

EASTOAKLAND

*a conceptual development plan that honors our
past and invests in our future*



DAVID STEWART + LONNIE MURRAY + HKS

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Opportunities

01

The East Oakland Stewart grew up in was a thriving community of goods, services, and entertainment.

A working-class community empowered by an incredible sense of cultural heritage and supportive neighbors. Stewart delivered newspapers before school and would often ride his bike to the booming Coliseum that served as an economic engine for the community and its families.

Drafted out of high school to play professional baseball, Stewart would ultimately return home to play for his hometown team at the very park he once rode his bike along the railroad tracks to watch. He became a highly regarded hometown hero – winning one World Series Most Valuable Player Award and two League Championship Series Most Valuable Player Awards. A playing career that spanned 17-years, Stewart was and is most notable for his commitment to his hometown both on and off the field

Stewart now has a new motivation. Today's East Oakland, despite having already endured years of disinvestment, is bracing itself for the once booming Coliseum that served as "home" to the Golden State Warriors, Raiders, and Athletics to relocate which has residents feeling the threat of further disenfranchisement. This threat is the driving motivation for Stewart's bid to lead the team that will serve his community toward sustainable economic growth and opportunities for its current residents.



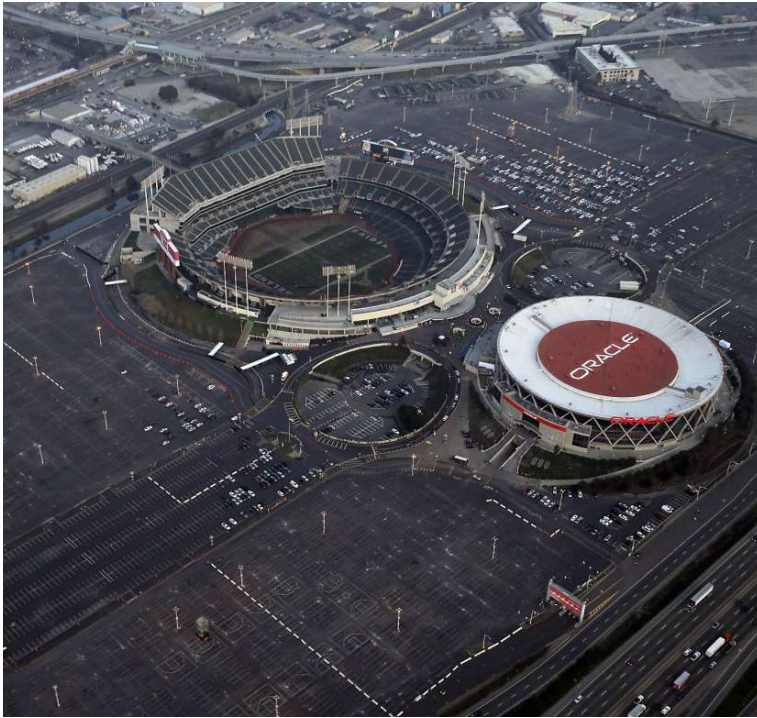


Lonnie Murray has a strong commitment to underrepresented and underserved populations.

As the child of a young single-mother working two jobs and unable to afford childcare, Murray and her siblings were removed from their home, separated, and entered into the system. At 15 she found herself being “phased-out” into homelessness.

At 18 Murray would visit a childhood friend in Oakland and within days she was fully entranced by an unfamiliar feeling of community. “The community took me in, encouraged me, provided a safe and whole familial environment.” As a working single-mom, and later attending night school, Murray also participated in the Leadership Oakland program. She attributes her success to the Oakland community for exposing her to these opportunities and affording her the support to pursue them

Honored as the 2020 California District 77 Woman of the Year for her community service, a 2021 Microsoft Legacy Project Honoree as a Changemaker, featured in several publications over the years for her work and advocacy. Recently interviewed for a feature in the Wall Street Journal and highlighted on HBO’s Real Sports for her advocacy on behalf of former A’s catcher Bruce Maxwell (MLB’s first player to take a knee), Murray’s dedication has not gone unnoticed. Mentoring men and women on and off the field, Murray owns and operates Sports Management Partners as one of few women and the only African American woman certified by the MLB Player’s Association as a Player Agent. With a roster of over 30 amateur and professional players, Murray also represents the first woman, and the first Black woman to be hired by MLB as coaches, as well as the only Latina national writer covering Major League Baseball.



Stewart + Murray has teamed up with HKS Architects to present the following proposal which highlights the many ways of revitalizing the Oakland Coliseum site and restoring the hope of this beloved city.

After years of decline and unfulfilled promises, our leadership team's freedom from conventional systems allows for community-based decision-making with a "community first" approach.

Our approach in creating a neighborhood with the 'end in mind' requires looking beyond the currently proposed land holdings to the greater East Oakland. Site control will allow us the opportunity to begin working on the full vision based on market input and the voices of all stakeholders. We have vetted many challenges of our "new normal" in a post-Covid environment and stand confident in our personal, professional, and financial viability to deliver an integrated ecosystem of services and opportunities for the community while mitigating risk of worsening inequities and gentrification.

We believe the complete vision should emerge from the unique qualities and character of the existing neighborhoods. Turning that vision into a resilient and economically self-sufficient community includes diversified development programs, embracing 24-hour community attributes, and supporting local live, work and play as highlighted herein. We believe this approach will establish Oakland as a thought-leader in how a community of current and former residents, political leaders, private and public entities can come together for the equitable advancement of their community.

"I want to strengthen the pride in our community...I want to pursue and complete this project for the community that has significantly contributed to my life achievements." – Dave Stewart

connect



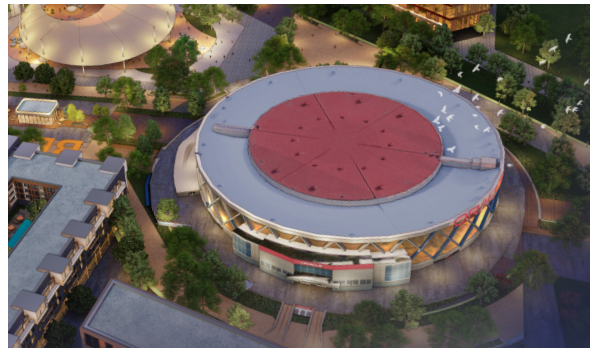
Connect and strengthen current and former residents with the opportunities of Oakland's future.

Highlight East Oakland as a destination for goods, services, and entertainment for locals, residents, and airport travelers.

Enhance and upgrade pedestrian and biking routes to make it easier to access bayfront and Bay Trail.

A well-thought connection between community, public services and community agencies to provide a community-wide approach that supports prevention and a path forward.

contribute



Reestablish Oracle Arena as the premiere concert destination, convention center, potential home of a WNBA expansion team, and virtual sporting venue.

Prioritize community principles and services to improve mental and physical wellbeing despite the historical barrier of socioeconomic status.

Design sustainable buildings that reduce consumption of non-renewable resources, minimize waste, and create healthy, productive environments

collaborate



Nurture relationships between community, political and community leaders, and key stakeholders for a goal of shared success.

Collaborate with local and government agencies to establish wrap-around services for civic engagement and public administration support.

Foster safety and accountability from within the community in collaboration with Neighborhood Services Coordinators.



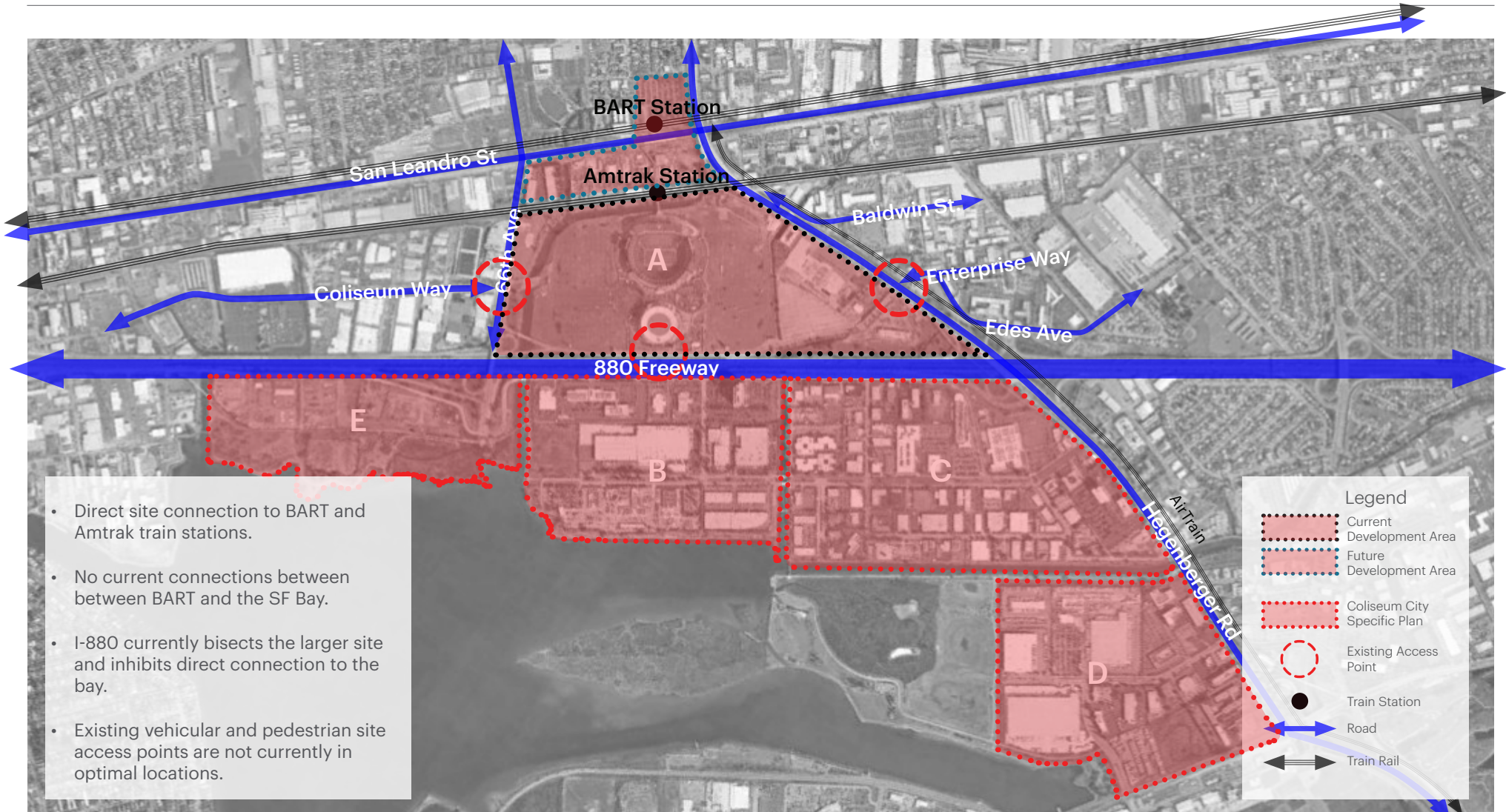
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Site Appreciation

02

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SECTION 02 - EXISTING CONDITIONS: TRAIN + VEHICULAR ACCESS



- Direct site connection to BART and Amtrak train stations.
- No current connections between BART and the SF Bay.
- I-880 currently bisects the larger site and inhibits direct connection to the bay.
- Existing vehicular and pedestrian site access points are not currently in optimal locations.

Legend

- Current Development Area (Black dotted line)
- Future Development Area (Blue dotted line)
- Coliseum City Specific Plan (Red dotted line)
- Existing Access Point (Red dashed circle)
- Train Station (Black dot)
- Road (Blue arrow)
- Train Rail (Black double arrow)

SECTION 02 -EXISTING CONDITIONS: PEDESTRIAN ACCESS + BIKE PATH + OPEN SPACE



SECTION 02 - ENGAGEMENT TO THE WATERFRONT

