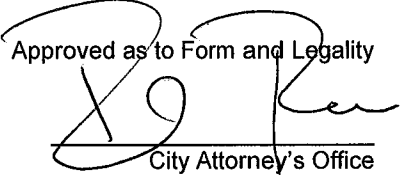


FILED  
OFFICE OF THE CITY CLERK  
OAKLAND  
2016 JAN -7 AM 9:57

Approved as to Form and Legality  
  
City Attorney's Office

## OAKLAND CITY COUNCIL

RESOLUTION NO. 85958 C.M.S.

INTRODUCED BY COUNCIL PRESIDENT LYNETTE GIBSON MCELHANEY

**RESOLUTION DESIGNATING THE 14TH STREET CORRIDOR FROM OAK STREET TO FRONTAGE ROAD AS THE "BLACK ARTS MOVEMENT AND BUSINESS DISTRICT" TO HIGHLIGHT, CELEBRATE, PRESERVE AND SUPPORT THE CONTRIBUTIONS OF OAKLAND'S BLACK ARTISTS AND BUSINESS OWNERS AND THE CORRIDOR AS A PLACE CENTRAL BOTH HISTORICALLY AND CURRENTLY TO OAKLAND'S BLACK ARTISTS AND BLACK OWNED BUSINESSES**

**WHEREAS**, the Black community occupies a central place in Oakland's cultural, economic, social and political development and as such their historical and continuing achievements deserve official recognition as vital and meaningful contributions to the evolving fabric of Oakland's society; and

**WHEREAS**, the Black community is inclusive of multiple distinct communities of color including but not limited to African Americans, Afro-Caribbeans, and Africans; and

**WHEREAS**, there exists a congregation both historical and contemporary of Black owned businesses and artistic or cultural spaces focused on Black expression in the 14<sup>th</sup> Street corridor on or within four blocks of 14<sup>th</sup> Street from Lake Merritt to I-880 defined as from Oak Street to Frontage Road; and

**WHEREAS**, a congregation of Black owned businesses and artistic or cultural spaces focused on Black expression currently exists in the 14th Street corridor and includes but is not limited to the Malonga Casquelourd Center for the Arts, Joyce Gordon's gallery, Geoffrey's Inner Circle Club, the Oakland POST Newspaper Group, OCCUR, Oakland African-American Chamber of Commerce, Oakland Cultural Center, Bissap Baobab, The Hatch, Venue Nightclub, U'NEXT Barber Shop, Unique Braids, Imagine Affairs Lounge, Quick Bite, Crossburger, Feelmore, A City Obsession, New Karibbean City, Uncle Willie's BBQ, Black Arts Movement co-founder Marvin X's Academy of da Corner, and the Betti Ono Gallery; and

**WHEREAS**, public or historical buildings and public art in the 14th Street corridor exemplify the historical legacy of the Black community in Oakland including but not

limited to the African American Museum and Library at Oakland, the Oakland Main Library, the Ebony Museum, the 16<sup>th</sup> Street Train Station, the Rene C. Davidson Courthouse, the Calvin Simmons Theater, the C.L. Dellums Apartments, the Elihu M. Harris State Office Building, the Byron Rumford Post Office, the Lionel J. Wilson Building, the Ronald V. Dellums Federal Building and U.S. Courthouse, and the bust of John B. Williams; and

**WHEREAS**, it is important to promote and celebrate the enduring significance of these contributions by Black leaders through the designation of the 14<sup>th</sup> Street corridor as the Black Arts Movement and Business District and through its official recognition by the City of Oakland; and

**WHEREAS**, this designation will impact all of Oakland by supporting a critical mass of arts and entertainment establishments which are essential to nurture and retain all residents including the creative workforce essential to recruiting and retaining employers in the modern economy; and

**WHEREAS**, this designation seeks to bring greater resources to the 14<sup>th</sup> Street corridor through grants, philanthropic and foundation funding, and other incentives as the City Administrator and his or her designee may see fit, potentially including streamlined permitting, direct government subsidies, a dedicated City staff member to provide assistance with government processes, and funds for marketing the District; and

**WHEREAS**, it is recommended that an implementation working group be formed to include staff from the Mayor's Office, the City Administrator's Office, the Department of Race and Equity, the Cultural Arts Department, the Real Estate Department, the Planning Department, and the Economic and Workforce Development Department, as well as from a broad representation of community stakeholders, and that this implementation working group present a comprehensive report with recommendations and action items; and

**WHEREAS**, the long term success of the District rests on a joint partnership between the Department of Race and Equity, the Cultural Arts Department and the Oakland Arts and Culture Commission; and

**WHEREAS**, the Black Arts Movement and Business District can serve as a model for other neighborhoods throughout the City recognizing that multiple areas of Oakland contain culturally diverse and vibrant arts and business districts; and

**WHEREAS**, the inclusion of the Black Arts Movement and Business District into the downtown specific plan which currently seeks policy guidance on cultural arts and social equity functions as creative place-making to intentionally shape the physical and social character of the 14<sup>th</sup> Street corridor in order to animate the public space, rejuvenate the streetscape, improve local business viability, improve public safety, and bring diverse people together to inspire and be inspired by the legacies and contemporary manifestations of Black owned businesses and arts rooted in the Black

cultural experience; and

**WHEREAS**, research finds that creative place-making as proposed through the Black Arts Movement and Business District that builds on the unique historical legacy of a place makes significant contributions to economic development, livability and the competitiveness of the area; and

**WHEREAS**, the Black Arts Movement and Business District seeks to support a healthy and flourishing arts community which federally funded research has identified of as a driver of greater civic engagement and community involvement which are in turn determinants of improved public health; and

**WHEREAS**, this designation prepares the City to seek state resources to invest into the area by applying for state designation and funding through the competitive grant process established by California AB 189 which will be administered through the California Arts Council; and

**WHEREAS**, this designation aligns with Oakland's existing policy codified in the historic preservation element of Oakland's general plan which states a desire to "preserve, protect, enhance, perpetuate, and prevent the unnecessary destruction or impairment of properties or physical features of special character or special historic, cultural, educational, architectural or aesthetic interest or value"; and

**WHEREAS**, the designation of the Black Arts Movement and Business District is captured by the historic preservation element of Oakland's general plan as an activity which is defined as "a store, business, institution or other ongoing land use typically characterized by distinctive or unusual merchandise, materials, or manner of operation or by special historical or cultural associations"; now, therefore, be it

**RESOLVED:** That the City of Oakland hereby designates the 14<sup>th</sup> Street corridor on or within four blocks of 14<sup>th</sup> Street from Oak Street to Frontage Road as the "Black Arts Movement and Business District" to highlight, celebrate, preserve and support the contributions of Oakland's Black artists and business owners and the corridor as a place central both historically and currently to Oakland's Black artists and Black owned businesses; and be it

**FURTHER RESOLVED:** That the City Administrator and his or her designee is directed to identify funding or other in-kind resources in order to fund the initial implementation of the Black Arts Movement and Business District, which shall at minimum include marketing the District through banners or signs; and be it

**FURTHER RESOLVED:** That the City Administrator and his or her designee is hereby authorized to take action with respect to this designation consistent with this Resolution and its basic purposes.

IN COUNCIL, OAKLAND, CALIFORNIA,

**JAN 19 2016**

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, CAMPBELL WASHINGTON, GALLO, GUILLÉN, KALB, KAPLAN, ~~REID~~  
AND PRESIDENT GIBSON MCELHANEY - 7

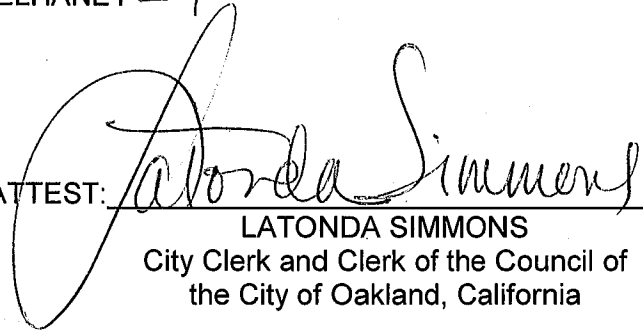
NOES - 0

ABSENT - 0

ABSTENTION - 0

Excused- Reid-1

ATTEST:

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