

2023 OCT -5 PM 3: 29

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND



CITY ATTORNEY'S OFFICE

## OAKLAND CITY COUNCIL

RESOLUTION NO. 89938 C.M.S.

INTRODUCED BY COUNCILMEMBER NOEL GALLO

---

**RESOLUTION ESTABLISHING THE OAKLAND "LATINX CULTURAL ARTS DISTRICT" TO HIGHLIGHT, CELEBRATE, PRESERVE, AND SUPPORT THE CONTRIBUTIONS OF OAKLAND'S LATINX COMMUNITY AND RECOGNIZE THE NEIGHBORHOODS CENTRAL, BOTH HISTORICALLY AND CURRENTLY, TO OAKLAND'S LATINX BUSINESS OWNERS, ARTISTS, AND COMMUNITY-BASED ORGANIZATIONS**

**WHEREAS**, as Oakland is a vibrant and culturally rich city, that has a deep history of activism, social justice, economic development, and cultural expression; and

**WHEREAS**, the Oakland Latinx community has been at the forefront of Oakland's historical and current cultural efforts, creating various hubs for arts, music and culture, including the Annual Dia de los Muertos Festival, which alone attracts over 100,000 attendees from all over the State of California every year to Oakland, and generates hundreds of thousands for the local economy; and

**WHEREAS**, Oakland contains neighborhoods that are home to a large number of Hispanic or Latino residents, such as the greater Fruitvale District, in which Latinos comprise 53.0% of the total population according to the U.S. 2020 Decennial Census; and is recognized for a number of historical events, cultural resources, and Latinx community programs, services and gathering spaces important to the Oakland Latinx community; and

**WHEREAS**, the Fruitvale District has cultivated nationally celebrated Latinx artists, businesses, educational institutions, and leaders who have championed the Latinx community, elevating their needs and contributions to society; and

**WHEREAS**, the Fruitvale District is home to nationally recognized community-based institutions focused on uplifting the Latinx community including The Unity Council, Centro Legal de la Raza, La Clinica de la Raza, and Spanish Speaking Citizen's Foundation, it is also home to organizations such as La Familia Counseling, Native American Health Center, Street Level Health and many other organizations that serve indigenous community members; and

**WHEREAS**, many Latinx-owned businesses exist along International Boulevard from 23<sup>rd</sup> Avenue to Seminary Avenue, below Highway 580 to the Oakland Estuary Channel; and

**WHEREAS**, public or historical buildings and public art exemplify the historical legacy and impact of the Latinx community in Oakland including but not limited to the Fruitvale Transit Village, a nationally recognized transit oriented development, Josie de la Cruz Park, Cesar E. Chavez Branch Library, Casa Arabella, Casa Suenos, Fruitvale-San Antonio Senior Center, De Colores Head Start, Posada de Colores Senior Housing, Casa Velasco Senior Housing, Las Bougainvillea's Senior Housing, Juntos Fruitvale Cultural Arts Center (in the pipeline), Fruitvale Public Market; Cesar Chavez Park, Peralta Hacienda Historical Park, and the Carmen Flores Recreation Center; and

**WHEREAS**, the City of Oakland wishes to designate as the Latinx Cultural Arts District, the area starting at East 12<sup>th</sup> Street and 23<sup>rd</sup> Avenue, continuing on 23<sup>rd</sup> Avenue to Foothill Boulevard, continuing on Foothill Boulevard to High Street, continuing on High Street to Alameda Avenue, continuing on Alameda Avenue along the Oakland Estuary to 23<sup>rd</sup> Avenue, continuing on 23<sup>rd</sup> Avenue to East 12<sup>th</sup> Street, and continuing on East 12<sup>th</sup> Street to the starting point, East 12<sup>th</sup> Street at 23<sup>rd</sup> Avenue;

**WHEREAS**, recognizing and supporting the artistic and cultural diversity of the District will promote greater understanding and appreciation of the contributions of the Latinx community to Oakland and the region's history and cultural fabric; and

**WHEREAS**, cultural districts exist to preserve and promote cultural assets and events; to amplify and support various cultural traditions, foster cultural competency, and overall improve the quality of life for not only Latinx community residents but all of Oakland's residents by coordinating city and community collaboration and partnerships, serve as vehicles to generate resources, and support community cultural innovation, while preserving Oakland's centers of cultural activities –artistic and economic.

**WHEREAS**, cultural districts also provide an opportunity to support community and economic development efforts by correcting the history of redlining, disinvestment, and inequitable practices that have led to gentrification, business closures, health disparities, and homeownership issues; and

**WHEREAS**, a new study from The National Community Reinvestment Coalition claims that Oakland tops the list of most gentrified cities in the U.S.;<sup>1</sup> and

**WHEREAS**, this designation seeks to bring greater resources to the proposed Oakland's Latinx Cultural Arts Districts through government grants and other resources, philanthropic funding, and other financial or programmatic support that the City of Oakland may offer to support the formation and implementation of a successful District, such as streamlined permitting, direct government subsidies, a dedicated City staff member to provide assistance with various government processes, and funds for marketing the Latinx Cultural Arts District; and

---

<sup>1</sup> <https://ncrc.org/gentrification20/>

**WHEREAS**, the purpose of the Latinx Cultural Arts District is to preserve the presence of Latinx culture where it has traditionally thrived, while not preventing or impeding the construction of residential housing of all income levels as set forth in the Housing Element.

**WHEREAS**, the long-term success of the Latinx Cultural Arts District rests on a joint partnership of the State of California, County of Alameda, and the City of Oakland, particularly the City Administrator’s Office, Economic & Workforce Development Department, Housing & Community Development Department, Department of Race & Equity, community-based institutions, business owners, artists, and community leaders; and

**WHEREAS**, this designation prepares the City to seek state resources to invest in the area by applying for state designation and funding through the competitive grant process established by California AB 189 which is 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**, through this designation the City of Oakland will ensure that the Latinx culture, history, entrepreneurship, and community of the City’s District 5 neighborhoods are preserved, celebrated, and uplifted; now, therefore, be it

**RESOLVED:** that the City of Oakland hereby establishes the Oakland “Latinx Cultural Arts District” to highlight, celebrate, preserve, and support the contributions of Oakland’s Latinx community and recognize the neighborhoods central, both historically and currently, to Oakland’s Latinx business owners, artists, and community-based organizations; and be it

**FURTHER RESOLVED:** that the City Council acknowledges that cultural districts are a tool for promoting equitable economic growth and community development while preserving the unique character and history of a communities of color by supporting and preserving their cultural identity and diversity; and be it

**FURTHER RESOLVED:** that the City Council directs the City Administrator or their designee to work with the community and stakeholders to develop a strategic plan for the Latinx Cultural Arts District that outlines goals, priorities, and strategies to support and promote business and the artistic and cultural vitality of the neighborhood; and be it

**FURTHER RESOLVED:** That the City Administrator and his or her designee is directed to identify funding or other in-kind resources to fund the initial implementation of the Latinx Cultural Arts District; 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, including developing administrative guidelines, in consultation with the Office of the City Attorney, to effectuate the intent of this Resolution.

IN COUNCIL, OAKLAND, CALIFORNIA,

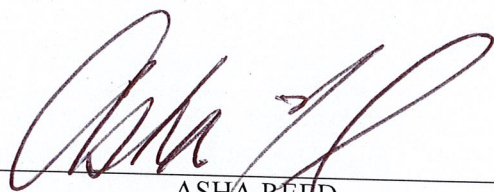
PASSED BY THE FOLLOWING VOTE:

OCT 17 2023

AYES - FIFE, GALLO, JENKINS, KALB, KAPLAN, RAMACHANDRAN, REID, AND  
PRESIDENT FORTUNATO BAS -8

NOES 2  
ABSENT 2  
ABSTENTION 4

ATTEST:



ASHA REED  
City Clerk and Clerk of the Council of the  
City of Oakland, California

3293267v1