

A high-angle photograph of the Oakland city skyline. The image features a prominent clock tower with a green copper dome and a Wells Fargo building with a red sign. The city extends to the hills in the background under a hazy sky.

EQUITY

IN

OAKLAND

The Downtown Specific Plan

Neighborhood Design Sessions: Central Core

February 10, 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.

WINTER MEETINGS: NEIGHBORHOOD DESIGN SESSIONS

FEB

10

Central Core

10:00 AM – 1:00 PM

Oakstop, 1721 Broadway #201

FEB

10

Uptown & KONO

3:00 PM – 6:00 PM

Oakstop, 1721 Broadway #201

FEB

11

Old Oakland

2:00 PM – 5:00 PM

E14 Gallery, 472 9th Street

FEB

13

Chinatown

5:30 PM – 8:00 PM

Oakland Asian Cultural Center, 388 9th Street #290

OVERVIEW

- Introduction, Timeline & Meeting Objectives
- Timed Discussions:
 - Topic 1: Growth & Opportunity
 - Topic 2: Streets & Mobility
 - Topic 3: Arts & Entertainment Districts (14th Street BAMBD)
- Focus Area Map Exercise

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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

I-SEED
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



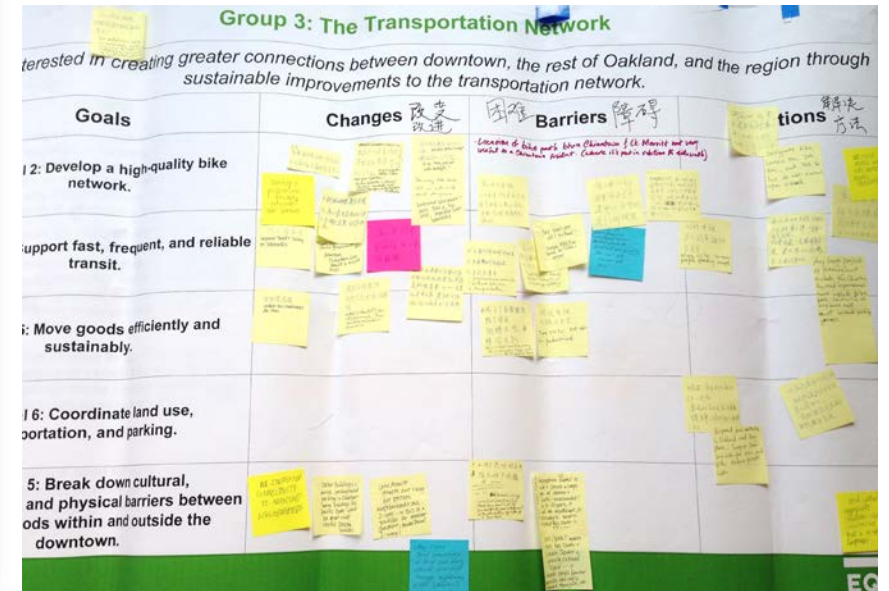
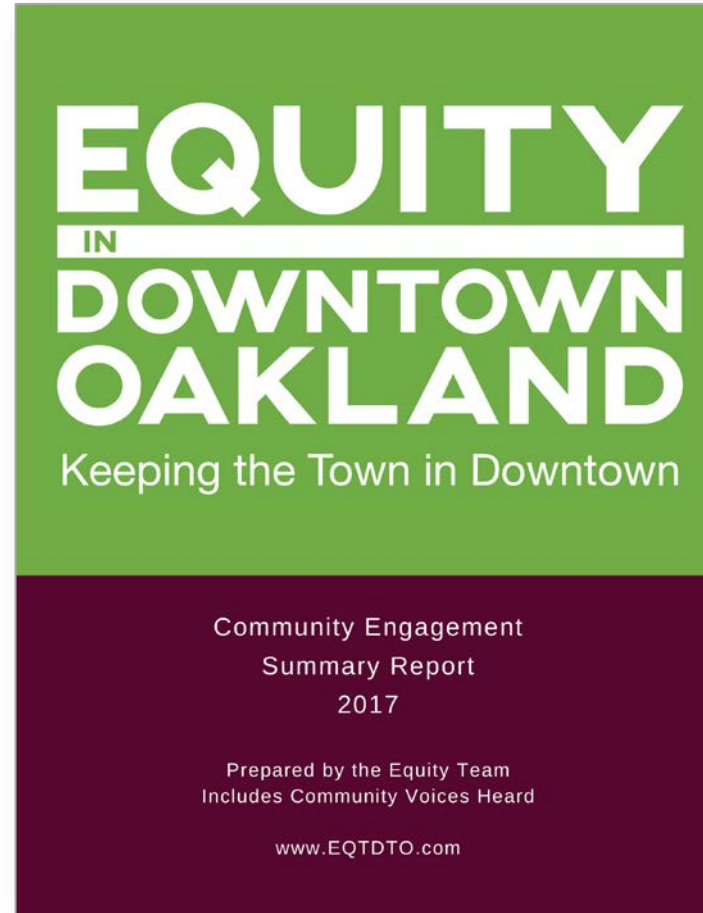
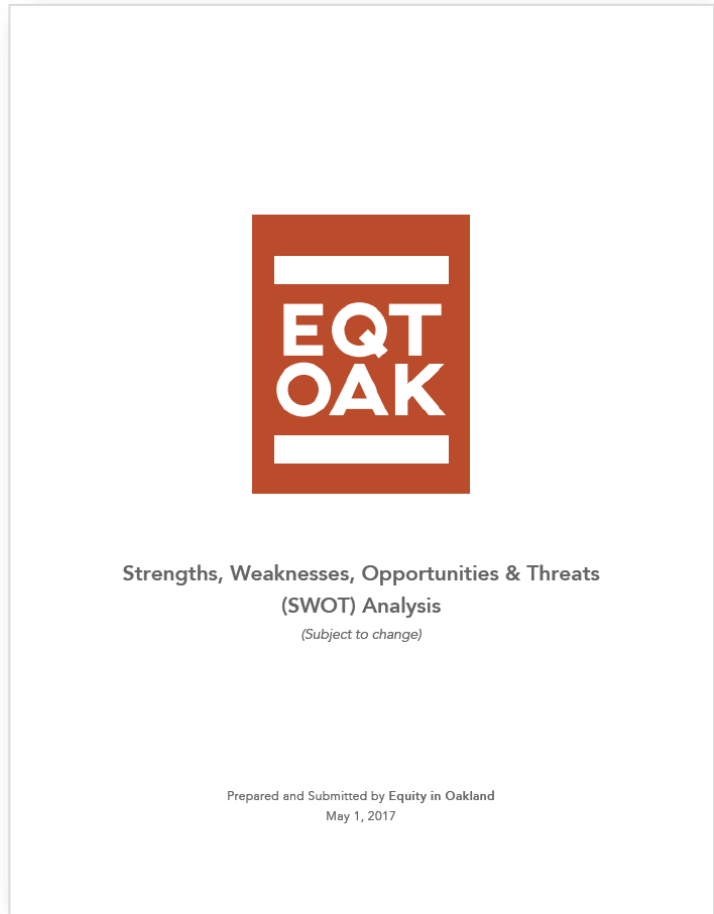
PHASE I (2015-2016): MORE THAN 1,000 COMMENTS RECEIVED!



Plan Downtown Plan Alternatives Report Comments

August 30, 2016

	Name	Affiliation	Source	Topic	Date	Comment
54	Maggie Wenger	BCDC	2016-04-05 Letter	Environmental Sustainability	4/5/16	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 36" of sea level rise by 2100 to meet California's State Guidance ¹ . 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.
55	Maggie Wenger	BCDC	2016-04-05 Letter	Environmental Sustainability	4/5/16	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 www.adaptingtorisingtides.org .
56	Marshawn Lynch	Beast Mode Apparel-Old Oakland	Email	Economic Development	3/22/16	Increase density in order to increase economic activity throughout Old Oakland.
57	June Grant	Blink!Lab Architecture (CAG member)	email	Connectivity & Access	4/5/16	Add analysis of commercial traffic to the report (notes that 3rd St. is an existing primary truck route frequented by cyclists)
58	June Grant	Blink!Lab Architecture (CAG member)	email	Connectivity & Access	4/5/16	Need for trees; suggestions for an approach to trees in general in the Jack London District
59	June Grant	Blink!Lab Architecture (CAG member)	email	Connectivity & Access	4/5/16	See Map mark up (increase "treed blvds" on Broadway (to 14th St.) 7th St., 6th 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
60	Anonymous community member at Work-in-progress presentation	Boards at the Open Studio and Work-in-progress presentation		Environmental Sustainability	11/12/15	Amplified music to 10:30PM in parks/plazas
61	Anonymous community member at Work-in-progress presentation	Boards from Work-in-progress Presentation		Connectivity & Access	11/12/15	Bike/pedestrian bridge to Alameda



NEIGHBORHOOD DESIGN SESSION: OBJECTIVE

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: RAISE YOUR HAND – WHAT BRINGS YOU HERE TODAY?

What is your primary interest in the Central Core?

1. I live here
2. I work here
3. I live and work here
4. I own property here
5. I come here for services, education and training
6. I come here to eat, shop, and have a good time

CENTRAL CORE



View of Downtown Central Core; Photo Credit: Rich Johnston via Flickr



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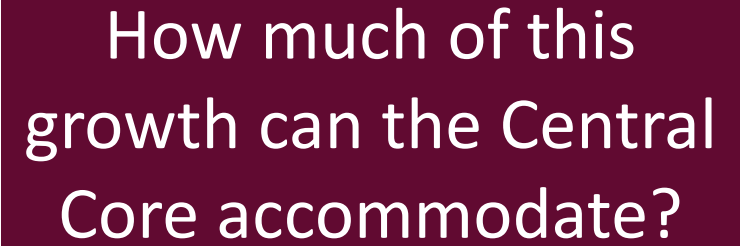
ISSUE: DOWNTOWN IS PROJECTED TO GROW SIGNIFICANTLY

By 2040, downtown is projected to add:

19,608 new households

31,240 new jobs*

How much of this
growth can the Central
Core accommodate?



* 2015-2040 Projections from **ABAG & Plan Bay Area**, including Lake Merritt/Chinatown and Broadway-Valdez

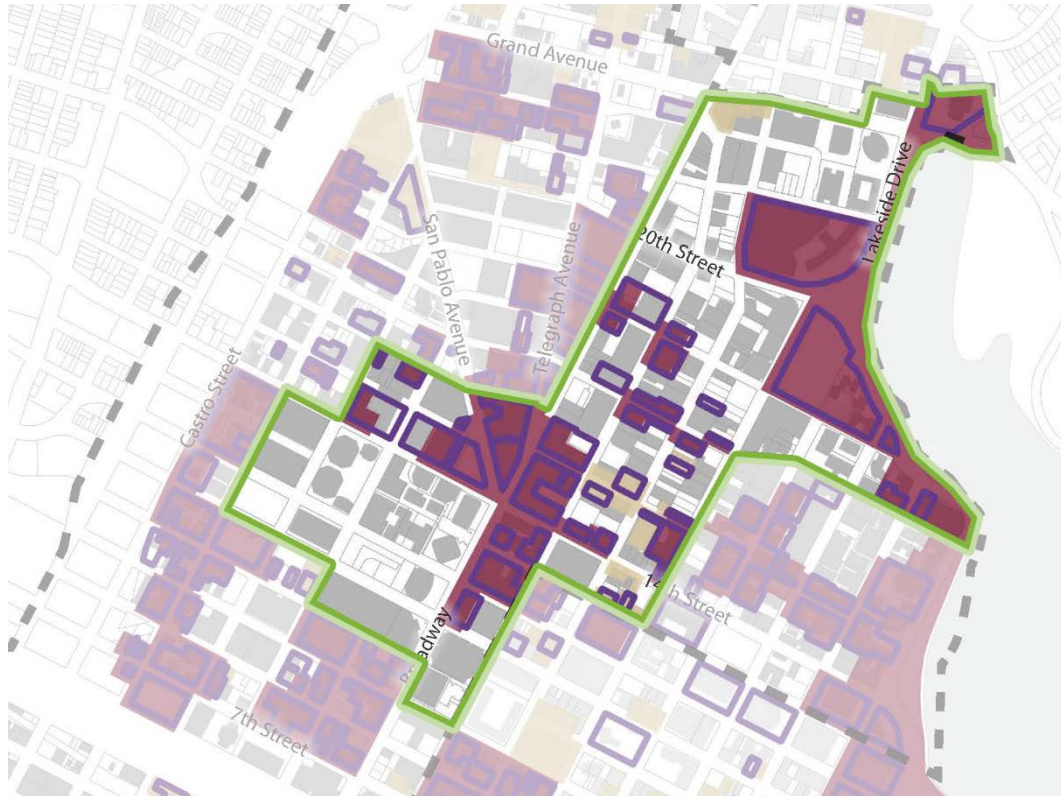
HOW SHOULD WE INTEGRATE THAT GROWTH?



HOW SHOULD IT RELATE TO THE EXISTING CONTEXT?

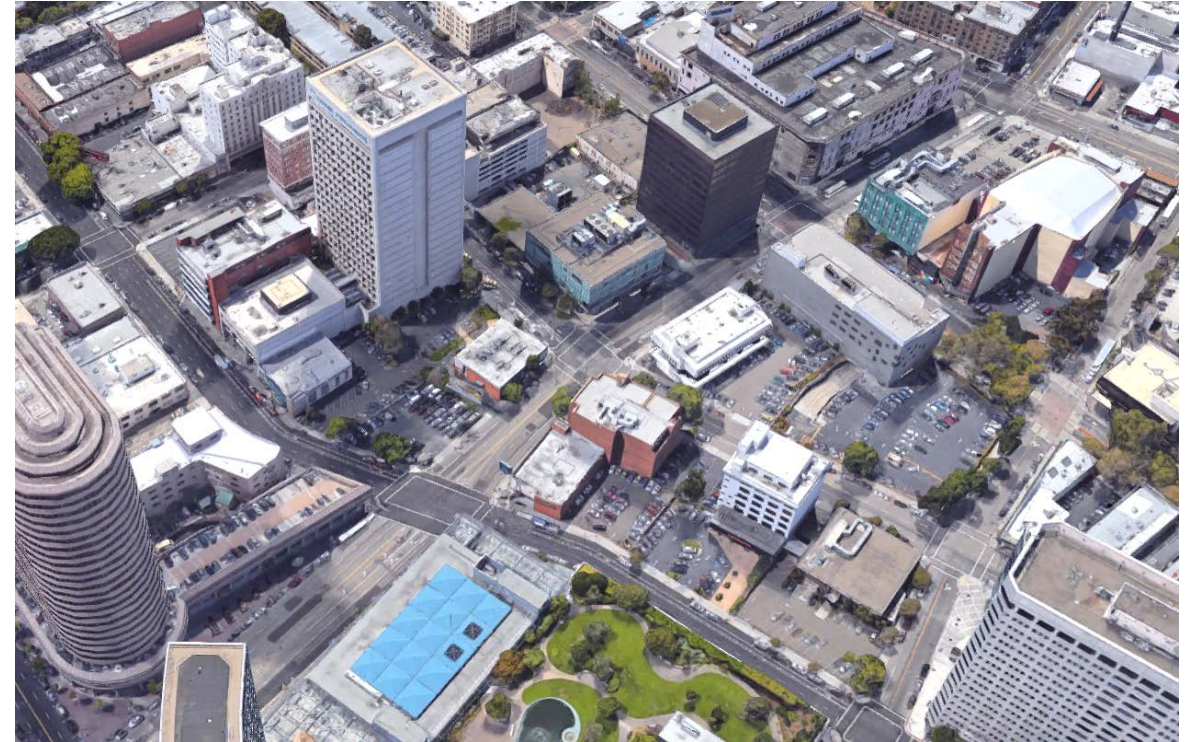
Central Core has some of Oakland's most iconic buildings.

It also is the City's most dense transit corridor.



HOW CAN THAT GROWTH HELP SOLVE PROBLEMS?

- Connect the City Center and Lake Merritt Office Districts to overcome “dead zones” of vacant lots and stores between them
- Grow as a regional employment center with living wage jobs
- Add residential uses to increase housing supply and support evening and resident-serving businesses like grocery stores
- Support more frequent, reliable transit connections with the rest of Oakland
- Create connections between West Oakland, the Central Core and Lake Merritt
- Encourage adequate office space to retain and grow existing companies and nonprofits



Under-utilized surface parking lots (Source: Google Earth)

UNDERUTILIZED SITES:

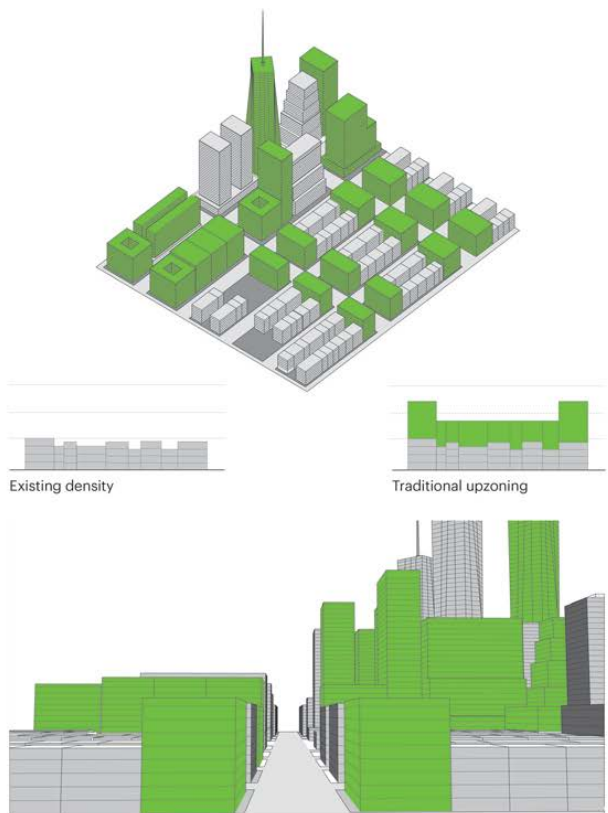


PROJECTS IN THE PIPELINE:

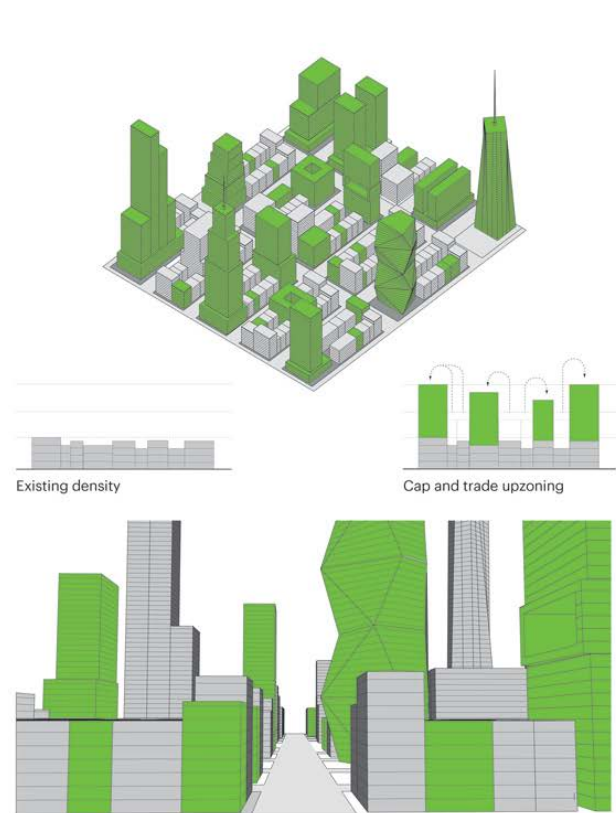


STRATEGIES TO GUIDE DOWNTOWN GROWTH

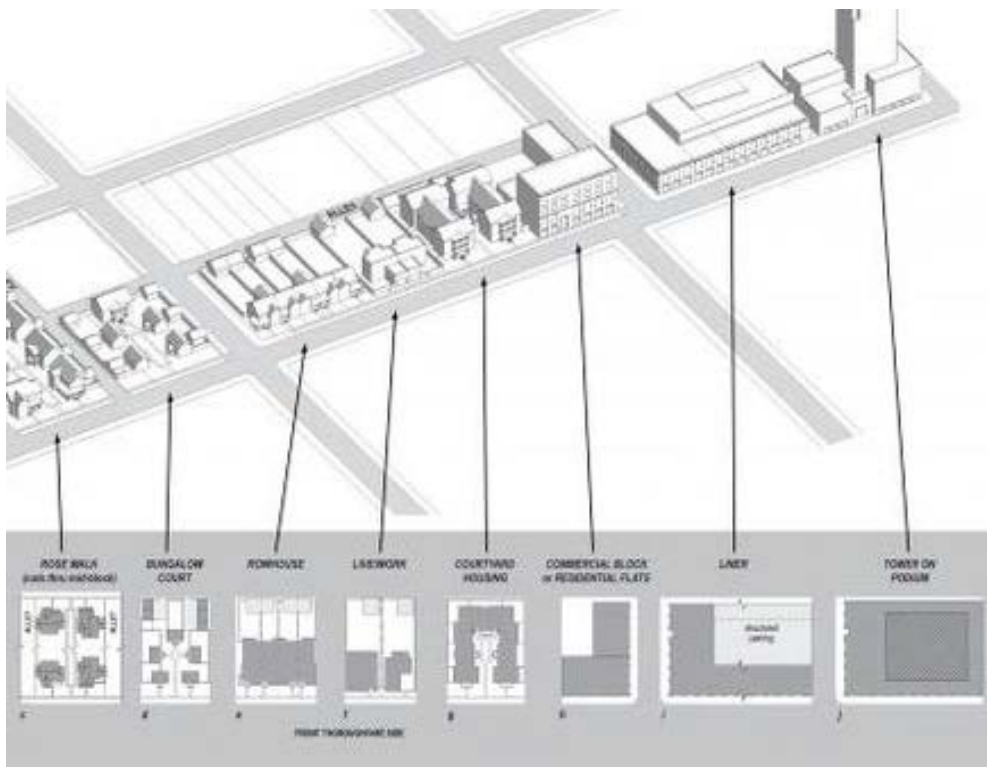
Traditional Zoning



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 guidelines
- Parking requirement reductions
- Street design standards
- Zoning overlays
- Incentive zoning
- Targeted funding sources

ISSUE: ENCOURAGE JOBS THAT ALL OAKLANDERS CAN ACCESS

Key Trends

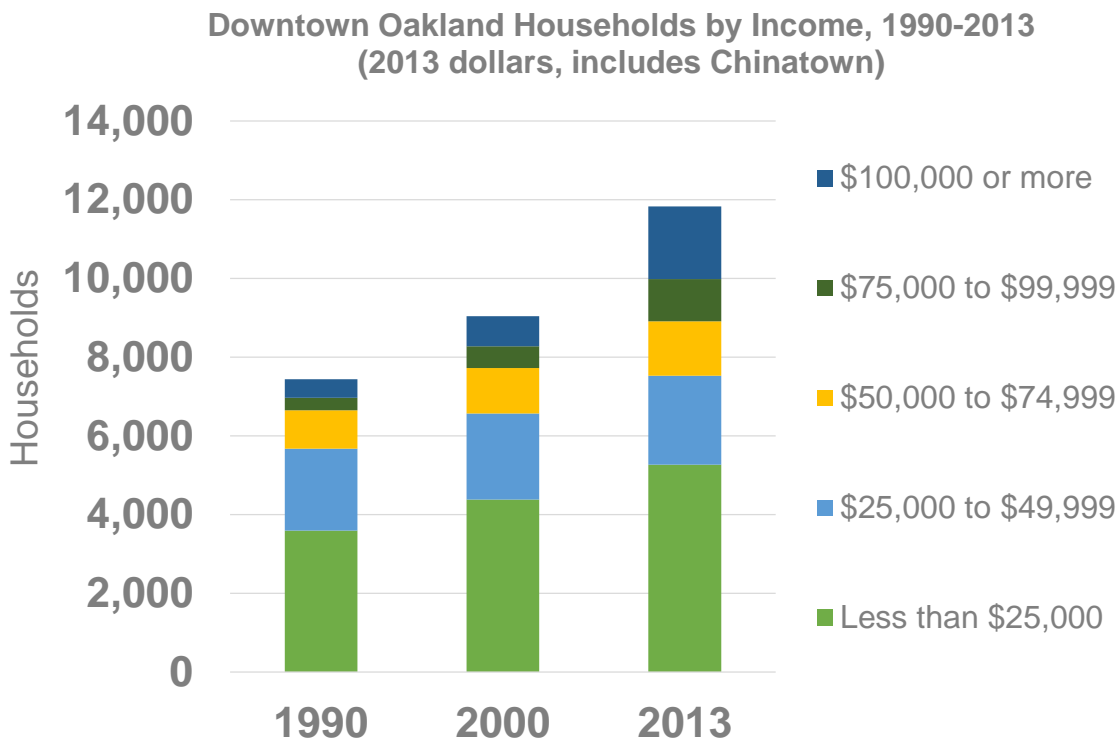
- Downtown is a major and growing employment center
 - 1/3 of Oakland’s jobs
 - 40% of Oakland’s job growth from 2011 to 2016
- Two-thirds of new professional, scientific, and technical services jobs are in the tech cluster, which pays high wages but also has high barriers for women, Blacks and Latinos (however, tech represents only 3,500 of downtown’s 65,000 jobs)

	Fastest-Growing Employment Sectors (Private)	Average Wages (Downtown)
1	Professional, Scientific, and Technical Services	\$90,000
2	Accommodation, Food Services, Arts	\$50,000
3	Information	\$160,000

Source: California Employment Development Department, 2017; Strategic Economics, 2017

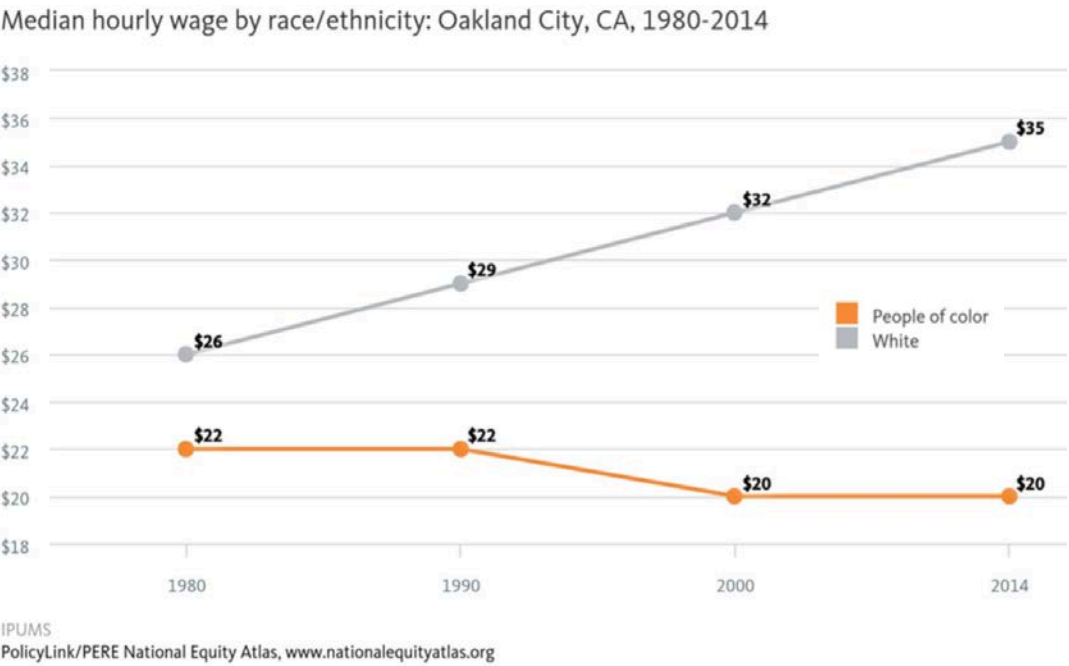
ISSUE: EXPANDING WEALTH GAP

Middle income households have grown the least in Downtown



Sources: US Census, 1990, 2000; US American Community Survey 5-Year Estimates, 2009-2013; Social Explorer, 2015; Strategic Economics, 2015.

Wages have dropped for people of color



Sources: US Census, 1990, 2000; US American Community Survey 5-Year Estimates, 2009-2013; Social Explorer, 2015; Strategic Economics, 2015.

STRATEGY: ENCOURAGE SECTORS WITH MIDDLE-WAGE JOBS

Three sectors with a large or growing presence downtown have significant opportunities for middle-wage jobs

Employment Sector	Large Presence	Fast Growing	Middle Wage Jobs
Health Care and Social Assistance	X		X
Professional, Scientific & Technical Services	X	X	X
Public Administration	X		X

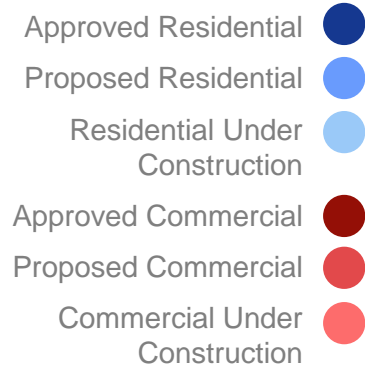
Source: *Downtown Oakland's Economic Role in the City and the Region*, Strategic Economics, 2017



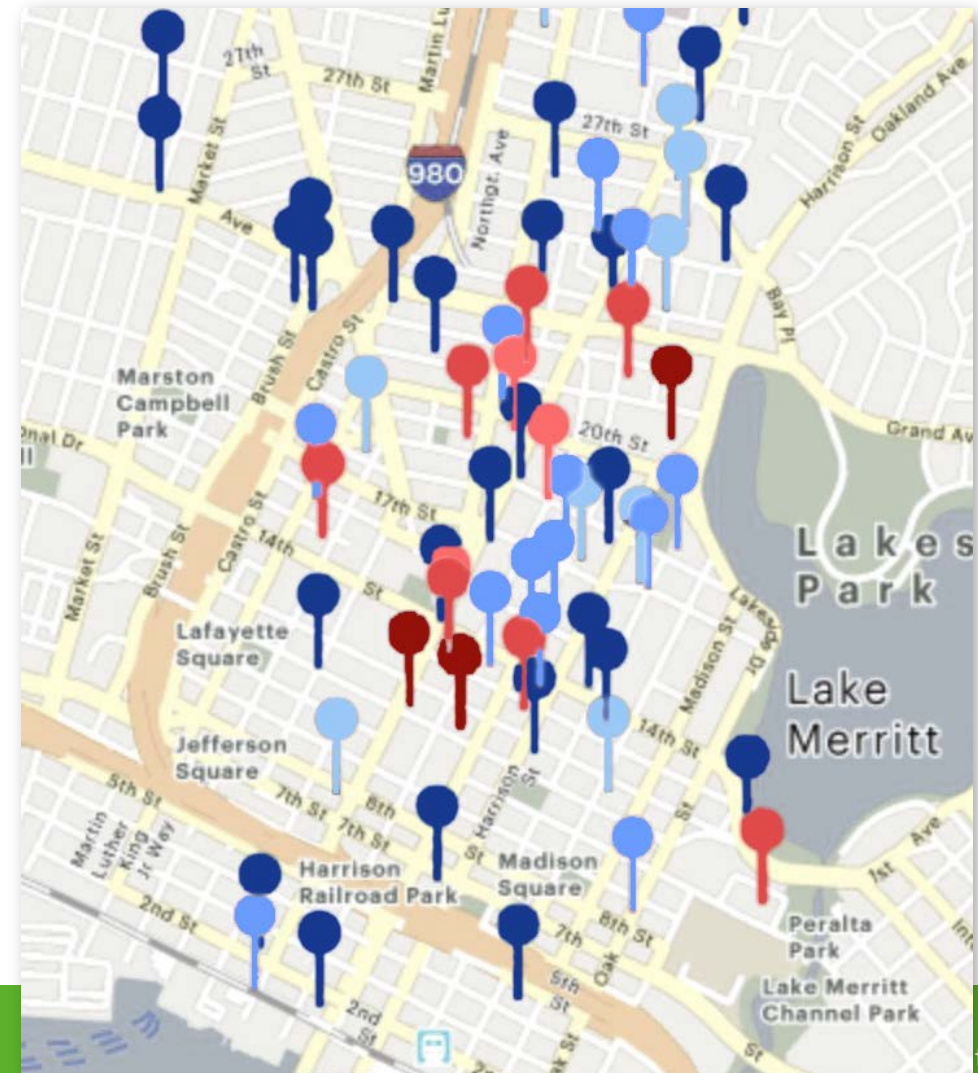
Blue Shield moving its headquarters to 601 City Center (Credit: Shorenstein)

ISSUE: COMMERCIAL SITES DISAPPEARING

- Oaklanders need good jobs to afford housing
- Commercial development is falling behind residential development
- Office vacancies are low; prices are high
- Until recently, most commercial development projects were office retrofits, transforming more affordable Class B offices into Class A offices



Source: *bizjournals.com* (Updated January 2017)



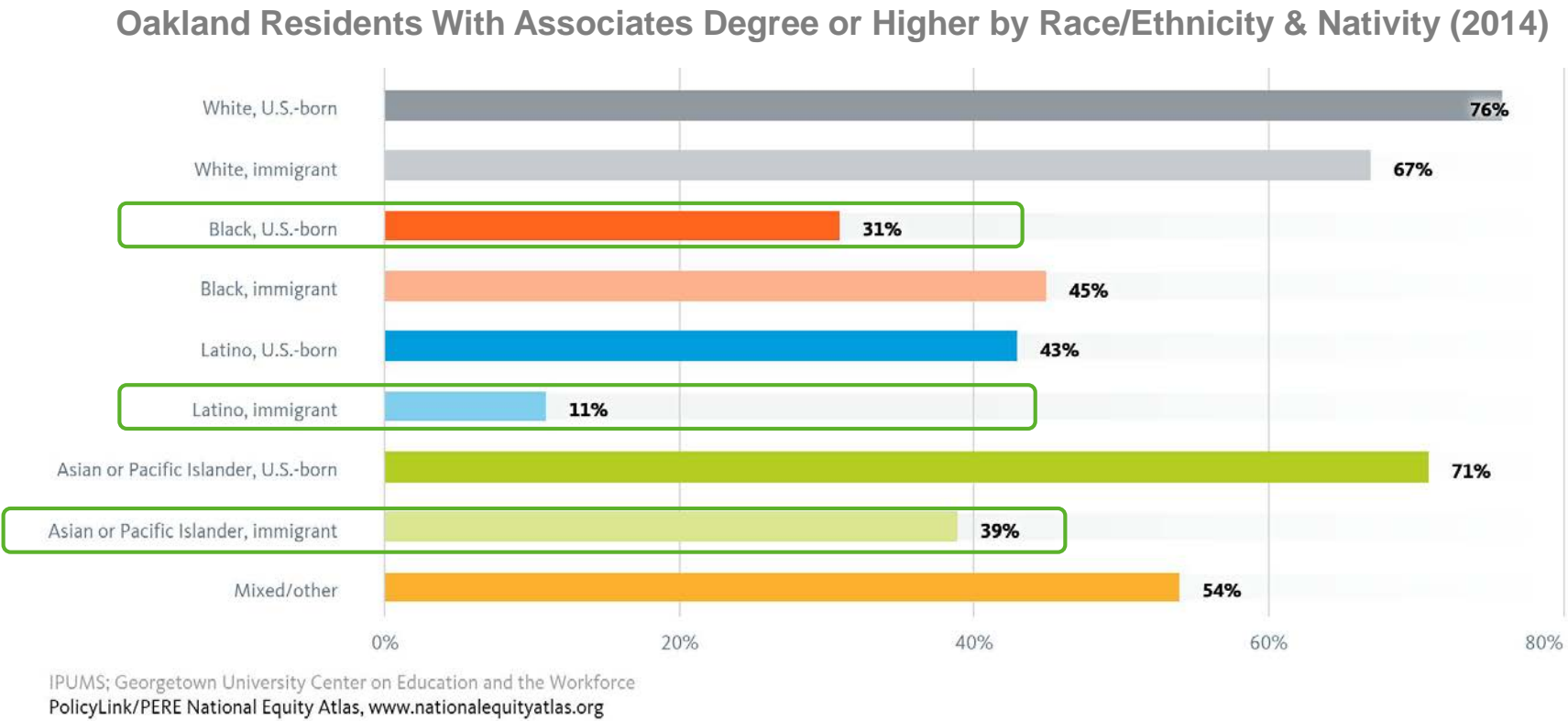
STRATEGIES TO CREATE COMMERCIAL SPACE

- Preserve prime office development sites near BART for commercial uses
- Identify additional locations to target office growth
- Encourage rehabilitation of older and underutilized office buildings
- Explore opportunities to maintain and expand affordable office space for nonprofits

The City of Oakland has also recently adopted a citywide Economic Development Strategy that will apply to Downtown.

ISSUE: ACCESS TO QUALITY EDUCATION & JOB TRAINING

Over 70% of downtown jobs require an associate degree or higher, but Oaklanders don't have equal access to education.



STRATEGIES FOR JOBS & TRAINING

- Regularly convene major employers, industry representatives, and workforce development service providers to coordinate programs
- Continue pursuing initiatives for increasing diversity and inclusion of the tech industry cluster
- Work with major Downtown institutions and large employers to develop procurement policies prioritizing Oakland residents and people of color



Albrey Brown leads a session at Telegraph Academy, a coding boot camp targeted for people of color

TIMED DISCUSSION: Growth & Opportunity

**20 MIN
GO!**

What is the right mix of office space and housing in the Central Core?

What types of office spaces and jobs should be encouraged?

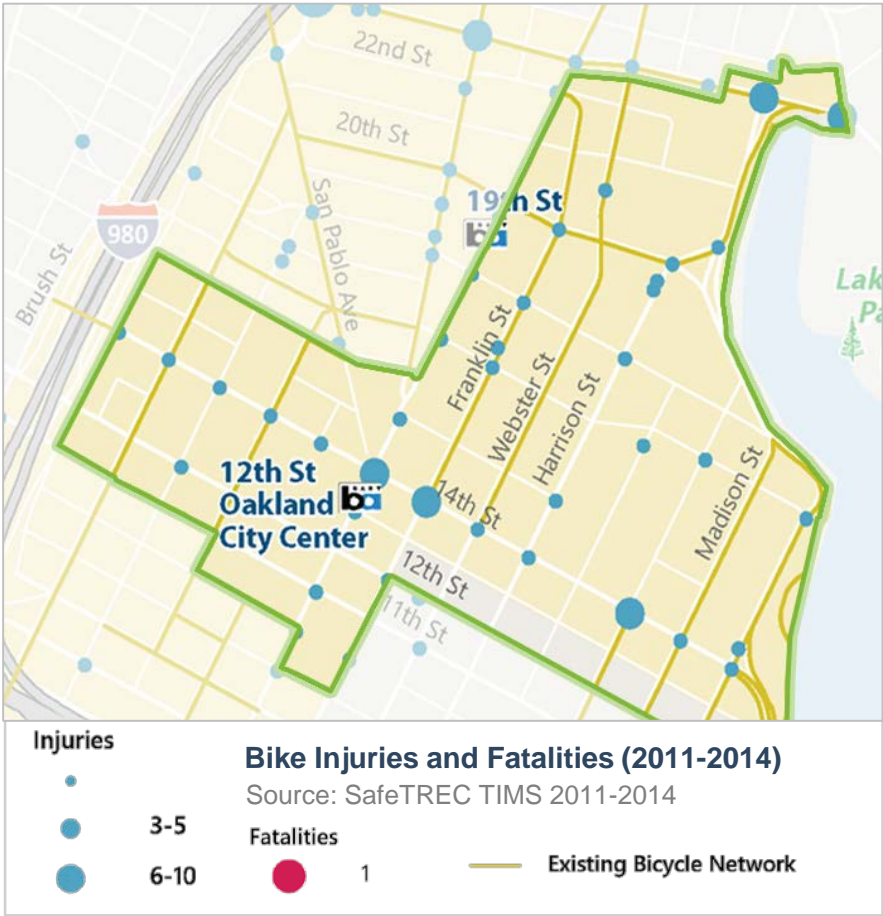
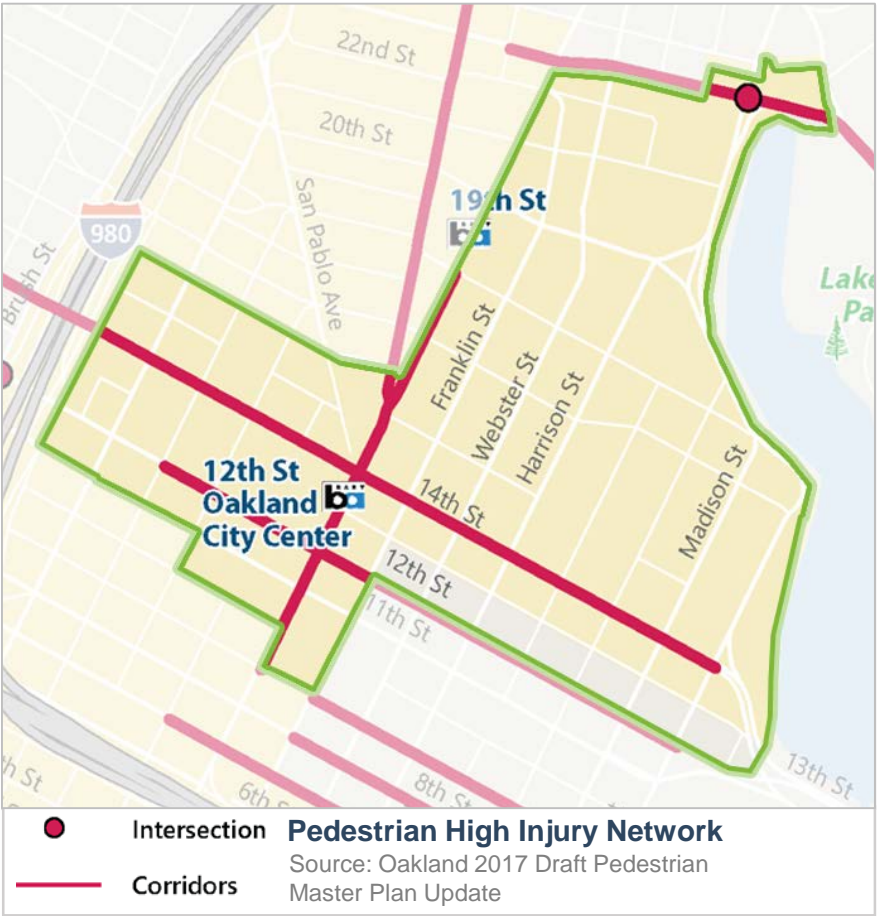
What uses should be encouraged at the street level?

How should new, dense development relate to historic or low-scale buildings?

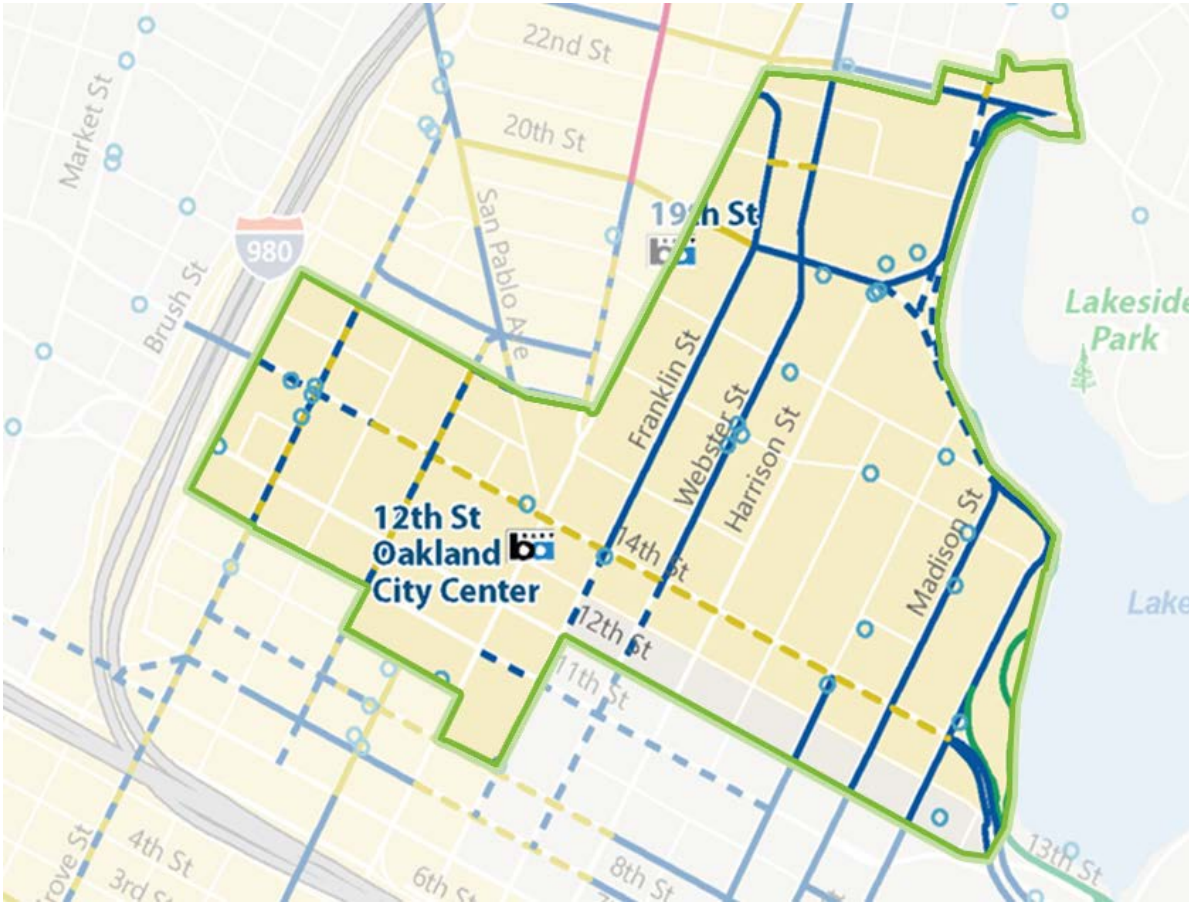
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ISSUE: ADDRESS SAFETY FOR CYCLISTS AND PEDESTRIANS



STRATEGIES FOR IMPROVING THE ROADWAYS



Existing and Proposed Bikeway Facilities (June 2017)

Source: City of Oakland

Existing	Proposed
Class I - Path	Class I - Path
Class II - Bike Lane	Class II - Bike Lane
Class III - Bike Route	Class III - Bike Route
Class III B - Bike Boulevard	Class III B - Bike Boulevard
Class IV - Separated Bike Lane	Class IV - Separated Bike Lane
Downtown Plan Area	Bike Share Station

Webster Street Bike Lanes; Source: Google Earth



Colorado Esplanade in Santa Monica;
Source: santamonicanext.org

STRATEGIES FOR ENHANCING BROADWAY

Broadway Improvements:

- Retrofit Broadway to become the “main street” of downtown with separated bike facilities, street furniture, and trees
- Implement transit enhancements such as level-boarding, dedicated transit lanes, signal priority/queue jumps, and bus rapid transit (BRT)

STRATEGIES FOR ENHANCING 14TH STREET

14th Street features several historic buildings and is a center for the Black Arts Movement and Business District

- Narrow the street
- Add bike lanes/cycle tracks
- Widen sidewalks to allow street trees and seating
- Add art to celebrate the BAMBD culture and history
- Support local businesses
- Connect the necklace of lights



STRATEGIES FOR ENHANCING HARRISON STREET

- Use under-utilized street right-of-way
- Develop vacant lots
- Add street trees
- Add amenities for pedestrians and cyclist safety



TIMED DISCUSSION: Transportation

**15 MIN
GO!**

What do you envision for the future of Broadway, 14th, and Harrison Street?

Where do you think separated bike lanes should go?

Is there anywhere you feel particularly unsafe walking or biking?

What transit improvements do you think are most important?

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ISSUE: PROTECT & GROW CULTURAL INSTITUTIONS & NON-PROFITS

The Central Core is home to a large share of cultural organizations, institutions, and event spaces including, but not limited to:

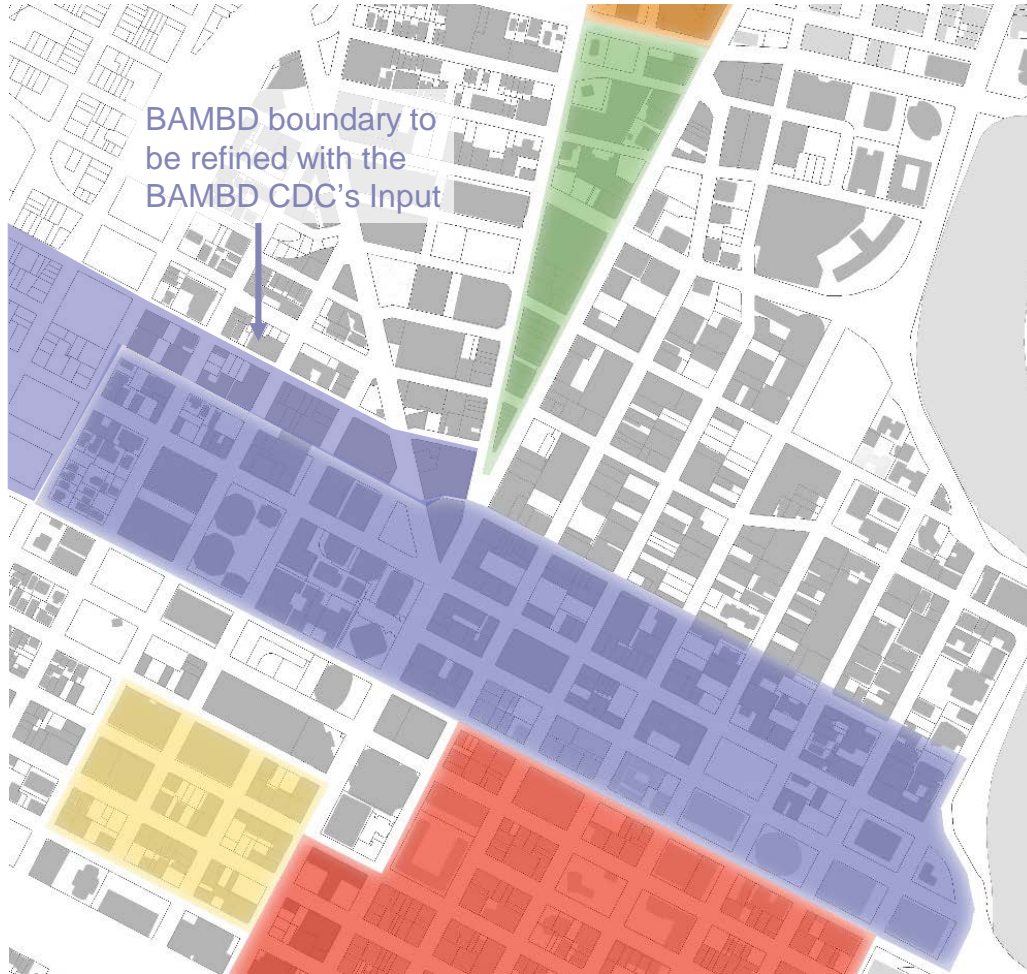
- Betti Ono Gallery
- Bissap Baobab
- The Malonga Casquelourd Center for the Arts
- Oakland African American Chamber of Commerce
- Joyce Gordon Gallery
- Flight Deck Theater
- Pro Arts
- Lower Bottom Playaz Theater Company
- Dimensions Dance Theater
- Diamano Coura West African Dance Company
- SambaFunk!

Many of these and other organizations are concerned about displacement due to rising rents.

STRATEGIES TO PROTECT CULTURAL INSTITUTIONS & NONPROFITS

- Interactive cultural asset mapping to inform what to protect and where to invest
- Create a “displacement mitigation” grant program to provide direct funding to those facing displacement
- Provide training on real estate and business skills
- Create and capitalize a property acquisition fund to purchase permanently affordable arts spaces
- Adopt zoning and land-use policies to require art and culture spaces in new development projects
- Lease city-owned space to arts uses at below-market rents
- Prioritize cultural arts of diverse communities of color, and leverage them as an economic engine for growth

ISSUE: STRENGTHEN AND SUPPORT THE BAMBD



- 14th Street has historically been a center of the Black Arts Movement and Black-owned businesses
- Existing tenants that are continuing this tradition are threatened with displacement by rising rents
- The BAMBD was recently recognized by a City Council resolution

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



* BAMBD boundary to be refined with the BAMBD CDC's Input

STRATEGIES FOR BUSINESS & CULTURAL DISTRICTS



- Recommend urban design and public art elements that celebrate the district and recognize current & historic Black businesses
- Update zoning to require that new uses be compatible with the cultural significance of this area
- Protect the cultural institutions and minority-owned businesses located in the BAMBD

Oakland Black Artists after the City Council voted approval of the BAMBD;
Photo by Adam Turner, blacbirdpressnews.blogspot.com

CASE STUDY: SAN FRANCISCO JAPANTOWN

Primary Goal:

The Japantown Cultural Heritage and Economic Sustainability Strategy document focuses specifically on **how to preserve and promote a neighborhood's cultural heritage.**



Cherry Blossom Festival in Japantown, SF; Source: *SF Citizen*

CASE STUDY: SAN FRANCISCO JAPANTOWN

Key Strategies:

- Japantown Special Use District was established in 2006 and required that commercial uses be compatible with Japantown's cultural and historic integrity
- Planning Dept. helped guide extensive series of studies and planning workshops to create the Draft Japantown Better Neighborhood Plan (2009)
- Historic preservation of building and structure
- Design Guidelines
- Streetscape and pedestrian improvements
- SF Travel branding/marketing

ISSUE: SUPPORT NIGHTLIFE AND ENTERTAINMENT

- Sales and hotel tax revenues help fund City services
- Co-promotion of dining and entertainment supports arts businesses
- Evening uses activate empty streets and increase safety and comfort for pedestrians
- Entertainment serves both residents and visitors



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

STRATEGIES TO SUPPORT NIGHTLIFE

- Expand “experience-oriented” dining, drinking, and entertainment businesses
- Market and promote downtown attractions, districts, and festivals
- Change signage and other regulations to develop a “bright lights” district

TIMED DISCUSSION: Arts & Entertainment (14th Street BAMBD)

**20 MIN
GO!**

How should the BAMBD be promoted and businesses within it supported?

Where are more arts, culture, and nonprofit spaces needed within the Central Core?

Should we limit competing uses to support them?

Should the City relax regulations to support a “bright lights” district (e.g. allow marquees, larger signs, etc.)?

KEEP SHOWING US WHERE PROBLEMS & OPPORTUNITIES ARE



KEEP SHOWING US WHERE PROBLEMS & OPPORTUNITIES ARE

Lincoln rec center
Lincoln Square, 10th Street, Oakland, CA 94612, United States of America

Best park but needs resources


Author: [miketran](#)

Date Created: 2017-07-06T21:11:18-04:00
Type: **Fix Stuff**
Category: **Environment**
Rating: ★★★★★

[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.

[Show/Hide photos](#)



Main gym of Lincoln rec

Votes: 0- / 0+

Benches in tree wells
Delage, 536 9th Street, Oakland, CA 94612, United States of America

Tree well benches



Author: [Familyoakland](#)

Date Created: 2017-08-01T03:41:49-04:00
Type: **Good Stuff**
Category: **Public Space**
Rating: ★★★★★

[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

Map List View Surveys

EBMUD 11th St

Franklin St

Webster St

Harrison St

Quest Nursing Education Center

Broken Car Windows

Reviews: 1
Rating: ★★★★★

[Share your Story](#) | [View All Reviews](#)



Broken Car Windows

Author: [michaeljjlok](#)

Date Created: 2017-09-27T19:17:00-04:00
Type: **Bad Stuff**
Category: **Safety**
Rating: ★★★★★

Summary:
There has been a number of car break-in's in Chinatown at night because a lot of the businesses are closed at night and limited lighting.

Votes: 0- / 0+



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TELL US YOUR IDEAS

Hands-On Design Session (30 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?
- Identify key businesses in the Black Arts Movement & Business District. What ideas do you have to enhance the BAMBD?
- 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 the Central Core have today? What would you like it to be in the future?

BREAKOUT SESSIONS

40 min
GO!

PROCESS

Expanded Equity Analysis

Plan Options Memo

Draft Downtown Oakland Specific Plan

Final Draft Downtown Oakland Specific Plan

YOU ARE
HERE

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