EQUITY IN DOWNTOWN OAKLAND

Keeping the Town in Downtown

Arts & Culture Working Group
August 1, 2017
WELCOME

Arts & Culture Working Group

Social Equity Meeting

August 1, 2017
Working Group Meetings – Social Equity

Housing, Affordability, Jobs, Training, and Economic Opportunity
Monday, July 31st, 5:30-8:00p @ Greenlining, 360 14th St.

Arts and Culture
Tuesday, August 1st, 5:30-8:00p @ PolicyLink, 1438 Webster #303

Streets, Traffic Circulation, Connectivity, and Built Environment
Wednesday, August 2nd, 5:30-8:00p @ OakStop, 1721 Broadway #201

Sustainability, Health, Safety, and Open Space and Recreation
Thursday, August 3rd, 5:30-8:00p @ Oakland Asian Culture Center, 388 Ninth St. #290
Overview

- PLAN OBJECTIVES & TIMELINE
- EXPANDED EQUITY WORK
- RACIAL EQUITY ANALYSIS
- EXISTING CONDITIONS
- VISION & GOALS
- NEXT STEPS
OBJECTIVES

1. Create a vision for downtown that unifies the city

2. Balance land uses so we can meet future demand for housing, jobs, services and cultural expression

3. Provide better streets, public spaces, jobs, housing and amenities

4. Remove barriers so that all Oaklanders can use their downtown to live, work, learn, play and express themselves
PROJECTIONS 2040

Association of Bay Area Governments (ABAG) Projections for Downtown Oakland:

- 12,309 new households
- 31,244 new jobs
## WORK COMPLETED: 2015-2016

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
<th>Outcome</th>
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<tbody>
<tr>
<td>SEP 15</td>
<td>COMMUNITY KICK-OFF MEETING</td>
<td>Existing Conditions Analysis</td>
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<tr>
<td>OCT 15</td>
<td>CHARRETTE: OPEN DESIGN STUDIO</td>
<td>Visioning &amp; Initial Recommendations</td>
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<tr>
<td>OCT 15</td>
<td>STAKEHOLDER MEETINGS</td>
<td>Community Feedback</td>
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<tr>
<td>OCT 15</td>
<td>WORK-IN-PROGRESS PRESENTATIONS</td>
<td>Draft Plan Alternatives Report</td>
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<tr>
<td>FEB 16</td>
<td>COMMUNITY ADVISORY GROUP MEETINGS #1</td>
<td>Community Feedback</td>
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<tr>
<td>MAR 16</td>
<td>COMMUNITY ADVISORY GROUP MEETINGS #2</td>
<td>Updated Plan Alternatives Report</td>
</tr>
<tr>
<td>APR 16</td>
<td>PLANNING COMMISSION &amp; COMMUNITY WORKSHOP</td>
<td>Comments Memo</td>
</tr>
</tbody>
</table>
WORK COMPLETED: CHARRETTE & OPEN STUDIO
WORK COMPLETED: IDENTIFIED ISSUES

- Arts & culture
- Built environment & preservation
- Housing & affordability
- Open space & recreation
- Environmental sustainability
- Connectivity & access
- Economic opportunity
WORK COMPLETED: EMERGING PLAN PRINCIPLES

EQUITY - Social justice, equal opportunity, & shared wealth

CREATIVITY - Artistic expression, business innovation, & government leadership

DIVERSITY - Class, culture, race, politics, family, & identity

INCLUSIVITY - Transparency, public participation, & shared power
WORK COMPLETED: EMERGING PLAN PRINCIPLES

RESPONSIBILITY - environmental sustainability, social welfare, & public health

VIBRANCY - healthy people, thriving business, & a welcoming public realm

CONNECTIVITY - Strong partnerships, linked neighborhoods, & accessible mobility options

OPPORTUNITY - good education, fair jobs, & business assistance
WORK COMPLETED: OUTCOMES & PLAN ALTERNATIVE REPORT

PLANNED ALTERNATIVES:
- PRESERVE CHARACTER
- MAINTAIN DIVERSITY
- GROW STRATEGICALLY

Figure 1-5. The scenarios explored under the Plan Alternatives are based on the ideas and goals expressed by the community.
**WORK COMPLETED: COMMENTS MEMO**

**MORE THAN 1,000 COMMENTS RECEIVED!**

<table>
<thead>
<tr>
<th>Name</th>
<th>Affiliation</th>
<th>Source</th>
<th>Date</th>
<th>Topic</th>
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</thead>
<tbody>
<tr>
<td>Maggie Wenger</td>
<td>BCDC</td>
<td>2016-04-05 Letter</td>
<td>4/5/16</td>
<td>Environmental Sustainability</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 misidentifies predicted inundation levels. The Plan should map at least 12” of sea level rise by 2050 and at least 30” of sea level rise by 2090 to meet California’s State Guidance. For comparison, the City of San Francisco is using 66” 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>2016-04-05 Letter</td>
<td>4/5/16</td>
<td>Environmental Sustainability</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 in 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.adaptingtorisingtides.org">www.adaptingtorisingtides.org</a>.</td>
</tr>
<tr>
<td>Marshawn Lynch</td>
<td>Beast Mode Apparel-Old Oakland</td>
<td>Email</td>
<td>3/22/16</td>
<td>Economic Development</td>
<td>Increase density in order to increase economic activity throughout Old Oakland.</td>
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<td>Email</td>
<td>11/12/15</td>
<td>Environmental Sustainability</td>
<td>Amplified music to 10:30PM in parks/plazas.</td>
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<td>Bike/pedestrian bridge to Alamedas.</td>
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OUTCOME OF WORK TO DATE

Plan Alternatives Report

Community Comments Memo

Issues Matrix

Draft Vision & Goals
COMMUNITY CONCERNS
GOAL
The downtown specific plan improves outcomes for people of color and other vulnerable Oaklanders.

HOW?
• Transparent process
• Inclusive community engagement
• Data-driven racial impact analysis
CONSULTANT TEAM

Lead: I-SEEED
- PolicyLink
- Center for Social Inclusion
- Khepera Consulting
- Asian Health Services
- Popuhood
- Mesu Strategies
- Oakculture

Lead: Dover, Kohl & Partners
- Strategic Economics
- Opticos Design
- Toole Design Group
- Urban Planning Partners
- Fehr & Peers
- William Self Associates
- Panorama Environmental
- TOWN
- architecture + history LLC
- Urban Advantage
Overview

- PLAN OBJECTIVES & TIMELINE
- EXPANDED EQUITY WORK
- RACIAL EQUITY ANALYSIS
- EXISTING CONDITIONS
- VISION & GOALS
- NEXT STEPS
EXPANDED EQUITY WORK OF TEAM

**REVIEW** Summarize gaps and assets of existing process and materials.

**ASSESS EXISTING CONDITIONS** Identify Strengths, Weaknesses, Opportunities, and Threats (SWOT) in baseline disparity indicators.

**REACH OUT** Identify, build capacity and welcome new participants from communities underrepresented so far.

**PROVIDE TECHNICAL ASSISTANCE** Provide technical assistance and review of emerging reports & analyses.

**LOOK FORWARD** Conduct Equity Assessment of Planning Concepts Memo.
OVERVIEW

- PLAN OBJECTIVES & TIMELINE
- EXPANDED EQUITY WORK
- RACIAL EQUITY ANALYSIS
- EXISTING CONDITIONS
- VISION & GOALS
- NEXT STEPS
RACIAL EQUITY ANALYSIS

1. IDENTIFYING STAKEHOLDERS
2. ENGAGING STAKEHOLDERS
3. IDENTIFYING & DOCUMENTING INEQUITIES
4. EXAMINING THE CAUSE
5. CLARIFYING THE DESIRED OUTCOMES
RACIAL EQUITY ANALYSIS

6. CONSIDERING ADVERSE IMPACTS

7. ADVANCING EQUITABLE IMPACTS

8. EXAMINING ALTERNATIVES OR IMPROVEMENTS

9. ENSURING VIABILITY & SUSTAINABILITY

10. IDENTIFYING SUCCESS INDICATORS
PLAN BOUNDARIES

DOWNTOWN OAKLAND

Adjacent plan areas
- West Oakland
- Broadway Valdez
- Lake Merritt/Chinatown
EXISTING CONDITIONS

WHO LIVES DOWNTOWN?

- 21,000 residents: 5% of total city population
- 60% of households are a single person
- 9% of households are families with children
- 17% including Chinatown

A diverse range of family types live in downtown Oakland.
EXISTING CONDITIONS

Household income is different in different parts of the downtown.
There are many areas where people face multiple barriers to opportunity.
Existing Conditions

Materials Reviewed

• Plan Alternatives Report
• Existing Conditions Analysis
• Community Feedback
• Community Outreach & Engagement Materials
• Strategies for Creating & Protecting Arts and Culture Space in Oakland (Mayor’s Artist Housing & Workspace Task Force)
Existing Conditions

STRATEGIES FOR PROTECTING AND CREATING
ARTS & CULTURE SPACE
IN OAKLAND

WHITE PAPER
Prepared for the Mayor’s Artist Housing and Workspace Task Force
Spring 2016
Existing Conditions

Mayor’s Artist Housing and Workspace Task Force

• In August 2015, Mayor Libby Schaaf convened a multi-disciplinary task force to identify strategies to help artists remain and thrive in Oakland.

• The Task Force issued a survey late 2015 to learn more about the space needs of Oakland artists.

• 913 artists provided detail on where they live and work.

• 208 artists live in Oakland and work elsewhere

• 130 artists work in Oakland and live elsewhere

• 575 artists both live and work in Oakland
Task Force Findings

• The majority of respondents have lived and worked in Oakland for more than 10 years

• 25% reported that they have been displaced within the last year or are facing imminent displacement

• Of the 170 artists displaced in the last year, 60% of the moves resulted from increased rents or sale of buildings.

• A majority indicated workspace and housing costs present the biggest challenge to being an artist in Oakland

• Majority on month-to-month leases, making them vulnerable to displacement
  - 52% reported being on month-to-month leases for workspaces
  - 46% reported being on month-to-month leases for housing

• More than half said technical assistance would help them address their most urgent needs.
Task Force Findings

**Challenges to working as an artist in Oakland**

![Bar chart showing challenges faced by artists in Oakland]
Task Force Findings

Geographic breadth of survey

Artists living in Oakland

Artists working in Oakland

High Concentration
Low Concentration

City of Oakland
Zip Codes
Task Force Findings

Geographic location of displacement

Living space

Workspace

High Concentration
Low Concentration

City of Oakland
Zip Codes
Task Force Findings

Displacement

Type
- From workspace: 38 (23%)
- From housing: 48 (28%)
- From both housing and workspace: 83 (49%)

Reason
- Large rent increase: 68 (42%)
- Other: 52 (32%)
- Building sold: 29 (18%)
- Lease expired: 4 (2%)
- Evicted: 10 (6%)
Task Force Findings

Desired resources

- Affordable artist housing
- Affordable live/work or work/live
- Affordable arts-specific studio workspace
- Affordable practice/rehearsal space
- Affordable performance venues
- Business skills/plans/tools
- Marketing tools
- Other*

Number of respondents
Task Force Key Recommendations

1. Financial Assistance
   - Create a new “displacement mitigation” grant program to provide direct funding to those facing displacement from space

2. Technical Assistance
   - Provide training on real estate and business skills

3. City’s Internal Support for the Arts
   - Expedite hiring of a cultural affairs manager
   - Study reconstituting Arts Commission
   - Prepare a citywide Cultural Plan

4. Real Estate Acquisition & Leasing
   - Create and capitalize a property acquisition fund to purchase permanently affordable arts spaces
   - Adopt zoning and land use policies to require art spaces in new development projects
   - Lease City-owned space to arts uses at below-market rents
Existing Conditions

Downtown Arts & Culture Concentrations

• Black Arts Movement Cultural and Business District (14th Street)
• Uptown Arts and Garage District
• Koreatown/Northgate (KONO)
• Jack London District
• Old Oakland
• Chinatown
• 15th St Galleries
Existing Conditions

Cultural Assets: Arts, Culture & Entertainment Districts
Findings

Plan Alternatives Report

• Foster creative culture and arts in Downtown Oakland by providing for artist and maker work spaces that serve burgeoning and independent artisans as well as established ones.

• Foster creative culture and arts in Downtown Oakland by providing for community gathering spaces where art walks are organically occurring.

• Preserve and celebrate the historic buildings and civic spaces that have played a significant role in Oakland’s history and culture.
Findings

Community Feedback

• “What makes Oakland special for me is the multicultural community. I value the richness of culture in our community.”

• “They are creating space that will benefit specifically upper middle class, tech companies and white folks ...they will market the culture of Oakland, but push out the generations and ethnic groups that created the culture.”

• Bus connections are not convenient from East Oakland to reach arts and cultural events.

• Residents want more ethnic food markets, farmer’s markets, artistic outlets, and economic development promoting culturally specific retail that leverages Arts Districts & existing cultural resources.
Findings

SWOT Analysis

• **Interactive cultural asset mapping** should inform what to protect and where to invest

• Cultural arts of diverse **communities of color should be prioritized and leveraged** as an economic engine for growth, and to prioritize cultural diversity & equity

• **Land use tools & policies should** be applied to **preserve community arts & culture space downtown**

• **Affordable live/work space** downtown should ensure **racial equity outcomes**

• Downtown plan should **better connect to West Oakland, Lake Merritt, and Chinatown cultural richness**
Equity & Accountability Vision

• Government processes respect and represent the full racial, socioeconomic, cultural, political and demographic diversity of the population, and the City actively seeks the public’s voices to guide policy.

• City government proactively addresses current and historic inequities when making land use, resource allocation, project implementation and other planning and policy decisions.
Equity & Accountability Goals

• Preserve and support downtown’s cultural, racial, and ethnic diversity, including **cultural amenities and businesses** that serve Oakland’s diverse populations.

• Prioritize business, development, services, programming and infrastructure that meet the needs of the full range of Oakland’s income levels, age groups and ability levels.

• Balance the need for public investment in the downtown and in underserved outlying neighborhoods, particularly when using resources generated by downtown development.

• Meaningfully engage residents from all walks of life, including youth, low-income residents and hard-to-reach populations, in community planning, implementation and accountability.

• Break down cultural, socioeconomic and physical barriers between neighborhoods within and outside the downtown.

• Implement plan policies and actions using a system that ensures accountability and coordinates with the implementation of other specific plans.
Art & Culture Vision

The Community celebrates, preserves and supports Oakland’s rich legacy of artistic innovation, cultural pluralism, and political movements.

Government and private investment recognize Oakland’s unique culture, are and history as the soul of downtown.

The City actively cultivates cultural institutions and spaces for artists and makers to work and live in, and factors in beauty, aesthetics, and sense of history, character and place into decisions that shape the public realm.
Art & Culture Goals

1. Recognize and celebrate Oakland’s cultural history and foster creative culture and the arts in downtown.

2. Embrace existing cultural institutions and expand square footage dedicated to artist and maker work, living, gallery and performance spaces.

3. Support and protect downtown’s arts, culture and entertainment districts.

4. Create, facilitate and coordinate opportunities for new public art in the downtown, expanding the definition to include all forms of art, including popular and performance arts.

5. Equitably fund and support the arts and artists, including encouraging artists of color and artists from disadvantaged backgrounds.
RACIAL EQUITY FRAMEWORK

SMALL GROUP DISCUSSION ACTIVITY
QUESTIONS

Changes: What else would your community like to see as part of this goal? (For more information on any of the goals, see the accompanying issues and ideas document.)

Barriers: What barriers currently exist for historically left out groups in Oakland to accessing the outcomes in these goals? (Historically left out groups include, but are not limited to, the Black, Latinx, Asian, and indigenous populations. These groups also include identities that are not racial. Please be as specific as possible.)

Solutions: What do you think it would take to break down those barriers?
Streetwyze
<table>
<thead>
<tr>
<th>Date</th>
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</table>
| JUN 17 | COMMUNITY CAPACITY-BUILDING WORKSHOP  
Outcome: Equity Outreach |
| JUL 17 | SOCIAL EQUITY WORKING GROUP  
Outcome: Equitable Goals & Outcomes |
| SEP 17 | TECHNICAL ANALYSIS WORKING GROUPS  
Outcome: Equitable Policy Recommendations |
| OCT 17 | NEIGHBORHOOD DESIGN WORKSHOPS  
Outcome: Neighborhood Design Recommendations |
| NOV 17 | COMMUNITY ADVISORY GROUP MEETING  
Outcome: Plan Concepts Memo |
| DEC 17 | COMMUNITY INPUT WORKSHOP |
Next Steps & Other City Efforts

City’s Cultural Affairs Unit

- New Cultural Affairs Manager hired!
- Cultural Plan underway
- CAST’s *Keeping Space – Oakland* grant fund & technical assistance program established
- Call for new Arts & Culture Commission with equity focus – new staff position approved to study
- Additional funding approved for City’s Cultural Funding Program
- Asset mapping being conceived
Next Steps

Key Decision Points

• What areas Downtown should be designated as an arts, culture or entertainment district?
• What can the city do to help each designated district “survive and thrive”?
Next Steps

Technical Analysis of Policy Tools for Arts/Culture

• Specific plan implementation focuses on land use regulation
• Identify tools to leverage new development for preserving/expanding arts & culture uses
  • Arts/culture use requirement or zoning overlay
  • Replacement/relocation policy
  • Development agreements
  • Incentive zoning/density bonus program
  • Transfer of development rights
• The technical analysis meetings will help prioritize the tools
THANK YOU!

Keeping the Town in Downtown

WWW.EQTDTO.COM
VOICE YOUR VISION!

CONNECT

#EquityinAction  #EQTDTO  #EquityinDTO