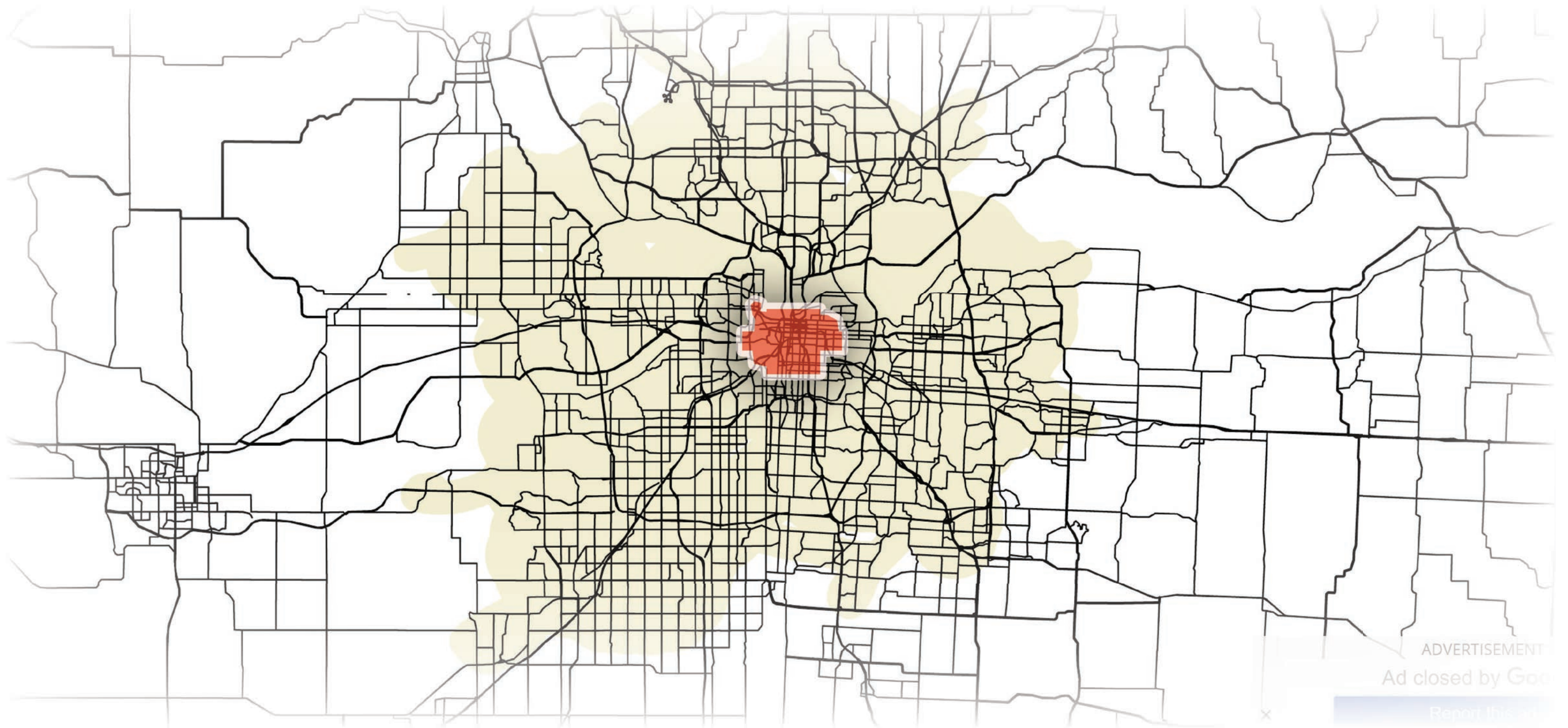


Planning New Commercial Development in Oakland

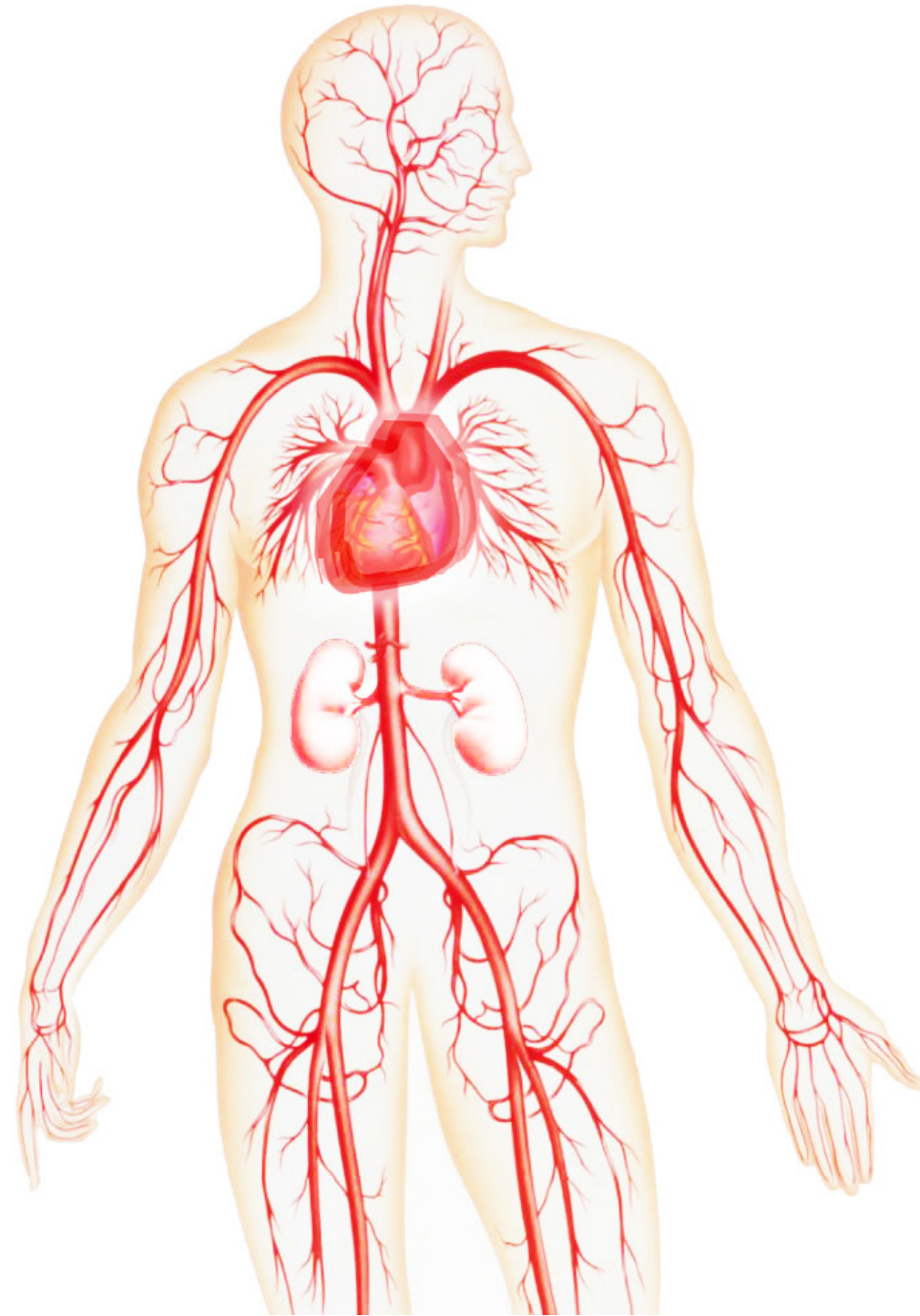
SPUR OAKLAND Panel November 12, 2019



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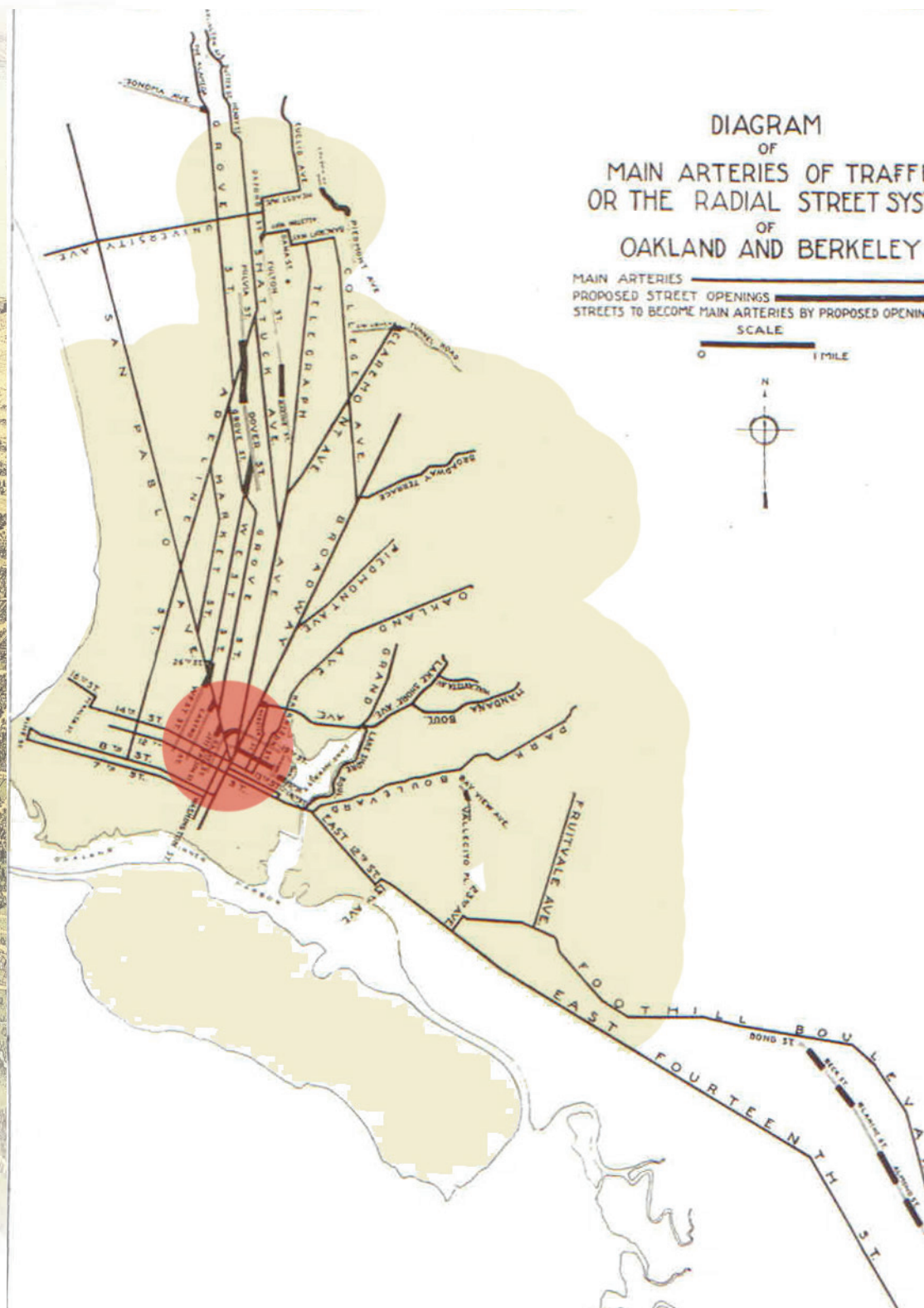
Cities are much like a human body.



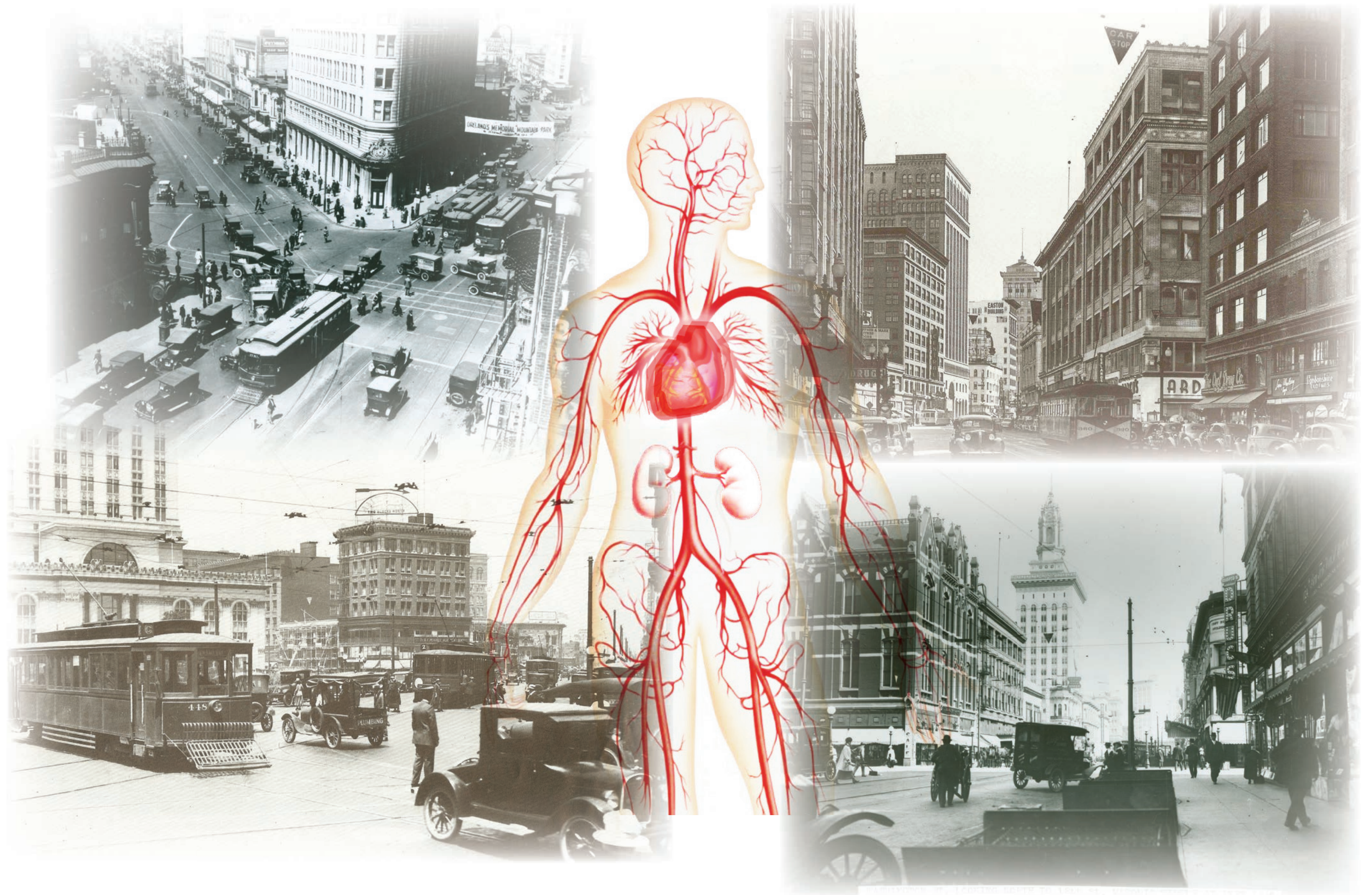
With the body, “a heart” and a circulation system proportioned to each other.



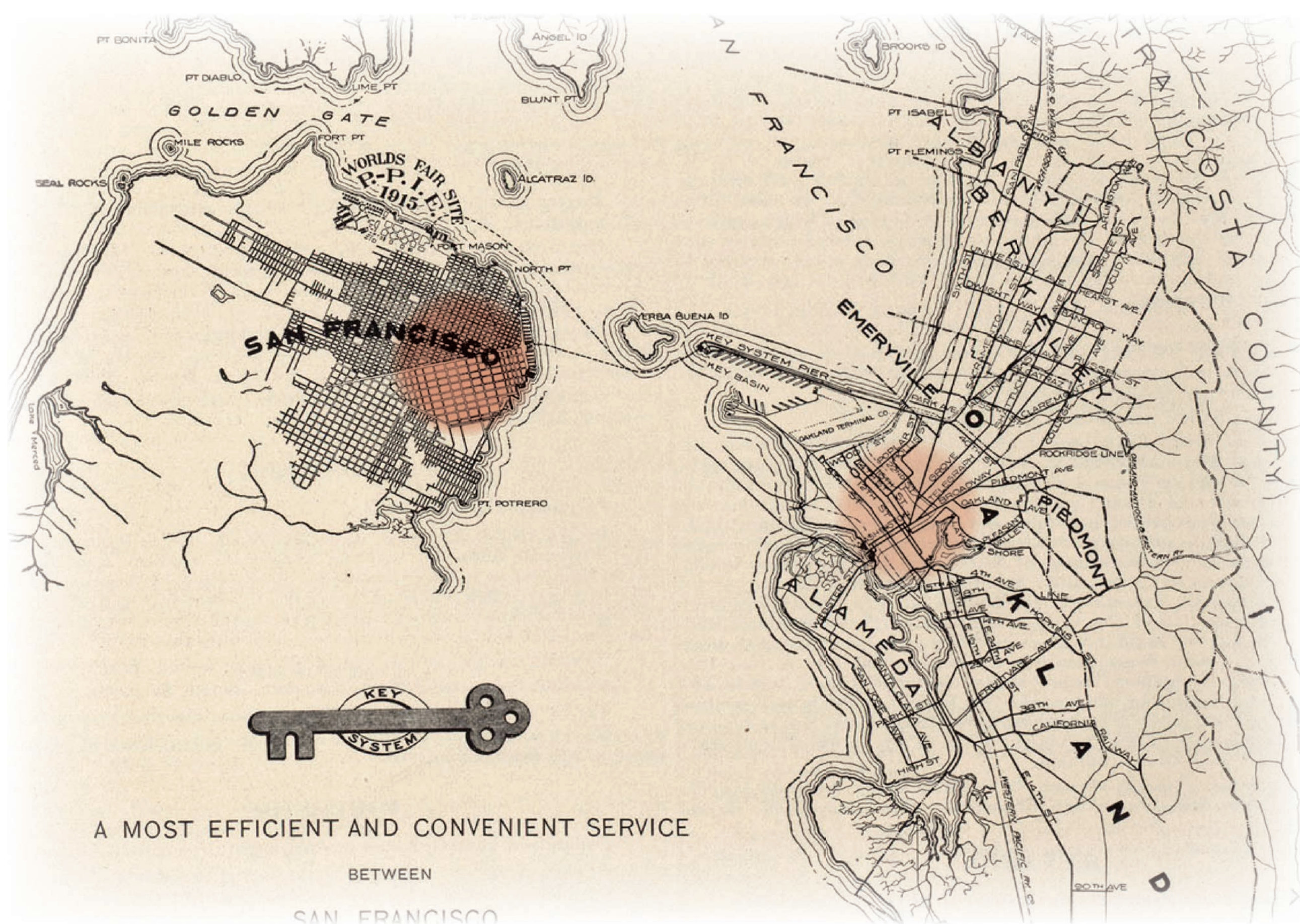
The Bay Area was born different, with **2 hearts** of roughly the same size.



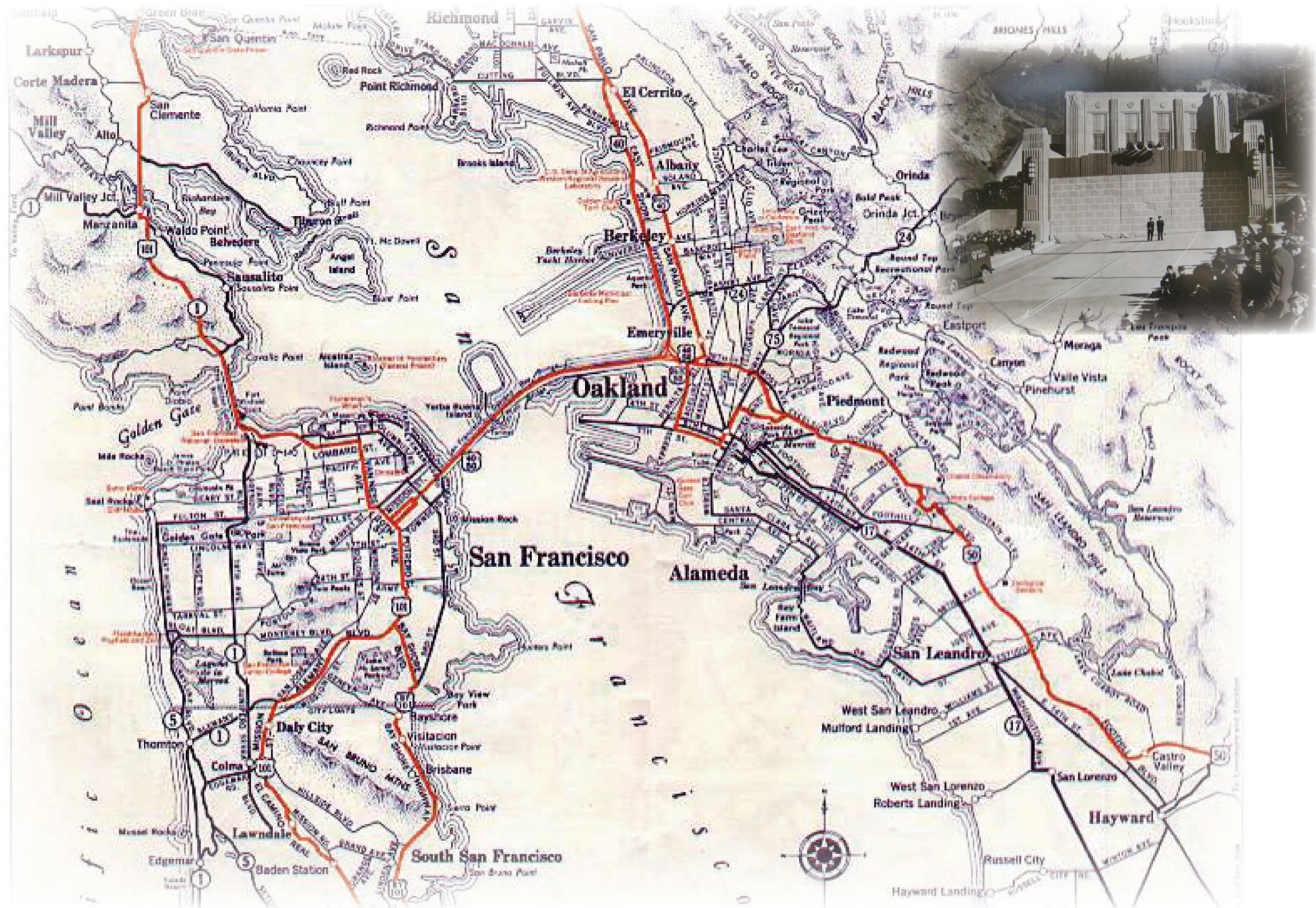
Originally Oakland grew largely separate from San Francisco ...



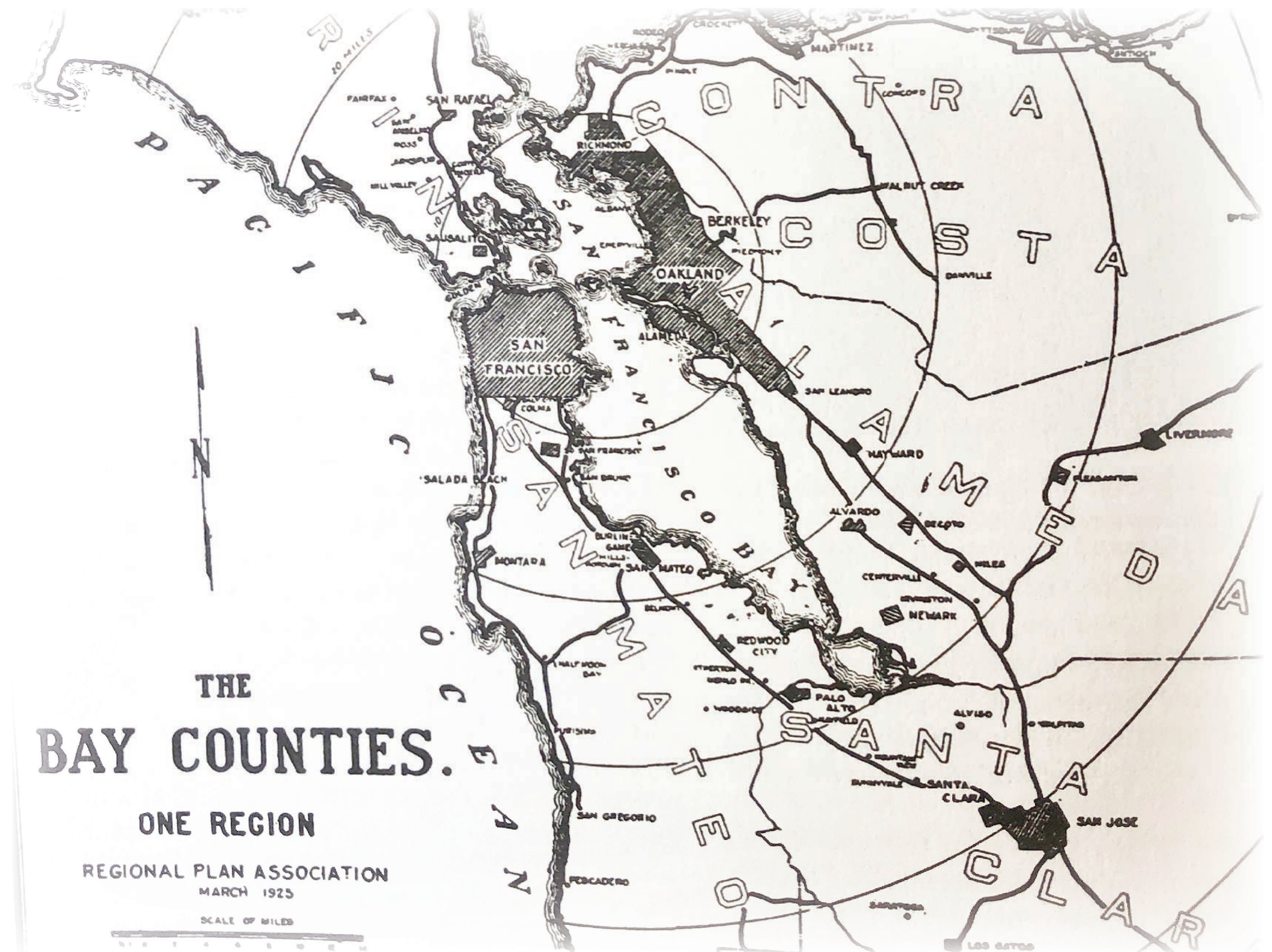
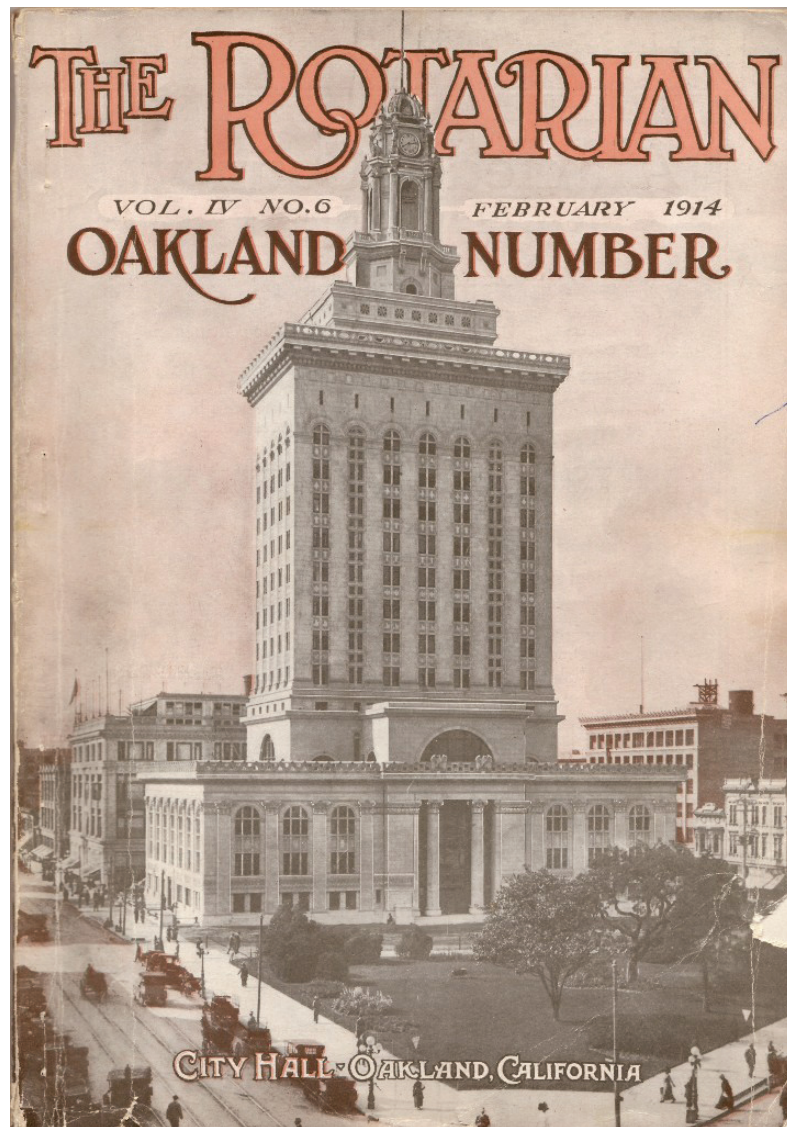
with its own dominant **heart** for jobs, retail, institutions and public engagement for most of its residents.



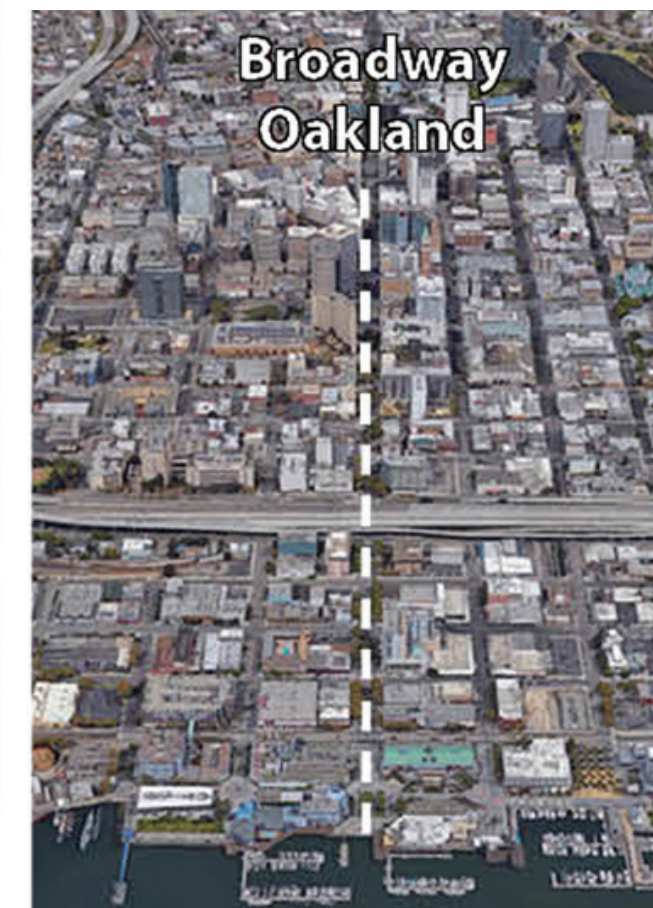
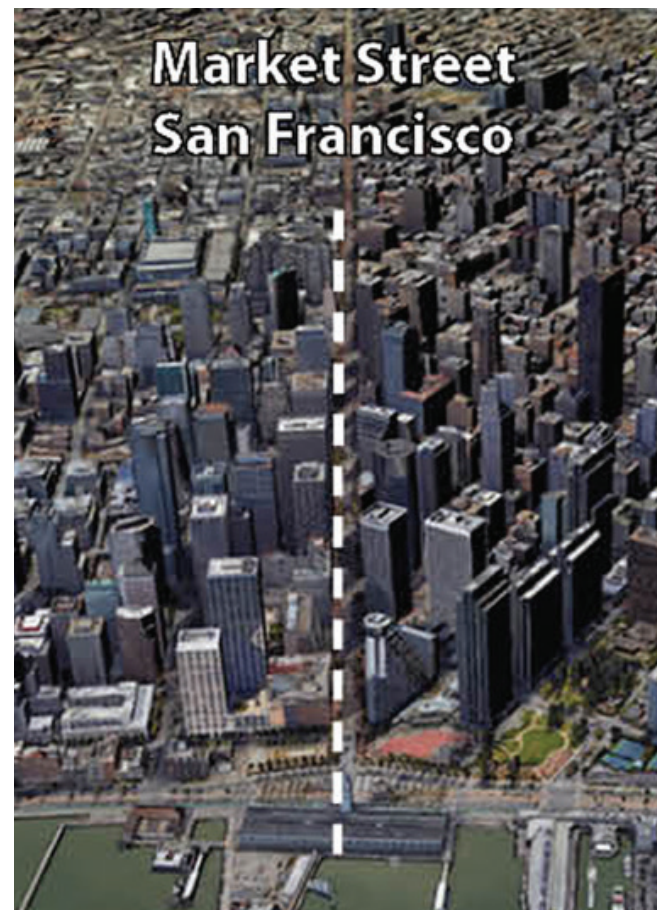
As San Francisco became dominant, Oakland was left with an equally sized downtown, but far fewer regionally significant commercial uses.



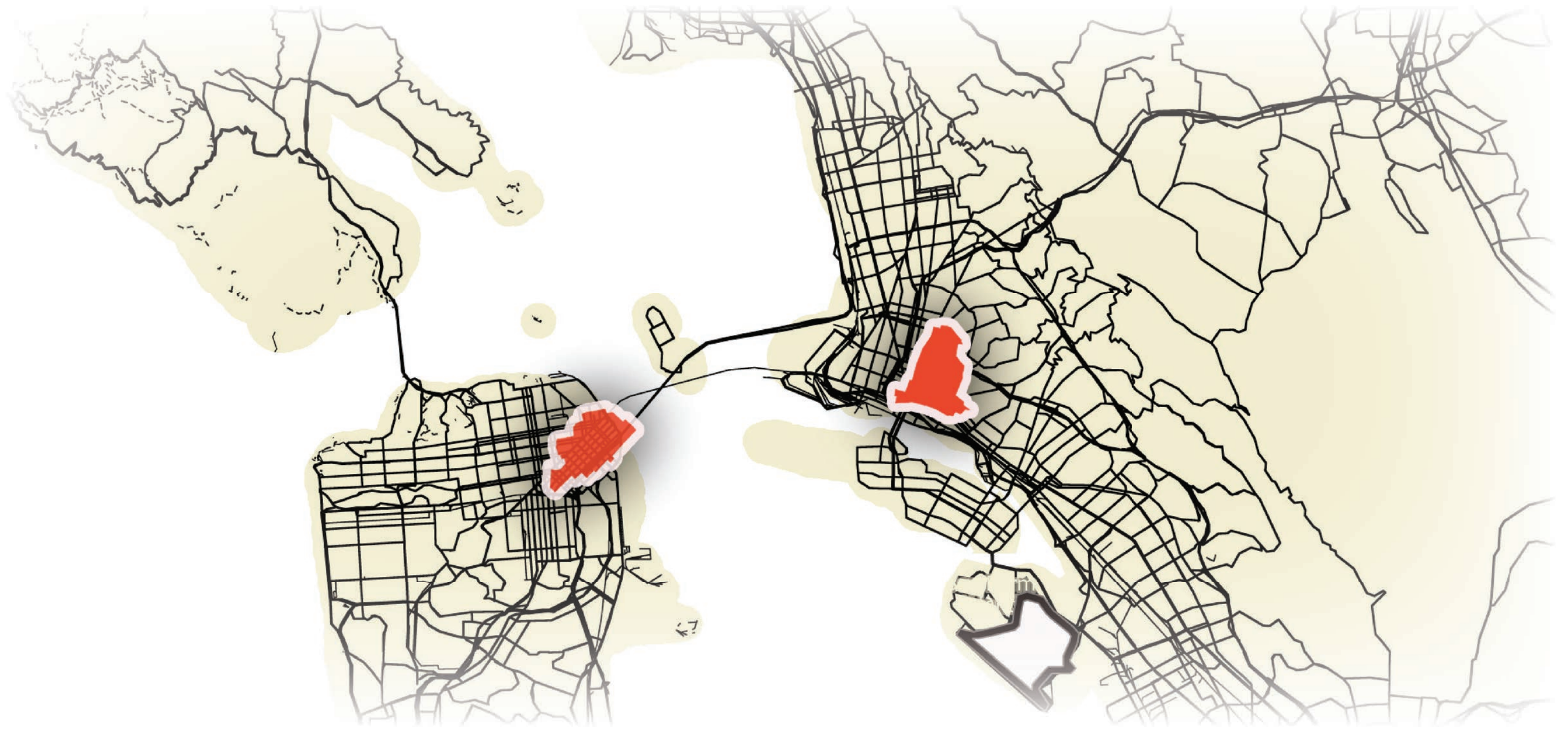
Bridges, tunnels and suburbanization made matters worse resulting in Oakland's perpetual Retail Leakage, the worst in US.



Over the years, there were many valiant efforts to put Oakland on an equal footing ...



... including routing BART to directly connect the two Main Streets.



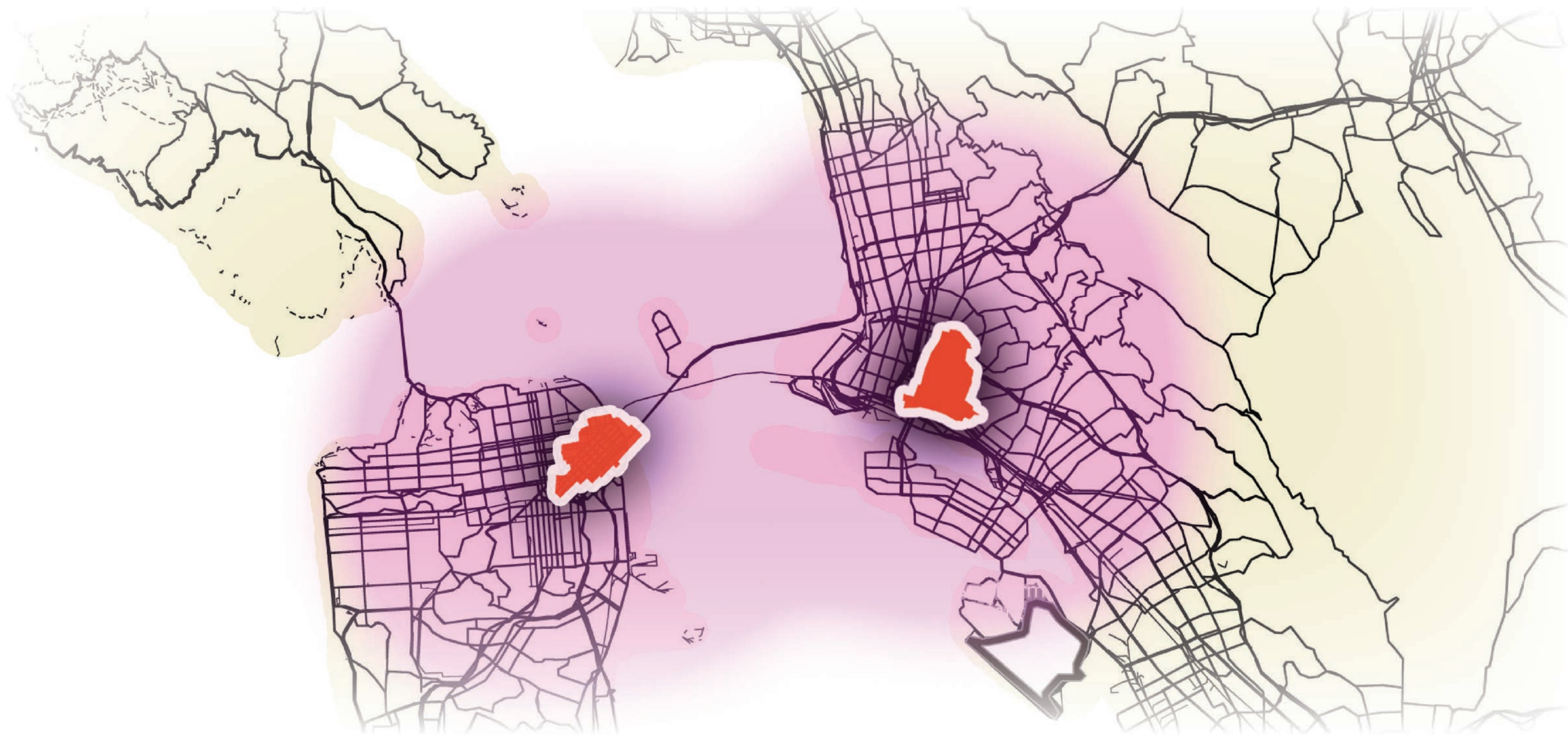
Today,. the question still remains whether the Bay Area's second **Heart**...



... should be allowed to become predominantly another area of housing.



A **dual core** offers the potential greater long-term shared prosperity with an overall larger number of more cosmopolitan jobs than could otherwise be possible.



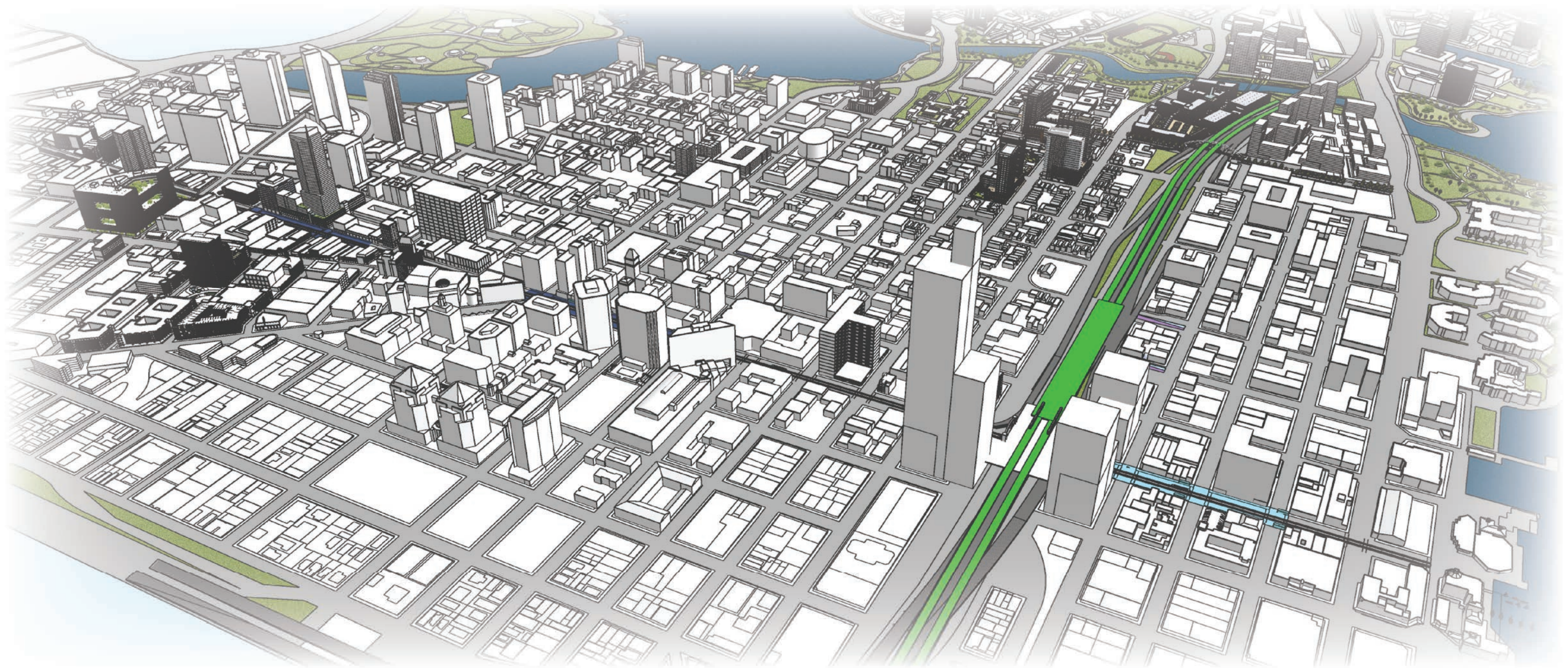
To do so, we must avoid further aggravating the region's jobs/housing strain...



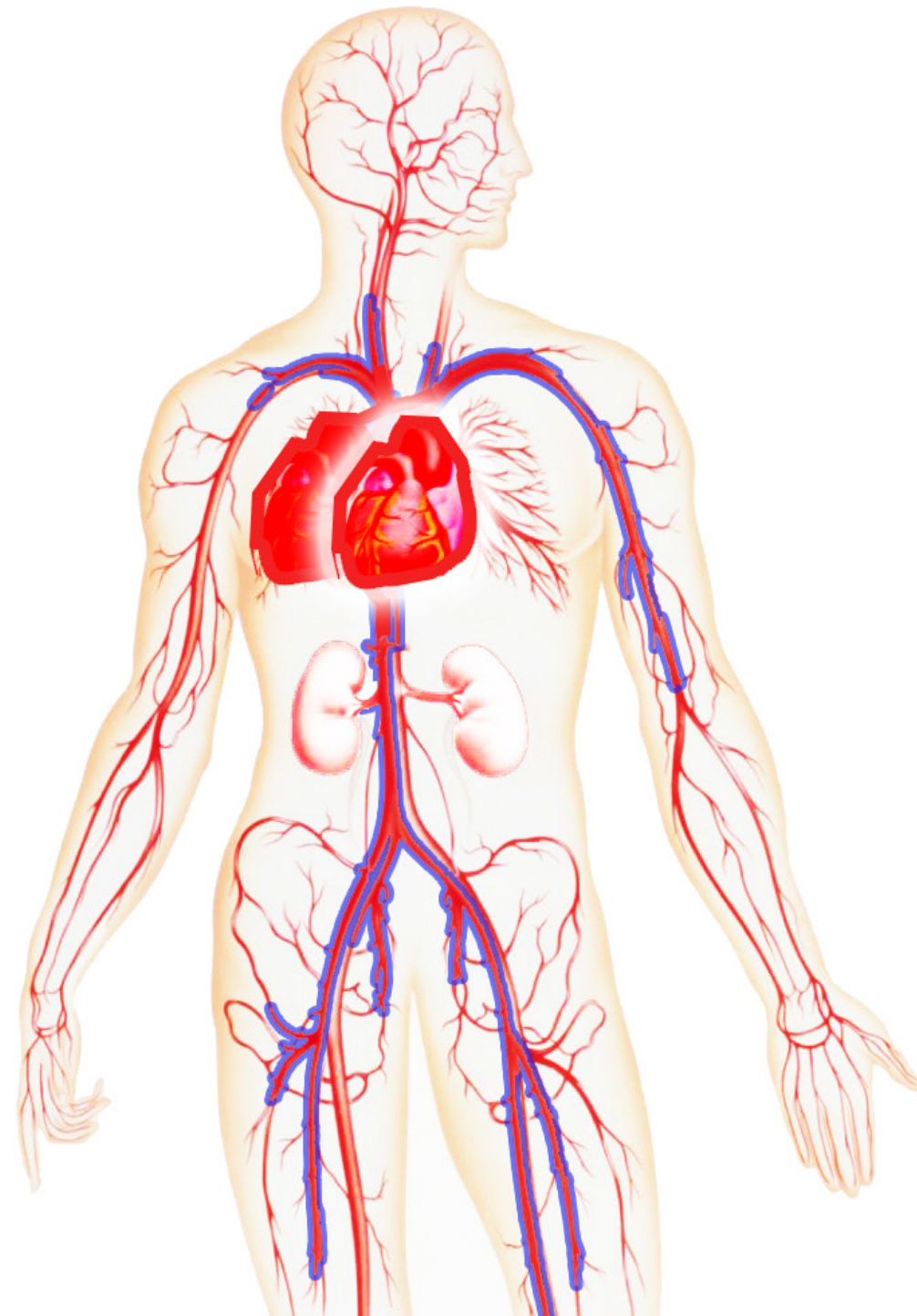
... by better connecting housing within the region ...



... as we create dense commercial development about inter-modal transit hubs ...



... thus activating Broadway that has perpetually not had enough warm bodies to be fully activated.



So we will live happily ever after!

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