

**JACK**  
**LONDON**

**OAKLAND**<sup>TM</sup>

# 2018 Project Recap

1. **Formal Wayfinding Signage, Auto and Ped**
2. **Sidewalk Wayfinding- 4 Trails**
3. **Broadway Median Improvement**  
*(Merged Seasonal Decorations, Building Art)*
4. **Quarterly Panel Talks**
5. **Four Special Events Promoting Businesses**
6. **National Night Out Block Party**
7. **Waterfront Warehouse District Design Project**
8. **Embarcadero Safety / Train Quiet Zone**

**How did we do?**

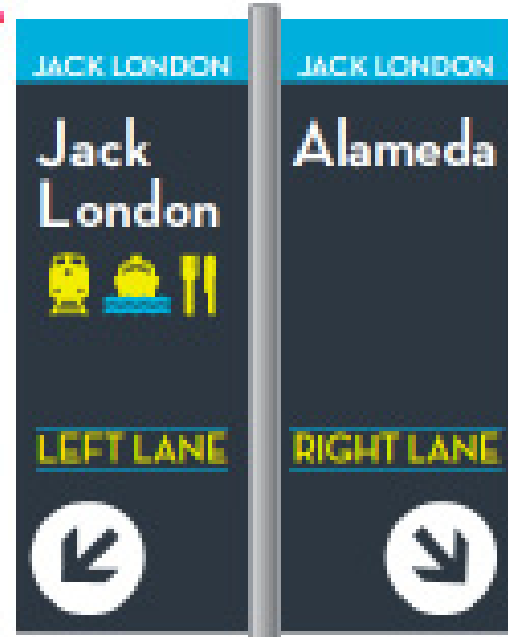
7-PM  
11x19 sign  
2 signs

**Complete**



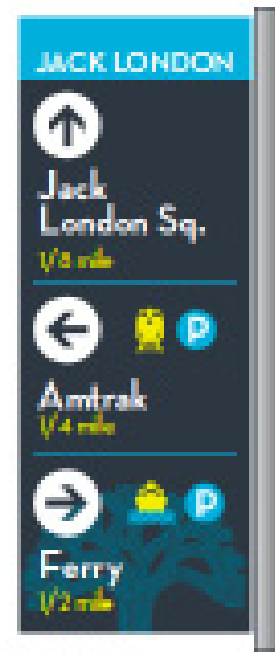
Broadway btw 3rd & 4th east side  
Middle lamppost on block-one sign each side of pole

10&11-AL  
Banners  
2 signs

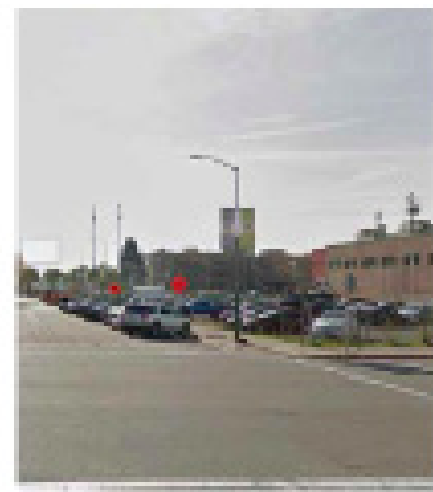


Webster btw 7th and overpass  
Last lamppost on center median

12-AL  
Banner



WEBSTER BTW 3RD & 3RD  
First pole after 3rd street



# 1. Formal Wayfinding Signage, Auto and Ped

**Complete**

**(JETSETTING FASHIONISTA  
BLOG on Oakland Wine Scene)**



## 2. Tactical Trails

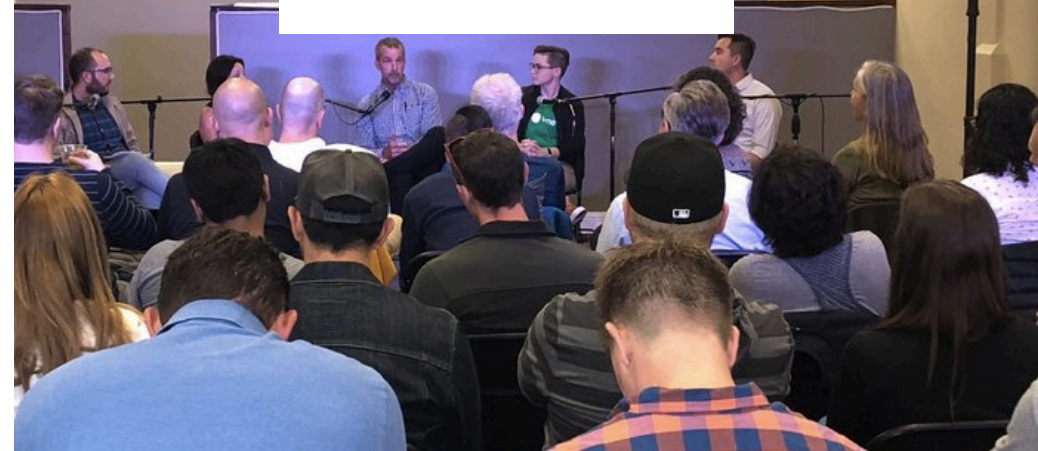


**Complete**

***Train Quiet Zone  
February***



***Scooter Summit  
August***



***Future of 5th and  
Broadway  
November***



***De-Escalation  
Skills  
January***

## 4. Quarterly Panel Talks

# Oakland 2100

A game about the future

# Complete



*Future of 5th and  
Broadway  
November*



**Complete**

**New Neighbor Swag November**



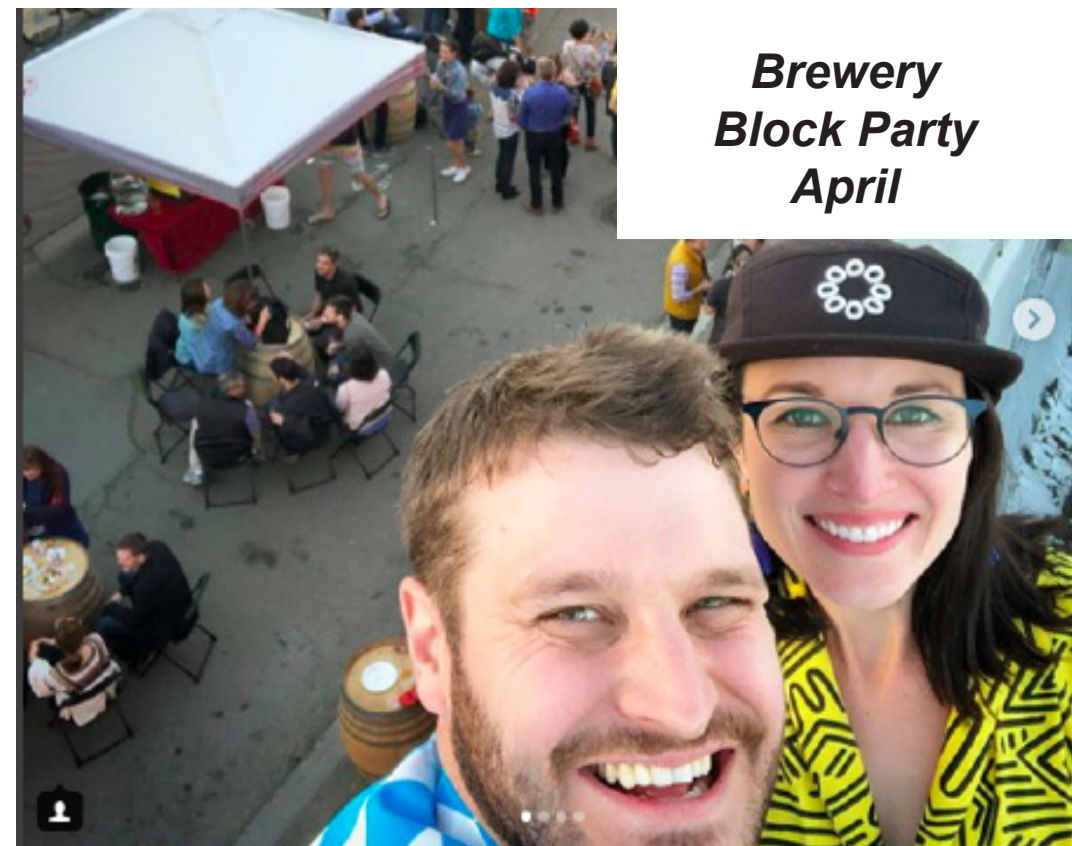
**St. Patrick's Block Party March**



**Pride Fundraiser June**



**Brewery Block Party April**



## **5. Four Special Events Promoting Businesses**



Complete



## 6. National Night Out Block Party

**Complete**



*Community-supported design concept complete*

# 7. Waterfront Warehouse District Design Project

Continuing



## 8. Embarcadero Safety / Train Quiet Zone

**We didnt plan for this...  
But tackled it anyway.**

**Complete**



**Broadway Tree Pruning Work**

Complete



Tripled the planned Signage

**Continuing**

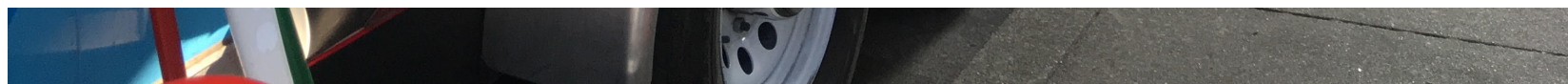


**Better Construction Mitigation**

Continuing



LavaMae & Encampment Progress





Continuing



# Jack London Brewing District

**Continuing**

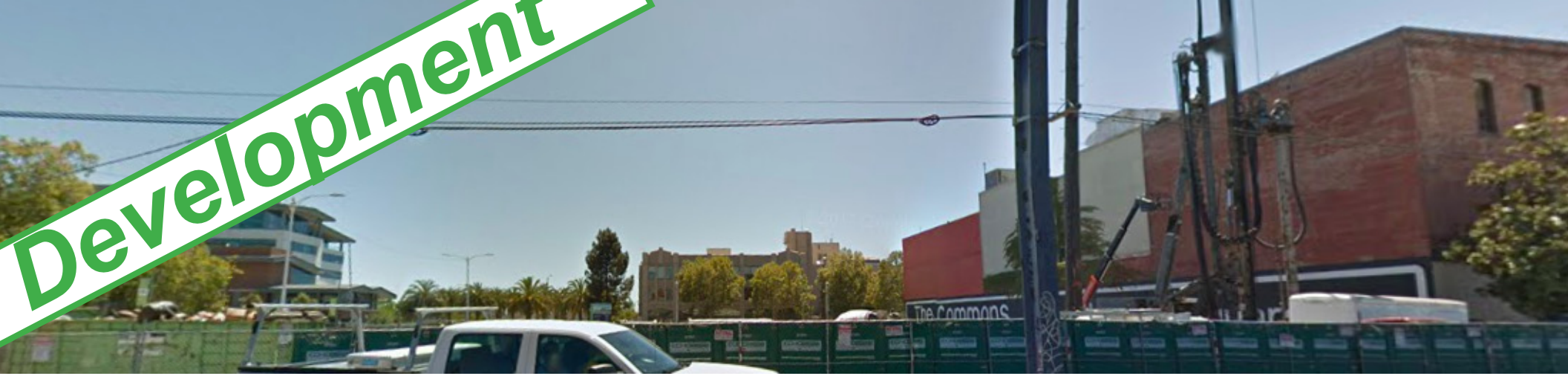


**Convinced the A's to Build Here**

**JACK**  
**LONDON**

**OAKLAND**<sup>TM</sup>

**Development**



**Modera at Jack London Square**

**Development**



**Commercial Condominium-ESports**



**Development**

**Fourth Street East- 330 Units, 720Kft2**