

Attachment F Community Advisory Group Meeting Notes

Contents

Community Advisory Group Meeting #1

February 2, 2016 2

Community Advisory Group Meeting #2

March 23, 2016 5

Community Advisory Group Meeting #1

Meeting Notes

February 2, 2016

Debrief on Feb. 1 Community Meeting at Malonga Center

Need a timekeeper at community meetings

Capacity issue (doors were closed because 300 max occupancy reached)

Some participants didn't want to hear about city initiatives

Send link to CAG: PowerPoint, want to see PowerPoint online

Plan Alternatives Report

Hard to see the maps showing anticipated development and alternatives (the shades of yellow/orange are too similar) more contrast in color needed

People like getting rid of I-880 too

Jack London District:

- PG&E site – identified as underutilized
- #1 issue – railroad tracks in Jack London
- Trucks, light industrial – jobs, maker spaces, recording studios, small businesses. Concerned about space for light industry.
- Don't want to be the next Walnut Creek, San Jose or San Leandro
- Want new industrial space
- Low-rise industrial buildings West of Broadway
- Work-live okay, no live-work
- Custom manufacturing – don't always default to retail on 1st floor
- We do not need more retail space. Focus it where we've got it
- Preserve manufacturing space

Concern about lack of light industrial space in the plan

Must see clear intention about commercial / light industrial

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- Custom manufacturing on the ground floor
- Over saturation with retail ground floor where we already allow it/focus it

Equity = balance

Howard Terminal – cannot be residential due to state law. Do not want another office park

The neighborhood is so impacted by freeway

Ballpark Examples:

- Mission Bay
- San Diego
- Fenway Park
- Wrigleyville

Speculation is driving up costs already – when we make these public, it justifies raising people's rents and kicking them out

Streamlined language

Waterfront highlight in all presentations

KONO: 25th St. Area

- Red outline – implies something
- Is an incorrect boundary with Broadway Valdez

Lake Merritt Office District

- No pier on lake
- Measure DD improvements
- Already plan for the park that has been thought out
- Show a future phase that enhances the green and removes pavement
- Taller height at Lake Merritt Office District
- Are these 20,000 square feet?
- Show section near Lake

Need alternatives that achieves ABAG numbers for Downtown without Howard Terminal and I-980

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- Need community benefits; density bonus

Step down towards lake and Jack London

Show more development closer to BART

- Why limit to the current height? Maximize.
- Show proposed Kaiser Towers

Line of sight – look how it affects our mental health – room to breathe, no more hodgepodge / chaos of buildings

Need order and aesthetics

Would like an appendix with details on assumptions and thinking behind choices (heights changing; zoning uses changing)

More information about why we feel the need to limit development to existing buildings? We are not locked in. Visit Vancouver.

Defined benefits (density and bonuses) in implementation program – need numbers

Lots of vague language about affordable housing in previous specific plans has given away any opportunities for incentives / benefits

History of land banking (owners) due to unrealistic expectations caused by over zoning – over zoning causing problems + demolition by neglect

There still is recognition that growth will help the city – we need it

- It's the fuel you need in the tank to drive these improvements / benefits
- Impact fees – need infrastructure or there's nothing to build on top of

Community benefits plan – Social equity strategy

- Non-negotiable
- have to be at the core of the plan

Mitigating impacts is not a benefit – you are required to do that

Step the buildings down to the waterfronts – section through the site (show with Legos)

Provide list of questions for future meetings

CAG needs education tools (PowerPoint slides for density / parking innovations) for discussing the proposals with their respective members

Tech equity week 2/23 or 2/24

Techequity.com

Community Advisory Group Meeting #2

Meeting Notes

March 23, 2016

Large Group Comments

Note that there is a very small turn out for this meeting

- could be skewed representation of ideas if larger membership is not here to offer their feedback;
- specifically missing the small businesses (Regina of Regina's Door was present)
- is it possible to have a meeting between now and April 6? Or have individual meetings with people not able to attend today?
- meeting time could be an issue
- consider a doodle poll for best meeting times
- “scaffolding” meetings

Growth in the plan is very modest; we need to be thinking about our role in the region as the largest city in the East Bay

Density should be focused on the center of Downtown, not in multiple places spread out Downtown

The Plan Alts Report is weak on affordability and equity

Purpose of PDA is to assign 40% of the region's growth to the three largest cities

Equity needs to be incorporated throughout the plan, not set in a separate section only

It would be helpful for comparison to get a sense of what numbers we're supposed to plan for; what should we accommodate (ABAG projects) – page 6.10 of Plan Alternatives Report analyzes ABAG numbers compared to plan projections

- Should also compare plan numbers with PDA projections
- Need to compare average household size downtown with supply of units
- Identify where there are any unmet needs (production types, i.e., 2-3+ bedrooms for families)

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I-980 and Howard Terminal – these are great visionary ideas, but don't want to spend too much time on them; should focus more on modest, doable actions with phased implementation; want 2-way conversion now

Broadway improvements lacking; this street pulls together all of the neighborhoods of Downtown, but needs more emphasis in the plan to make it into a grand boulevard

The Plan Alts Report is strong on urban design and transportation, not as clear on uses

Must consider the affects of moving the homeless; Catholic Charities is doing good work to help address trauma of moving homeless from their temporary encampments

Call out very low-income housing as part of the need for “affordable” housing

Need to address the uses and character of the uses we want to plan for downtown; what *kind* of businesses, services, jobs, etc.?

The criteria section is unclear and needs more work

Address view corridors

Address nonprofit office space

List affordable housing incentives

Show public land that might be available for housing

Address art uses

Preserve industrial spaces for job generation

Small Group Activity

CAG members self-selected into groups to discuss the following topics: (1) Connectivity & Access, (2) Built Environment, Preservation & Housing and (3) Arts, Culture & Economic Development. Each group responded to the Plan Alternatives Report's vision and goals, policy recommendations, alternatives, and equity related to the respective topics. A transcription of the notes from the activity is presented below.

CONNECTIVITY & ACCESS

Vision and Goals (Section 1: Introduction: Vision for Downtown, 1.8-1.11)

Designate another BART Station along Franklin St., not in fringe in West Oakland

Broadway needs high-level transit investment i.e., streetcar

Complete streets coordinated with adjacent neighborhood i.e., Freeway Access Project

2-way street – what will be the priority and criteria for which streets convert first?

2-way streets to calm traffic to make sidewalks walkable; make 2-way conversion requirement of big projects

Direct traffic off of Broadway?

Policy Recommendations (Section 4: Planning Goals, 4.4- 4.25)

Emphasize Broadway – should be focus of Downtown improvements; plan for grand boulevard

Signage

Coordination between freeway access and transit circulation

Sound wall on I-880, one that curves in

Some kind of landmark in center for Chinatown; not gateways on outskirts

Structures under freeway

Public uses under the underpasses

Earthquake preparedness

Alternative Plans (Section 5: Illustrating the Downtown Neighborhoods & Section 6: Evaluating Alts)

Better connect neighborhoods using Broadway as connective tissue

Address dead zones

Incentive to Trans-America building to build higher than originally planned

Equity (Throughout Report)

Recreate the downtown street grid; give bonus to developers who create walkway where street used to be

Road diets

Semi-promenade / paseo / greenway from south to Lake Merritt

BUILT ENVIRONMENT, PRESERVATION & HOUSING

Vision and Goals (Section 1: Introduction: Vision for Downtown, 1.8-1.11)

Include something about very low- and low-income housing

Equitable TOD (ETOD)

Built environment – complete community: retail, services, amenities that are affordable (food, childcare, shops, schools libraries), expand local access to these amenities

Jobs

What's the vision for what uses we want to see in each subarea of downtown?

Vision: Principles

Built Environment Preservation & Housing

- “Focus intensity...” (first bullet on page 1.10) needs to be rewritten: clarify if its comparing to other Downtown neighborhoods or other neighborhoods in Oakland
- Discussion about pros & cons of designating subareas for family vs. entertainment vs. retail, etc.
- Retail needs to be focused; no more scatter shot approach; focus on Broadway and Telegraph
- Go for the parking lots
- ID the notes opportunity areas in each Downtown neighborhood
- Need the density above retail to bring people in
- “Create walkable, bikeable...” change to urban design/universal design
- “Help attract a vibrant mix of uses...” delete “vibrant”; for who? What uses?

Affordability & Equity Principles

- critical to housing
- Preservation and affordable housing overlap
- Change the “keep downtown affordable...” to make/ensure, etc. (Downtown is no longer affordable)

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Opportunity

- Fire Alarm building could become arts space
- Make plan b for 19th St. Emerald Views development

What kind of place do we want downtown to be? How will the plan answer this?

Policy Recommendations (Section 4: Planning Goals, 4.4- 4.25)

Good mention of view corridors

Where will the fuller vision come from? How will we do the mixed use and concentrated development?

Displacement and equity should be integrated into every section

Needs to mention non-profit office space (preservation)

List housing incentives and new ones

Use of public land as strategy for affordable housing; need to ensure sites for affordable housing

Preservation of industrial use in Jack London (housing near Broadway is OK as long as there is No Complaint Clause

Art uses require truck access – this might be contradictory to “walkable streets”

Alternative Plans (Section 5: Illustrating the Downtown Neighborhoods & Section 6: Evaluating Alts)

What are the criteria?

Housing affordability: criteria assumptions need to be checked

Equity (Throughout Report)

ARTS, CULTURAL HERITAGE & ECONOMIC DEVELOPMENT

Vision and Goals (Section 1: Introduction: Vision for Downtown, 1.8-1.11)

Local Oaklanders (particularly those with generational ties to Oakland) feel comfortable and the surroundings feel familiar; vision includes people of color working as employees and patrons of local stores and businesses, and able to afford the goods and services offered in the Downtown businesses.

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Youth, particularly youth of color, feel safe (translation: not targeted by police) hanging out in public

Elders help hold safe spaces (particularly for youth of color) and local businesses support each other

Local businesses help to foster the culture of Oakland: relationship building, kinship, events, etc. (examples of businesses doing this: Mamacita Café (culture collective), Town Kitchen, Merriweather, Regina's Door)

All businesses support each other

Cultural tolerance and conversations

Social enterprise

Oakland's cultural traditions are restored

Activism is an important part of Oakland's heritage

Cultural Change

- Different cultures hold their space differently
- Regina's Closet is Black space – other people are afraid to come visit the store at first
- Need to make an Oakland that the existing residents feel comfortable in; where they feel welcome
- Regina and other Oaklanders are feeling traumatized by the shift in the culture that makes them feel uncomfortable in their long-time neighborhoods
- What is comfortable? When you see people like you. When you can afford to patronize a business. When people who work at and patronize a business look like you. Stag's is comfortable because there are people of all races on the staff.
- New business need to both reflect and hire local Oaklanders and reflect the community's creativity and innovation
- Prioritize and support the areas that are already thriving
- Performance art & entertainment
 - Right now there are freestylers and DJs and parties, but they're starting to get shut down due to noise complaints from new residents
 - Ease the noise ordinances to protect this activity
- Need deep conversations and relational work:
 - Invite people to events that are friendly for all ages and cultures
 - Get people involved actively as mentors

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- Have ambassadors between cultures
- BAMBD needs to be more than just a sign – there need to be events that bring new folks to those businesses and support them economically
- Urban design, aesthetics & comfort
 - New development is taking away part of our sky: we need to keep light in the city – people go out of their way to avoid areas where towering skyscrapers block the light
 - At least give us greenery, like decorative light poles with hanging flower baskets

Youth/Intergenerational Culture

- Young people (young, black men in the example given) are assumed to be criminals by default
- Pushed away by the BID ambassadors if they're just hanging out, not buying anything
- They feel like strangers in their own neighborhood, targeted
- Need public outdoor spaces where they're allowed to just be without spending money.
- The culture of Oakland is to mother and father the youth
- Engage BIDs and Ambassadors in restorative justice training using a trauma-informed health lens along the Broadway Telegraph corridor – not just for how to appropriately treat youth, but also homeless and people with mental health issues

Business Leaders as Community Builders

- Local business leaders are doing on-the-ground relational work
- These businesses let youth hang out in their businesses, protect them during protests, host events and support groups
- New businesses that come in don't know about this historic network of community institutions
- Businesses along 15th, 17th & 19th are long-time business owners that know each other and work together, although 15th street is starting to change
- Map out these community and youth-supportive businesses (Regina's Door, Mamacita's, Town Kitchen/ISEEED, 15th Merriweather, Tilde)
- Support these local, small businesses by pairing them with business mentors, like Kaiser's adopt-a-business program [the entire room expressed enthusiasm for this idea]

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Policy Recommendations (Section 4: Planning Goals, 4.4- 4.25)

Business Improvement District Ambassadors trained in cultural sensitivity (so youth, particularly youth of color aren't automatically seen as possible criminals and targeted and shooed away).

- Restorative justice trainings as central piece of BID approach
- BIDS engaged in connecting local youth to area youth resources

Noise ordinances to be eased – need to protect the activity (i.e., street parties along 15th St.)

Black Arts Movement and Business District needs more than just a name; needs policy support and cultural equity funding

New development is impacting social enterprise and nonprofit youth service providers (such as the new building going in next to Youth Radio) – concern that 600 more people on the block are going to make transit access worse

Offer a bonus to developers for providing space for youth service providers and social enterprises such as United Roots (has enterprise programs such as Hack-the-Hood, Game Heads) and Youth Impact Hub which serve as incubation and innovation labs. Use density bonuses to require funding or space for these community-serving organizations so they have the security of long-term ownership – easements? Storefronts? Manufacturing?

Require youth-service space in buildings (either for youth service providers or similar social enterprises)

Lease vacant buildings to youth service organizations / social enterprises

Adopt policy of larger business “adopting” smaller businesses (such as Kaiser, etc.)

Community Benefits for Development

Alternative Plans (Section 5: Illustrating the Downtown Neighborhoods & Section 6: Evaluating Alts)

Snow Park – youth already hang out there

Gardens in the tree wells – businesses adopt and take care of them (17th St.)

Decorative lighting with hanging flower baskets (17th St.)

Green rooftops for bus stops (Philadelphia example)

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Equity (Throughout Report)

Other

- Active Spaces: Jackson Park is used successfully, from tai chi at 5:00am to pickup basketball at 11:00pm – how do we get more of that throughout Downtown? Snow Park also – youth actually hang out there already
- Cultural/Political Activism: How do we design for protest and demonstration? Provide safe spaces for participants