

**Bondi, James**

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**From:** Flynn, Rachel  
**Sent:** Thursday, November 07, 2013 5:34 PM  
**To:** Levin, Brooke A.  
**Subject:** FW: Meltwater News

Car-free plan for Latham Square challenged by City of Oakland staffers

Nov. 5, 2013, Oakland Local

<http://oaklandlocal.com/2013/11/power-play-in-oakland-planning-department-targets-latham-square-november-5/>

**Bondi, James**

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**From:** Flynn, Rachel  
**Sent:** Thursday, November 07, 2013 6:43 PM  
**To:** Matt Artz  
**Subject:** RE: Question from Oakland Tribune

Hi Matt – Can we speak tomorrow? Thanks, Rachel

**From:** Matt Artz [<mailto:martz@bayareanewsgroup.com>]  
**Sent:** Wednesday, November 06, 2013 6:22 PM  
**To:** Flynn, Rachel  
**Subject:** Question from Oakland Tribune

Hi Rachel,

I saw your comments in Oakland Local about Latham Square. I had written about the pilot project shortly before it began. Just wanted to ask you briefly about the city's next steps and make sure that Oakland Local correctly captured the planning department's thoughts on the project.

Please let me know if you are available for a quick conversation Thursday.  
Matt

--  
Matthew Artz  
Oakland Tribune  
T: 510-208-6435  
C: 510-435-8035

**Bondi, James**

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**From:** Flynn, Rachel  
**Sent:** Wednesday, October 16, 2013 8:59 PM  
**To:** Kaplan, Rebecca  
**Subject:** Latham Pilot CC Resolution 04-2013  
**Attachments:** sharpscan@oaklandnet.com\_20131015\_165422.pdf

Hi Rebecca -- So great to meet with you today. I always enjoy hearing what you have to say. Thanks for "getting it" when it comes to transportation and land use. Attached is the Reso that CC approved in April 2013. Read the last "whereas" and let me know what you think it really says. Thanks, Rachel

**Bondi, James**

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**From:** Flynn, Rachel  
**Sent:** Thursday, November 07, 2013 4:18 PM  
**To:** Kathleen Rousseau  
**Subject:** RE: Latham Square

Thanks so much Kathy. I didn't see the attachment. Would you mind resending? Thanks, Rachel

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**From:** Kathleen Rousseau [<mailto:kar@rprarchitects.com>]  
**Sent:** Thursday, November 07, 2013 1:49 PM  
**To:** Flynn, Rachel  
**Subject:** Latham Square

Rachel,  
Attached is a copy of a letter that I sent to councilmembers Kaplan and McElhaney.  
Let me know if you need any additional help with this matter.

Thanks,

Kathleen Rousseau, AIA LEED AP  
RPR Architects

1629 Telegraph Avenue  
Suite 200  
Oakland, CA 94612  
Tel 510 272 0654  
Fax 510 444 0279

## **Bondi, James**

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**From:** Flynn, Rachel  
**Sent:** Friday, November 08, 2013 10:55 AM  
**To:** Levin, Brooke A.  
**Subject:** FW: Latham

Brooke – Let's discuss. Thanks, Rachel

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**From:** Sanchez, Arturo M  
**Sent:** Friday, November 08, 2013 11:44 AM  
**To:** Flynn, Rachel; Starr, Iris  
**Cc:** Neary, Mike; Santana, Deanna  
**Subject:** Latham

Rachel and Iris,

The Mayor has asked that the administration put out a clear statement on the Latham Square project and timeline for new direction. The Mayor believes that not being clear only exacerbating a lack of clarity among the public.

Deanna concurs.

Deanna would like you two to work together and recommend a statement for Deanna to put out. Deanna must review everything before it goes out. To be crystal clear we want one voice from the city, please work together to craft a statement. This is due today. By 3pm.

Arturo M Sanchez  
Deputy City Administrator  
City Administrator's Office  
1 Frank Ogawa Plaza, 11th Floor  
Oakland, CA 94612

email: [asanchez@oaklandnet.com](mailto:asanchez@oaklandnet.com)  
Office: (510) 238-7542  
Cell: (510) 912-4607  
Fax: (510) 238-7084

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## Bondi, James

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**From:** Flynn, Rachel  
**Sent:** Monday, November 04, 2013 8:42 PM  
**To:** susan@oaklandlocal.com  
**Subject:** Latham Square

Susan – It is my understanding that you will probably be running a story on Latham Square in downtown Oakland – if you haven't already. Laura McCamy is the writer. She recently wrote a piece for SF Streetblog – after interviewing me at length. I must say that I was shocked at the number of errors and the one-sided nature of the piece. I have been speaking to "reporters" for years – and I have never seen anyone get a story this wrong. Ms. McCamy clearly has strong personal feelings about this issue and is bringing them to bear in her writing.

I'd be very glad to discuss this with you further, if you are interested. My cell is 326-2709. Thanks, Rachel

Rachel Flynn, AIA  
Director | Department of Planning + Building | City of Oakland

## Bondi, James

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**From:** Flynn, Rachel  
**Sent:** Friday, July 12, 2013 6:02 PM  
**To:** Blackwell, Fred  
**Cc:** Kendall, Brian; Kahn, Kelley  
**Subject:** FW: Latham Square Press Release - Quote?

Fred, Just wanted to let you know the schedule on Latham Square. Iris and Jamie were looking to issue a press release on Tuesday (7/16) about the street closure/pilot project.

The street closure occurs on July 22<sup>nd</sup>. Thanks, Rachel

**Bondi, James**

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**From:** Flynn, Rachel  
**Sent:** Monday, July 15, 2013 12:48 PM  
**To:** Eleanor Hollander (ehollander@oaklandchamber.com)  
**Cc:** morten@jrdv.com; solomon.ets-hokin@colliers.com; Kendall, Brian  
**Subject:** LATHAM SQUARE Urgent need not to lose Measure 1C funding  
**Attachments:** Latham staff report 041313.pdf

Eleanor -- This is what was sent to City Council. There is a very simple drawing towards the end of the report that just shows the street closure. Rachel

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**From:** Morten Jensen [mailto:Morten@JRDV.Com]  
**Sent:** Monday, April 29, 2013 4:29 PM  
**To:** Starr, Iris  
**Cc:** Hillmer, J H; Lane, Patrick; Durney, George; Parks, Jamie; Wald, Zachary; Flynn, Rachel  
**Subject:** LATHAM SQUARE Urgent need not to lose Measure 1C funding

Dear Iris,

I know you and Jamie want the best for Oakland and Latham Square, but as far as I can tell the recent vote by the Public Works Committee (described in email below) was a step in the wrong direction towards our shared goal of increased economic activity in our downtown as well as properly honoring the one of most historic places in the East Bay. Contrary to the staff report, the ownership and occupants of the Cathedral Building ***do not*** support this plan. Instead we think it is important that we implement an enhanced version of the adopted *2004-2005 Latham Square Plan* already funded by \$8 Million of Measure 1C money for the following reasons:

**1. LATHAM SQUARE IS LONG OVERDUE FOR REMODELING AS:**

- a. The present 1950s era curbs seriously compromise the important setting for the historic Latham Square fountain with curbs so close to the fountain that one cannot even walk around it. (See attached.)
- b. The current 1960s and 1970s paving is a terrible hodgepodge of random modernizations that not only dishonor the only Beaux-Arts City-Beautiful era sculpture in the downtown, but also the surrounding historic buildings, while signaling to public at large, as well possible investors, that the full revitalization of the most photographed intersection in the East Bay at the middle 20<sup>th</sup> Century remains very far off.

**2. AN ENHANCED VERSION OF THE FULLY FUNDED AND ADOPTED "2004-2005 LATHAM SQUARE PLAN" URGENTLY NEEDS TO BE IMPLEMENTED AS IT:**

- a. Relocates curbs to provide more space around historic fountain. (These curbs could still be relocated without necessarily implementing the proposed traffic signal changes as shown at the end of the attached.)
- b. Provides a comprehensive approach to paving at Latham Square and around the Cathedral Building (That could easily be made more interesting as demonstrated in the attached)
- c. Is fully funded by \$8 million from Measure 1C, ***funding that will be permanently lost if design of the civil engineering of the relocated curbs does not start THIS SPRING***, according to City former Redevelopment staff who have been working on this for the past 8 years.
- d. Still allows for the segment of Telegraph Avenue from 15<sup>th</sup> Street to 16<sup>th</sup> Street could be closed for special occasions, during different times of day, etc.

**3. THE CURRENT PILOT PROJECT EFFORT DESCRIBED IN THE STAFF REPORT (attached) IS MISDIRECTED BECAUSE:**

- a. The City staff with greatest knowledge of the funding source, as well as the engineering, have not been sufficiently involved in this effort.
- b. The public meetings mentioned in the staff report did not include any meaningful dialog of:



- i. The pros and cons of the fully-funded and adopted *Latham Square 2004-2005 Plan*.
  - ii. The potential enhancements to the fully-funded and adopted *Latham Square 2004-2005 Plan* such as ability to close Telegraph Avenue, use of enhanced pavement, inclusion of new program uses and optional deletion traffic signal.
  - iii. How "salvaged items" (junk?) to be found at the Port and City Corporation Yard will be a way to respect and enhance this important historical setting, or stimulate economic development.
  - iv. How closing off a street will result in increased pedestrian, commercial and other programmatic activity.
- c. It **does not** have the support of the ownership and occupants in the Cathedral Building, the primary building that is contiguous with Latham Square.

Please feel free to respond line-by-line to any of the items above that you specifically disagree with. For your convenience, I've also attached the City staff report as well as some of the drawings we have prepared over the years. Again, we know that you and Jamie only want the best for our City, as do we.

Thanks,

Morten

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**From:** Starr, Iris [<mailto:ISTarr@oaklandnet.com>]

**Sent:** Friday, April 26, 2013 1:02 PM

**To:** [andrew@oaklandvm.com](mailto:andrew@oaklandvm.com); [mmcclure@californiagroup.com](mailto:mmcclure@californiagroup.com); [ed@jrdv.com](mailto:ed@jrdv.com); [ehollander@oaklandchamber.com](mailto:ehollander@oaklandchamber.com); [spadilla@transformca.org](mailto:spadilla@transformca.org); [dave@ebbc.org](mailto:dave@ebbc.org); [karen@hesternet.net](mailto:karen@hesternet.net); [cortt@awakencafe.com](mailto:cortt@awakencafe.com); [katherin@proartsgallery.org](mailto:katherin@proartsgallery.org); [rebecca.saltzman@gmail.com](mailto:rebecca.saltzman@gmail.com); [cskidd@gmail.com](mailto:cskidd@gmail.com); [j@jonathanbair.com](mailto:j@jonathanbair.com); [Drhayashi@totalhealth.com](mailto:Drhayashi@totalhealth.com); [christine.hwang@gmail.com](mailto:christine.hwang@gmail.com); [kenyaw@gmail.com](mailto:kenyaw@gmail.com); [carollevine@peoplepc.com](mailto:carollevine@peoplepc.com); [dharris@oakarts.org](mailto:dharris@oakarts.org); [ntaylor@eastbaycf.org](mailto:ntaylor@eastbaycf.org); [morten@jrdv.com](mailto:morten@jrdv.com); [natalie@oaklandish.com](mailto:natalie@oaklandish.com); [naomi@17th.com](mailto:naomi@17th.com); [elizabeth@rebargroup.com](mailto:elizabeth@rebargroup.com); [justin@rebargroup.com](mailto:justin@rebargroup.com); [matt@rebargroup.com](mailto:matt@rebargroup.com); [eferguson@kittelson.com](mailto:eferguson@kittelson.com)

**Cc:** Parks, Jamie; Durney, George; Gallo, Aliza; Roberts, Samee; Zaremba, Kristen W.; Kaminski, Laura; Macilvaine, Jim

**Subject:** FW: Egenda for the week of April 29, 2013

Hi folks

The Latham Square item was passed unanimously by the Public Works Committee on April 23<sup>rd</sup>. The next step is a presentation/discussion at the City Council meeting. However, the Council meeting on April 30 is going to be a special meeting to discuss the budget – so we will be on the docket for May 7. Hope to see you there!

Let me know if you have any concerns.

**Iris Starr, AICP**

**Division Manager of Transportation Planning and Funding**

Department of Engineering & Construction

City of Oakland | Public Works Agency | APWA Accredited Agency

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**Report A Problem | Public Works Agency Call Center | (510) 615-5566**

[www.oaklandpw.com](http://www.oaklandpw.com) | [pwacallcenter@oaklandnet.com](mailto:pwacallcenter@oaklandnet.com) | **Mobile app: SeeClickFix**

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**From:** Zima, Hannah

**Sent:** Friday, April 26, 2013 11:40 AM

**To:** DL - City Clerk - Egenda Subscribers; Aegis; Angela Hart; [bgeiser\\_arch@hotmail.com](mailto:bgeiser_arch@hotmail.com); Cameron Thomas; Carolyn Jones; Cecily Burt; [CJ@fairyland.org](mailto:CJ@fairyland.org); Demian Bulwa; Dorothy Smith; Elizabeth Pratt; Frederick O. Lewis III; Helen Hutchinson; J. Laurain; Jane Kramer ([jane@jrkramer.com](mailto:jane@jrkramer.com)); [jbcjs@comcast.net](mailto:jbcjs@comcast.net); Jed Silver; Jim Hilk; Kathy Furlan; Kelly Rayburn; kmclean; Lisa Hire; Marcus Johnson; Matt Artz; Matthai Kuruvila; Michael Johnson; P. Turntine; Rachel Richman; Ruth Cavagnaro; Scott D. Johnson; Sean Maher; Stanley Cooper ([stanleycooper34@yahoo.com](mailto:stanleycooper34@yahoo.com)); Tiffany

Wheeler; Vincent Hicks; William Davis

**Subject:** Egenda for the week of April 29, 2013

Have a great weekend!

Office of the City Clerk  
Oakland City Hall  
1 Frank Ogawa Plaza  
Oakland, CA 94612  
LaTonda Simmons, City Clerk



## **SUPPLEMENTAL**

**City Of Oakland**

**City Council**

## Legislative Calendar

ALL MEETINGS ARE HELD IN CITY HALL  
ONE FRANK H. OGAWA PLAZA, OAKLAND, CA

Date	Time	Meeting Body	Meeting Location
<b>FOR THE WEEK OF April 29, 2013</b>			

### Oakland Redevelopment Successor Agency/City Council

Floor	4-30-13	2:30 P.M.	<u>Special Closed Session</u>	Sgt. Daniel Sakai Rm. (HR 4) 2nd Floor
		5:30 P.M.	<u>Special Meeting of the Oakland City Council</u>	Council Chambers 3rd Floor
	5-2-13	10:30 A.M.	<u>Special Closed Session</u>	Building Bridges Room 3rd Floor
		10:45 A.M.	<u>*Rules and Legislation Committee</u>	Council Chambers 3 <sup>rd</sup> Floor
	5-3-13	11:30 A.M.	<u>Special Closed Session</u>	Sgt. Daniel Sakai Rm. (HR 4) 2nd

### UPCOMING MEETINGS for Oakland City Council:

	5-7-13	3:00 P.M.	Special Closed Session	Sgt. Daniel Sakai Rm. (HR 4) 2nd Floor
		5:30 P.M.	<u>Ceremonial presentations and consent items</u>	Council Chambers 3rd Floor
		6:30 P.M.	Items requiring discussion (non-consent)	
	5-9-13	10:30 A.M.	Special Closed Session	Building Bridges Room 3rd Floor
		10:45 A.M.	<u>*Rules and Legislation Committee</u>	Council Chambers 3 <sup>rd</sup> Floor

Hannah Zima  
Office of the City Clerk  
1 Frank H. Ogawa Plaza, 2nd Floor  
Oakland, CA 94612  
Direct: (510) 238-7036





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## AGENDA REPORT

TO: DEANNA J. SANTANA  
CITY ADMINISTRATOR

FROM: Vitaly B. Troyan, P.E.

SUBJECT: Latham Square Pilot Project

DATE: March 19, 2013

City Administrator  
Approval

Date: 4/10/13

COUNCIL DISTRICT: District 3

### RECOMMENDATION

Staff recommends that the City Council adopt a resolution authorizing the City Administrator or Designee to implement the Latham Square Pilot Project (LSPP) to temporarily close Telegraph Avenue between 16<sup>th</sup> Street and Broadway for the purposes of creating a pedestrian plaza for at least six (6) months following an opening date in Summer 2013; and report back to the City Council in the Fall of 2013 as to the success of the Pilot Project.

### EXECUTIVE SUMMARY

The intersection of Telegraph Avenue and Broadway (i.e., Latham Square) is one of the most prominent and important in Oakland, with the iconic Cathedral and Rotunda Buildings, scenic vistas of the Oakland hills, and the historic Latham Fountain. This project will build on Latham Square's historic significance by creating enhanced urban design through a low-cost pilot that improves the pedestrian environment; creates a flexible and programmable space to support City economic development goals; saves existing trees; and improves private automobile and transit operations.

The LSPP program will temporarily convert the existing Telegraph Avenue roadbed south of 16th Street to pedestrian-only space through the use of temporary surface treatments and perimeter planters/bollards. Readily available and temporary materials, similar to those used by New York City and San Francisco in their successful pedestrian plaza programs will be used to flexibly and comfortably accommodate a range of design enhancements, including seating, landscaping and event space (e.g., performance art). To the maximum extent possible materials will be salvaged from the City and Port of Oakland surplus supplies.

City staff have held a series of meetings with area stakeholders to review the project. In particular, the Downtown Oakland and Lake Merritt-Uptown District Associations (collectively referred to as the Downtown-Uptown BID) support the LSPP and are interested in providing maintenance and operation services.

Item: \_\_\_\_\_  
Public Works Committee  
April 23, 2013

All local access and on-street parking will be preserved, and through traffic will be re-routed onto parallel routes (primarily 17<sup>th</sup> Street and 19<sup>th</sup> Street). A traffic study conducted by City staff shows negligible effects on circulation resulting from the LSPP, and shows that all intersections would continue to meet City operating standards with the LSPP in place. Fire access to the Rotunda and Cathedral buildings would be maintained per regulations.

If adopted, the LSPP implementation will occur on a trial basis in summer 2013, with a minimum trial period of 6 months. City staff will thoroughly evaluate the relative success of the plaza through the efforts of a Working Group composed of business, residents, community, non-profit, and arts groups. This will inform the permanent re-design of Latham Square. City Council will have the opportunity to review the success of the plaza and recommend permanent transportation improvements to Latham Square in the fall of 2013.

Should the LSPP prove successful through the evaluation, the City will proceed with a permanent plaza design. Should the LSPP prove less successful, the City would proceed with implementation of the 2005 design (approved by Council in 2007) to install a traffic signal at Latham Square. In either case, permanent re-construction of Latham Square will occur in 2014, prior to the Proposition 13C expenditure date of February 28, 2015.

#### **BACKGROUND/LEGISLATIVE HISTORY**

Over its 150 year history, Latham Square has undergone several substantial redesigns changing both its look and function. Most recently, the City of Oakland proposed a re-design of Latham Square in 2005 as part of the Inner Telegraph Streetscape Project. The 2005 design proposed a traffic control signal at Latham Square to "regularize" the Telegraph Avenue/15<sup>th</sup> Street/Broadway intersection, as well as a larger set of changes to the streetscape along the entirety of Telegraph Avenue from Broadway to 20<sup>th</sup> St. The realignment of Telegraph Avenue necessary for the traffic signal would result in the removal of five large trees in the vicinity of Latham Square, and would not allow widening of the sidewalk adjacent to much of the Rotunda Building.

City Council adopted a resolution in support of the 2005 streetscape project in January 2007 (Resolution No. 80358 C.M.S.). The resolution authorized the design of the Latham Square and Telegraph Avenue Streetscape improvement project with an estimated construction cost of eight million six hundred thousand dollars (\$8,600,000.00) on Telegraph Avenue between Broadway and 20<sup>th</sup> Street. The project was determined to be categorically exempt from CEQA environmental analysis, and the categorical exemption itself was based in part on a 2004 traffic analysis of the project.

Despite the availability of funding and environmental clearance, several complications (most notably a large number of structurally unsound basements located under existing sidewalks) prevented implementation of the Inner Telegraph design between Broadway and 20<sup>th</sup> Street.

Recognizing the critical need for improvements to Latham Square for pedestrian circulation and to improve pedestrian access to the Cathedral Building, the City began an updated design for Latham Square in 2012 based on the 2005 design, consistent with Resolution No. 80358 C.M.S. that was approved for the 2005 plan. Unlike the 2005 design, the 2012 work covered only the portion of Telegraph Avenue south of 16<sup>th</sup> Street. During the course of this re-design, City staff reviewed the design principles for the 2005 design with respect to current City policy and the current status of downtown/uptown redevelopment efforts.

Since 2005, redevelopment in Uptown has been successful, resulting in significantly more pedestrian activity on Telegraph Avenue. Events like First Friday draw thousands of visitors to the area. Moreover, the emergence of local stakeholders with interest in actively programming and maintaining Latham Square, such as the Downtown Oakland and Lake Merritt-Uptown District Associations (collectively referred to as the Downtown-Uptown BID), present opportunities for more ambitious urban design. Finally, increased public interest in less auto-oriented public space suggested value in focusing more on the pedestrian aspects of the design.

The LSPP is not only consistent with emerging community desires for vibrant urban space, but also fits well with existing City policy. In particular, the City's Complete Streets Policy (Resolution No. 84204 C.M.S.) adopted in February 2013 directs City staff to provide safe, comfortable, and convenient travel for all users rather than focusing solely on the mobility of private motor vehicles. Similarly, Oakland's Transit First Policy (Resolution No. 73036 C.M.S.) directs the City to prioritize improvements to transit service efficiency as well as provide bicycle and pedestrian enhancements (e.g., pedestrian plazas) that make transit more attractive. As described in detail below in the analysis, the LSPP will improve pedestrian access and reduce transit delay, while maintaining efficient traffic operations and local access.

The LSPP also fits closely with existing City policy supporting downtown Oakland economic development. The General Plan's Land Use and Transportation Element (LUTE) establishes the importance of economic development to ensure that downtown is a "vibrant mixed use environment...at the forefront of the regional economy." Numerous policies within the LUTE relate to promoting downtown as a 24-hour activity center attractive to new businesses and residents; the LSPP is closely aligned with these goals.

### ANALYSIS

Implementation of the LSPP strengthens core City goals related to economic development and improved pedestrian friendliness within downtown; improves transit operations along Broadway; and preserves emergency access, local circulation and traffic operations. The following sections provide detailed information on several key issues related to LSPP implementation.

### *Pedestrian Plaza Best Practices*

Positive experiences in New York City, Los Angeles, San Francisco, and elsewhere with “iterative place-making” show the potential for low-cost and temporary pedestrian plaza installations to spur large positive changes in a short period of time. The modern incarnation of iterative place-making began in 2009 with New York City’s conversion of Broadway in midtown Manhattan to exclusive pedestrian and bicycle use. Rather than re-surfacing the street or moving curbs, the project started with only lawn chairs and expanded over time to include planters, bollards, umbrella tables, and public art. Each phase of the design built organically on lessons learned from previous phases.

Following the success of that project, New York City has implemented over 70 additional pedestrian plazas on streets and intersections throughout the city using similar methods. Local businesses and/or other stakeholders are engaged as partners in the design and maintenance of the new spaces. Other cities, most notably San Francisco through its Pavements to Parks program with five projects implemented to date, have followed suit. Local businesses districts have enthusiastically led these changes due to the resultant increases in economic development and business opportunities.

Iterative place-making has succeeded in both residential and commercial locations, and for a wide variety of programmed activities (e.g., musical performances, food trucks, farmers markets, etc.). Iterative place-making not only benefits the community at-large, but also has documented benefits for adjacent merchants. These recent experiences with iterative place-making show that plaza conversions like the LSPP can succeed in a wide variety of settings, provided that they are carefully planned, thoroughly involve local stakeholders, and pro-actively address maintenance issues.

### *Potential Uses and Economic Development Potential*

Several factors suggest that the LSPP would enhance economic development in downtown Oakland, and contribute to a more vibrant community. Generally, pedestrian friendliness is a critical component of all vibrant downtown areas. The primary study to date on the impacts of iterative place-making on local retail confirms this precept: analysis of before-after sales tax receipts for businesses adjacent to New York City plazas rose significantly compared to the control group of businesses in locations with no plaza conversions<sup>1</sup>.

More importantly, the LSPP fits well within the context of the existing tenants, merchants, and property owners near Latham Square. As described in detail in the Public Outreach/Interest section below, City staff has met many times with local stakeholders surrounding the proposed plaza and the response is overwhelmingly positive. The suggested uses for the space go well beyond simply providing seating and could include vending, food sales (by local restaurants and/or mobile food vendors), musical performances, theatrical performances, runway shows, and art exhibitions.

<sup>1</sup> [http://nacto.org/wp-content/uploads/2012/10/LeeEric\\_Study-Update-for-Designing-Cities.pdf](http://nacto.org/wp-content/uploads/2012/10/LeeEric_Study-Update-for-Designing-Cities.pdf)



While City staff does not have the capacity to perform detailed event programming, the enthusiasm shown for using the space strongly indicates that the LSPP will be a positive and well-used addition to the community. The Downtown-Uptown BID has shown strong interest in the project, and clear management responsibility for on-going programming will be part of the LSPP evaluation.

#### *Plaza Operations, Programming and Maintenance*

City staff review of successful plaza projects in peer cities, and discussions with local stakeholders both indicate that active maintenance and programming of the Latham Square Plaza space will be critical to its success. While the City has grant funding available for the capital improvements, there is no operating funding available within the City budget for on-going maintenance (e.g., landscaping, trash collection, setting-out/picking-up furniture, etc.).

Recognizing the importance of active management of the space, City staff has coordinated closely with the Downtown-Uptown BID throughout the planning process. The Downtown-Uptown BID has expressed strong support for the project, and an interest in taking over maintenance responsibility for the LSPP through an extension of their existing encroachment permit to maintain the existing Latham Square and Latham Fountain (Amendment 1, ENMI 10261).

The LSPP will only be implemented with a commitment to provide active maintenance of the plaza (e.g., through an amendment to the existing encroachment permit for the Downtown-Uptown BID).

#### *Local Circulation and Traffic Impacts*

By closing Telegraph Avenue south of 16<sup>th</sup> Street to private automobile traffic, the LSPP would make several minor modifications to traffic circulation in the immediate vicinity of Latham Square, while maintaining access to all existing properties, driveways, and loading zones. In particular, the closure of the direct Telegraph Avenue to Broadway connection will cause vehicles traveling between Telegraph Avenue and Broadway to use alternate routes. Because Broadway and Telegraph Avenue are nearly parallel, there are several options for drivers that result in minimal out-of-direction travel: 17<sup>th</sup> Street, 19<sup>th</sup> Street, 20<sup>th</sup> Street, and Grand Avenue.

To assess the impacts of the LSPP on traffic circulation, City staff conducted a traffic analysis comparing traffic operations for the LSPP to the 2005 Latham Square design for a signalized intersection. Consistent with standard City procedures, analysis used the concept of automobile Level of Service (LOS) as defined by the Highway Capacity Manual. The LOS concept uses an A-F scale based on the average vehicle delay at an intersection, with LOS A representing the least delay and LOS F representing the most delay. The City standard for downtown intersections is for intersections to operate at LOS E or better.

In brief, the analysis shows that the LSPP results in minimal change to traffic operations, as all study intersections would operate acceptably with the LSPP in place (LOS C or better with most

intersections operating at LOS A or B). In comparison to a signalized intersection at Telegraph Avenue/Broadway/15th Street as proposed under the 2005 approved design, the LSPP actually improves overall traffic operations. Because of the complicated geometry at the Telegraph Avenue/Broadway/15th Street intersection, the 2005 design for a signal would noticeably increase delay for motorists, transit users, and pedestrians traveling along Broadway, resulting in LOS D. Average peak hour delay at the Telegraph Avenue/Broadway/15th Street intersection would increase from 18 seconds today to 44 seconds under the 2005 design.

#### *On-Street Parking and Loading*

The LSPP will maintain the same number and configuration of on-street parking spaces and loading zones as the Council-approved 2005 design. Moreover, there is long-term potential for a net increase in on-street parking along the Broadway frontage of the plaza should the Latham Square plaza be installed permanently. 16th Street will continue to serve as the major loading zone for the Rotunda Building.

#### *Transit Operations*

By removing Telegraph Avenue from the Broadway/15th Street intersection, the LSPP has the potential to significantly benefit transit service along Broadway, which is the busiest bus corridor in Oakland. Intersection delay is a major cause of bus delay, and the LSPP has the potential to improve traffic and transit flow along Broadway, particularly as compared to the 2005 signalized intersection design (see traffic analysis discussion above).

The LSPP would directly affect only one AC Transit bus line: Line 58L northbound. Other Telegraph Avenue bus lines (i.e., Line 1, Line IR, Line 800 and Line 58L southbound) use Broadway between 16th and 20th and access Telegraph Avenue via the 20th Street transit mall. City staff has coordinated with AC Transit as part of project development, and have confirmed that AC Transit is able to re-route the Line 58L northbound as needed to accommodate the project, without significant impact to the route.

The Free B Shuttle uses Telegraph Avenue between 16th and 20th Street on Friday and Saturday evenings. Public Works Agency staff has coordinated with the Office of Economic Development (which funds operation of the Shuttle) to confirm that re-routing the Shuttle on those two nights only is not an issue (this re-route already occurs on First Fridays).

#### *Pedestrian and Bicycle Circulation and Access*

The current configuration of Telegraph Avenue/Broadway requires significant out-of-direction travel for pedestrians walking along the west side of Broadway; instead of simply walking parallel to Broadway, pedestrians must cross Telegraph Avenue at 16th Street and walk along the Telegraph Avenue between 16th Street and Broadway. The LSPP will significantly reduce pedestrian out-of-direction travel and delay through the implementation of the plaza.

While the primary purpose of the LSPP will be to create pedestrian space and bicycle access, additional bicycle parking will also be included in the design. City staff has worked closely with the City's Bicycle and Pedestrian Advisory Committee (BPAC) to ensure that bicyclists needs will be met through the project.

*Emergency Vehicle Access*

Design of the LSPP will accommodate emergency vehicle access to the front of the Rotunda Building in the event of an emergency at the Rotunda Building itself. This is a common requirement of many plaza designs and can be accommodated in many ways. Public Works Agency staff has coordinated with the Fire Department throughout the design process and will continue to do so in order to ensure that the final implementation of the LSPP addresses any and all Fire Department concerns. The Fire Department will approve the final design of the LSPP.

*Pilot Project Evaluation Criteria*

City staff proposes to use a robust set of evaluation criteria to assess the LSPP over the course of the trial period to inform permanent plaza design decisions to ensure that permanent construction of Latham Square occurs on schedule in 2014. The evaluation criteria are based on the key analysis issues described above, and are summarized in Table 1. Staff proposed to report to City Council with a full evaluation and recommendation for action in the fall of 2013.

**Table 1. Summary of Latham Square Pilot Project Evaluation Criteria**

<b>Objective</b>	<b>Measures of Success</b>
<i>Create a vibrant community space attractive to all residents</i>	<ul style="list-style-type: none"><li>• Clear management responsibility for programming</li><li>• Number and diversity of scheduled events</li><li>• Attendance at scheduled events</li><li>• Use of plaza during non-event time (e.g., number of seated pedestrians)</li><li>• Stakeholder group feedback</li></ul>
<i>Improve economic development opportunities for local businesses</i>	<ul style="list-style-type: none"><li>• Number of scheduled events hosted by local businesses and /or organizations</li><li>• Local business and property owner feedback</li></ul>
<i>Allow acceptable circulation for transit, deliveries, and private vehicles</i>	<ul style="list-style-type: none"><li>• Traffic operations analysis at affected intersections</li><li>• Effects on AC Transit service/ridership</li><li>• Effects on Free B Shuttle service/ridership</li></ul>
<i>Maintain the plaza as safe and attractive</i>	<ul style="list-style-type: none"><li>• Feedback from Downtown-Uptown BID</li><li>• Regularity of litter removal</li><li>• Availability and emptying of trash receptacles</li><li>• Regular watering, pruning and weeding of landscape features</li><li>• Frequency of graffiti, and regularity of graffiti removal</li><li>• Public safety data and observed concerns</li><li>• Public comments and feedback</li></ul>

#### **PUBLIC OUTREACH/INTEREST**

City staff used an extensive public outreach process in developing the LSPP, and strong public support from local stakeholders has been critical to moving the project forward. Initial outreach activities to date included the following:

- Individual meetings with over twenty-five (25) local businesses, property owners, residents, and other stakeholders.
- Presentation at the Oakland Chamber of Commerce Economic Development Forum (December 2012).
- Presentation at the Oakland Chamber of Commerce monthly BID meeting (November 2012).

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- Presentations to the Oakland Bicycle and Pedestrian Advisory Committee in November 2012 and February 2013.

Based on the initial outreach, City staff formed a Stakeholder Working Group (SWG) comprising approximately twenty (20) community members with a strong interest in the LSPP. The SWG includes a wide-range of participants to ensure that the project incorporates a broad spectrum of perspectives. SWG members include the Oakland Chamber of Commerce, the Downtown-Uptown BID, Oakland Heritage Alliance, Walk Oakland Bike Oakland, East Bay Bicycle Coalition, the Oakland School for the Arts, the property owners for the Rotunda Building and Cathedral Building, and several local business owners.

The SWG has been engaged through regular email updates, as well as in-person meetings as necessary.

In addition to targeted outreach, City staff held a four-hour community design workshop on Saturday, February 23. The workshop was advertised widely by both City staff and the SWG. City staff used the following key activities to advertise the workshop:

- Included event in the City Administrator's Weekly Report on both February 15 and February 22;
- Distributed over 250 flyers at February 2013 First Friday, and over 300 flyers to various local businesses and organization;
- Placed event posters in the windows of the Cathedral Building as well as at local business such as Oaklandish, Awaken Cafe, Jimmy's Deli, and Dogwood Cafe;
- Created a Facebook event, with invitations distributed through the SWG;
- Coordinated Twitter outreach through the SWG that reached over 30,000 combined "followers";
- Included event in the February 2013 Black Rock Arts Foundation newsletter, and posted in the Streetsblog.org calendar;

Over 100 participants attended the February 23 workshop, and an overwhelming majority expressed strong support for the project. Workshop participants were invited to fill-out a survey (over 50 were returned) and/or make design suggestions on 11x17 maps of the plaza area (over 40 designs were received). The survey results and design input have played a critical role in the design team's understanding of how the LSPP can provide the greatest community benefit. In particular, respondents were clear on the need not only for pedestrian space in the plaza (e.g., seating), but also events to ensure that the space is vibrant and well-used. Responses included ideas to use the space for runway shows, musical performances, food trucks, public art, theater performances, and more.

### COORDINATION

Development of the LSPP has been led by the Public Works Agency (Department of Engineering and Construction) and thoroughly coordinated between several City departments. These include:

- the Office of Neighborhood Investment;
- Planning and Zoning Department;
- Fire Department;
- Office of Economic Development;
- City Attorney;
- City Budget Office; and
- City Administrator's Office.

### COST SUMMARY/IMPLICATIONS

Design and implementation of the Latham Square Pilot Project will program up to \$200,000 of available grant funding from the Uptown Proposition IC grant under the California Department of Housing and Community Development's Infill Infrastructure grant program for streetscape and infrastructure improvements in the Central Business District. Sufficient funding for the LSPP is available in Fund 2144 (California Housing and Community Development), and Project C464560 (Latham Square/Telegraph Avenue Streetscape).

### FISCAL/POLICY ALIGNMENT

The City of Oakland General Plan Land Use and Transportation Element, Complete Streets Policy, and Transit First Policy direct staff to improve economic development opportunities through the creation of vibrant pedestrian spaces such as the LSPP. Moreover, the Proposition IC grant funding is available exclusively for use on streetscape and infrastructure improvements in downtown.

### SUSTAINABLE OPPORTUNITIES

**Economic:** The project will support economic development in downtown Oakland by providing a vibrant community space that can be programmed for a variety of purposes.

**Environmental:** The project will support environmentally friendly transportation by making downtown Oakland more attractive and accessible to pedestrians, transit customers, and bicyclists.

**Social Equity:** The project will provide new public space open to all citizens. Moreover, the plaza will have the potential to host a broad mix of cultural programming.


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CEQA

The Latham Square temporary plaza project as proposed is categorically exempt from the environmental analysis requirements of CEQA under CEQA Guidelines sections 15061(b)(3) (common sense exemption); 15183 (projects consistent with a general plan or zoning); 15301(c) (operation, repair, or minor alteration of existing facilities); 15304(e) (minor temporary use of land having negligible or no permanent effects on the environment); 15306 (data collection and research as part of a study for an action which an agency has not yet approved, adopted, or funded); and 15332 (infill development projects), each of which provides a separate and independent basis for CEQA clearance and when viewed collectively provide an overall basis for CEQA clearance. **Attachment A** describes how each of the exemptions mentioned above applies to the LSPP.

For questions regarding this report, please contact Jamie Parks, Complete Streets Program Manager, at 510-238-6613.

Respectfully submitted,

  
VITALY B. TROYAN, P.E.  
Director, Public Works Agency

Reviewed by:  
Michael J. Neary, P.E., Assistant Director  
Department of Engineering and Construction

Iris Starr, AICP, Division Manager  
Transportation Planning and Funding Division

Prepared by:  
Jamie Parks, Complete Streets Program Manager  
Transportation Planning and Funding Division

Attachment A: Description of CEQA Exemptions

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**Attachment A: Description of CEQA Exemptions for the  
Latham Square Pilot Project**

**Table L Summary of Categorical Exemptions Applicable to Latham Square Pilot Project**

<b>CEQA Exemption</b>	<b>Relationship to the LSPP</b>
15061(b)(3). Common Sense Exemption	CEQA applies only to projects which have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. In this case, due to both the temporary nature and limited scope of the project, as well as the analysis presented above, the LSPP does not have the potential to significantly affect the environment.
15183. Projects Consistent with a General Plan, or Zoning	CEQA mandates that projects consistent with existing zoning, community plan, or general plan policies for which an EIR was certified shall not require additional environmental review, except as necessary to examine whether there are project-specific significant effects. The LSPP is consistent with General Plan policies to enhance the vibrancy of downtown, and has no project-specific significant effects.
15301. Existing Facilities	Class I consists of the operation, repair, maintenance, permitting, leasing, licensing, or minor alteration of existing public or private structures, facilities. Existing highways and streets are included in the exemption. The key consideration is whether the project involves negligible or no expansion of an existing use. Because the LSPP will not alter existing curb-lines and the street will retain its status as public right-of-way under full control of the Public Works Agency, it does not constitute expansion of an existing use.
15304. Minor Alterations to Land	Class 4 consists of minor public or private alterations in the condition of land, water, and/or vegetation which do not involve removal of healthy, mature, scenic trees. Examples specifically include minor temporary use of land having negligible or no permanent effects on the environment. The LSPP will be temporarily implemented for up to six months, and will cause negligible permanent effects on the environment as no existing trees or curb-lines will be altered. All surface treatments, planters, bollards, and other design elements are minor alterations and temporary in nature.
15306. Information Collection	Class 6 consists of basic data collection, research, and resource evaluation activities which do not result in a serious or major disturbance to an environmental resource. These may be as part of a study leading to an action which a public agency has not yet approved, adopted, or funded. The LSPP is temporary and will cause negligible disturbance of environmental resources. Moreover, it has clearly defined evaluation criteria for which data will be collected. These data will be used to inform future City action on the long-term design of Latham Square.

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**Attachment A: Description of CEQA Exemptions for the  
Latham Square Pilot Project**

<b>CEQA Exemption</b>	<b>Relationship to the LSPP</b>
<b>15332. Infill Development Projects</b>	<p>Class 32 consists of projects characterized as in-fill development meeting the following conditions:</p> <p>(a) Consistent with the applicable general plan designation and all applicable general plan policies as well as with applicable zoning designation and regulations. <i>The LSPP is consistent with General Plan policies to enhance vibrancy of downtown Oakland, and complies with applicable zoning regulations.</i></p> <p>(b) Occurs within city limits on a project site of no more than five acres substantially surrounded by urban uses. <i>The LSPP is within the City of Oakland, and is less than 5 acres.</i></p> <p>(c) Site has no value as habitat for endangered, rare or threatened species. <i>The LSPP site has no habitat value for any species of concern.</i></p> <p>(d) Approval would not result in any significant effects relating to traffic, noise, air quality, or water quality. <i>As described above, the LSPP will not significantly affect traffic or impact noise, air quality, or water quality.</i></p> <p>(e) The site can be adequately served by all required utilities and public services. <i>The LSPP is located in downtown Oakland, and is adequately served by all required utilities public services.</i></p> <p>The italicized text above shows that the LSPP meets each of five criteria necessary for this categorical exemption.</p>

Table 2 lists the exceptions that apply generally to categorical exemptions, and describes why each is inapplicable to the LSPP.

**Table 2. Summary of Exceptions to Categorical Exemptions**

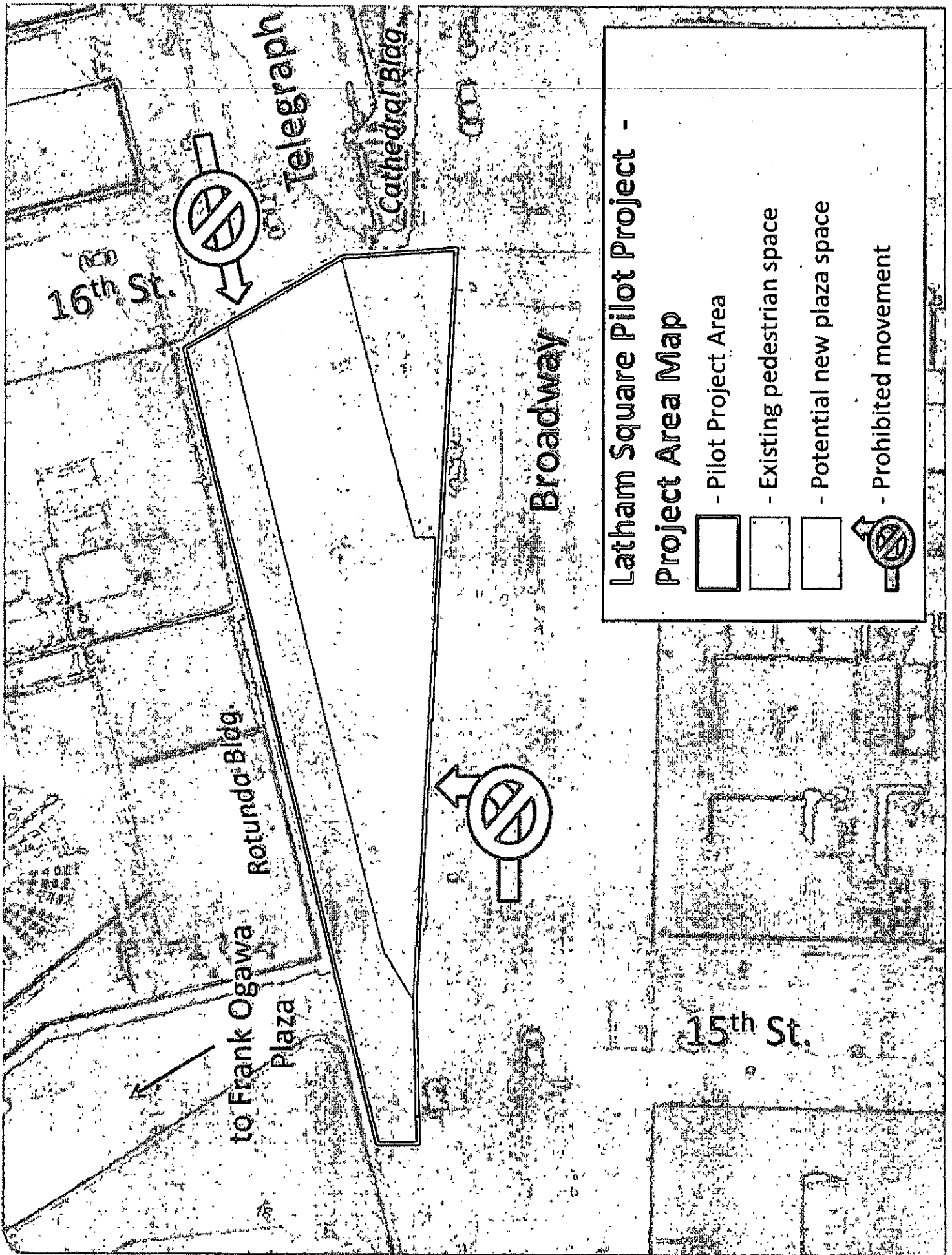
<b>Possible Exception</b>	<b>Applicability of Exception to LSPP</b>
<i>Location.</i>	Classes 4 and 6 are qualified by consideration of project location. Categorical exemptions in these classes do not apply where the project may impact an environmental resource of hazardous or critical concern where designated, precisely mapped, and officially adopted pursuant to law. There are no designated environmental resources of hazardous or critical concern in the vicinity of the LSPP.
<i>Cumulative Impact.</i>	All exemptions are inapplicable when the cumulative impact of successive projects of the same type in the same place, over time is significant. Because the LSPP lasts for only six (6) months (and separate Council action would be required to extend the length of the pilot) and will result in no permanent changes to the environment, there are no associated cumulative impacts. Moreover, there are no other successive projects of the same type in the same place anticipated or known at this time.

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**Attachment A: Description of CEQA Exemptions for the  
Latham Square Pilot Project**

<b>Possible Exception</b>	<b>Applicability of Exception to LSPP</b>
<i>Significant Effect.</i>	A categorical exemption shall not be used for an activity where there is a reasonable possibility that the activity will have a significant effect on the environment due to unusual circumstances. As described in detail in the analysis above, there are no unusual circumstances that would cause the LSPP to have a significant effect on the environment. The proposed project includes a Traffic Analysis report prepared by traffic consultant Kittelson & Associates, Inc. In summary, the report states that the proposal will not result in any significant change in traffic conditions.
<i>Scenic Highways.</i>	A categorical exemption shall not be used for a project which may result in damage to scenic resources, within a highway officially designated as a state scenic highway. There are no designated scenic highways in the vicinity of the LSPP.
<i>Hazardous Waste Sites.</i>	A categorical exemption shall not be used for a project located on a site which is included on any list compiled pursuant to Section 65962.5 of the Government Code. There are no listed hazardous waste sites in the vicinity of the LSPP.
<i>Historical Resources.</i>	A categorical exemption shall not be used for a project which may cause a substantial adverse change in the significance of a historical resource. There are several historic resources located in and around Latham Square. The Rotunda and Cathedral Buildings are City of Oakland Landmarks and also listed on the National Register of Historic Places, and Latham Square Fountain is a City of Oakland Landmark. However, the LSPP will not cause a substantial change in the significance of these resources because it will not demolish or materially alter in an adverse manner those physical characteristics that account for the historic nature of these resources, per the <i>Secretary of the Interior's Standards for Rehabilitation &amp; Illustrated Guidelines for Rehabilitating Historic Buildings</i>

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Latham Square Pilot Project -

Project Area Map

- Pilot Project Area
- Existing pedestrian space
- Potential new plaza space
- Prohibited movement

2013 APR 11 AM 10:01

**OAKLAND CITY COUNCIL**

**RESOLUTION No. \_\_\_\_\_ C.M.S.**

Introduced by Councilmember \_\_\_\_\_

Approved as to Form and Legality

*M. Morahan*  
for C. Ord. City Attorney

**ADOPT A RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR OR DESIGNEE TO 1) IMPLEMENT THE LATHAM SQUARE PILOT PROJECT (LSPP) TO TEMPORARILY CLOSE TELEGRAPH AVENUE BETWEEN 16<sup>TH</sup> STREET AND BROADWAY FOR THE PURPOSES OF CREATING A PEDESTRIAN PLAZA FOR AT LEAST SIX (6) MONTHS FOLLOWING AN OPENING DATE IN SUMMER 2013; AND 2) REPORT BACK TO CITY COUNCIL IN THE FALL OF 2013 AS TO THE SUCCESS OF THE PILOT PLAZA.**

**WHEREAS**, the Latham Square Pilot Project implements the goals of the City's General Plan Land Use and Transportation Element, by supporting a vibrant and economically active downtown; and

**WHEREAS**, the City desires to proceed with designing and implementing the Latham Square Pilot Plaza, a temporary trial project intended to create a unique and active pedestrian space along Telegraph Avenue between 16<sup>th</sup> Street and Broadway; and

**WHEREAS**, the Latham Square Pilot Project is consistent with the City's "Complete Streets Policy" (Resolution No. 84204 C.M.S.), which acknowledges the benefits and value for the public health and welfare of reducing vehicle miles traveled and improving access by walking, bicycling, and public transportation; and

**WHEREAS**, the City recognizes the historic, architectural, and cultural importance of Latham Square to downtown Oakland and the City as a whole, and the current design of Latham Square does not fully realize the potential of Latham Square as a landmark space for a pedestrian friendly and economically active downtown; and

**WHEREAS**, a wide range of community stakeholders are and continue to be engaged in development of the Latham Square Pilot Project to ensure that the project reflects and supports community and business goals; and

**WHEREAS**, the City has available funding to implement the Latham Square Pilot Project through a Proposition 1C grant under the California Department of Housing and Community Development's Infill Infrastructure grant program for streetscape and infrastructure improvements in the central business district; and

**WHEREAS**, the Latham Square Pilot Project evaluation will provide crucial information to inform the permanent of re-design and re-construction of Latham Square in 2014; and

**WHEREAS**, the Latham Square Pilot Project has been determined to be categorically exempt pursuant to California Environmental Quality Act (CEQA) Guidelines Sections 15061(b)(3) (common sense exemption); 15183 (projects consistent with a general plan); 15301(c) (minor alteration of existing facilities); 15304 (e) (minor temporary use of land); 15306 (data collection and research); and 15332 (infill); each of which provides a separate and independent basis for CEQA clearance and when viewed collectively provide an overall basis for CEQA clearance; now therefore, be it

**RESOLVED**, that the City of Oakland hereby authorizes the City Administrator or designee to implement the Latham Square Pilot Project for at least six (6) months following opening date in summer 2013; and be it

**FURTHER RESOLVED**, that the City Administrator or designee will evaluate the success of the pilot plaza in concert with community stakeholders (including local businesses, property owners, and residents) prior to returning to City Council for potential approval of a permanent plaza in the fall of 2013.

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_

**PASSED BY THE FOLLOWING VOTE:**

**AYES – BROOKS, GALLO, GIBSON-MCELHANEY, KALB, KAPLAN, REID, SCHAAF and PRESIDENT KERNIGHAN**

**NOES -**

**ABSENT -**

**ABSTENTION -**

**ATTEST:** \_\_\_\_\_  
LaTonda Simmons  
City Clerk and Clerk of the Council  
of the City of Oakland, California

## **Bondi, James**

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**From:** Flynn, Rachel  
**Sent:** Monday, August 12, 2013 12:33 PM  
**To:** Kendall, Brian  
**Subject:** FW: Volumes on Telegraph and Broadway near Latham Square

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**From:** Starr, Iris  
**Sent:** Monday, August 12, 2013 12:31 PM  
**To:** Flynn, Rachel  
**Cc:** Parks, Jamie; Wlassowsky, Wlad; Neary, Mike; Lane, Patrick; [tbottomley@bottomleydp.com](mailto:tbottomley@bottomleydp.com); Cartagena, Nick  
**Subject:** Volumes on Telegraph and Broadway near Latham Square

Following up from our meeting last week on Latham Square-

We don't have daily automobile volumes, just hourly counts. Based on those, we estimate the following:

- 10,000 cars per day on Broadway near 17th St.
- 5,500 cars per day on Telegraph near 17th St.
- 80 buses per hour during peak on Broadway (which is the busiest busway in the East Bay)

We don't have counts yet after the closure, but we are estimating that traffic on Telegraph between 16th and 17th is about 40% of what it was before the closure (with most traffic going to the parking garage on 16th). We'll get counts after Labor Day (when people are back from vacation and school is in session) to see if/how things have shifted.

Also, I'd appreciate it if you would ask us these questions directly, rather than calling the traffic consultant that did the work under our contract.

**Iris Starr, AICP**

**Division Manager of Transportation Planning and Funding**

Department of Engineering & Construction

City of Oakland | Public Works Agency | APWA Accredited Agency

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**Bondi, James**

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**From:** Flynn, Rachel  
**Sent:** Friday, July 05, 2013 11:19 AM  
**To:** Kendall, Brian  
**Subject:** FW: LATHAM SQUARE Urgent need not to lose Measure 1C funding

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**From:** Morten Jensen [mailto:Morten@JRDV.Com]  
**Sent:** Friday, May 03, 2013 3:41 PM  
**To:** Starr, Iris; Durney, George; Parks, Jamie  
**Cc:** Hillmer, J H; Lane, Patrick; Wald, Zachary; Flynn, Rachel  
**Subject:** RE: LATHAM SQUARE Urgent need not to lose Measure 1C funding

Iris, Jamie and George,

Thanks for the productive meeting this morning. I really appreciate you taking the time and truly believe are now on the same page. Below are my notes.

Have a good weekend,

Morten

1. NEW CURBS. The present 1950s-era curbs will be realigned using Measure 1C funds according to the original schedule. The curbs will be realigned to such that:
  - a. There will be far more space around the historic Latham Fountain.
  - b. 1 or 2 lanes on Telegraph between 15<sup>th</sup> Street and 16<sup>th</sup> Street can be either be open or closed, depending upon how much space is needed for programmed activities.
  - c. A new traffic signal may not be needed (depending upon whether a median is built on Broadway to prevent northbound traffic from entering Telegraph).
2. NEW PAVING. All Latham Square pedestrian areas will be repaved using Measure 1C funds according to the current schedule and match up in a respectful, coordinated, comprehensive manner with new Cathedral Building sidewalks.
3. PUBLIC OUTREACH. Next Community Workshop meeting will include presentation/discussion of:
  - a. Schedule showing how Measure 1C money is being used for permanent curb and pavement improvements "in parallel" with Pilot project.
  - b. Visualization of 2005 "Stantec" design and possible enhancements including possible deletion of the traffic signal, crosswalk changes and surface treatment ideas.
  - c. Pilot Project ideas showing additional enhancements including new locations for seating and programmatic activities to be tested in summer of 2013.

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**From:** Starr, Iris [mailto:IS Starr@oaklandnet.com]  
**Sent:** Monday, April 29, 2013 5:25 PM  
**To:** Morten Jensen  
**Cc:** Hillmer, J H; Lane, Patrick; Durney, George; Parks, Jamie; Wald, Zachary; Flynn, Rachel  
**Subject:** RE: LATHAM SQUARE Urgent need not to lose Measure 1C funding

Thanks Morten. I had heard you were indirectly expressing some concerns.

Since you have emailed quite a few folks, and I'm sure this will travel, I'll respond in writing (although I'd rather this had been a conversation).

Your position below seems to be a 180 degree turn about from our last conversation, wherein JRDV (albeit cautiously) supported not only our internal working schedule to meet the funding deadline but also a community design process for the plaza. Your office even donated a significant amount of time, money, and expertise to assist in the community design process, for which we are grateful.

The risk of losing the \$1.5 M scheduled for this project is very low, as we have laid out the schedule and repeatedly built in contingencies in both time and cost. In addition, (former) Redevelopment staff is working hard to get a one-year extension on the Prop 1C funding—an extension that we probably won't need for this project. But hopefully this activity in the background will alleviate some of your fears.

Second, from the start, this design process clearly included creation of a pilot project to see what works, an evaluation period, and then a permanent installation of whatever portions of the pilot are successful. I know you have completed a detailed design for the plaza already, and that you have a high interest in taking that specific design to completion, but there are many other stakeholders in this project with differing views on the best solution.

Morten, I encourage you to stay involved and help push this process forward in the spirit in which it is intended- not a typical top-down design process, or a one-off of a 2004 traffic signal solution, but a 2013 experiment to see what package of amenities and circulation works and that contributes to a vibrant and economically successful downtown.

Thanks.

**Iris Starr, AICP**

**Division Manager of Transportation Planning and Funding**

Department of Engineering & Construction

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**From:** Morten Jensen [<mailto:Morten@JRDV.Com>]

**Sent:** Monday, April 29, 2013 4:29 PM

**To:** Starr, Iris

**Cc:** Hillmer, J H; Lane, Patrick; Durney, George; Parks, Jamie; Wald, Zachary; Flynn, Rachel

**Subject:** LATHAM SQUARE Urgent need not to lose Measure 1C funding

Dear Iris,

I know you and Jamie want the best for Oakland and Latham Square, but as far as I can tell the recent vote by the Public Works Committee (described in email below) was a step in the wrong direction towards our shared goal of increased economic activity in our downtown as well as properly honoring the one of most historic places in the East Bay. Contrary to the staff report, the ownership and occupants of the Cathedral Building ***do not*** support this plan. Instead we think it is important that we implement an enhanced version of the adopted *2004-2005 Latham Square Plan* already funded by \$8 Million of Measure 1C money for the following reasons:

**1. LATHAM SQUARE IS LONG OVERDUE FOR REMODELING AS:**

- a. The present 1950s era curbs seriously compromise the important setting for the historic Latham Square fountain with curbs so close to the fountain that one cannot even walk around it. (See attached.)



- b. The current 1960s and 1970s paving is a terrible hodgepodge of random modernizations that not only dishonor the only Beaux-Arts City-Beautiful era sculpture in the downtown, but also the surrounding historic buildings, while signaling to public at large, as well possible investors, that the full revitalization of the most photographed intersection in the East Bay at the middle 20<sup>th</sup> Century remains very far off.

**2. AN ENHANCED VERSION OF THE FULLY FUNDED AND ADOPTED "2004-2005 LATHAM SQUARE PLAN" URGENTLY NEEDS TO BE IMPLEMENTED AS IT:**

- a. Relocates curbs to provide more space around historic fountain. (These curbs could still be relocated without necessarily implementing the proposed traffic signal changes as shown at the end of the attached.)
- b. Provides a comprehensive approach to paving at Latham Square and around the Cathedral Building (That could easily be made more interesting as demonstrated in the attached)
- c. Is fully funded by \$8 million from Measure 1C, **funding that will be permanently lost if design of the civil engineering of the relocated curbs does not start THIS SPRING**, according to City former Redevelopment staff who have been working on this for the past 8 years.
- d. Still allows for the segment of Telegraph Avenue from 15<sup>th</sup> Street to 16<sup>th</sup> Street could be closed for special occasions, during different times of day, etc.

**3. THE CURRENT PILOT PROJECT EFFORT DESCRIBED IN THE STAFF REPORT (attached) IS MISDIRECTED BECAUSE:**

- a. The City staff with greatest knowledge of the funding source, as well as the engineering, have not been sufficiently involved in this effort.
- b. The public meetings mentioned in the staff report did not include any meaningful dialog of:
  - i. The pros and cons of the fully-funded and adopted *Latham Square 2004-2005 Plan*.
  - ii. The potential enhancements to the fully-funded and adopted *Latham Square 2004-2005 Plan* such as ability to close Telegraph Avenue, use of enhanced pavement, inclusion of new program uses and optional deletion traffic signal.
  - iii. How "salvaged items" (junk?) to be found at the Port and City Corporation Yard will be a way to respect and enhance this important historical setting, or stimulate economic development.
  - iv. How closing off a street will result in increased pedestrian, commercial and other programmatic activity.
- c. It **does not** have the support of the ownership and occupants in the Cathedral Building, the primary building that is contiguous with Latham Square.

Please feel free to respond line-by-line to any of the items above that you specifically disagree with. For your convenience, I've also attached the City staff report as well as some of the drawings we have prepared over the years. Again, we know that you and Jamie only want the best for our City, as do we.

Thanks,

Morten

---

**From:** Starr, Iris [<mailto:ISTarr@oaklandnet.com>]

**Sent:** Friday, April 26, 2013 1:02 PM

**To:** [andrew@oaklandvm.com](mailto:andrew@oaklandvm.com); [mmcclure@californiagroup.com](mailto:mmcclure@californiagroup.com); [ed@jrdv.com](mailto:ed@jrdv.com); [ehollander@oaklandchamber.com](mailto:ehollander@oaklandchamber.com); [spadilla@transformca.org](mailto:spadilla@transformca.org); [dave@ebbc.org](mailto:dave@ebbc.org); [karen@hesternet.net](mailto:karen@hesternet.net); [cortt@awakencafe.com](mailto:cortt@awakencafe.com); [katherin@proartsgallery.org](mailto:katherin@proartsgallery.org); [rebecca.saltzman@gmail.com](mailto:rebecca.saltzman@gmail.com); [cskidd@gmail.com](mailto:cskidd@gmail.com); [j@jonathanbair.com](mailto:j@jonathanbair.com); [Drhayashi@totalhealth.com](mailto:Drhayashi@totalhealth.com); [christine.hwang@gmail.com](mailto:christine.hwang@gmail.com); [kenyaw@gmail.com](mailto:kenyaw@gmail.com); [carollevine@peoplepc.com](mailto:carollevine@peoplepc.com); [dharris@oakarts.org](mailto:dharris@oakarts.org); [ntaylor@eastbaycf.org](mailto:ntaylor@eastbaycf.org); [morten@jrdv.com](mailto:morten@jrdv.com); [natalie@oaklandish.com](mailto:natalie@oaklandish.com); [naomi@17th.com](mailto:naomi@17th.com); [elizabeth@rebargroup.com](mailto:elizabeth@rebargroup.com); [justin@rebargroup.com](mailto:justin@rebargroup.com); [matt@rebargroup.com](mailto:matt@rebargroup.com); [eferguson@kittelson.com](mailto:eferguson@kittelson.com)

**Cc:** Parks, Jamie; Durney, George; Gallo, Aliza; Roberts, Samee; Zaremba, Kristen W.; Kaminski, Laura; Macilvaine, Jim

**Subject:** FW: Egenda for the week of April 29, 2013

Hi folks

The Latham Square item was passed unanimously by the Public Works Committee on April 23<sup>rd</sup>. The next step is a presentation/discussion at the City Council meeting. However, the Council meeting on April 30 is going to be a special meeting to discuss the budget – so we will be on the docket for May 7. Hope to see you there!

Office of the City Clerk

Let me know if you have any concerns.

1 Frank Ogawa Plaza

**Iris Starr, AICP**

**Division Manager of Transportation Planning and Funding**

Department of Engineering & Construction

City of Oakland | Public Works Agency | APWA Accredited Agency

250 Frank Ogawa Plaza, Suite 4344 | Oakland, CA 94612

**(510) 238-6229** | (510) 238-7112 Fax

[lstarr@oaklandnet.com](mailto:lstarr@oaklandnet.com)

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**From:** Zima, Hannah

**Sent:** Friday, April 26, 2013 11:40 AM

**To:** DL - City Clerk - Egenda Subscribers; Aegis; Angela Hart; [bgeiser\\_arch@hotmail.com](mailto:bgeiser_arch@hotmail.com); Cameron Thomas; Carolyn Jones; Cecily Burt; [CJ@fairylane.org](mailto:CJ@fairylane.org); Demian Bulwa; Dorothy Smith; Elizabeth Pratt; Frederick O. Lewis III; Helen Hutchinson; J. Laurain; Jane Kramer ([jane@jrkramer.com](mailto:jane@jrkramer.com)); [jbcjs@comcast.net](mailto:jbcjs@comcast.net); Jed Silver; Jim Hilk; Kathy Furlan; Kelly Rayburn; kmclean; Lisa Hire; Marcus Johnson; Matt Artz; Matthai Kuruvila; Michael Johnson; P. Turntine; Rachel Richman; Ruth Cavagnaro; Scott D. Johnson; Sean Maher; Stanley Cooper ([stanleycooper34@yahoo.com](mailto:stanleycooper34@yahoo.com)); Tiffany Wheeler; Vincent Hicks; William Davis

**Subject:** Egenda for the week of April 29, 2013

Have a great weekend!

## SUPPLEMENTAL



**City Of Oakland**

Oakland City Hall  
Oakland, CA 94612  
LaTonda Simmons, City Clerk

## City Council

### Legislative Calendar

ALL MEETINGS ARE HELD IN CITY HALL  
ONE FRANK H. OGAWA PLAZA, OAKLAND, CA

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Date	Time	Meeting Body	Meeting Location
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**FOR THE WEEK OF April 29, 2013**

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**Oakland Redevelopment Successor Agency/City Council**

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4-30-13	2:30 P.M.	<u>Special Closed Session</u>	Sgt. Daniel Sakai Rm. (HR 4) 2nd Floor
	5:30 P.M.	<u>Special Meeting of the Oakland City Council</u>	Council Chambers 3rd Floor
5-2-13	10:30 A.M.	<u>Special Closed Session</u>	Building Bridges Room 3rd Floor
	10:45 A.M.	<u>*Rules and Legislation Committee</u>	Council Chambers 3 <sup>rd</sup> Floor
5-3-13	11:30 A.M.	<u>Special Closed Session</u>	Sgt. Daniel Sakai Rm. (HR 4) 2nd Floor

Floor

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**UPCOMING MEETINGS for Oakland City Council:**

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5-7-13	3:00 P.M.	Special Closed Session	Sgt. Daniel Sakai Rm. (HR 4) 2nd Floor
	5:30 P.M. 6:30 P.M.	<u>Ceremonial presentations and consent items</u> Items requiring discussion (non-consent)	Council Chambers 3rd Floor
5-9-13	10:30 A.M.	Special Closed Session	Building Bridges Room 3rd Floor
	10:45 A.M.	<u>*Rules and Legislation Committee</u>	Council Chambers 3 <sup>rd</sup> Floor

Hannah Zima  
Office of the City Clerk  
1 Frank H. Ogawa Plaza, 2nd Floor  
Oakland, CA 94612  
Direct: (510) 238-7036  
Agenda Management Unit: (510) 238-6406  
[hzima@oaklandnet.com](mailto:hzima@oaklandnet.com)

**Bondi, James**

---

**From:** Flynn, Rachel  
**Sent:** Friday, July 05, 2013 11:13 AM  
**To:** Kendall, Brian  
**Subject:** FW: Latham Square Update

---

**From:** Parks, Jamie  
**Sent:** Wednesday, July 03, 2013 9:48 AM  
**Cc:** Starr, Iris; Matthew Passmore  
**Subject:** Latham Square Update

Latham Square Enthusiasts,

I wanted to take a moment to share our progress with Latham Square, and update you on next steps.

*Pilot Implementation*

Fabrication of furniture and planters for the pilot is underway, and we expect implementation of the pilot to occur over the next 6 weeks along the following approximate timeline:

- July 16 - Telegraph south of 16th St. closed for construction, minor traffic re-striping to occur
- July 27 - Community event to apply paint to the plaza. **Please let me know if you are interested/available to assist. We are seeking approximately 20 volunteers.**
- August 15 - Construction completed
- August 16 - "Soft" opening celebration jointly hosted by CBD and City to acknowledge various recent improvements in downtown Oakland. No official announcement yet, but please mark your calendars.

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The City is working with the CBD and Popuphood to develop a program for the Latham Square pilot. The program will be based on the community input we have gathered as well as City economic development goals, and will focus on retail with occasional other events (e.g., music). Rather than allowing anybody to show up to sell anything at anytime, the retail will be curated by Popuphood/City/CBD to ensure good fit with existing downtown merchants, and to ensure high-quality products. While details are still being resolved, the intent is to have a grand opening event for retail in mid-September, with promotion of the space ramping up to allow for some weekend vending by the holiday shopping season.

*Permanent Plaza*

At the same time, we are moving forward as quickly as possible with designs for a permanent re-construction of Latham Square in 2014. We have selected a consultant team led by Bottomley Design + Planning to develop 35% concept plans by late fall 2013. The consultant team is currently preparing assembling background information in advance of the pilot opening. As part of the design process, we plan on hosting 2 community workshops before returning to City Council. Workshop dates haven't been set, but they will likely occur in early September and early October. Prior to these meetings, we will be reaching out to you as part of the pilot evaluation.

As you can tell, there's a lot going on but hopefully this covers the bases. As always, please let me or Iris know if you have any questions or wish to discuss further.

Best,  
Jamie

**Jamie Parks, AICP**

**Complete Streets Program Manager**

Transportation Planning and Funding Division

City of Oakland | Public Works Agency | APWA Accredited Agency

250 Frank H Ogawa Plaza, Ste 4344 | Oakland, CA 94612

**510.238.6613 | 510.318.1425 Mobile**

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## Bondi, James

---

**From:** Flynn, Rachel  
**Sent:** Monday, July 15, 2013 12:28 PM  
**To:** Morten Jensen; 'Ets-Hokin, Solomon (OAK)'  
**Cc:** Kendall, Brian; ehollander@oaklandchamber.com  
**Subject:** RE: Latham Square Update

Just an FYI. Council approval of the temporary closure ALLOWS them to close the street, but doesn't REQUIRE that they close the street. There is still an opportunity to put it on hold – per direction from the City Administration. Fred is the key person to speak with. After that, I suggest speaking with McElhaney, Kaplan, and Kernighan. Latham Square is in Lynette McElhaney's District, Rebecca Kaplan is City-wide (and very engaged in transportation issues), and Pat Kernighan is Council President.

---

**From:** Morten Jensen [mailto:Morten@JRDV.Com]  
**Sent:** Sunday, July 14, 2013 9:57 PM  
**To:** 'Ets-Hokin, Solomon (OAK)'  
**Cc:** Kendall, Brian; Flynn, Rachel; ehollander@oaklandchamber.com  
**Subject:** RE: Latham Square Update

Yeah. I am on the steering committee for the permanent design along with Mark McClure, Naomi Schiff, and someone from the BID. I am confident we have design of the permanent design under control. Too bad the pilot project has already been approved by council. I will talk to Brian tomorrow about our draft letter even though the plan is to close Telegraph in just 2 days.

Morten

---

**From:** Ets-Hokin, Solomon (OAK) [mailto:Solomon.Etshokin@colliers.com]  
**Sent:** Sunday, July 14, 2013 9:29 PM  
**To:** Morten Jensen; ehollander@oaklandchamber.com  
**Subject:** FW: Latham Square Update

Did you see this?

---

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**Sent:** Wednesday, July 03, 2013 9:48 AM  
**Cc:** Starr, Iris; Matthew Passmore  
**Subject:** Latham Square Update

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As you can tell, there's a lot going on but hopefully this covers the bases. As always, please let me or Iris know if you have any questions or wish to discuss further.

Best,  
Jamie

**Jamie Parks, AICP**

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**Bondi, James**

---

**From:** Flynn, Rachel  
**Sent:** Wednesday, July 17, 2013 9:26 AM  
**To:** Morten Jensen; Kendall, Brian  
**Subject:** RE: Latham Square Update LETTER ...SLIGHT UPDATE FOCUS ON GRAMMAR

Morten -- You might want to delete mention of the Girls, Inc. building. They are wrapping up that project and may become moot point. Thanks, Rachel

---

**From:** Morten Jensen [mailto:Morten@JRDV.Com]  
**Sent:** Tue 7/16/2013 6:23 PM  
**To:** Kendall, Brian  
**Cc:** Flynn, Rachel  
**Subject:** RE: Latham Square Update LETTER ...SLIGHT UPDATE FOCUS ON GRAMMAR

Brian,  
Here is a slight update fixing a few grammatical issues. Let me know any next steps.  
Morten  
P.S. Telegraph is still open, but some lovely orange barriers have arrived on site.

---

**From:** Morten Jensen [mailto:Morten@JRDV.Com]  
**Sent:** Tuesday, July 16, 2013 12:56 PM  
**To:** Kendall, Brian  
**Cc:** 'Flynn, Rachel'  
**Subject:** RE: Latham Square Update LETTER ...FIRST PASS.

The building owners and merchants of the Uptown area near Latham Square hereby OPPOSE the proposed "temporary" closure of Telegraph between 16<sup>th</sup> Street and Broadway proposed for July 22, 2013 on the following grounds:

1. The pilot project cannot "inform" the permanent solution, because the permanent solution design process must begin now and move into detailed design phases well before the results of pilot program are analyzed.
2. Even if schedule were not a problem, the Pilot program still cannot inform the permanent plaza design because it does not:
  - a. Show how programming of the space might interface with an eventual active ground floor space in the Cathedral building (that will be vacant during the pilot period).
  - b. Show how curbs around historic fountain can be reconfigured to create a more respectful setting while straightening out Broadway.
  - c. Show a sufficiently meaningful range of landscaping and seating alternatives.
  - d. Show how new medians, curb locations, lane locations, and other traffic changes will effect access, and visibility, and combine to effect traffic flow.
3. The pilot project will send confusing and potentially negative signals to potential future tenants that may be considering investments in new businesses because it will:
  - a. Dissuade businesses who were counting on street traffic on the city streets.
  - b. Result in dead, big plaza for periods of time when not actively programmed.
  - c. Create a location for loitering during periods when the large plaza is not actively programmed.
  - d. Send a signal that the quality level of the new improvements isn't very high.
  - e. Be "off message" in terms of how to honor and "brand" the historic plaza, doing little to leverage the historic assets of the Cathedral Building and Latham Square Fountain.
  - g. Imply the city doesn't know what it is doing.
4. Not doing the pilot project will not preclude:
  - a. Temporary pop-up on current plaza (maybe in conjunction with Kahn's alley)
  - b. Temporary closer of Telegraph Avenue for special events on special days, as on 9th street and First Fridays

- c. Informing and building enthusiasm for the general public, investors, and potential future tenants of the permanent design that will be soon be under construction.

Finally we believe that the riot conditions of the last few days show the need for being very strategic and careful when designing public spaces in the downtown. We fear that closing Telegraph Avenue at this location could well create another opportunity for vandalism and disruption of businesses. This combined with the construction of Girls Inc. that is already limiting traffic on 16th Street during this time period make this a very bad time to test something we don't need to test while sending negative signals to potential tenants and investors.

Latham Square is long overdue for remodeling as the present 1950s era curbs seriously compromise the important setting for the historic Latham Square fountain with curbs so close to the fountain that one cannot even walk around it. The current 1960s and 1970s paving is a terrible hodgepodge of random modernizations that not only dishonor the only Beaux-Arts City-Beautiful era sculpture in the downtown, but also the surrounding historic buildings, while signaling to public at large, as well possible investors, that the full revitalization of the most photographed intersection in the East Bay at the middle 20th Century remains very far off.

Signed

XXXXX

---

**From:** Morten Jensen [<mailto:Morten@JRDV.Com>]  
**Sent:** Monday, July 15, 2013 1:21 PM  
**To:** 'Flynn, Rachel'  
**Subject:** RE: Latham Square Update

Rachel,

Excellent point! Jamie and Brian Kendall will be at our office at 3pm. I want to understand what is current implementation plan before we contact Fred. I spoke with Zac Wald chief of staff at McElhaney's office about it pre-approval. Zac is a very good guy and actually has a planning degree from Berkeley who I think we will be able to convince.

Morten

P.S. Fred probably has his hands full after the very misleading M&R article in the Chronicle today.

---

**From:** Flynn, Rachel [<mailto:RFlynn@oaklandnet.com>]  
**Sent:** Monday, July 15, 2013 12:28 PM  
**To:** Morten Jensen; Ets-Hokin, Solomon (OAK)  
**Cc:** Kendall, Brian; [ehollander@oaklandchamber.com](mailto:ehollander@oaklandchamber.com)  
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**To:** 'Ets-Hokin, Solomon (OAK)'  
**Cc:** Kendall, Brian; Flynn, Rachel; [ehollander@oaklandchamber.com](mailto:ehollander@oaklandchamber.com)  
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**Sent:** Sunday, July 14, 2013 9:29 PM

**To:** Morten Jensen; [ehollander@oaklandchamber.com](mailto:ehollander@oaklandchamber.com)

**Subject:** FW: Latham Square Update

Did you see this?

---

**From:** Parks, Jamie

**Sent:** Wednesday, July 03, 2013 9:48 AM

**Cc:** Starr, Iris; Matthew Passmore

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**Jamie Parks, AICP**

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## Bondi, James

---

**From:** Flynn, Rachel  
**Sent:** Wednesday, August 07, 2013 7:29 PM  
**To:** Starr, Iris; Parks, Jamie; Cartagena, Nick  
**Cc:** Lane, Patrick; Kendall, Brian  
**Subject:** Latham Square

Hello all – FYI. Rachel

---

**From:** Phil Tagami [<mailto:tagami@californiagroup.com>]  
**Sent:** Wednesday, August 07, 2013 3:59 PM  
**To:** Flynn, Rachel  
**Cc:** Lane, Patrick; Mark McClure  
**Subject:** Latham Square

Rachel

We want to be supportive of the city in its efforts to improve and enhance the CBD and the uptown neighborhood.

Recently we were asked to opine on the street closure at 16<sup>th</sup> and Broadway/Telegraph intersection and we would prefer a program that allows the flow of traffic to continue in both directions.

Furthermore we think that interim use must be programmed inclusive of a kiosk or food truck to place someone there and activity that will promote eyes on the street and responsible use with a sense of ownership or custodial stewardship.

Thank you for your consideration

Tagami



CALIFORNIA  
CAPITAL & INVESTMENT  
GROUP

Phil Tagami  
CEO & President  
[tagami@californiagroup.com](mailto:tagami@californiagroup.com)  
510.463.6364

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The Rotunda Building  
300 Frank Ogawa Plaza, Suite 340 | Oakland, CA 94612  
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Brokerage | Development | Management | Investments | Advisory

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**Bondi, James**

---

**From:** Kendall, Brian  
**Sent:** Wednesday, July 10, 2013 10:30 AM  
**To:** brikendall@aol.com

We the property owners and business owners in Downtown Oakland are writing to voice our stance against The City of Oakland's Public Works Department proposal to close Telegraph Avenue at Latham Square.

We are against this proposal for the following reasons.

- 1.) Not following CEQA (mark mcclure)
- 2.) Creating a cul de sac
- 3.) Not enough people to activate a plaza that size
- 4.) Streets like this need cars to activate the sidewalks.

## Bondi, James

---

**From:** Kendall, Brian  
**Sent:** Tuesday, July 23, 2013 11:02 AM  
**To:** David Weltin  
**Subject:** RE: Latham Square

David:

Hi, I wanted to talk with you on the phone. What's your number>?

Brian

---

**From:** David Weltin [<mailto:dbweltin@weltinlaw.com>]  
**Sent:** Tuesday, July 23, 2013 9:16 AM  
**To:** Kendall, Brian; [morten@jrdv.com](mailto:morten@jrdv.com)  
**Subject:** Latham Square

Good Morning Brian and Morten,

I wanted to congratulate you both on getting the Latham Square redevelopment off the drawing the board. I know it has been a painstakingly long process and was pleasantly surprised to see actual on the ground changes this week (even if it is just a trial run for now).

I also wanted to check in regarding the bus stop on Broadway that was moved to our block some time back despite the unanimous disagreement by occupants on our block. At that time, the city had promised to explore ways of relocating the bus stop back to Latham Square once redeveloped. To that end, I was curious to know if any steps have been taken?

Thanks and once again, well done!

Best,

David Weltin

**Bondi, James**

---

**From:** Kendall, Brian  
**Sent:** Tuesday, November 05, 2013 11:27 AM  
**To:** Durney, George  
**Cc:** Lane, Patrick  
**Subject:** RE: Car-free plan for Latham Square challenged by City of Oakland staffers « Oakland Local

Yes, I saw this over the weekend. It's unfortunate that the 'opposition' is distorting the truth and misquoting us. There are a number of us who are lining up speakers for the inevitable battle at council.

B

-----Original Message-----

**From:** Durney, George  
**Sent:** Tuesday, November 05, 2013 9:18 AM  
**To:** Flynn, Rachel; Lane, Patrick  
**Cc:** Kendall, Brian  
**Subject:** Car-free plan for Latham Square challenged by City of Oakland staffers « Oakland Local

<http://oaklandlocal.com/2013/10/power-play-in-oakland-planning-department-targets-latham-square-november-5/>

Not sure if everyone has seen this - start lining up public speakers?

George Durney  
City of Oakland  
Office of Neighborhood Investment  
Project Manager  
250 Frank Ogawa Plaza, Ste.5313  
Oakland, CA 94612  
510-238-6150  
510-238-3691  
mail to: [gcdurney@oaklandnet.com](mailto:gcdurney@oaklandnet.com)



## Bondi, James

---

**From:** Kendall, Brian  
**Sent:** Thursday, July 25, 2013 1:32 PM  
**To:** Jeff Perlstein  
**Subject:** RE: Latham Square and Solespace

Hi, thanks for this. I think what a lot of people at the City and in the biking community lack is a sense of how fragile a retail environment can be and how something like street closures can really affect it. None of these people know much about it.

**From:** Jeff Perlstein [mailto:jeff@solespace.com]  
**Sent:** Thursday, July 25, 2013 9:57 AM  
**To:** Kendall, Brian  
**Subject:** FYI: Latham Square and Solespace

Hi Brian,

Thought you'd be interested in seeing this thread about the Latham Square closure.

Best,

Jeff Perlstein  
SoleSpace

----- Forwarded message -----

**From:** Josh Levinger <josh@levinger.net>  
**Date:** Wed, Jul 24, 2013 at 10:48 AM  
**Subject:** Re: Solespace and Latham Square  
**To:** Jeff Perlstein <jeff@solespace.com>  
**Cc:** Favianna Rodriguez <favianna@favianna.com>

Thanks for the email Jeff. I asked my wife, who is a newly minted Master of City Planning from Cal, to chime in on some of these details, and here's her response:

1) Anything that makes event-based street closures easier will add to the pedestrian-friendly feeling in the area. The half closure would be good, but it's not clear how easy it would really be to go the whole way on a regular basis. Better to do the whole thing now, when there's political will and momentum.

2) We walked by the project area yesterday, and the only two businesses on the actual closure area are Men's Warehouse and Rotunda Dental, both of which are in a city-owned building.

I think these and surrounding businesses may too busy worried about other stuff (broken windows...) right now to deal with this, and may have signed the first letter they were given. Do we know who sponsored the petition you signed? I'm worried that it's a campaign by a developer or landowner to demonstrate "business opposition" that may not really exist.

I believe most of the businesses on the adjacent blocks would support the project if given the information and time. They support so many other ped-friendly projects, no reason they wouldn't support this.

3) I think this is a flawed comparison. San Pablo connects Frank Ogawa Plaza and City Hall to a very wide street with zero pedestrian-oriented uses (up until maybe a year ago). You can have a great connection, but if you're not connecting it to anything, it's not going to draw people through.

Latham Square is a totally different scenario. The space around it is already activated (rather than relying on the plaza to do the activation, which rarely works, and was one of the major distinctions of successful parklet programs everywhere). Making the area more pedestrian friendly is likely to make it much more lively, because there's already life to add to.

Additionally, there's no reason to preserve that vehicular throughput - it's not particularly safe. Without having any numbers to cite, I can say that as a north-bound driver turning left onto Telegraph, my instinct is always to gun it across Broadway. I worry that as Telegraph continues to attract pedestrian-activity, it's a matter of time until the sharp and fast turn collides with a slow-moving, street-crossing person on foot or bike. Redesigning the traffic flow is actually a much better result than the added useful public space, but I'll gladly take both.

We'll be out painting the street on Saturday with EBBC, and would love to see you there,

- Josh (and Ruth)

On Jul 23, 2013, at 3:13 PM, Jeff Perlstein <[jeff@solespace.com](mailto:jeff@solespace.com)> wrote:

Hi Josh, thanks for reaching out and for working on this exciting project.

I'm an activist, biker and parent - as well as store owner - and very much in favor of the expansion of public space. I've followed with interest the projects in NYC and other cities. I've actually been pushing for more street closures along our couple blocks on weekends to hold street festivals and crafts fairs etc.

I signed the letter on Friday because I was persuaded that the originally proposed partial closure plan was better than a complete closure. It's my understanding that partial closure also adds pedestrian space and bike lanes, while narrowing the car traffic to one lane each way and keeping some flow. And built in to the proposal is the tacit understanding that this will allow for fairly easy (complete) closure of the street for more frequent street festivals - e.g. every Saturday or Sunday

I was persuaded of this approach by several key arguments, including:

- 1) Most of the businesses right there at Latham all seemed opposed to the complete closure.
- 2) The complete closure of San Pablo from 14th-16th, just blocks away and part of the Ogawa Plaza project, has not resulted in a flourishing environment. In fact, it seems like very under-activated space, in regards to both commerce and community usage.

I could be wrong and/or may have misunderstood the various arguments for and against. Admittedly, I was busy running my store at the time and not super focused on a planning discussion and the relative merits of each approach.

I'm not fixed in my position and am certainly open to hearing more.

Looking forward to continued dialogue to improve our town :)

Jeff Perlstein  
SoleSpace  
[jeff@solespace.com](mailto:jeff@solespace.com)

On Tue, Jul 23, 2013 at 1:42 PM, Josh Levinger <[josh@levinger.net](mailto:josh@levinger.net)> wrote:  
Jeff,



I'm a friend of Favi's, and worked with her on several projects for Presente and at the Citizen Engagement Lab in Berkeley. My friend Dave Campbell from the East Bay Bicycle Coalition is working on the community planning process for a pedestrian space at Latham Square, on Telegraph between the intersection with Broadway and 16th St. This is similar to the radical redefinition of public space in Times Square, SF, and in smaller cities across the country. This pilot would be a huge step towards making Downtown Oakland and Telegraph more welcoming and pedestrian-friendly spaces, and better aligned to the needs of all residents.

Dave received a letter opposing the project signed by several local business owners on the block, including a representative of Solespace. Can put him in touch with you to describe more of the process, and why the pilot project deserves the support of local residents and business owners?

For more information on the pilot project, check out the planning and design documents here:  
<http://www2.oaklandnet.com/Government/o/PWA/o/EC/s/BicycleandPedestrianProgram/LSPP/index.htm>

There will also be a street painting day on Saturday, and I'm sure the EBBC would love the help of local artists in reclaiming space for the public.

<https://www.ebbc.org/en/node/10845>

Thanks,

- Josh Levinger

14th and Alice St

Oakland

## Bondi, James

---

**From:** Kendall, Brian  
**Sent:** Tuesday, September 10, 2013 1:19 PM  
**To:** kuhlframes@gmail.com  
**Subject:** FW: Latham Sq. Permanent Plaza - Staff Review Meeting  
**Attachments:** TAC Mtg 3 - notes 130906 (Traffic Study).docx

Travis:

Here is Nick's email. [ncartagena@oaklandnet.com](mailto:ncartagena@oaklandnet.com). His boss is Iris Starr at [istarr@oaklandnet.com](mailto:istarr@oaklandnet.com). I think Jamie is on vacation.

Brian

---

**From:** Cartagena, Nick  
**Sent:** Tuesday, September 10, 2013 9:36 AM  
**To:** Starr, Iris; Flynn, Rachel; Parks, Jamie; Durney, George; Lane, Patrick; Wlassowsky, Wlad; Lau, Si  
**Cc:** Marvin, Betty; Barati, Mohammad N.; Gallo, Aliza; Li, Hui Chang; Williams, Keira L.; Kendall, Brian; Blackwell, Fred; Neary, Mike; Chin, Tracey; Hoffmann, Mark; Heredia, Jaime; Oluwasogo, Ade; Ho, Philip  
**Subject:** RE: Latham Sq. Permanent Plaza - Staff Review Meeting

All –

FYI: Here are the notes (attached) from Friday's (9/6) meeting, which focused on the traffic analysis memo.

A community workshop is being held Saturday from 10AM to about Noon. All are welcome to attend.  
<http://www2.oaklandnet.com/oakca1/groups/pwa/documents/marketingmaterial/oak042639.pdf>

Nick Cartagena, P.E.  
Civil Engineer  
City of Oakland  
(510) 238-2139

## Latham Square - Traffic Study Review Meeting 9/6/2013

### Participants

Mohammed Barati  
Nick Cartagena  
George Durney  
Rachel Flynn  
Philip Ho  
Brian Kendall  
Patrick Lane  
Ade Oluswego  
Iris Starr  
Keira Williams  
Wlad Wlassowsky  
Terry Bottomley (Bottomley)  
Elbert Chang (Kimley-Horn)

- Nick gave a brief overview of the findings of the traffic analysis and turning movement study by Kittelson & Associates; i.e. all of the intersection reconfigurations reviewed offer acceptable LOS, some larger vehicles are limited in their turning movements in some of the options. He noted that Options C1 and C2 – with/without southbound left – both were found to be feasible.
- Wlad said he doesn't think the southbound left movement in Option C2 is needed. Rachel said providing more rather than less movement options is better, likes C2.
- Discussion of other turn movements and general intersection signal timing considerations ensued. Issues include need for northbound left turns between 13<sup>th</sup> and 19<sup>th</sup>, option for turn pocket on Broadway at Telegraph, option for northbound pocket at 19<sup>th</sup>.
- Ade noted that he could design a signalization plan that would work for any of the options, provided objectives were stated; e.g. pedestrian-preferred? Controlled left?
- Wlad said that collision history is an important factor, and that generally 100 left turns per hour are needed to justify a left-only phase.
- Nick noted Jamie's written comments, including considering eliminating the north crosswalk at 15<sup>th</sup>/Broadway/Telegraph; concern related safety of right turn/distance to crosswalk from 15<sup>th</sup>.
- Ade said the northerly crosswalk could work with a pushbutton control, similar to the condition at 19<sup>th</sup> and Telegraph. Depends on if any of the individual approaches should have an exclusive pedestrian phase. If so, they all might as well, which solves the safety problem but could add delay.
- Terry noted that 15<sup>th</sup> has much less traffic than 19<sup>th</sup>, delay/conflicts should be less. As gateway to Uptown, link to Kahn's Alley, etc., intersection should be considered for pedestrian preferred approach.
- Brian said he believes that the crosswalk would be redundant with the existing crosswalk to remain at 16<sup>th</sup>.
- Discussion ensued related to need/objective of crosswalk, traffic level/movements at 15<sup>th</sup>, possible conversion of 15<sup>th</sup> to two-way with full movements at intersection.
- Rachel would like to see left from 15<sup>th</sup> onto Broadway considered.

- Group did not see major benefit of having 15<sup>th</sup> necked down to 1 lane, especially if doing so would preclude future 2-waying of 15<sup>th</sup> if desired in future. To remain depicted as 2 lanes for now.
- After much discussion group preference was to retain northern crosswalk on Broadway. Elbert Chang of Kimley-Horn will look at the Synchro files to check feasibility, any fatal flaws to having the crosswalk.
- Left turn pocket was deemed as not needed at Telegraph/Broadway. Left pocket at Broadway/19th will be looked at as a separate future improvement (NIC) since it is not necessary for the project from a LOS perspective.
- Iris summarized traffic elements to be depicted in plans for community meeting: Option C1 traffic movements (Rachel dissenting); no left turn pocket at Telegraph; 15<sup>th</sup> to remain 2 lanes one-way, for now; retain crosswalk at north side unless Synchro shows a problem.

## **Bondi, James**

---

**From:** Kendall, Brian  
**Sent:** Wednesday, July 03, 2013 11:44 AM  
**To:** Larry Westland  
**Subject:** RE: Cathedral Building and Latham Square

Larry:

Yes, I think it would be helpful for me to come to the meeting. Since the building is a landmark I can let them know what the City will expect from a façade redo as well as Latham Square and other items.

Brian

---

**From:** Larry Westland [<mailto:lwestland@tricommercial.com>]  
**Sent:** Wednesday, July 03, 2013 10:25 AM  
**To:** Kendall, Brian  
**Cc:** Eade, Aimee; Romeo, Francesca; Brog, Andrew ([andrew@brogproperties.com](mailto:andrew@brogproperties.com))  
**Subject:** FW: Cathedral Building and Latham Square

Brian thanks for thinking of The Marsalle Club and its on-going interest in the Cathedral Building at Latham Square.

We'll be touring the ground floor and basement on Monday at 10:00. Of course you're welcome to join us then and meet Francesca who'll be coming from NYC.

Best for your 4<sup>th</sup> holiday.....

**Larry Westland** | Senior Vice President  
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*Building Great Relationships*

---

**From:** Kendall, Brian [<mailto:BKendall@oaklandnet.com>]  
**Sent:** Tuesday, July 02, 2013 4:41 PM  
**To:** Larry Westland  
**Subject:** FW: Cathedral Building and Latham Square

Larry:

Please pass this on to your clients. Its mock ups of a rebuilt Latham Square. There is a possibility that they would be allowed to utilize the space for business.

Brian



**Bondi, James**

---

**From:** Kendall, Brian  
**Sent:** Friday, July 19, 2013 4:15 PM  
**To:** Morten Jensen  
**Subject:** RE: Latham Square URGENT ACTION NEEDED BEFORE MONDAY

Yes, I think we should and send them the letter as well.

---

**From:** Morten Jensen [<mailto:Morten@JRDV.Com>]  
**Sent:** Friday, July 19, 2013 4:14 PM  
**To:** Kendall, Brian  
**Subject:** RE: Latham Square URGENT ACTION NEEDED BEFORE MONDAY

Excellent Job! Should we let Solomon and Eleanor know?  
Morten

---

**From:** Kendall, Brian [<mailto:BKendall@oaklandnet.com>]  
**Sent:** Friday, July 19, 2013 4:10 PM  
**To:** Morten Jensen  
**Cc:** [mmcclure@californiagroup.com](mailto:mmcclure@californiagroup.com)  
**Subject:** RE: Latham Square URGENT ACTION NEEDED BEFORE MONDAY

I was able to personally hand this to Fred Blackwell along with Kaplan, McElhaney and Kaplan around 3. So that's out of the way. I tried to impress upon Fred that just about every business owner and property owner signed this in the area and that they really wanted it stopped on Monday.

Brian

---

**From:** Morten Jensen [<mailto:Morten@JRDV.Com>]  
**Sent:** Friday, July 19, 2013 2:44 PM  
**To:** [mmcclure@californiagroup.com](mailto:mmcclure@californiagroup.com)  
**Cc:** Kendall, Brian  
**Subject:** Latham Square URGENT ACTION NEEDED BEFORE MONDAY

Mark:

Thanks for helping with this. Please forward this to Fred Blackwell and Deanna Santana and CC councilmembers Rebecca Kaplan, Pat Kernighan, and Lynette McElhaney.

Thanks!  
Morten and Brian

---

Dear Ms. Santana and Mr. Blackwell:

Please see attached petition from NEARLY ALL of the immediate Latham Square building owners and tenants.

For the reasons stated in the attached petition, as well as the recent violence and property destruction in downtown Oakland this past week, it is essential that the proposed closing of Telegraph not take place as originally planned on Monday.

Sincerely on behalf of the attached petition signers,

Xxxxxx

CCIG

Morten Jensen

Architect, President

**JRDV Urban International**

The Cathedral Building 6th Floor

Broadway and Telegraph

P.O. Box 70126

Oakland, CA 94612

+1 510 295 4388 direct

+1 415 699 7171 mobile

[morten@jrdv.com](mailto:morten@jrdv.com)

[www.jrdv.com](http://www.jrdv.com)

## Bondi, James

---

**From:** Kendall, Brian  
**Sent:** Monday, July 15, 2013 11:56 AM  
**To:** Morten Jensen  
**Subject:** RE: Latham Square Update

Morton:

When would you like to meet? While I have strong opinions about the square I think you and Mark McClure (who I spoke with last week) have summarized the points well.

What I am hoping to do is get some letter that could be addressed to Fred Blackwell, Deanna and the Council members and then get people's signature on it. I could gather the signatures of the property owners and business owners in the area. I am not sure what would be the most effective presentation of that. Separate letters signed? Or one letter with an attached signature page.

Brian

---

**From:** Morten Jensen [<mailto:Morten@JRDV.Com>]  
**Sent:** Sunday, July 14, 2013 9:57 PM  
**To:** 'Ets-Hokin, Solomon (OAK)'  
**Cc:** Kendall, Brian; Flynn, Rachel; [ehollander@oaklandchamber.com](mailto:ehollander@oaklandchamber.com)  
**Subject:** RE: Latham Square Update

Yeah. I am on the steering committee for the permanent design along with Mark McClure, Naomi Schiff, and someone from the BID. I am confident we have design of the permanent design under control. Too bad the pilot project has already been approved by council. I will talk to Brian tomorrow about our draft letter even though the plan is to close Telegraph in just 2 days.

Morten

---

**From:** Ets-Hokin, Solomon (OAK) [<mailto:Solomon.Etshokin@colliers.com>]  
**Sent:** Sunday, July 14, 2013 9:29 PM  
**To:** Morten Jensen; [ehollander@oaklandchamber.com](mailto:ehollander@oaklandchamber.com)  
**Subject:** FW: Latham Square Update

Did you see this?

---

**From:** Parks, Jamie  
**Sent:** Wednesday, July 03, 2013 9:48 AM  
**Cc:** Starr, Iris; Matthew Passmore  
**Subject:** Latham Square Update

Latham Square Enthusiasts,

I wanted to take a moment to share our progress with Latham Square, and update you on next steps.

### *Pilot Implementation*

Fabrication of furniture and planters for the pilot is underway, and we expect implementation of the pilot to occur over the next 6 weeks along the following approximate timeline:

- July 16 - Telegraph south of 16th St. closed for construction, minor traffic re-striping to occur

- July 27 - Community event to apply paint to the plaza. **Please let me know if you are interested/available to assist. We are seeking approximately 20 volunteers.**
- August 15 - Construction completed
- August 16 - "Soft" opening celebration jointly hosted by CBD and City to acknowledge various recent improvements in downtown Oakland. No official announcement yet, but please mark your calendars.

#### *Pilot Programming*

The City is working with the CBD and Popuphood to develop a program for the Latham Square pilot. The program will be based on the community input we have gathered as well as City economic development goals, and will focus on retail with occasional other events (e.g., music). Rather than allowing anybody to show up to sell anything at anytime, the retail will be curated by Popuphood/City/CBD to ensure good fit with existing downtown merchants, and to ensure high-quality products. While details are still being resolved, the intent is to have a grand opening event for retail in mid-September, with promotion of the space ramping up to allow for some weekend vending by the holiday shopping season.

#### *Permanent Plaza*

At the same time, we are moving forward as quickly as possible with designs for a permanent re-construction of Latham Square in 2014. We have selected a consultant team led by Bottomley Design + Planning to develop 35% concept plans by late fall 2013. The consultant team is currently preparing assembling background information in advance of the pilot opening. As part of the design process, we plan on hosting 2 community workshops before returning to City Council. Workshop dates haven't been set, but they will likely occur in early September and early October. Prior to these meetings, we will be reaching out to you as part of the pilot evaluation.

As you can tell, there's a lot going on but hopefully this covers the bases. As always, please let me or Iris know if you have any questions or wish to discuss further.

Best,  
Jamie

#### **Jamie Parks, AICP**

##### **Complete Streets Program Manager**

Transportation Planning and Funding Division

City of Oakland | Public Works Agency | APWA Accredited Agency

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## **Bondi, James**

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**From:** Kendall, Brian  
**Sent:** Wednesday, September 18, 2013 10:47 AM  
**To:** Parks, Jamie  
**Subject:** RE: Latham Square Business Outreach

Hi, I will have some comments for you in a couple hours. Thanks.

---

**From:** Parks, Jamie  
**Sent:** Friday, September 13, 2013 1:57 PM  
**To:** Kendall, Brian  
**Cc:** Starr, Iris  
**Subject:** Latham Square Business Outreach

Hi Brian,

Per earlier discussions, I'd like to do a more formal feedback survey from businesses located near Latham Square (and particularly on Inner Telegraph). I'm hoping to distribute the survey either late next week or the following week.

In any case, I've attached a draft for your review and comment. Please let me know if you think we are asking the right questions or if you'd suggest any changes. Please provide any comments by COB Wednesday.

Let me know if you have any questions or would like to discuss further.

Best,  
Jamie

**Jamie Parks, AICP**  
**Complete Streets Program Manager**  
Transportation Planning and Funding Division  
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**Bondi, James**

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**From:** Kendall, Brian  
**Sent:** Tuesday, July 30, 2013 11:47 AM  
**To:** Steve Mills  
**Subject:** RE: Latham Sq. Meeting.

Great. Thanks. Let me know by 1:45 here or call me so that I can meet them.

**From:** Steve Mills [<mailto:coach.steve.13@gmail.com>]  
**Sent:** Tuesday, July 30, 2013 10:56 AM  
**To:** Kendall, Brian  
**Subject:** Re: Latham Sq. Meeting.

Hi Brian,

I won't be able to make it myself.  
Let me see about getting one of my partners there.

Thanks,

Steve

On Jul 29, 2013 6:21 PM, "Kendall, Brian" <[BKendall@oaklandnet.com](mailto:BKendall@oaklandnet.com)> wrote:

Steve:

This is short notice but we are having a meeting tomorrow about Latham Sq. tomorrow from 2-3:0 on the 4<sup>th</sup> floor of the 250 Frank Ogawa Plaza. I am trying to get one restaurateur and one retailer there. Thanks.

Brian

238-7403 or cell [415-552-1145](tel:415-552-1145).

## **Bondi, James**

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**From:** Kendall, Brian  
**Sent:** Friday, September 13, 2013 2:34 PM  
**To:** Veronica Raymonda  
**Subject:** RE: Latham Square Design Workshop - September 14

Veronica:

Good to hear from you. No, I can't attend this but many City staff both for and against the street closure will be there. I really hope you can make it. Morten Jensen who owns JRDV architecture in the Cathedral Building is also against the street closure and will be a strong advocate for keeping Telegraph open. The City has narrowed it down to two options... one to keep it open and one to close it.

We also need to coordinate at some point on the grant for the façade improvement. There is also a grant for a retailer.

Brian

---

**From:** Veronica Raymonda [<mailto:vraymonda@qresearch.us>]  
**Sent:** Friday, September 13, 2013 12:53 PM  
**To:** Kendall, Brian  
**Subject:** FW: Latham Square Design Workshop - September 14

Hi Brian,

Would you be attending this meeting? We've met when you were collecting signatures and you came to see the building at 1635 Telegraph Ave.

Thanks,

Veronica Raymonda  
QMR  
1635 Telegraph Ave  
Oakland, CA 94612  
510-238-9010

---

**From:** Parks, Jamie [<mailto:JParks@oaklandnet.com>]  
**Sent:** Tuesday, September 03, 2013 12:10 PM  
**Cc:** Starr, Iris; Cartagena, Nick  
**Subject:** Latham Square Design Workshop - September 14

All,

The City of Oakland is hosting a community design workshop on September 14 to gather input on the permanent redesign of the Telegraph Avenue/Broadway intersection (Latham Square). The workshop will be held at the Cathedral Building from 10am - Noon (see flyer attached and at <http://www2.oaklandnet.com/oakca1/groups/pwa/documents/marketingmaterial/oak042639.pdf>).

The workshop will seek feedback on several design options with a variety of traffic circulation patterns and design elements, with the results used to support a City Council resolution later this fall on a preferred design for Latham Square (construction anticipated in 2014).

In addition, we are collecting information to assess the relative success of the Latham Square pilot plaza to assist in developing the best possible permanent design for the intersection. One element of the assessment is a brief web-based survey that will run through September 20. Please take a few minutes to fill out the survey, if you haven't already: [tinyurl.com/psabcwz](http://tinyurl.com/psabcwz).

Finally, please forward this announcement as you see fit, and I hope to see you there next Saturday. In the meantime, please let me know if you have any questions or concerns.

Thank you for your interest in Latham Square!

Best,  
Jamie

**Jamie Parks, AICP**  
**Complete Streets Program Manager**  
Transportation Planning and Funding Division  
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## **Bondi, James**

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**From:** Kendall, Brian  
**Sent:** Friday, August 02, 2013 3:42 PM  
**To:** Williams, Keira L.; Gallo, Aliza  
**Cc:** Cartagena, Nick  
**Subject:** RE: Small Retailer Representative on Latham Square Project Taskforce

Nick:

I've been trying to drum up interest in the past two days. I've sent them notices but you might want to send an invite as well. So far I have:

- 1.) Travis Kuhl from Kuhl Frames – [kuhlframes@gmail.com](mailto:kuhlframes@gmail.com)
- 2.) Paul Canales from Duende – [pcanales@gmail.com](mailto:pcanales@gmail.com)
- 3.) Alexis Filipello from Bar Dogwood [lexi@bardogwood.com](mailto:lexi@bardogwood.com)
- 4.) Steve Mills from Rudy's at [steve@millsgeneral.com](mailto:steve@millsgeneral.com) (he will probably be back from vacation this weekend.)

Brian

---

**From:** Williams, Keira L.  
**Sent:** Friday, August 02, 2013 3:21 PM  
**To:** Cartagena, Nick; Gallo, Aliza; Kendall, Brian  
**Subject:** RE: Small Retailer Representative on Latham Square Project Taskforce

Brian and Nick—Have you connected on this? Keira

---

**From:** Cartagena, Nick  
**Sent:** Tuesday, July 30, 2013 4:37 PM  
**To:** Williams, Keira L.; Gallo, Aliza; Kendall, Brian  
**Subject:** RE: Small Retailer Representative on Latham Square Project Taskforce

Please send me their contact information in the next few days, so that I can forward them the meeting invitation for next Wednesday.

As of right now, I have Morten Jensen, Naomi Schiff, Jonathan Bair, and Andrew Jones as attending. Also, Mark McClure verbally told Jamie that he was planning on attending. So that would give us 5 stakeholders.

**Nick Cartagena, P.E.**  
Civil Engineer  
City of Oakland  
(510) 238-2139

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**From:** Williams, Keira L.  
**Sent:** Tuesday, July 23, 2013 7:36 PM  
**To:** Gallo, Aliza; Kendall, Brian  
**Cc:** Cartagena, Nick  
**Subject:** RE: Small Retailer Representative on Latham Square Project Taskforce

Yes, Brian and I discussed. We thought it'd be good to have one from a shop and one from a restaurant/bar. He was going to ask Steve from Rudy's and \_\_\_\_ from Dogwood (am blanking on her name), and I think the person from Aardvark and the person from Kuhl's Frames, if memory serves.

---

**From:** Gallo, Aliza  
**Sent:** Tuesday, July 23, 2013 5:58 PM  
**To:** Kendall, Brian; Williams, Keira L.  
**Cc:** Cartagena, Nick  
**Subject:** Small Retailer Representative on Latham Square Project Taskforce

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Keira and Brian

Hi – did you determine the second Downtown Oakland merchant that should be involved in the Latham Square Pilot Project Stakeholders meeting?

Nick needs name/contact information. We all agreed that a small business located on block between 16<sup>th</sup> – 17<sup>th</sup> Street on Telegraph Avenue is needed, in addition to a larger retailer/restaurant operator - Rudy's Can't Fail Restaurant – Steve Mills. Also Nick confirmed that Andrew Jones of the Downtown Oakland & Lake Merritt – Uptown CBDs would also participate.

Please provide information to Nick – the meeting is in two weeks.  
Thank you.

**Aliza Gallo**

Economic Development Manager  
Department of Economic and Workforce Development  
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