



Oakland Measure DD Community Coalition

4 May 2015

Mayor Schaaf and Members of the City Council

Subject:

Proposed allocation from sale proceeds of Lake Merritt Boulevard Remainder Parcel

Dear Mayor Schaaf and Councilmembers,

In response to inquiries from some councilmembers about the original City Council-selected CALM RFP response, and its references to a "remainder parcel," attached are:

- The Executive Summary from the original proposal submitted 7 Sept. 2001 (See highlighted reference on page 3.)
- An excerpt from the proposal section headed Project Financial Resources—reference to "new and highly saleable parcel"
- Initial Site Plan showing creation of a "development parcel"

The Measure DD Community Coalition considers that Council selection of the CALM proposal represents an implicit commitment to dedication of parcel sale proceeds to the now completed Lake Merritt Boulevard Project. In view of the City's continuing budget squeeze, the Coalition unanimously voted to request only 50% of proceeds. The DD Subcommittee has accepted the CED Committee's recommendation for 25% of land sales proceeds.

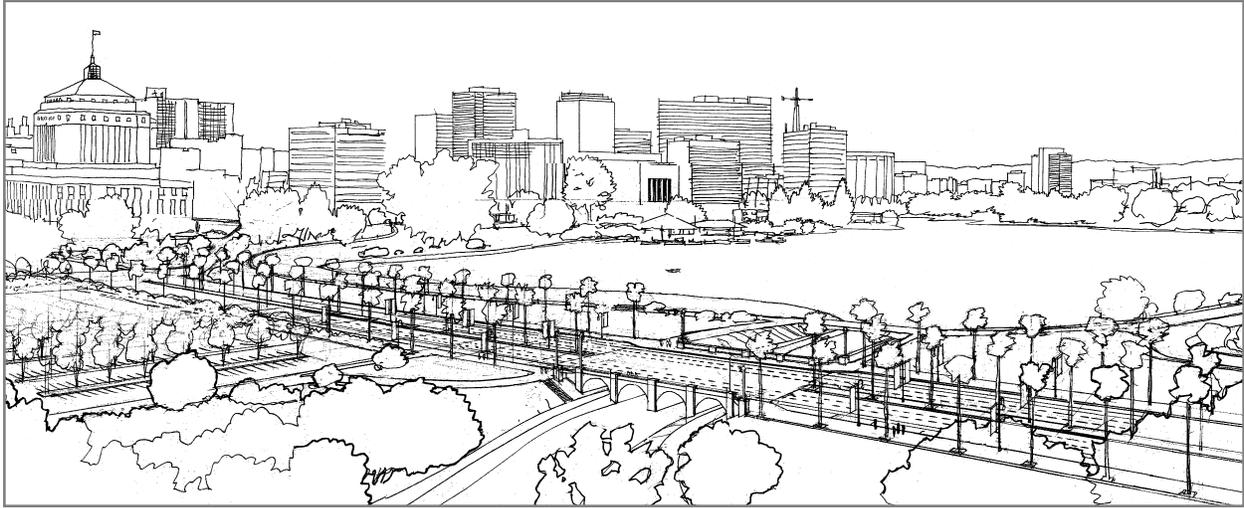
The Measure DD Community Coalition requests that the CED-recommended funds be deposited in a locked "dedicated fund"—the start of a conservancy or something similar—which the Coalition would help grow by means of donations, interest, and grants (as we have helped the city in obtaining about \$60 million to supplement the bond funding for DD projects), and would retain as a "rainy day" reserve should a future financial situation require the need to draw from it to assure an adequate level of maintenance going forward.

Sincerely,

Naomi Schiff, for the
Measure DD Coalition Task Group

Lake Merritt Boulevard

PROPOSAL FOR DEVELOPMENT OF LAKE MERRITT'S SOUTH SHORE



EXECUTIVE SUMMARY

INTRODUCTION

The Lake Merritt Boulevard Plan (LMBP) is submitted on behalf of the community of Oakland citizens by the Coalition of Advocates for Lake Merritt (CALM). The Plan addresses development of the HJ Kaiser Convention Center parking lot, and its proximate environs. The Plan is the product of two public meetings held August 2 and September 6, that were open, broadly attended, and participatory. At these meetings, the LMB Plan was developed, refined, unanimously endorsed, and those assembled directed that The Lake Merritt Boulevard Plan be submitted as an alternative, equitable, and legitimate response to CEDA's "Request for Proposals (RFP)" issued 9 July 2001.

Background of Applicable Policy Declarations and Historical Regulations. The HJ Kaiser Auditorium is a city landmark. Lake Merritt itself, designated as a national wildlife refuge in 1870, is a National Historic Landmark. Alteration of these resources is strictly regulated. Also included in the LMBP is a full exposition of applicable legislation and policies governing appropriate uses of the lands and environs encompassing the HJ Kaiser Auditorium. Consistent with the body of adopted policies cited in this section, private development and sale of any of these lands are strictly prohibited, unless first approved through a public referendum.

Coalition of Advocates for Lake Merritt

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OBJECTIVES OF THE COMMUNITY PLAN

A diverse community of Oakland residents spontaneously convened in early July, spurred by a realization of the threat to the sanctity, serenity, and calm beauty of their beloved Lake Merritt, its southern expanse, and its historic environs. Determined not to let such wanton destruction occur without a fight, the advocates decided to put forth a more desirable plan, not only to preserve and protect South Lake Merritt, but also to provide for some much needed improvements in contiguous areas.

The community plan would fulfill five (5) principal objectives:

- rationalize the roadway system at the south lake channel overcrossing;
- expand the currently non-existent shore area at the southern end of Lake Merritt;
- increase the landscape treatment of Peralta Park and the auditorium parking area, and harmonize the park and recreational uses at the south lake area;
- create and improve circulation pathways for pedestrians, hikers, and bikers through and around the southern end of the lake; and
- strengthen the relationship between HJ Kaiser Auditorium, Oakland Museum, Laney College, Lake Merritt Channel, and Lake Merritt, by providing safe and improved pedestrian access between the lake side and the auditorium side of 12th Street.

QUALIFICATIONS AND EXPERIENCE OF DEVELOPMENT TEAM

The Lake Merritt Boulevard Plan (LMBP) is a coordinated set of public improvements for the entirety of the South Lake Merritt area. All lands involved are owned by the city and — except for one possible disposable parcel — will remain in city ownership. There are no air rights issues, as no air rights would be “transferred” or “sold.” Accordingly, The City of Oakland, through its Public Works Agency, is the only legally appropriate developer of the described capital improvements. Thus, for purpose of this proposal and its scope of operations, the City of Oakland would be the developer of record for “The Lake Merritt Boulevard Plan.”

COMMUNITY INPUT PROCESS

Community involvement has been the source and motivation of “The Lake Merritt Boulevard Plan” since its inception. Citizen involvement relating to improvements at the South Lake area has a long history, most notably exemplified in the Community Assistance Team Study (CAT Study) of 1989, and continuing to the time of the announcement of the city’s intentions of developing the parking lot of the HJ Kaiser Convention Center. As citizen awareness grew, CALM members also began to meet to discuss possible methods for coalescing community interest in opposition to the proposed development. CALM formed a volunteer committee of professional designers, and planned for the first of two community wide, participatory meetings to identify community sentiment and to chart a program of action communicating the desire of the community to the elected officials of the city.

The first public meeting was held August 2 in a convenient, accessible, public-owned facility. With little advance notice or publicity, about 130 Oakland citizens attended the first meeting, and on September 6, a second confirming public meeting was held at the same location. About 50 Oakland citizens attended the second community meeting.

PROJECT FINANCIAL RESOURCES

Potential Funding Sources. Representatives of the community plan researched potential and available funding sources, and confirm that abundant public, private, foundation, and the possibility of local initiatives exist to conclude that potential funding for the LMBP is highly probable. Of funding sources, applicable to similar undertakings as the Lake Merritt Boulevard Plan, information is provided in the Proposal affirming that between \$132,000,000 and \$138,000,000 may be available.

Demolition Proforma. The Demolition Operations proforma, a fairly detailed identification of demolition and improvements operations, defines 28 operations, with added considerations for phasing of the work, inflation impact for projection into the future, and contingency. For demolition operations, a cost range of \$27,995,000 to \$28,180,000 is projected.

Improvements and Reconstruction Proforma: The Improvements and Reconstructions proforma defines 14 categories of improvements, also with considerations for phasing of the work, inflation impact for projection into the future, and contingency. For improvements and reconstruction operations, a cost range of \$34,810,500 to \$37,025,000 is projected.

Possible offsets against project cost are Tidal Trust funds, Measure B funds, Tax Allocation Bonds, and an innovative concept — the sale of “community shares” in the proposed development. Already allocated are Tidal Trust funds in the amount of \$500,000 for improvement of the Lake Merritt Channel Dam, and \$1 million in Measure B funds for bicycle lanes and improvements around the South lake area. **The Plan also creates a new and highly saleable 68,000 sq ft parcel of developable real estate. Preliminary appraisals place the value of this new parcel between \$3.4 million and \$5.6 million.** Marketing of the new parcel can also be a partial offset against the cost of the Lake Merritt Boulevard Plan.

PROJECT DESCRIPTION AND DESIGN

Illustrative graphics for the community plan were prepared by a group of architects and landscape architects that volunteered their services to execute the vision advanced by the community participants. With commentary from participants and from organizations that requested group presentations, the design committee developed and refined preliminary and final design schemes that were presented to the second community meeting, September 6, which unanimously approved the Plan for formal submittal.

The community plan fulfills the five principal objectives established for the LMBP by:

- a. realigning and expanding the capacity of 12th Street as a widened central artery for auto-pedestrian-bicycle traffic at the South lake area and the Merritt Channel crossing;
- b. realigning all traffic, both inbound and outbound, to meet 12th Street at regularly designed, signalized intersections;
- c. providing broad sidewalks along both sides of the new arterial to encourage strolling at the South lake area;
- d. introducing parallel parking along both sides of 12th St facilitates access to facilities and enhances pedestrian safety;

- e. eliminating all current, but unused pedestrian underpasses;
- f. relocating the North seawall substantially to the South, which enables the reclamation of a generous beach area at the South terminus of the lake;
- g. providing signalized intersections at 12th St-13th St and West Auditorium Way, including a pedestrian-controlled signal at the Channel crossing, to directly connect the Auditorium-Museum-Laney College complexes on the south to Lake Merritt, a long sought goal of the City Council.

The Plan provides a variety of landscape improvements at the parking lot of the Kaiser Auditorium, adjacent Peralta Park, along Lake Merritt Channel, and at Lakeside Park, including the integration of Fire Alarm Park, made possible by removing the extension of the portion of 14th Street currently adjacent to the historic Cameron-Stanford House.

An illustration of The Lake Merritt Boulevard Plan follows this Summary.

CITY REQUIREMENTS

It is the intent of the community that implementation of LMBP be carried out in full compliance with all regulations and requirements of the city of Oakland, including: environmental, nondiscrimination, conflict of interest, disabled access, equal employment opportunity, prevailing wage, compliance with Oakland's living wage ordinance, where applicable, and any other applicable requirements.

CITY SUBSIDY, (IF ANY)

The Lake Merritt Boulevard Plan, as prepared and submitted by Oakland residents as a community plan is presented as a capital improvement undertaking by the City of Oakland through its Public Works Agency. It is proposed by this submittal that sufficient funds, through a variety of means, may be obtainable to support the anticipated cost of the improvements. In that event, subsidy, as such, may not be necessary.

Creation of New Marketable Parcel and Approximate Value: Finally, and of utmost importance, is the fact that upon installation of the Lake Merritt Boulevard Plan, a new and highly saleable 68,000 sq ft parcel of developable real estate is created. Marketing of this parcel can be a partial offset against the cost of the Lake Merritt Boulevard Plan. Two preliminary appraisals, contributed to the community planners by professionals, place the value of this parcel at between \$3.4 million and \$5.6 million (attached).

The following pages contain the related submittals:

- h) Potential Funding Sources 3 pages
- i) LCB Associates Appraisal Letter 1 page
- j) Ritchie Commercial Appraisal documents 3 pages
- k) Demolition Operations Proforma 2 pages
- l) Graphic for Demolition operations1 page
- m) Improvements and Reconstructions Proforma4 pages
- n) Graphic for Improvements and Reconstructions1 page

Lake Merritt Boulevard

12th - 13th - 14th Streets reconfigured into a new urban boulevard with three lanes in each direction separated by a ten foot wide planted median. Lights, banners and art at either side and in the median.
Class II bike paths on both sides of the boulevard and connect to the bike path that surrounds Lake Merritt and other downtown streets
Parallel parking along the boulevard to buffer pedestrians
8 foot wide sidewalks on both sides

Sculpture Garden *

The existing sculpture garden from Channel Park to the new Green at the south end of the lake is expanded in collaboration with the Oakland museum and MOCA
Include permanent and changing venues for sculptures by local artists and youth.

Fire Alarm Building

Convert to use by the Museum, Library or as a café
Outdoor terrace added

Street Re-Configuration West

14th Street becomes park land. Through traffic from East Oakland would take 13th and turn right on Oak Street
The intersection at 12th and Fallon is signalized
Fallon between 10th and 12th is reopened providing direct access to the Museum and Convention Center parking lot

Courthouse Improvements

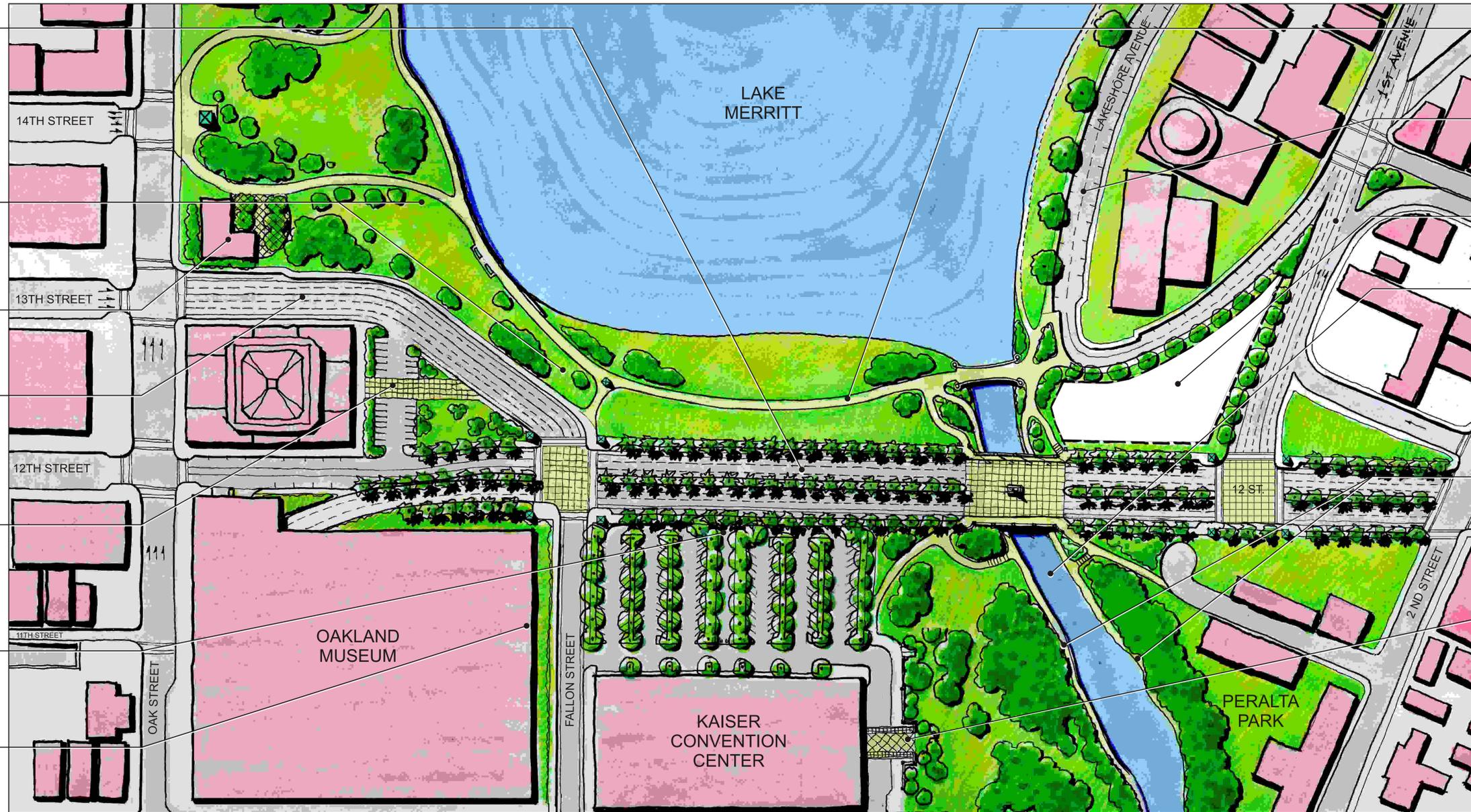
The original east entrance to the courthouse is reestablished. Benches and site furnishings* are added.
A planted buffer and additional parking is provided in the island east of the courthouse

Convention Center Parking Lot Phase 1

A well-designed pedestrian connection from 12th to 10th Street along Fallon and Peralta Park is added.
The underground pedestrian tunnel is filled in and an at-grade greenbelt through the parking lot is created.

Oakland Museum

Explore the feasibility of providing a museum entrance at the Northeast corner of the building that would provide a direct connection between the museum and lake.



Lake Merritt Promenade

New 10 - 12 foot wide promenade with benches (Donor Opportunity) * around Lake Merritt
The Necklace of Lights* extended around the south end of the lake

Street Re-Configuration East

Lakeshore becomes one-way North from 1st Avenue
Traffic on Lakeshore and 1st Avenue is rerouted to a signalized intersection at 1st and 12th
The 1st -12th maze is simplified to an ordinary intersection.

Development Parcel

A new development parcel is created by re-configuring the streets at the east end (approximately 68,000 square feet).

Lake Merritt Channel

The channel that is currently covered between Peralta Park and the lake is opened.
Add a new well-designed vehicular bridge* at 12th Street with textured paving at the crossing to slow traffic and identify it as a pedestrian environment.
A pedestrian activated signal at the bridge is added.
A pedestrian bridge* at the lake edge is integrated with an environmental art element* at the channel connection.
Improve the channel to enhance the habitat
Kayaking between the Lake and Estuary
Add a pedestrian path along the channel, under the new bridge to provide pedestrian access to Peralta Park

Peralta Park Improvements

Peralta Park is redesigned to improve the pedestrian paths on both sides of the channel
A pedestrian path from the 12th Street Bridge to the school district site is provided.
The existing play area* is upgraded
Upgrade the channel habitat and provide interpretive signage

Convention Center Parking Lot Phase 2

Below-grade parking and a new at-grade open space venue for *Festival at the Lake* or other major outdoor events associated with the Auditorium and Museum is created.
A plaza at the east side of the Convention Center that will provide a transition between the convention center and the park is added.

* All items marked with an asterisk are opportunities to seek donations from individuals or local businesses.



Lake Merritt Boulevard CONCEPTUAL PLAN

September 7, 2001