Latham Plaza

Past, Pilot & Permanent

Jamie Parks
City of Oakland
510.238.6613
jparks@oaklandnet.com

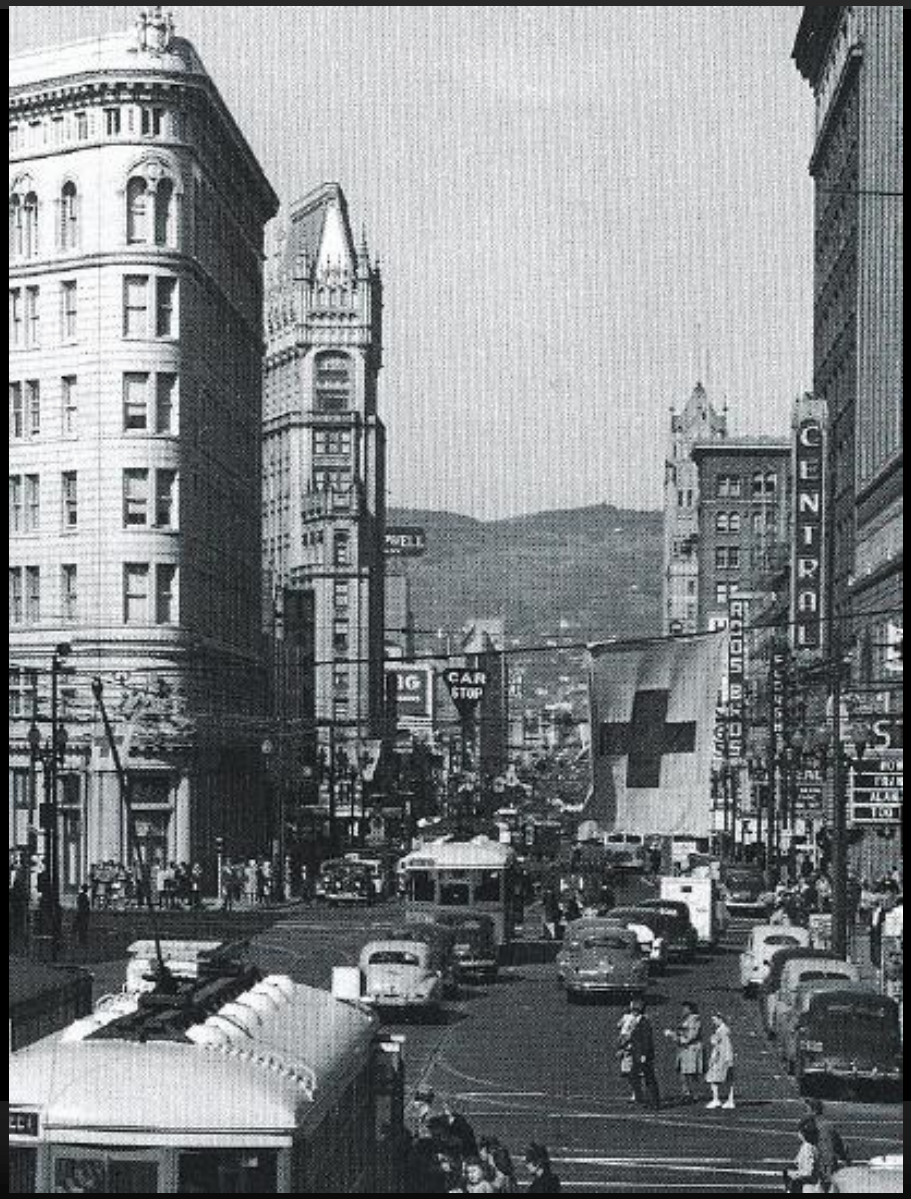
Latham Square – Iconic Intersection

- Intersection of prominent corridors
- Historic architecture
  - *Cathedral Building*
  - *Rotunda Building*
- Gateway to Uptown

Latham Square (c. 1890)

Latham Square (1913)

Latham Square (c. 1940)



Latham Square (c. 1960)

Latham Square – Confusing Intersection

- Complex turning movements
- Poor pedestrian connectivity
- Usable pedestrian space limited

Latham Square/Telegraph Streetscape

- Project design began in 2004
  - *Design is complete*
  - *≈ $2M pricetag*
- Numerous schedule setbacks and design compromises

2004 Streetscape Summary

- Pros:
  - *Corrects out-of-direction pedestrian travel on Broadway*
  - *Increases usable pedestrian space*
  - *Eliminates Telegraph/Broadway "skew"*
- Cons:
  - *Widens southbound Telegraph from 1 lane to 2 lanes*
  - *Proposed traffic signal would increase delay for all modes*
  - *Eliminates two existing crosswalks*
  - *Net loss of landscaped area*
  - *Limited capacity for events*

Since 2004…

OAKLANDISH

People Spaces are Economic Generators

- NYC sales tax study shows positive plaza impacts

Transforming an underused parking area:
Pearl Street (Brooklyn)

Creating a seating area out of curb lane:
Pearl Street (Manhattan)

New York City – Times Square

New York City – Madison Square

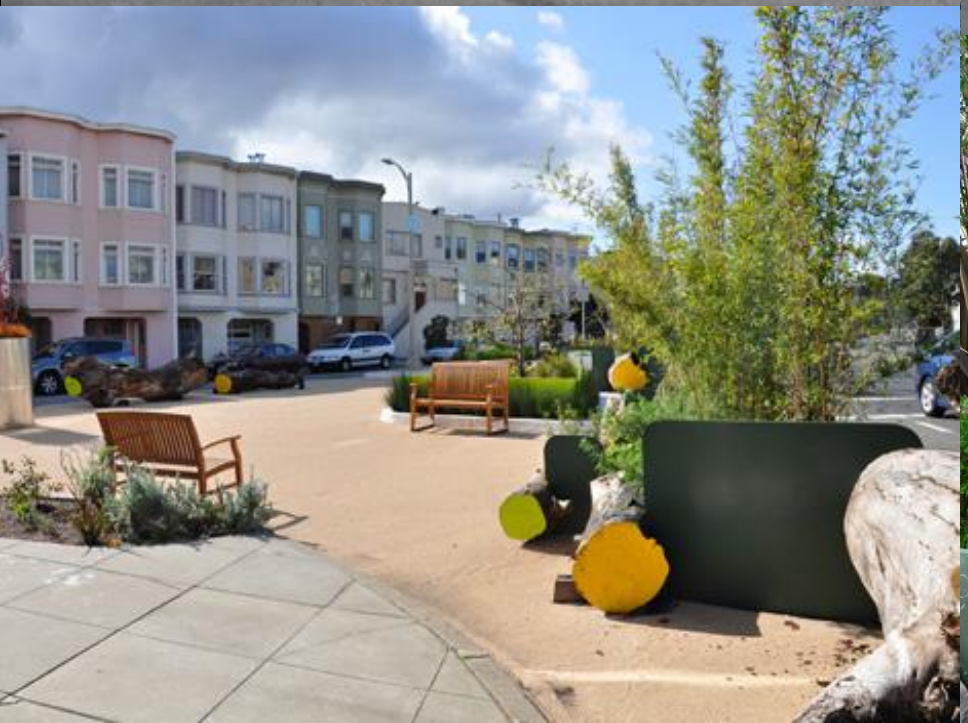
New York City – Madison Square

New York City – Corona Heights

New York City – Grand Army Plaza

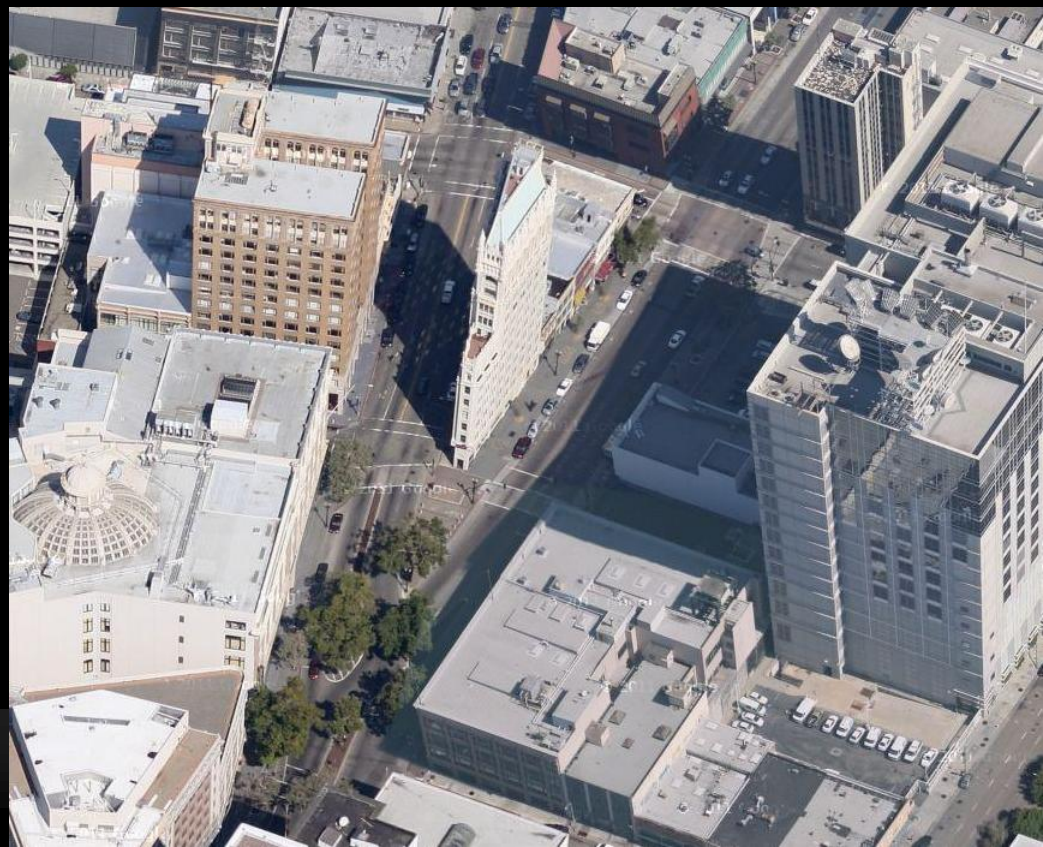
San Francisco – Castro Plaza

San Francisco – Guerrero Park



Latham Square – Re-imagined

- Increase pedestrian space and connectivity
- Reduce driver confusion
- Increase Cathedral Building and Fountain accessibility
- Create programmable space
- Improve landscaping

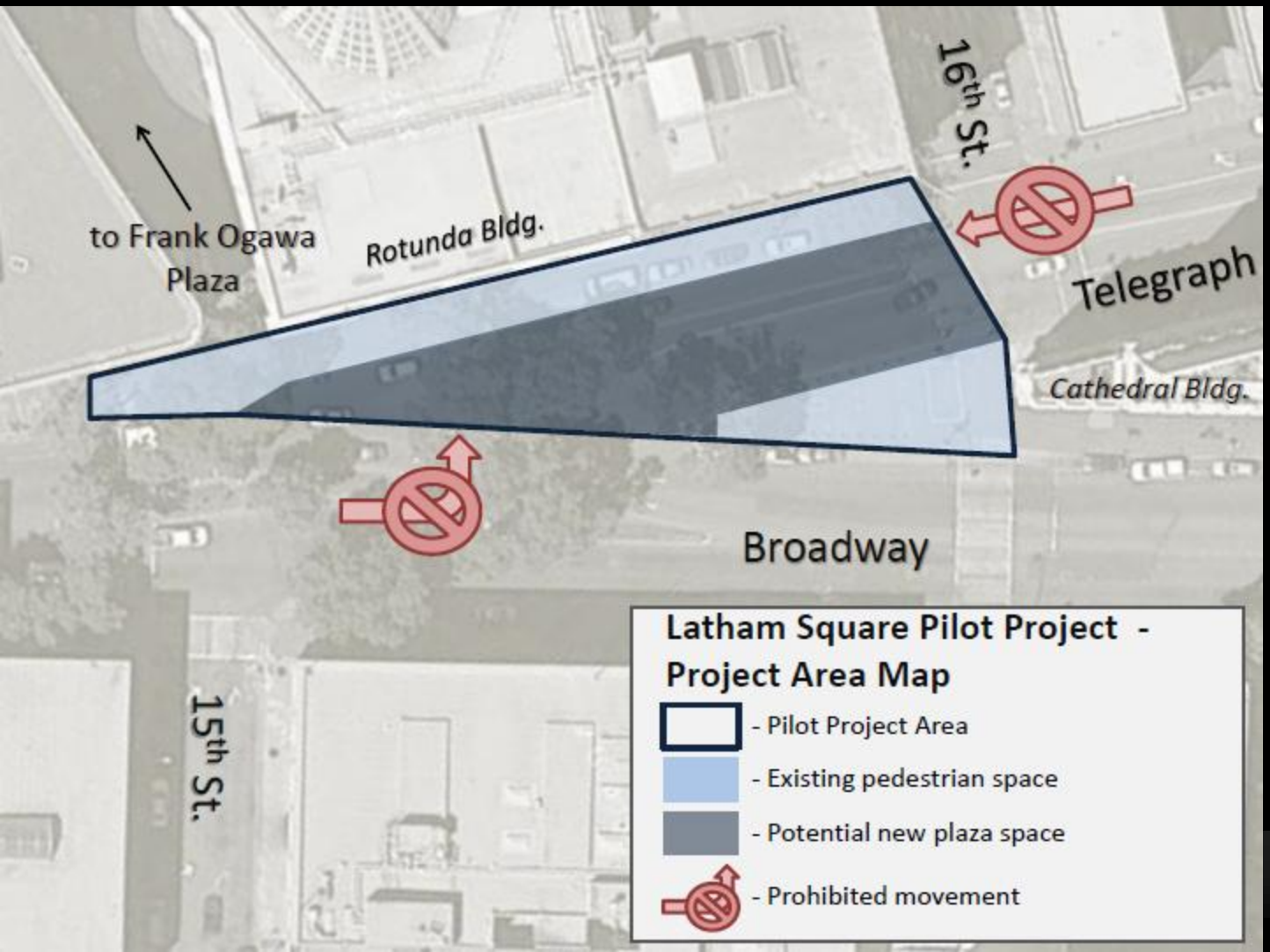


Pilot Plaza

- Installed on temporary basis
- Minimal external impacts anticipated
  - *Improved traffic flow on Broadway*
  - *Increased on-street parking capacity*
  - *No loss of access/delivery zones*
- Provide flexible, community-oriented space
  - *Grass-roots programming*
  - *Encourage frequent activity*
  - *Ensure on-going maintenance*

Pilot Design Process

- Community-driven



Implementation Process

- Pilot **NOT** a substitute for re-construction
  - *Existing curb lines MUST be adjusted*
  - *Grant funding available to spend NOW*
- Pilot **WILL** inform final design
  - *Should Telegraph be closed permanently?*
  - *What events can the space support?*
  - *Where are seating/landscaping elements most needed?*
  - *And more…*

Project Schedule

July 2013:	- Install pilot plaza
***Summer 2013*:**	**-** Evaluate pilot plaza
	- Permanent plaza concept design
Fall 2013:	- Council approves permanent design
Winter 2014:	- Complete final design
***Summer 2014*:**	- Construct permanent plaza