

# **Lake Merritt Station Area Plan**

## *Subarea Workshops – Character, Identity and Connections*

The first two subarea workshops will focus on group mapping to identify a conceptual character and identity for each subarea. The third subarea workshop will present a synthesis of feedback from the first two subarea workshops and welcome additional feedback, as well as focus on group mapping related to streetscape design, connectivity and access across the entire area plan focus area.

### **WORKSHOP OBJECTIVES**

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- Provide a framework for understanding the methods for facilitating change (i.e., land use controls such as zoning) and the components of land use character and streetscape design
- Identify desired character and identity throughout the planning area through group mapping exercises

### **DRAFT AGENDA AND FORMAT**

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- 5:30 – 6:05 pm Open House: The public is encouraged to arrive early to become familiar with project background material
- 6:00 – 6:05 pm People sign-in, look at wall images, and get seated
- 6:05 – 6:15 pm Welcome from City of Oakland, BART, and Peralta
- 6:15 – 6:25 pm Introduction: objectives, frame exercise, explain opportunity sites
- 6:25 - 6:30 pm Small Group Exercise Overview and Ground Rules
- 6:30 – 7:30 pm Small Group Exercise: Preferred Land Use Character related to the following topics (15 minute discussions for each topic area):
  - Housing
  - Businesses
  - Public facilities and open space
  - Cultural resources

Workshop participants will be divided into groups by language. Each group will be led by one facilitator and will have one note taker, language appropriate. Each group will have a large map showing existing conditions and will be instructed to discuss and identify the future conceptual character of distinct areas on the map. Photo examples of various urban character types such as mixed use development, high density residential, entertainment district, employment centers, urban open space, streetscape treatments, building height and typology, etc., will be provided to assist with identifying the character for particular areas. Participants will identify features that should be changed or improved upon (photos and land use character stickers to be used as appropriate (adhered to map) to demonstrate desired change), and features that should be protected from change.

- Materials for each table
  - Graphic stickers representing various land use characters
  - Photo examples of various urban character types, such as: mixed use development, high density residential, entertainment district, employment centers, urban open space, public realm treatments (signage, sidewalks, crosswalks), building height and typology, etc., (related to each sticker). Pictures will also be displayed on the walls
  - Questions related to each topic
  - One large format map
  - One flip-chart
  - Markers
- Facilitation
  - There will be two facilitators at each table, one to guide discussion and the other to take notes.
  - Facilitators will begin each topic by referring to the pictures and asking participants to consider what areas they would like to see with a residential character, retail district character, etc. Guiding questions on the print-outs will help people think about the topics.
  - Each group will be asked to identify where they would like to see the various land use characters (for housing, businesses, public facilities and open space) by affixing a sticker or photo that relates to a certain land use character on the map.
  - Participants will be encouraged to think broadly about the planning area as well as to specifically focus on opportunity sites (we may want to ask people to focus on key opportunity sites that are publicly owned and/or large).
  - For the cultural resources component, each group will be asked to draw on the maps to identify the key cultural or historic resources (could be a site or an area).
  - This visual identification will be accompanied by group dialogue (documented by the note taker).
- 7:30 – 7:35 pm Small groups will be prompted to consider and summarize the key points they want to share with the larger group.
- 7:35 – 7:55 pm Each group will report back, sharing their mapping ideas and explaining the key choices they made, and suggesting topics they want to discuss further at the next meeting (this question could also be on the feedback form).
- 7:55 – 8:00 pm Next Steps and Adjournment

**Example Land Use Character Stickers**

<i>Category</i>	<i>Character</i>		
Housing	Single family/ duplex/ townhomes	Mid-rise	High-rise
Jobs/ Businesses	Retail/ Ser- vices/ Shopping District	Entertainment/ Nightlife	Professional Office
Community Facilities & Open Space	Open Space: not pro- grammed	Open Space: Programmed (play struc- tures, etc.)	Community Facilities

Note: participants will be encouraged to ‘create’ mixed-use character by layering various uses over each other

**MATERIALS FOR COMMUNITY WORKSHOP (ALL TEXT BILINGUAL)**

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- Aerials: entire planning area and each subarea
- Large format maps on walls with photos referencing key locations
- Entire Planning Area Base Map
- Subarea Detailed Base Map
  - Possible additions for Subareas 1 and 2: active ground floor uses
  - Possible additions for third workshop (connections/ access/ transportation): pedestrian scrambles, difficult crossings, prohibited crossings, direction of traffic, number of lanes.
- Graphic stickers in various colors
- Markers in various colors
- Photos
- Live internet for streetview (?)
- Copies of Existing Conditions/ Key Issues Report
- Copies of key maps and drawings for reference: Zoning, Existing Land Use, Historic Resources, Opportunity Sites, Sections

**OUTREACH IDEAS**

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- Newsletter (D&B)

- Announce the three subarea meetings and their specific purpose and scope; provide some basic information on the project, process, and progress; and direct people to where other materials can be found.
- Newsletter could include questions, and guidance in considering the area prior to the meetings
- Include an overview of all the possible opportunities to participate, including subarea meetings, teas, etc.
- Fliers – distribute widely or mail out (City, with D&B support in creating the flyer)
- Media
  - Press release (Harry Hamilton)
  - Chinese language radio, newspaper, TV (Carl Chan)
  - Blogs
- Email blast to Lake Merritt Station Area Plan email contacts
- Provide materials at key sites (City, with D&B support in creating materials-City to place materials, coordinate with sites to make them available)
  - OACC
  - Laney
  - Library (Asian Library and Main Library)
  - Website
- Engage TransForm - Joel Ramos has indicated that they can help (City, with D&B support as needed)

## **FACILITATION GUIDANCE AND TRAINING**

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City to organize and coordinate translation/ interpreters; D&B to help guide meetings and provide overall facilitation guidance

- Training in advance (at least a few days in advance) on key terms, small group exercise and note taking
- Identify point people for each language (for other facilitators to ask questions of, etc.)
- List of key words in advance, translated
- Simultaneously display any presentations in Chinese and English, and make sure all printed materials are in Chinese and English
- Two facilitators are needed for each table that is not in English (it's nice for English-speaking tables too, but not as crucial)
- Clarify that notes can be taken in Chinese or English depending on the preference of the facilitator, and recognizing that the notes will need to be translated after the event
- Note that interpreters that provide simultaneous interpretation of the presentation may or may not be willing to facilitate small groups

**OTHER NOTES**

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- Provide light refreshments
- Allow people to choose their table, based on signs that identify the primary language of each table
- People can sign-in at their table to prevent bottle-neck at entrance
- People strongly encouraged to RSVP (with their language preference) so that appropriate language accommodations may be provided