

# LATHAM SQUARE PLAZA | COMMUNITY DESIGN WORKSHOP

## Community Survey

Please take a few minutes to complete this short survey.

Your responses will help shape the future of Latham Square Plaza!

1. What is your Zip Code? 94606

2. How often do you visit downtown Oakland? (every day, every week, etc.)

3. What would inspire you to visit downtown more often? more retail

4. What is your favorite thing about downtown Oakland? Easy transit access, culture (First Friday)

5. What is your *least* favorite thing about downtown Oakland? lack of safe bikeways, public safety

6. What is your favorite color? blue

7. In your opinion, which of the following, if any, are important elements of Latham Square Plaza? (Please rate each from 1 to 5)

	Not important			Important	
Seating .....	1	2	3	4	(5)
Event/Performance Space .....	1	2	(3)	4	5
Food Trucks/Carts .....	1	2	3	(4)	5
Art .....	1	2	3	(4)	5
Plantings/Landscaping .....	1	2	3	4	(5)

8. I would love if Latham Square Plaza had a functioning fountain

(Feel free to continue on the back of this page)

Thank you for participating!



Survey #

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# LATHAM SQUARE PLAZA | COMMUNITY DESIGN WORKSHOP

## Community Survey

Please take a few minutes to complete this short survey.

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1. What is your Zip Code? 94601
2. How often do you visit downtown Oakland? (every day), every week, etc.)
3. What would inspire you to visit downtown more often? yes if there was walking shopping, cleaner
4. What is your favorite thing about downtown Oakland? the feeling of it being busy, "downtown", needs more shops
5. What is your *least* favorite thing about downtown Oakland? No parking, trash, congestion
6. What is your favorite color? Green, Blue
7. In your opinion, which of the following, if any, are important elements of Latham Square Plaza? (Please rate each from 1 to 5)

	Not important			Important	
Seating .....	1	2	3	(4)	5
Event/Performance Space .....	1	2	(3)	4	5
Food Trucks/Carts .....	1	2	3	(4)	5
Art .....	1	2	3	4	(5)
Plantings/Landscaping .....	1	2	3	4	(5)

8. I would love if Latham Square Plaza had a clean space, w/ tables & seating TRASHCANS to eat lunch

(Feel free to continue on the back of this page)

**Thank you for participating!**



Survey #  
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# LATHAM SQUARE PLAZA | COMMUNITY DESIGN WORKSHOP

## Community Survey

Please take a few minutes to complete this short survey.

Your responses will help shape the future of Latham Square Plaza!

1. What is your Zip Code? 94600
2. How often do you visit downtown Oakland? (every day, every week, etc.)  
I commute into SF from 19th Street BART
3. What would inspire you to visit downtown more often? more and better public spaces and programming.
4. What is your favorite thing about downtown Oakland? The vintage architecture.

5. What is your *least* favorite thing about downtown Oakland? Too many spaces/buildings are vacant, streets feel empty.

6. What is your favorite color? green

7. In your opinion, which of the following, if any, are important elements of Latham Square Plaza? (Please rate each from 1 to 5)

	Not important			Important	
Seating .....	1	2	3	4	(5)
Event/Performance Space .....	1	2	(3)	4	5
Food Trucks/Carts .....	1	(2)	3	4	5
Art .....	1	2	(3)	4	(5)
Plantings/Landscaping.....	1	2	3	4	(5)

8. I would love if Latham Square Plaza had a tables for eating lunch.  
I also like the example in Bryant Park of the seating room,  
with magazines and newspapers to browse.  
(Feel free to continue on the back of this page)

**Thank you for participating!**



Survey #  
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# LATHAM SQUARE PLAZA | COMMUNITY DESIGN WORKSHOP

## Community Survey

Please take a few minutes to complete this short survey.

Your responses will help shape the future of Latham Square Plaza!

1. What is your Zip Code? 94612

2. How often do you visit downtown Oakland? (every day, every week, etc.)

DAILY

3. What would inspire you to visit downtown more often? \_\_\_\_\_

4. What is your favorite thing about downtown Oakland? DIVERSITY

5. What is your *least* favorite thing about downtown Oakland? EMPTY SPACES OF

STREET FRONTAGE

6. What is your favorite color? HAPPY

7. In your opinion, which of the following, if any, are important elements of Latham Square Plaza? (Please rate each from 1 to 5)

	Not important			Important	
Seating .....	1	2	3	④	5
Event/Performance Space .....	1	2	③	4	5
Food Trucks/Carts .....	1	2	3	④	5
Art .....	1	2	③	4	5
Plantings/Landscaping.....	1	2	3	4	⑤

8. I would love if Latham Square Plaza had a BEER GARDEN

(Feel free to continue on the back of this page)

Thank you for participating!



Survey #  
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# LATHAM SQUARE PLAZA | COMMUNITY DESIGN WORKSHOP

## Community Survey

Please take a few minutes to complete this short survey.

Your responses will help shape the future of Latham Square Plaza!

1. What is your Zip Code? 94602
2. How often do you visit downtown Oakland? (every day, every week, etc.)  
everyday
3. What would inspire you to visit downtown more often? More shops, food & places open on Sunday.
4. What is your favorite thing about downtown Oakland? The flavor of the city. Art work is everywhere. Canadas Community.
5. What is your *least* favorite thing about downtown Oakland? crime

6. What is your favorite color? pink

7. In your opinion, which of the following, if any, are important elements of Latham Square Plaza? (Please rate each from 1 to 5)

	Not important			Important	
Seating .....	1	2	3	(4)	5
Event/Performance Space .....	1	2	3	(4)	5
Food Trucks/Carts .....	1	2	(3)	4	5
Art .....	1	2	3	4	(5)
Plantings/Landscaping.....	1	2	3	4	(5)

8. I would love if Latham Square Plaza had a More Landscaping. Some plants/vegetation.

(Feel free to continue on the back of this page)

**Thank you for participating!**



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# LATHAM SQUARE PLAZA | COMMUNITY DESIGN WORKSHOP

## Community Survey

Please take a few minutes to complete this short survey.

Your responses will help shape the future of Latham Square Plaza!

1. What is your Zip Code? 94607

2. How often do you visit downtown Oakland? (every day, every week, etc.)

At least twice per week

3. What would inspire you to visit downtown more often? \_\_\_\_\_

life/activity/bookstore

4. What is your favorite thing about downtown Oakland? \_\_\_\_\_

space, trees, diversity, people of color

5. What is your *least* favorite thing about downtown Oakland? \_\_\_\_\_

PR

6. What is your favorite color? RED-ORANGE/TOMATO-RED

7. In your opinion, which of the following, if any, are important elements of Latham Square Plaza? (Please rate each from 1 to 5)

	Not important			Important	
Seating .....	1	2	(3)	4	5
Event/Performance Space .....	1	2	3	(4)	5
Food Trucks/Carts .....	(1)	2	3	4	5
Art .....	1	2	3	4	(5)
Plantings/Landscaping.....	1	(2)	(3)	4	5

8. I would love if Latham Square Plaza had a barbers in

the trees all year.

(Feel free to continue on the back of this page)

**Thank you for participating!**



Survey #  
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# LATHAM SQUARE PLAZA | COMMUNITY DESIGN WORKSHOP

## Community Survey

Please take a few minutes to complete this short survey.

Your responses will help shape the future of Latham Square Plaza!

1. What is your Zip Code? 94606

2. How often do you visit downtown Oakland? (every day, every week, etc.)

Every month

3. What would inspire you to visit downtown more often? \_\_\_\_\_

4. What is your favorite thing about downtown Oakland? City Square

5. What is your *least* favorite thing about downtown Oakland? \_\_\_\_\_

6. What is your favorite color? Green, blue and red

7. In your opinion, which of the following, if any, are important elements of Latham Square Plaza? (Please rate each from 1 to 5)

	Not important			Important	
Seating .....	1	2	(3)	4	5
Event/Performance Space .....	1	2	3	(4)	5
Food Trucks/Carts .....	1	2	3	(4)	5
Art .....	1	2	3	4	(5)
Plantings/Landscaping.....	1	2	3	4	(5)

8. I would love if Latham Square Plaza had a \_\_\_\_\_

(Feel free to continue on the back of this page)

**Thank you for participating!**



Survey #  
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# LATHAM SQUARE PLAZA | COMMUNITY DESIGN WORKSHOP

## Community Survey

Please take a few minutes to complete this short survey.

Your responses will help shape the future of Latham Square Plaza!

1. What is your Zip Code? 94610

2. How often do you visit downtown Oakland? (every day, every week, etc.)

1-2 times a month

3. What would inspire you to visit downtown more often? Evening activities, easier evening parking, daytime shopping

4. What is your favorite thing about downtown Oakland? Buildings

5. What is your *least* favorite thing about downtown Oakland? street people, dirt

6. What is your favorite color? red

7. In your opinion, which of the following, if any, are important elements of Latham Square Plaza? (Please rate each from 1 to 5)

	Not important			Important	
Seating .....	1	2	3	(4)	5
Event/Performance Space .....	1	2	3	(4)	5
Food Trucks/Carts .....	1	2	3	4	(5)
Art .....	1	2	3	4	(5)
Plantings/Landscaping.....	1	2	3	4	(5)

8. I would love if Latham Square Plaza had a \_\_\_\_\_

(Feel free to continue on the back of this page)

Thank you for participating!



Survey #  
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# LATHAM SQUARE PLAZA | COMMUNITY DESIGN WORKSHOP

## Community Survey

Please take a few minutes to complete this short survey.

Your responses will help shape the future of Latham Square Plaza!

1. What is your Zip Code? 94601
2. How often do you visit downtown Oakland? (every day, every week, etc.)  
2-4 times a week
3. What would inspire you to visit downtown more often? Business, pleasure, friends live here.
4. What is your favorite thing about downtown Oakland? Oaksterdam influence / liberal cannabis policy
5. What is your *least* favorite thing about downtown Oakland? the smelly spots
6. What is your favorite color? green (living things)
7. In your opinion, which of the following, if any, are important elements of Latham Square Plaza? (Please rate each from 1 to 5)

	Not important			Important	
Seating .....	1	2	3	4	5
Event/Performance Space .....	1	2	3	4	5
Food Trucks/Carts .....	1	2	3	4	5
Art .....	1	2	3	4	5
Plantings/Landscaping.....	1	2	3	4	5

8. I would love if Latham Square Plaza had a large iron raised beds filled w/ edible / medicinal plants like in Peralta Plaza on Coolidge in Fruitvale  
(Feel free to continue on the back of this page)

Thank you for participating!



# LATHAM SQUARE PLAZA | COMMUNITY DESIGN WORKSHOP

## Community Survey

Please take a few minutes to complete this short survey.

Your responses will help shape the future of Latham Square Plaza!

1. What is your Zip Code? 94612

2. How often do you visit downtown Oakland? (every day, every week, etc.)

EVERY DAY. I LIVE IN THE UPTOWN.

3. What would inspire you to visit downtown more often?

Feel safer at night - more good music

4. What is your favorite thing about downtown Oakland?

art gallery,

venues - dance space

5. What is your least favorite thing about downtown Oakland?

14th + BROADWAY. CRIME. GRAFFITI

6. What is your favorite color? RED

7. In your opinion, which of the following, if any, are important elements of Latham Square Plaza? (Please rate each from 1 to 5)

	Not important			Important	
Seating .....	1	2	3	4	5
Event/Performance Space .....	1	2	3	4	5
Food Trucks/Carts .....	1	2	3	4	5
Art .....	1	2	3	4	5
Plantings/Landscaping.....	1	2	3	4	5

8. I would love if Latham Square Plaza had a

food stands (small) music spaces -  
outdoor DJs!

(Feel free to continue on the back of this page)

Thank you for participating!



# LATHAM SQUARE PLAZA | COMMUNITY DESIGN WORKSHOP

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Your responses will help shape the future of Latham Square Plaza!

1. What is your Zip Code? 94610

2. How often do you visit downtown Oakland? (every day, every week, etc.)

Every day → I walk here to my workplace

3. What would inspire you to visit downtown more often? More activity after

3 pm — I've noticed most stores & even some eating establishments close very early. I'd also visit downtown more if there were more informal gathering spaces outside.

4. What is your favorite thing about downtown Oakland? Besides the gorgeous Deco architecture,

I love the spirit of the Farmers Market and the community vibrance & creativity.

5. What is your least favorite thing about downtown Oakland? After dark, there's

a lot of harassment / intimidation around 12th & Broadway near Burger King. There's a

hidden fear. The city definitely changes significantly after about 9: it's like a ghost town, unless

6. What is your favorite color? there is a special event happening

green (and blues, too)

7. In your opinion, which of the following, if any, are important elements of Latham Square Plaza? (Please rate each from 1 to 5)

	Not important				Important	
Seating .....	1	2	3	4	(5)	
Event/Performance Space .....	1	2	3	4	(5)	
Food Trucks/Carts .....	1	2	3	(4)	5	
Art .....	1	2	3	4	(5)	
Plantings/Landscaping .....	1	2	3	4	(5)	

8. I would love if Latham Square Plaza had a public performance space

with fun modular seating which could be moved around easily; green space

highlighting native plants and grasses; interactive / kinetic sculpture; planters

(Feel free to continue on the back of this page)

made from those beautiful old lamp post bases; a fun playground for kids (and adults) — maybe public art

created by the Crucible Society. Also, it would be so interesting to reference the Latham Square's connection to the humane Society / Animals in some way

**Thank you for participating!**



Survey #



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Your responses will help shape the future of Latham Square Plaza!

1. What is your Zip Code? 94612
2. How often do you visit downtown Oakland? (every day, every week, etc.)  
\_\_\_\_\_
3. What would inspire you to visit downtown more often? BETTER AND MORE  
MUSIC
4. What is your favorite thing about downtown Oakland? DIVERSITY
5. What is your *least* favorite thing about downtown Oakland? VIOLENCE
6. What is your favorite color? YELLOW

7. In your opinion, which of the following, if any, are important elements of Latham Square Plaza? (Please rate each from 1 to 5)

	Not important			Important	
Seating .....	1	(2)	3	4	5
Event/Performance Space .....	1	2	3	(4)	5
Food Trucks/Carts .....	1	(2)	3	4	5
Art .....	1	2	3	(4)	5
Plantings/Landscaping.....	1	2	(3)	4	5

8. I would love if Latham Square Plaza had a DANCEFLOOR!

(Feel free to continue on the back of this page)

**Thank you for participating!**



Survey #  
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# LATHAM SQUARE PLAZA | COMMUNITY DESIGN WORKSHOP

## Community Survey

Please take a few minutes to complete this short survey.

Your responses will help shape the future of Latham Square Plaza!

1. What is your Zip Code? 94607
2. How often do you visit downtown Oakland? (every day, every week, etc.)  
live ~~at~~ at Broadway / Franklin / 8th St.
3. What would inspire you to visit downtown more often? more <sup>local</sup> shops,  
open weekends, places to hang out.
4. What is your favorite thing about downtown Oakland? people, vibe

5. What is your *least* favorite thing about downtown Oakland? ~~people~~  
safety

6. What is your favorite color? brown

7. In your opinion, which of the following, if any, are important elements of Latham Square Plaza? (Please rate each from 1 to 5)

	Not important				Important
Seating .....	1	2	3	4	(5)
Event/Performance Space .....	1	2	3	4	(5)
Food Trucks/Carts .....	1	2	3	4	(5)
Art .....	1	2	3	4	(5)
Plantings/Landscaping.....	1	2	3	4	(5)

8. I would love if Latham Square Plaza had a place for kids,  
@

(Feel free to continue on the back of this page)

Thank you for participating!



# LATHAM SQUARE PLAZA | COMMUNITY DESIGN WORKSHOP

## Community Survey

Please take a few minutes to complete this short survey.

Your responses will help shape the future of Latham Square Plaza!

1. What is your Zip Code? 94608

2. How often do you visit downtown Oakland? (every day, every week, etc.)

3-5 x per week

3. What would inspire you to visit downtown more often? I like

it already, to be honest.

4. What is your favorite thing about downtown Oakland? Black

owned business

5. What is your *least* favorite thing about downtown Oakland? white

ppl kicking them out

6. What is your favorite color? red

7. In your opinion, which of the following, if any, are important elements of Latham Square Plaza? (Please rate each from 1 to 5)

	Not important				Important	
Seating .....	1	2	3	4	5	5
Event/Performance Space .....	1	2	3	4	5	5
Food Trucks/Carts .....	1	2	3	4	5	3
Art .....	1	2	3	4	5	5
Plantings/Landscaping .....	1	2	3	4	5	5

8. I would love if Latham Square Plaza had a space for social

welfare or reminders of Af. Am. culture  
in Oakland.

(Feel free to continue on the back of this page)

Thank you for participating!



# LATHAM SQUARE PLAZA | COMMUNITY DESIGN WORKSHOP

## Community Survey

Please take a few minutes to complete this short survey.

Your responses will help shape the future of Latham Square Plaza!

1. What is your Zip Code? 94608
2. How often do you visit downtown Oakland? (every day) every week, etc.)
3. What would inspire you to visit downtown more often? more people
4. What is your favorite thing about downtown Oakland? organic growth
5. What is your *least* favorite thing about downtown Oakland? too many empty spaces
6. What is your favorite color? yellow, red
7. In your opinion, which of the following, if any, are important elements of Latham Square Plaza? (Please rate each from 1 to 5)

	Not important				Important
Seating .....	1	2	3	4	(5)
Event/Performance Space .....	1	2	3	4	(5)
Food Trucks/Carts .....	1	2	3	4	(5)
Art .....	1	2	3	4	(5)
Plantings/Landscaping.....	1	2	3	4	(5)

8. I would love if Latham Square Plaza had all of the above to attract more people

(Feel free to continue on the back of this page)

**Thank you for participating!**



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# LATHAM SQUARE PLAZA | COMMUNITY DESIGN WORKSHOP

## Community Survey

Please take a few minutes to complete this short survey.

Your responses will help shape the future of Latham Square Plaza!

1. What is your Zip Code? 94609
2. How often do you visit downtown Oakland? (every day, every week, etc.)  
Every day
3. What would inspire you to visit downtown more often? more arts,  
more retail, less violence
4. What is your favorite thing about downtown Oakland? The vibrancy,  
the diversity, the art
5. What is your *least* favorite thing about downtown Oakland? Not enough  
performance, violence
6. What is your favorite color? purple + green
7. In your opinion, which of the following, if any, are important elements of Latham Square Plaza? (Please rate each from 1 to 5)

	Not important				Important	
Seating .....	1	2	3	4	(5)	
Event/Performance Space .....	1	2	3	4	(5)	
Food Trucks/Carts .....	1	2	3	(4)	5	
Art .....	1	2	3	4	(5)	
Plantings/Landscaping.....	1	2	3	4	(5)	

8. I would love if Latham Square Plaza had a performance space

(Feel free to continue on the back of this page)

Thank you for participating!



Survey #  
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# LATHAM SQUARE PLAZA | COMMUNITY DESIGN WORKSHOP

## Community Survey

Please take a few minutes to complete this short survey.

Your responses will help shape the future of Latham Square Plaza!

1. What is your Zip Code? 94609

2. How often do you visit downtown Oakland? (every day, every week, etc.)

SEVERAL TIMES A WEEK

3. What would inspire you to visit downtown more often? MORE JOBS SO I

COULD HAVE ONE OF THEM

4. What is your favorite thing about downtown Oakland? THE WAY THE

ANGLED STREETS CREATE DIFFERING CONDITIONS

5. What is your least favorite thing about downtown Oakland? LACK OF

MAINTENANCE & CARE EXHIBITED BY THE CITY

6. What is your favorite color? BLUE

7. In your opinion, which of the following, if any, are important elements of Latham Square Plaza? (Please rate each from 1 to 5)

	Not important			Important	
Seating .....	1	2	3	4	5
Event/Performance Space .....	1	2	3	4	5
Food Trucks/Carts .....	1	2	3	4	5
Art .....	1	2	3	4	5
Plantings/Landscaping.....	1	2	3	4	5

8. I would love if Latham Square Plaza had a BETTER NAME. LATHAM

SQUARE PLAZA IS REDUNDANT, JUST CALL IT LATHAM

SQUARE OR LATHAM PLAZA OR LATHAM TRIANGLE. ALSO, DO NOT  
(Feel free to continue on the back of this page)

ALLOW TRAFFIC TO U-TURN AT 16<sup>TH</sup>. FUNNEL MOST TRAFFIC ONTO

**Thank you for participating!**



17<sup>TH</sup> TO BROADWAY, ALLOW SOME TRAFFIC TO CONTINUE TO 16<sup>TH</sup> &  
WIDEN THE SIDEWALKS FROM 16<sup>TH</sup> TO 17<sup>TH</sup>.

Survey #

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# LATHAM SQUARE PLAZA | COMMUNITY DESIGN WORKSHOP

## Community Survey

Please take a few minutes to complete this short survey.

Your responses will help shape the future of Latham Square Plaza!

1. What is your Zip Code? 94122
2. How often do you visit downtown Oakland? (every day, every week, etc.)  
Monday - Friday, I work downtown
3. What would inspire you to visit downtown more often? more public spaces
4. What is your favorite thing about downtown Oakland? lots of good restaurants
5. What is your *least* favorite thing about downtown Oakland? \_\_\_\_\_

6. What is your favorite color? purple

7. In your opinion, which of the following, if any, are important elements of Latham Square Plaza? (Please rate each from 1 to 5)

	Not important				Important
Seating .....	1	2	3	4	(5)
Event/Performance Space .....	1	2	3	4	(5)
Food Trucks/Carts .....	1	2	3	4	(5)
Art .....	1	2	3	4	(5)
Plantings/Landscaping.....	1	2	3	4	(5)

8. I would love if Latham Square Plaza had a should look at which  
ways the wind is coming from, a wind analysis and  
then look at putting up some art pieces as wind blocks.  
(Feel free to continue on the back of this page)

**Thank you for participating!**



# LATHAM SQUARE PLAZA | COMMUNITY DESIGN WORKSHOP

## Community Survey

Please take a few minutes to complete this short survey.

Your responses will help shape the future of Latham Square Plaza!

1. What is your Zip Code? 94611
2. How often do you visit downtown Oakland? (every day, every week, etc.)  
2/week
3. What would inspire you to visit downtown more often?  
Safer streets
4. What is your favorite thing about downtown Oakland?  
architecture, people out and about
5. What is your *least* favorite thing about downtown Oakland?  
current level of intimidation & violence
6. What is your favorite color? Pink/Black combo
7. In your opinion, which of the following, if any, are important elements of Latham Square Plaza? (Please rate each from 1 to 5)

	Not important			Important	
Seating .....	1	2	3	4	5
Event/Performance Space .....	1	2	3	4	5
Food Trucks/Carts .....	1	2	3	4	5
Art .....	1	2	3	4	5
Plantings/Landscaping.....	1	2	3	4	5

8. I would love if Latham Square Plaza had a All of the above!  
Certainly shaded + sunny sitting space.

(Feel free to continue on the back of this page)

Thank you for participating!



Survey #  
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# LATHAM SQUARE PLAZA | COMMUNITY DESIGN WORKSHOP

## Community Survey

Please take a few minutes to complete this short survey.

Your responses will help shape the future of Latham Square Plaza!

1. What is your Zip Code? 95037
2. How often do you visit downtown Oakland? (every day, every week, etc.)  
once a month
3. What would inspire you to visit downtown more often?  
places I could bring my dog
4. What is your favorite thing about downtown Oakland?  
cool restaurants + music venues
5. What is your least favorite thing about downtown Oakland?  
not enough bike racks
6. What is your favorite color? blue
7. In your opinion, which of the following, if any, are important elements of Latham Square Plaza? (Please rate each from 1 to 5)

	Not important					Important				
	1	2	3	4	5	1	2	3	4	5
Seating .....				4	5					
Event/Performance Space .....				4	5					
Food Trucks/Carts .....				4	5					
Art .....			3	4	5					
Plantings/Landscaping.....				4	5					

8. I would love if Latham Square Plaza had a place for  
public seating + cafe. Pretty  
lighting at night. Dog friendly cafe??  
(Feel free to continue on the back of this page)

Thank you for participating!



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# LATHAM SQUARE PLAZA | COMMUNITY DESIGN WORKSHOP

## Community Survey

Please take a few minutes to complete this short survey.

Your responses will help shape the future of Latham Square Plaza!

1. What is your Zip Code? 94609

2. How often do you visit downtown Oakland? (every day, every week, etc.)

3-5 x wk.

3. What would inspire you to visit downtown more often?

more restaurants, <sup>INDIE</sup> movie theater, coffee, better open spaces

4. What is your favorite thing about downtown Oakland?

variety of people, old buildings, scale of streets/sidewalks, trees,

5. What is your least favorite thing about downtown Oakland?

~~Orange~~ lack of maintenance of public spaces, graffiti.

6. What is your favorite color? ORANGE

7. In your opinion, which of the following, if any, are important elements of Latham Square Plaza? (Please rate each from 1 to 5)

	Not important			Important	
Seating .....	1	2	3	4	(5)
Event/Performance Space .....	1	2	3	4	(5)
Food Trucks/Carts .....	1	2	3	(4)	5
Art .....	1	2	(3)	4	5
Plantings/Landscaping.....	1	2	3	4	(5)

8. I would love if Latham Square Plaza had a

well maintained greenspace w/ seating.  
(trees, plantings, flowers)

(Feel free to continue on the back of this page)

lots of people hanging out.

Thank you for participating!



# LATHAM SQUARE PLAZA | COMMUNITY DESIGN WORKSHOP

## Community Survey

Please take a few minutes to complete this short survey.

Your responses will help shape the future of Latham Square Plaza!

1. What is your Zip Code? 94612

2. How often do you visit downtown Oakland? (every day, every week, etc.)

every day

3. What would inspire you to visit downtown more often? more dining, shopping  
cafes, outdoor seating, events, etc.

4. What is your favorite thing about downtown Oakland? I love all the  
beautiful historic buildings and trendy local businesses

5. What is your *least* favorite thing about downtown Oakland? Vacant store fronts,  
graffiti, traffic

6. What is your favorite color? green

7. In your opinion, which of the following, if any, are important elements of Latham Square Plaza? (Please rate each from 1 to 5)

	Not important			Important	
Seating .....	1	2	3	4	(5)
Event/Performance Space .....	1	2	3	(4)	5
Food Trucks/Carts .....	1	2	3	(4)	5
Art .....	1	2	3	(4)	5
Plantings/Landscaping.....	1	2	3	4	(5)

8. I would love if Latham Square Plaza had a space for booths/stages for events,  
seating, planters/trees/landscaping, art, maybe a cafe

(Feel free to continue on the back of this page)

Thank you for participating!



# LATHAM SQUARE PLAZA | COMMUNITY DESIGN WORKSHOP

## Community Survey

Please take a few minutes to complete this short survey.

Your responses will help shape the future of Latham Square Plaza!

1. What is your Zip Code? 94611
2. How often do you visit downtown Oakland? (every day, every week, etc.)  
Every day (I live 0.8 miles away)
3. What would inspire you to visit downtown more often? More retail establishments, especially comparison goods (Target or well-stocked Sears)
4. What is your favorite thing about downtown Oakland? The walkability & scale of downtown. It has the feel of <sup>being</sup> the center of the East Bay
5. What is your least favorite thing about downtown Oakland? (2) The lack of retail options - there are a growing number of entertainment venues. (1) Lack of weekend activity in downtown Oakland
6. What is your favorite color? Green (Blue & Red are second)
7. In your opinion, which of the following, if any, are important elements of Latham Square Plaza? (Please rate each from 1 to 5)

	Not important			Important	
Seating .....	1	2	3	4	(5)
Event/Performance Space .....	1	2	3	(4)	5
Food Trucks/Carts .....	1	2	3	(4)	5
Art .....	1	2	3	4	(5)
Plantings/Landscaping.....	1	2	3	4	(5)

8. I would love if Latham Square Plaza had a designated pathway for bikes coming from Telegraph Ave to reach Broadway. Bikes will cut through the plaza, ~~so it~~ <sup>therefore</sup> planning for a bike pathway is better than having cyclists cut through a ped.-filled space.  
(Feel free to continue on the back of this page)

Thank you for participating!



# LATHAM SQUARE PLAZA | COMMUNITY DESIGN WORKSHOP

## Community Survey

Please take a few minutes to complete this short survey.

Your responses will help shape the future of Latham Square Plaza!

1. What is your Zip Code? 94612
2. How often do you visit downtown Oakland? (every day, every week, etc.)  
every other day!
3. What would inspire you to visit downtown more often? "events live events!"
4. What is your favorite thing about downtown Oakland? The people and different bussiness!
5. What is your *least* favorite thing about downtown Oakland? Negativity during
6. What is your favorite color? Red
7. In your opinion, which of the following, if any, are important elements of Latham Square Plaza? (Please rate each from 1 to 5)

	Not important				Important
Seating .....	1	2	3	4	5
Event/Performance Space .....	1	2	3	4	5
Food Trucks/Carts .....	1	2	3	4	5
Art .....	1	2	3	4	5
Plantings/Landscaping.....	1	2	3	4	5

8. I would love if Latham Square Plaza had a Mini Theater for upcoming youth

(Feel free to continue on the back of this page)

Thank you for participating!





# LATHAM SQUARE PLAZA | COMMUNITY DESIGN WORKSHOP

## Community Survey

Please take a few minutes to complete this short survey.

Your responses will help shape the future of Latham Square Plaza!

1. What is your Zip Code?

94618

2. How often do you visit downtown Oakland? (every day, every week, etc.)

weekly

3. What would inspire you to visit downtown more often?

Better bike paths from N. Oakland, Businesses open later

4. What is your favorite thing about downtown Oakland?

weather, art, architecture, music

5. What is your least favorite thing about downtown Oakland?

at night, low density, Ghost town

6. What is your favorite color?

green

7. In your opinion, which of the following, if any, are important elements of Latham Square Plaza? (Please rate each from 1 to 5)

	Not important			Important	
Seating .....	1	2	3	4	5
Event/Performance Space .....	1	2	3	4	5
Food Trucks/Carts .....	1	2	3	4	5
Art .....	1	2	3	4	5
Plantings/Landscaping.....	1	2	3	4	5

8. I would love if Latham Square Plaza had a

reason to draw people out!

(Feel free to continue on the back of this page)

Thank you for participating!



Survey #  
25



# LATHAM SQUARE PLAZA | COMMUNITY DESIGN WORKSHOP

## Community Survey

Please take a few minutes to complete this short survey.

Your responses will help shape the future of Latham Square Plaza!

1. What is your Zip Code? 94612
2. How often do you visit downtown Oakland? (every day, every week, etc.)  
everyday
3. What would inspire you to visit downtown more often? I actually live in this area.
4. What is your favorite thing about downtown Oakland? The diversity.
5. What is your *least* favorite thing about downtown Oakland? The graffiti on the buildings.
6. What is your favorite color? Purple
7. In your opinion, which of the following, if any, are important elements of Latham Square Plaza? (Please rate each from 1 to 5)

	Not important				Important
Seating .....	1	2	3	4	5
Event/Performance Space .....	1	2	3	4	5
Food Trucks/Carts .....	1	2	3	4	5
Art .....	1	2	3	4	5
Plantings/Landscaping.....	1	2	3	4	5

8. I would love if Latham Square Plaza had a play area for the kids. & a lot of trees & flowers  
(a lot of outdoor life & solar power)  
*(Feel free to continue on the back of this page)*

Thank you for participating!



# LATHAM SQUARE PLAZA | COMMUNITY DESIGN WORKSHOP

## Community Survey

Please take a few minutes to complete this short survey.

Your responses will help shape the future of Latham Square Plaza!

1. What is your Zip Code? 94612

2. How often do you visit downtown Oakland? (every day, every week, etc.)

Almost every day

3. What would inspire you to visit downtown more often? more cafes that

I can just hang out in, a good affordable coworking space  
better bike ways for those of us in the new economy!

4. What is your favorite thing about downtown Oakland?

The architecture, homegrown oakland love, BART, the oak tree  
the new nightlife and creat in Frank Ogawa Plaza

5. What is your least favorite thing about downtown Oakland?

too much concrete/asphalt - many of the streets are too wide  
things usually close early much of it feels sort of abandoned  
I don't feel comfortable walking home by myself at night.

6. What is your favorite color? green. peacock blue! orange!

7. In your opinion, which of the following, if any, are important elements of Latham Square Plaza? (Please rate each from 1 to 5)

	Not important				Important			
Seating .....	1	2	3	4	5			
Event/Performance Space .....	1	2	3	4	5			
Food Trucks/Carts .....	1	2	3	4	5			
Art .....	1	2	3	4	5			
Plantings/Landscaping .....	1	2	3	4	5			

8. I would love if Latham Square Plaza had a parlement mural that include  
art nouveau and modern elements to honor/fit with the architecture  
a cool play structure for kids/adults. Seating for people to just  
hang out platforms that people can lay on, or that could  
be mini stages, somewhere to sit to look straight down telegraph  
(Feel free to continue on the back of this page) and to look at the cathedral bld.

Thank you for participating!



Survey #  
27



even if  
it is not  
very big.

# LATHAM SQUARE PLAZA | COMMUNITY DESIGN WORKSHOP

## Community Survey

Please take a few minutes to complete this short survey.

Your responses will help shape the future of Latham Square Plaza!

1. What is your Zip Code? 94612
  2. How often do you visit downtown Oakland? (every day, every week, etc.)  
Live & work here
  3. What would inspire you to visit downtown more often? More stores, bars,  
restaurants, etc. More pedestrian traffic will help the area grow.
  4. What is your favorite thing about downtown Oakland? The diversity and  
urban nature of the place
  5. What is your *least* favorite thing about downtown Oakland? Crime, lack of  
pedestrian lighting
  6. What is your favorite color? blue
  7. In your opinion, which of the following, if any, are important elements of Latham Square Plaza? (Please rate each from 1 to 5)
- |                               | Not important |          |          | Important |          |
|-------------------------------|---------------|----------|----------|-----------|----------|
|                               | 1             | 2        | 3        | 4         | 5        |
| Seating .....                 |               |          | <u>3</u> |           |          |
| Event/Performance Space ..... |               | <u>2</u> | 3        | 4         | 5        |
| Food Trucks/Carts .....       | 1             | 2        | 3        | 4         | <u>5</u> |
| Art .....                     | 1             | 2        | 3        | <u>4</u>  | 5        |
| Plantings/Landscaping.....    | <u>1</u>      | 2        | 3        | 4         | 5        |
8. I would love if Latham Square Plaza had a ?

(Feel free to continue on the back of this page)

**Thank you for participating!**



# LATHAM SQUARE PLAZA | COMMUNITY DESIGN WORKSHOP

## Community Survey

Please take a few minutes to complete this short survey.

Your responses will help shape the future of Latham Square Plaza!

1. What is your Zip Code? 94612
2. How often do you visit downtown Oakland? (every day, every week, etc.)  
I live here on telegraph
3. What would inspire you to visit downtown more often? more parks  
would be nice. More retail! affordable restaurants
4. What is your favorite thing about downtown Oakland? the community  
art!
5. What is your *least* favorite thing about downtown Oakland? Crime

6. What is your favorite color? black

7. In your opinion, which of the following, if any, are important elements of Latham Square Plaza? (Please rate each from 1 to 5)

	Not important				Important	
	1	2	3	4	5	
Seating .....					5	
Event/Performance Space .....					5	
Food Trucks/Carts .....					5	yes!
Art .....					5	yes!
Plantings/Landscaping.....					5	yes!

8. I would love if Latham Square Plaza had a place for the  
highschool kids to hang out. Bike lane open,  
lots of reclaimed objects from Oakland's history  
(Feel free to continue on the back of this page)  
seating, trees bring some Oaks back to  
downtown Oakland

Thank you for participating!



Survey #  
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# LATHAM SQUARE PLAZA | COMMUNITY DESIGN WORKSHOP

## Community Survey

Please take a few minutes to complete this short survey.

Your responses will help shape the future of Latham Square Plaza!

1. What is your Zip Code? 94710

2. How often do you visit downtown Oakland? (every day, every week, etc.)

MAI BE ONCE A MONTH

3. What would inspire you to visit downtown more often? \_\_\_\_\_

EVENTS OF INTEREST

4. What is your favorite thing about downtown Oakland? \_\_\_\_\_

THE MIX OF PEOPLE, ARCHITECTURE, FEEL OF A MAJOR CITY

5. What is your least favorite thing about downtown Oakland? CAR PARKING

STAY LOOKING BUILDINGS

6. What is your favorite color? DEPENDS ON WHAT ITS FOR

7. In your opinion, which of the following, if any, are important elements of Latham Square Plaza? (Please rate each from 1 to 5)

	Not important			Important	
Seating .....	1	2	③	4	5
Event/Performance Space .....	1	2	3	④	5
Food Trucks/Carts .....	1	②	3	4	5
Art .....	1	2	③	4	5
Plantings/Landscaping.....	1	2	3	4	⑤

8. I would love if Latham Square Plaza had a FEELING/ABILITY TO MAKE

ME COME HERE TO MEET A FRIEND FOR A CHAT OR

SEE/HEAR OUTDOOR MUSIC

(Feel free to continue on the back of this page)

Thank you for participating!



Survey #  
30



# LATHAM SQUARE PLAZA | COMMUNITY DESIGN WORKSHOP

## Community Survey

Please take a few minutes to complete this short survey.

Your responses will help shape the future of Latham Square Plaza!

1. What is your Zip Code? 94610
2. How often do you visit downtown Oakland? (every day, every week, etc.)  
5-7 days a week
3. What would inspire you to visit downtown more often? Retail
4. What is your favorite thing about downtown Oakland?
5. What is your *least* favorite thing about downtown Oakland? the empty store fronts
6. What is your favorite color? green
7. In your opinion, which of the following, if any, are important elements of Latham Square Plaza? (Please rate each from 1 to 5)

	Not important			Important		
	1	2	3	4	5	
Seating .....					(5)	
Event/Performance Space .....					(5)	
Food Trucks/Carts .....	(6)	1	2	3	4	5
Art .....				(4)		5
Plantings/Landscaping.....						(5)
8. I would love if Latham Square Plaza had a ~~CAFE~~ out door  
seating and cafe.

(Feel free to continue on the back of this page)

Thank you for participating!



Survey #  
31



# LATHAM SQUARE PLAZA | COMMUNITY DESIGN WORKSHOP

## Community Survey

Please take a few minutes to complete this short survey.

Your responses will help shape the future of Latham Square Plaza!

1. What is your Zip Code? 94611
2. How often do you visit downtown Oakland? (every day, every week, etc.)  
Every day
3. What would inspire you to visit downtown more often? Better bike/ped facilities,  
More entertainment options, increased public safety
4. What is your favorite thing about downtown Oakland? Historic buildings
5. What is your *least* favorite thing about downtown Oakland? Graffiti/Grime/Vacancy/Signs
6. What is your favorite color? Green
7. In your opinion, which of the following, if any, are important elements of Latham Square Plaza? (Please rate each from 1 to 5)

	Not important			Important	
Seating .....	1	(2)	3	4	5
Event/Performance Space .....	1	2	(3)	4	5
Food Trucks/Carts .....	(1)	2	3	4	5
Art .....	1	2	3	(4)	5
Plantings/Landscaping.....	1	2	3	(4)	5
8. I would love if Latham Square Plaza had an active recreation area. It  
would be nice if OSA students could use some of the  
area for outdoor recreation.  
(Feel free to continue on the back of this page)

Thank you for participating!



Survey #  
32





# LATHAM SQUARE PLAZA | COMMUNITY DESIGN WORKSHOP

## Community Survey

Please take a few minutes to complete this short survey.

Your responses will help shape the future of Latham Square Plaza!

1. What is your Zip Code? 94612

2. How often do you visit downtown Oakland? (every day, every week, etc.)

Love to visit downtown Oakland

3. What would inspire you to visit downtown more often? More places to hang out

4. What is your favorite thing about downtown Oakland? Great bars

5. What is your *least* favorite thing about downtown Oakland? Desolate streets

on nights without a show at the Fox or Paramount

6. What is your favorite color? Blue

7. In your opinion, which of the following, if any, are important elements of Latham Square Plaza? (Please rate each from 1 to 5)

	Not important			Important	
Seating .....	1	2	3	4	5
Event/Performance Space .....	1	2	3	4	5
Food Trucks/Carts .....	1	2	3	4	5
Art .....	1	2	3	4	5
Plantings/Landscaping.....	1	2	3	4	5

8. I would love if Latham Square Plaza had a Food trucks, ability to drink outside, a through path for bikes, no cars.

(Feel free to continue on the back of this page)

Thank you for participating!



Survey #  
33



# LATHAM SQUARE PLAZA | COMMUNITY DESIGN WORKSHOP

## Community Survey

Please take a few minutes to complete this short survey.

Your responses will help shape the future of Latham Square Plaza!

1. What is your Zip Code? 94612

2. How often do you visit downtown Oakland? (every day, every week, etc.)

once/twice a week

3. What would inspire you to visit downtown more often? Sitting Space / Community outdoor events

4. What is your favorite thing about downtown Oakland?

Ears on telegraph

5. What is your *least* favorite thing about downtown Oakland?

trash & ugly graffiti

6. What is your favorite color? purple

7. In your opinion, which of the following, if any, are important elements of Latham Square Plaza? (Please rate each from 1 to 5)

	Not important				Important			
Seating .....	1	2	3	4	5			
Event/Performance Space .....	1	2	3	4	5			
Food Trucks/Carts .....	1	2	3	4	5			
Art .....	1	2	3	4	5			
Plantings/Landscaping.....	1	2	3	4	5			

8. I would love if Latham Square Plaza had a

Food Trucks / Performance Space

(Feel free to continue on the back of this page)

Thank you for participating!



Survey #  
34



# LATHAM SQUARE PLAZA | COMMUNITY DESIGN WORKSHOP

## Community Survey

Please take a few minutes to complete this short survey.

Your responses will help shape the future of Latham Square Plaza!

1. What is your Zip Code? 94607
2. How often do you visit downtown Oakland? (every day, every week, etc.)  
every day. I live on 12th/Franklin.
3. What would inspire you to visit downtown more often? more points of interest. little shops, park space
4. What is your favorite thing about downtown Oakland? that protests start there.
5. What is your *least* favorite thing about downtown Oakland? bad-quality roads that surely need to be repaired.
6. What is your favorite color? blue.
7. In your opinion, which of the following, if any, are important elements of Latham Square Plaza? (Please rate each from 1 to 5)

	Not important			Important	
Seating .....	1	2	3	4	(5)
Event/Performance Space .....	1	2	3	(4)	5
Food Trucks/Carts .....	1	2	3	(4)	5
Art .....	1	2	(3)	4	5
Plantings/Landscaping.....	1	2	3	(4)	5

8. I would love if Latham Square Plaza had a little playground,  
seating, tables, net for kickball or ping-pong,  
green space (astroturf/fake grass)
- (Feel free to continue on the back of this page)

Thank you for participating!



# LATHAM SQUARE PLAZA | COMMUNITY DESIGN WORKSHOP

## Community Survey

Please take a few minutes to complete this short survey.

Your responses will help shape the future of Latham Square Plaza!

1. What is your Zip Code? 94611

2. How often do you visit downtown Oakland? (every day, every week, etc.)

Every day

3. What would inspire you to visit downtown more often? I would spend more time downtown if there was more open space and better connected commercial districts.

4. What is your favorite thing about downtown Oakland? The active night life, particularly during special events when streets are closed to cars.

5. What is your *least* favorite thing about downtown Oakland? The lack of public open space that's inviting

6. What is your favorite color? \_\_\_\_\_

7. In your opinion, which of the following, if any, are important elements of Latham Square Plaza? (Please rate each from 1 to 5)

	Not important			Important	
Seating .....	1	2	3	4	(5)
Event/Performance Space .....	1	2	3	(4)	5
Food Trucks/Carts .....	1	2	3	(4)	5
Art .....	1	2	3	4	(5)
Plantings/Landscaping.....	1	2	3	4	(5)

8. I would love if Latham Square Plaza had seating in the streets, tall plants to buffer the car noise and views, art and activities.

(Feel free to continue on the back of this page)

Thank you for participating!



Survey #  
36



# LATHAM SQUARE PLAZA | COMMUNITY DESIGN WORKSHOP

## Community Survey

Please take a few minutes to complete this short survey.

Your responses will help shape the future of Latham Square Plaza!

1. What is your Zip Code? 94612

2. How often do you visit downtown Oakland? (every day, every week, etc.)

Every Day

3. What would inspire you to visit downtown more often? N/A

4. What is your favorite thing about downtown Oakland? Feel home \$70

5. What is your *least* favorite thing about downtown Oakland? Gov't

6. What is your favorite color? Blue

7. In your opinion, which of the following, if any, are important elements of Latham Square Plaza? (Please rate each from 1 to 5)

	Not important			Important		
Seating .....	1	2	3	4	(5)	
Event/Performance Space .....	1	2	3	4	(5)	
Food Trucks/Carts .....	(1)	2	3	4	5	
Art .....	1	2	3	4	(5)	
Plantings/Landscaping.....	1	2	3	4	(5)	

8. I would love if Latham Square Plaza had an Identity that

Transcends Oakland & goes Global

(Feel free to continue on the back of this page)

Thank you for participating!



Survey #  
37



# LATHAM SQUARE PLAZA | COMMUNITY DESIGN WORKSHOP

## Community Survey

Please take a few minutes to complete this short survey.

Your responses will help shape the future of Latham Square Plaza!

1. What is your Zip Code? 94612
  2. How often do you visit downtown Oakland? (every day, every week, etc.)  
I live @ 1755 Broadway
  3. What would inspire you to visit downtown more often? more parking
  4. What is your favorite thing about downtown Oakland? night life
  5. What is your *least* favorite thing about downtown Oakland? Safety - more police  
~~Graffiti~~ Graffiti → Please make it STOP! Night
  6. What is your favorite color? blue/grey
  7. In your opinion, which of the following, if any, are important elements of Latham Square Plaza? (Please rate each from 1 to 5)
- |                               | Not important |   |   | Important |   |   |
|-------------------------------|---------------|---|---|-----------|---|---|
|                               | 1             | 2 | 3 | 4         | 5 |   |
| Seating .....                 |               |   |   |           | 5 |   |
| Event/Performance Space ..... |               |   |   |           | 5 |   |
| Food Trucks/Carts .....       | 1             | 2 | 3 | 4         | 5 | People should frequent local dining<br>Food trucks Summer etc |
| Art .....                     |               |   |   |           | 5 |   |
| Plantings/Landscaping.....    |               |   |   |           | 5 |   |
8. I would love if Latham Square Plaza had a A lot of bike racks!!

(Feel free to continue on the back of this page)

Thank you for participating!



# LATHAM SQUARE PLAZA | COMMUNITY DESIGN WORKSHOP

## Community Survey

Please take a few minutes to complete this short survey.

Your responses will help shape the future of Latham Square Plaza!

1. What is your Zip Code? 94608

2. How often do you visit downtown Oakland? (every day, every week, etc.)

Everyday

3. What would inspire you to visit downtown more often? More idens like this are put to work

4. What is your favorite thing about downtown Oakland? The nightlife

5. What is your *least* favorite thing about downtown Oakland? Lot alot of fun places to go

6. What is your favorite color? GREEN

7. In your opinion, which of the following, if any, are important elements of Latham Square Plaza? (Please rate each from 1 to 5)

	Not important			Important	
Seating .....	1	2	3	4	5
Event/Performance Space .....	1	2	3	4	5
Food Trucks/Carts .....	1	2	3	4	5
Art .....	1	2	3	4	5
Plantings/Landscaping.....	1	2	3	4	5

8. I would love if Latham Square Plaza had a All of the above

(Feel free to continue on the back of this page)

Thank you for participating!



Survey #  
39



# LATHAM SQUARE PLAZA | COMMUNITY DESIGN WORKSHOP

## Community Survey

Please take a few minutes to complete this short survey.

Your responses will help shape the future of Latham Square Plaza!

1. What is your Zip Code? 94607
2. How often do you visit downtown Oakland? (every day, every week, etc.)  
4-5 days a week
3. What would inspire you to visit downtown more often? More engaging and open community spaces, i.e. a more ped-friendly environment
4. What is your favorite thing about downtown Oakland? The beautiful old architecture woven in with the "new" features of Oakland.
5. What is your *least* favorite thing about downtown Oakland? The lack of a strong sense of place.
6. What is your favorite color? Green
7. In your opinion, which of the following, if any, are important elements of Latham Square Plaza? (Please rate each from 1 to 5)

	Not important				Important	
Seating .....	1	2	3	4	5	⑤
Event/Performance Space .....	1	2	3	4	5	⑤
Food Trucks/Carts .....	1	2	3	④	5	
Art .....	1	2	3	4	5	⑤
Plantings/Landscaping.....	1	2	3	4	5	⑤

8. I would love if Latham Square Plaza had a stage which could be used for socializing when not in use for events. I would also love to see road murals & historical signage about this intersection  
(Feel free to continue on the back of this page)

Thank you for participating!



Survey #  
40





# LATHAM SQUARE PLAZA | COMMUNITY DESIGN WORKSHOP

## Community Survey

Please take a few minutes to complete this short survey.

Your responses will help shape the future of Latham Square Plaza!

1. What is your Zip Code? 94612
2. How often do you visit downtown Oakland? (every day, every week, etc.)  
every day
3. What would inspire you to visit downtown more often?  
more food trucks
4. What is your favorite thing about downtown Oakland?  
it's my home
5. What is your *least* favorite thing about downtown Oakland?  
need more outdoor seating
6. What is your favorite color? green
7. In your opinion, which of the following, if any, are important elements of Latham Square Plaza? (Please rate each from 1 to 5)

	Not important			Important	
Seating .....	1	2	3	4	5
Event/Performance Space .....	1	2	3	4	5
Food Trucks/Carts .....	1	2	3	4	5
Art .....	1	2	3	4	5
Plantings/Landscaping.....	1	2	3	4	5

8. I would love if Latham Square Plaza had a Food truck +  
another, and a bike rack corral

(Feel free to continue on the back of this page)

**Thank you for participating!**



Survey #  
41



# LATHAM SQUARE PLAZA | COMMUNITY DESIGN WORKSHOP

## Community Survey

Please take a few minutes to complete this short survey.

Your responses will help shape the future of Latham Square Plaza!

1. What is your Zip Code? 94609
2. How often do you visit downtown Oakland? (every day, every week, etc.)  
2 times a week
3. What would inspire you to visit downtown more often? live music
4. What is your favorite thing about downtown Oakland? culture, food
5. What is your *least* favorite thing about downtown Oakland? boring / not enough people at night
6. What is your favorite color? \_\_\_\_\_

7. In your opinion, which of the following, if any, are important elements of Latham Square Plaza? (Please rate each from 1 to 5)

	Not important				Important	
Seating .....	1	2	3	4	(5)	
Event/Performance Space .....	1	2	3	4	(5)	
Food Trucks/Carts .....	1	2	3	4	(5)	
Art .....	1	2	(3)	4	5	
Plantings/Landscaping.....	1	2	3	(4)	5	

8. I would love if Latham Square Plaza had a food trucks,  
live music / performance

(Feel free to continue on the back of this page)

Thank you for participating!



Survey #  
42



# LATHAM SQUARE PLAZA | COMMUNITY DESIGN WORKSHOP

## Community Survey

Please take a few minutes to complete this short survey.

Your responses will help shape the future of Latham Square Plaza!

1. What is your Zip Code? 94608
2. How often do you visit downtown Oakland? (every day, every week, etc.)  
several times a week
3. What would inspire you to visit downtown more often?  
more bike lanes, more secure bike parking (elockers), businesses open on weekends & later on weekdays
4. What is your favorite thing about downtown Oakland?  
diversity, Paramount & Fox theaters
5. What is your *least* favorite thing about downtown Oakland?  
too much on-street parking, potholes, lack of bike lanes
6. What is your favorite color? brown
7. In your opinion, which of the following, if any, are important elements of Latham Square Plaza? (Please rate each from 1 to 5)

	Not important			Important	
Seating .....	1	2	3	(4)	5
Event/Performance Space .....	1	2	3	(4)	5
Food Trucks/Carts .....	1	2	(3)	4	5
Art .....	1	(2)	3	4	5
Plantings/Landscaping.....	1	2	(3)	4	5

8. I would love if Latham Square Plaza had a <sup>mini</sup> parabolic band shell,  
because it would allow outdoor music performances to  
not be drowned out by traffic noise; bike parking on all  
(Feel free to continue on the back of this page)

Thank you for participating!



# LATHAM SQUARE PLAZA | COMMUNITY DESIGN WORKSHOP

## Community Survey

Please take a few minutes to complete this short survey.

Your responses will help shape the future of Latham Square Plaza!

1. What is your Zip Code? 94619
2. How often do you visit downtown Oakland? (every day, every week, etc.)  
\_\_\_\_\_
3. What would inspire you to visit downtown more often? \_\_\_\_\_  
Kid friendly stuff like G OmCA
4. What is your favorite thing about downtown Oakland? \_\_\_\_\_  
OmCA, Chinatown, restaurants
5. What is your *least* favorite thing about downtown Oakland? \_\_\_\_\_  
teenagers Smoking blunts 24-7
6. What is your favorite color? rainbow
7. In your opinion, which of the following, if any, are important elements of Latham Square Plaza? (Please rate each from 1 to 5)

	Not important			Important	
Seating .....	1	2	3	(4)	5
Event/Performance Space .....	1	2	3	(4)	5
Food Trucks/Carts .....	1	2	(3)	4	5
Art .....	1	2	(3)	4	5
Plantings/Landscaping.....	1	2	3	4	(5)

8. I would love if Latham Square Plaza had a open space / park let,  
bike friendly space.

(Feel free to continue on the back of this page)

**Thank you for participating!**



Survey #  
44



# LATHAM SQUARE PLAZA | COMMUNITY DESIGN WORKSHOP

## Community Survey

Please take a few minutes to complete this short survey.

Your responses will help shape the future of Latham Square Plaza!

1. What is your Zip Code? \_\_\_\_\_

2. How often do you visit downtown Oakland? (every day, every week, etc.)

3. What would inspire you to visit downtown more often? \_\_\_\_\_

4. What is your favorite thing about downtown Oakland? \_\_\_\_\_

5. What is your *least* favorite thing about downtown Oakland? \_\_\_\_\_

6. What is your favorite color? \_\_\_\_\_

7. In your opinion, which of the following, if any, are important elements of Latham Square Plaza? (Please rate each from 1 to 5)

	Not important			Important	
Seating .....	1	2	3	4	5
Event/Performance Space .....	1	2	3	4	5
Food Trucks/Carts .....	1	2	3	4	5
Art .....	1	2	3	4	5
Plantings/Landscaping.....	1	2	3	4	5

8. I would love if Latham Square Plaza had a \_\_\_\_\_  
Grocery store! → Please

(Feel free to continue on the back of this page)

**Thank you for participating!**



Survey #  
45



# LATHAM SQUARE PLAZA | **COMMUNITY DESIGN WORKSHOP**

**WHO |** YOU! All members of the community are welcome. No design experience needed!

**WHEN |** **Saturday February 23, 2013, 12pm - 4pm.** Presentations from 12pm - 1:15pm,  
Drop-in workshops from 1:15pm - 4pm

**WHERE |** Ground Floor, Cathedral Building @ Broadway and Telegraph Ave, Oakland

**WHAT |** Join City of Oakland staff and Rebar for a creative community gathering to envision the Latham Square Plaza pilot.

*Art and design activities for children and adults!  
Help design the future of Downtown Oakland!*

Fill this out and bring to the design workshop. Can't make the meeting? Share your thoughts on what Latham Square needs at:  
[lathamsquare@gmail.com](mailto:lathamsquare@gmail.com) -or- visit: [www.oaklandnet.com/LathamSquare](http://www.oaklandnet.com/LathamSquare)

**Latham Square needs:** NEW WINDOW DRESSER FOR MEN'S WARE.

**Latham Square needs:** AMP<sup>#</sup> THEATER  
Survey #

**Latham Square needs:** Seating. Plants. A hella cool scraper bike rodeo.

# LATHAM SQUARE PLAZA | COMMUNITY DESIGN WORKSHOP

## Community Survey

Please take a few minutes to complete this short survey.

Your responses will help shape the future of Latham Square Plaza!

1. What is your Zip Code? 94612 (work)
2. How often do you visit downtown Oakland? (every day, every week, etc.)  
Work @ City hall M-F, plus some weekends
3. What would inspire you to visit downtown more often? More casual, cafes / eateries; welcoming seating; changing art
4. What is your favorite thing about downtown Oakland?  
Incredible architecture, warm & sunny
5. What is your least favorite thing about downtown Oakland?  
not enough greenery / people on the street
6. What is your favorite color? Orange / Red
7. In your opinion, which of the following, if any, are important elements of Latham Square Plaza? (Please rate each from 1 to 5)

	Not important			Important	
Seating .....	1	2	3	4	5
Event/Performance Space .....	1	2	3	4	5
Food Trucks/Carts .....	1	2	3	4	5
Art .....	1	2	3	4	5
Plantings/Landscaping.....	1	2	3	4	5

8. I would love if Latham Square Plaza had a charging high-class art program  
all of the above, but keep design uncluttered  
in line / responsive to architecture, colorful but  
(Feel free to continue on the back of this page) not cluttered

Thank you for participating!



Everyone is on the same / night track.  
But design needs to be elegant, modern,  
playful, inspiring and changing.



# LATHAM SQUARE PLAZA | COMMUNITY DESIGN WORKSHOP

## Community Survey

Please take a few minutes to complete this short survey.

Your responses will help shape the future of Latham Square Plaza!

1. What is your Zip Code? 94607
2. How often do you visit downtown Oakland? (every day) every week, etc.)

I live on 10th & MLK

3. What would inspire you to visit downtown more often? I am always in the

area. I would come to Latham Sq on a sunny day to see the wonders of Oakland. I think a farmers mkt during the weekday would work well

4. What is your favorite thing about downtown Oakland? The architecture, the people,

the unpredictability, the variety of people.

5. What is your least favorite thing about downtown Oakland? Traffic, that

enough bike lanes, how it becomes a ghost town after business hours.

6. What is your favorite color? \_\_\_\_\_

7. In your opinion, which of the following, if any, are important elements of Latham Square Plaza? (Please rate each from 1 to 5)

	Not important				Important	
Seating .....	1	2	3	4	5	
Event/Performance Space .....	1	2	3	4	5	
Food Trucks/Carts .....	1	2	3	4	5	
Art .....	1	2	3	4	5	
Plantings/Landscaping.....	1	2	3	4	5	

8. I would love if Latham Square Plaza had a an oak tree, art that  
also works to block the wind, lots of sunny places to sit,  
a weekly farmers market, bike canal.

(Feel free to continue on the back of this page)

Thank you for participating!



Salsa by  
I will be...  
Brewery like...

While food trucks offer a variety of food options, I think the scale of a food truck is too large for this plaza. Food carts or booths would be a more appropriate size for the space.

Also, w/ the # of restaurants + cafes in the neighborhood, food trucks may create a negative impact of development of our local, downtown economy.

Bike lanes need to be improved — Broadway is not safe for biking. Maybe incorporate a bike lane into the plaza design.

Wind breaks are necessary for this space.  
maybe 5ft high, situated around  
seating areas.

# LATHAM SQUARE PLAZA | COMMUNITY DESIGN WORKSHOP

## Community Survey

Please take a few minutes to complete this short survey.

Your responses will help shape the future of Latham Square Plaza!

1. What is your Zip Code? 94610
2. How often do you visit downtown Oakland? (every day, every week, etc.)  
4/7 days
3. What would inspire you to visit downtown more often? outdoor more food open in weekend days, eating
4. What is your favorite thing about downtown Oakland? B-bus! the new restaurants/bars
5. What is your least favorite thing about downtown Oakland? not enough activity during day for families
6. What is your favorite color? Blue, green, purple
7. In your opinion, which of the following, if any, are important elements of Latham Square Plaza? (Please rate each from 1 to 5)

	Not important				Important
Seating .....	1	2	3	4	5
Event/Performance Space .....	1	2	3	4	5
Food Trucks/Carts .....	1	2	3	4	5
Art .....	1	2	3	4	5
Plantings/Landscaping.....	1	2	3	4	5

8. I would love if Latham Square Plaza had a Green space/ landscaping, outdoor eating water fountain, bike racks.
- (Feel free to continue on the back of this page)

something active for outside -  
boogie ball mini  
something to draw in

Thank you for participating!



Survey #  
49



Also, Girls Inc. is <sup>expanding</sup> ~~building~~ a building very close on  
16<sup>th</sup> Street. They are an amazing non-profit, it  
would be great to get feedback from Girls Inc.,  
First Place for Youth, and the many, many other  
non-profits in the area to see what would be  
useful + youth friendly!

# LATHAM SQUARE PLAZA | COMMUNITY DESIGN WORKSHOP

## Community Survey

Please take a few minutes to complete this short survey.

Your responses will help shape the future of Latham Square Plaza!

1. What is your Zip Code? 94609
2. How often do you visit downtown Oakland? (every day, every week, etc.)  
at least once a week
3. What would inspire you to visit downtown more often? more things going on, opportunities to interact w/ others
4. What is your favorite thing about downtown Oakland? transit hub; city govt. plaza, public meeting place; near Chinatown
5. What is your least favorite thing about downtown Oakland? Too many dead spaces; not enough public spaces
6. What is your favorite color? Blue
7. In your opinion, which of the following, if any, are important elements of Latham Square Plaza? (Please rate each from 1 to 5)

	Not important			Important		
Seating .....	1	2	3	4	(5)	
Event/Performance Space .....	1	2	3	(4)	(5)	
Food Trucks/Carts .....	1	2	3	4	(5)	
Art .....	1	2	3	(4)	5	
Plantings/Landscaping.....	1	2	3	4	(5)	

8. I would love if Latham Square Plaza had a places for kids of all ages to play (structures for kids?), draw, write; places to sit & visit; food trucks; landscaping; bright-colored umbrellas, →  
(Feel free to continue on the back of this page)

Thank you for participating!



Survey #  
50



Chairs. (In London, when I lived there - 1972-74 -  
# some of the parks had "1 o'clock clubs" at playgrounds,  
~~there~~ with locked lean-tos containing art supplies. Someone  
would come to open the lean-tos & provide supplies  
to children to do art-work for 1-2 hrs.)

# LATHAM SQUARE PLAZA | COMMUNITY DESIGN WORKSHOP

## Community Survey

Please take a few minutes to complete this short survey.

Your responses will help shape the future of Latham Square Plaza!

1. What is your Zip Code? 94606

2. How often do you visit downtown Oakland? (every day, every week, etc.)

Every day

3. What would inspire you to visit downtown more often? More intentional

spaces to hang out & interact.

4. What is your favorite thing about downtown Oakland? A big mix of folks,

is a transit hub.

5. What is your *least* favorite thing about downtown Oakland? That it is too reliant

on the 9-5 crowd, dead on weekends.

6. What is your favorite color? \_\_\_\_\_

7. In your opinion, which of the following, if any, are important elements of Latham Square Plaza? (Please rate each from 1 to 5)

	Not important			Important		
Seating .....	1	2	3	4	(5)	
Event/Performance Space .....	1	2	3	(4)	5	Already in O'Garra
Food Trucks/Carts .....	1	2	3	4	(5)	
Art .....	1	2	3	4	(5)	
Plantings/Landscaping.....	1	2	3	4	(5)	

8. I would love if Latham Square Plaza had a set of oak trees. Art featuring

Oak themes. Murals on the ground/planters/surfaces that could be collaborat

with local artists or youth groups. Quality graffiti. Something for kids  
(Feel free to continue on the back of this page)

Thank you for participating!



to sit on that may align parallel to the buildings. Maybe an homage to the streetcar or an old business (I like the picture of the old cycle store) to be themed throughout the square. I love the idea of reclaimed or low cost materials, especially the street signs. The signs could be playfully used and incorporated with a sculpture, ~~as~~ like the branches of an oak tree.

I love the idea of food vendors or trucks, probably along the Rotunda side of the street (so seating can be in the sun). There are more food establishments in uptown than in previous years, but a lot of the brick and mortar ones are expensive, and other cheaper options aren't very healthy or quality. This seems like one area of Oakland where these can be more of a permanent fixture.

Bike parking    Cycletrack that connects telegraph to broadw



# LATHAM SQUARE PLAZA | COMMUNITY DESIGN WORKSHOP

## Community Survey

Please take a few minutes to complete this short survey.

Your responses will help shape the future of Latham Square Plaza!

1. What is your Zip Code? 94607 (ON THE EDGE OF 94612)

2. How often do you visit downtown Oakland? (every day, every week, etc.)

I LIVE @ 8TH & BROADWAY, WORK LARGELY AT HOME,

3. What would inspire you to visit downtown more often? QUIT TEACHING,

WHICH TAKES ME TO SF A COUPLE TIMES A WEEK

4. What is your favorite thing about downtown Oakland? ITS POTENTIAL,

DOWNTOWN, AT TIMES HAS AN INCREDIBLE ENERGY, LIKE MANY OF (SEE BAC

5. What is your least favorite thing about downtown Oakland? I REALLY DON'T

KNOW. I EVEN LIKE CITY CENTER PLAZA, EVEN THOUGH I (SEE BAC

6. What is your favorite color? I DUNNO, MAN! TOO HARD!

7. In your opinion, which of the following, if any, are important elements of Latham Square Plaza? (Please rate each from 1 to 5)

	Not important			Important	
Seating .....	1	2	3	4	(5)
Event/Performance Space .....	1	2	3	4	(5)
Food Trucks/Carts .....	1	2	3	(4)	5
Art .....	1	2	3	(4)	5
Plantings/Landscaping.....	1	2	3	4	(5)

8. I would love if Latham Square Plaza had a FOUNTAIN TO PLAY IN.

ALSO, THE PARK SHOULD EXTEND UP TO 17TH

ABUTTING TRAFFIC COMING FROM 20TH

(Feel free to continue on the back of this page)

Thank you for participating!



(4. CONT.) - GREAT CITIES OF THE WORLD, THE DIFFERENCE IS THAT OAKLAND'S IS NEVER SUSTAINED. THINGS DIE. ITS A KIND OF PYNCHON-ESQUE ENVIRONMENT OF ENTROPY. OFTEN FRUSTRATING, ALWAYS PROMISING. OLD OAKLAND IS A PRIME EXAMPLE. FARMERS MKT, GREAT RESTAURANTS... BUT BESIDES PATTO'S, EPHEMERAL. ACTUALLY, THE BREWERY IS ROCK-SOLID AS WELL.

(5 CONT.) ~~ABHOR~~ IT ARCHITECTURALLY. WAIT!!! THERE IS SOMETHING I NOT ONLY DISLIKE, BUT CONSIDER AN URBAN PLANNING CRIME. SMART & FINAL'S STRATEGY OF TURNING ITS BACKSIDE TO BROADWAY AND EATING UP SOME OF THE MOST VALUABLE STOREFRONT ~~POTENTIAL~~ SPACE IN THE ENTIRE CITY. THAT'S NOT URBAN PLANNING - IT'S DESAPARTION.

# LATHAM SQUARE PLAZA | COMMUNITY DESIGN WORKSHOP

## Community Survey

Please take a few minutes to complete this short survey.

Your responses will help shape the future of Latham Square Plaza!

1. What is your Zip Code? 94612
2. How often do you visit downtown Oakland? (every day) every week, etc.)  
live here
3. What would inspire you to visit downtown more often? Relaxing, calm  
envir near active
4. What is your favorite thing about downtown Oakland? Vibrancy,  
Conceptual, creative
5. What is your *least* favorite thing about downtown Oakland? empty building  
space
6. What is your favorite color? black -

7. In your opinion, which of the following, if any, are important elements of Latham Square Plaza? (Please rate each from 1 to 5)

	Not important			Important	
Seating .....	1	2	3	4	<u>5</u>
Event/Performance Space .....	1	2	<u>3</u>	4	5
Food Trucks/Carts .....	1	2	<u>3</u>	4	5
Art .....	1	2	3	4	<u>5</u>
Plantings/Landscaping.....	1	2	3	4	<u>5</u>

8. I would love if Latham Square Plaza had a Working fountain,  
Single comfortable seating where you can hang & read,  
lots of greenery, Art w/color comparable to  
(Feel free to continue on the back of this page) Oakland murals, →

Thank you for participating!



trees, screens to block traffic noise + sound,  
reuse of artistic gates + such from Oakland  
as shown in slides that blends things that  
are of Oakland. Don't like vibrant street  
painting from slides - overwhelming +  
looks poorly maintained.