

Economic Development & Public Policy Forum



July 2015 Program

An update on SPUR's *A Downtown for Everyone: A Vision for the future of Downtown Oakland* policy report

A Presentation by:

Robert Ogilvie, SPUR's Oakland director

Join us for a special presentation by Robert Ogilvie on preliminary findings related to SPUR's policy report on downtown Oakland. Downtown Oakland is at an exciting moment. The cultural life and entertainment options are rich and diverse. Pedestrian activity is increasing as employment and population edge up. New companies are starting, existing companies growing and other firms are moving in, reducing the longstanding commercial vacancy rate. But downtown is also at an inflection point. The economy is fragile. Many businesses are small and still struggle to raise capital. Rent increases are forcing out long-standing residents, businesses and nonprofits. Yet, developers have historically not been able to financially justify new office construction, a key reason for downtown Oakland remaining a small office market.



In this context, the next decade is a critical time to shape downtown. This report presents a strategy for downtown Oakland. We begin by describing some of the historic context and trends that are taking place in downtown. We then propose a set of principles to guide downtown Oakland's future growth. In particular, we want downtown's growth to benefit longstanding residents, organizations and businesses while welcoming new ones. The sum of our principles is a vision: a downtown for everyone.

With:

Robert Ogilvie, SPUR's Oakland director. Over the past 20 years he has worked extensively in community development and planning to help improve low- and middle-income neighborhoods. Prior to joining SPUR, he was vice president for strategic engagement at ChangeLab Solutions. He has served as a faculty member in the Department of City and Regional Planning at the University of California, Berkeley; as a consultant to city and county governments, nonprofit organizations and neighborhood activists; and as director of volunteers at the Partnership for the Homeless in New York City.

Come for a great discussion!

In 2015, the Economic Development Forum will present monthly speakers and topics of interest to the Oakland planning and development community. The next forum will be held on Wednesday, September 9th at 3pm. Join us!

PLEASE PLAN TO ATTEND THIS INFORMATIVE CONVERSATION

When: WEDNESDAY, JULY 8, 2015 | 3PM

**Where: The Oakland Metropolitan Chamber of Commerce Board Room
475 14th Street, Oakland, California, 94612**

ECONOMIC DEVELOPMENT FORUM

This event is part of the Chamber's monthly Economic Development event series. If you would like to attend as a guest of the Chamber, or get involved to produce future forum programs, contact:

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