2015

Lake Merritt Garden, 666 Bellevue Avenue

4:30pm

### Draft Meeting Minutes

1. CALL TO ORDER: 4:40pm
2. ROLL CALL:  
**BELCHER, CORBIN, DU BOIS, KADERA-REDMOND, MANNING, MARSHALL, MILLER, PETERSON, ROSENBLOOM, WU**

**Present:** Belcher, Corbin, Kadera-Redmond, Manning, Miller, Peterson, and Wu

**Excused:** Du Bois, Marshall and Rosenbloom

**Staff:** Parks and Recreation: Audree V. Jones-Taylor, Dana Riley, Diane Boyd, Zermaine Thomas, Mark Hall

3. DISPOSITION OF MINUTES:

Wednesday, December 9, 2015

Note: Due to an insufficient quorum of members present at the December 9, 2015 meeting, the draft minutes were not approved.

4. SPECIAL ORDERS:
5. PRAC PENDING LIST:
6. MODIFICATIONS TO THE AGENDA:
7. CONSENT NEW BUSINESS:

- A. REQUEST APPROVAL FROM THE PARKS AND RECREATION ADVISORY COMMISSION TO ALLOW THE CENTER FOR EARLY INTERVENTION ON DEAFNESS (CEID) TO COLLECT ON-SITE REGISTRATION FEES AND SELL RAFFLE TICKETS AT THEIR 12<sup>TH</sup> ANNUAL WALK-A-THON AT LAKESIDE PARK ON SATURDAY, MAY 14, 2016. Oakland Parks and Recreation received a request from the Center for Early Intervention on Deafness (CEID), a non-profit organization, for permission to collect onsite registration fees and sell raffle tickets for their 12<sup>th</sup> Annual Walk-A-Thon at Lakeside Park on Saturday, May 14, 2016. All proceeds will go to support the services of CEID to children who are deaf or hard of hearing through CEID's home visit program, early intervention and education programs at their center, including speech therapy.
- B. REQUEST APPROVAL FROM THE PARKS AND RECREATION ADVISORY COMMISSION FOR PERMISSION TO ALLOW THE NATIONAL MULTIPLE SCLEROSIS SOCIETY TO COLLECT ON-SITE PLEDGES AND DONATIONS AT THEIR 5<sup>TH</sup> ANNUAL WALK MS EAST BAY 2016, AT LAKESIDE PARK ON SATURDAY, APRIL 16, 2016. Oakland Parks and Recreation received a request from the National Multiple Sclerosis Society, a non-profit organization, for permission to receive pledges and donations for their 5<sup>th</sup> Annual Walk MS East Bay 2016, at Lakeside Park on Saturday, April 16, 2016. The donations and funds raised will go towards local programs, services, and research for those affected by Multiple Sclerosis.

C. **REQUEST FROM PARKS AND RECREATION ADVISORY COMMISSION TO ALLOW TRIPLE STEP TOWARD THE CURE 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, 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 5<sup>th</sup> 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.

**Motion:** Commissioner Miller entertained a motion to approve Consent New Business Items 7A – 7C. **Moved by:** Commissioner Wu. **Second by:** Commissioner Kadera-Redmond.

**Vote:** Yes – Belcher, Corbin, Kadera-Redmond, Manning, Miller, Peterson and Wu.

**Motion:** Passed.

8. **NEW BUSINESS**

A. **REQUEST FOR THE PARKS AND RECREATION ADVISORY COMMISSION TO APPROVE THE PROPOSED WETLANDS AT FRIENDS OF SAUSAL CREEK (FOSC) NATIVE PLANT NURSERY IN JOAQUIN MILLER PARK.**

The Parks and Recreation Advisory Commission reviewed the staff report for Item 8A prepared and presented by Stephanie Benavidez. The Friends of Sausal Creek (FOSC) made a proposal to create two naturally appearing and functioning ephemeral (vernal pond) wetland areas inside Joaquin Miller Park near the FOSC Native Plant Nursery. The wetlands will create ecologically valuable and locally-rare wildlife habitat, increase pollinator habitat, and improve wildlife viewing opportunities—providing excellent opportunities for outdoor education with nursery volunteers and local school children visiting the nursery on field trips.

The Commission learned that the 2 proposed wetlands are small in scope (28ft. x 34ft x 14 inches and 26 ft. x 30 ft. x 10 inches) and will be designed to collect rainfall and runoff as the source of water. Organizers of the project are depending on the migration of native frogs, snakes, salamanders and other wildlife to populate the seasonal wetland (winter to early spring) and to feed on naturally present insects such as mosquitoes. Also, the Commission expressed concern that the creation of the wetlands could restrict future use or development of the land. In response, the organizers agreed while this was a legitimate concern, and given the location of the project, building in that area is not likely.

The project organizers projected that the project will begin in the summer of 2016 and invited PRAC members to participate. The Commission requested a progress report.

**Motion:** Commissioner Miller entertained a motion to approve the staff recommendation to allow the Friends of Sausal Creek (FOSC) to build two wetland areas at the FOSC Native Plant Nursery in Joaquin Miller Park. **Moved by:** Commissioner Belcher. **Second by:** Commissioner Kadera-Redmond. **Vote:** Yes – Belcher, Corbin, Kadera-Redmond, Manning, Miller, Peterson and Wu. **Motion:** Passed.

**B. REQUEST FROM OAKLAND ASSOCIATION OF REALTORS (OAR) FOR PERMISSION TO HOST A FUNDRAISING WALK-A-THON ON BEHALF OF THE ORAL LEE BROWN FOUNDATION BY ACCEPTING ON-SITE REGISTRATION AND DONATIONS AT LAKESIDE PARK ON SATURDAY, OCTOBER 1, 2016.** The

Parks and Recreation Advisory Commission reviewed the staff report for Item 8B prepared and presented by Zermaine Thomas. Oakland Parks and Recreation received a request from the Oakland/Berkeley Association of Realtors and the Oral Lee Brown Foundation, for permission to host a fundraiser and walk-a-thon and to collect on-site registration fees and donation at Lakeside Park on Saturday, October 1, 2016. Proceeds from the fundraiser will benefit the Oral Lee Brown Foundation's work with disadvantaged Oakland youth and its primary goal of securing full tuition their participant's college education. The 2016 event will mark the 4<sup>th</sup> year the organization will host the fundraiser at Lakeside Park. Approximately \$5,000.00 was raised during the 2015 event and organizers estimated that 136 students have received college tuition support.

**Motion:** Commissioner Miller entertained a motion to approve the staff recommendation to allow the Oakland/Berkeley Association of Realtors to collect registration fees and donations at their walk-a-thon at Lakeside Park on Saturday, October 1, 2016. **Moved by:** Commissioner Peterson **Second by:** Commissioner Manning. **Vote: Yes** – Belcher, Corbin, Kadera-Redmond, Manning, Miller, Peterson and Wu. **Motion:** Passed.

9. CONDITIONAL USE PERMITS:

10. COMMUNICATIONS:

Rainbow Recreation Center: Indoor court unveiling December 19<sup>th</sup>.

11. PRAC COMMITTEE REPORT:

12. ADVISORY COUNCIL REPORTS:

13. UNFINISHED BUSINESS:

The Children's Memorial Statue: Zermaine Thomas will organize a walking tour of Lakeside Park of stakeholders to determine an agreed upon location for the installation of the Children's Memorial statute and to meet the 45 day location agreement stipulated during the November 18, 2015 Special PRAC meeting.

14. COUNCIL REFERRALS:

15. OPEN FORUM:

16. DIRECTOR'S REPORT:

A. Impact Fees: Oakland resident, Angela Piñon presented a Power Point presentation and overview on bringing Development Impact Fees to the City of Oakland. Areas of discussion included, the development of impact fees, the City's consideration of impact fees and Impact fee Nexus and Feasibility Study and the Mitigation Fee Act.

B. Skateboard Park at San Antonio Park: Dilapidated tennis courts will be converted for multi-use purposes to possibly accommodate skate boarding, street soccer and bike polo and other nontraditional programs. The project will be spearheaded by Councilmember Guillen's office. Additional community meetings will be held on December 12 and 15. Funding for the project will come from a variety of sources including the City of Oakland and the philanthropic community through a gift-in-place.

C. Update Oakland Municipal Code changes for park signs: Presented by Gail McMillon

- The Oakland Municipal Code - OMC for the Parks Noise Regulations was sent to staff in the office of the City Administrator Office and Oakland Police Department - OPD.
- The PRAC Ordinance Review Task Force last met on 12/2.
- A 12/14 meeting has been scheduled with OPD to review the OMC's Parks Noise Regulations.
- Copies of the OMC were sent to PRAC Ordinance Review Task Force members Corbin and Kadera-Redmond for review, edits and comments.
- Staff researched 9 municipalities nationwide for best practices.
- The call-in audio survey system, City Voice was opened on 12/4 to survey public opinion regarding park signage and rules. The survey closes on 12/21. The data from the survey will be incorporated in the informational staff report which will be presented to the PRAC in early 2016.

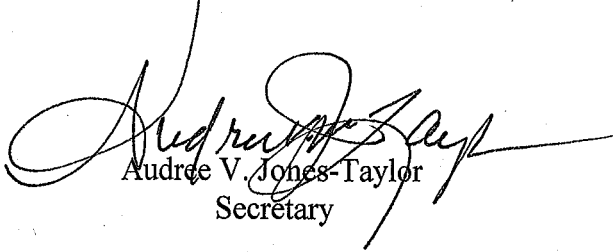
D. Outstanding Projects:

- Raimondi Funding: ADA issues were raised by Oakland Public Works. As the project has stalled, \$1.9 million in private funds are in jeopardy.

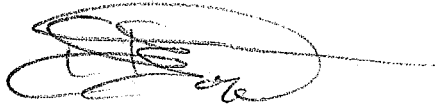
E. Recruitment for OPR Director: The City is conducting a nationwide search for the OPR Director's position. To date, the Interim Director has not been announced.

17. ADJOURNMENT: 7:00p.m.

Respectfully submitted,



Audree V. Jones-Taylor  
Secretary



Diane Boyd  
Recording Secretary

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**Next Meeting:**

**Wednesday, January 13, 4:30 p.m.**

**Lakeside Garden Center**

**666 Bellevue Ave, Oakland, CA**

**CITY OF OAKLAND**  
Interoffice Memorandum



**Oakland Parks and Recreation**

**TO:** Barry Miller, Chair, Parks and Recreation Advisory Commission  
**FROM:** Zermaine Thomas, Central Reservation Lead  
**DATE:** March 9, 2016  
**SUBJECT:** **REQUEST FROM THE OAKLAND RUNNING FESTIVAL FOR PERMISSION TO SERVE AND SELL ALCOHOLIC BEVERAGES AND FOOD, ACCEPT DONATIONS AND COLLECT REGISTRATION FEES ON-SITE AT THE 7<sup>TH</sup> ANNUAL OAKLAND RUNNING FESTIVAL MARATHON AT SNOW PARK ON SUNDAY, MARCH 20, 2016**

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SUMMARY

Oakland Parks and Recreation received a request from Gene Brtalik, Oakland Running Festival Race Director, for permission to serve and sell alcoholic beverages (Beer & Wine) and food on-site at the Oakland Running Festival Marathon to be held at Snow Park on Sunday, March 20, 2016. Benefits for the collection of funds will go towards City and Local Charities. A portion of the alcohol beverage sales will go to the Fire Department's Random Acts Charity.

FISCAL IMPACT

There will be a positive fiscal impact to Oakland Parks and Recreation. The Oakland Running Festival will pay all fees associated with the rental of the park space.

BACKGROUND

This is the seventh year of the Oakland Running Festival Marathon in the City of Oakland. The Oakland Running Festival Marathon is a five race event which attracts people from all over the world to run through the streets of Oakland. In six years, the race has generated almost \$15 million for the City and raised \$1,300,000 for local charities such as Running for a Better Oakland, Team In Training, Ella Baker Center, Calico and East Oakland Boxing Association.

The request for the Oakland Running Festival event came before the Parks and Recreation Advisory Commission in 2010, 2012, 2013, 2014, 2015 for approval. The previous requests were granted and the events were extremely successful and went as planned. The Oakland Running Festival also collects \$15 in registration fees on race day for the Kids' Fun Run; although most registration fees are paid in advance and range from \$15 to \$260.

The Oakland Running Festival is a citywide event with the City Council Office, OPD Special Events Unit, City Administrator's Marketing Department and the Office of Parks and Recreation as supporters of the event.

Parks and Recreation Advisory Commission  
March 9, 2016

RECOMMENDATION

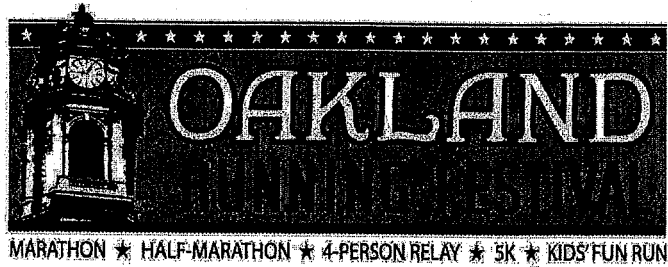
Staff recommends that the Parks and Recreation Advisory Commission approve the request for the Oakland Running Festival to serve and sell alcoholic beverages, sell food on-site and collect registration fees at Snow Park on Sunday, March 22, 2015. Gene Brtalik, Oakland Running Festival Race Director, is aware that additional permits are required provided the request is granted.

Respectfully submitted,

Zermaine Thomas  
Central Reservation Lead

Attachments: Exhibit A – Oakland Running Festival Request Letter  
Exhibit B – Rental Application





Parks and Recreation Advisory Commission  
250 Frank H. Ogawa Plaza, Suite 3330  
Oakland, CA 94612

Dear Parks and Recreation Advisory Committee,

I would like to come before the board to request permission to serve and sell alcohol as well as food at Snow Park on March 20 as part of the Oakland Running Festival. The Oakland Running Festival, now in its seventh year, is a five-race event which attracts people from all over the world to through the streets of Oakland. In six years, the race has generated almost \$15 million for the City and raised \$1,300,000 for local charities (Running for a Better Oakland, Team in Training, Ella Baker Center, Calico, East Oakland Boxing Association are some of the few). A portion of the alcohol sales will go to the Fire Department's Random Acts charity, who will also have a tip jar for donations.

We also collect \$15 in registration fees on race day for the Kids' Fun Run.

I look forward to speaking with your further regarding this matter.

Sincerely,  
Gene Brtalik  
Oakland Running Festival Race Director

Exhibit A



CITY OF OAKLAND  
OAKLAND PARKS AND RECREATION

Oakland 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: \_\_\_\_\_

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

Name of Business/Organization: Oakland Running Festival

Business/Organization Address: 1001 Broadway, Oakland, 94607

Applicant Name: Gene Brtalik

Applicant Mailing Address: 1001 Broadway, Oakland, 94607

Phone Number: (510) 371-5213 Fax Number: \_\_\_\_\_ E-mail: \_\_\_\_\_

Facility/Park Name: Snow Park, Fairyland, Amphitheatre

Room(s)/Site(s) \_\_\_\_\_

#### EVENT INFORMATION:

Date(s) of Event: \_\_\_\_\_

Time In/Prep Time \_\_\_\_\_ Actual Event Time \_\_\_\_\_ to \_\_\_\_\_ Cleanup/Time Out \_\_\_\_\_

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

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) \_\_\_\_\_ Approximate # of Adults \_\_\_\_\_ # of Teens \_\_\_\_\_ # of Children/Infants \_\_\_\_\_

Please provide below special accommodations/requests for your event. If no special accommodations required, please write 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

Name of Approved Caterer: \_\_\_\_\_

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.)*

#### Non-Refundable Permit Processing Fees:

Picnic & Related Events: \$15 (50+) people

Building Rentals/Special Events (Parks): \$30

(1) $\frac{48}{\text{Hourly Rate}} \times \frac{26}{\text{\# of hours}} = 1248$	(2) $180 \times 7 = 1260$	(7) Alcoholic Beverage Fee	= <u>125</u>
(2) $\frac{153}{\text{Hourly Rate}} \times \frac{4}{\text{\# of hours}} = 459$		(8) Administrative Service Fee	= _____
(3) Permit Processing Fee	= <u>30</u>	(9) Caterer Opt Out Fee	= _____
(4) Deposit	= _____	(10) Sound Use Fee	= <u>100</u>
(5) Setup/Teardown	= _____	(11) Other Charges	= _____
(6) Kitchen	= _____		

TOTAL: \$ 3375 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 #: \_\_\_\_\_ 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 \_\_\_\_\_ DATE 1/21/14 Exhibit B

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

CITY OF OAKLAND  
Interoffice Memorandum



**Oakland Parks and Recreation**

**TO:** Barry Miller, Chair, Parks and Recreation Advisory Commission  
**FROM:** Zermaine Thomas, Central Reservations Lead  
**DATE:** March 9, 2016  
**SUBJECT: REQUEST FROM THE AMERICAN FOUNDATION FOR SUICIDE PREVENTION TO COLLECT DONATIONS AND SELL EVENT RELATED ITEMS ON-SITE AT THE OUT OF THE DARKNESS WALK AT LAKESIDE PARK ON SATURDAY, OCTOBER 15, 2016**

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SUMMARY

Oakland Parks and Recreation has received a request from the American Foundation for Suicide Prevention (AFSP), a non-profit foundation, to collect donations and sell t-shirts and other event related items on-site at the Out of the Darkness Walk to be held at Lakeside Park on Saturday, October 15, 2016. Proceeds from the event will go towards suicide prevention and awareness.

FISCAL IMPACT

There will be a positive fiscal impact on Oakland Parks and Recreation. The organization is paying all fees associated with the rental.

BACKGROUND

This is the AFSP's 6th year hosting the event at Lakeside Park. The AFSP is a national organization with a local office in Berkeley California. The AFSP request has come before the Commission in previous years and was granted approval to collect donations and sell event-related merchandise. In 2015, there were 580 people in attendance. The AFSP collected \$5,500 in on-site donations. Attached is the 2015 Post Event Report.

The event will consist of participants representing survivors of suicide, who have collected sponsorship donations for the education and distribution of information about suicide awareness and prevention. One hundred percent of the proceeds will benefit the prevention and education about suicide with fifty percent of the funds retained locally for the Alameda County Crisis support and the local chapter of the AFSP.

RECOMMENDATION

Staff recommends that the Parks and Recreation Advisory Commission approve the request from the American Foundation for Suicide Prevention to collect sponsorship donations and sell event-related items at the Out of the Darkness Walk at Lakeside Park on Saturday, October 15, 2016.

Respectfully submitted,

Zermaine Thomas  
Central Reservations Lead

Parks and Recreation Advisory Commission  
March 9, 2016

Attachments: Exhibit A – AFSP Request Letter  
Exhibit B – 2015 Post Event Report  
Exhibit C – Rental Application

**III. VENDOR INFORMATION**

List all Vendors who participated at the event. (Attach additional sheets, if necessary): = NONE

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
N/A				

**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.)

It was a great help to have sprinklers off the night prior to the even to avoid ground being wet

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

none

Submitted by: *Jessica M. Thompson* Date: 11/11/2015

Approved by: *Gemma* Date: 2-1-16  
(OPR Staff)

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: 12/14/2015

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

Name of Business/Organization: American Foundation for Suicide Prevention  
 Address: 120 Wall St 22nd Flr New York NY 10005  
Street Address City Zip Code

Name of Contact Person: Teresa Ferguson  
 Phone Number: 570 292 5211 Fax Number: 570 832 2436 E-mail: Oaklandwalk@aol.com  
 Mailing Address: 1047 Alvarado Road Oakland, CA 94705  
Street Address City Zip Code

Facility/Park Name: Lakeside Park  
 Room(s)/Site(s) Pergola

EVENT INFORMATION:

Date(s) of Event: Oct 15, 2016  
 Time In/Prep 6 am Event Time 6:30 am Cleanup/Time Out 11 am

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

Fundraising Walk to raise funds for suicide prevention + research

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.)  
Microphone for speakers and recorded music

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 150 # of Teens 100 # of Children/Infants 50

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

request early Sat am sprinklers @ pergola be turned off prior

Will you require a caterer for your event?  Yes  No to 4am (too wet)

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: N/A

(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) <u>78</u> x <u>4</u> = <u>312</u> <small>(Hourly Rate) (# of hours)</small>	(7) Alcoholic Beverage Fee = <u>0</u>
(2) <u>180</u> x <u>0</u> = <u>0</u> <small>(Hourly Rate) (# of hours)</small>	(8) Administrative Service Fee = <u>75</u>
(3) Permit Processing Fee = <u>30</u>	(9) Caterer Opt Out Fee = <u>0</u>
(4) Deposit = <u>500</u>	(10) Sound Use Fee = <u>50</u>
(5) Setup/Teardown = <u>0</u>	(11) Other Charges = <u>0</u>
(6) Kitchen = <u>0</u>	

TOTAL: \$ 967.00 Less Advance Minimum Payment of \$ 500.00; BALANCE DUE 30 DAYS BEFORE EVENT: \$ 467.00  
 (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: Visa  
 (See attached Authorization for Credit Card Payment Form)

CANCELLATION FEE: 61 days or more notice: Forfeit 1/2 Deposit 30 days to 60 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 Juan M. Ferguson DATE 12/14/2015

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

**CITY OF OAKLAND**  
Interoffice Memorandum



**Oakland Parks and Recreation**

**TO:** Barry Miller, Chair, Parks and Recreation Advisory Commission  
**FROM:** Zermaine Thomas, Central Reservations Lead  
**DATE:** March 9, 2016  
**SUBJECT: REQUEST FOR PERMISSION TO COLLECT REGISTRATION FEES, VENDORS TO SELL EVENT RELATED ITEMS AND MOBILE FOOD TRUCKS AT THE 12<sup>TH</sup> ANNUAL FAITH FANCHER BREAST CANCER CHALLENGE WALK/RUN AT LAKESIDE PARK ON SATURDAY, AUGUST 27, 2016**

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SUMMARY

Oakland Parks and Recreation received a request from the Friends of Faith, Inc. (FOFI), a non-profit organization, for permission to collect registration fees, allow vendors sales and mobile food vendors at the 12<sup>th</sup> Annual Faith Fancher Breast Cancer Challenge Walk/Run at Lakeside Park on Saturday, August 27, 2016. The funds raised will help provide health services support to breast cancer survivors and to share information about the importance of early detection. The 2015 Post Event Report is attached.

FISCAL IMPACT

There is a positive fiscal impact on Parks and Recreation. The Friends of Faith, Inc. will pay all park use fees associated with this event.

BACKGROUND

The Friends of Faith, Inc. was founded in 1997 as a non-profit organization dedicated to providing financial assistance and health support services to low income and underserved women who are battling breast cancer. This is the 12th year of the Faith Fancher Breast Cancer Challenge event. The Friends of Faith, Inc. hosted a walk/run at Lakeside Park in 2005 and 2008 through 2015. Their requests have come before the commission in the past and were granted approval.

The collection of registration/entry fees will be \$45.00 per person and will go towards the support of women in the community who are underinsured and underserved that are battling cancer. They will have up to 15 vendor tables that will include for profit vendors and non-profit vendors to participate. The vendors will be selling wares and gift baskets and some will provide information to the public. The Friends of Faith, Inc. is also requesting to have mobile food vendors to participate for additional support and anticipated larger number of participants.

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
Cooperative Center Federal Credit Union	Non-profit			N
Can Can Health	Non-profit			N
Girls on the Run	Non-profit			N
The Second Opinion	Non-profit			N
Women's Cancer Resource Center	Non-profit			N
LifeLong Medical Care	Non-profit			N
The Shanti Project	Non-profit			N
Bay Area Cancer Connections	Non-profit			N
Total Life Changes	Non-profit			N
St. Mary's Medical Center	Non-profit			N
FedEx				N- Corporation

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.)

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


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Submitted by: Laura Marcus

Date: September 21, 2015

Approved by:   
(OPR Staff)

Date: 9-30-15

Comments: \_\_\_\_\_





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



CITY OF OAKLAND  
 OAKLAND PARKS AND RECREATION

Rental Application

ATTENTION: \_\_\_\_\_

Date of Application: 12/11/2015

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

Name of Business/Organization: Friends of Faith (Fancher), Inc.

Business/Organization Address: 3232 Elm Street, Suite C Oakland 94609

Applicant Name: Laura Marcus Street Address City Zip Code

Applicant Mailing Address: 3232 Elm Street, Suite C Oakland 94609 Street Address City Zip Code

Phone Number: 510-834-4142 Fax Number: 510-834-4537 E-mail: info@faithfancher.org

Facility/Park Name: Lake Merritt Bandstand  
 Room(s)/Site(s): Bandstand

EVENT INFORMATION:

Date(s) of Event: Aug. 27, 2016

Time In/Prep Time 6AM Actual Event Time 9AM to 12PM Cleanup/Time Out 1PM

Type of Event/Purpose: (be specific, i.e., Wedding Reception, Meeting, Birthday Party, Banquet, Picnic, BBQ, Walk, Run, Festival, Rally, Quinceanera, BarMitzvah/BatMitzvah, etc.) 12th Annual Faith Fancher Breast Cancer Walk/Run

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, DJ booth, amplifiers, microphone, cd player

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) 1000 Approximate # of Adults 900 # of Teens 50 # of Children/Infants 50

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

Will you require a caterer for your event? food truck  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.)

Non-Refundable Permit Processing Fees:

Picnic & Related Events: \$15 (50+) people

Building Rentals/Special Events (Parks): \$30

(1) 2 x 130 = 260  
 (Hourly Rate) (# of hours)

(2) 5 x 60 = 300  
 (Hourly Rate) (# of hours)

(3) Permit Processing Fee = 30.00

(4) Deposit = 1000

(5) Setup/Teardown = N/A

(6) Kitchen = N/A

(7) Alcoholic Beverage Fee = N/A

(8) Administrative Service Fee = 75.00

(9) Caterer Opt Out Fee = N/A

(10) Sound Use Fee = 175

(11) Other Charges 1275.50 = 892.50

TOTAL: \$ 3012.50 Less Advance Minimum Payment of \$ 1500; BALANCE DUE 30 DAYS BEFORE EVENT: \$ 1512.50  
 (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 #: 1454 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 [Signature] DATE 12/11/2015

Exhibit C

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

**CITY OF OAKLAND**  
Interoffice Memorandum



**Oakland Parks and Recreation**

**TO:** Barry Miller, Chair, Parks and Recreation Advisory Commission  
**FROM:** Zermaine Thomas, Central Reservation Lead  
**DATE:** March 9, 2016  
**SUBJECT: REQUEST FROM THE NATIVE AMERICAN HEALTH CENTER, INC. FOR PERMISSION TO COLLECT ON-SITE REGISTRATION FEES AT THE 14<sup>th</sup> ANNUAL RUNNING IS MY HIGH 5K AND 10K FUN RUN/WALK AT LAKESIDE PARK ON SATURDAY, MARCH 12, 2016**

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SUMMARY

Oakland Parks and Recreation received a request from the Native American Health Center, Inc., a non-profit organization, for permission to collect on-site registration fees for the 14th Annual Running is My High, a 10k and 5k Fun Race at Lakeside Park on Saturday, March 12, 2016. Proceeds from the fees collected will be used to support the event (i.e., purchasing t-shirts and supporting participant walking and running scholarships). The 2015 Post Event Report is attached.

FISCAL IMPACT

There will be a positive fiscal impact to Oakland Parks and Recreation. The Native American Health Center will pay all fees associated with the rental of the park space.

BACKGROUND

This is the Native American Health Center, Inc. 14<sup>th</sup> year hosting the event. They have come before the Parks and Recreation Advisory Commission in the past and were granted approval to collect registration fees; they collected \$810 onsite on the day of the event. All past events were successful and went as planned. 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 on-site registration fees will be \$15 for adults and \$5 for children.

RECOMMENDATION

Staff recommends that the Park and Recreation Advisory Commission approve the request for collection of on-site registration fees at the Running is My High 5K and 10K Fun Run/Walk at Lakeside Park on Saturday, March 12, 2016. The group is aware that additional permits are required provided the request is approved.

Respectfully submitted,

Zermaine Thomas  
Central Reservation Lead

Parks and Recreation Advisory Commission  
March 9, 2016

Attachments: Exhibit A – Proposal Letter  
Exhibit B – 2015 Post Event Report  
Exhibit C - Rental Application



**NATIVE AMERICAN  
HEALTH CENTER**

Established in Berkeley, CA in 1977

www.nativehealth.org  
FOLLOW US ON FACEBOOK

December 14, 2015

Office of Parks and Recreation  
Parks and Recreation Advisory Commission

Dear Parks and Recreation Advisory Commission,

On Saturday, March 12<sup>th</sup>, 2016 the Native American Health Center of Oakland, CA is sponsoring an event entitled: Running is My High, a 5K and 10K Fun Run and Walk around Lake Merritt in downtown Oakland.

The overall goal of Running is My High is to engage community members to celebrate sobriety 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 all over the Bay Area.

The purpose of 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 14<sup>th</sup> 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, awards, participant sponsorship, etc.).

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

Sincerely,

Michael Dyer  
Running Is My High Coordinator  
510-232-7020 ext. 6  
michaeld@nativehealth.org

**ALAMEDA**

Administration  
1151 Harbor Bay Parkway  
Alameda, CA 94502  
Suite 201 – Fiscal  
Suite 203 – Administration  
PH (510) 747-3030

**OAKLAND**

Medical and Dental  
2950 International Boulevard  
Oakland, CA 94601  
PH (510) 535-4400  
  
Community Wellness  
3124 International Boulevard  
Oakland, CA 94601  
PH (510) 434-5421  
  
Women, Infants & Children  
PH (510) 434-5300

**SAN FRANCISCO**

Medical and Dental  
160 Capp Street  
San Francisco, CA 94110  
PH (415) 621-8051  
  
Women, Infants & Children  
160 Capp Street  
San Francisco, CA 94110  
PH (415) 621-7574  
  
Community Wellness  
333 Valencia Street  
San Francisco, CA 94103  
PH (415) 503-1046

**RICHMOND**

Community Wellness  
2566 Macdonald Ave.  
Richmond, CA 94804  
PH (510) 232-7020

Exhibit A

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

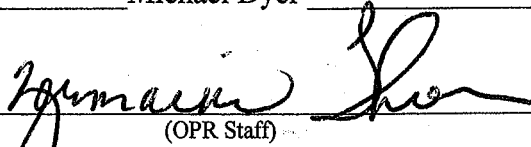
List ways in which the Applicant desires to improve the event, in the future (Attach additional sheets, if necessary): (For example: changes or additional vendors, location, change of hours, etc.)

   The Running is My High event ran smoothly, everything was in place for the day of the that allowed the participants to thoroughly enjoy themselves. There was some concern about the goose waste being on the grass, however that was cleaned up prior to the event. One thing that came up was what to do with garbage, it would be nice to have a garbage dumpster available for post event cleanup.

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

   This year's event was great. There was a little concern about the fact that we were changing venues from the Boathouse Parking Lot to the Lakeside Park. However, once the event happened it was clear that this was a great place to hold the race, and there were comments from participants that they liked the new venue better. It was a pleasure working with Zermaine Thomas through the whole Permit Process and she definitely contributed greatly to the success of our event.

Submitted by: Michael Dyer Date: 12/14/15

Approved by:  Date: 2-1-16  
(OPR Staff)

Comments: \_\_\_\_\_

Exhibit B



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: 11/20/15

\*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: 3124 International Blvd Oakland 94601  
Street Address City Zip Code

Name of Contact Person: Michael Dyer  
 Phone Number: (510) 232-7020 x6 Fax Number: \_\_\_\_\_ E-mail: michaeld@nativehealth.org  
 Mailing Address: 2566 Macdonald Ave Richmond 94804  
Street Address City Zip Code

Facility/Park Name: Lakeside Park - Fairyland Area

Room(s)/Site(s) \_\_\_\_\_

EVENT INFORMATION:

Date(s) of Event: 3/12/16

Time In/Prep 6:50 am Event Time 8:00 am Cleanup/Time Out 1:00 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 5K and 10K

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.)

PA system w/ mic, ipod for music

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) 400 Approximate # of Adults 150 # of Teens 150 # of Children/Infants 100

Please provide below special accommodations/requests for your event. If no special accommodations required, please write 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

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) 65 x 6 = \$390

(Hourly Rate) (# of hours)

(2) \_\_\_\_\_ x \_\_\_\_\_ = \_\_\_\_\_

(Hourly Rate) (# of hours)

(3) Permit Processing Fee = \$30

(4) Deposit = \$500

(5) Setup/Teardown = \_\_\_\_\_

(6) Kitchen = \_\_\_\_\_

(7) Alcoholic Beverage Fee = \_\_\_\_\_

(8) Administrative Service Fee = \_\_\_\_\_

(9) Caterer Opt Out Fee = \_\_\_\_\_

(10) Sound Use Fee = \$50

(11) Other Charges = \_\_\_\_\_

TOTAL: \$ 970 Less Advance Minimum Payment of \$ 500 ; BALANCE DUE 30 DAYS BEFORE EVENT: \$ 470

(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 #: X 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 Michael Dyer DATE 11/20/15

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

Exhibit C

CITY OF OAKLAND  
Interoffice Memorandum



**Oakland Parks and Recreation**

**TO:** Barry Miller, Chair, Parks and Recreation Advisory Commission  
**FROM:** Zermaine Thomas, Central Reservations Lead  
**DATE:** March 9, 2016  
**SUBJECT: REQUEST FROM EAST BAY AGENCY FOR CHILDREN/CIRCLE OF CARE TO COLLECT DONATIONS ON-SITE AT THE 7<sup>TH</sup> ANNUAL WALK TO REMEMBER AT LAKESIDE PARK ON SATURDAY, MAY 14, 2016**

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SUMMARY

Oakland Parks and Recreation has received a request from the East Bay Agency for Children/Circle of Care, a non-profit organization requesting to collect donations on-site at their 7<sup>th</sup> Annual Walk to Remember at Lakeside Park on Saturday, May 14, 2016. Donations from the event will directly support East Bay Agency for Children's Circle of Care grief and loss program that provides much needed support services for children and families in Oakland. This is the East Bay Agency for Children/Circle of Care second time coming before the commission requesting to collect donations on-site at their event. The 2015 Post Event Report is attached.

FISCAL IMPACT

There will be a positive fiscal impact on Oakland Parks and Recreation. The organization is paying all fees associated with the rental.

BACKGROUND

This is the East Bay Agency for Children/Circle of Care 7th year hosting the event at Lakeside Park. In 1987, two families who were coping with the terminal illnesses of their children felt that there were not sufficient services to support their emotional needs as they experienced the illness and eventual death of their child. They started a grass roots program that has grown in to who they are today. The East Bay Agency for Children has been around for over 60 years in the Bay Area.

The services provided include Ongoing Support groups:

*Living with Illness & Living with Loss* provides emotional support for families with children who are coping with serious illness or the death of a family member.

*Family Support Program* is available at the Circle of Care office to children and parents/caretakers during a crisis of illness or bereavement.

*School and Community Group Consultation* is available through Circle of Care which provides intervention services, and customize workshops to schools, sports teams, churches and other community groups in which children are coping with issues of loss or illness.

The majority of the fundraising is done online however; many prefer to bring a check or cash to the event to register or make donations. The amount of donations collected onsite was \$400, in 2015.

Parks and Recreation Advisory Commission  
March 9, 2016

RECOMMENDATION

Staff recommends that the Parks and Recreation Advisory Commission approve the request from the East Bay Agency for Children/Circle of Care to collect donations on-site at their 7<sup>th</sup> Annual Walk to Remember at Lakeside Park on Saturday, May 14, 2016.

Respectfully submitted,

Zermaine Thomas  
Central Reservations Lead

Attachments: Exhibit A – East Bay Agency for Children/Circle of Care Request Letter  
Exhibit B – 2015 Post Event Report  
Exhibit C – Rental Application



# Circle of Care



east bay agency for children

Grief and Illness Support for Children and Families  
2540 Charleston  
Oakland, Ca 94602  
(510) 531-7551  
[www.ebac.org](http://www.ebac.org)

## **How did Circle of Care get started?**

In 1982, two families that were coping with the terminal illnesses of their young children found that there were not sufficient services to support their emotional needs as they experienced the illness and eventually death of their child. They came together and began a grass roots support program called Harvey's Gift. From those roots we have grown into who we are today.

## **What does Circle of Care do today?**

Circle of Care offers illness, grief, and loss support services to over 300 children and their parents/adult caregivers each year. We do that through the various support components of our program:

### **Peer Support Groups - Living with Illness, Living with Loss, & Living with Sudden Loss:**

Support groups are offered for children and families living with illness and children and families who have experienced the death of a family member. Support groups meet every other week in the evening, and all members of the family can attend. Children's support groups, for 3-17 year olds, provide a safe place to share experiences and explore feelings. Adult caregiver/parent groups meet at the same time and location. Groups are facilitated by trained community volunteers.

Children and families tell us that our groups help them to cope and feel less isolated in their health and healing challenges.

### **Family Support Program:**

Child or family counseling is available to children and adult caregivers/parents during a crisis of illness or bereavement. Families receive counseling from one of our graduate practicum and internship program students, who receive ongoing training and supervision from our Clinical Program Coordinator, Christy Vaile, LCSW. In addition to our onsite counseling program, interns and trainees also provide school-based mental health services to Medi-Cal eligible children in the Oakland Unified School District.

### **School and Community-Based Consultation:**

Circle of Care provides telephone consultation, information and referral, and on-site services to schools and community groups where children are dealing with issues of a life-threatening illness or death. Arrangements can be made to provide time-limited, on-site intervention programs for families, students, or staff dealing with these crises.

### **How to refer someone to Circle of Care:**

Interested families can call us at (510) 531-7551. We will conduct a brief phone interview with the parent or caregiver to assess if the family's needs are appropriate for Circle of Care services. If appropriate, the information from the phone interview is given to one of our counselors who will call the family to make an appointment for a face-to-face intake meeting. From there, the family will get started in our counseling and/or support group services, or appropriate outside referrals can be made.

**Requirements to receive Circle of Care services:**

Our main focus is to work with children and their families. We will work with any family as long as there is a child involved or impacted by an illness or death. For example, we can see an adult in individual counseling who has lost a spouse as long as there is a child in the family. We will help locate appropriate referrals for those families who do not have a child involved. Fees are set on a moderate sliding scale and no one is turned away due to an inability to pay.

Hopefully this information will be helpful to you if you know of children or families who have been impacted by an illness or death. If you have any questions or would like to make a referral, please call us at (510) 531-7551. Press 0 to speak directly to someone in our office or to reach a particular staff person you may enter their extension listed below.

**How will Circle of Care be using the location reserved in Lakeside Park on May 14 2016**

Circle of Care is excited to host our 7<sup>th</sup> annual Walk to Remember. This special day is dedicated to remembering and honoring the special people in our lives who are battling illness or have died. Circle of Care's Community of children and families coping with illness and loss, current and past volunteers, staff and supporters of our program are all invite to participate in this 3.5 mile walk around Lake Merritt. We anticipate 100-150 people in attendance.

Each participant will be able to create their own personalized memorial webpage in honor or memory of loved one through our Crowdrise page. Every dollar generated from sponsors will go directly to supporting Circle of Care, East Bay Agency for Children, to help the program continue to provide much needed grief services to children and families in the Oakland/Bay Area community.

We will have a couple of guest speakers to kick off the walk and after the walk we will have a picnic with some games and activities for the kids.

It is our intention that most all of the donations will be taken through the website but there could possibly be some participants bringing checks on the day of the event. We will not be soliciting people who are not associated with the walk but will have a table with information about our services open to the public.

We thank you for the opportunity to allow families to honor their loved ones and help them process their grief and for the opportunity to help Circle of Care raise the much needed funds to continue to support children and families in their grief.

**Staff:**

Alinya Charron, Program Director, Circle of Care/PALS x3109  
Christy Vaile, Clinical Program Coordinator, Circle of Care/PALS x3130  
Claudia Arce, Support Group Program Coordinator, Circle of Care x3195



# 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, 3<sup>rd</sup> 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 To Remember

Location of Event: Lake Merritt, Lakeside Park

Date/Hours of Event: May 9<sup>th</sup> 2015 10-2 Permit No. \_\_\_\_\_

Event Contact Name: ELISA HARO Phone No. 510-531-7551 x 3199

Event Contact Address: elisa.haro@obae.org

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

Annually past 4 years

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

1. Total number in attendance: 100

2. Were registration fees, donations or other fees collected on-site?  Yes  No  Not Applicable

3. If yes, how many people registered? 100 How many people made donations? 20 in person

4. What was the cost for registration? 0 others online

5. How much was collected on site from registration fees? 0

6. How much was collected on site from donations? \$400

7. How much was collected on site from other fees? 0

**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 N/A

If no, why not?

Name of Vendor(s) (Attach additional sheets if necessary)	Non-Profit or For Profit Org'n?	Food (Describe)	Craft (Describe)	Seller's Permit Y/N
NO VENDORS				

**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.)

N/A

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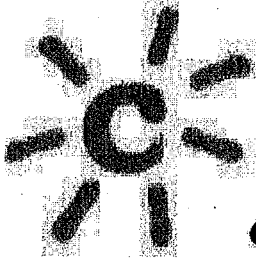
List any problems, concerns, or other comments about your satisfaction in the way the event turned out? (Attach additional sheets, if necessary):

Beach area needs upgrade.  
Need recycling bins in Oakland as we hauled off our own recycling.

Submitted by: Chris Haro Date: June 1, 2015

Approved by: [Signature] (OER Staff) Date: 6-7-2015

Comments: Please see the attached letter from East Bay Agency for Children/ Circle of Care regarding the recycling bins.



# east bay agency for children

Monday, March 09, 2015

Dear Parks & Recreation – Lakeside Park,

We respectfully request that we be allowed to collect our own garbage and recycling the day of our event on May 9<sup>th</sup>, 2015. We have been hosting this event at lakeside park for the past 6 years and have always taken our recycling with us when we left because Oakland has not yet come up to speed on providing recycling at the lake. We will be sure to remove all of our trash and recycling from the site to make sure it does not impact the environment negatively. The health of our participants, the beautiful Lake Merritt, and Oakland as a whole is very important to us and we appreciate your approval of our request not to be required to have trash and recycling bins provided by waste management. We will haul it ourselves.

Thank you,  
Alinya Charron  
Program Director  
Circle of Care  
510-531-7551 x3109  
alinya@ebac.org

CIRCLE OF CARE/  
PALS PROGRAM  
2540 Charleston Street  
Oakland, CA 94602  
Ph: 510.531.7551  
Fax: 510.531.3657  
www.ebac.org

### PROGRAMS

- Child Assault Prevention Training Center
- Central Family Resource Center
- Circle of Care/PALS
- East Oakland Pride & Peralta After-School
- Fremont Healthy Start
- Frick Health Center
- Hawthorne Family Resource Center
- Lafayette Intensive Counseling Enriched
- Oakland Intensive Counseling Enriched
- Roosevelt & Muir Counseling Enriched
- Sequoia Healthy Start
- Sequoia Intensive Counseling Enriched
- Therapeutic Nursery School
- Youth Empowerment Services

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Joah Leonard



Oakland 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: 10/16/15

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

Name of Business/Organization: East Bay Agency for Children  
 Business/Organization Address: 2540 Charleston St Oakland, CA 94602  
Street Address City Zip Code

Applicant Name: Alinya Charron  
 Applicant Mailing Address: 2931 Courtland Ave Oakland CA 94619  
Street Address City Zip Code

Phone Number: 510543-1169 Fax Number: 510531-3657 E-mail: alinya@ebac.org

Facility/Park Name: Lakeside Park  
 Room(s)/Site(s): Beach Area

EVENT INFORMATION:

Date(s) of Event: 9 May 14, 2016  
 Time In/Prep Time: 8:30 AM Actual Event Time: 10:00am to 1:00 Cleanup/Time Out: 1:30pm

Type of Event/Purpose: 7th Annual Walk to Remember  
(Be specific, i.e., Wedding Reception, Meeting, Birthday Party, Banquet, Picnic, BBQ, Walk, Run, Festival, Rally, Outdoorsmen, Barbecue/Buffet, etc.)

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) 120 Approximate # of Adults 60 # of Teens 10 # of Children/Infants 50

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

Name of Approved Caterer: \_\_\_\_\_  
 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.)

Non-Refundable Permit Processing Fees:  
 Picnic & Related Events: \$15 (50+ people)  
 Building Rentals/Special Events (Parks): \$30

(1) 40.00 x 5 = 200.00  
(Hourly Rate) (# of hours)  
 (2) \_\_\_\_\_ x \_\_\_\_\_ = \_\_\_\_\_  
(Hourly Rate) (# of hours)  
 (3) Permit Processing Fee = 30.00  
 (4) Deposit = 300.00  
 (5) Setup/Teardown = \_\_\_\_\_  
 (6) Kitchen = \_\_\_\_\_

(7) Alcoholic Beverage Fee = \_\_\_\_\_  
 (8) Administrative Service Fee = \_\_\_\_\_  
 (9) Caterer Opt Out Fee = \_\_\_\_\_  
 (10) Sound Use Fee = 50.00  
 (11) Other Charges = \_\_\_\_\_

TOTAL: \$ 580.00 Less Advance Minimum Payment of \$ \_\_\_\_\_; BALANCE DUE 30 DAYS BEFORE EVENT'S \_\_\_\_\_  
 (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: VISA  
 (See attached Authorization for Credit Card Payment Form)

CANCELLATION FEE: 61 days or more notice: Forfeit 1/4 Deposit 30 days to 11 days notice: Forfeit Deposit Plus 1/4 Rental Fee  
 31 to 60 day notice: Forfeit Deposit 10 days or less notice: Forfeit All Fees

APPLICANT SIGNATURE: [Signature] DATE: 10/16/15

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

Exhibit C

**CITY OF OAKLAND**  
Interoffice Memorandum



**Oakland Parks and Recreation**

**TO:** Barry Miller, Chair, Parks and Recreation Advisory Commission  
**FROM:** Zermaine Thomas, Central Reservation Lead  
**DATE:** March 9, 2016  
**SUBJECT:** **REQUEST FROM SMALL PRESS DISTRIBUTION (SPD) FOR PERMISSION TO COLLECT FUNDS ONSITE FOR THEIR SMALL LIVE AUCTION AT THE BATTLE OF THE BRAINS: PUB QUIZ TO SUPPORT SMALL PRESS DISTRIBUTION AT THE LAKE MERRITT SAILBOAT HOUSE ON MONDAY, MAY 2, 2016**

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**SUMMARY**

Oakland Parks and Recreation received a request from Small Press Distribution, a non-profit organization, requesting permission to collect funds onsite for a small live auction at the Battle of the Brains: Pub Quiz at the Lake Merritt Sailboat House on Monday, May 2, 2016. The 400 publishers SPD carries and the many authors and readers they serve will benefit from the funds being collected which will help sustain their basic operations.

**FISCAL IMPACT**

There is a positive fiscal impact. The organization is paying all fees associated with the rental of the event.

**BACKGROUND**

Small Press Distribution is a book distributor and nonprofit literary organization; that sell books for small publishers.

Tickets to this event will be sold in advance for participation in the pubquiz. Tickets will range from \$35 to \$125. A small live auction is planned during the event with 5-10 items worth between \$20 and \$200 each. The live auction will occur onsite as guest bid on the items for sale. SPD anticipates collecting at least \$500 from the live auction. There will be no book selling at the event.

**RECOMMENDATION**

Staff recommends that the Park and Recreation Advisory Commission approve the request from the Small Press Distribution for permission to collect funds onsite for a small live auction at the Battle of the Brains: Pub Quiz to support Small Press Distribution at the Lake Merritt Sailboat House on Monday, May 2, 2016.

Respectfully submitted,

Zermaine Thomas  
Central Reservation Lead

Parks and Recreation Advisory Commission  
March 9, 2016

Attachments: Exhibit A – Small Press Distribution Request Letter  
Exhibit B – Non-Profit Certificate  
Exhibit C – Facility Rental Application





Small  
Press  
Distribution

December 21, 2015

Dear Parks and Recreation Advisory Commission,

The following is a revised version of our proposal sent in on Dec 21.

SPD's proposed event will be a fundraiser in the form of a pub quiz. It will be called "Battle of the Brains: A Pub Quiz to Support SPD." We hope to hold the event at the Sailboat House on May 2, 2016. Tickets will be sold in advance for participation in the pubquiz. Tickets will range from \$35 to \$125. We also plan to have a small live auction during the event with 5-10 items worth between \$20 and \$200 each.

Small Press Distribution is a book distributor and nonprofit literary organization. We sell books for small publishers. We will not be selling books at the event but only tickets beforehand and, again, we will auction a few items (such as dinners with celebrity writers) at the event.

Small Press Distribution, the 400 publishers we carry and the many authors and readers we serve will benefit from the funds being collected which will help sustain our basic operations. Sales from the auction will only occur on site as people bid on the items for sale. We hope to make at least \$500 from the auction. We expect 100-125 people to attend the event.

We have previously attached are our 501c3 certificate, seller's permit, rental application, payment and deposit.

Sincerely,

A handwritten signature in black ink, appearing to read "Laura Moriarty".

Laura Moriarty

Deputy Director  
Small Press Distribution  
1341 7<sup>th</sup> Street  
Berkeley, CA 94710  
Office: 510-524-1668 ex 306  
Cell: 510-847-4264

Exhibit A

RECEIVED JUN 4 1992

RECEIVED JUN 4 1992

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INTERNAL REVENUE SERVICE  
DISTRICT DIRECTOR  
2 CUPANIA CIRCLE  
MONTEREY PARK, CA 91754

DEPARTMENT OF THE TREASURY

REC'D JUN 4 1992

Date: MAY 29 1992

Employer Identification Number:

94-3042614

Contact Person:

PAULA SMITH

Contact Telephone Number:

(213) 725-7676

Our Letter Dated:

August 27, 1987

Addendum Applies:

No

SMALL PRESS DISTRIBUTION INC  
1814 SAN PABLO AVE  
BERKELEY, CA 94702

\_\_Dear Applicant:

This modifies our letter of the above date in which we stated that you would be treated as an organization that is not a private foundation until the expiration of your advance ruling period.

Your exempt status under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3) is still in effect. Based on the information you submitted, we have determined that you are not a private foundation within the meaning of section 509(a) of the Code because you are an organization of the type described in section 509(a)(1) and 170(b)(1)(A)(vi).

Grantors and contributors may rely on this determination unless the Internal Revenue Service publishes notice to the contrary. However, if you lose your section 509(a)(1) status, a grantor or contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act, or the substantial or material change on the part of the organization that resulted in your loss of such status, or if he or she acquired knowledge that the Internal Revenue Service had given notice that you would no longer be classified as a section 509(a)(1) organization.

If we have indicated in the heading of this letter that an addendum applies, the addendum enclosed is an integral part of this letter.

Because this letter could help resolve any questions about your private foundation status, please keep it in your permanent records.

If you have any questions, please contact the person whose name and telephone number are shown above.

Sincerely yours,



Michael J. Quinn  
District Director

Exhibit B

14



Oakland 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: \_\_\_\_\_

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

Name of Business/Organization: Small Press Distribution

Business/Organization Address: 1341 7th Street Berkeley 94710

Applicant Name: Brent Cunningham

Applicant Mailing Address: 2942 Madeline St. Oakland CA 94602

Phone Number: 510-524-1668 Fax Number: 510-524-0852 E-mail: BRENT@SPRBACKS.ORG

Facility/Park Name: Sailboat House

Room(s)/Site(s): \_\_\_\_\_

EVENT INFORMATION:

Date(s) of Event: 5/9/16 Fundraiser

Time In/Prep Time 5:00 PM Actual Event Time 7:00 to 10:30 Cleanup/Time Out 12:00 AM

Type of Event/Purpose: (be specific, i.e., Wedding Reception, Meeting, Birthday Party, Banquet, Picnic, BBQ, Walk, Run, Festival, Rally, Quinceanera, Bar/Batmitvah/Bal'ditvah, etc.)

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.)

cd player, amplifier, microphones

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) 120 Approximate # of Adults 110 # of Teens 5 # of Children/Infants 5

Please provide below special accommodations/requests for your event. If no special accommodations required, please write 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

Name of Approved Caterer: N/A Market Hall

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.)

Non-Refundable Permit Processing Fees:

- Picnic & Related Events: \$15 (50+ people)
- Building Rentals/Special Events (Parks): \$30
- (1) 75 x 7 = 525  
(Hourly Rate) (# of hours)
- (2) \_\_\_\_\_ x \_\_\_\_\_ = \_\_\_\_\_  
(Hourly Rate) (# of hours)
- (3) Permit Processing Fee = 30
- (4) Deposit = 300
- (5) Setup/Teardown = 150
- (6) Kitchen = NA

- (7) Alcoholic Beverage Fee = 195
- (8) Administrative Service Fee = Waived per Sophia
- (9) Caterer Opt Out Fee = NA
- (10) Sound Use Fee = NA
- (11) Other Charges = \_\_\_\_\_

Please check full amount

TOTAL: \$ 1,200 Less Advance Minimum Payment of \$ 1,200 ; BALANCE DUE 30 DAYS BEFORE EVENT: \$ 0  
(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 [Signature] DATE 12/21/15

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

Exhibit C

**CITY OF OAKLAND**  
Interoffice Memorandum



**Oakland Parks and Recreation**

**TO:** Barry Miller, Chair, Parks and Recreation Advisory Commission  
**FROM:** Zermaine Thomas, Central Reservation Lead  
**DATE:** March 9, 2016  
**SUBJECT: REQUEST FROM INTERNATIONAL OCD FOUNDATION (IOCDF) FOR PERMISSION TO COLLECT ONSITE REGISTRATION FEES AND DONATIONS FOR THE 1 MILLION STEPS 4 OCD WALK AT THE LAKE MERRIT BLVD. AMPHITHEATRE ON SATURDAY, JUNE 4, 2016**

**SUMMARY**

Oakland Parks and Recreation received a request from the International OCD Foundation (IOCDF), a non-profit organization requesting permission to collect registration fees and donations onsite at the 1 Million Steps 4 OCD Walk at Lake Merritt Blvd. Amphitheatre. The proceeds of the Walk will support the work of OCD San Francisco Bay Area and OCD Sacramento to help raise awareness about OCD and related disorders across Northern California, as well as support the work of the International OCD Foundation in its global mission to help individuals with obsessive compulsive disorder.

**FISCAL IMPACT**

There is a positive fiscal impact. The organization is paying all fees associated with the rental of the event.

**BACKGROUND**

The International OCD Foundation (IODCF) was founded in 1986, now in its 30<sup>th</sup> year; the IOCDF has grown into an international, membership-based organization serving a broad community of individuals with OCD and related disorders, their family members and loved ones, and mental health professionals and researchers who treat them. They have affiliates in 25 states and territories in the US, in addition to global partnerships with other OCD organizations and mental health non-profits around the world.

The majority of the walkers will preregister online to participate in the event; there will possibly be a small group of walkers that will register in person on the day of the event. The estimated number of walkers to possibly register on the day of the event is up to 100, who will pay \$25 per person to register. There will be no other merchandise, food or beverages for sale at the event.

**RECOMMENDATION**

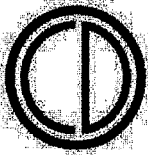
Staff recommends that the Park and Recreation Advisory Commission approve the request from the International OCD Foundation for permission to collect registration fees and donation onsite at the 1 Million Steps 4 OCD Walk at the Lake Merritt Blvd. Amphitheatre on Saturday, June 4, 2016. This group is aware additional permits are required for this event.

Respectfully submitted,

Zermaine Thomas  
Central Reservation Lead

Parks and Recreation Advisory Commission  
March 9, 2016

Attachments: Exhibit A – International OCD Foundation Request Letter  
Exhibit B – Non-Profit Certificate  
Exhibit C – Facility Rental Application



International  
OCD  
Foundation

January 20, 2016

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Monnica T. Williams, PhD  
Robin Zasio, PsyD, LCSW

**EMERITUS SCB MEMBERS**

John H. Grealist, MD  
David Pauls, PhD  
Scott L. Rauch, MD

To Whom It May Concern:

On June 4, 2016, the International OCD Foundation (IOCDF) is co-hosting the 1 Million Steps 4 OCD Walk in Oakland with our local Northern California affiliate organizations, "OCD San Francisco Bay Area" and "OCD Sacramento," both of which are registered 501(c)3 nonprofit organizations. We are writing to request permission to collect on-site registration fees and donations on the day of the event at Lake Merritt Blvd Amphitheater, as the IOCDF is the fiscal agent for the Walk. (EIN# 22-2894564).

The proceeds of the Walk will support of the work of OCD San Francisco Bay Area and OCD Sacramento to help raise awareness about OCD and related disorders across Northern California, as well as support the work of the International OCD Foundation in its global mission to help individuals with obsessive compulsive disorder (OCD) to live full and productive lives by increasing access to effective treatment, ending the stigma associated with mental health issues, and fostering a community for those affected by OCD and the professionals who treat them.

The IOCDF is a donor-supported 501(c)3 nonprofit organization, founded in 1986. Now in its 30th year, the IOCDF has grown into an international, membership-based organization serving a broad community of individuals with OCD and related disorders, their family members and loved ones, and mental health professionals and researchers who treat them. We have affiliates in 25 states and territories in the US, in addition to global partnerships with other OCD organizations and mental health non-profits around the world.

The 1 Million Steps 4 OCD Walk is the first grassroots visibility and fundraising campaign to spotlight OCD on a national level, beginning with the first walk in June 2013 in Boston, MA. Since then, the IOCDF has partnered with affiliate groups in different states around the country to co-sponsor Walks in their communities. This summer, 4 walks will take place across the U.S. on Saturday, June 4, 2016 in Atlanta, Houston, Oakland, and Boston. You can learn more about these walks at [www.iocdf.org/walk](http://www.iocdf.org/walk).

While the majority of walkers will preregister to participate in the event in advance online, there are typically a small group of walkers that will register in person the day of the event. We estimate this number to be no more than 100 who will pay \$25 each to register. We respectfully request that you grant the IOCDF permission to collect walk registrations and donations on the day of the event at Lake Merritt Park. We do not plan to sell other merchandise, food, or beverages at the event.

Sincerely,

Jeff Szymanski, Ph.D.  
Executive Director

Exhibit A



Rental Application

ATTENTION: \_\_\_\_\_

Date of Application: 1/20/2016

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

Name of Business/Organization: International OCD Foundation

Address: P2 Box 961029 Boston MA 02196  
Street Address City Zip Code

Name of Contact Person: Mary Weinstein

Phone Number: 510 220-8939 Fax Number: \_\_\_\_\_ E-mail: mpweins1@yahoo.com

Mailing Address: 930 Clay St Unit D Oakland CA 94609  
Street Address City Zip Code

Facility/Park Name: Lake Merritt

Room(s)/Site(s) Cen. Theater

EVENT INFORMATION:

Date(s) of Event: June 4, 2016

Time In/Prep 8:30 am Event Time 9:30 am Cleanup/Time Out 12:30 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

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.) microphone

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) 200 Approximate # of Adults 100 # of Teens 50 # of Children/Infants 50

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

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>48</u> x <u>4</u> = <u>192</u>	(7) Alcoholic Beverage Fee = _____
(Hourly Rate) (# of hours)	(8) Administrative Service Fee = _____
(2) _____ x _____ = _____	(9) Caterer Opt Out Fee = _____
(Hourly Rate) (# of hours)	(10) Sound Use Fee = <u>50</u>
(3) Permit Processing Fee = <u>30</u>	(11) Other Charges = _____
(4) Deposit = <u>300</u>	
(5) Setup/Teardown = _____	
(6) Kitchen = _____	

TOTAL: \$ 572 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 #: \_\_\_\_\_ 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 Mary Weinstein DATE 1/20/16

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

Exhibit C

**CITY OF OAKLAND**  
Interoffice Memorandum



**Office of Parks and Recreation**

**TO:** Barry Miller, Chair, Parks and Recreation Advisory Commission  
**FROM:** Alicia Parker, Planner III, Planning & Building Dept. Strategic Planning Division  
**DATE:** March 9, 2016  
**SUBJECT: INFORMATIONAL REPORT ON THE DOWNTOWN OAKLAND  
SPECIFIC PLAN**

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SUMMARY

The City of Oakland's Bureau of Planning is developing a specific plan for Downtown Oakland, and would like to solicit preliminary input from the PRAC on the Plan Alternatives Report (Report), which contains draft scenarios, policies and design options related to parks, recreation, and open space.

The process of developing a Specific Plan for Downtown Oakland began in July 2015. The Plan Alternatives Report was developed after engaging Oakland's community in a series of community workshops, stakeholder meetings (including with OPR staff), tours, surveys (online and paper), neighborhood meetings, Community Advisory Group meetings, and a week-long charrette that included a pop-up open house. The concepts in the Plan Alternatives Report were initially presented to the community at a public presentation on February 1, 2014. Feedback from the community on the alternative options presented in this Report will inform the Preferred Alternative, which will be developed in June 2016 and reviewed for environmental impacts with an EIR in 2017.

At this meeting, staff will focus on the parks, recreation, and open space aspects of the Plan alternatives. These elements are woven through the Plan, but are particularly addressed in the "Open Spaces & Recreation" pages of the Vision & Goals (Section 4), and shown graphically by neighborhood in Illustrating the Vision (Section 5). The alternative options include improvements to the current parks in Downtown; suggest new parks in residential areas west of San Pablo Avenue, north of Grand Avenue, and in Chinatown; and further the Webster Green concept; and provide designs for urban pedestrian open spaces such as paseos and plazas.

The Priority Development Area (PDA) Profile Report, which is the existing conditions report on which the infrastructure analysis is based, is available at [oaklandnet.com/plandowntownoakland](http://oaklandnet.com/plandowntownoakland).

FISCAL IMPACT

The fiscal impact to the Office of Parks and Recreation of adopting the Downtown Specific Plan has not yet been determined. However, the Specific Plan is likely to recommend improvements to existing open spaces and the creation of new open spaces in Downtown. The Specific Plan intends to encourage higher density residential development to serve the needs of the expanding population, which would pay via the City's proposed Development Impact Fees for capital improvements needs resulting from that development.



## BACKGROUND

Downtown Oakland is the cultural, business, government, and entertainment hub of the East Bay with excellent transit service, including three Bay Area Rapid Transit (BART) stations, multiple Alameda County (AC) Transit bus lines, Amtrak train service, and ferry service. The specific plan will help to ensure that Downtown remains a place of continuing growth and revitalization, as well a valuable resource for the larger Oakland community through increased employment, arts, and cultural opportunities. The plan will provide sound policy guidance on land use, transportation, economic development, housing, public spaces, cultural arts, and social equity.

Initiated in July of 2015, the Downtown specific plan will incorporate recommendations from the recently completed specific plans adjacent to downtown, the Mayor's Housing Cabinet, the Downtown Oakland Parking Supply Study and the Complete Streets Implementation Plan. The Downtown specific planning process will closely coordinate with parallel planning studies including the Alameda County Transportation Commission's "Freeway Access Project" which will study access to and from Interstate 880; Citywide Impact Fee Nexus Study and Implementation Strategy for transportation, affordable housing, and capital improvements; Broadway Transit Circulator Study; and a State Law SB743 Standard Procedures Update, which removes Level of Service (LOS) as a traffic input analysis methodology from the California Environmental Quality Act (CEQA).

## Community Engagement

The initial centerpiece of the public participation process in the Downtown Specific Plan process was a design charrette held over a 10-day period in October 2015. During the charrette process, a series of tours, stakeholder meetings, surveys, and community workshops were held that provided opportunities for group brainstorming and input. The charrette was advertised in local newspapers, electronic newsletters, and via flyers posted in local businesses, community centers, residential hotels, and other public venues. Well over 200 people attended each of the initial public meetings held before and during the charrette, such as the project kick-off meeting, the hands on design workshop, and the work in progress presentation. During the 10-day charrette, the city and its consultant team welcomed the public into an open studio housed in a temporary storefront on Broadway that allowed community members to have one-on-one conversations with members of the consultant team as draft ideas were being explored. Surveys were available throughout the charrette period, allowing anonymous written feedback for the consultant team. Finally, a virtual "town hall" was created on the Speak Up Oakland website to facilitate participation from anywhere, any time of day. Last fall's charrette kicked off the specific plan's public engagement efforts. Community comments from the charrette are available on the project website at [www.oaklandnet.com/plandowntownoakland](http://www.oaklandnet.com/plandowntownoakland), see the "past meetings," "charrette" section.

The ongoing Specific Plan engagement process has been designed to encourage authentic participation by both traditionally well-organized groups, such as local business improvement districts, property owners, community-based organizations, and developers; as well as traditionally underrepresented lower-income, renter communities, small businesses and arts and culture organizations. A youth engagement component is also underway, with a youth summit scheduled for March 16th. City staff has attended over 10 neighborhood group/coalition meetings

## Parks and Recreation Advisory Commission

March 9, 2016

(see notes from these meetings available on the project webpage at [www.oaklandnet.com/plandowntownoakland](http://www.oaklandnet.com/plandowntownoakland), see the “community input” section) and continues to meet with stakeholder groups. General feedback received (via email transmission or hard copy surveys left at the Plan Downtown display in the lobby of the Planning Department) are also available on the project website.

Another public workshop was held on February 1, 2016, at the Malonga Casquelourd Center for the Arts to introduce the Plan Alternatives. This public outreach event was attended by over 300 people. In addition to presenting the Plan Alternatives, the new “Streetwyze” public input platform was unveiled. Launching of the web-based Streetwyze application is meant to provide a culturally responsive method for engaging the community, particularly those who would not otherwise engage using traditional processes such as city-sponsored public meetings or city-hosted online survey tools. Community comments from this meeting are available on the project website at [www.oaklandnet.com](http://www.oaklandnet.com): see the “past meetings” section.

The Specific Plan process is also supported by a project Community Advisory Group (CAG) is comprised of professionals from a variety of fields who provide technical knowledge on issues such as urban design and real estate development, feasibility, as well as larger housing organizations and business improvement districts. Additionally, the group includes representatives of the local neighborhood groups, artist community, as well as youth, health and advocacy organizations to help direct the policies and decisions of Plan Downtown.

Community feedback from each of these avenues has been folded into the Plan Alternatives Report that is the subject of this report.

### PLAN ALTERNATIVES

The Plan Alternatives Report includes a summary of background information, a summary of the community vision for Downtown Oakland (to date), and a series of plan options and scenarios. The plan alternatives are reflective of the community vision and goals that have emerged through a series of small group meetings, large public events, and a 10-day public interactive design charrette. These working concepts and goals are grouped into the following categories:

- Affordability & Equity;
- Arts & Cultural Heritage;
- Built Environment, Preservation & Housing;
- Open Space & Recreation;
- Environmental Sustainability;
- Connectivity & Access; and
- Economic Development.

The Plan Alternatives Report contains the “Big Ideas” that the city and consultant team have heard from the community to date, and are discussed as goals on pages 1.8-1.11 of the Plan Alternatives Report. The big ideas and goals will continue to be refined and edited throughout the planning process.

The Vision/Goals specific to the built environment, preservation & housing are as follows:

- Focus intensity of new development in appropriate areas within Downtown Oakland to preserve the character of other neighborhoods;

## Parks and Recreation Advisory Commission

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- Create walkable and bikeable places that complete healthy, livable neighborhoods;
- House residents of all incomes and family sizes in a wide range of traditional and innovative housing types close to transportation, jobs and services;
- Help to attract a vibrant mixture of uses in Downtown Oakland to generate activity at all times of the day.

The entire Plan Alternatives Report, **Attachment B** to this report, is available on the project webpage: [www.oaklandnet.com/plandowntownoakland](http://www.oaklandnet.com/plandowntownoakland) under the “Reports” section.

Based on community ideas and feedback to date, a series of draft alternative scenarios for the future of downtown’s neighborhood districts have been created and analyzed. They are intended to illustrate ways to achieve the community’s vision for an improved public realm that serves residents better while accommodating both growth and preservation. Basic circulation improvements are assumed to apply regardless of the specific alternatives chosen that prioritize pedestrians, bicycles, and transit including: all streets are re-designed to be complete streets and traffic calming techniques will be applied where appropriate; working with AC Transit, transit infrastructure is enhanced such as transit shelters/platforms and dedicated transit lanes and signage; policy options that result in two-way restoration of as many downtown streets as is feasible; a strategy to green the streets with bioswales, trees and other natural elements; in partnership with the Downtown Parking Supply Study, a parking strategy will be developed that accommodates current and future demand and balances on-street and off-street options. Additionally, in partnership with the Freeway Access Project, all freeway access points will be evaluated and modified where necessary to ensure that pedestrians and cyclists feel comfortable and safe.

This section summarizes the draft ideas and vision statements from each neighborhood with considerations demonstrating how the envisioned concepts could be achieved. For a complete description and analysis of the draft alternatives, see Sections 5 (Illustrating the Downtown Neighborhoods) and 6 (Evaluating Alternatives) on pages 5.2 to 6.17 of the Draft Alternatives Report. The neighborhoods identified below are identified on a map on page 5.2 of the Plan Alternatives Report.

**Koreatown Northgate (KONO)** (bounded by 27<sup>th</sup> street, Northgate Ave., Broadway (roughly), and Grand Ave.)

### *Urban Design Vision*

New development in Downtown’s KONO neighborhood should focus on vacant, surface parking lots and underutilized lots. Preserving the smaller, early 20<sup>th</sup> century production buildings will help maintain the industrial character of the neighborhood by introducing minimal changes to these buildings: such as openings, awnings, signage and building lighting. Large- to medium-scale building types are envisioned on transit-rich Telegraph Avenue and 27<sup>th</sup> Street. A network of open spaces such as a mid-block pedestrian paseo within the blocks along 24<sup>th</sup>, 25<sup>th</sup>, and 26<sup>th</sup> Streets could be linked by tree-lined streets and rain gardens that filter stormwater. Streets would share the use of curbs for passenger loading zones and mobility hubs that accommodate bike share, on-street car share and ride share. Implementation of the Telegraph Avenue Complete Streets Plan, including a separate cycle track provides comfortable path for cyclists of all experience levels.

### *Development Potential*

The development potential for the two alternatives is summarized below:

	Alternative 1*	Alternative 2
Total new residential units	1,368 units	1,721 units
Total new commercial space	187,653 square feet	196,465 square feet
Total office space	--	261,896 square feet
Total new parking area	96,750 square feet	111,150 square feet

\*Alternative one would prohibit residential near the core of 25<sup>th</sup> Street.

*Getting There: Plan Considerations*

An Industrial/Maker designation (that permits work-live spaces while also encouraging or providing incentives for preserving industrial buildings) could be implemented to help preserve existing artist and production spaces, and introduce new artist and maker spaces within the Garage District between Telegraph Ave. and Broadway. Standards and regulations for historic designations may need to be examined and revised to preserve the artists and maker building fabric, as well as potentially identifying any additional buildings to add to the historic building survey. Historic designation can be a tool, by providing eligibility for incentives (Mills Act, historic code, tax credits) that could help make preserving the existing building fabric economically attractive. A Transfer of Development Rights (TDR) program could occur with this area and other properties in Downtown. This would enable needed housing to increase in another neighborhood, while maintaining the historic buildings and uses in KONO and providing incentive for KONO landlords to maintain their properties and provide community benefits. Affordable work/live units could be achieved by implementing a workforce housing policy that incentivizes units that house residents who meet specific income or occupational requirements (such as artists and makers). Alternatively, affordability could also be achieved by design with creative housing models. For example, small yet high-quality work-live units could be designed above shared a commercial space at the ground level enabling small businesses to share operational costs.

**Uptown** (bounded by Grand Ave., Broadway, San Pablo Ave. and 16<sup>th</sup> St.)

*Urban Design Vision*

The Plan Alternative’s vision for Uptown includes an improved public realm, strategic infill and the re-purposing of underutilized and historic buildings to meet current needs —such as incubator space for small businesses. There are a variety of building types in Uptown, from office towers to Victorian homes, including several parking garages. One idea for the future involves retrofitting parking garages at the ground level into commercial spaces the depth of an individual parking bay. This would add commercial space in Uptown, repair damaged street frontages, and re-purpose underutilized portions of parking structures. Along 20th and 21st Streets, a pedestrian connection is envisioned along this very long city block. A “road diet” (road narrowing) is already being implemented for Telegraph Avenue; the new street design includes separated bike lanes in each direction, narrowed travel lanes, the addition of drought tolerant street trees, and a central street space that accommodates cars and buses which collectively make the center of Uptown more walkable and bikeable to reduce traffic congestion, support business and create a more livable public realm. A redesign of the Uptown section of Broadway could better prioritize pedestrians, cyclists and transit users, and provide better connections to City Center to the south.

*Development Potential*

The development potential for Uptown is summarized below:

	<b>Alternative 1</b>
Total new residential units	1,228 units
Total new commercial space	38,076 square feet
Total office space	19,302 square feet
Total new parking area	39,404 square feet

*Getting There: Plan Considerations*

New design guidelines can be implemented to ensure that storefronts are inviting to the pedestrian. For example, minimum transparency on the first floor, signage that is visible to the pedestrian, and the presence of awnings, can result in a more comfortable and inviting experience. Additionally, programs can be implemented that encourage existing blank walls to be transformed by local artists into murals or art installations. This will help to establish continuity between active storefronts. Programs can also be created to encourage incubator spaces and pop-up retail, like shipping containers or food trucks, on underutilized sites. These temporary solutions can catalyze permanent change within a neighborhood.

Height allowances within the Uptown neighborhood already permit tall buildings; buildings in this Plan alternative are at least 7 stories tall, and as tall as 12 to 15 stories along Broadway and Telegraph. This would accommodate at least 689 new housing units, as well as additional retail and office space at the heart of the city. Several options could be pursued to target more affordable housing in this scenario, including the City allocating an impact fee for subsidy and allowing more creative housing models such as “Micro Living Quarters” (very small units which are more affordable by design).

**City Center** (bounded by Franklin St., 16<sup>th</sup> St., Jefferson St. and 10<sup>th</sup> St.)

*Urban Design Vision*

Broadway, the “main street” of downtown Oakland, travels through the core of City Center. Improvements suggested for this historic street in the Plan Alternative Report include the addition of transit-only lanes, bike infrastructure, street trees, to help to connect the Civic Center to Uptown and facilitate successful ground-floor commercial businesses. A distinctive characteristic of Broadway is its many small, well-loved, and unique retail businesses. Improving the sidewalk and street space will encourage pedestrian traffic to support them while making public spaces more comfortable and secure. The restoration of a streetcar system could also energize Broadway by adding another mode of transit to this busy corridor. The return of the streetcar to Oakland would complement other improvements, such as extended bus service along the corridor, the implementation of dedicated bike lanes, and generous sidewalks. These improvements would not preclude car traffic, but would add more and different modes of transportation to Oakland’s iconic “main street.” The City Center could be infilled with mid-sized buildings with retail on the ground floor and residences above to create more activity beyond weekday office hours, boosting safety and the local economy. To improve walkability along streets with exposed parking garages, small retail units could be introduced on the ground floors of parking garages, providing usable space along the street. These “liner” units would face the street, providing activity and security.

*Development Potential*

The development potential for the City Center is summarized below:

	<b>Alternative 1</b>
Total new residential units	240 units
Total new commercial space	10,071 square feet
Total office space	12,000 square feet
Total new parking area	19,250 square feet

*Getting There: Plan Considerations*

One of the key concepts for implementing this new vision for City Center is a redesign of Broadway as it travels through the core of Downtown. The envisioned street retrofit includes a transit priority lane to accommodate the forthcoming Bus Rapid Transit route that will pass through Broadway. The proposed street design could include car travel lanes in each direction, dedicated and separated bike lanes, and large sidewalks adjacent to retail storefronts. On street parking could be removed in some areas, and while not recommended for every street, given the importance of this segment of Broadway as a multi-modal center of the City, the benefit of increased bike and transit facilities could outweigh the impact from the lost parking. A program could be implemented that encourages local artists to partner with property owners to add murals to existing large blank walls at the ground level. Adding temporary mural art or other art installations on blank or covered frontages along Broadway will help to establish continuity from Uptown to the City Center and from the City Center to the Jack London neighborhood.

**Lake Merritt Office District** (bounded by Grand Ave., Broadway, Lakeside Dr., and 19<sup>th</sup> St.)

*Urban Design Vision*

New high-rise towers on vacant, surface parking and underutilized lots are envisioned to join those already located in the Lake Merritt Office District. New high-rises would be encouraged to have “tower” forms, which are more slender and have less impact on views and light. Regularly spaced street trees, rooftop gardens and green roofs would create an urban canopy. Pocket parks, plazas and courtyards would add to the quality of life for new and existing residents. Improvements to the street frontages of existing buildings are also proposed, allowing local businesses to expand and reinvest in the area to provide goods and services to new and current residents and workers, while streets provide pedestrian-oriented places throughout the day and into the night. Connections to Lake Merritt and other downtown districts would be improved as pedestrian and bicycle routes are enhanced and more people commute to work by transit or bicycle. Key connections in this neighborhood include 20th Street and Grand Avenue. 22nd Street could be re-made with decorative paving and special lighting (such as a “necklace of lights”) between Telegraph Avenue and the Kaiser/Cathedral plaza to create an intimate, plaza-like street corridor through Downtown to Lake Merritt. The former section of Valdez Street between 22nd Street and Grand Avenue is also envisioned to re-open to auto traffic to better connect the Lake Merritt Office District to the future retail corridor along Valdez Street north of Grand Avenue.

*Development Potential*

The development potential for the Lake Merritt Office District is summarized below:

	<b>Alternative 1</b>	<b>Alternative 2</b>
Total new residential units	598 units	1,288 units
Total new commercial space	74,512 square feet	104,512 square feet
Total office space	1,395,586 square feet	1,565,600 square feet
Total new parking area	143,617 square feet	188,617 square feet

*Getting There: Plan Considerations*

New development should provide a variety of housing types, including one-, two-, and three- bedroom units. Coupled with an adjusted zoning ordinance that incentivizes a variety of unit types, the Lake

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Merritt District can offer opportunities for much needed housing supply and affordability. Additionally, policies to incentivize shared office and commercial spaces so that small businesses can share the costs of office and commercial spaces at the ground floor should be included to implement the vision for this district. In both alternatives evaluated, the overall vision is met; however, the second alternative includes no additional parking for the added development. A lower parking requirement in this transit-rich neighborhood would give developers more options to achieve more units with a variety of development types in the same footprint.

**Lakeside** (bounded by 19<sup>th</sup> St., Broadway, 14<sup>th</sup> St. and Lakeside Dr.)

*Urban Design Vision*

The Plan Alternative’s vision for the Lakeside neighborhood would preserve existing high-quality buildings and cultural centers, including the Malonga Casquelourd Cent for the Arts, while integrating new infill development and civic spaces that support and enhance local cultural institutions. Infill development would focus on vacant, surface parking and underutilized lots to accommodate additional residential development, as well as supporting arts, office, entertainment, and retail uses. The planned intensity would allow large-scale buildings between Broadway and Harrison, as well as fronting 14<sup>th</sup> Street, Lake Merritt and 19<sup>th</sup> Street, to encourage an increase in the supply of housing. Contextually sensitive small-, medium- and large-scale buildings could fill in the residential portion of the Lakeside District. The Black Arts Movement and Business District designation along 14th Street would be celebrated with improved streetscapes, distinct signage, and other visual and architectural cues that reinforce the character and significance of this area to Oakland’s culture and history. A network of great public spaces, including a shared street right-of-way space (plaza-like streets with a priority on the pedestrian, designed to eliminate the separation between pedestrians and car traffic) along 15th Street, pocket plazas, and greens, could be linked by shaded, tree-lined streets to pedestrian paths along Lake Merritt and Snow Park. Both 14th and 17th Streets are key links between neighborhoods as is Lakeside Drive as it meanders around Lake Merritt. The unifying elements of these corridors will include generous sidewalks and transparent shopfronts along the street edge, street trees, dedicated bike and transit infrastructure, and memorable architecture.

*Development Potential*

The development potential for the Lakeside neighborhood is summarized below:

	<b>Alternative 1</b>
Total new residential units	2,147 units
Total new commercial space	236,163 square feet
Total office space	588,000 square feet
Total new parking area	165,062 square feet

*Getting There: Plan Considerations*

As in other Downtown neighborhoods, workforce housing is a priority; several policies could be considered to achieve plan goals including incentives with new development, or design approaches that incorporate a diverse range of housing types, including smaller affordable-by-design units or cooperative housing. Infill will be encouraged to occur at the scale of the building and lot, and not by entire city blocks. This will help retain the existing neighborhood character and scale. The proposed vision for improvements to public spaces in the Lakeside District should be created and implemented in partnership with the community to ensure improved streets, plazas and shared spaces meet community needs for celebration of arts and cultural heritage. Establishing institutional leadership, such as an arts commission, or partnering with existing community groups, to work in conjunction with the City in establishing priorities, defining specific projects and detailing designs could be a first

step.

**West of San Pablo** (bounded by San Pablo Ave., 14<sup>th</sup> St. and Martin Luther King Jr. Blvd)

*Urban Design Vision*

Street-oriented infill will help to better define both 17th Street and 20th Street, which are gateways to Downtown. Streetscape improvements and traffic calming along these streets could also make them more welcoming gateways. Replacing the I-980 Freeway with an at-grade boulevard would help to re-connect West Oakland to Downtown and this neighborhood (see further description on the I-980 proposal on page 11 of this report). Historic buildings – commercial on San Pablo, houses throughout the district – are maintained and appropriately used. Innovative small businesses and venues continue to thrive. Improvements to 17<sup>th</sup> Street (including narrowing the street, adding a planted buffer between the new protected bike lane and auto travel lanes) could catalyze private investment in the area (as the public realm improves) and would improve the gateway appearance of this importance entrance to Downtown. Shared street features (such as decorative paving allowing for easy conversion to festivals and street fairs, etc.) on San Pablo at 17<sup>th</sup> Street and 15<sup>th</sup> Street could provide additional plaza amenities.

*Development Potential*

The development potential for the West of San Pablo is summarized below:

	<b>Alternative 1</b>
Total new residential units	537 units
Total new commercial space	86,559 square feet
Total office space	77,849 square feet
Total new parking area	47,798 square feet

*Getting There: Plan Considerations*

The West of San Pablo neighborhood is uniquely situated adjacent to Interstate 980, the City Center, and parts of Old Oakland. It is somewhat cut off from the north edge of the Old Oakland-Preservation Park neighborhood by 14th and 17th Streets but it is historically continuous with that neighborhood and shares its physical character. Many of the existing lots are small and have intact 19<sup>th</sup> century housing that is similar to the housing in West Oakland. Local incentives to preserve and re-use historic structures, such as a transfer of development rights (TDR) program or code provisions to facilitate continued use of older housing stock, could be used to help maintain the buildings. Public and private partnerships between the City and civic organizations are another option. Changes to I-980 could have transformative impacts on the neighborhood, and the high associated costs could be offset by the potential for new public land and improved connections to West Oakland and Old Oakland.

**Old Oakland** (bounded by Castro St., 14<sup>th</sup> St. and 10<sup>th</sup> St., Broadway and 7<sup>th</sup> St.)

*Urban Design Vision*

Vacant or underutilized lots could be built out with small, context-sensitive buildings that contribute to the public realm. Underutilized parking garages could be adapted and reused as micro-housing units or incubator retail space. Ninth Street can be transformed from one-way into two-way, as well as reconfigured with head-in diagonal parking converted to back-in diagonal parking. The addition of textured paving would help to increase safety for bicyclists because it signals to motorists to drive slower and more cautiously. New street trees could be added to fill in the tree canopy, making the street more comfortable and inviting for pedestrians. Respecting the existing and historic buildings, new development can complement the character of Old Oakland. At the west edge, the



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transformation of I-980 into a surface boulevard enhances the neighborhood by creating a better experience on Castro Street.

*Development Potential*

The development potential for Old Oakland is summarized below:

	<b>Alternative 1</b>	<b>Alternative 2</b>
Total new residential units	467 units	1,107 units
Total new commercial space	33,323 square feet	157,823 square feet
Total office space	64,052 square feet	291,552 square feet
Total new parking area	--	--

*Getting There: Plan Considerations*

A TDR (Transfer of Development Rights) program to assist preservation efforts Downtown can be studied and implemented. Rehabilitated buildings in Old Oakland should be protected by carefully crafted and enforced historic design guidelines. Additional historic designations should encourage Local Register or National Register, etc. to provide additional protections and incentives

**Jack London District** (bounded by Brush St., I-880, the Lake Merritt Channel and the Estuary.)

*Urban Design Vision*

Maintaining the existing character of the Jack London District by preserving historic warehouse structures is a community priority; these can be repurposed for work/live uses that increase the vibrancy and mix of uses in the district. There are opportunities for infill on underutilized lots, appropriately-scaled to fit with the surrounding context. These new buildings can repair gaps in the pedestrian network by introducing continuous, interesting building facades that line and activate sidewalks, creating a memorable and comfortable experience. New streets and development could be extended in the “Victory Court” area between Oak Street and the Lake Merritt channel.

The historic produce market in the Jack London District provides a useful hub for commerce, but there may be an opportunity to develop a better equipped facility for the produce market in a more appropriate location, while taking advantage of the current market’s historic buildings for adaptive reuse. Oakland’s produce market buildings could then be revitalized to become a unique destination similar to the French Quarter in New Orleans (with the appropriate relocation of the existing produce businesses to a suitable location).

The Webster Green is an envisioned a new linear greenway that could be constructed over the alignment of the Webster Tube, and connect to additional open spaces in Chinatown and near the estuary waterfront. The waterfront would be improved with better lighting, pedestrian and bicycle paths, and open space amenities. Connections between the Jack London District and the rest of Downtown would also be improved by enhancing the I-880 under-crossings with new lighting, wider sidewalks, and public art. In the near-term, the impact of the rail line on the Embarcadero could be significantly reduced through implementation of a “quiet zone”. To implement a quiet zone, intersection and other safety improvements must be installed to allow trains to travel across streets without having to blow their horn. The plan also considers developing a new transit hub near Howard Terminal that could serve Jack London, West Oakland and Downtown.

Howard Terminal is no longer utilized as a container shipping terminal by the Port of Oakland; however, the land continues to support Port operations through accessory activities such as truck parking and cargo and container storage. A visionary long-term plan for Howard Terminal that lays out a phased transition to other uses could bring new energy to the Jack London District and Downtown. Numerous jurisdictions have regulations applicable to the property. Despite the complicated system of approvals, there is still

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optimism over the range of future development possibilities. The Plan Alternatives Report contains three scenarios for the reuse of the site: stadium scenario, transit oriented development scenario and combined scenario. The development potential of each scenario is presented below.

*Development Potential*

The development potential for the Jack London District is summarized below:

		Total new units	Total new commercial space (square feet)	Total new office space (square feet)	Total new parking area (square feet)
<b>Alternative 1</b>	Jack London	1,219	320,524	68,000	61,575
	Howard Terminal	--	509,884	571,129	49,465
<b>Alternative 2</b>	Jack London*	1,219	320,524	68,000	61,575
	Howard Terminal	578	228,329	582,679	49,465
<b>Alternative 3</b>	Jack London*	2,347	610,049	1,075,800	186,900
	Howard Terminal	895	347,749	900,995	42,099

\*This alternative explores options for infill and revitalized sites that surround the I-880 Freeway and the BART line.

*Getting There: Plan Considerations*

The Jack London neighborhood includes a variety of historic warehouse and industrial buildings, which should be preserved and re-used. East of Broadway the area has already been extensively redeveloped with live/work conversions of existing buildings and new construction at a much larger scale. West of Broadway and in the Produce Market much more original building stock remains. A Transfer of Development Rights system would support preservation. Redevelopment of the Howard terminal site, either as a stadium or transit oriented development, would dramatically change Oakland’s waterfront, yet is a costly investment. However, the Howard Terminal site is large enough to accommodate a stadium, a vast waterfront park, and other new development. Together, the mix of uses on the site may help to offset a portion of the infrastructure costs. If I-980 is removed in the future, the new housing and commercial opportunities that could be created in its place would further strengthen connections to the Howard Terminal site.

**Interstate 980**

*Urban Design Vision*

Approximately 15 blocks long and cutting through several neighborhoods, the I-980 is an existing barrier between West Oakland and Downtown and only carries a fraction of the traffic it was originally designed for. A “big idea” in the Plan Alternatives Report is to eventually replace the swath of land that is currently I-980 with an attractive, walkable and bikeable surface boulevard that accommodates the former I-980 traffic, but takes up a fraction of the land. The remainder of the land could be used to reconnect the downtown street grid to West Oakland, and thereby create a new set

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of blocks for both public spaces and appropriately scaled development with a mix of market and affordable housing.

*Development Potential*

The development potential for the I-980 is summarized below:

	<b>Alternative 1</b>	<b>Alternative 2</b>
Total new residential units	1,010 units	1,150 units
Total new commercial space	379,900 square feet	337,700 square feet
Total office space	242,200 square feet	988,050 square feet
Total new parking area	29,715 square feet	29,715 square feet

*Getting There: Plan Considerations*

The potential for new development around the envisioned multi-way boulevard replacement for I-980 is great; attention will need to be given to the details, such as specifying the urban form (defining areas of intensity, as well as areas where buildings should step down to meet the scale of surrounding neighborhoods) and including provisions for affordability, mix of housing types, and variety of uses.

For the full Plan Alternatives Report, please visit [oaklandnet.com/plandowntownoakland](http://oaklandnet.com/plandowntownoakland)

**KEY ISSUES AND IMPACTS**

The Downtown Specific Plan will shape the Downtown over the next 20 to 25 years. Staff would like to hear the PRAC’s comments on the Alternative Report’s design and policy options for further developing Downtown parks, recreation and open spaces. This section contains a summary of key concepts and options presented in the Plan Alternatives Report that relate to these topics. For details, please see the Report itself.

Over the course of the public participation process to date, staff has heard the community repeatedly express a desire to take better advantage of Downtown Oakland’s existing amenities, such as Lake Merritt, Lake Merritt Channel, and the Estuary waterfront; maintain and activate existing parks and plazas; better provide parks that support families with children; and celebrate Oakland’s unique cultural gifts with flexible outdoor performance, art and gathering spaces.

The Plan Alternatives Report presents possible scenarios to address these needs. The concepts are primarily addressed in two sections of the report, “Vision & Goals” and the “Illustrating the Vision.” However, other areas of the Report present ideas that also further parks and recreation goals, including general public realm and public space improvements; urban canopy growth; sustainability through open space interventions; and safe, multi-modal connectivity between Downtown north of I-880, Lake Merritt, and the Estuary Waterfront. Staff will use feedback from the Parks and Recreation Advisory Commission to develop a map of proposed new parks for the Preferred Alternative Memo.

**Existing Open Spaces**

The Plan Alternatives Report acknowledges both the well-beloved and the less successful parks in Downtown, and suggests maintenance, expansion, and activation through programming and new amenities. Key suggestions include:

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- Build upon the recent work, particularly through Measure DD, to identify remaining areas to prioritize for improved maintenance.
- Activate the waterfront by Snow Park, which is one of the few locations in Downtown with the opportunity to provide active recreation possibilities.
- Improve the existing waterfront open space in the Jack London District with improved lighting and amenities and expand the open space down Webster Street to connect the Estuary Waterfront with the rest of the District.

### **New Open Spaces**

The recommendations in the Alternatives Report are intended to provide new open spaces to address the needs of new and existing Downtown residents. The goal is to build a network of civic spaces. The Planning Department would work with local property owners to acquire land for new parks. Key recommendations include:

- Provide new parks in residential areas west of San Pablo Avenue, north of Grand Avenue (between Telegraph and Northgate), and in Chinatown. Focus on small pocket parks and plazas west of San Pablo.
- Create a new waterfront public space at Howard Terminal, including a stadium, an extension of the Bay Trail with a pedestrian entrance at the end of Jefferson street (in front of the Fire station), and retention of one or more of the shipping cranes for their artistic and historic value.
- With new development in Old Oakland, incorporate pocket parks, community gardens, outdoor performance spaces and other small public spaces (potential locations include 8<sup>th</sup> and Washington Streets and 9th and Castro Streets).
- Remove the I-980 freeway and replace it with a street-level boulevard that is lined by new buildings and green spaces.
- Improve the network of main community gathering spaces and secondary public open spaces in the Lake Merritt Office District. Encourage centralized, enclosed open space such as pocket parks, plazas and courtyards.
- Improve pedestrian access to the Kaiser roof garden by transitioning from the street with a pedestrian plaza and walkway.

### **Cultural Spaces**

The community has emphasized how important Oakland's arts and culture are both to its people and to its economic value. The Alternatives Report suggests addressing arts and culture both in parks and plazas, and on the streets, which are a valuable part of the public realm. Key recommendations include:

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- Partner with the community to establish the community's priorities so that appropriate new public spaces meet needs for celebrating arts and cultural heritage.
- Work with community members to identify appropriate locations to build new open spaces that celebrate cultural history, provide space for visual and performance art, and function effectively as community gathering spaces.
- Celebrate and sustain the 14th Street Black Arts Movement and Business District with improved streetscapes, distinctive signage, and other visual and architectural cues that reinforce the character and significance of this area to Oakland's culture and history.
- Consider adding public art and outdoor theater to Snow Park.

### **Sustainability**

The Alternatives Report addresses environmental sustainability primarily through recommendations in the public realm along streets, in parks, and in private open spaces to filter stormwater, create an urban canopy and minimize urban heat island effect. Key recommendations include:

- Plant regularly spaced street trees, structural soil systems, pervious pavers within secondary spaces, rain gardens in street tree planter boxes.
- Encourage green roofs and rooftop gardens, particularly in the Lake Merritt Office District.
- Use drought-tolerant plantings in parks and public right-of-ways to conserve water.

### **Connections Between Open Spaces**

All alternatives in the Alternatives Report have an orientation to better connect Downtown between neighborhoods and with the rest of Oakland and the region. Some of the most critical connections identified are those that connect residents to Oakland's open space resources. Key recommendations include:

- Connect the Estuary waterfront to Lake Merritt and the rest of Downtown with a linear sequence of open spaces, greenscape and hardscape, including natural and recreational trails, improved undercrossings, and public art.
- Construct the "Webster Green", a new linear greenway over the alignment of the Webster Tube, to better connect the areas of Downtown north of I-880 to the Estuary Waterfront. Development options are limited on these parcels due to underground infrastructure; today the Tube right-of-way is primarily surface parking lots and underutilized land.

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- Enhance pedestrian and bicycle connections to Lake Merritt from the Lake Merritt Office District, particularly along 20th Street and Grand Avenue.
- Maintain the sight lines down Thomas L. Berkeley Way that lead to views of Lake Merritt.
- Re-make 22nd Street with decorative paving and special lighting (such as extending the “necklace of lights”) between Telegraph Avenue and the Kaiser/Cathedral plaza to create an intimate, plaza-like street corridor through downtown to Lake Merritt.

### **Public Realm/Street Improvements**

The recommendations identified above explicitly address parks, recreation and open space. However, the Alternatives Report presents additional street improvements that will serve the purpose of getting people out of their cars, getting physical activity, feeling safe walking or cycling. In addition to zoning changes that will increase activity and permeability at the street level of buildings, the Alternatives Report makes the following recommendations to make Downtown Oakland’s streets a livable part of the public realm:

- Put Telegraph Avenue and Broadway on a “road diet,” allowing space for drought-tolerant street trees and bicycle and pedestrian-friendly amenities. Provide bike lanes, street trees, and a transit-only lane on Broadway at Civic Center.
- Turn 15th Street from Broadway to Harrison Street into a shared-space street to create a new plaza-like linear civic space with plenty of room for green infrastructure, an outdoor art walk and activity flowing from ground-floor uses.
- Link a network of great public spaces, including the proposed shared space along 15th Street, pocket plazas, and greens, with shaded, tree-lined streets to trails along Lake Merritt and Snow Park.
- Install a separated cycle track along Telegraph Avenue in accordance with the Complete Streets Plan.
- At the pedestrian-unfriendly intersection of San Pablo and 17th, develop a multi-use plaza as a gateway to Downtown that would be shared between pedestrians, bicyclists and cars.
- Convert I-980 to a grand, tree-lined, multi-modal boulevard to reconnect the street grid, provide space for development and public greens, and knit West Oakland back to Downtown.

Parks and Recreation Advisory Commission

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NEXT STEPS

City staff is currently soliciting feedback from a number of bodies including:

- Landmarks Preservation Advisory Board
- Parks and Recreation Advisory Commission
- Bicycle and Pedestrian Advisory Commission
- Public Art Advisory Committee
- Planning Commission

Based on input from these advisory bodies and Planning Commission the Preferred Plan will be prepared and publicly vetted at a community workshop and meeting of the Community and Economic Development Committee of the City Council. The draft Specific Plan will then be prepared including proposed design standards and guidelines and supportive policies reflective of community and City priorities. Once the draft Specific Plan is prepared, it will be presented to the advisory bodies and Planning Commission for comment (anticipated in winter 2016).

The next public workshop will be held in the summer of 2016, when key elements of the Preferred Plan will be presented for public input. The public review draft Specific Plan is anticipated to be circulated in fall/winter 2016 and will be presented to the LPAB and other City advisory bodies, Planning Commission and City Council for review and comment. Development of the EIR will begin after the preferred alternative is selected. Once the Specific Plan and EIR are complete, adoption hearings will be held (anticipated for late 2017).

For details or to sign up for project announcements visit the project webpage:

[www.oaklandnet.com/plandowntownoakland](http://www.oaklandnet.com/plandowntownoakland).

RECOMMENDATIONS

Staff recommends that the PRAC accept this informational report.

Respectfully submitted,

Alicia Parker

Planner III, Planning & Building, Strategic Planning Division

Attachments: Plan Alternatives Report