



**Revitalization Strategy**  
**FIRST DRAFT**

*August 27, 2008*



**Department of  
Urban Planning  
and Design**



# Principles



Principles\*  
August 27, 2008

The following principles will be used as guidance in the development of the Oracle Area Revitalization Plan (OARP). These principles evolved from challenges and opportunities identified through (a) existing plans and studies relevant to the area; (b) reports prepared for the Market Analysis; (c) activities undertaken through a survey mailed to all addresses within the study area; and (d) comments received from the OARP Citizen Steering Committee through a field trip of the study area and written comments on the principles and reviewed and commented.

## 1. Comprehensive Approach.

### *Use a comprehensive, multi-disciplinary approach.*

Physical improvements are not enough. Effective communication, a strong organizational structure, and associations and homeowners associations are all necessary to improve the Oracle Area.

## 2. Organization.

*Build public/private partnerships.* Diverse groups, including business, educators, public officials, civic and community organizations, improve the Oracle Area over time.

## 3. Promotion.

*Re-establish the area's image and attract new residents and visitors.* This means not only promoting the area but also involvement. Promotions can range from traditional education to proactive public relations.

## 4. Incremental Implementation.

*Support ongoing activity of the area.* *Overarching Principles.* Plans to implement the area are anxious to see change. Ongoing activity provides visual reminders that the revitalization of the Oracle Area and ever-greater levels of participation are possible.

## 5. Existing Assets.

*Recognize and build on existing assets.* *neighborhoods, cultural diversity, and businesses from high tech to low tech.* Characteristics that set it apart from other areas and ways to preserve and build on them.



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## 6. Strong Neighborhoods.

*Strengthen the character and vitality of neighborhoods in the Oracle Area.* Long-term revitalization can only be successful if it is part of a coordinated and comprehensive strategy that includes investment in the physical infrastructure and buildings, economic development, and human potential. Neighborhoods in which streets are safe to walk, properties are well maintained, public open space and recreational facilities are available, housing is secure and affordable, human services are accessible, and the needs of all population groups are accounted for are neighborhoods that provide the foundation for a vital civic spirit that can be a source of strength and hope to its residents.

## 7. Economic Development.

*Strengthen existing assets and attract new ones by developing tools for the Oracle Area business corridors and mixed-use districts, aimed at diversifying the economic base and bringing in additional needed services and jobs.* Activities include recruiting new businesses to provide a balanced commercial mix, converting vacant buildings into housing, offices, entertainment or cultural facilities, and sharpening the competitiveness of the area's traditional merchants and industries.

## 8. Quality Design and Aesthetics.

*Improve the visual quality of the Oracle Area.* Attention must be paid to the quality of the physical infrastructure and buildings (from all sides); streetscapes; views; signage; and other elements that contribute to the area's identity.

## 9. Mobility and Access

*Strengthen the alternative transportation systems in the area.* While historically the Oracle Area has served as a vehicle corridor, today it has a large population dependent on other forms of transportation, including transit, foot, wheelchair, and bicycle. Efforts should be made to integrate the various transportation modes and facilities, including the possible future provision of modern streetcar service, to the benefit all users and to further enhance the area.

## 10. Environmental Sustainability.

*Plan the Oracle Area's urban environment so that it contributes to its own sustainability and the sustainability of the City at large.* Rather than afterthoughts, integrate into the revitalization of the area strategies to reduce energy and water consumption, minimize heat, and decrease air, particulate and noise pollution.

*\*This is a working document that may be further refined as the project proceeds and additional information and input is obtained.*

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# Structure of Revitalization Strategy



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**PRINCIPLES**

**Comprehensive Approach**

**Organization**

**Promotion**

**Incremental Implementation**

**Existing Assets**

**Strong Neighborhoods**

**Economic Development**

**Quality Design and Aesthetics**

**Mobility and Access**

**Environmental Sustainability**

**Economic  
Development**

**Housing**

**Infrastructure**

**GOALS**

**Incentives**

**Competitiveness**

**Public/Private  
Partnerships**

**RECOMMEN-  
DATIONS**

**Next Step:  
Finalizing the Principles**

**Please provide your  
feedback by  
Friday, June 13  
to María**



# **DRAFT Overarching Principles**

*May 28, 2008*



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