



**EQUITY**

**IN**

**OAKLAND**

**The Downtown Specific Plan**

**Creative Solutions Lab: Arts & Culture**

**February 5, 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: CREATIVE SOLUTIONS LABS

**FEB**  
**05** **Arts & Culture**  
5:30 PM – 8:00 PM  
Oakstop

**FEB**  
**06** **Streets, Connectivity & Mobility**  
5:00 PM – 7:00 PM  
The Flight Deck

**FEB**  
**07** **Housing & Economic Opportunity**  
5:30 PM – 8:00 PM  
Oakstop

**FEB**  
**08** **Built Environment & Sustainability**  
5:30 PM – 8:00 PM  
Oakstop

# WINTER MEETINGS: NEIGHBORHOOD DESIGN SESSIONS

**FEB**  
**10** **Central Core**  
10:00 AM – 1:00 PM  
Oakstop

**FEB**  
**10** **Uptown & KONO**  
3:00 PM – 6:00 PM  
Oakstop

**FEB**  
**11** **Old Oakland**  
2:00 PM – 5:00 PM  
E14 Gallery

**FEB**  
**13** **Chinatown**  
5:30 PM – 8:00 PM  
OACC

# OVERVIEW

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- Introduction, Timeline & Meeting Objectives
- Desired Outcomes & Initial Strategies
- Tell Us Your Ideas (Breakout Sessions)
- 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

### Outreach

I-SEED  
Asian Health Services  
Khepera Consulting  
Oakculture  
Popuphood

### Equity Analysis

Center for Social Inclusion  
Mesu Strategies  
PolicyLink

### Environmental Review

Urban Planning Partners  
Architecture + History LLC  
Panorama Environmental  
TOWN  
Urban Advantage  
William Self Associates

### Urban Design

Opticos Design

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

Charrette: Hands-On Session



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

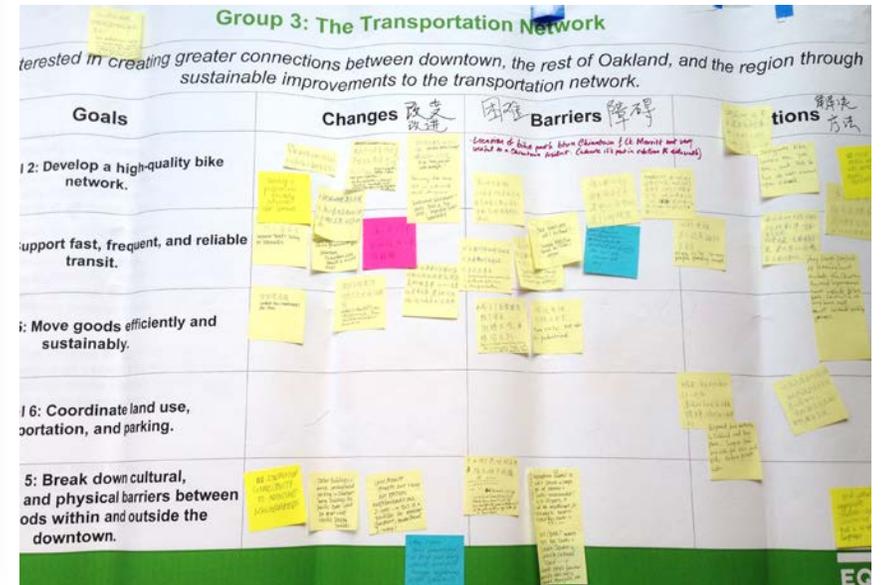
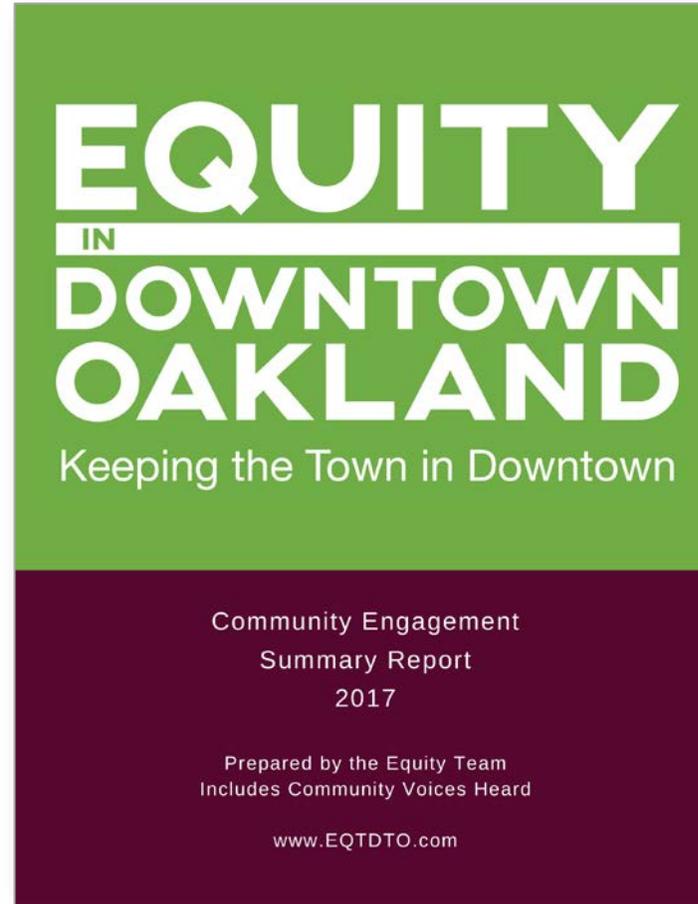
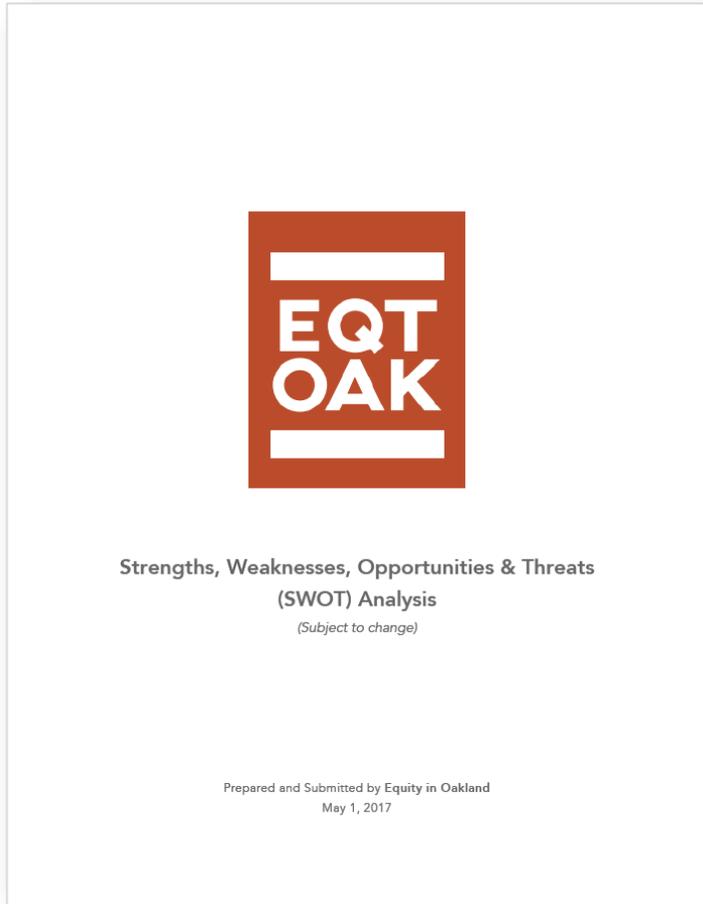


## Plan Downtown Plan Alternatives Report Comments

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



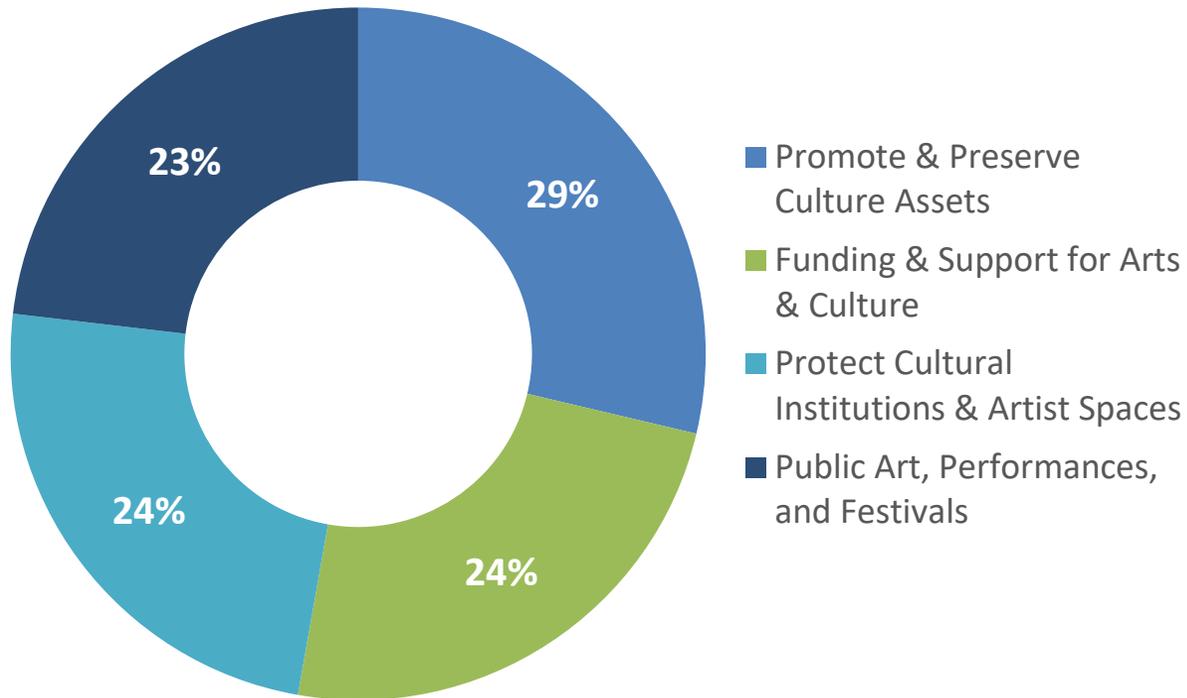
# CREATIVE SOLUTIONS LAB: OBJECTIVE

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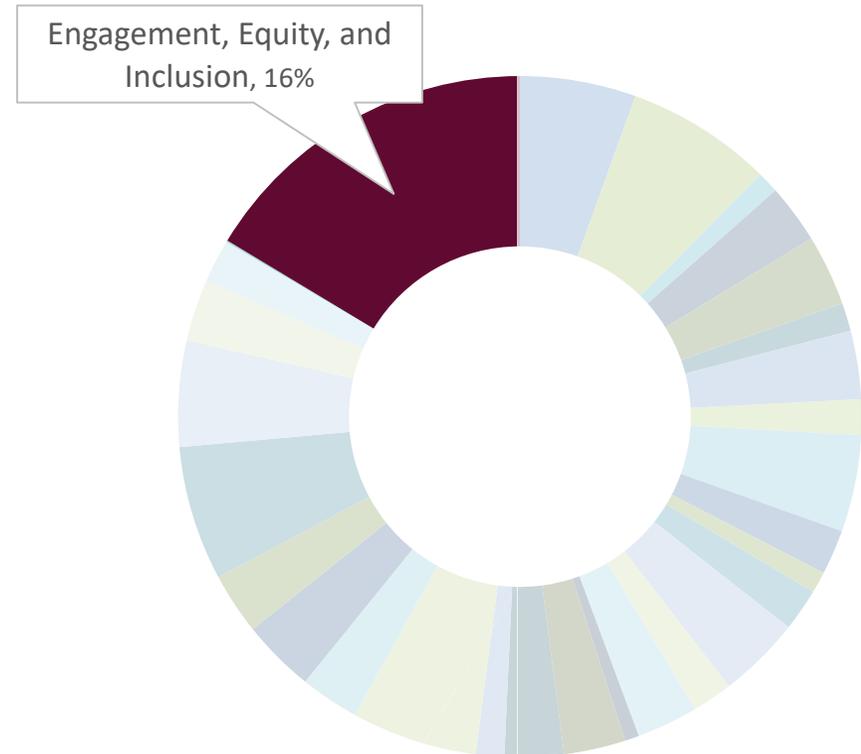
Ensure we are **prioritizing the right issues**, **learn** about draft ideas for the plan and ongoing city initiatives, and **workshop** new ways to address the primary concerns in Downtown.

# COMMUNITY PRIORITIES: EQUITY WORKING GROUP MEETINGS

Feedback on Arts & Culture



Overall Feedback by Sub-Topic



# KEEP SHOWING US WHERE PROBLEMS, OPPORTUNITIES & ASSETS ARE

New Parkway  
**New Parkway Theater**  
Author: **alss805**

Date Created: **2017-08-04T15:33:03-04:00**  
Type: **Good Stuff**  
Category: **Art**  
Rating:  


[Jump to asset](#)  
Summary:  
Votes: 0- / 1+  
 

ProArts  
**ProArts**  
Author: **alss805**

Date Created: **2017-08-04T15:31:20-04:00**  
Type: **Good Stuff**  
Category: **Art**  
Rating:  


[Jump to asset](#)  
Summary:  
Gallery and programing for local artists

Octopus  
**Octopus Literary Salon**  
Author: **Bradley**

Date Created: **2017-08-09T20:47:16-04:00**  
Type: **Good Stuff**  
Category: **Business**  
Rating:  


[Jump to asset](#)  
Summary:  
Cafe during the day, and music, readings and more at night in a storefront of nondescript office building.  
[2017-08-09 09:48pm](#) 2102 Webster St

[Show/Hide photos](#)



Votes: 0- / 1+  
 



# OVERVIEW

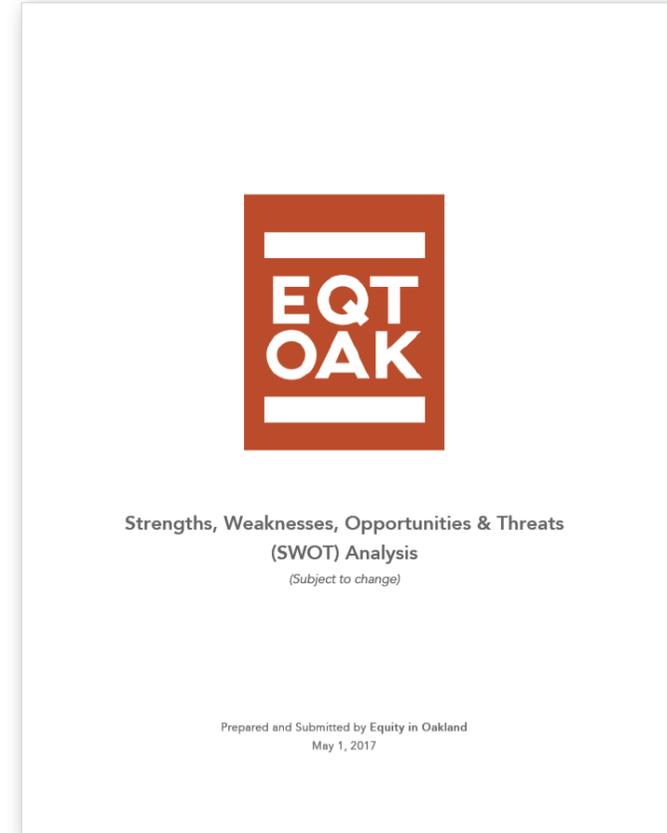
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# ADDRESSING ARTS & CULTURE IN THE PLAN: STEP-BY-STEP

- **WHAT ARE THE DESIRED OUTCOMES? (EMERGING GOALS)**
- **HOW ARE WE DOING TODAY? (EXISTING BASELINE CONDITIONS)**
  - WHAT'S THE STORY BEHIND THE DISPARITIES?
- **WHAT WORKS TO TURN THE CURVE OF THE BASELINE? (STRATEGIES)**
  - HOW WILL WE MEASURE SUCCESS?

# BASELINE CONDITIONS FROM EXISTING PLANS/STUDIES



# OUTCOME: PEOPLE CAN SEE AND EXPRESS THEMSELVES AND THEIR CULTURES IN DOWNTOWN



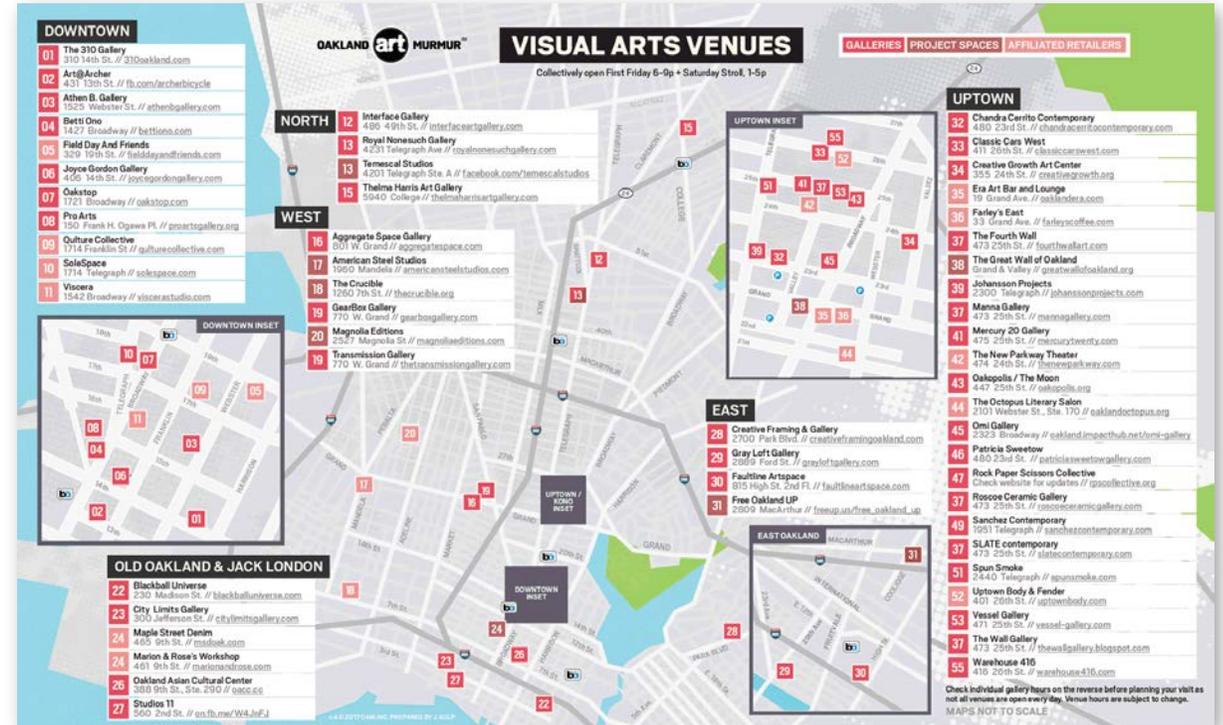
Activists protest the destruction of the Alice Street Mural; Photo credit: Burt Johnson via *East Bay Express*

# CURRENT BASELINE: ARTISTS CONTRIBUTE TO DOWNTOWN'S SUCCESS

Since 2006, Oakland Art Murmur (OAM) & First Fridays have attracted over 1 million visitors to downtown Oakland.



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



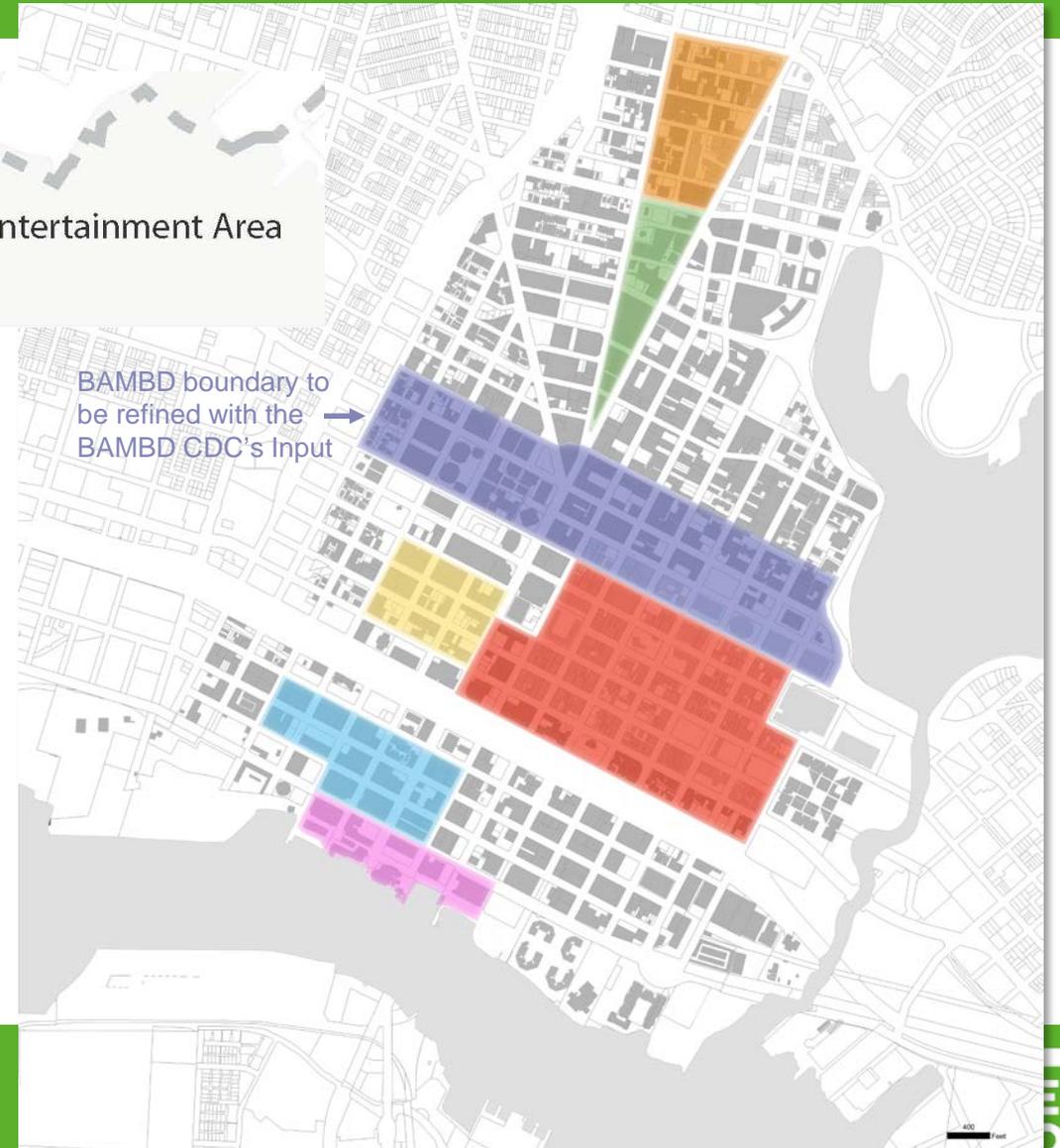
# DOWNTOWN'S ARTS, CULTURE & ENTERTAINMENT DISTRICTS

- Arts + Garage District
- Uptown Entertainment Area
- Black Arts Movement & Business District \*
- Old Oakland Entertainment Area
- Chinatown
- Jack London District
- Jack London Square Entertainment Area

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



Tony B Conscious at First Fridays; Photo Credit: Laura Morton, *The Chronicle*



# STRATEGIES FROM THE EQUITY SWOT ANALYSIS

- Interactive cultural asset mapping should inform what to protect and where to invest
- Cultural arts 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
- Downtown plan should better connect to the cultural richness of West Oakland, Lake Merritt, and Chinatown

# ONGOING CITY EFFORTS

- 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

# OTHER STRATEGY IDEAS WE'VE HEARD

“  
Make signage and materials/adverts to promote events, workshops, community encouragement events.  
”

“  
Set up protections for ethnic businesses and cultural centers; only to be replaced with other ethnic businesses and cultural centers at low rents.  
”

“  
Increase TOT funding/more \$ from new development toward arts funding.  
”

# WHAT WORKS (CASE STUDY): SAN FRANCISCO JAPANTOWN

## Primary Goal:

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



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

# WHAT WORKS (CASE STUDY): SAN FRANCISCO JAPANTOWN

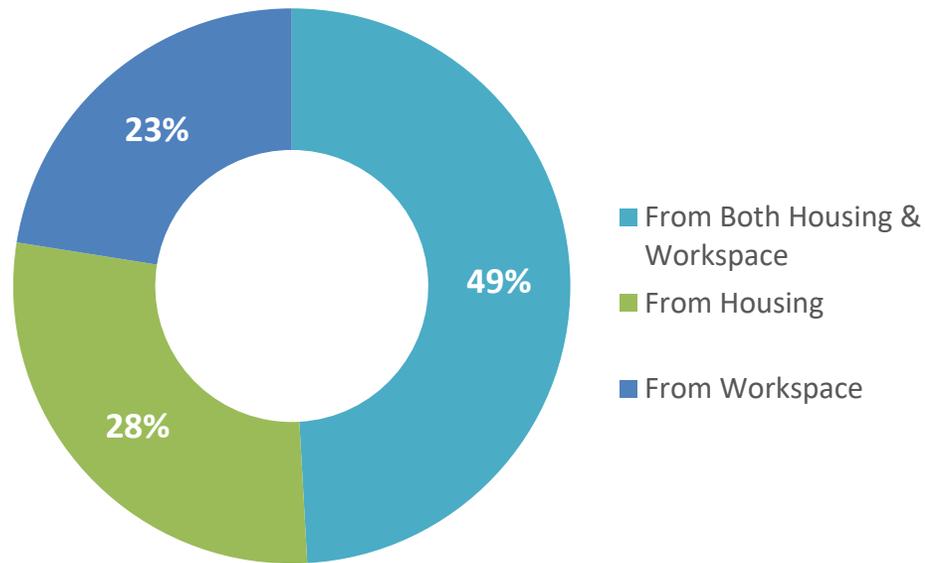
## Key Strategies:

- 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

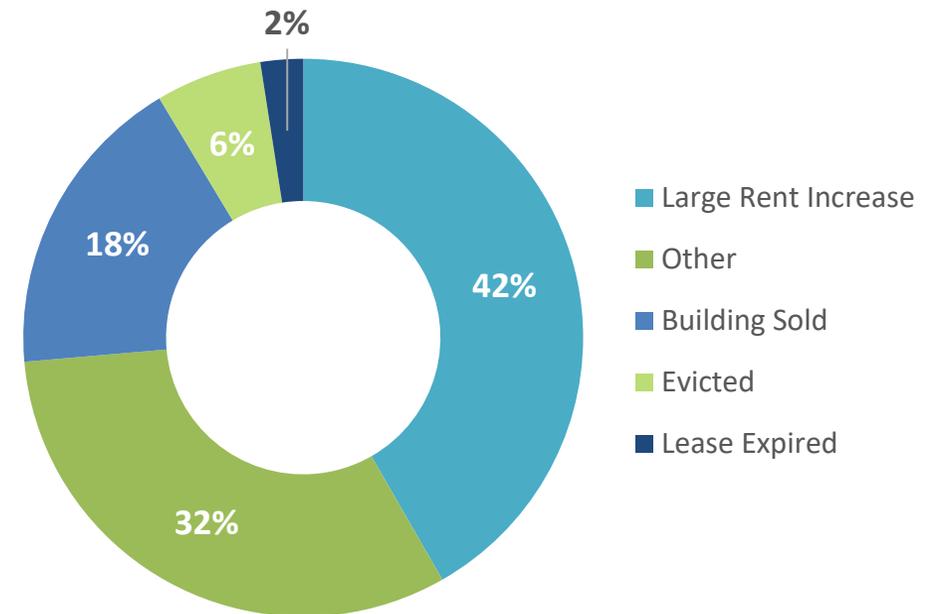
# OUTCOME: DOWNTOWN ARTISTS ARE ABLE TO FIND WORKSPACE AND HOUSING THEY CAN AFFORD AND ACCESS

Survey: 25% reported that they had been displaced or were facing imminent displacement and a majority indicated workspace and housing costs present the biggest challenge to being an artist in Oakland.

Displacement by Type



Reason for Displacement



2015 Artist Housing and Workspace Task Force Survey

# MAYOR'S TASK FORCE IDEAS

## 1. Financial Assistance

- Create new “displacement mitigation” grant program to provide direct funding to those facing displacement

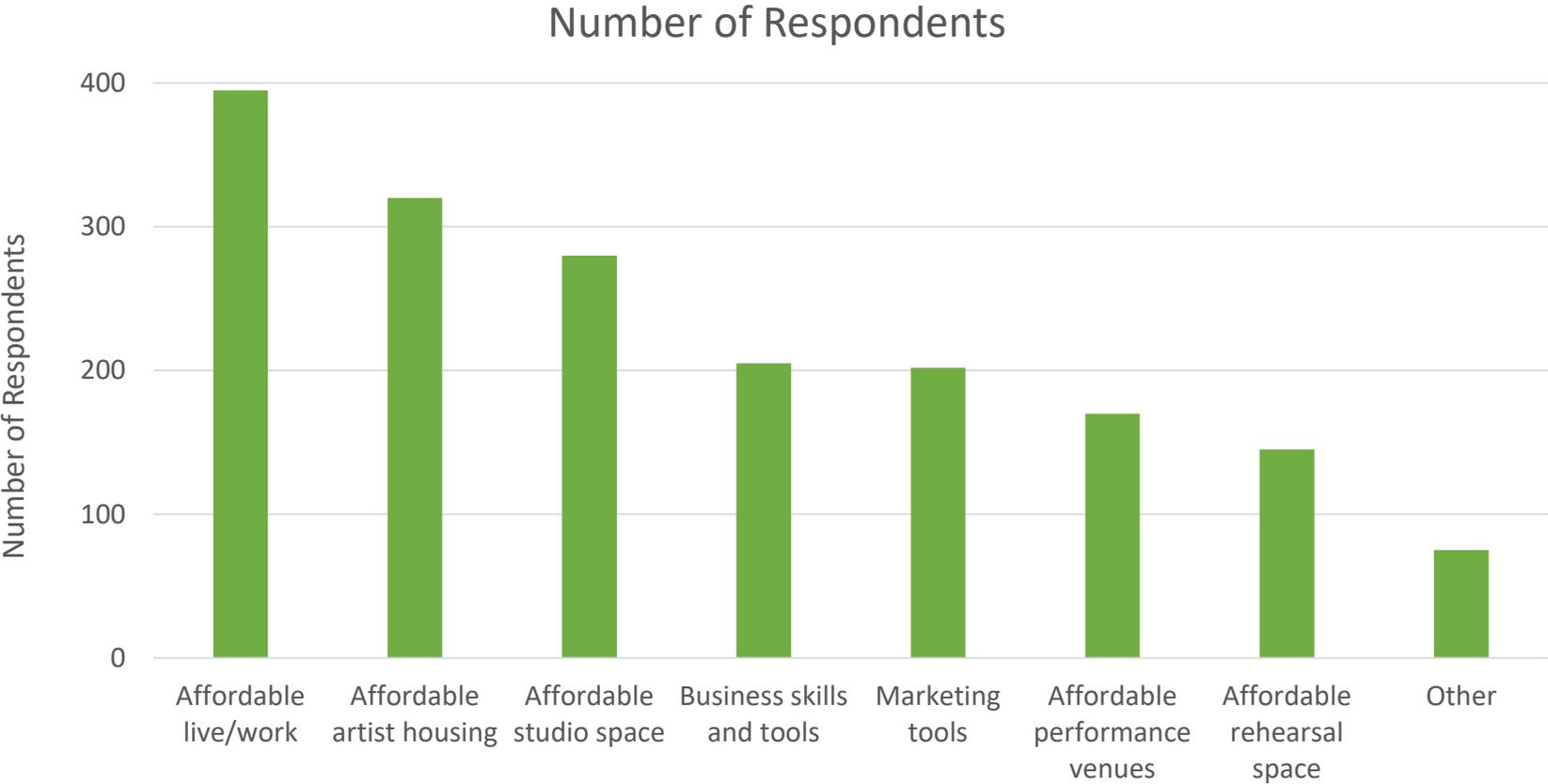
## 2. Technical Assistance

- Provide training on real estate and business skills

## 3. 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

# ARTISTS' SURVEY IDEAS



2015 Artist Housing and Workspace Task Force Survey

# OTHER STRATEGY IDEAS WE'VE HEARD

“  
Create pedestrian streets to improve businesses and promote cultural institutions in conjunction with CAST, so that spaces remain affordable and accessible to arts and culture.  
”

“  
Create a master arts group tenant to sign leases, then sub-lease to smaller artists and cultural groups.  
”

“  
Zoning changes to "retail" space requirements to include ground floor and/or attic studios (Paris artists live in rooftop studios)  
”

# TOOLS FOR EXPANDING ARTS & CULTURE USES

1. Arts/culture use requirement or zoning overlay
2. Replacement/relocation policy
3. Development agreements
4. Incentive zoning / density bonus program
5. Transfer of development rights

# WHAT WORKS (CASE STUDY): CODAC & SEATTLE ART DISTRICTS

## Primary Goal:

Cultural Overlay District Advisory Committee (CODAC) “encourages the retention of existing and development of new places for arts and culture activities.”



New Streetcar in the Capitol Hill Arts District, Seattle; Credit: Steve Ringman *The Seattle Times*

# WHAT WORKS (CASE STUDY): CODAC & SEATTLE ART DISTRICTS

## Key Programs:

- Pike-Pine Conservation Overlay District (2009) - mostly conservation of the facades and current businesses, not limited to arts
- Artist space assistance program – 3 mo. pilot providing relocation and placement services for artists
- Cultural space liaison to liaise w/ various depts., connect artists to spaces, promote economic activity generated by artists, educate citizens / property owners
- Cultural Development Certifications – (similar to LEED) projects that provide for the inclusion of galleries, museums, theatres, artists' studios, etc.; receive incentives and permit streamlining

# WHAT WORKS (CASE STUDY): NASHVILLE MAKERSPACE

## Primary Issues:

- Problems finding affordable work & live/work spaces,
- Zoning barriers (prohibitions on where light manufacturing can occur, the retail footprint allowable for these uses, and no mechanism for co-locating retail and production space),
- Few spaces amenable to light manufacturing.



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

# WHAT WORKS (CASE STUDY): NASHVILLE MAKERSPACE

## Key Strategies:

- Established clearer categories for arts & culture related uses
- Removed 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

# OUTCOME: ART & FESTIVALS THRIVE IN DOWNTOWN

Festivals are a part of life in downtown: it is crucial to keep facilitating and promoting them.



Art + Soul Festival 2017



Uptown Art Park

# WHAT WORKS (CASE STUDY): SILVER SPRINGS A&E DISTRICT

## Primary Goal:

First statewide arts and entertainment district program connected to Maryland's smart growth, neighborhood revitalization and economic development goals.



Silver Springs, MD Arts & Entertainment District; Source: [silverspringsdowntown.com](http://silverspringsdowntown.com)

# WHAT WORKS (CASE STUDY): SILVER SPRINGS A&E DISTRICT

## Key Programs:

- Admissions & amusement tax exemption – arts venues dedicated to visual or performing arts located w/in the district are exempt from state tax
- Property Tax Credit – 10 year credit that reduces the increase in property tax when property value assessment increases after renovation
- Enterprise Zone – tax credit that benefits businesses that add new jobs and property owners who make capital improvements
- Public Art Amenity – public artworks provided by private developers in exchange for increased density
- Green tape process – facilitate the issuance of building permits, assists an applicant with various filing req's., regulatory reviews, inspections

# WHAT WORKS (CASE STUDY): CLARION ALLEY MURAL PROJECT (CAMP)

## Primary Goal:

Clarion Alley Mural Project was established in 1992 by a volunteer collective of six residents/ artists who were inspired by the murals of Balmy Alley. **CAMP did not choose a single theme and instead focused on the two goals of social inclusiveness and aesthetic variety.**



Rigo 23, Clarion Alley; Photo Credit: Megan Wilson 2012 via [clarionalleymuralproject.org](http://clarionalleymuralproject.org)

# WHAT WORKS (CASE STUDY): CLARION ALLEY MURAL PROJECT (CAMP)

## Guiding Principles:

- Visual messaging can provide a powerful vehicle for supporting political, economic, and social equity and dismantling intersectional oppression.
- Sensitivity and awareness of cultural, racial, economic, migratory, sexual, and gender-related challenges and identities is necessary for CAMP to function as an inclusive organization that maintains space for people of all backgrounds and experiences.
- **Non-commodified public spaces are critical for building and maintaining healthy communities.**
- It is critical to the health and sustainability of CAMP to respect and honor the generosity of the residents of Clarion Alley in their support of the project.
- Murals and other forms of street art have a long and strong history of helping to build understanding and respect within and among communities.

# OTHER STRATEGY IDEAS WE'VE HEARD

“  
Cultural activities in public spaces has been controversial (i.e. drumming at the lake or BBQs being targeted by police, resulting in arrest) How can protections be put in place?  
”

“  
Oakland Public Works activities to always include an ART/DESIGN review.  
”

“  
Improve special events permitting process and system-cost, and reduce unequal enforcement and genre bias.  
”

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# TELL US YOUR IDEAS

## Small Group Discussions (60 min)

- What other ideas do you have to help achieve these outcomes?
- What ideas best address Downtown's priority Arts & Culture issues?
- Are these short-term, mid-term, or long-term actions?
- What are the tradeoffs for each of these strategies?
- What are the potential equity impacts of these strategies?

# THE CHALLENGE: EXAMPLE

**Outcome: All Downtown artists are able to find workspace and housing they can afford & access.**

Strategy	Term <small>(Short/Mid/Long)</small>	Pros <small>(How effective? Easy to implement?)</small>	Cons <small>(Any drawback? Is it feasible?)</small>	Equity Impact <small>(Who benefits? Who is harmed?)</small>
Identify city-owned spaces that can be leased for arts uses at below-market rents.				
Other ideas:				

# SMALL GROUPS BREAKOUT

## Desired Outcomes Discussion Topics:

1. PEOPLE CAN SEE AND EXPRESS THEMSELVES AND THEIR CULTURES IN DOWNTOWN.
2. DOWNTOWN ARTISTS ARE ABLE TO FIND WORKSPACE AND HOUSING THEY CAN AFFORD AND ACCESS.
3. ART & FESTIVALS THRIVE IN DOWNTOWN.

# BREAKOUT SESSIONS

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**1 HOUR  
GO!**

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# PHASE II (2017-2018): OUTCOMES

Expanded Equity Analysis

Plan Options Memo

Draft Downtown Oakland Specific Plan

Final Draft Downtown Oakland Specific Plan

YOU ARE  
HERE

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