

# OAKLAND CITY COUNCIL

**I. RESOLUTION NO. \_\_\_\_\_ C.M.S.**

INTRODUCED BY COUNCILMEMBER LYNETTE GIBSON MCELHANEY, VICE  
MAYOR ANNIE CAMPBELL WASHINGTON AND COUNCILMEMBER REBECCA  
KAPLAN ON BEHALF OF THE ART + GARAGE DISTRICT COMMUNITY

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**RESOLUTION DESIGNATING THE AREA BOUNDED BY 27<sup>TH</sup> STREET AND GRAND AVENUE AND FROM BROADWAY TO TELEGRAPH AVENUE AS THE "ART + GARAGE DISTRICT," ("AGD"), INCORPORATING THE AGD INTO THE DOWNTOWN OAKLAND SPECIFIC PLAN ("DOSP"), DIRECTING THE PLANNING DEPARTMENT TO WORK WITH THE AGD COMMUNITY GROUP TO RECOMMEND AND IDENTIFY INTERIM CONTROLS TO IMPLEMENT IN THE AGD PRIOR TO THE ADOPTION OF THE DOSP, AND DIRECTING THE PLANNING DEPARTMENT TO SOLICIT INPUT FROM AGD COMMUNITY STAKEHOLDERS TO DEVELOP POLICY RECOMMENDATIONS TO BE INCORPORATED INTO THE DOSP THAT PRESERVE AND ENHANCE CREATIVE ARTS ENTERPRISES AND ENTITIES WHILE, AT THE SAME TIME, FACILITATING DEVELOPMENT PROPOSALS THAT ACHIEVE THESE GOALS, AND ENCOURAGING THE CREATION OF POLICIES WHICH WILL ENHANCE AND RETAIN ARTS AND CULTURE THROUGHOUT OAKLAND.**

**WHEREAS**, 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; and

**WHEREAS**, research finds that creative place-making as proposed through an arts or culture district supports the preservation of a unique place and makes significant contributions to economic development, livability and desirability of the area; and

**WHEREAS**, the community of artists, business owners, property owners, and residents in the area generally from 27th Street to Grand Avenue, and from Broadway to Telegraph Avenue requests that the City of Oakland formally designate the area as an arts and cultural district titled the Art + Garage District (hereinafter the "AGD"); and

**WHEREAS**, the AGD is distinctive: the birthplace of the Oakland Art Murmur and First Fridays, which has generated international acclaim, economic activity, and greater civic pride; the area comprises the Historic Garage District, identified by the Oakland

Cultural Heritage Survey as the "25th Street Garage District," which is a pedestrian friendly environment conducive to an arts and cultural district; and the high concentration of artistic production and presentation fuels innovation and supports a healthy and thriving community; and

**WHEREAS**, The AGD includes Oakland-based, independent, and professional art, maker, and cultural entities, creative individuals, and venues that actively contribute to the cultural vibrancy of the AGD by sharing their creative productions with fellow residents and visitors to the AGD, such as non-profit, co-op, pop-up, and commercial exhibition venues; workshops or retail stores of independent makers, artisans, and craftspeople; light industrial small businesses creating uniquely artisan-made products; performing arts venues, such as locally owned and booked concert halls and independent movie theaters; artist studios that regularly open their doors to the public; and arts education facilities (hereinafter "Creative Arts Enterprises and Entities"); and

**WHEREAS**, the AGD seeks to help preserve and foster growth among its Creative Arts Enterprises and Entities while at the same time changing the dynamic associated with new development to one involving collaboration among stakeholders on ways to address difficulties challenging the such Entities, including 1) rapidly appreciating real estate values that create barriers to entry for new artists and entrepreneurs, 2) escalating commercial rents for artists workspaces and other Creative Arts Enterprises and Entities; and, 3) the need for effective cultural anti-displacement measures and resources; and

**WHEREAS**, the AGD is currently home to Creative Arts Enterprises and Entities including but not limited to Chandra Cerrito Contemporary, Classic Cars West, FM Studios, Fourth Wall Gallery, Johansson Projects, Manna Gallery, Mercury 20 Gallery, The Moon Gallery, Oakopolis, Omi Gallery @ Impact Hub Oakland, Patricia Sweetow Gallery, Roscoe Gallery, Slate Contemporary, Spun Smoke, Vessel Gallery, The Wall Gallery, Warehouse 416, The Great Wall Of Oakland Project Space, Local Language, The Parkway Theatre, Turtle and Hare, and Werkshack; Creative Arts Enterprises and Entities that have been displaced by escalating commercial rents include, 25th Street Collective, FM Gallery exhibition space, and Rock Paper Scissors; and

**WHEREAS**, the City of Oakland is crafting a Downtown Oakland Specific Plan ("DOSPP") which should promote economic growth, attract a competitive workforce, address equity issues, foster development of more affordable housing, and meet the cultural needs of a diverse Oakland; and

**WHEREAS**, designating the AGD is a first step towards eligibility for any subsidies, technical assistance or other government incentives that the City Council may make available to arts and culture districts in the City of Oakland; philanthropic support; and state designation through the California Cultural District Program process established by California Assembly Bill 189; therefore, be it

**RESOLVED:** That the City of Oakland hereby designates the area from 27th Street to Grand Avenue, and between Broadway and Telegraph Avenues as the "Art + Garage District" to preserve and foster the growth of Creative Arts Enterprises and

Entities in the district and to celebrate and highlight the AGD as a place vital to Oakland’s evolving identity, desirability, and economy. (Shown on Attachment A map); and be it

**FURTHER RESOLVED:** That the City Council directs the Planning Commission incorporate the AGD as part of the Downtown Oakland Specific Plan with policies that encourage the enhancement of arts enterprises as well as foster investment in the District; and be it

**FURTHER RESOLVED:** That the City Council directs the City Planning and Building Department to work with the AGD Community Group to recommend and adopt interim land use controls designed to preserve the AGD as a location for Creative Arts Enterprises and Entities prior to the pending adoption of long term policies; and be it

**FURTHER RESOLVED:** That the City Council hereby directs the City Planning and Building Department to meet with stakeholders connected to the AGD to receive input on policies related to the AGD to be incorporated in the Downtown Oakland Specific Plan, and be it

**FURTHER RESOLVED:** That the City Council encourages the AGD WORKING GROUP along with community stakeholders in the AGD to work toward establishing the Art + Garage District Council (“AGD Council”), a neighborhood stakeholders group within the AGD comprised of AGD based residents, business owners, business improvement districts, property owners, gallery owners, artists, developers and non-profit representatives whose mission it is to retain and enhance the vibrant art community within the AGD and strengthen the AGD’s identity as an authentic cultural destination and to carry out a Work Plan [refer to the exhibit letters recognizing the AGD’s Working Group suggested Work Plan and implementation of interim controls prior to the DOSP] that include and are not be limited to: 1) Partnerships 2) Land Use, and 3) Funding and Technical Assistance guidelines that are further described in the accompanying letter from the AGD Working Group to Councilmembers McElhaney, Campbell-Washington, and Kaplan; and be it

**FURTHER RESOLVED:** That the City Council encourages the AGD Council to evolve into an entity that creates and manages an annual AGD budget including fundraising through grants applications, and identifying other means to supply AGD funds, and, with input by the City’s Cultural Affairs Manager and/or a future citywide cultural and arts preservation entity, devises fair and equitable methods of distributing funds raised specifically for the preservation and enhancement of the arts and culture within the AGD to qualifying AGD Creative Arts Enterprises and Entities and property owners; and be it

**FURTHER RESOLVED:** That the City Council directs the City Administrator, given the rate of development and potential continued displacement, to study and identify how the City can align equity, affordability, and cultural preservation and enhancement efforts among relevant departments, such as the Cultural Affairs Department, the Planning and Building Department, the Department of Economic and Workforce Development, Department of Race and Equity and Department of Transportation to support both the long-term and short-term efforts to create guidelines and procedures to implement arts

and culture districts throughout the City of Oakland and to present recommendations for change from this study within the next 180 days; and be it

**FURTHER RESOLVED:** That the City Administrator include in the implementation of aligning efforts among city departments the identification of possible funding or other in-kind resources for the initial implementation of the AGD and of other Art and Culture Districts which shall, to the extent feasible, include business support and technical assistance to AGD enterprises and entities as well as the visual branding of Arts Districts, as each sees fit and/or is most culturally relevant, through some combination of distinctive street lights, public art, historical markers, banners, way-finding signage, and identifying Arts Districts by name on City maps and websites, and be it

**FURTHER RESOLVED:** That the City Planning and Building Department enhance notification procedures about proposed developments or changes in active development projects within the AGD, to the extent feasible, to extend beyond property owners and include notification to residents, tenants, business owners, the AGD Community Group and other interested parties within the AGD.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, CAMPBELL-WASHINGTON, GALLO, GUILLÉN, KALB, KAPLAN, REID AND  
PRESIDENT GIBSON MCELHANEY

NOES –

ABSENT –

ABSTENTION –

ATTEST: \_\_\_\_\_

LATONDA SIMMONS  
City Clerk and Clerk of the Council of the  
City of Oakland, California

ATTACHMENT A

MAP OF ART + GARAGE DISTRICT

