EQUITY IN OAKLAND:

1. Economic vitality, providing high-quality jobs to our residents and producing new ideas, products, businesses, and economic activity so the city remains sustainable and competitive.

2. Prepared for the future with a skilled, ready workforce, and a healthy population.

3. Places of connection, where residents can access the essential ingredients to live healthy and productive lives in their own neighborhoods, reach opportunities throughout the city and region via transportation or technology, participate in political processes, and interact with the diversity of our residents.

From policy link and collaborators: http://nationalequityatlas.org/sites/default/files/GrandRapids_final_profile.pdf)
# WINTER MEETINGS: NEIGHBORHOOD DESIGN SESSIONS

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MEET THE TEAM

City of Oakland

Lead Agency
Planning & Building Department
(Strategic Planning)

Partner Departments
Economic & Workforce Development
Housing & Community Development
Public Works
Race & Equity
Transportation

Consultant Team

Specific Plan Lead
Dover, Kohl & Partners

Economic Analysis
Strategic Economics

Transportation
Fehr & Peers
Toole Design Group

Environmental Review
Urban Planning Partners
Architecture + History LLC
Panorama Environmental
TOWN
Urban Advantage
William Self Associates

Urban Design
Opticos Design

Equity Team
I-SEEED
Asian Health Services
Khepera Consulting
Oakulture
Popuphood
Center for Social Inclusion
Mesu Strategies
PolicyLink
PHASE I (2015-2016): CHARRETTE & PLAN ALTERNATIVES

Charrette: Hands-On Session
PHASE I (2015-2016): MORE THAN 1,000 COMMENTS RECEIVED!

<table>
<thead>
<tr>
<th>Name</th>
<th>Affiliation</th>
<th>Source</th>
<th>Topic</th>
<th>Date</th>
<th>Comment</th>
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<tr>
<td>Maggie Wenger</td>
<td>BCDC</td>
<td>2016-04-05 Letter</td>
<td>Environmental Sustainability</td>
<td>4/6/16</td>
<td>The plan should include an analysis of how an increase in sea level under multiple sea level rise scenarios could impact the proposed project. The map on page 2.23 in the Plan Alternatives Report uses Adapting to Rising Tides data layers but mistakenly predicted inundation levels. The plan should map at least 12” of sea level rise by 2050 and at least 36” of sea level rise by 2080 to meet California’s State Standard. For comparison, the City of San Francisco is using 68” of sea level rise by 2100 as a high-end estimate to understand potential inundation risk. Although climate adaptation is not a focus of this plan, it is critical to the long-term success of these strategies.</td>
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<td>Maggie Wenger</td>
<td>BCDC</td>
<td>2016-04-05 Letter</td>
<td>Environmental Sustainability</td>
<td>4/6/16</td>
<td>The specific plan also overlaps with the ongoing Adapting to Rising Tides Program, a collaborative project led by BCDC investigating sea level rise and storm event flood risk in this area. Development on the plan area, especially in Jack London Square, could be vulnerable to future flooding, storm events, and sea-level rise inundation if not located or designed to be resilient to current and future flood risks. For more information on the results of that project or to participate, please contact me or visit <a href="http://www.adaptingtoingshtides.org">www.adaptingtoingshtides.org</a>.</td>
</tr>
<tr>
<td>Marshawn Lynch</td>
<td>Real Estate Appr.-Old Oakland</td>
<td>3/12/16</td>
<td>Economic Development</td>
<td>3/12/16</td>
<td>Increase density in order to increase economic activity throughout Old Oakland</td>
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<tr>
<td>June Grant</td>
<td>BIA/LAB Architecture (CAD member)</td>
<td>email</td>
<td>Connectivity &amp; Access</td>
<td>4/5/16</td>
<td>Add analysis of commercial traffic to the report (notes that 3rd St. is an existing primary truck route frequently used by cyclists)</td>
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<tr>
<td>June Grant</td>
<td>BIA/LAB Architecture (CAD member)</td>
<td>email</td>
<td>Connectivity &amp; Access</td>
<td>4/5/16</td>
<td>Need for times, suggestions for an approach to trees (general in the Jack London District)</td>
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<tr>
<td>June Grant</td>
<td>BIA/LAB Architecture (CAD member)</td>
<td>email</td>
<td>Connectivity &amp; Access</td>
<td>4/5/16</td>
<td>See map on page 14 “tread levels” on Broadway (to 14th St., 15th St., 4th St., &amp; 5th St. from West Oakland to channel) in Jack London area 4th St., 3rd St., 2nd St. &amp; Webster St.). Mark up also identifies diesel truck waiting areas</td>
</tr>
<tr>
<td>Anonymous community member at Work in-progress presentation</td>
<td>Boards at the Open Studio and Work-in-progress presentation</td>
<td>email</td>
<td>Environmental Sustainability</td>
<td>11/13/15</td>
<td>Amplified music to 10:30PM in parks/plazas</td>
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<td>Boards from Work-in-progress Presentation</td>
<td>email</td>
<td>Connectivity &amp; Access</td>
<td>11/13/15</td>
<td>Bike/pedestrian bridge to Alameda</td>
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PHASE II (2017-2020): EXPANDED EQUITY WORK, DRAFT PLAN REVIEW & PROJECT COMPLETION
Discuss neighborhood challenges and potential solutions, select key focus areas to investigate and illustrate in more detail, and develop a future vision for the neighborhood to inform plan ideas and recommendations moving forward.
LET’S HEAR FROM YOU!

POLL
POLL: SHOW OF HANDS – WHAT BRINGS YOU HERE TODAY?

What is your primary interest in Uptown & KONO?

1. I live here
2. I work here
3. I live and work here
4. I own property here
5. I come here to eat, shop, and have a good time
UPTOWN & KONO

Telegraph Ave. Frist Fridays; Photo Credit: Laura Morton *The Chronicle*
OVERVIEW

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ISSUE: DOWNTOWN IS PROJECTED TO GROW SIGNIFICANTLY

By 2040, downtown is projected to add:

19,608 new households
31,240 new jobs*

* 2015-2040 Projections from ABAG & Plan Bay Area, including Lake Merritt/Chinatown and Broadway-Valdez
HOW SHOULD WE INTEGRATE THAT GROWTH?
HOW SHOULD IT RELATE TO THE EXISTING FABRIC?
HOW WILL IT IMPACT THE AREA’S UNIQUE CHARACTER?

Since 2006, OAM has attracted over 1 million visitors!

First Fridays Block Party; Source: bartable.bart.gov
OPPORTUNITY: SEVERAL UNDERUTILIZED AND INFILL SITES

Abundance of parking decks and surface parking in KONO.
PLANNED DEVELOPMENT IN KONO

27 2126 Martin Luther King Jr. Way
   Approved

30 2538 Telegraph Avenue
    Building Permit Filed

46 1630 San Pablo Avenue
    Under Construction

48 Uptown Station, 1955 Broadway
    Under Construction

50 Kapor Center, 2134-2148 Broadway
    Project Completed 2016

52 Embark Apts, 2162 MLK Jr. Way
    Predevelopment
STRATEGY: DIFFERENT TOOLS TO GUIDE GROWTH

Traditional Zoning

TDR and Incentives Strategy

Form-Based Code

Illustrations by SHoP Architects for A Country of Cities: A Manifesto for an Urban America

Development along the Transect; Source: bettercities.net
STRATEGIES TO GUIDE DOWNTOWN GROWTH

Provide strategies that will ensure a mix of building types, heights, and uses in Downtown. Some strategies include:

- Unified development codes
- Form-based codes
- Transit-oriented development
- Design standards
- Parking requirement reductions
- Street design standards

- Zoning overlays
- Incentive zoning
- Targeted funding sources
- Support for small- and medium-scale development, not just large
ISSUE: ENCOURAGE JOBS THAT ALL OAKLANDERS CAN ACCESS

Key Trends

• Downtown is a major and growing employment center
  – 1/3 of Oakland’s jobs
  – 40% of Oakland’s job growth from 2011 to 2016

• Two-thirds of new professional, scientific, and technical services jobs are in the tech cluster, which pays high wages but also has high barriers for women, Blacks and Latinos (however, tech represents only 3,500 of downtown’s 65,000 jobs)

<table>
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<th>Fastest-Growing Employment Sectors (Private)</th>
<th>Average Wages (Downtown)</th>
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<tbody>
<tr>
<td>1 Professional, Scientific, and Technical Services</td>
<td>$90,000</td>
</tr>
<tr>
<td>2 Accommodation, Food Services, Arts</td>
<td>$50,000</td>
</tr>
<tr>
<td>3 Information</td>
<td>$160,000</td>
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</table>

Source: California Employment Development Department, 2017; Strategic Economics, 2017
ISSUE: EXPANDING WEALTH GAP

Middle income households have grown the least in Downtown

Downtown Oakland Households by Income, 1990-2013
(2013 dollars, includes Chinatown)

Wages have dropped for people of color

Median hourly wage by race/ethnicity: Oakland City, CA, 1980-2014

OPPORTUNITY: ENCOURAGE MORE MIDDLE-WAGE JOBS

Production, Distribution, & Repair (PDR) Jobs

Uptown Body & Fender Repair Shop; Photo Credit: Joe Fletcher via SFGate.com

“Yuba” production at Hodo Soy in West Oakland
STRATEGIES TO ENCOURAGE MORE MIDDLE-WAGE JOBS

Arts & PDR Spaces

• Managing the transition of older industrial buildings, e.g. automobile repair shops
  • Transition of automobile repair uses to other uses, including art galleries and workspaces
  • Potential risk of losing these art and culture spaces to future development
• Designate specific arts and culture districts; implement zoning regulations to encourage more arts uses
• Adopt incentives for new development to provide space for arts, production/distribution/repair, and community service/non-profits
ISSUE: RESIDENTIAL DEVELOPMENT IS OUTPACING NEW COMMERCIAL DEVELOPMENT

- Until recently, most commercial development projects have been office retrofits, transforming more affordable Class B offices into Class A offices
OPPORTUNITY: ENCOURAGE MORE WORKSPACE DEVELOPMENT

Artist Collective Space in KONO; Photo Credit: Art Harchekar

Nearly Completed Uptown Station; Renderings via Gensler
HOW SHOULD WE INTEGRATE THAT GROWTH?

STRATEGY: INCENTIVIZE MAKER, COWORKING & CREATIVE SPACES

Coworking Space  Creative Office  Boutique Office  Makerspace  Traditional Office
How much of Downtown’s future housing & jobs can be absorbed in Uptown/KONO?
Where should this growth go? Where should green space to serve residents go?
What types of jobs would you ideally like to see grow? How?
What should be done to minimize impacts on the neighborhood’s unique character?
OVERVIEW

• Introduction and Objectives

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• Hands-On Design Session

• Next Steps
ISSUE: IMPROVE CONNECTIVITY & WALKABILITY

Very long blocks create obstacles for pedestrians navigating downtown.

I-980 creates a barrier between downtown and West Oakland.
STRATEGY: IMPROVE THE BIKE, PED. & TRANSIT NETWORK

• Continue to implement the Telegraph Avenue Complete Streets Plan
• Improve transit and bike facilities to connect KONO to BART
• Streets share the uses of curbs for passenger loading zones and mobility hubs (bike share and car-share)
UPTOWN & KONO Ideas:

- Introduce pedestrian paseos and alleys to connect 26th Street to 24th Street and break up the long blocks found there.
- Introduce pedestrian paseos and alleys to connect 20th Street to Grand Avenue and break up the long blocks found there.
Improving Key Connectors:

- 27th St. and Northgate Ave. are important east/west & north/south connections
- These five-lane roadways are over-sized and underutilized
- Existing bicycle facilities are not protected and could be safer
- How can we make these streets safer and more inviting for all?
A+G District Main Street:

- 25th Street is an important feature of the future Arts + Garage district
- Currently the street has narrow sidewalks and no shade trees or awnings for pedestrian comfort
- How can we make this street the heart of a thriving Arts + Garage District?
OTHER POTENTIAL STRATEGIES

Improving Safety
Pedestrian Refuge Island
Photo credit: NACTO, nacto.org

Focusing on Underpasses
Overpass in San Jose, CA with public art
Photo credit: Dan Corson, ledinside.com

Enhancing Public Spaces
Plaza in Downtown Oakland
Photo credit: Toole Design Group
TIMED DISCUSSION: TRANSPORTATION

What do you envision for the future of Telegraph, Grand, 27th, & Northgate?

Does the neighborhood need more protected bike lanes? Where?

Is there anywhere you feel particularly unsafe walking or biking?

What transit improvements do you think are most important?
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The Downtown Oakland Specific Plan

ISSUE: INCREASE SUPPORT FOR ARTS & ENTERTAINMENT

Arts + Garage District:

- The existing art galleries in the historic garage district are concerned about displacement due to rising rents.
- What can be done to better support them, and build on the arts momentum that has already gained Oakland a positive regional and national reputation for the arts?

Figure B-34b: Cultural Assets: Arts, Culture, & Entertainment Districts

- Arts + Garage District
- Chinatown
- Uptown Entertainment Area
- Jack London District
- Black Arts Movement & Business District
- Jack London Square Entertainment Area
- Old Oakland Entertainment Area

* BAMBD boundary to be refined with the BAMBD CDC’s Input
CURRENT BASELINE: ARTISTS ARE EXPERIENCING DISPLACEMENT PRESSURE DUE TO RISING RENTS

Investment in Public Art

The Downtown Oakland Specific Plan

First Fridays; Source: thegoodhop

MAJORITY indicated workspace and housing costs present the biggest challenge to being an artist in Oakland

25% have been displaced within the last year or are facing immanent displacement

60% Of displacements resulted from increased rents or sale of building

2015 Artist Housing and Workspace Task Force Survey

Artist Anti-Displacement Assistance
The Downtown Oakland Specific Plan

INITIAL STRATEGY IDEAS

Arts + Garage District Ideas:

- Manage the transition of older industrial buildings
  - Potential risk of losing these art and culture spaces to future development
- Designate specific arts and culture districts; implement zoning regulations to encourage more arts uses
- Adopt incentives for new development to provide space for arts, production, and community service/non-profits
STRATEGIES FOR ENCOURAGING ARTS & ENTERTAINMENT

Uptown Ideas:

- Local ordinances can be used to encourage incubator and pop-up retail and dining spaces to occur on underutilized sites
- Encourage and preserve independent retailers, venues, and restaurants that bring people to shop and eat in Uptown
- Provide green gathering spaces for families and arts patrons
Dining & Entertainment

• Change signage and other regulations to encourage a “Bright Lights” District

• Encourage implementation of citywide actions related to marketing and promoting Downtown attractions, districts, and festivals

The New Parkway Theater; Photo Credit: Greg Linhares, City of Oakland
The Downtown Oakland Specific Plan

Other Tools for Arts & Entertainment Districts:

- Height density bonus for arts uses
- Temporary arts land use designations
- 5% Gross floor area as leasable arts and maker spaces
- Fabrication District zoning
- Artist space assistance programs
- Cultural space liaisons
- Cultural Development Certifications

Other Tools for Arts & Entertainment Districts:

- Admissions & amusement tax exemption
- Green tape process
- Legacy business programs
- Public mural easement
- Land easement for installation art
- Provision of affordable art spaces
- Preserve existing PDR spaces
- “Arts & Creative Economy” use category

STRATEGIES FOR ENCOURAGING ARTS & ENTERTAINMENT
Key Strategies:

- Established clearer categories for arts & culture related uses
- Removed some barriers and special permit requirements for artisan and small micro-businesses
- New definition for “Manufacturing, Artisan” and permit with conditions in most mixed use commercial zones
- Clarified existing definitions for Rehearsal Hall, Theatre, Commercial Amusement, and Cultural Center and designated as allowable with conditions within Manufacturing, Artisan
- New allowances for live/work on industrial parcels
CASE STUDY: WASHINGTON D.C. MIXED-USE ARTS DISTRICT

Key Strategies:

- Distinction b/w financially competitive and financially challenged arts uses so latter can be specifically referenced for additional zoning incentives
- New construction in Arts Districts required to provide 5% gross floor area as space for Arts uses
- Limit max. streetscape frontage on primary corridors for restaurants/bars to 50%
- Min. ground floor retail requirements on primary corridors 75% (except foyers, etc.); excludes restaurants and bars
- Min. ground floor ceiling requirement of 14’
- Create a temporary arts land use designation to facilitate the use of vacant space
Key Programs:

- Admissions & amusement tax exemption
- Property Tax Credit – 10 year credit that reduces the increase in property tax when property value increases after renovation
- Enterprise Zone – tax credit that benefits businesses that add new jobs and property owners who make capital improvements
- Public Art Amenity – county receives public artworks as an amenity provided by private developers in exchange for increased density
- Green Tape Process – facilitate the issuance of building permits, regulatory reviews & inspections

Silver Springs, MD Arts & Entertainment District; Source: silverspringsdowntown.com
TIMED DISCUSSION: ARTS & MAKERSPACES

What tools should the city consider to promote, preserve and enhance art and maker spaces in KONO and Uptown?
KEEP SHOWING US WHERE PROBLEMS & OPPORTUNITIES ARE

360 Degree Holistic View

How walkable is my neighborhood?

How well is it served by public transit?

How safe is this street?

Where can I buy affordable healthy food?

What issues do people care about in my community?

Who provides child care I can trust?

Where do I go if there’s an emergency?

A good doctor?
KEEP SHOWING US WHERE PROBLEMS & OPPORTUNITIES ARE
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TELL US YOUR IDEAS

Hands-On Design Session (40 min)

• What parts of the neighborhood are most precious to you? What would you like to preserve?
• What types of places are missing from the neighborhood that you would like to see?
• Where are the opportunities to preserve existing arts and garage spaces and introduce new makerspaces in KONO?
• Is it easy to walk or bike? If not, where are there problem areas?
• Is it easy to connect to other areas? Identify transit stops and suggest improvements.
• What character does Uptown & KONO have today? What would you like it to be in the future?
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PHASE II (2017-2018): OUTCOMES

Expanded Equity Analysis & Feedback Reports

Revised Vision and Goals

Plan Options Memo

Draft Downtown Oakland Specific Plan

Final Draft Downtown Oakland Specific Plan
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