

Jack London Improvement District - Special Meeting of the Board of Directors  
Wednesday, June 25, 2014 – 4:00 p.m.  
JLID Office – 333 Broadway

Agenda

1. Call to order and introductions- Bill
2. Public comment and announcements- Bill
3. Land Use and Transportation Committee update – Vivian and Michael
  - a. Approval of position statement on the Ellis Partners developments (attached) Action Item
4. Marketing and Economic Development Committee update – Paul
  - a. Approval of Brand Brief (attached) Action Item
5. Next regular meeting: Monday, July 14, 2014, 4:00 pm
6. Adjournment

BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The Corporation posts agendas with the City at 1 Frank H. Ogawa Plaza, #101. Action may not be taken on items not posted on the agenda. Copies of the agenda are available from the Jack London Improvement District at 580 2nd Street, Suite 260, Oakland, CA 94607 or through [jlid.org](http://jlid.org). Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, please notify our office at [info@jlid.org](mailto:info@jlid.org) at least 48 hours prior to the meeting. The public will be provided with an opportunity to address the board on any item described in the meeting agenda under agenda item number 2.

**Jack London Improvement District- 333 Broadway, Oakland, CA 94607**  
**Savlan Hauser, Executive Director- 510.388.4412 - [savlan@jlid.org](mailto:savlan@jlid.org)**

June 20, 2014

TO: Bill Stotler, President, Jack London Improvement District and Members of the Board of Directors

From: Vivian Kahn, FAICP, Chair, JLID Land Use Committee

Subject: Proposed JLID Position on Jack London Square Development Project

The JLID Land Use Committee met on June 18 and voted to recommend Board approval of the following position statement to be presented to the Oakland City Council.

The Jack London Improvement District supports amending the Estuary Policy Plan and the General Plan to allow residential development on Sites D and F-2. Without a more specific plan for the District that would establish a basis for future development or revisions to the Design Guidelines for Sites D and F-2 in Exhibit C of the approved Development Agreement, we request that the City Council reject the recommendation of the Planning Commission to change the classification of Site D to RD&E-2: Retail, Dining, Entertainment Land Use (Broadway) and the classification of Site F-2 to MUD: Mixed Use District on the grounds that these changes would:

- Double the Floor Area Ratio (FAR) allowed on Site D from 3.5 to 7.0 without providing any additional benefits to the surrounding community;
- Change the classification of Site F-2 to Mixed Use District, which is intended to encourage the development of nontraditional higher density housing within a context of commercial and light industrial/manufacturing uses and would allow the introduction of uses such as light industrial, warehousing, wholesale, manufacturing uses that would be inconsistent with existing and proposed public-oriented waterfront activities in the surrounding Waterfront Commercial Recreation area.

As an alternative, the JLID proposes that the Estuary Policy Plan and the General Plan be amended as follows:

- Revise the RD&E-1: Retail, Dining, Entertainment Land Use Classification to include residential as a permitted use to allow up to 125 units per gross acre with a maximum FAR of 3.5 per parcel (Estuary Policy Plan, p. 132)
- Revise the WCR-1: Waterfront Commercial Recreation Classification to include residential as a permitted use to allow up to 125 units per gross acre with a maximum FAR of 3.0 per parcel.

Additionally, the JLID requests that the Council amend the specific design guidelines for Site D to prohibit driveways that open onto Embarcadero and would preclude implementation of a train quiet zone, which is an objective of the adopted JLID Management District Plan.

# Jack London Improvement District Brand Brief – Second Draft KW

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## **Mission**

*Our mission is to create, promote and maintain a superb environment for people who visit, live or work in the Jack London District. Through programs focused on beautification, safety and promotion, we foster economic vitality and quality-of-life in Oakland's unique, historic urban waterfront community.*

## **Vision**

Our vision is for a safe, clean, thriving Jack London District open 24/7, with flourishing businesses, vibrant events and an environment that ensures community members and visitors may be enriched by the District's history, beauty and diverse assets.

## **Core Values**

Vitality, Authenticity, Access, Collaboration and Community

## **Brand Essence**

The Jack London District = Vibrant, historic urban waterfront

## **Brand Personality**

Industrious, Exciting, Creative, Welcoming, Versatile

## **Brand Voice**

The JLID brand voice is, warm, positive, enthusiastic and playful. It is also informative and sincere. While casual, the tone should have the gravitas to instill confidence in the organization behind it.

## **Brand Promise/Experience**

Safety, Connectivity, Innovation, Consistency, Fun, Reliability, Entertainment, Dynamism, Beauty, Transformation, Advocacy, Responsiveness

## **Brand Positioning**

JLID is uniquely qualified to foster a thriving environment for Oakland's multi-faceted, historic, waterfront community. Through investment by its property-owners, its ambassador and other programs and services, JLID ensures that all who work, live, play or create here may savor the diverse assets the Jack London District offers.