EQUITY IN OAKLAND
The Downtown Specific Plan

Creative Solutions Lab: Built Environment & Sustainability
February 8, 2018
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)
<table>
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<tr>
<th>Date</th>
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# WINTER MEETINGS: NEIGHBORHOOD DESIGN SESSIONS

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• Introduction, Timeline & Meeting Objectives
• Desired Outcomes & Initial Strategies
• Tell Us Your Ideas (Breakout Sessions)
• Next Steps
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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
Popuhood
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!
PHASE II (2017-2020): EXPANDED EQUITY WORK, DRAFT PLAN REVIEW & PROJECT COMPLETION
CREATIVE SOLUTIONS LAB: OBJECTIVE

Ensure we are **prioritizing the right issues**, **learn** about draft ideas for the plan and ongoing city initiatives, and **workshop** new ways to address the primary concerns in Downtown.
COMMUNITY PRIORITIES: EQUITY WORKING GROUP MEETINGS

Input from Participants on Built Environment, Recreation, Sustainability, and Health & Safety

Overall Input from Participants by Sub-Topic

Topics In Descending Order:
- Safety
- Density and Growth
- Health & Cleanliness
- Sustainability & Green Initiatives
- Upgraded Services and Facilities
- Mixed-Use and Mixed-Income
- Preservation and Context-Sensitive Development
- Parks and Rec Improvements
- Street and Open Space Improvements
- Homeless
- Food and Community Agriculture
- Climate Change Adaptation & Mitigation

Engagement, Equity, and Inclusion, 16%
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ADDRESSING SAFETY, SUSTAINABILITY & BUILT ENVIRONMENT IN THE PLAN: STEP-BY-STEP

• WHAT ARE THE DESIRED OUTCOMES? (EMERGING GOALS)

• HOW ARE WE DOING TODAY? (EXISTING BASELINE CONDITIONS)
  - WHAT’S THE STORY BEHIND THE DISPARITIES?

• WHAT WORKS TO TURN THE CURVE OF THE BASELINE? (STRATEGIES)
  - HOW WILL WE MEASURE SUCCESS?
OUTCOME: SAFE, SECURE & INCLUSIVE DOWNTOWN

Existing Conditions & Disparities

Hotspots for Crime:

• Higher crime is focused largely along the Broadway corridor

• Areas with higher crime include:
  • Broadway-Valdez
  • Koreatown
  • Lake Merritt Office District
  • San Pablo Avenue
  • Latham Square
  • Chinatown
Community Safety & Restorative Justice Methods:

- Partnerships With Local Police
- “Beat Probation” or “Neighborhood Supervision”
- Peer Mediation/Jury and Dispute Resolution
- Anger Management and Mediation Courses for Parents, Teachers, etc.
- Community Guardians and “Natural Surveillance”
- Peacemaking Circles
- Community & Family Group Conferencing
African Americans are more likely to suffer from pedestrian-motor vehicle accidents citywide.

Source: Alameda County Public Health, 2013-3Q2015, downtown zip codes 94607 & 94612

Vehicle-Pedestrian Motor Vehicle Accidents
Emergency Room Visits (Citywide & Downtown)

Source: Alameda County Public Health, 2013-3Q2015, downtown zip codes 94607 & 94612
STRATEGIES FOR PEDESTRIAN SAFETY

Providing more protections and increase the visibility of pedestrians on foot and in wheelchairs

Creating a vibrant public realm through streetscapes, festival streets, and plazas

Curb Extensions

Parklet
STRATEGIES FOR BIKE SAFETY

Creating an 8 to 80 Network

Building Protected Bike Lanes

Safety

- Minimize conflicts
- Reduce speeds
- Encourage yielding
- Delineate space
- Provide consistency

Photo credits: Toole Design Group
More CCTV. Not safe for pedestrians!

Enhance “public safety” in a restorative justice sense in DTO without creating additional inequitable outcomes (i.e. profiling).

Adopt and implement the city's draft crosswalk policy (standard size increases/signal crossing times).

Add more cross walk signals: lengthen timing for seniors and improve lighting.
Existing Conditions & Disparities

Racial inequalities appear downtown in place-based chronic disease rates, such as asthma and adult obesity.

### Adult Obesity Rate

- **All Races**: 20.0%
- **AfAm/Black**: 30.9%
- **Hisp/Lat**: 25.4%
- **White**: 19.1%
- **Asian**: 8.1%

Source: Alameda County Public Health, 2014, Zip Codes 94607, 94612

### Age-Adjusted Asthma Hospitalization Rate

- **All Races**: 216.7
- **AfAm/Black**: 397.2
- **Hisp/Lat**: 124.8
- **White**: 66.0
- **Asian**: 41.9

Source: Alameda County Public Health, 2013-3Q2015, Zip Codes 94607 & 94612

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**OUTCOME: ALL RESIDENTS ARE ABLE TO LEAD HEALTHY LIVES**
Despite being only a quarter of Oakland’s population, African Americans account for nearly two thirds of residents without homes.

City of Oakland Homeless n = 2,761; Alameda County Homeless n = 5,629
Note: Percentages may not add up to 100 due to rounding.
Black carbon air pollution is of concern for the high-population neighborhoods adjacent to I-880 and I-980 where concentrations of pollution are the highest. These include:

- Jack London
- Chinatown
- Old Oakland
- West of San Pablo

Some of these neighborhoods are vulnerable “Communities of Concern”
The Downtown Oakland Specific Plan

• Construction-related air pollution controls
• Reduced exposure to air pollution for project occupants
• Contaminant reduction during construction
• Reduced impacts from truck loading and delivery
• Reduced noise pollution in project construction
• Project-wide no-smoking policy
• On-site trash and blight removal
• Control and mitigation of blight-producing businesses
• Design for graffiti reduction

Bigbelly Trash & Recycling Bins with Wi-Fi Hotspots, New York City; Source: 6sqft.com
STRATEGIES FOR HEALTH & SAFETY

- Healthy development guidelines
- Increased access to affordable and high quality childcare
- Increased access to health care
- Healthy school siting
- Green schools
- Support for edible parks program
- Garden space and amenities
- Minimized use of fences and barriers
- Crime prevention through environmental design (CPTED)
- Community development to build social capital/belonging
- Universal design guidelines for new development

A volunteer at Afrika Town Community Garden, West Oakland; Source: East Bay Express/Facebook
STRATEGIES FOR ACTIVE DESIGN

Implement Complete Streets Policies
Melbourne, Australia Princes Bridge; Credit: Flickr Digidoc2

Prioritize the Pedestrian Experience
East 43rd Street, New York Closed for Pedestrians; Credit: Scott Heins Gothamist

Use Temporary Demonstration Projects
Pop-Up Bike Lanes, Telegraph Avenue; Credit: Matt Kleinmann Bike East Bay
STRATEGIES FOR HEALTHY COMMUNITIES

Celebrate Stairs
16th Avenue Tiled Steps, San Francisco; Source: fubiz.net

Install Signs to Encourage Healthy Behaviors
Tilikum Crossing bike counter, Portland; Source: Oregon Metro

Increase Access to Healthy Food & Water
Fresh Moves Mobile Produce Market, Chicago; Source: Fast Company

Facilitate On-Site Physical Activity
Fitness Equipment in a park in Bangkok, Thailand
OTHER STRATEGY IDEAS WE’VE HEARD

Community gardens, food coops, etc. Rotating farmers markets, EBT and sliding scale.

Any place with human activities shall have public restrooms. Someone must supervise and take responsibility for the sanitary issues. Oakland is much too unhygienic.

Ensure SROs and allocate dollars in city budget for mental health services.

Incentivize food businesses that promote coops and community through food.
Bay to rise 16 inches by mid-century and 55 inches by end of century

- The 48-inch water level can be used to approximate areas that would be permanently inundated with 48 inches of SLR, area that would be temporarily flooded due to a 100-year storm with only 6 inches of SLR

- The 72-inch water level can be used to approximate areas that would be permanently inundated with 72 inches of SLR, or the area that would be temporarily flooded due to a 100-year storm with 30 inches of SLR
EXISTING SUSTAINABILITY POLICIES
STRATEGIES FOR RESILIENCE

- Encourage buildings that minimize resource use and pollution
- Concentrate new development and growth to minimize vehicle use
- Use trees and other soft infrastructure like bioswales, permeable paving and landscaping to manage and filter stormwater
- Design gravity storm drainage systems for projected sea-level rise
- Incorporate shoreline protection measures, protective setbacks, and other adaptation strategies into new developments
- Construct temporary floodways in parking lots, roads and walkways
- Require that critical infrastructure is above projected sea-level rise
- Design buildings for periodic inundation and prohibit below-grade habitable space in inundation zones

Protected Bike Lanes along Telegraph Avenue; Source: Bike East Bay
### STRATEGIES FOR RESILIENCE

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<th>Examples:</th>
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<td>Stormwater BMPs Ordinance</td>
<td>New Orleans, LA</td>
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<td>Green Building and Climate Checklist</td>
<td>Boston, MA</td>
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<td>Environmental Setback &amp; Buffers</td>
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<td>Overlay Zone</td>
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<td>TDR: Transfer of Development Rights</td>
<td>Oxnard, CA</td>
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<td>Additional Building Design Standards</td>
<td>New York, NY</td>
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<td>Floodplain Regulations</td>
<td>King County, WA</td>
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<td>Rolling Easements</td>
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OTHER STRATEGY IDEAS WE’VE HEARD

- Sea level rise should be considered in new infrastructure, transportation and housing projects.
- Ask new corporations and businesses to have higher taxes which can fund environmental justice issues - impact fees.
- Convert parts of paved streets to open ground for plants and rainwater treatment.
- Prioritize/incentivize businesses that use renewable energy.
OUTCOME: AN INVITING PUBLIC REALM

9th Street between Broadway and Washington Street
Downtown is poorly connected to many surrounding neighborhoods, and street quality and conditions vary by neighborhood.
Neighborhoods like Lakeside, KONO, and Jack London don’t have as many places for community gathering, nature, and recreation, and neighborhoods like Chinatown don’t have adequate outdoor and recreational space for the number of people who live there – particularly as the population continues to grow.
Street trees are a key asset to Downtown’s natural green infrastructure. There’s an opportunity to **fill in the gaps in the urban tree canopy**, ensuring a more comfortable walking experience for everyone.
There are gaps in high-quality waterfront access and amenities. Enhancing the accessibility, view sheds, and quality of these areas can improve the quality of life for residents and visitors.
STRATEGIES FOR PUBLIC SPACE AND RECREATION

- Coordinate new development with new parks, cultural gathering spaces and street improvements
- Small-scale pocket parks or plazas in neighborhoods west of San Pablo
- Increase waterfront access at Howard Terminal
- Introduce more gathering places
- Connect civic and shared outdoor spaces
- Line streets with trees
- Improve safety, comfort and maintenance of existing parks and plazas
- Provide amenities and programming that serve residents of all age, abilities and cultures
STRATEGIES FOR PUBLIC SPACE AND RECREATION

• Include more open space and parks near residences
• Transform Webster Street into a greenway connecting to the waterfront
• Make the iconic and historic waterfront a regional and local amenity with dining, living, entertainment, and civic uses
STRATEGIES FOR PUBLIC SPACE AND RECREATION

Replace I-980 with a Multi-Way Boulevard

- Re-establish connection between West Oakland and downtown
- Support generous accommodations for walking, biking and transit
- Create opportunities for new housing and other uses
The Downtown Oakland Specific Plan

Build some benches with cover for relaxation by Lake Merritt. Build a security line, a running track, and a pedestrian way around the lake.

"Public spaces should be programmed by the people, not pre-programmed."

Incorporate pocket-parks into new downtown developments.

"Create wayfinding/historical maps that speak to the youth."

More active community space within open space, and gathering spaces, like amphitheaters.

OTHER STRATEGY IDEAS WE’VE HEARD
OUTCOME: DEVELOPMENT SERVES OAKLAND’S NEEDS (JOBS, HOUSING, MAINTAINING LOCAL CULTURE, ETC.)
Oakland has a wealth of Historic Buildings and Neighborhoods:

1. Local Register recognizes City’s most important buildings and districts
2. Areas of Primary Importance (API) are areas that appear eligible for the National Register of Historic Places
3. Areas of Secondary Importance (ASI) are generally sites and districts of local interest
Downtown Oakland contains a large number of underutilized sites and redevelopment opportunities, including vacant and under-used buildings, surface parking lots, and vacant parcels.
STRATEGIES FOR ACCOMMODATING JOBS & PEOPLE

Density

75 Housing Units  75 Housing Units  75 Housing Units
STRATEGIES FOR ACCOMMODATING JOBS & PEOPLE

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
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 Guidelines
- Parking requirement reductions
- Street Design Standards
- Zoning Overlays
- Incentive Zoning
- Targeted Funding Sources
Relate the height, bulk, scale, and massing of new buildings to the important attributes of the existing city pattern, especially near City Landmarks.

Encourage adaptive reuse of vacant or underutilized historic buildings by creating an easily available and implemented set of incentives for property owners such as:

- Permit streamlining and fee reductions
- Application of the California Historic Building Code
- Adjustments to parking requirements
- Transfer of Development Rights
- Federal Historic Preservation Tax Credits
- Mills Act Contracts
STRATEGIES TO GROW WHILE PRESERVING UNIQUE CHARACTER

What works: adaptive reuse examples in downtown

Telegraph Lofts (1929), Converted into 54 Live/Work Units, 11,000 sf of retail, and 28,000 sf of self-storage. Source: Commercial Cafe

Uptown Station (1929) currently being converted to offer creative office space and retail. Source: Skyrise Cities, Rendering by Steelblue

Swan’s Market (1917) converted into housing, commercial, dining and arts space. Source: Swansway.com
STRATEGIES TO IMPROVE THE PUBLIC REALM

What works: regulating specific urban form (a case study)

- Tower Location & Form
- Public Open Space
- Parking Location
- Frontage
- Transitions

Source: Dover, Kohl & Partners Miami-Dade County, FL
OTHER STRATEGY IDEAS WE’VE HEARD

Guide & shape new development to meeting housing, jobs, retail, and transit goals.

Don't let historic building preservation unreasonably hold up new residential growth. We need places to live now not 50 years ago.

Develop clear criteria and policy recommendations for historic preservation.

Pay attention to the existing environment and context when proposing increased density.
KEEP SHOWING US WHERE PROBLEMS & OPPORTUNITIES ARE

360 Degree
Holistic View

How walkable is my neighborhood?

What issues do people care about in my community?

How well is it served by public transit?

Who provides child care I can trust?

How safe is this street?

Where do I go if there’s an emergency?

Where can I buy affordable healthy food?

A good doctor?
Lincoln rec park
Lincoln Square, 10th Street, Oakland, CA 94612, United States of America
Best park but needs resources
Author: mikelan
Date Created: 2017-07-06T21:13:38-04:00
Type: Fix Stuff
Category: Environment
Rating: 4
Jump to asset
Summary: Lincoln rec is highly utilized by the community of Chinatown as well as folks from beyond its neighborhood. However, it is in high need of updating and expansion due to the high volume of usage everyday.

Bench in tree well
Delage, 536 9th Street, Oakland, CA 94612, United States of America
Tree well benches
Author: Fooyok Oakland
Date Created: 2017-06-11T03:41:49-04:00
Type: Good Stuff
Category: Public Space
Rating: 4
Jump to asset
Summary: EBALDC recently added benches around the tree wells. They are great and a lot of folks use them!
Votes: 0 / 1

Streetwyze
Broken car windows
Author: michaeljks
Date Created: 2017-06-27T19:17:00-04:00
Type: Bad Stuff
Category: Safety
Rating: 4
Summary: There has been a number of car break-ins in Chinatown at night because a lot of the businesses are closed at night and limited lighting.
Votes: 0 / 0

KEEP SHOWING US WHERE PROBLEMS & OPPORTUNITIES ARE
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TELL US YOUR IDEAS

Small Group Discussions (45 min)

• What other ideas do you have to help achieve these outcomes?
• What ideas best address Downtown’s priority Built Environment & Sustainability issues?
• Are these short-term, mid-term, or long-term actions?
• What are the tradeoffs for each of these strategies?
• What are the potential equity impacts of these strategies?
### THE CHALLENGE: EXAMPLE

**Outcome:** Ensure all Downtown Oaklanders are able to lead healthy lives.

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<th>Cons</th>
<th>Equity Impact</th>
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<td>Create an edible parks program and encourage community gardens on vacant public land.</td>
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<td>Build and maintain more public restroom facilities throughout Downtown.</td>
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TELL US YOUR IDEAS

Table Topics:

1. A safe, secure, and inclusive downtown.
2. All downtown residents are able to lead healthy lives.
3. Ensure a more sustainable future for downtown.
4. An inviting public realm that serves everyone.
5. Development serves Oakland’s needs and enhances its existing character.
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