



# EQUITY

IN

# OAKLAND

## The Downtown Specific Plan

**Neighborhood Design Sessions: Uptown & KONO**

**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

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- Introduction, Timeline & Meeting Objectives
- Timed Discussions:
  - Topic 1: Growth and Opportunity
  - Topic 2: Streets & Mobility
  - Topic 3: Arts & Makerspace (Arts + Garage District & Uptown Arts District)
- Hands-On Design Session
- 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

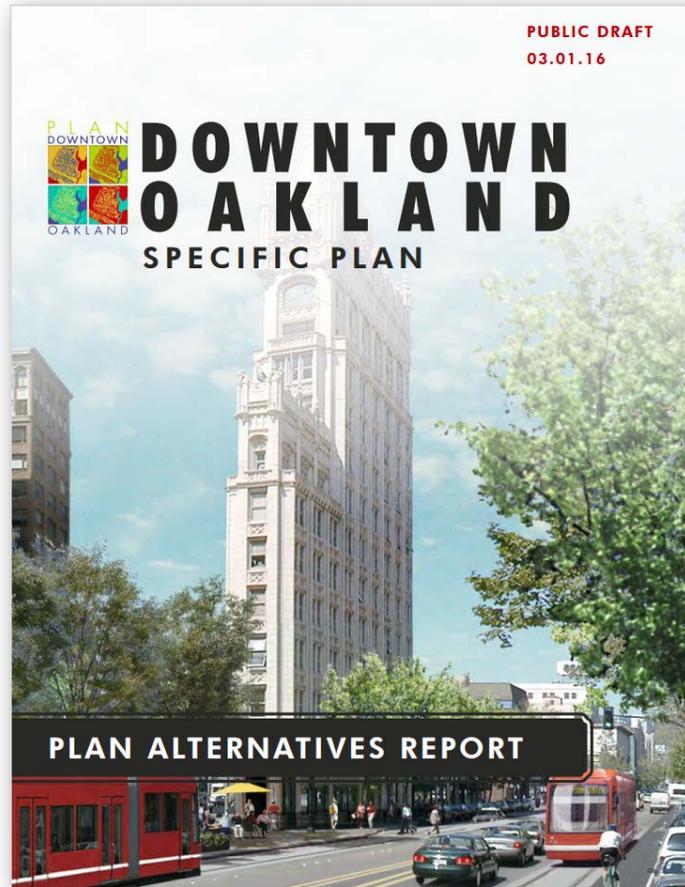
I-SEED  
Asian Health Services  
Khepera Consulting  
Oakulture  
Popuphood  
Center for Social Inclusion  
Mesu Strategies  
PolicyLink

# PHASE I (2015-2016): CHARRETTE & PLAN ALTERNATIVES

Charrette: Hands-On Session



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

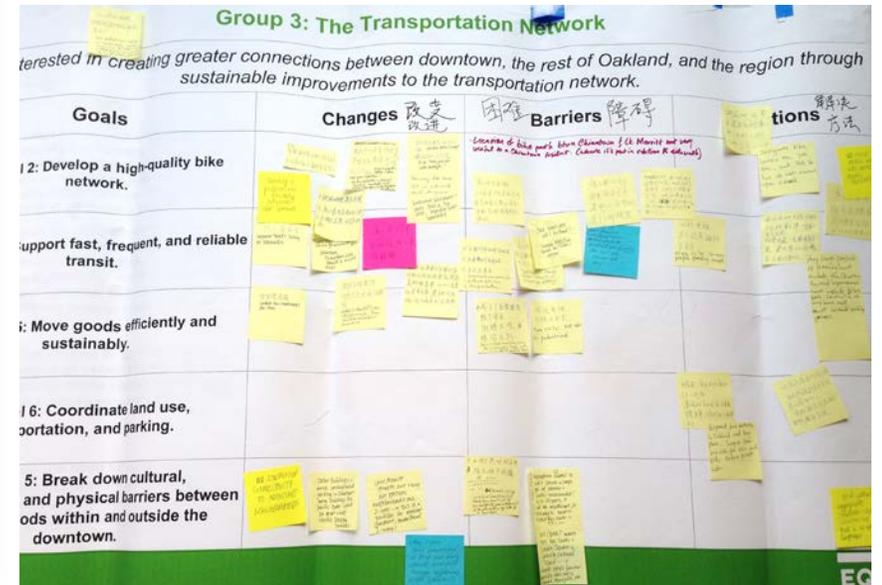
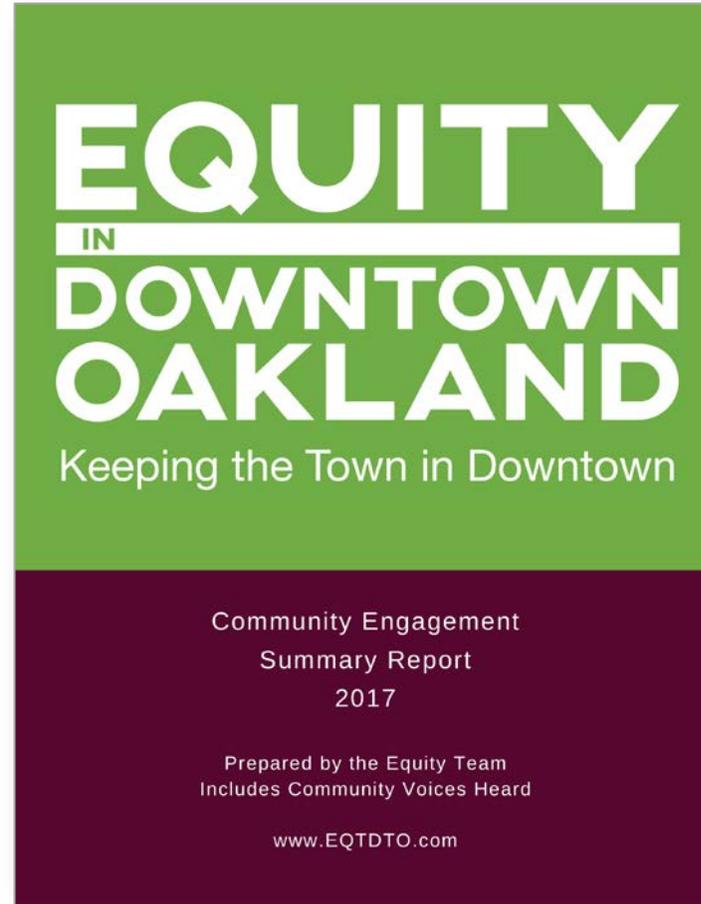


## Plan Downtown Plan Alternatives Report Comments

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 <sup>1</sup> . 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 <a href="http://www.adaptingtorisingtides.org">www.adaptingtorisingtides.org</a> .
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

# PHASE II (2017-2020): EXPANDED EQUITY WORK, DRAFT PLAN REVIEW & PROJECT COMPLETION



# NEIGHBORHOOD DESIGN SESSION: OBJECTIVE

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**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!**

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**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*



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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 Uptown & KONO 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 FABRIC?



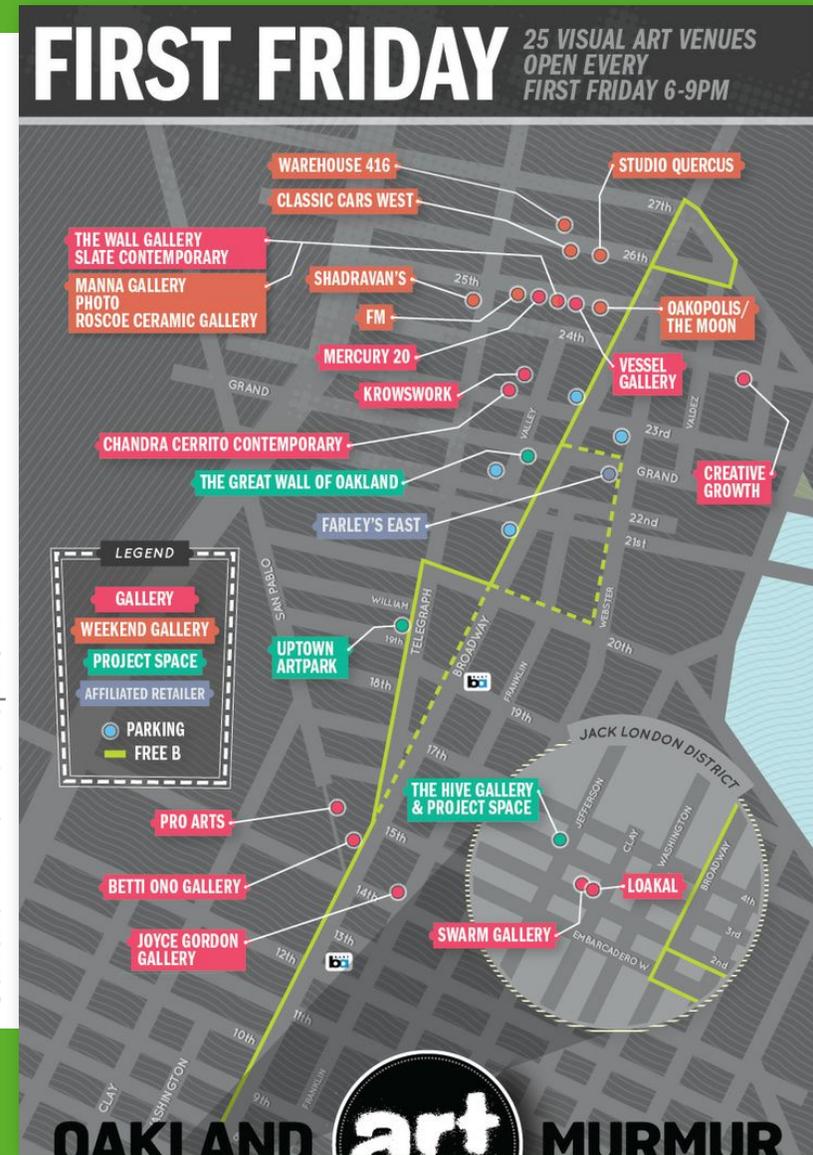
# HOW WILL IT IMPACT THE AREA'S UNIQUE CHARACTER?

Since 2006, OAM has attracted over 1 million visitors!

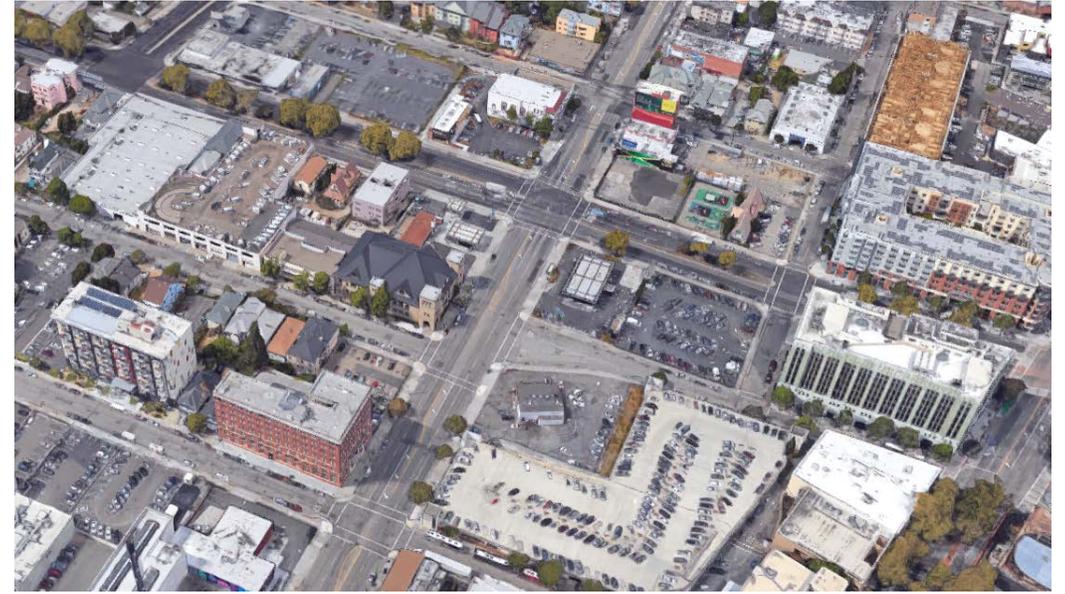


First Fridays Block Party; Source: bartable.bart.gov

Oakland Art Murrmur Map 2012



# 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*

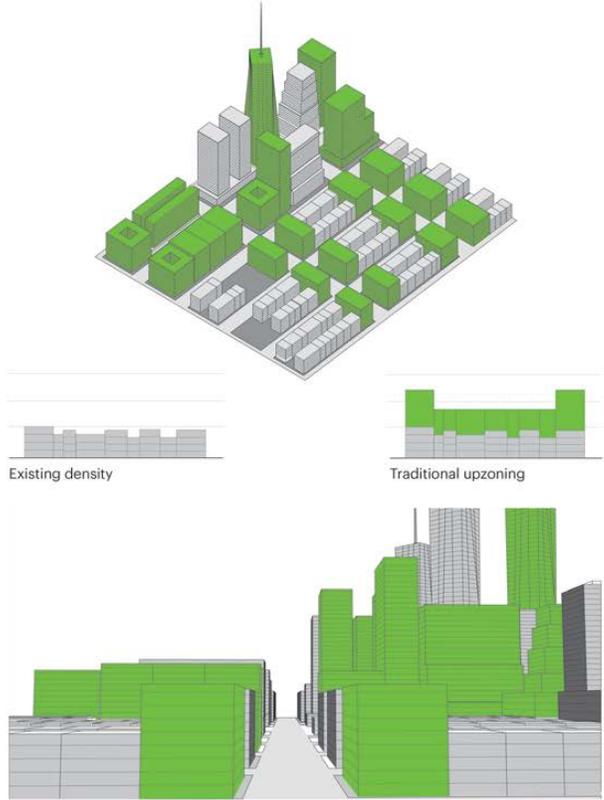
- 48 Uptown Station, 1955 Broadway  
*Under Construction*
- 50 Kapor Center, 2134-2148 Broadway  
*Project Completed 2016*
- 52 Embark Apts, 2162 MLK Jr. Way  
*Predevelopment*



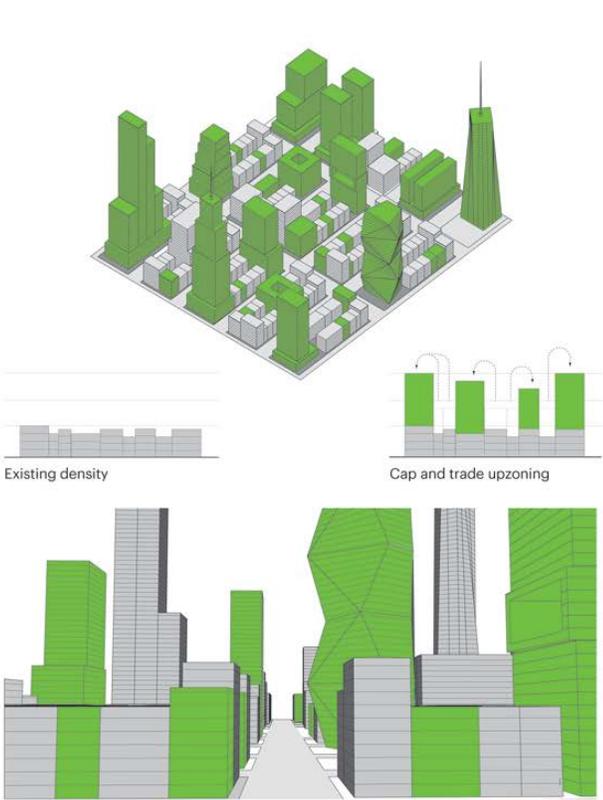
Uptown Station Rendering by Steelblue; Curbed.com

# STRATEGY: DIFFERENT TOOLS TO GUIDE GROWTH

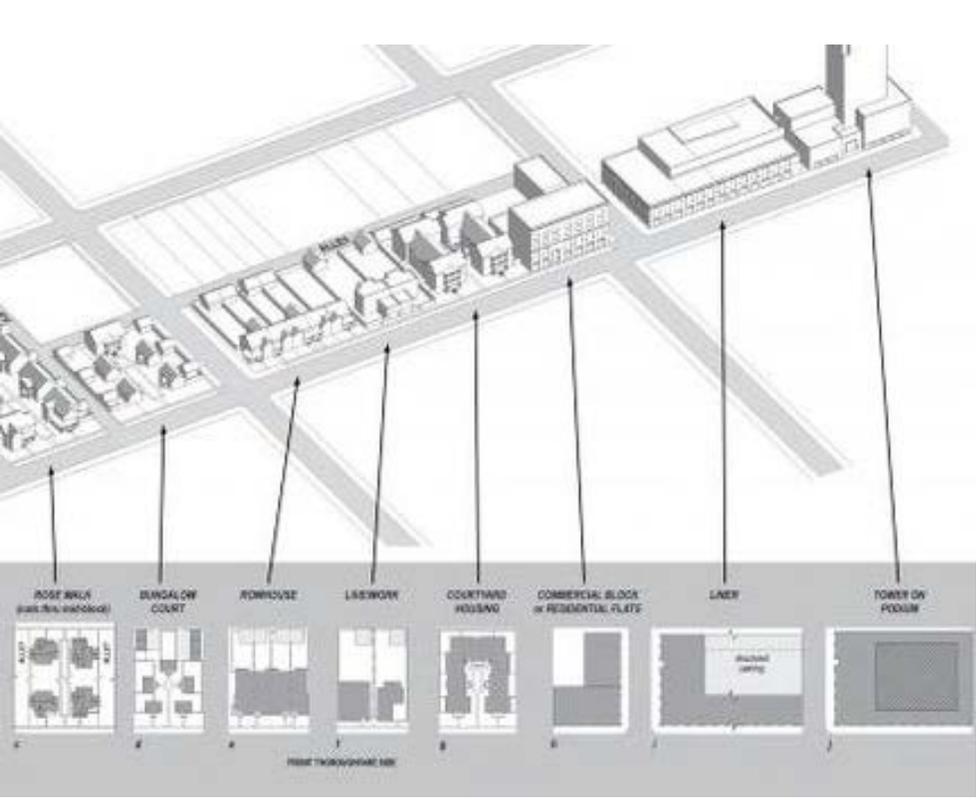
## Traditional Zoning



## 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](http://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)

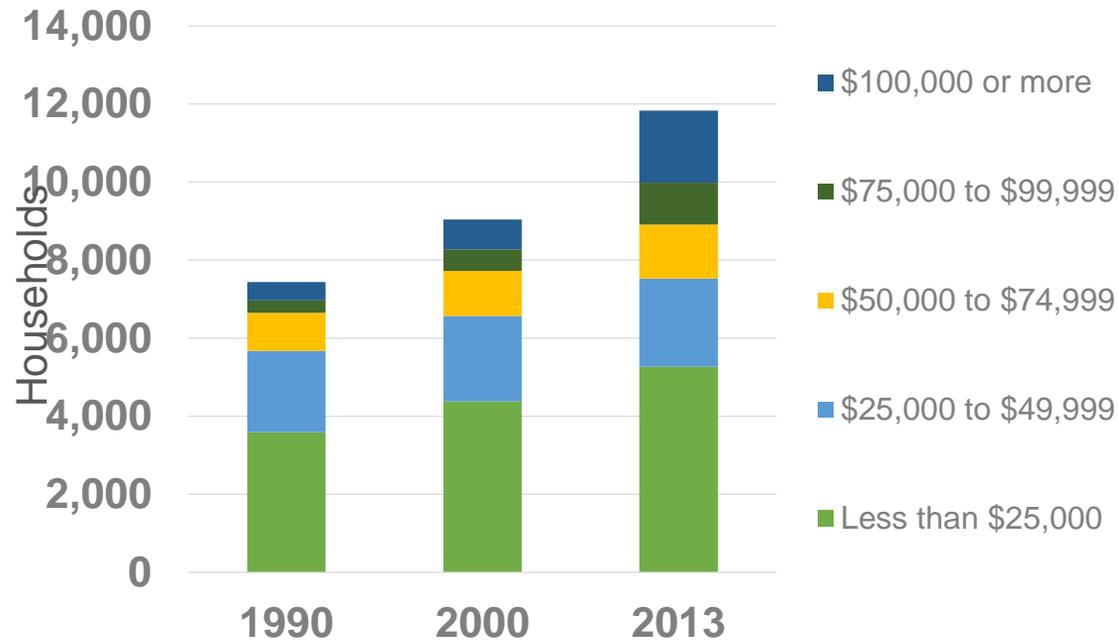
	<b>Fastest-Growing Employment Sectors (Private)</b>	<b>Average Wages (Downtown)</b>
1	Professional, Scientific, and Technical Services	\$90,000
2	Accommodation, Food Services, Arts	\$50,000
3	Information	\$160,000

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

# ISSUE: EXPANDING WEALTH GAP

Middle income households have grown the least in Downtown

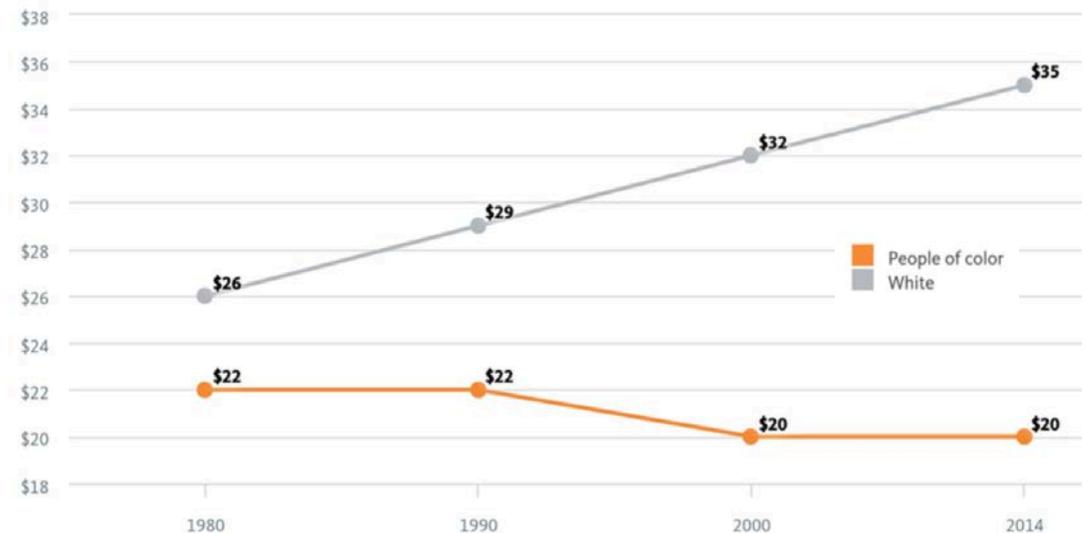
Downtown Oakland Households by Income, 1990-2013  
(2013 dollars, includes Chinatown)



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

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

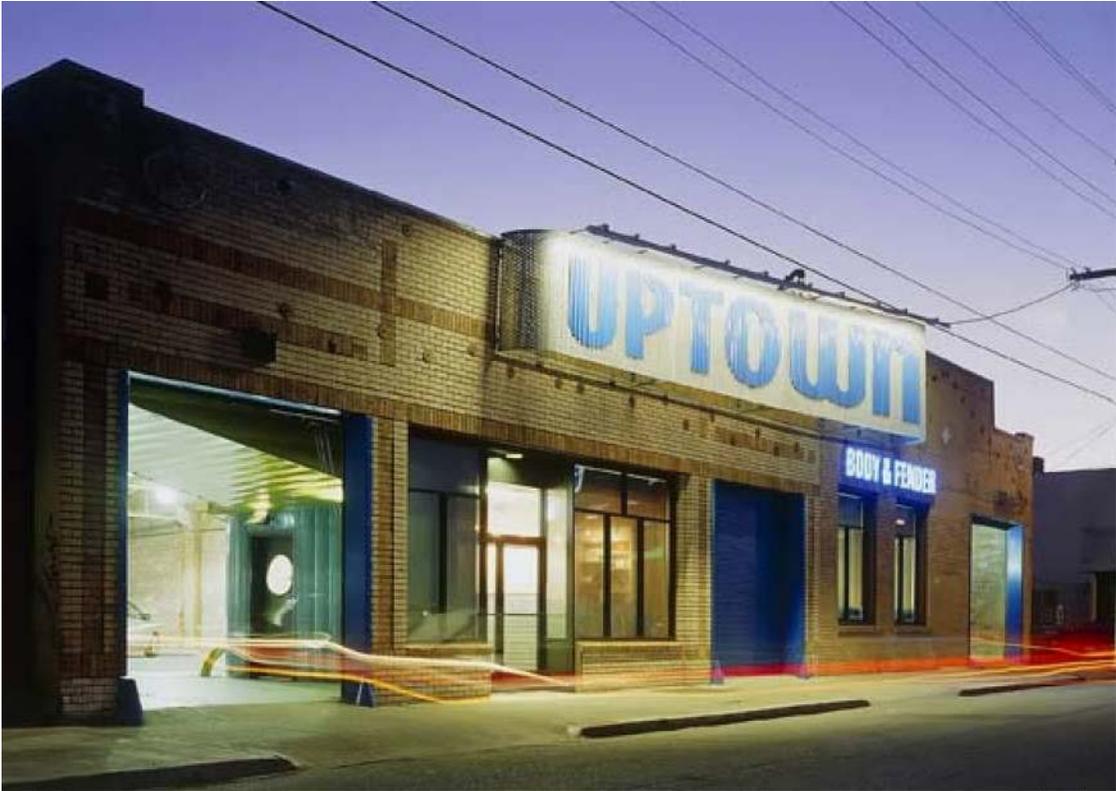


IPUMS  
PolicyLink/PERE National Equity Atlas, [www.nationalequityatlas.org](http://www.nationalequityatlas.org)

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

# 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

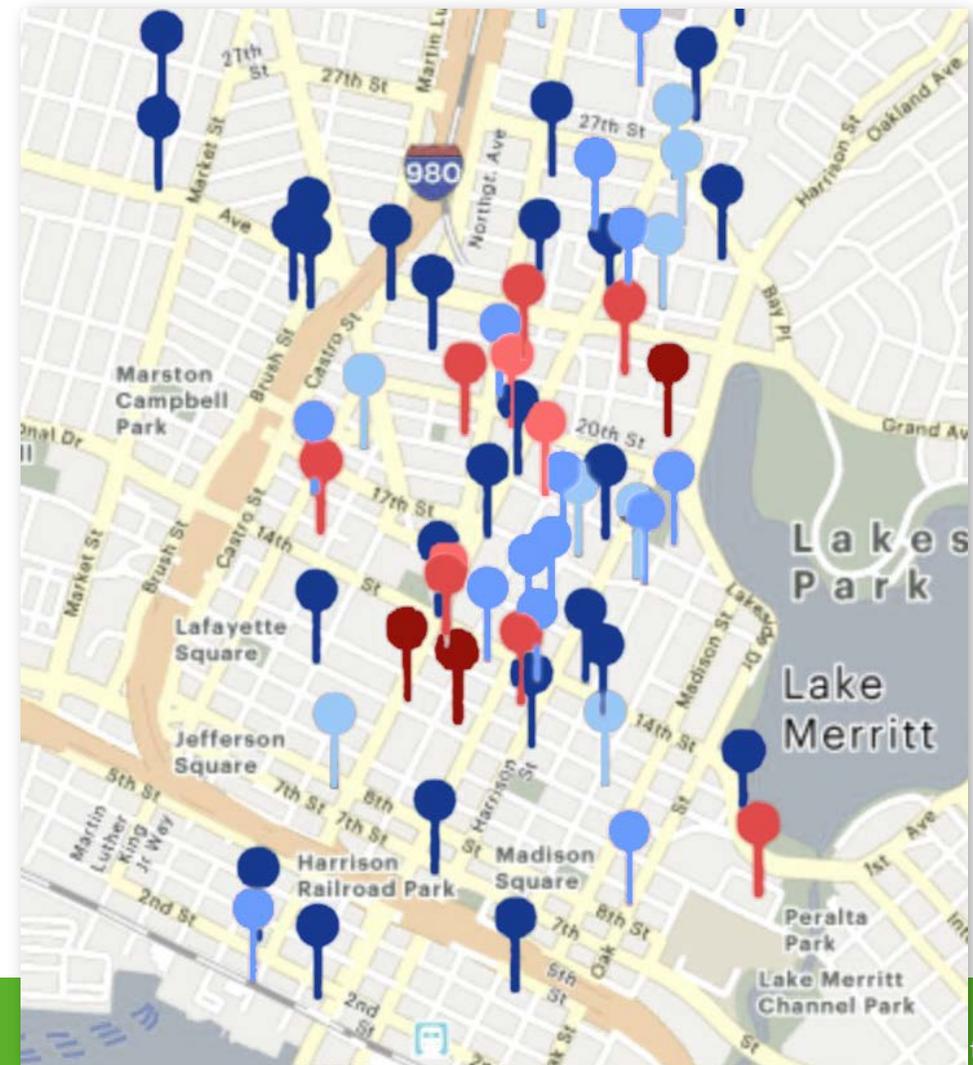
- Managing the transition of older industrial buildings, e.g. automobile repair shops
  - Transition of automobile repair uses to other uses, including art galleries and workspaces
  - Potential risk of losing these art and culture spaces to future development
- Designate specific arts and culture districts; 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



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



# 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

# TIMED DISCUSSION: GROWTH & OPPORTUNITY

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**15 MIN  
GO!**

**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?**

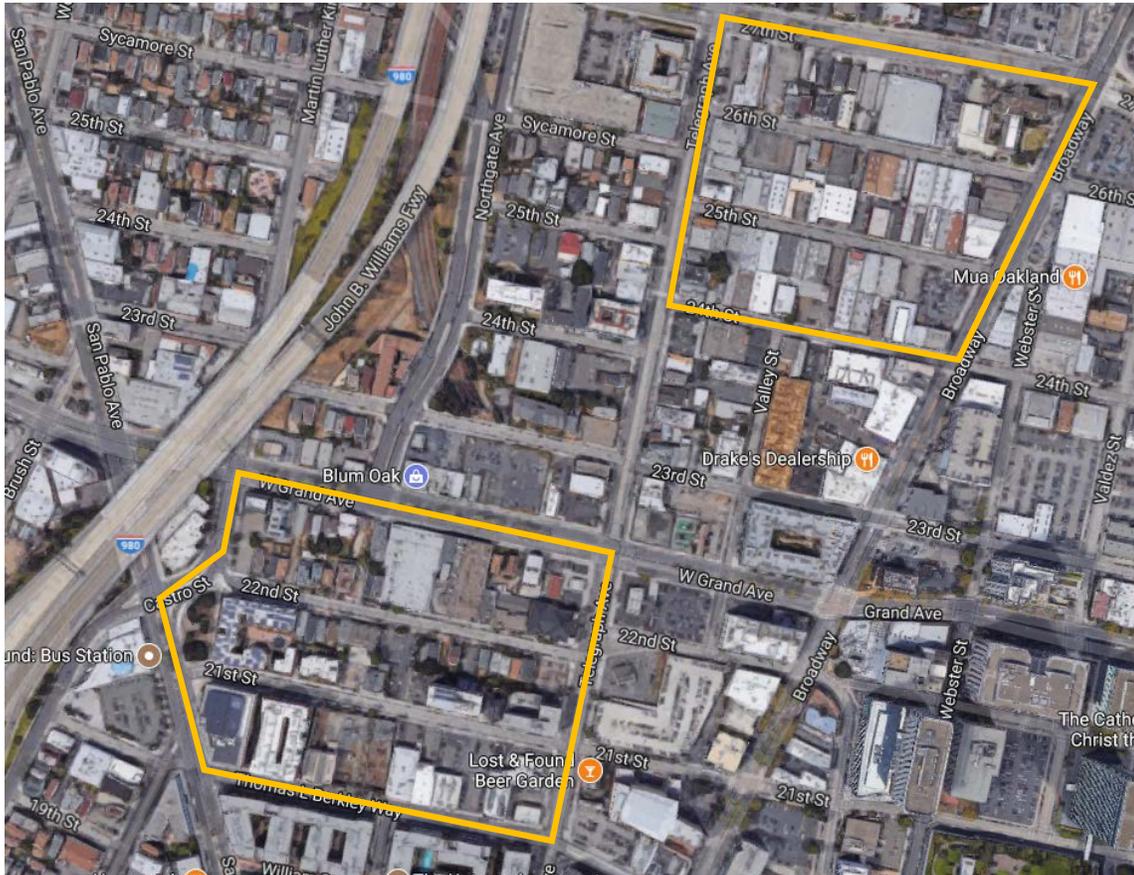
**What should be done to minimize impacts on the neighborhood's unique character?**

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# ISSUE: IMPROVE CONNECTIVITY & WALKABILITY

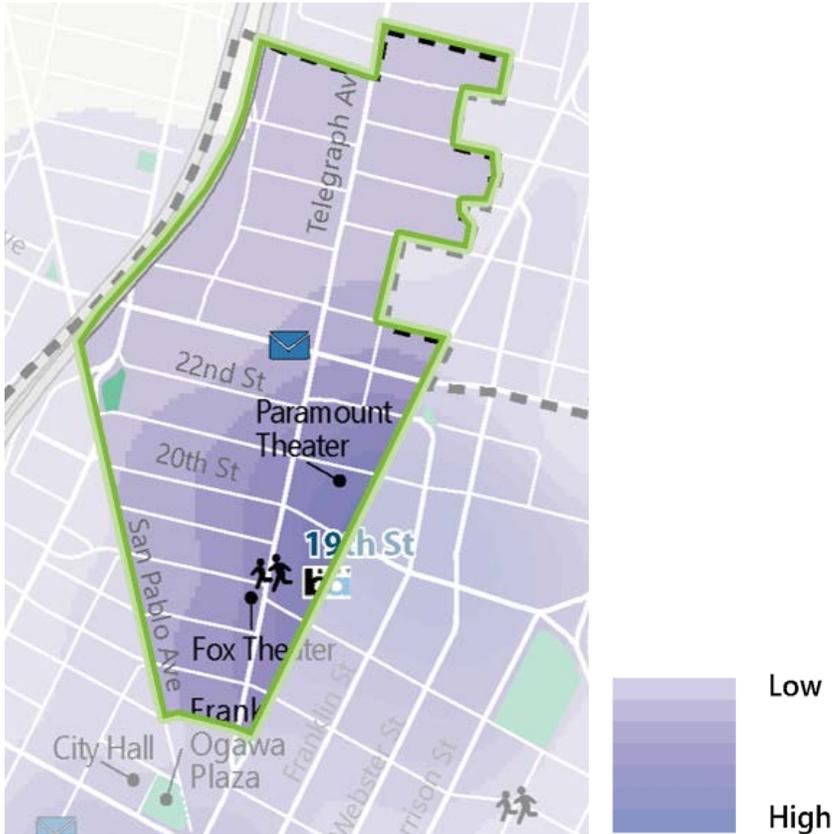


Very long blocks create obstacles for pedestrians navigating downtown.



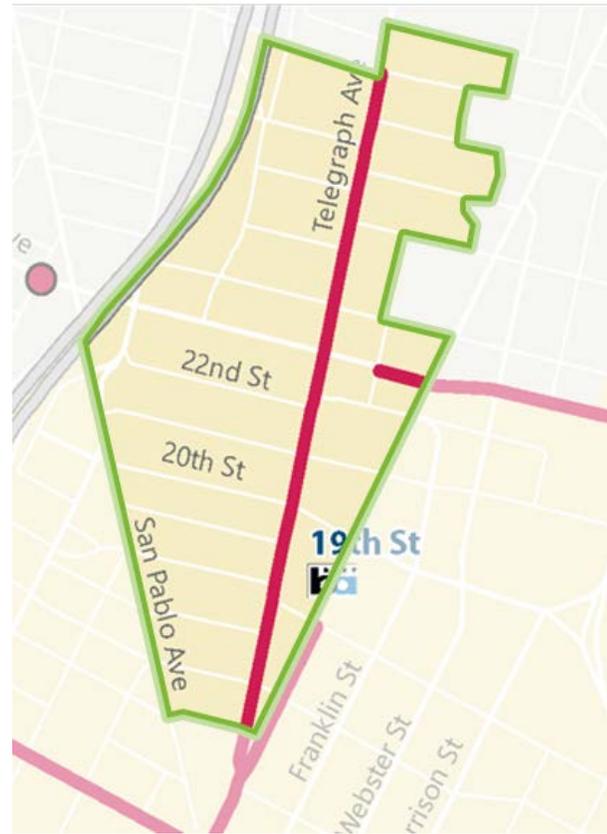
I-980 creates a barrier between downtown and West Oakland.

# STRATEGY: IMPROVE THE BIKE, PED. & TRANSIT NETWORK



**Pedestrian Activity Heat Map with Destinations**

Source: Pedestrian Intersection Counts (2012-2015)



**Pedestrian High Injury Network**

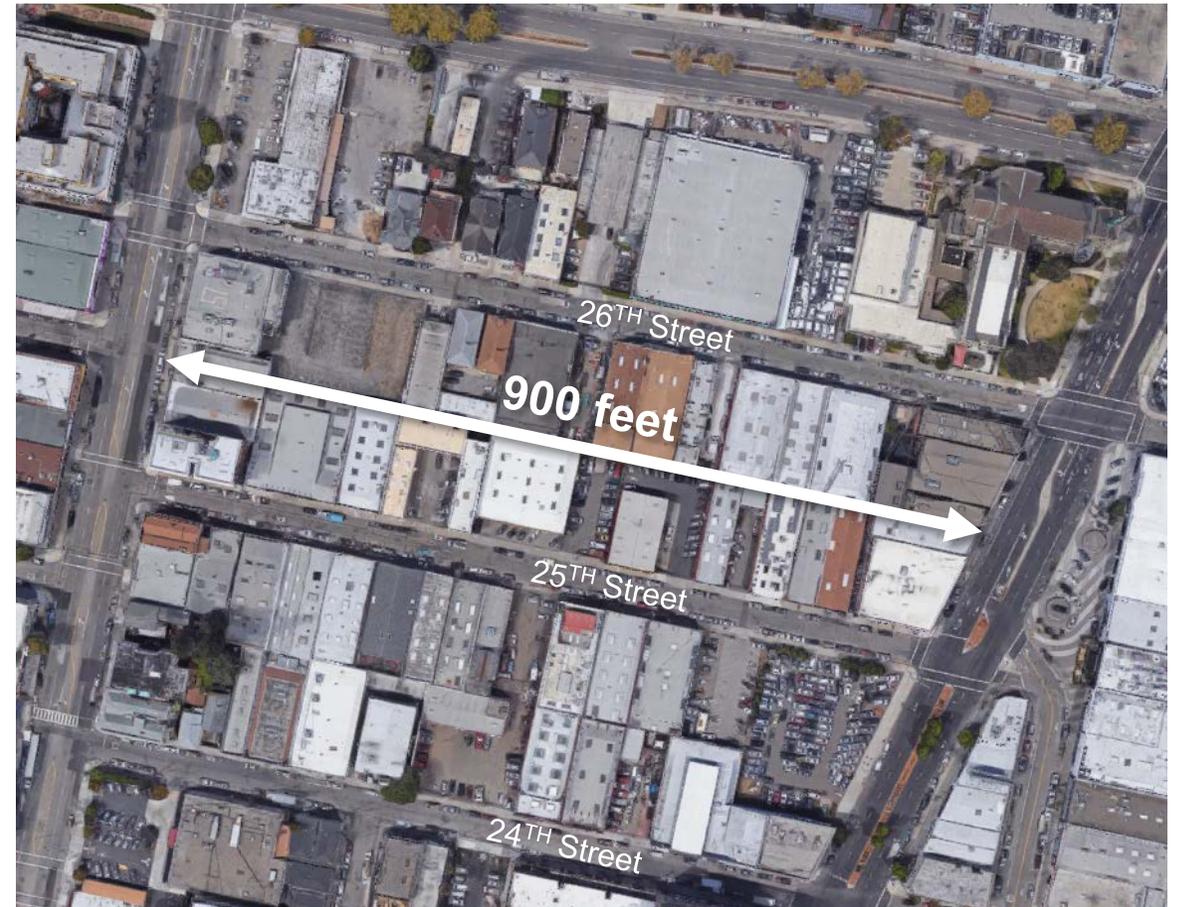
Source: Oakland 2017 Draft Pedestrian Master Plan Update

- 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)

# STRATEGY: BREAK UP OVERSIZED STREET BLOCKS

## UPTOWN & KONO Ideas:

- Introduce pedestrian paseos and alleys to connect 26<sup>th</sup> Street to 24<sup>th</sup> Street and break up the long blocks found there
- Introduce pedestrian paseos and alleys to connect 20<sup>th</sup> Street to Grand Avenue and break up the long blocks found there



# STRATEGY: RE-IMAGINE 27<sup>TH</sup> ST. & NORTHGATE AVE.

## Improving Key Connectors:

- 27<sup>th</sup> 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?



# STRATEGY: ENHANCE 25<sup>TH</sup> STREET

## A+G District Main Street:

- 25<sup>th</sup> 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

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**15 MIN  
GO!**

What do you envision for the future of Telegraph, Grand, 27<sup>th</sup>, & 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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# ISSUE: INCREASE SUPPORT FOR ARTS & ENTERTAINMENT

## Arts + Garage District:

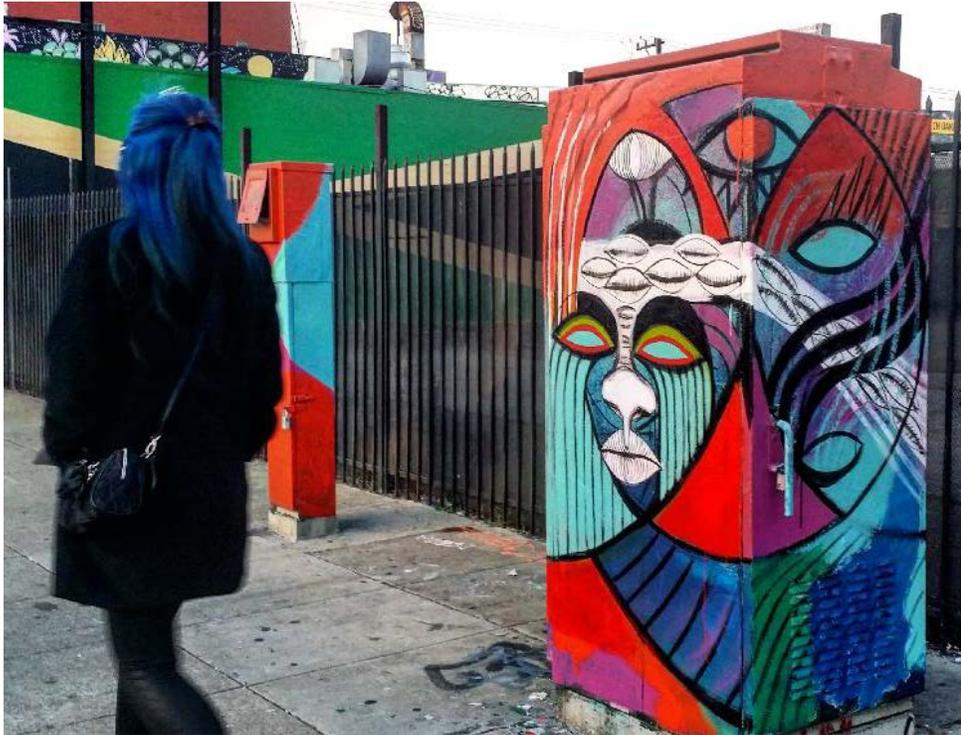
- The existing art galleries in the historic garage district are concerned about displacement due to rising rents.
- What can be done to better support them, and build on the arts momentum that has already gained Oakland a positive regional and national reputation for the arts?



\* BAMBDC boundary to be refined with the BAMBDC's Input

# CURRENT BASELINE: ARTISTS ARE EXPERINCING DISPLACEMENT PRESSURE DUE TO RISING RENTS

## Investment in Public Art



First Fridays; Source: thegoodhop

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

## Artist Anti-Displacement Assistance

**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

# 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

# STRATEGIES FOR ENCOURAGING ARTS & ENTERTAINMENT

## 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

# STRATEGIES FOR ENCOURAGING ARTS & ENTERTAINMENT

## 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
- 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

# CASE STUDY: NASHVILLE ARTISAN MANUFACTURING ZONING

## 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

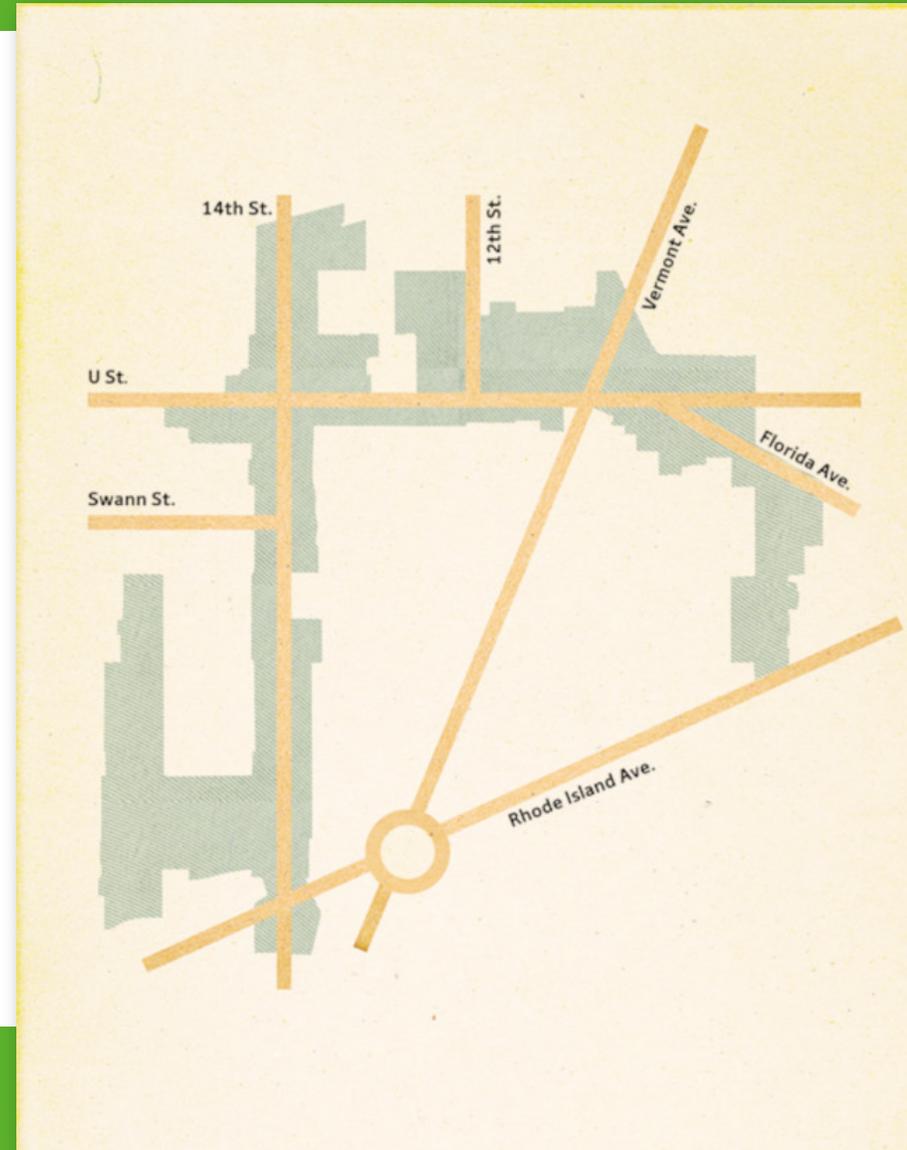


Makerspace in the Wedgewood Houston Neighborhood, Nashville; Source: creativemornings.com

# 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



# CASE STUDY: SILVER SPRINGS MD ARTS & ENTERTAINMENT DISTRICT

## 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](http://silverspringsdowntown.com)

# TIMED DISCUSSION: ARTS & MAKERSPACES

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**15 MIN  
GO!**

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

© Copyright Streetwyze Data. All rights reserved

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

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

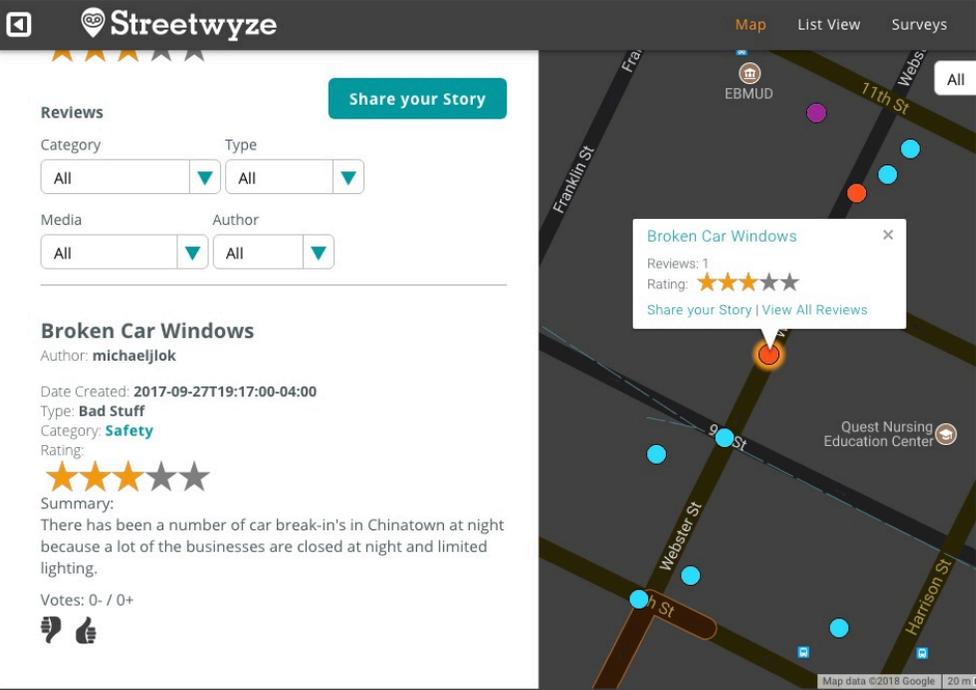
Author: **Familyoakland**

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

Reviews

Category: All Type: All

Media: All Author: All

[Share your Story](#)

### Broken Car Windows

Author: **michaeljjok**

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+



Broken Car Windows

Reviews: 1  
Rating: ★★★★★

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

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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?

# BREAKOUT SESSIONS

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40 MIN  
**GO!**

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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

YOU ARE  
HERE

# WINTER MEETINGS: NEIGHBORHOOD DESIGN SESSIONS

FEB

10

## Central Core

10:00 AM – 1:00 PM

Oakstop, 1721 Broadway #201

FEB

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## Uptown & KONO

3:00 PM – 6:00 PM

Oakstop, 1721 Broadway #201

FEB

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## Old Oakland

2:00 PM – 5:00 PM

E14 Gallery, 472 9th Street

FEB

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## Chinatown

5:30 PM – 8:00 PM

Oakland Asian Cultural Center, 388 9th Street #290