EQUITY IN DOWNTOWN OAKLAND
Keeping the Town in Downtown

Streets, Connectivity & Built Environment Working Group
August 2, 2017
DOWNTOWN OAKLAND SPECIFIC PLAN

WELCOME

Streets, Connectivity & Built Environment Working Group

Social Equity Meeting
SOCIAL EQUITY WORKING GROUPS

**JUL 31**

**Greenlining Institute**
5:00 PM - 8:00 PM
360 14th Street, Oakland, CA 94612
Topics: Housing, Affordability, Jobs, Training & Economic Opportunity

**AUG 1**

**PolicyLink**
5:00 PM - 8:00 PM
1438 Webster St #303, Oakland, CA 94612
Topics: Arts & Culture

**AUG 2**

**OAKSTOP**
5:00 PM - 8:00 PM
1721 Broadway #201, Oakland, CA 94612
Topics: Streets, Traffic Circulation, Connectivity & Built Environment

**AUG 3**

**Oakland Asian Cultural Center (OACC)**
5:00 PM - 8:00 PM
388 Ninth Street, Ste. 290, Oakland, CA 94607
Topics: Sustainability, Health, Safety, Recreation & Open Space
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
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# PHASE 1: 2015-2016 TIMELINE

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Outcome</th>
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</thead>
<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>
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</tbody>
</table>
PHASE 1: CHARRETTE & OPEN STUDIO
PHASE 1: IDENTIFIED ISSUES

- Arts & culture
- Built environment & preservation
- Housing & affordability
- Open space & recreation
- Environmental sustainability
- Connectivity & access
- Economic opportunity
PHASE 1: 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
## Plan Downtown

### Plan Alternatives Report Comments

**August 30, 2016**

<table>
<thead>
<tr>
<th>Name</th>
<th>Affiliation</th>
<th>Source</th>
<th>Topic</th>
<th>Date</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>54</td>
<td>Maggie Wenger</td>
<td>BCDC</td>
<td>Environmental Sustainability</td>
<td>4/5/16</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 misidentifies predicted inundation levels. The Plan should map at least 12&quot; of sea level rise by 2050 and at least 36&quot; of sea level rise by 2300 to meet California’s State Guidance. For comparison, the City of San Francisco is using 66&quot; 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>
</tr>
<tr>
<td>55</td>
<td>Maggie Wenger</td>
<td>BCDC</td>
<td>Environmental Sustainability</td>
<td>4/5/16</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 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>56</td>
<td>Marshawn Lynch</td>
<td>Brent Mode Apparel-Old Oakland</td>
<td>Economic Development</td>
<td>3/22/16</td>
<td>Increase density in order to increase economic activity throughout Old Oakland.</td>
</tr>
<tr>
<td>57</td>
<td>June Grant</td>
<td>Blink/Al Architecture (CAG member)</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 frequented by cyclists).</td>
</tr>
<tr>
<td>59</td>
<td>June Grant</td>
<td>Blink/Al Architecture (CAG member)</td>
<td>Connectivity &amp; Access</td>
<td>4/5/16</td>
<td>See Map mark up (increase &quot;tree blvds&quot; on Broadway (to 14th St.) 7th St., 5th St, and 5th St. from West Oakland to channel; in Jack London also 4th St., 3rd St., 2nd St. and Webster St.). mark up also identifies diesel truck waiting areas.</td>
</tr>
<tr>
<td>60</td>
<td>Anonymous community member at Work-in-progress presentation</td>
<td>Boards at the Open Studio and Work-in-progress presentation</td>
<td>Environmental Sustainability</td>
<td>11/12/15</td>
<td>Amplified music to 10:30PM in parks/plazas.</td>
</tr>
</tbody>
</table>
OUTCOME OF WORK TO DATE

Plan Alternatives Report
Community Comments Memo
Issues Matrix
Draft Vision & Goals
COMMUNITY CONCERNS

Gentrification
Displacement

Racial disparities
Loss of culture
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
EXPANDED EQUITY WORK IN DOWNTOWN OAKLAND SPECIFIC PLAN

CONSULTANT TEAM

**Lead: I-SEEED**
- PolicyLink
- Center for Social Inclusion
- Khepera Consulting
- Asian Health Services
- Popuphood
- 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
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- 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
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- 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

Materials Reviewed

- Plan Alternatives Report
- Existing Conditions Analysis
- Community Feedback
- Community Outreach & Engagement Materials
- OakDOT Strategic Plan
- Pedestrian Master Plan
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
EXISTING CONDITIONS

There are many areas where people face multiple barriers to opportunity.
HOUSEHOLD INCOME DISTRIBUTION

Figure B-46: Household Income Distribution, 1990, 2000, 2013 (in 2013 Dollars)

Existing Conditions

Working Poor

Percent working poor by race/ethnicity and nativity: Oakland City, CA, 200%, 2014

- All: 8.5%
- White, U.S.-born: 2.7%
- White, immigrant: 6.3%
- Black, U.S.-born: 8.0%
- Black, immigrant: 11.4%
- Latino, U.S.-born: 9.3%
- Latino, immigrant: 21.6%
- Asian or Pacific Islander, U.S.-born: 2.5%
- Asian or Pacific Islander, immigrant: 11.2%
- Mixed/other: 5.2%
BUILT ENVIRONMENT

WHAT MAKES UP THE BUILT ENVIRONMENT

• Buildings
• Streets
• Open Spaces
WHAT SHAPES THE BUILT ENVIRONMENT

• Zoning and other rules that guide new development and shape the public realm:
  o Mix of land uses
  o Urban form (building height, scale, relationship of buildings to streets)
  o Historic preservation

• Street design and landscaping

• Open space design (parks, plazas, etc.)
Existing Conditions: New Development
Existing Conditions

Guiding Development: Historic Preservation

Studying areas of historic significance and contributing buildings
Existing Conditions

All Trips
To and From Downtown Oakland

- Walk: 18%
- Bike: 3%
- Bus: 6%
- Rail: 21%
- Drive: 51%
- Other: 1%

Source: 2012 California Household Travel Survey

Commute Trips vs Non-Commute Trips

- Walk: 1% vs 24%
- Bike: 6% vs 2%
- Bus: 5% vs 7%
- Rail: 12% vs 48%
- Drive: 40% vs 55%
- Other: 0% vs 1%
Existing Conditions

Households Without a Car

Percent of households without a vehicle: Oakland City, CA, 2014

- All: 17.2%
- White: 10.4%
- Black: 26.0%
- Latino: 10.9%
- Asian or Pacific Islander: 21.9%
- Mixed/other: 20.5%
- People of color: 20.8%
Existing Conditions

Vehicle-Pedestrian Accident Emergency Room Visits 2013 - 2015 Q3 (ACPHD)

- All: 1157
- White: 206
- Black: 575
- Asian: 87
- Hispanic/Latino: 211
Existing Conditions

Black Carbon Air Pollution & Communities of Concern

![Map showing black carbon pollution levels and communities of concern](image-url)
Findings

Plan Alternatives Report: Connectivity & Access

• Convert most of the one-way streets in Downtown Oakland to two-way streets.

• Ensure that every street in Downtown Oakland is a “complete” street that is safe and comfortable for pedestrians and cyclists.

• Ensure that Downtown and the surrounding region are connected by transit to lessen pollution and increase access to jobs and services.

• Make better connections to West Oakland, Chinatown, Lake Merritt and Jack London Square.

• Replace I-980 with a civic boulevard and lively development to stitch the fabric between West Oakland and Downtown back together.
Findings

Plan Alternatives Report: Built Environment

• Focus intensity of new development in appropriate areas within Downtown Oakland to preserve the character of other neighborhoods.

• Create walkable and bikeable places that complete healthy, livable neighborhoods.

• House residents of all incomes and family sizes in a wide range of traditional and innovative housing types close to transportation, jobs and services.

• Help to attract a vibrant mixture of uses in Downtown Oakland to generate activity at all times of the day.
Findings

Community Feedback
• Transportation and mobility in downtown Oakland should strengthen walking, biking and transit use.

• Streets often function more like fast-moving on-ramps for the adjacent highways.

• Bus connections are not convenient from East Oakland.

• Trains traveling along the Embarcadero are a barrier for safe and easy access to the waterfront.
Findings

SWOT Analysis

• The baseline data of transit dependency should inform efforts for equity and inclusion in a thriving downtown.

• Plan should ensure that low income and communities of color are connected to downtown through transit access.

• Should consider connections to other parts of Oakland, such as East Oakland.

• Need data on what and where the common routes and passages are for different populations within the city.

• Information regarding the top ten destinations for BART trips originating in downtown Oakland would reveal greater insight into what local residents might need.
Built Environment Vision

• Downtown Oakland is a regional center serving as a hub for jobs, culture, housing and ideas. New residential and commercial development downtown supports this role to meet local and regional demand.

• New development complements downtown’s existing historic character, engages with the street and public spaces, and respects natural resources like Lake Merritt and the estuary waterfront.
Built Environment Goals

1. Adapt and grow downtown’s capacity for a vibrant mix of jobs, housing and other uses.

1. Focus intensity of new development in appropriate, transit-rich areas within downtown Oakland.

2. Focus change in key areas that have significant amounts of vacant and underutilized land, and adaptively reuse historic buildings to maintain a strong sense of place.

3. Improve the public realm, encourage walking and biking, preserve and restore historically significant landmarks and buildings, updating zoning, and establishing new design guidelines.
Streets and Connectivity Vision

• Oakland residents can access downtown’s jobs, amenities and services, by foot, bike, transit or car.

• Soften, remove major barriers separating East Oakland, West Oakland, and the estuary waterfront from downtown = direct & inviting connections to the heart of the city.

• The streets downtown support public gathering with trees, wide sidewalks, benches, lighting, and other amenities to support a busy, safe and vibrant street life.

• Calming traffic with human-scale networks and structures.
Streets and Connectivity Goals

1. Create an amenity-rich public realm
2. Develop a high-quality bike network
3. Foster a delightful and safe walking experience
4. Support fast, frequent, and reliable transit
5. Move goods efficiently and sustainably
6. Coordinate land use, transportation, and parking
RACIAL EQUITY FRAMEWORK

SMALL GROUP DISCUSSION ACTIVITY
# NEXT STEPS: 2017

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<tr>
<td>JUN 17</td>
<td>COMMUNITY CAPACITY-BUILDING WORKSHOP</td>
<td>Equity Outreach</td>
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<td>JUL 17</td>
<td>SOCIAL EQUITY WORKING GROUP</td>
<td>Equitable Goals &amp; Outcomes</td>
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<tr>
<td>SEP 17</td>
<td>TECHNICAL ANALYSIS WORKING GROUPS</td>
<td>Equitable Policy Recommendations</td>
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<tr>
<td>OCT 17</td>
<td>NEIGHBORHOOD DESIGN WORKSHOPS</td>
<td>Neighborhood Design Recommendations</td>
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<tr>
<td>NOV 17</td>
<td>COMMUNITY ADVISORY GROUP MEETING</td>
<td>Plan Concepts Memo</td>
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<tr>
<td>DEC 17</td>
<td>COMMUNITY INPUT WORKSHOP</td>
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Next Steps

Key Decision Points: Built Environment & Land Use

• “Downtown Oakland” is generally perceived and marketed as extending from 27th Street in the north to the estuary waterfront in the south, but the city’s General Plan currently only designates the areas between 23rd and I-880 as part of the “Central Business District”: Should some or all of the Jack London District also be recognized in the General Plan as part of the “Central Business District”? What about some or all of the area between 23rd and 27th Street?

• Where should the focus areas for new office and commercial growth be in Downtown?

• How can zoning, height, and design regulations be updated to better complement downtown’s existing historic character?
Next Steps

Land Use Analysis

• Analyze current Zoning & General Plan, and identify potential regulation changes for Downtown

• Identify potential tools to leverage new development

• The technical analysis meetings will help prioritize land use regulation changes, and the tools to leverage new development
Next Steps

Transportation Analysis

• Overview of Transportation Network
  – Mode splits, origins/destinations, demographics
• Getting Around by Foot, Bike, and Transit
  – Walking, biking, riding transit, public realm
• Getting Around by Motor Vehicle
  – Driving, parking, emergency vehicle access
• Management of Goods
  – Moving goods in and through downtown, loading and unloading deliveries downtown
THANK YOU!

Keeping the Town in Downtown

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