

# February Update

## Jack London Improvement District



**Please Wear Your Mask**  
when visiting local businesses  
*Thank You!*

# Clean & Safe Program Statistics

January 2022 through January 2022

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Graffiti - Removed	'22	24	--	--	--	--	--	--	--	--	--	--	--	24
Hospitality Contacts	'22	1178	--	--	--	--	--	--	--	--	--	--	--	1178
Illegal Dumping	'22	12	--	--	--	--	--	--	--	--	--	--	--	12
Stickers/Flyers/Posters Removed	'22	172	--	--	--	--	--	--	--	--	--	--	--	172
Trash (lbs)	'22	2171	--	--	--	--	--	--	--	--	--	--	--	2171
Weed Abatement (block faces)	'22	136	--	--	--	--	--	--	--	--	--	--	--	136



**Please Wear Your Mask**  
when visiting local businesses  
*Thank You!*

# Jack London Welcomes First Responders

7 participating sponsored merchants so far. Look for window display and check webpage.



Please Wear Your Mask  
when visiting local businesses  
Thank You!

## **Research Phase**

**-360 review with recent formation & renewal successes and failures**

**-Met to begin evaluation of 5 potential Consultant Teams and strategies**

**-Meetings with top 10-20 stakeholders planned**

**-Stay tuned for your assignments!**

# **Renewal 2023**

## **Task Force Report-back**

### **February**



**Please Wear Your Mask**  
when visiting local businesses  
*Thank You!*

# The future of two Alameda County-owned blocks on 4th and Broadway

Ener Chiu, Executive Vice President of the East Bay Asian Local Development Corporation (EBALDC)

Liz Probst, Associate Director of Real Estate at EBALDC

Ann Silverberg, CEO of Related Northern California.



**Please Wear Your Mask**  
when visiting local businesses  
*Thank You!*

# LAKE MERRITT BART TOD

OAKLAND, CA

PROJECT UPDATE

JACK LONDON IMPROVEMENT DISTRICT  
FEB 14, 2022

Team: Einwiller Kuehl, Pyatok Architects, SCB



**STRADA**  
INVESTMENT GROUP

# OAKLAND CHINATOWN

1950 to 2021



Overview of Lake Merritt Station construction showing the interface with completed subway structures, Oak Street detour, excavation and support, and extent of construction progress on the station structure. Contract 1X0071, Subway Structure, Lake Merritt Station.



# LAKE MERRITT STATION AREA PLAN

2008 to 2014



Slide 3 of 23



**STRADA**  
INVESTMENT GROUP





## 9 PRINCIPLES FOR THE LAKE MERRITT BART STATION AREA COMMUNITY

**1. PUBLIC SAFETY:** Immediately implement pedestrian-scale street lighting along 8th, 9th, Jackson, and Alice Streets.



**2. JOBS:** Ensure that any project with public funding is subject to the City's local hiring requirements.

**3. HOUSING:** Protect current residents against displacement, and ensure that at least 30% of the housing in the project plan is affordable to families at or below 60% of Area Income, including extremely low and very low-income families.



**4. HEALTH:** Create a pedestrian-friendly environment with open space that promotes public safety, walking, and exercise. Facilitate destination traffic to Chinatown while diverting Alameda, Oakland, and I-880 through traffic away from the area in order to improve air quality and community health.

**5. COMMUNITY FACILITIES AND OPEN SPACE:** Improve Madison Park with physical programming and regular programming. Add a block of contiguous park space to the Chinatown core. Establish a Community/Youth Center that provides programs and services.



Image Credit: Lawrence Ko Leong



**6. BUSINESS:** Encourage new grocery stores, farmers markets and healthy restaurants, attract new businesses, especially pharmacies, banks, and bookstores.



**8. TRANSPORTATION:** Calm traffic on 7th Street, install pedestrian scramble systems at controlled intersections on 8th and 9th streets between Harrison and Jackson Streets, and convert 7th, 8th, 9th, 10th, Harrison, Webster, and Franklin streets into two-way streets.

**7. COMMUNITY ENGAGEMENT:** Ensure that community residents and organizations are involved in decision-making and monitoring of the neighborhood plan.



**9. CULTURAL PRESERVATION:** Celebrate Asian culture using streetscape improvements, public art, historical markers, and bilingual signage. Zone for active ground floor uses, especially along 8th Street and 9th Street. Rename the BART Station to Oakland Chinatown/Laney BART Station.



## BART REQUESTED A PROPOSAL TO:

- Deliver commercial and residential high-rise uses at the station, and mid-rise affordable uses
- Engage the community
- Provide at least 20% affordable housing
- Increase BART ridership especially through reverse commutes
- Celebrate Chinatown
- Provide high quality, active, and safe public and civic open spaces
- Enhance the livability and vitality of the neighborhood



## DEVELOPMENT PARTNERS



*Affordable Housing  
Co-Developer*



*Market-Rate  
Co-Developer*

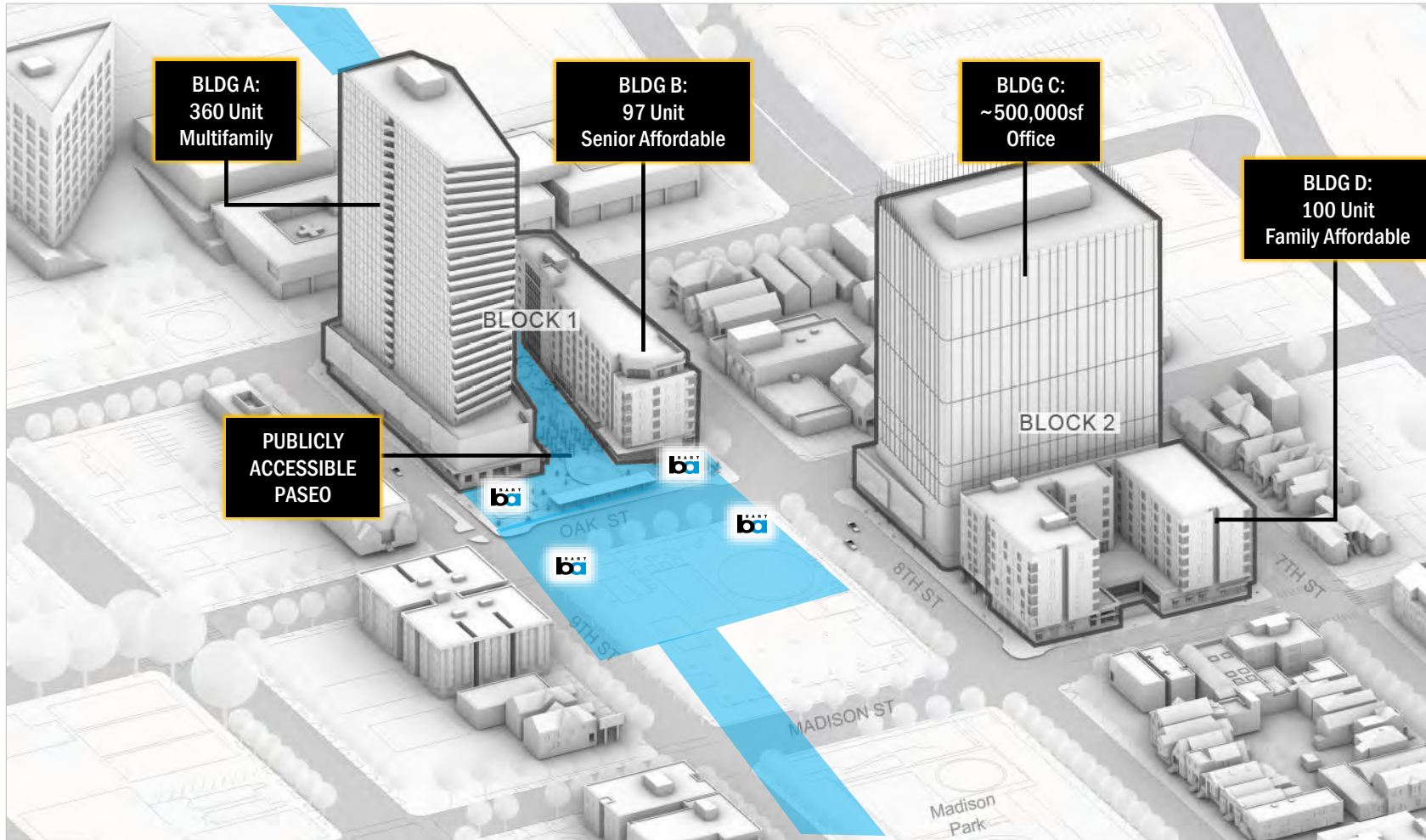




## KEY COMMUNITY BENEFITS

- **>40% Below Market Rate Housing**
  - 97 units of affordable senior
  - 100 units of affordable family
  - Affordable for households from below 30% AMI to 60% AMI
  - 36 units or 10% of Building A units affordable to households at 120% AMI
- **Senior Affordable Housing**
- **Family Affordable Housing**
- **Reverse Commute Office**
- **Significant Public Open Space – Publicly Accessible, Privately Maintained Paseo**
- **Active Ground Floor Retail**
- **Significant Transit Access Improvements**

# PRELIMINARY DEVELOPMENT PLAN ('PDP'), APPROVED 2021

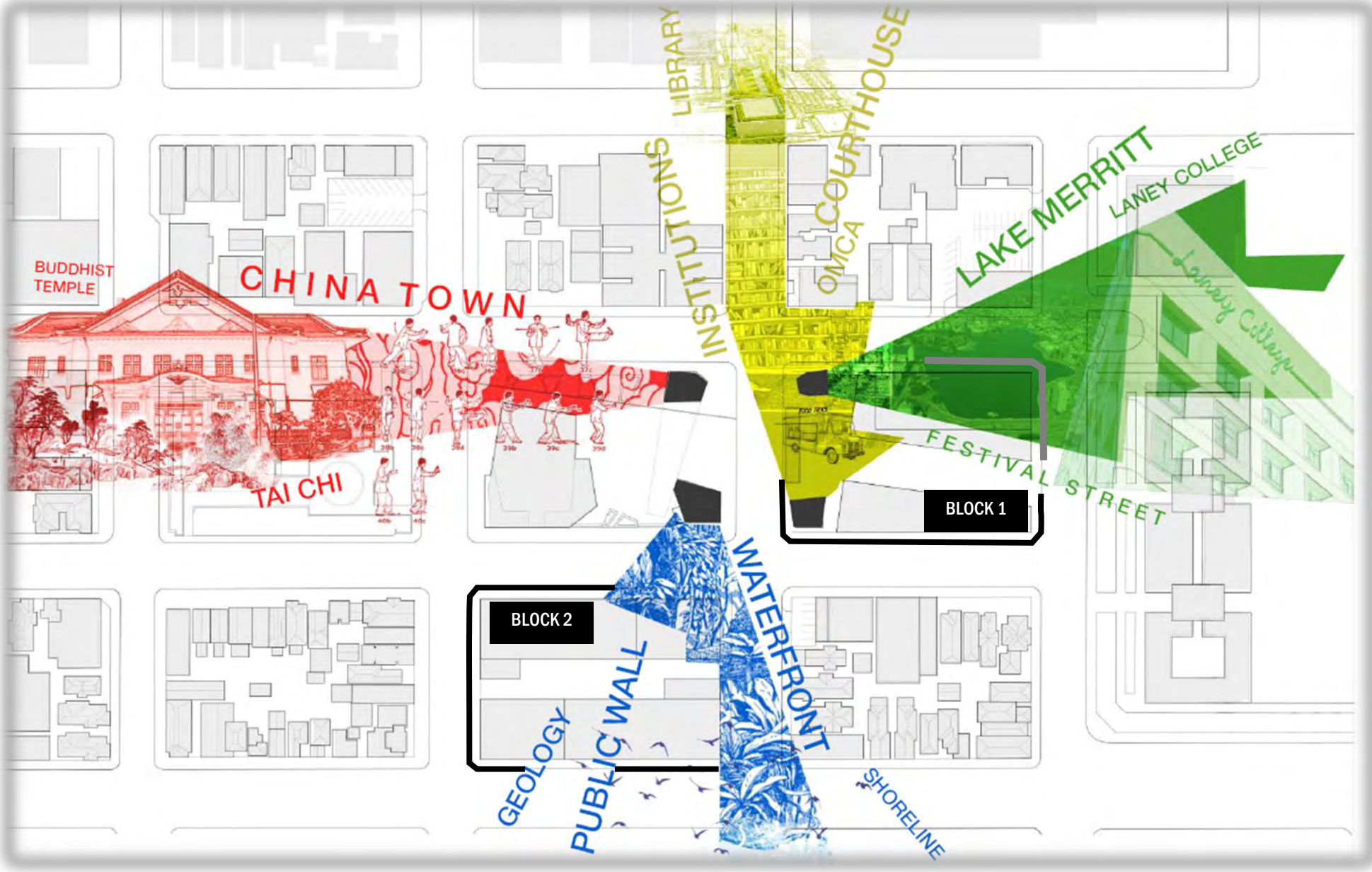


## DEVELOPMENT PROGRAM

- 4 Buildings, 2 Phases
- BUILDING A: 336 DU – 10% Affordable
- BUILDING B: 97 DU – 100% Senior Affordable
- BUILDING C: ~500,000sf Office
- BUILDING D: 100 DU – 100% Family Affordable
- Total: 556 DU, 500,000sf Office + Ground Floor Retail

## PDP DESIGN

- Designs to be refined at FDP
- FDPs will come back to DRC & Planning Commission
- FDP's will be guided by:
  - Project Specific Design Guidelines
  - Lake Merritt Station Area Plan Design Guidelines
  - Condition of Approval Requiring 'Signature Tower Design'







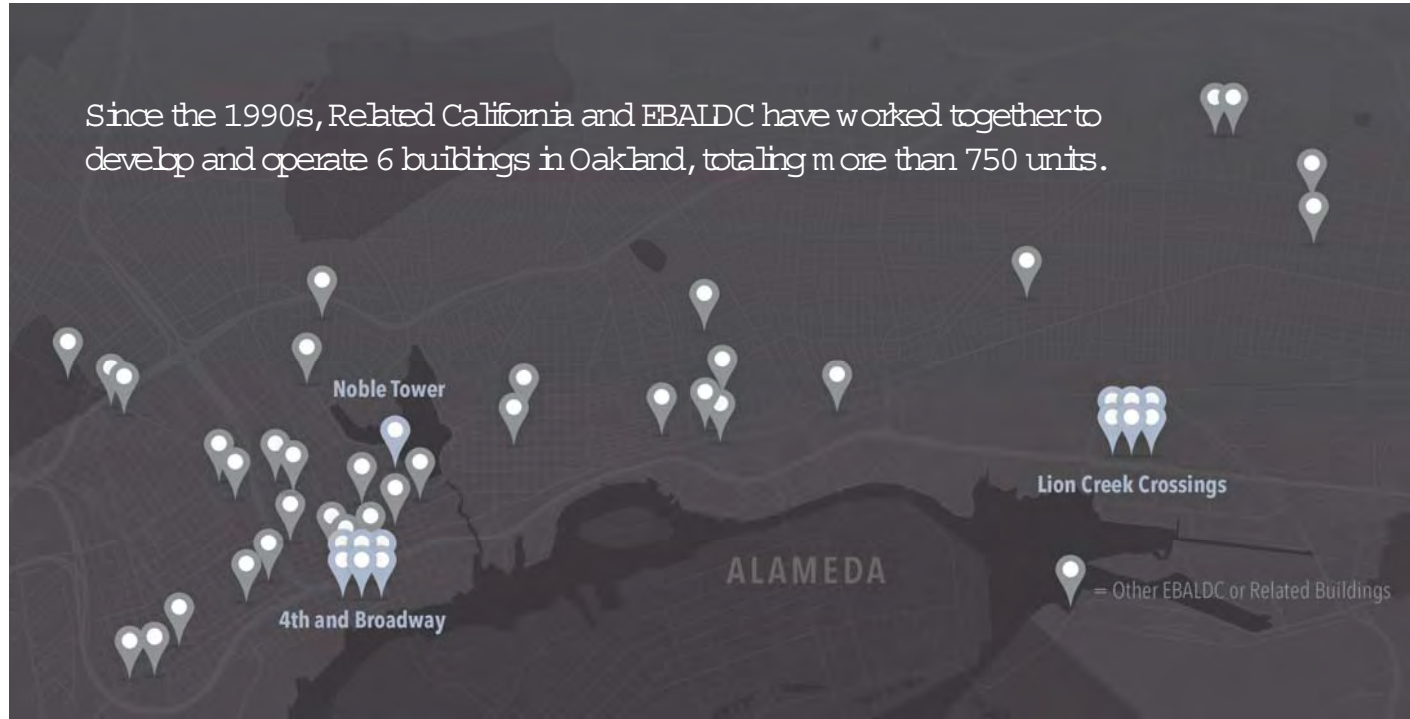
# 401-430 Broadway Project

Related California + EBALDC + Alameda County CDA





Lion Creek Crossings



# Partnership



**Ann Silverberg**

CEO  
RELATED

[asilverberg@related.com](mailto:asilverberg@related.com)



**Ener Chiu**

EVP, Community Building  
EBALDC

[echiu@ebaldc.org](mailto:echiu@ebaldc.org)





**RELATED**



**EAST BAY ASIAN LOCAL DEVELOPMENT CORPORATION**



**David Baker Architects**



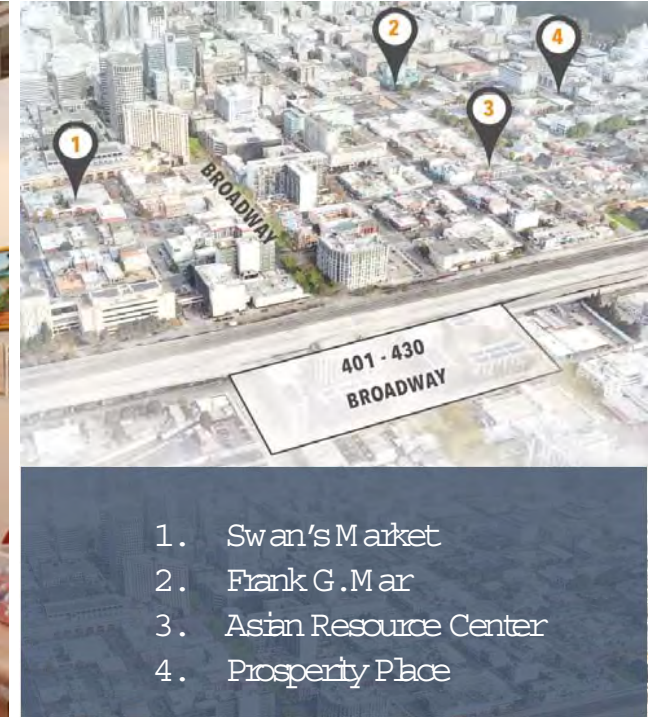
**Y.A. studio**



**OAKULTURE**



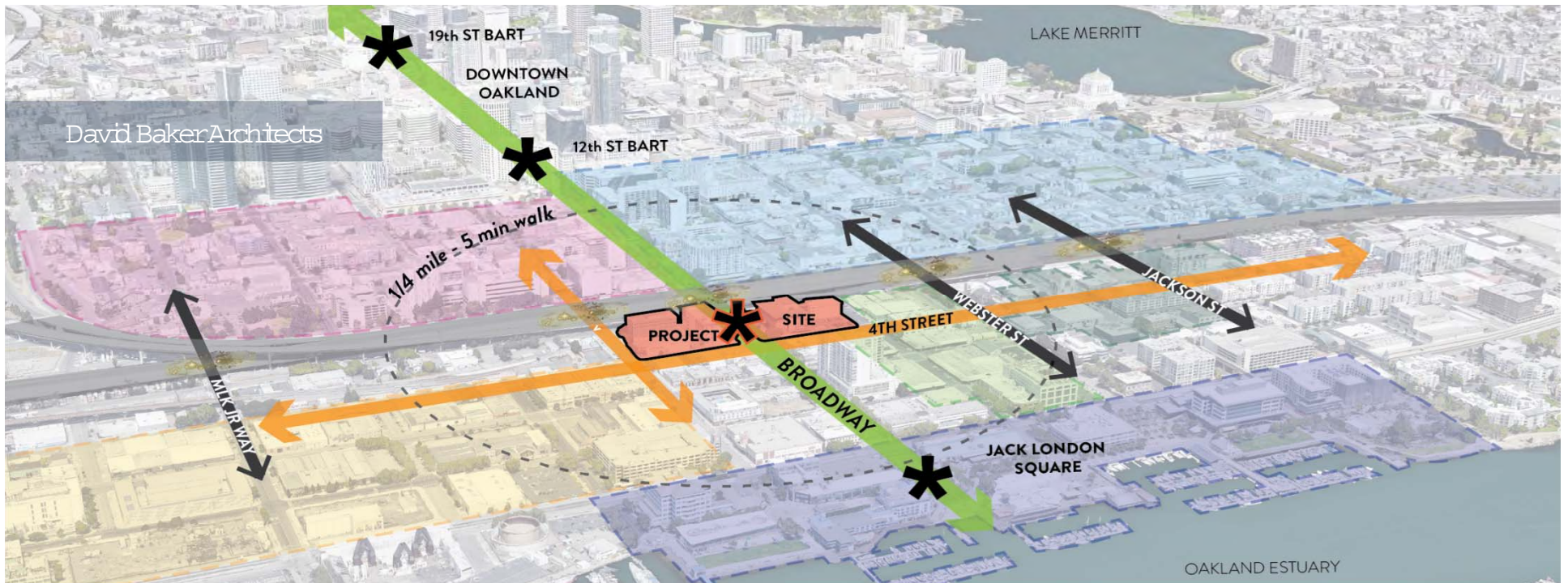
**EINWILLERKUEHL LANDSCAPE ARCHITECTURE**



1. Swan's Market
2. Frank G. Mar
3. Asian Resource Center
4. Prosperity Place

## Responsive Programming

Within the immediate vicinity of the project site, the team owns 110,000 SF of community serving, commercial space that supports 54 small Oakland business owners.



## Connectivity

Our multi-phase project will transform inactive blocks into a gateway, framing the Broadway spine, and linking the Town to the waterfront with a vibrant mixed-use, mixed-income community.

500 - 750  
Total Units

60%  
Affordable  
Units

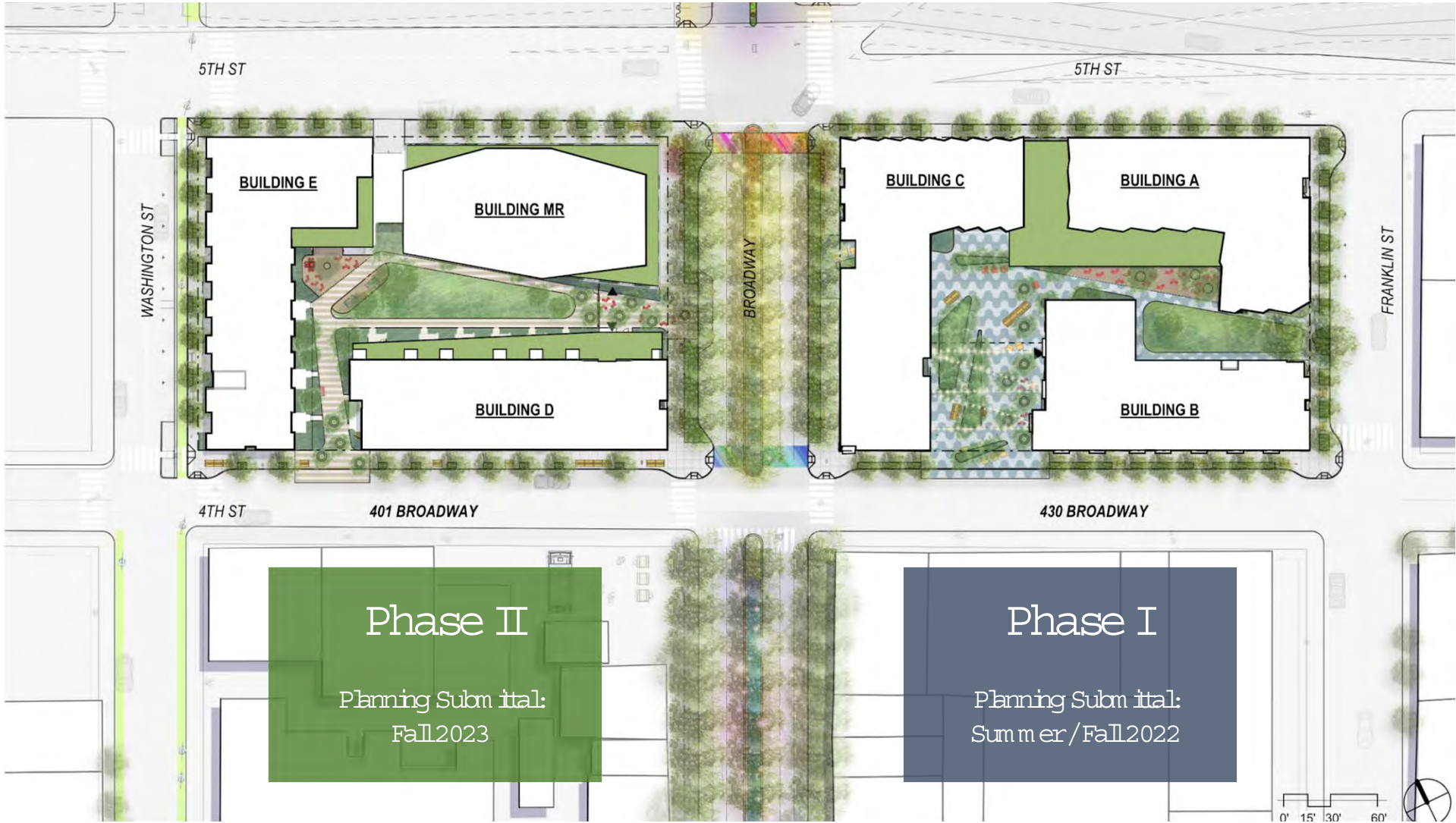
Strategic  
Phasing

Activated  
Ground Floor  
Commercial

David Baker Architects

## Project Approach

- Range of Income Levels and Populations
- Strategic, Phased Approach
- Agile Financing Structure
- High-Quality, Cost-Efficient Design Standards
- Activated, Ground Floor Programming



5TH ST

5TH ST

WASHINGTON ST

BUILDING E

BUILDING MR

BUILDING D

BROADWAY

BUILDING C

BUILDING A

BUILDING B

FRANKLIN ST

4TH ST

401 BROADWAY

430 BROADWAY

Phase II

Planning Submittal:  
Fall 2023

Phase I

Planning Submittal:  
Summer / Fall 2022

0' 15' 30' 60'





Stay Updated:  
430broadway.com

## 430 BROADWAY



### INTRODUCING 430 BROADWAY

430 Broadway is a proposed affordable housing project located at the gateway of four vibrant neighborhoods: Jack London Square, Chinatown, Old Oakland, and Downtown Oakland. A partnership between two of the most reputable affordable housing developers in the Bay Area – the East Bay Asian Local Development Corporation (EBALDC) and Related California – we envision a transformative project that will bring much-needed affordable housing, commercial space, and programs that intersect social equity and economic opportunity.

While still in its initial planning phases, the development team is excited to begin a dialogue with the surrounding community about the project. The 430 Broadway site is the first of two parcels owned by Alameda County planned for affordable and mixed-income housing development by EBALDC and Related California.

WE WANT TO HEAR FROM YOU!

CONTACT US

# Questions + Discussion



Ann Silverberg  
asilverberg@related.com



EAST BAY ASIAN LOCAL  
DEVELOPMENT CORPORATION

EnerChiu  
echiu@ealbc.org