

# LINKUP OAKLAND

CONNECTING THE DOTS OF HISTORY, CULTURE, ECONOMY, AND ECOLOGY





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**"LINKUP OAKLAND connects the dots of history, economy, culture, and ecology to re-establish lost links, bridge the existing gaps, and support minority communities who form the rich foundation of Oakland. These links, anchored by our self-sustained vision for Downtown, strive to revitalize the arts corridor, support local businesses, encourage new investments, and create jobs to become the driving force for community upliftment."**

### Re-establishing Historical and Cultural Links



### Strengthening Economic Links



### Creating Ecological Links



- Designated Historical Properties
- Existing Cultural Districts
- VISION: Dots to Connect Historical and Cultural Links

- CBD Areas
- BallPark A Proposal
- VISION: Dots to Strengthen Economic Links

- Parks and Open Spaces
- VISION: Dots to Create Ecological Links

### What are the dots that are being connected?

**"Fuelled by Downtown Oakland's long history of social inequities, racial injustice, and the resulting fractured development, LINKUP OAKLAND strives to become a pilot intervention in re-enforcing the dots and re-establishing the links for an equitable, inclusive and well-connected Oakland. We envision our dots to strengthen the links of historical importance, allow for cultural diversity, strive for ecological sustainability, and become an economic backbone for the whole of Oakland."**

**LINKUP OAKLAND** catalogs the significance of Jefferson Square Park, Seventh Street, and Preservation Park as historically significant and culturally imbued sites for Downtown Oakland. The proposal materializes these invisible lines and connects these nodes into an **Art Corridor**. This corridor extends to the space under the freeway and flows seamlessly into the site to reinforce the existing Art District of Downtown Oakland.

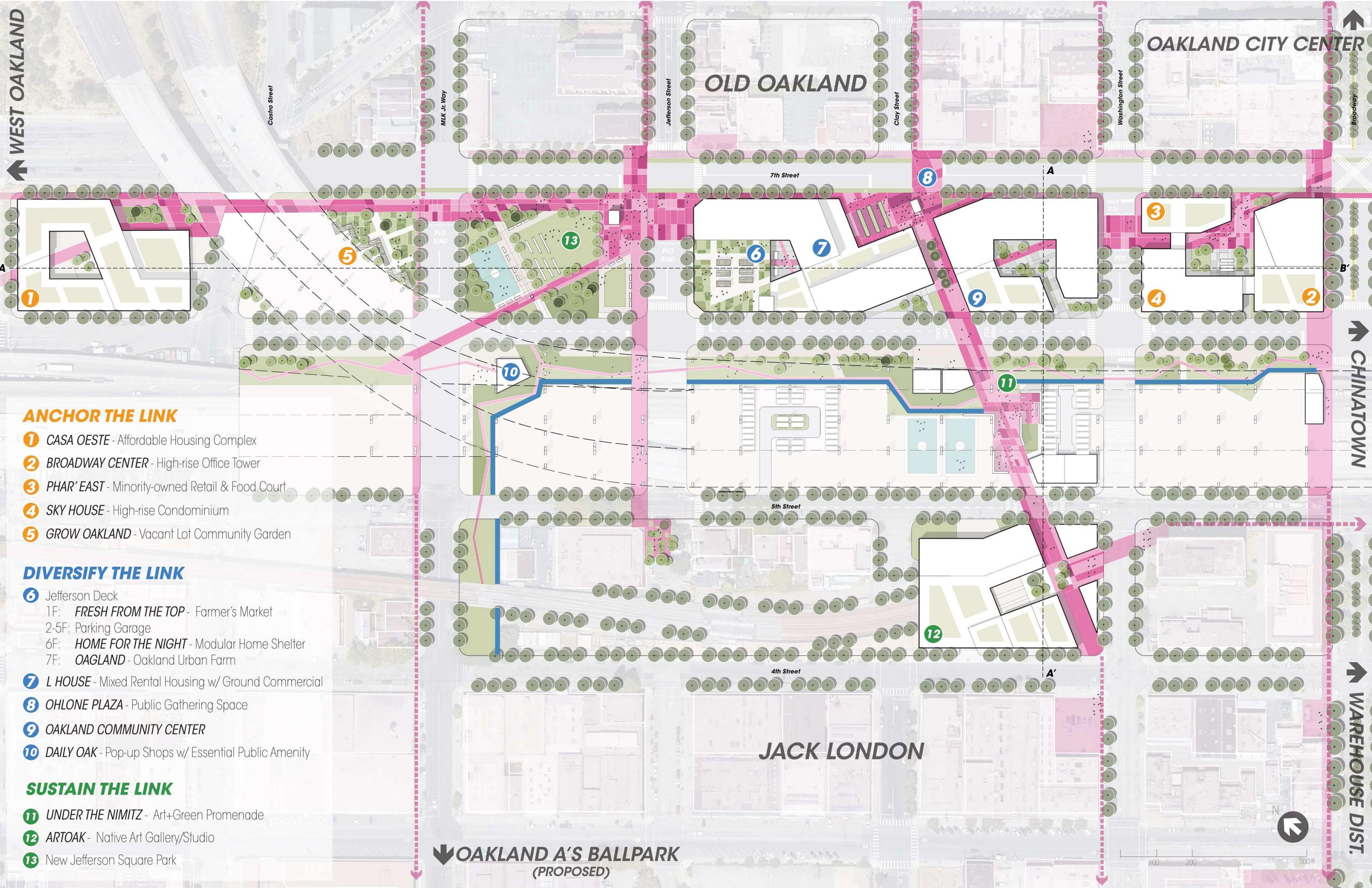
The I-980 was responsible for the segregation of Downtown from West Oakland, a predominantly African-American neighborhood, and the dislocation and displacement of vulnerable populations and businesses. LINKUP OAKLAND ameliorates the wrongdoings of the past and designs the connectivities between **Downtown Oakland, West Oakland, China Town, and the Jack London District** to support local businesses, increase the **market value through new establishments** and **create an economically diverse range of jobs** for the community. LINKUP OAKLAND aims to **revitalize the space under the freeway** as spaces for **pop-up interventions** to establish connectivity and continuity with the Art Corridor, attracting people from across the city to this central hub that celebrates Downtown Oakland.

A future vision of LINKUP OAKLAND, post the 10-year development period, is to replace the **I-980 with a boulevard** and activate the surrounding area. The I-980 and the I-880 which are significant physical barriers are transformed by our vision to accommodate a walkable, pedestrian-friendly neighborhood that gives the streets back to the community. To keep the aspiration of removing I-980 alive, we have setup a **Community Benefit Trust**, a portion of which can contribute towards the funding of the feasibility studies undertaken to ensure the viability of the project.

The project site is the connecting tissue that fulfils the strategy of the master plan by establishing flow and weaving the strands between the Art Corridor and the Freeway. The design program is curated specifically to **support community centric mixed used development**, provide for **affordable housing** and play the dual role of **uplifting the neighbourhood** while emerging as an **economic backbone for Downtown Oakland**. LINKUP OAKLAND also dedicates a portion of the site establishments to **transitory housing, outreach centres and healthcare for the homeless** to help them resettle in society.

The **skill development centres, the after-school programs, the vocational training centres** and LINKUP'S exclusive provision for **minority owned businesses** thrive towards the upliftment of both the community and the neighbourhood. LINKUP ensures ecological sustainability with the proposal of the **Blue-Green Corridor** which reduces flood risk, slows land subsidence and encourages neighborhood revitalization. The project considers the Ball Park Proposal to become a reality during the ten-year development period and connects to the site by **strengthening the link (the Martin Luther King Jr. Way)** that extends from the **space under the freeway to the proposed site for Ball Park**.

LINKUP OAKLAND successfully achieves its intended goals of social, ecological, economical sustainability and community resilience. The project creates a new identity for the city breaking, both tangible as well as intangible barriers and creating an interconnected and interdependent neighbourhood.





Ohlone Plaza, the vibrant and lively hub, activating the Art Corridor along the 7th Street.

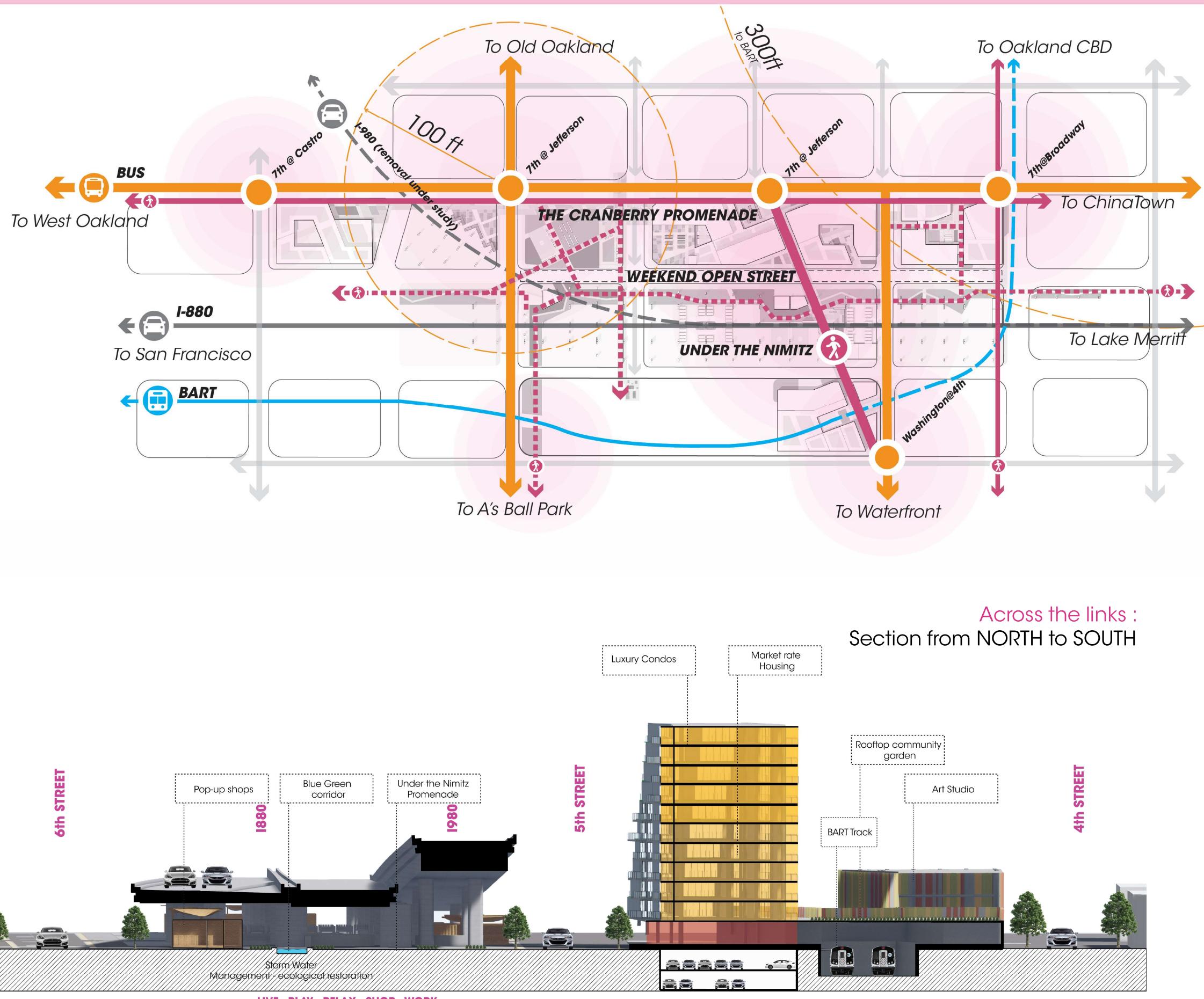


View of "Under the Nimitz", the shaded pedestrian friendly space viewed from 5th street.

# LINKUP OAKLAND

## MOBILITY LINK

- A Transit-served development that links to local and regional destinations.
- 7th street functions as the major bus-service route with interchanges to multi-modal mobility choices.
- The Cranberry Promenade connects both sides of the highway through art and retail programming.



- BENEFITS FOR ALL: An inclusive vision catering to populations of diverse genders, age groups, and ethnicities.
- Ensures public engagement through participatory planning processes

<b>274</b>	Affordable Housing Units
<b>4,568</b>	Transitory Housing (sqft)
<b>2,128</b>	Mixed-Income Jobs
<b>10,643</b>	Affordable Retail (sqft)
<b>29,695</b>	Community Space (sqft)
<b>3.12</b>	Public Open Space (acre)

*Skill Training  
After-School Care  
Healthcare  
Public Outreach  
Cultural Exchange  
...*

*The Cranberry Promenade  
Green Corridor  
Infiltration Basin  
New Jefferson Square Park  
...*

### SOCIAL EQUITY

- Dedicated Affordable Housing
- Transitory Housing for the homeless

### REVENUE GENERATOR

- Shared Office Space
- Minority-Prioritized Retail Space
- Mixed-income Housing
- Urban Farm and Groceries

### NEIGHBORHOOD REGENERATION

- Rainwater harvesting
- Minority-Prioritized Retail Space
- Community Gardens

### ANCHOR

**LINKUP  
OAKLAND  
COMMUNITY  
BENEFIT  
SUSTAIN**

### COLLABORATION

- Cultural Exchange Cell
- Tech Incubator
- Makers Space

### LEARNING NODE

- Skill Training Hub
- After-school Programme
- Vocational Training

### COMMUNITY DEVELOPMENT

- Kindergarten
- Healthcare Center
- Outreach Center

# LINKUP OAKLAND

## LINKING OAKLAND'S COMMUNITIES

### 1 CASA OESTE

CASA OESTE is LINKUP's Affordable Housing Project which gives access to 29.5 % safe, affordable housing to population in need around Oakland.

### 2 NEW JS PARK

LINKUP proposes a revitalisation of the Jefferson square park to act as a collaborative communal space for the entire neighbourhood. It maintains the minimum open space requirement on site.

### 3 HOME FOR THE NIGHT

The original parking space on site is retrofitted to house LinkUp's Transitory Housing as an attempt to support the unsheltered residents of Oakland.

### 4 OHLONE PLAZA

LINKUP's Ohlone Plaza is the community living room for the neighbourhood. The plaza prides itself on housing multiple collaborative spaces and learning nodes. It becomes a major activity node connecting the site to the seventh street.

### 5 PHAR' EAST

LINKUP's Minority Retail space which exclusively allocated spaces for local minority owned businesses. This aids in preventing gentrification of the neighbourhood.

**Mary**

Farm Volunteer

I have been working as a volunteer in Oakland Urban farm for 5 years. This new farm in vacant lot is an ideal place to grow fresh produce and sell it at the market nearby as an important attempt to ensure food security.



**Albert**

Formerly Unsheltered

I was living on street for almost 2 years before the Old Oakland Community Center generously provides me with a transitory housing in the Jefferson Deck. I am now getting my life back together piece by piece.



**Henry**

Restaurant Owner

My wife and I finally settled with a new place in the new food court to continue my business and make a living for my family. My son Thomas has also begun taking classes from the after school program nearby.



**Mayoko**

CS Graduate

After graduation from UC Berkeley, I found a new tech firm with my friends at the Broadway Center. We enjoy the vibrant shared office space. I also live at the SkyHouse next to my office, which saves a lot of time in commuting.



### 1 LIVE



Much of the first year of Heaven's life was spent in the hospital. Since moving with me from a shelter to CASA OESTE, she hasn't been back once. We enjoy the convenience and affordability in this community.

**Heaven and Maya**

Single Mother with a Daughter

### 2 GROW



### ASSIST



My dog Beckie and I love playing with my neighbors in this new park after school and on holidays. It is very safe and active. My brother Kevin plays basketball here as well while my mommy jogs from time to time.

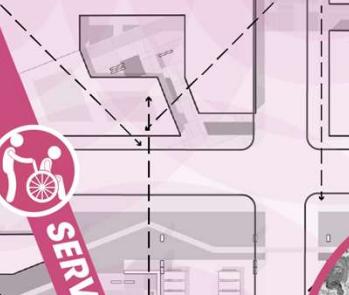
**Emily**

2nd-year Primary School Student

### 3 PLAY



### 4 SERVE



After several months of search, I have finally found a place at the newly-built ArtOak to set up a personal studio and express through art with freedom. On weekends, my friends and I have free art exhibition at Under the Nimitz and Ohlone Plaza.

**Joshua**

Graffiti Artist

### 6 BROADWAY CENTER

LINKUP proposes an economic anchor - Broadway Center, as a mix of office and residential space to the Old Oakland neighborhood to bolster local economy.

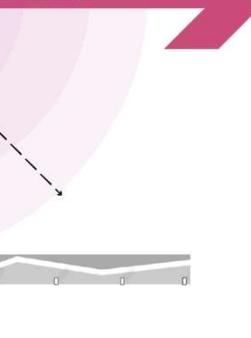
### 7 UNDER THE NIMITZ x ArtOak

LINKUP unveils Under the Nimitz X ArtOak - an underpass revitalisation intervention to provide a platform for Oakland's artists to showcase their creativity. It connects with the Art Corridor on the seventh street and complements ARTOAK a native art gallery.

### 5 SHOP

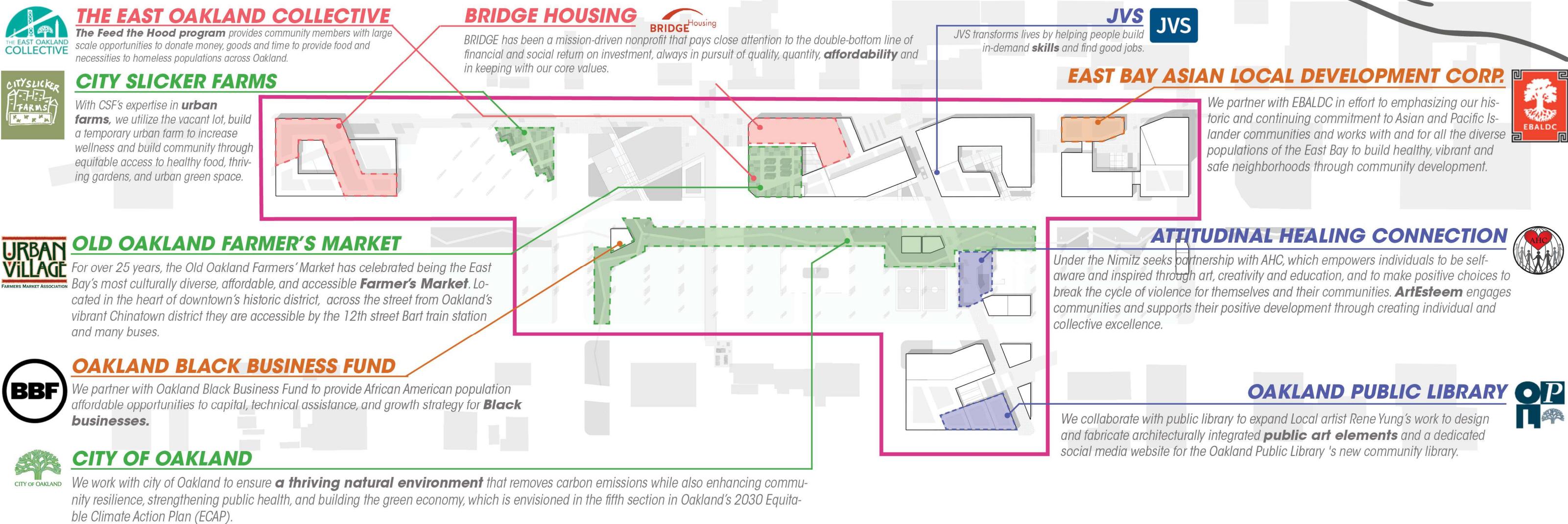
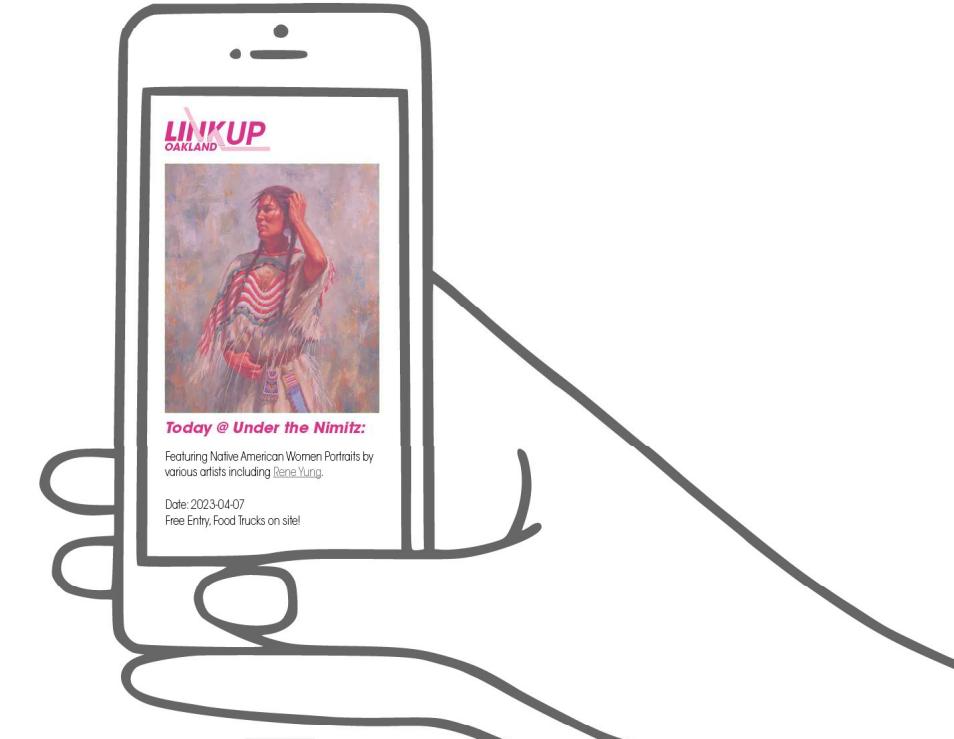


### 6 DEVELOP



### 7 SELF-EXPRESSION

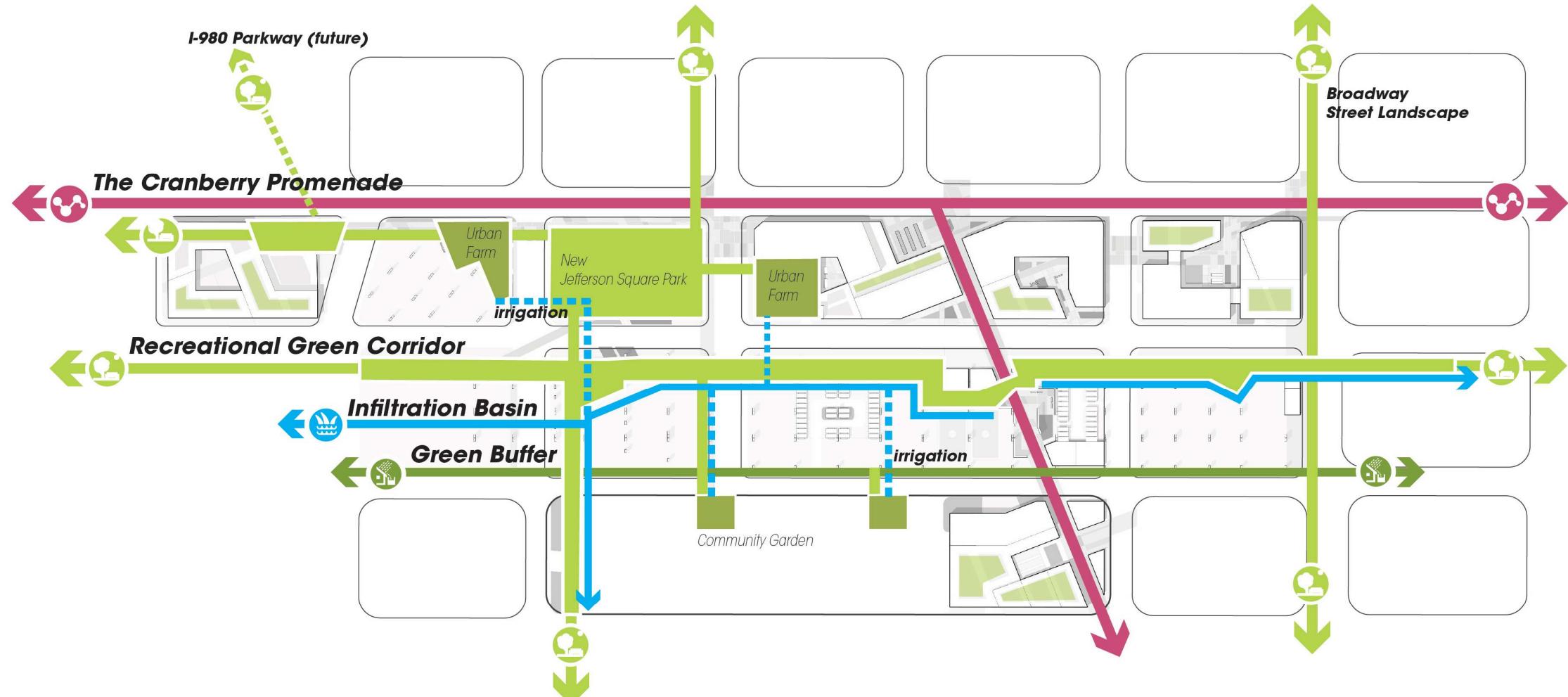
- Four main areas of Partnerships: Housing, Art, Green Infrastructure, and Economic Development.
- Ensures greater affordability through innovative solutions in financing.
- Aligned with prioritized community benefits and supported by the **Community Benefit Foundation**.
- Sustained through a long-term commitment to the community benefit trust.



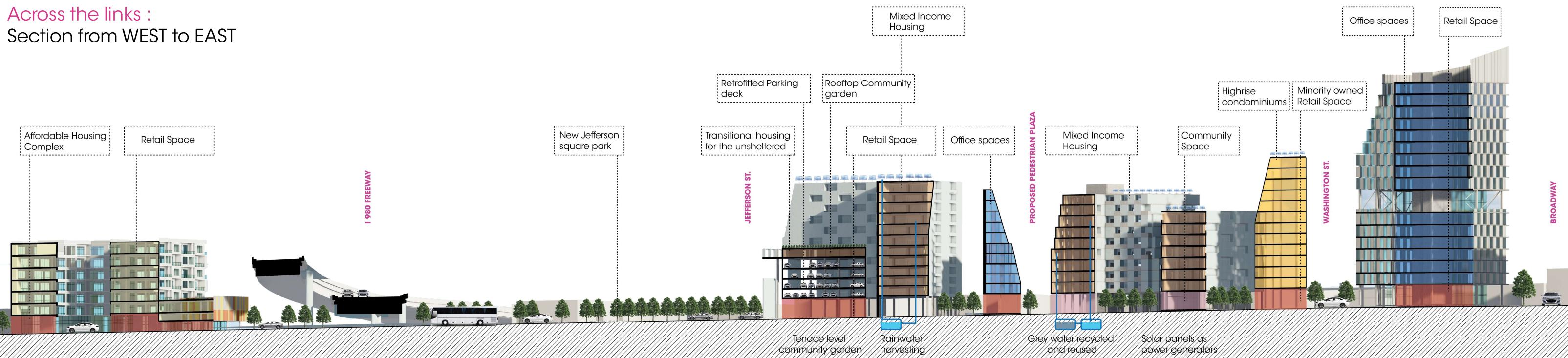


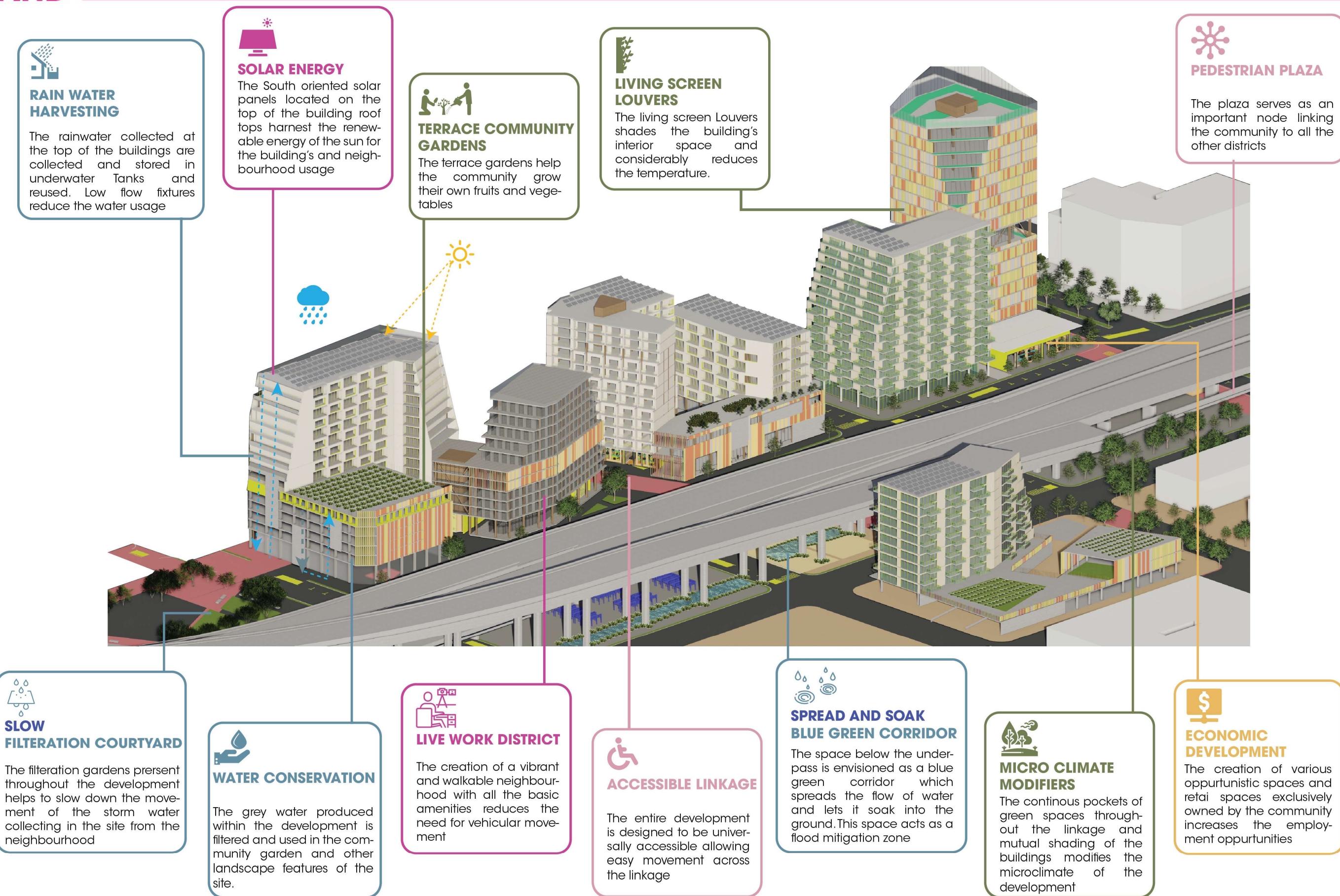
View of the 6th Street running north-south,  
seamlessly connecting the Oakland community  
center with Under the Nimitz.

- A Green Corridor integrated with permeable pavements acts as the ecological backbone of the development.
- Infiltration basin under the freeway to facilitate groundwater recharge and irrigate gardens.
- Renovated Jefferson Square Park with scattered urban farms/gardens provide a unique experiential landscape to people of all genders, races, and ethnicities.



Across the links :  
Section from WEST to EAST



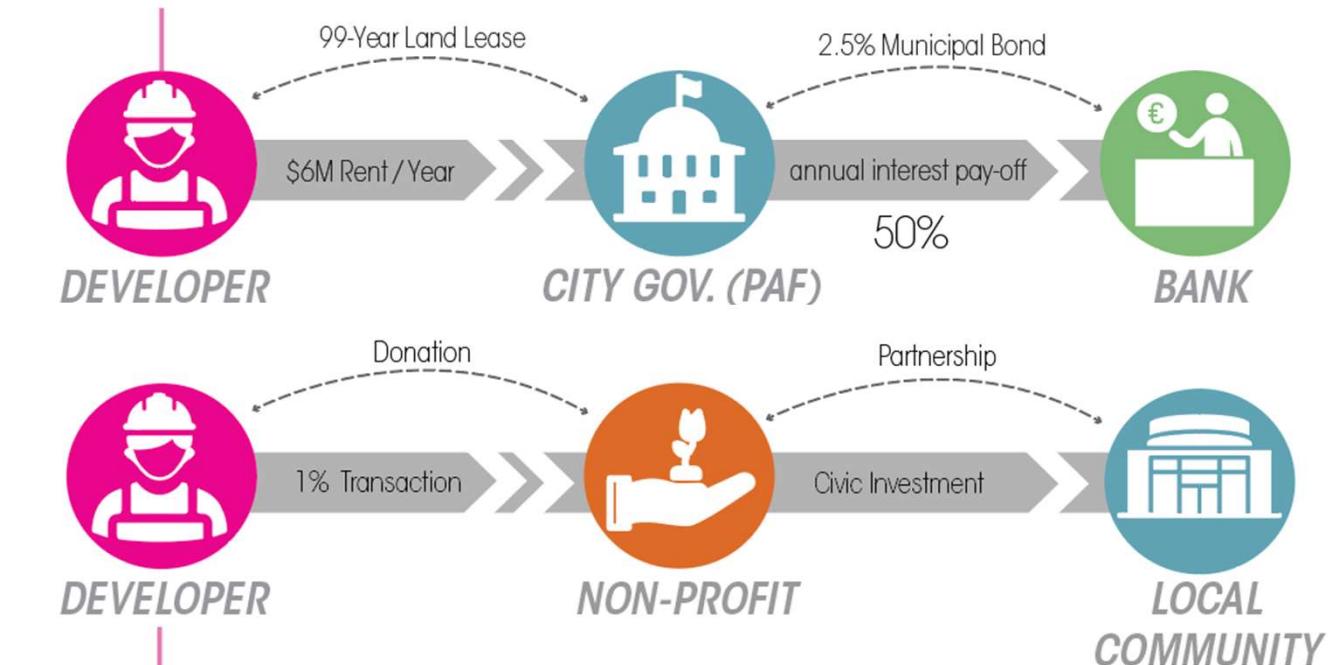




View of the **blue green corridor, Under The Nimitz**, which acts as the "natural cooling corridor" during the hot summer days of Oakland.

"LINKUP OAKLAND provides 1.8 million SF of new development with repositioned assets that will increase the site's value from \$33.8 million to about \$1 billion in ten years. This generates a levered IRR of 24.01% and creates more than 2000 jobs."

### Land Lease/ PAF



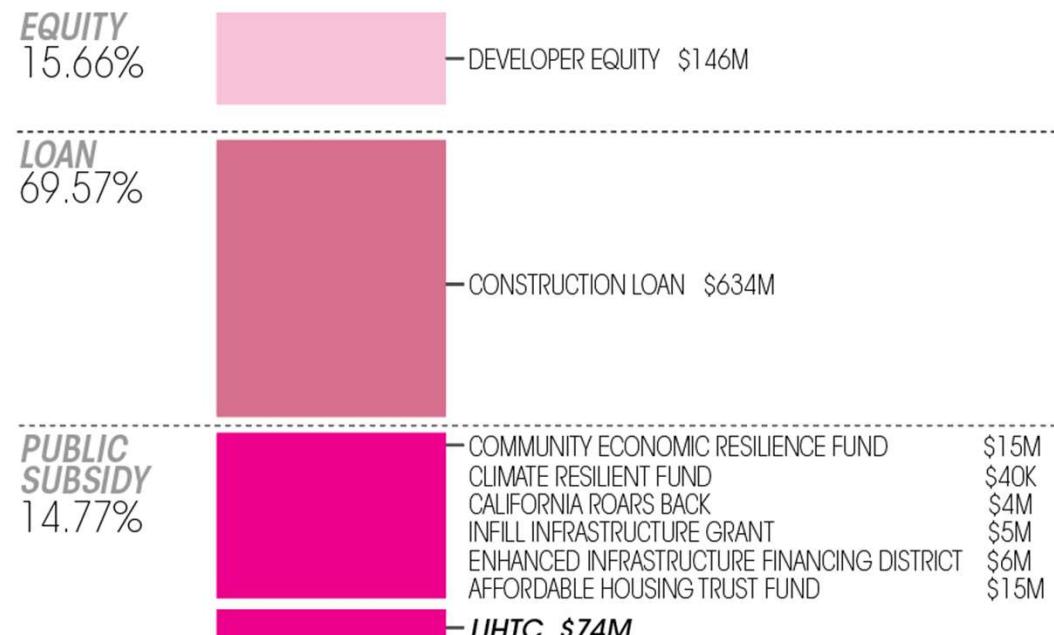
### Community Benefit Trust

#### BUILD-OUT

	CONDOMINIUM	210,386 SF
MARKET-RATE RENTAL	552 UNITS	521,724 SF
AFFORD. RESIDENTIAL	274 UNITS	194,158 SF
OFFICE	16.6%	301,885 SF
LIVE/WORK ART MAKER SPACE	1.0%	16,438 SF
COMMUNITY	0.9%	14,452 SF
RETAIL	1.6%	29,695 SF
	2.1%	62,158 SF

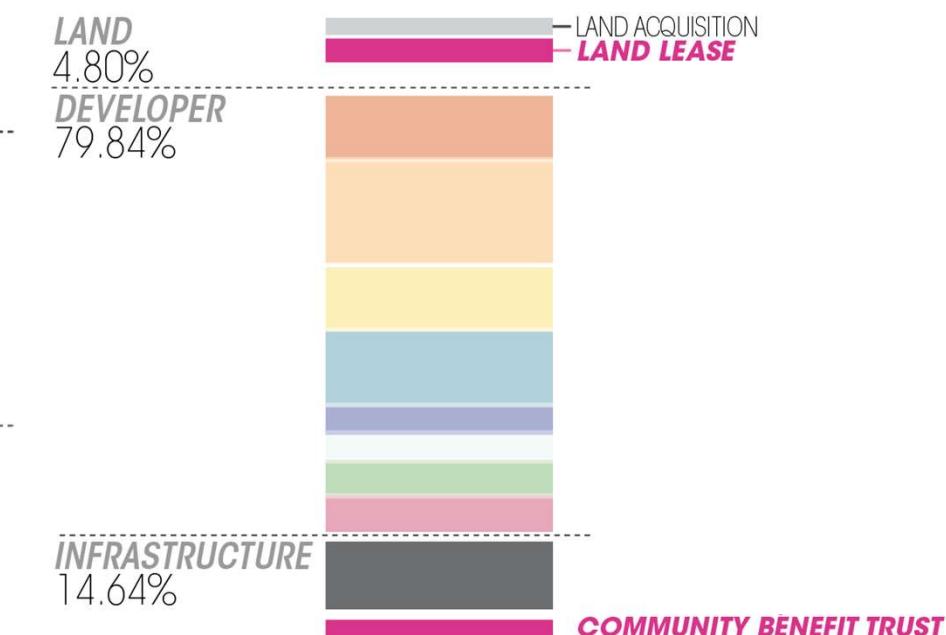
**1,817,696 SF**  
TOTAL BUILD-OUT

#### SOURCES



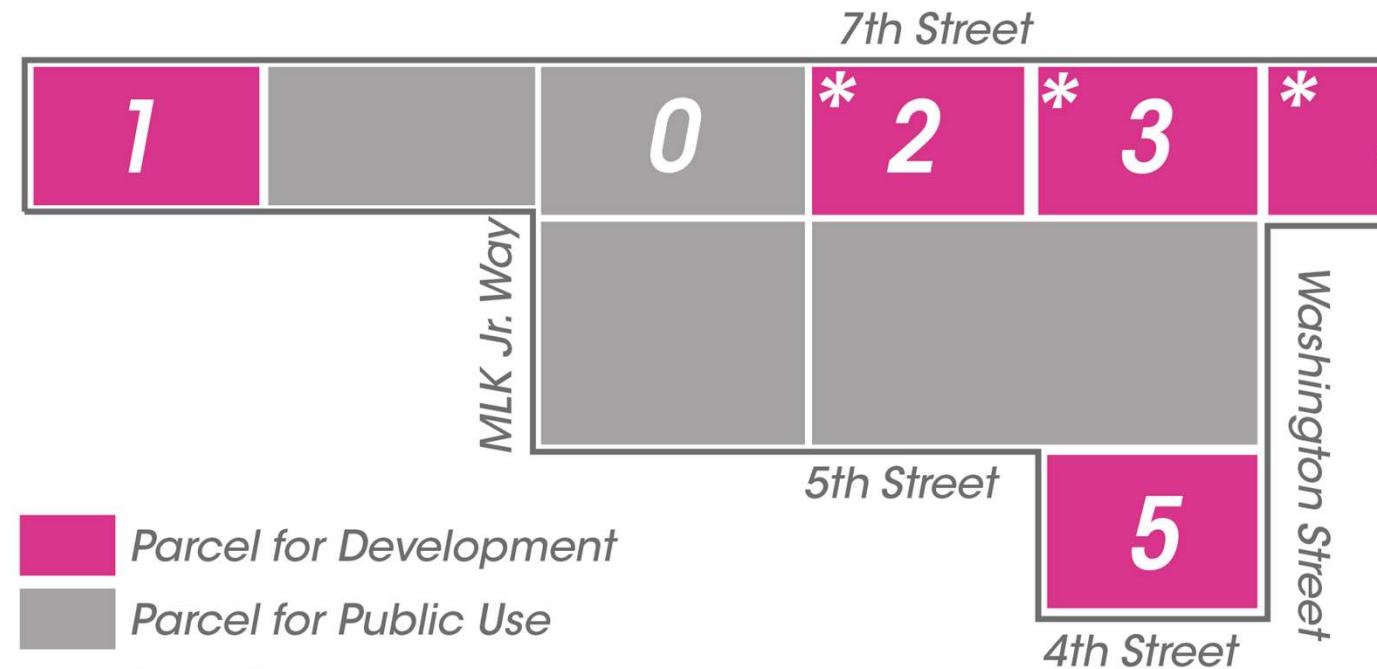
**\$933,477,739**  
TOTAL COST

#### BUDGET USES



**10.18%**  
UNLEVERED IRR

**24.01%**  
LEVERED IRR



LINKUP OAKLAND provides **1.8 million SF** of new development with repositioned assets that will increase the **site's value from \$33.8 million to about \$1 billion** in ten years. This generates a **levered IRR of 24.01%** and creates more than two thousand new jobs in retail, community services, and IT. LINKUP OAKLAND provides **274 units of affordable housing** and **25% of affordable retail spaces**.

To support the relocation of the **Police Administration Building**, LINKUP will **lease 3 parcels** which provides **2 million per parcel per year**. The 6 million is expected to cover 50% of the interest from a 2.5% bond for the 500-million-dollar relocation expenditure annually. The two additional parcels we acquire are parcels 1 and 5 (located outside the original study area), with 2.8 million and 6 million, correspondingly based on the current market rate. We are optimistic that the PAF relocation will run smoothly with the support from the three land lease parcels plus the acquired parcels. Besides these, LINKUP OAKLAND will contribute 1% of the transaction in perpetuity to **Community Benefit Trust** to support Oakland's community improvement and engagement programs in the future.

LINKUP OAKLAND'S vision is supported by several fundings including, but not limited to **LIH-TC, Low Income Investment Fund (LIIF), Affordable Housing Trust Fund Loan, Climate Resilient Fund, and California Roars Back**.

There are three phases in the ten-year development plan, the first two years of each phase are considered as construction years and the third year is considered as the year for operations, stabilizing and preparing the next phase. The development is designed to start with development-ready parcels to contribute to the next new phase of development continuously.

### PHASE ONE (2024-2026)

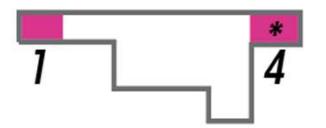
LINKUP starts by developing **Parcel 1 and Parcel 4**. **Parcel 1** is vacant for commercial use and falls under the opportunity zone before development, and we will convert it into an **affordable housing complex with a commercial frontage**. Parcel 4 comprises office towers, condos, and retail with a commercial frontage. Together, they provide **182 units of affordable housing**, 130 units of condo, and about 180,000 sq ft of office space targeting Bay Area startups that have a higher need for shareable style office space with much lower rent. These two parcels create more than **1000 jobs and 622 parking spaces** assuming that 60% of the total parking is occupied by monthly users who live or work in the neighborhood.

### PHASE TWO (2027-2029)

LINKUP leases **Parcels 2 and 3** for redevelopment. **Parcel 2** is designed to accommodate **mixed-income housing**, offices, and a plaza. **Parcel 3** comprises the **community center** and the **mixed-income housing**. These two parcels provide an **additional 92 units of affordable housing** and more than **200 retail jobs**. The office spaces in these two parcels are designed to **attract local and surrounding businesses, creating over 600 jobs**. The **Jefferson Parking Deck is repurposed** to be mixed with parking, retail, and **transitory housing**. New parking infrastructure is built in this phase. There are more than 500 parking spaces added with 400 existing parking from the parking deck.

### PHASE THREE (2030-2033)

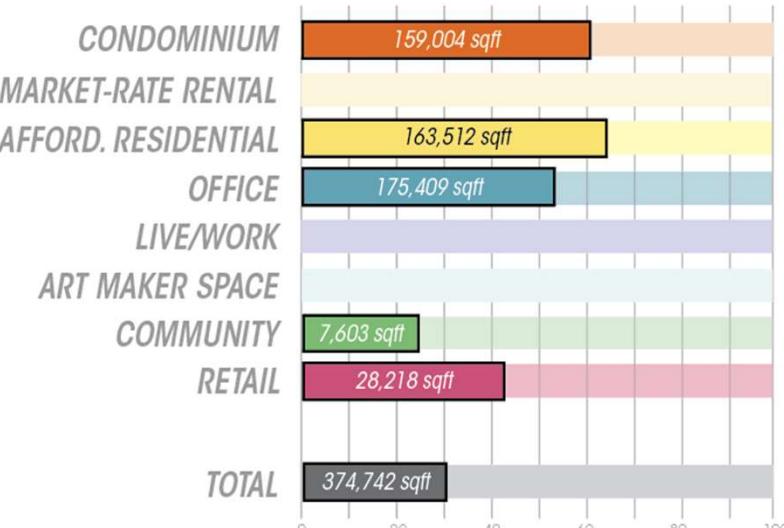
Phase three is the last four years in the 10-year plan. LINKUP acquires **Parcel 5** for 6 million for redevelopment. **Parcel 5** is designed to accommodate **luxury condominiums, rental housing, art galleries, and studios**. Parcel 5 accounts for **60 units of market rental housing** and **64 units of luxury condos**. Here, the freeway creates the potential for mobile retail spaces.



## PHASE 1

2024-2026

### DELIVERIES



### HIGHLIGHTS

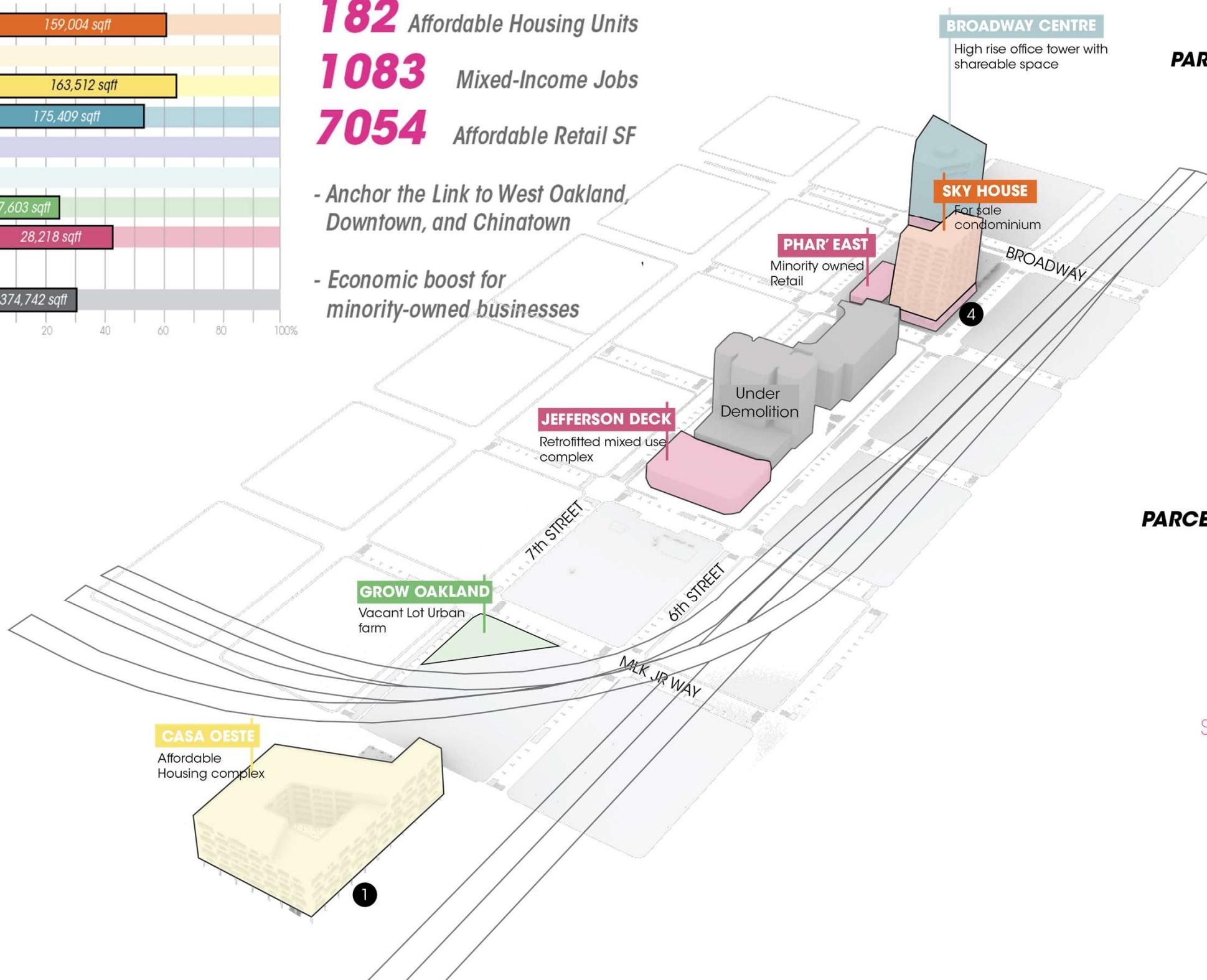
**182** Affordable Housing Units

**1083** Mixed-Income Jobs

**7054** Affordable Retail SF

- Anchor the Link to West Oakland, Downtown, and Chinatown

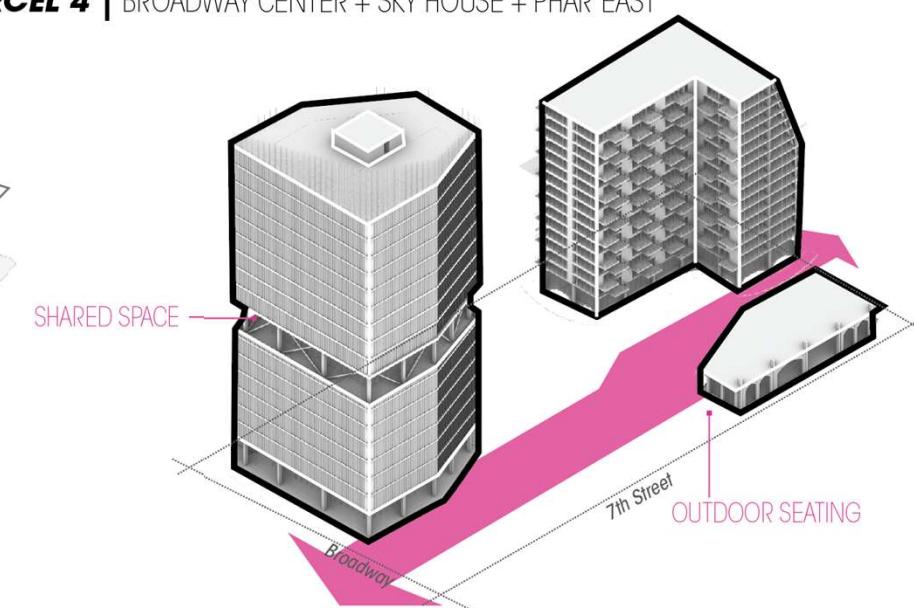
- Economic boost for minority-owned businesses



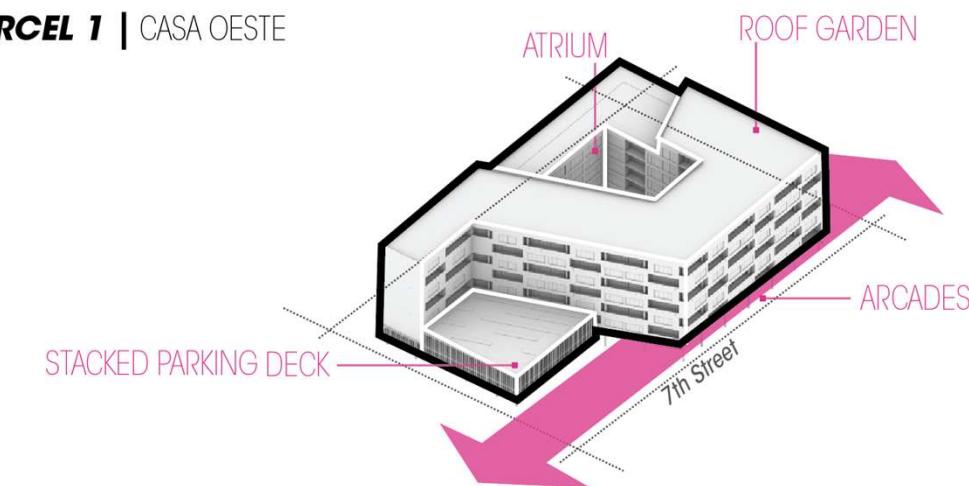
The anchors on which the underlying idea of our entire project rests reflect in our constant efforts to make affordable housing accessible for all, support minority owned businesses and bring in opportunity-generating enterprises to bolster the local prosperity.

## ANCHOR THE LINK

**PARCEL 4 |** BROADWAY CENTER + SKY HOUSE + PHAR' EAST

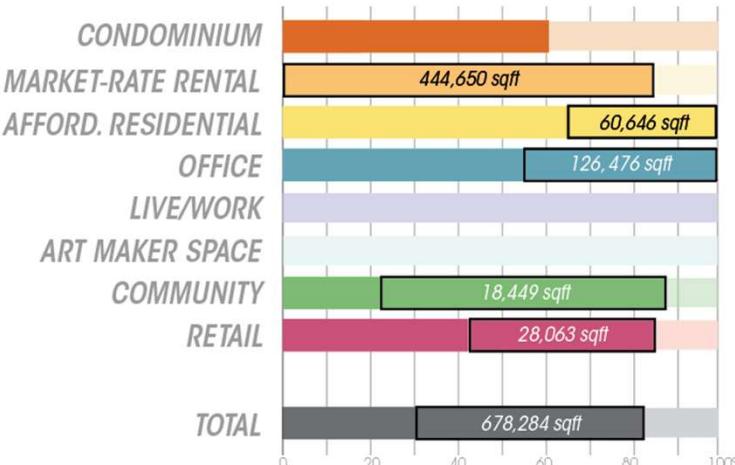


**PARCEL 1 |** CASA OESTE



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**PHASE 2**

### DELIVERIES



2027-2029

### HIGHLIGHTS

**92** Affordable Housing Units

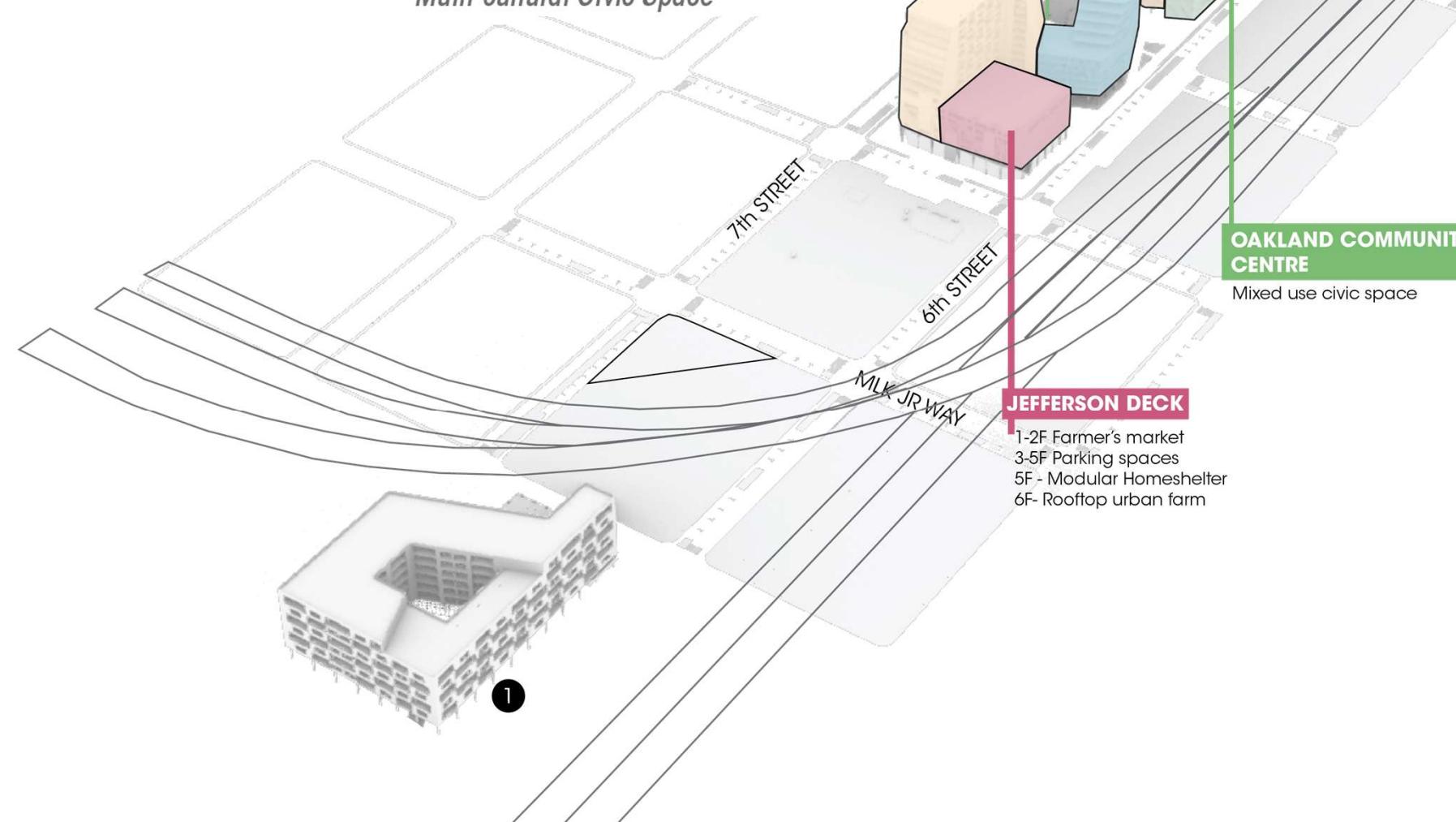
**713** Mixed-Income Jobs

**5730** Affordable Retail SF

- Diversify the Link to Old Oakland

- Adaptive Reuse of Parking Deck for grocery and transitory shelter

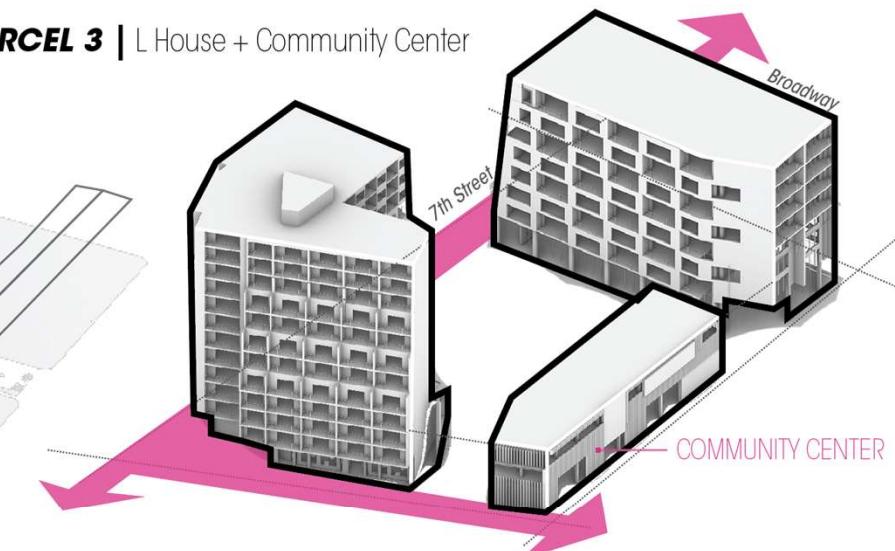
- Multi-cultural Civic Space



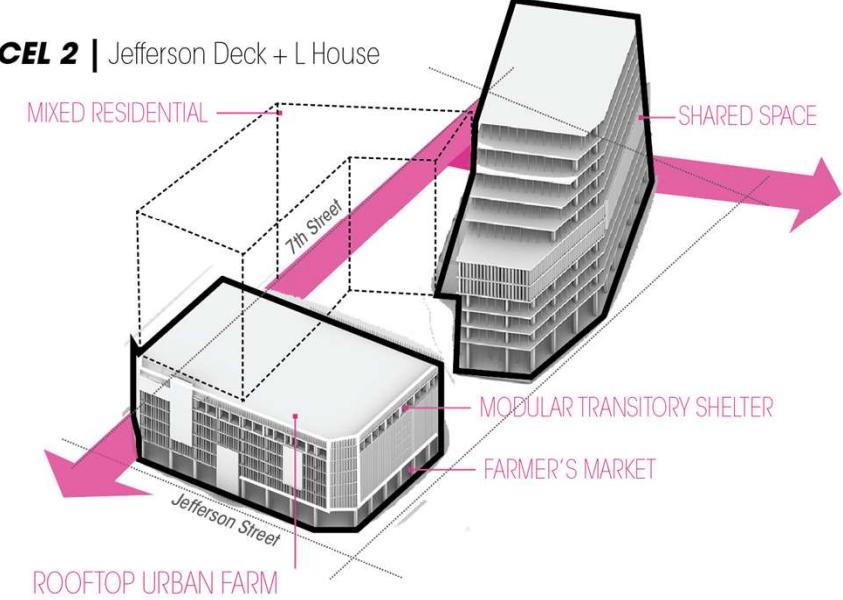
## DIVERSIFY THE LINK

Diversify the link is motivated by the multitude of race, ethnicity, and culture in Oakland, and fostering community partnerships to address urgent social issues.

**PARCEL 3 | L House + Community Center**



**PARCEL 2 | Jefferson Deck + L House**



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5  
**DELIVERIES**

## PHASE 3

2030-2032

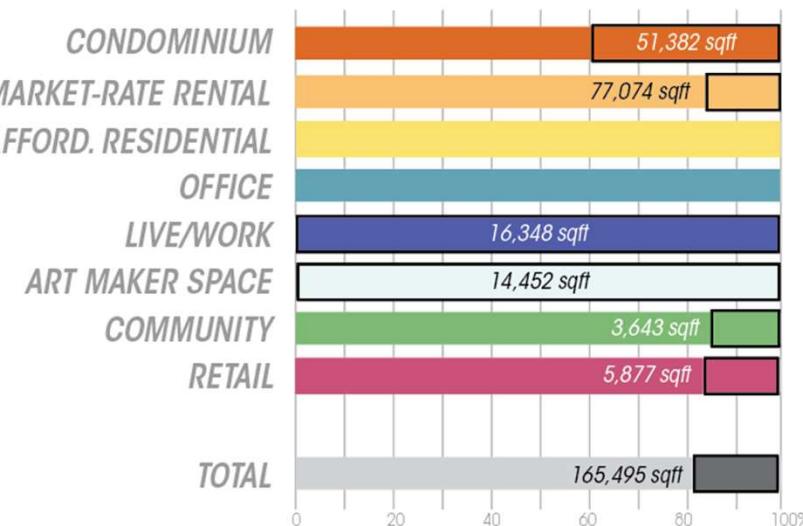
## SUSTAIN THE LINK

*Sustain the link strives to strengthen the ecological sustainability through various programs including Under the Nimitz, an art and green corridor activating the under bridge space.*

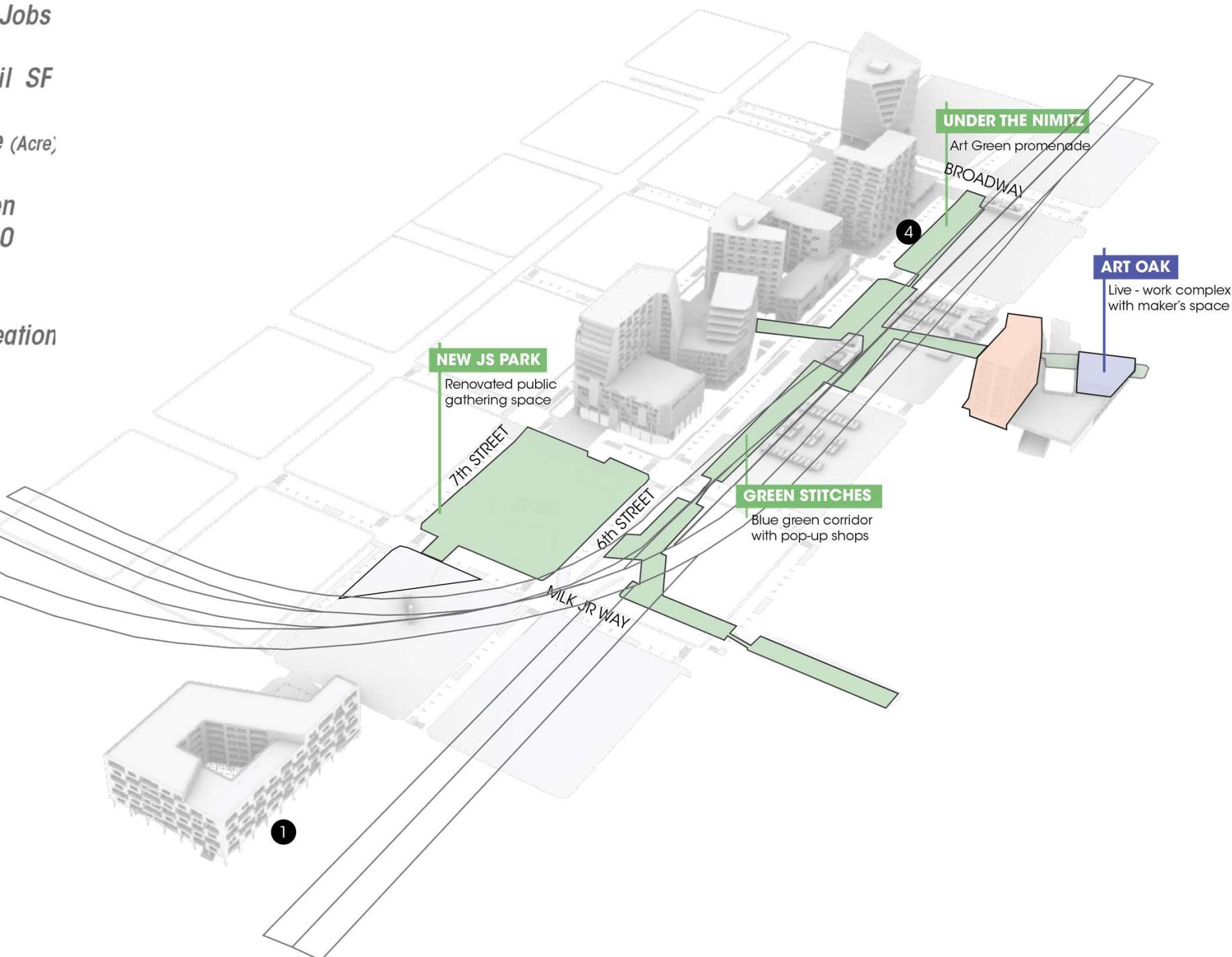
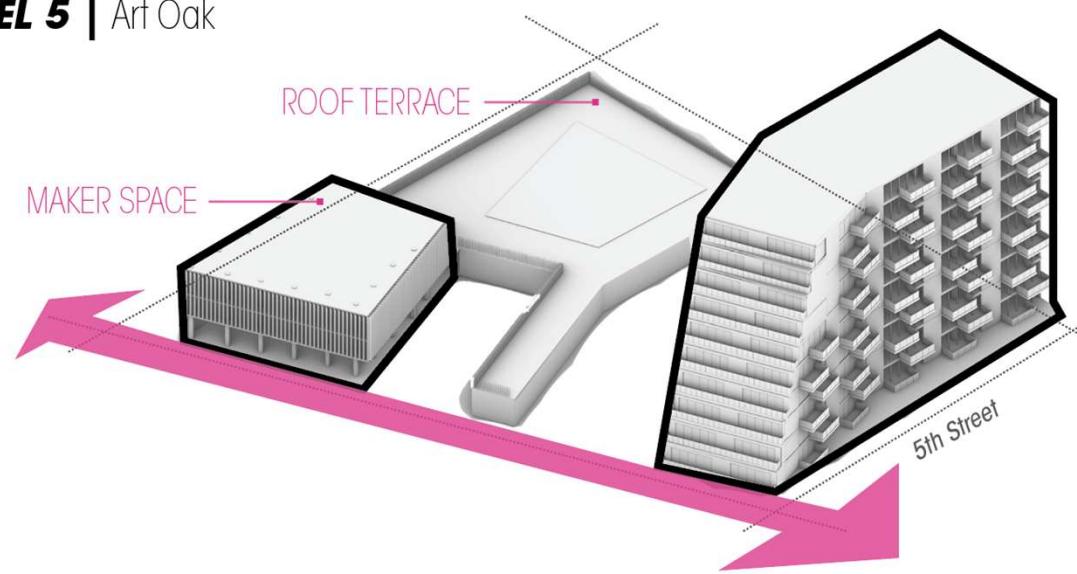
### HIGHLIGHTS

- 316** Mixed-Income Jobs
- 5877** Affordable Retail SF
- 2.47** Public Green Space (Acre)

- Sustain the Link through green and blue corridor across I-880
- Underpass Revitalization Intervention for Native Art Creation



### PARCEL 5 | Art Oak



"Reflecting on issues of the past, present and future, LINKUP OAKLAND is a holistic vision for a grounded, realistic and practically implementable ANCHOR that is the torchbearer of community upliftment and neighborhood revitalization."

We are the face of change that Oakland needs right now, we are vision

# LINKED-UP OAKLAND

