



## ART + GARAGE DISTRICT

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# AGD Resolution

RESOLUTION DESIGNATING THE AREA FROM 27TH STREET TO GRAND AVENUE AND FROM BROADWAY TO TELEGRAPH AVENUE AS THE **ART + GARAGE DISTRICT**, RECOGNIZING THE ART + GARAGE DISTRICT COUNCIL AND CALLING FOR ANTI-DISPLACEMENT / PROCEDURAL GUIDELINES TO BE INCORPORATED INTO THE DOWNTOWN OAKLAND SPECIFIC PLAN THAT PRESERVE AND ENHANCE CREATIVE ARTS ENTERPRISES AND ENTITIES.

## WHO WE ARE + OUR IMPACT

Artists, makers and creative industries occupy a central place in Oakland's identity and have contributed to the **cultural, economic, and social development** of the City

ARTS DISTRICTS supports the preservation of a unique place and makes significant contributions to **economic development, livability and desirability** of the area

## AGD REQUESTS FORMAL DESIGNATION

City of Oakland formally designate the area as an arts and cultural district titled the Art + Garage District (AGD)

## AGD IS DISTINCTIVE

the AGD **fuels innovation** and supports a **healthy + thriving community**

## CREATIVE ARTS ENTERPRISES AND ENTITIES (CAEE)

AGD includes **independent individuals, and venues** (creative arts enterprises and entities) that actively contribute the **cultural vibrancy** of the neighborhood community and City's **identity**

## ESTABLISHED DENSE CREATIVE NEIGHBORHOOD

AGD area is currently **home** to many Creative Arts Enterprises and Entities

## AGD PRIMARY GOALS

the AGD seeks to help **preserve + foster growth** among its Creative Arts Enterprises and Entities

## CITY OF OAKLAND CAN INCLUDE THE AGD

City of Oakland can incorporate **inclusionary guidelines** applicable to the AGD which promote economic growth

## DESIGNATION HELPS COMMUNITY + ABILITY FOR AGD TO CONTRIBUTE AS A CULTURAL ASSET TO ITS IDENTITY

designating the AGD is the first step towards **eligibility** for any inclusionary guidelines, subsidies, staff assistance or other government incentives

## CITY COUNCIL CAN ASK FOR SUPPORT FROM PLANNING

City Council calls on the Planning Commission to include and incorporate the AGD's goals and objectives of the AGD

# Art + Garage District (AGD) Map

City of Oakland hereby designates the area from 27th Street to Grand Avenue, and between Broadway and Telegraph Avenues as the "Art + Garage District"



## CITY RECOGNITION OF AGD COUNCIL

City Council hereby recognizes the establishment of the Art + Garage District Council ("AGD Council") whose work will be to retain and enhance Oakland's unique culture and on-going "place-keeping" created by visual and cultural arts of this neighborhood community

## CITY INCLUDES AGD COUNCIL IN CREATION OF ITS' GROWTH

City Council directs the City to include the AGD Council in deliberations around the DOSP and seek AGD Council **input** applications and other means

## AGD COUNCIL COLLABORATES WITH OTHER CULTURAL ARTS DISTRICTS AND ARTS COUNCILS

the AGD will be collaborating with other districts to form a citywide entity

## CITY ADMINISTRATOR ALIGNS DEPARTMENTS TO GIVE SUPPORT

the City Administrator will align efforts to support short and long-term efforts of inclusion

## CITY NOTIFICATION TO INCLUDE ALL COMMUNITY MEMBERS

The City shall notify current residents, tenants, and property and business owners of any proposed or revised changes to areas in development

## AGD SEEKS FUNDING TO IDENTIFY OUR DISTRICT

City Administrator is directed to identify funding or other in-kind resources for the initial implementation of the AGD

# Recommendations for inclusionary guidelines to retain CAEE

City will work with the AGD Council to **review, research,** and **recommend** guidelines which address inclusionary land use and development

## PRESERVE ART AND AGD'S VITALITY IN OAKLAND

The mission of the **Art + Garage District** is **preserving and fostering growth** of Creative Arts Enterprises and Entities in the neighborhood, celebrating and highlighting the AGD as a place **central** and **vital** to Oakland's evolving identity, desirability, and economic vitality, and honoring its architecturally historic Garage District.

The AGD's **resolution** and suggested **inclusionary guidelines** serve as an example for the **creation of future cultural arts districts** throughout Oakland, encouraging **neighborhood specific engagement + community** through cultural arts.

AGD RESOLUTION SERVES AS A MODEL AND PAVES THE WAY FOR OFFICIALLY RECOGNIZING MORE CULTURAL ARTS DISTRICTS, AND ENCOURAGES THE CREATION OF UNIQUE AND DISTINCTIVE CULTURALLY RICH IDENTITIES THROUGHOUT OAKLAND encouraging neighborhood specific engagement and community through cultural arts.

## TIMELINE

### WITHIN 30 DAYS OF ADOPTION OF AGD RESOLUTION

1. Community stakeholders will form first AGD Council (as interim AGD Council) and recruit additional members
2. Interim AGD Council will establish a formal framework, including governing structure
3. Planning Department will discuss designation of the AGD as a component of the Downtown Oakland Specific Plan (DOSP)
4. The City's Cultural Affairs Department will begin meeting with AGD Council and other arts district groups to explore means of inclusionary guideline recommendations and funding resources for arts to execute the resolution

## GUIDELINE 1: LAND USE

Inclusion guidelines to support and enhance cultural and creative arts

- A) Enable guidelines and proposals for density, height, and zoning changes for qualifying projects
- B) Establish development criteria and includes CAEE into a commercial zone plan with transit and pedestrian uses
- C) Coordinate with the Design Review Committee to develop quality architecture with potential for historic status
- D) Encourage the Historic Preservation Division to update the inventory of relevant historical structures

## GUIDELINE 2: PARTNERSHIPS

Enhancing, managing and supporting AGD and other arts districts (BAMBD and any others to follow)

- A) Recruiting AGD Council members from the AGD who have background and **experience in supporting arts**
- B) Participate with the City and its departments to **enhance funding and support**
- C) Recommend and support the City's re-instatement of the **Cultural Affairs Commission**
- D) Identify affordable housing possibilities for **artist co-living spaces**

## GUIDELINE 3: FUNDING

Managing a group of funding sources and incentives and their uses towards ensuring growth and stability for CAEE in the AGD

- A) BIDs, small % of sales taxes generated (Cultural Preservation Impact Fund dedicated to retention and enhancement of the arts w/in AGD), CA state, and grants can supply funding
- B) Funding can be used for signage, wayfinding, web, landmark, facade, and technical support
- C) Funding can also be used to find new homes for those displaced





