

A panoramic view of the Oakland cityscape, featuring a mix of historic and modern architecture. The prominent green-roofed clock tower of the Oakland City Hall is visible in the center. To the left, a building with a red Wells Fargo sign is visible. The city extends to the hills in the background under a clear 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

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- Introduction, Timeline & Meeting Objectives
- Timed Discussions:
  - Topic 1: Growth & Opportunity
  - Topic 2: Streets & Mobility
  - Topic 3: Arts & Entertainment Districts (14<sup>th</sup> 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!

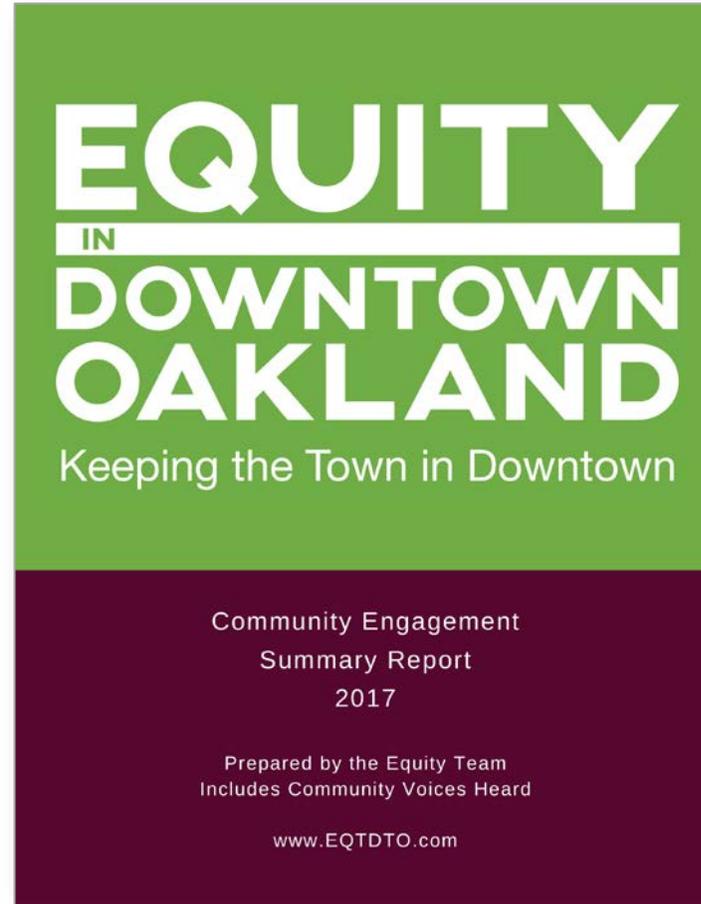
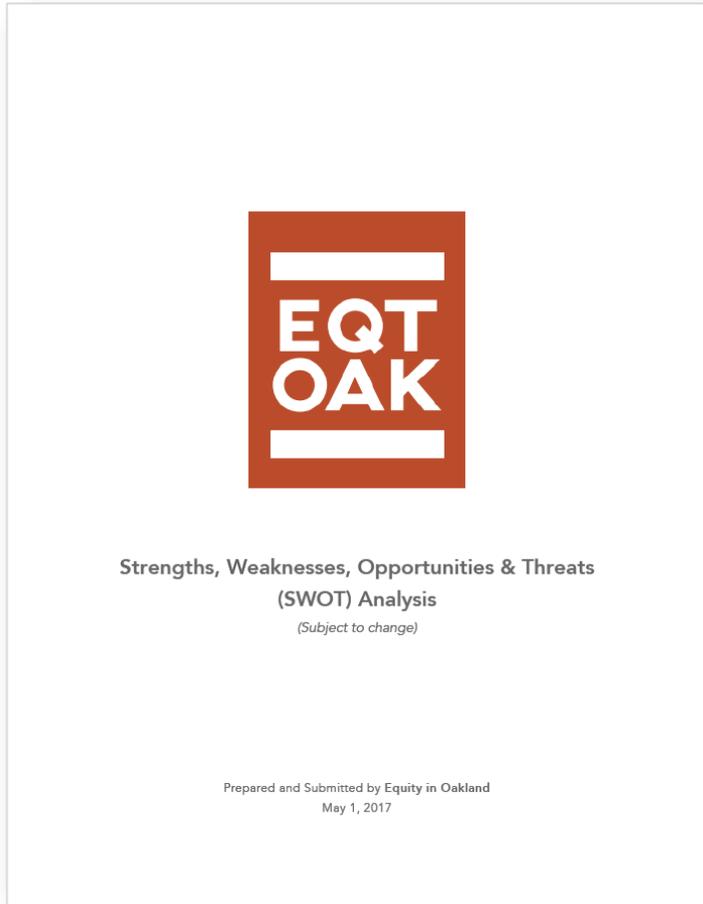


## Plan Downtown Plan Alternatives Report Comments

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 <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: 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



# OVERVIEW

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# ISSUE: DOWNTOWN IS PROJECTED TO GROW SIGNIFICANTLY

By 2040, downtown is projected to add:

**19,608 new households**

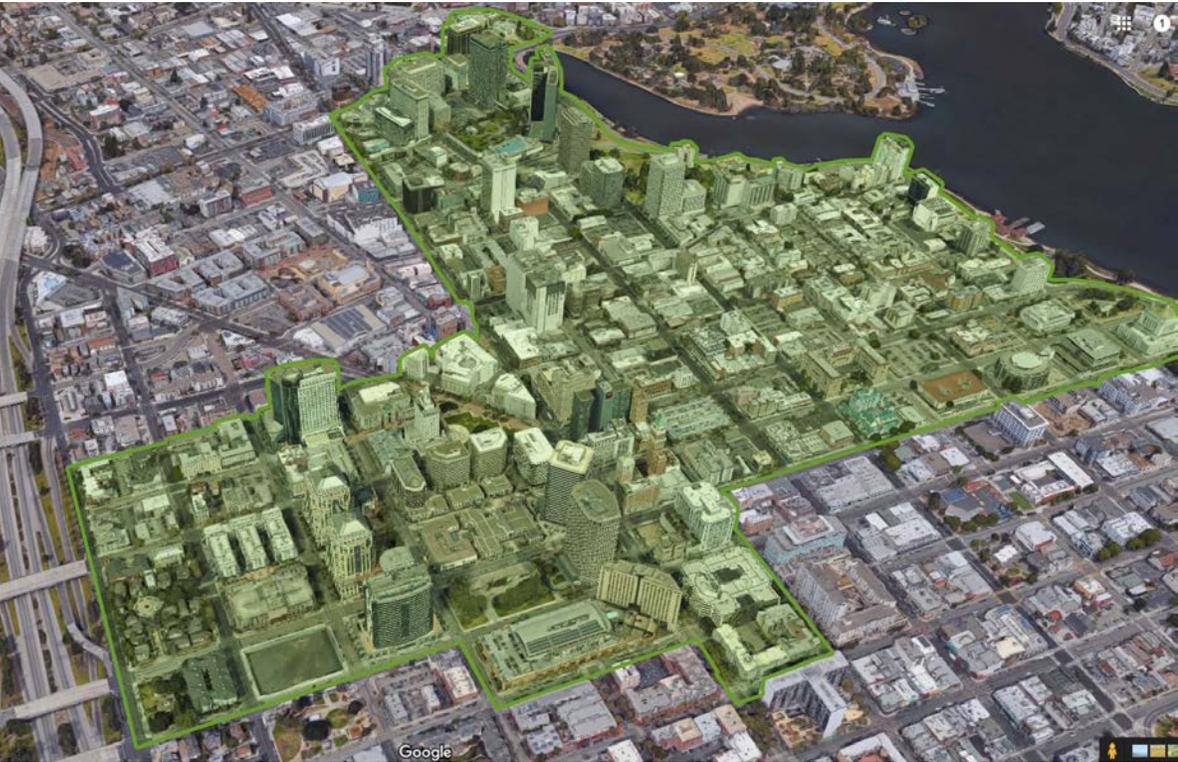
**31,240 new jobs\***

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:

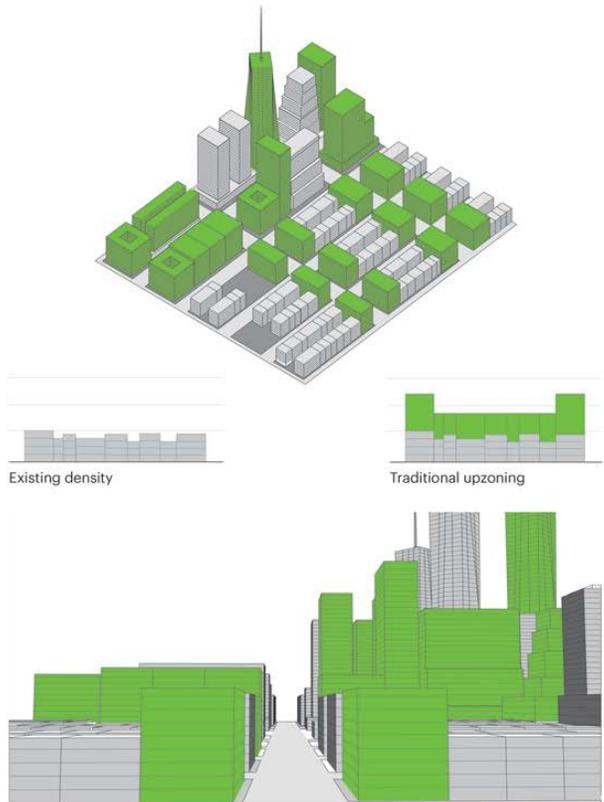


# PROJECTS IN THE PIPELINE:

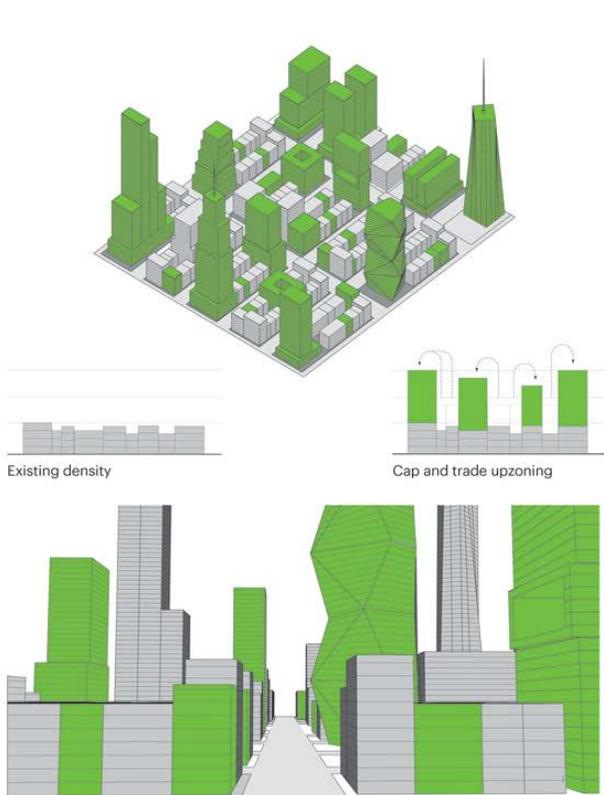


# STRATEGIES TO GUIDE DOWNTOWN GROWTH

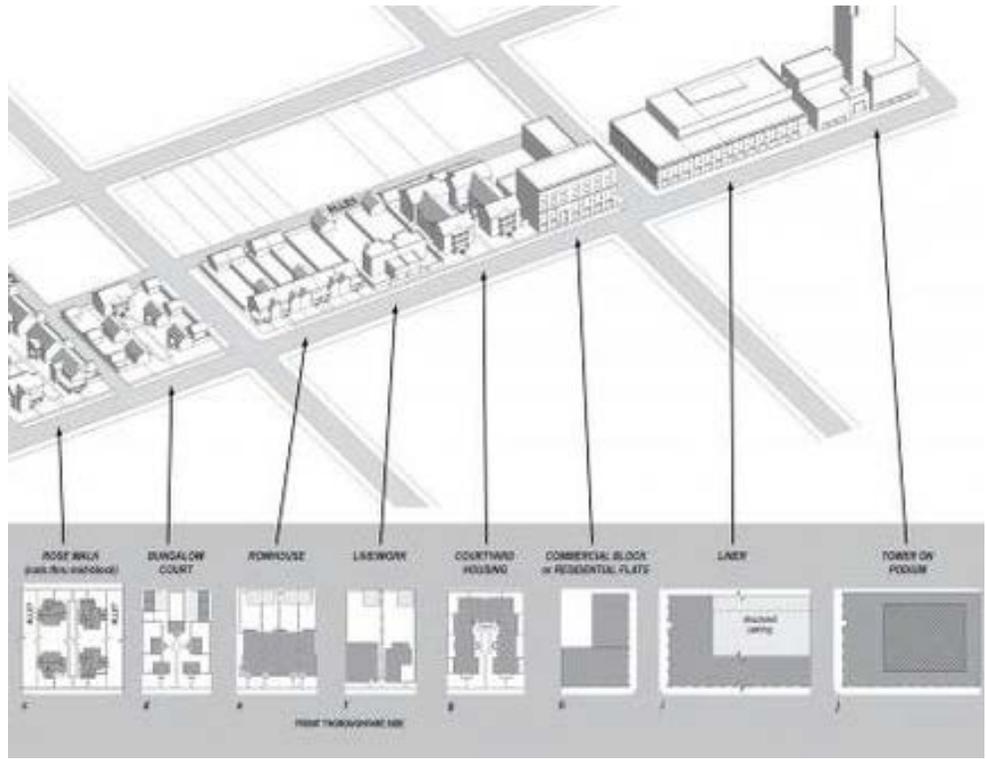
## Traditional Zoning



## 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](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 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)

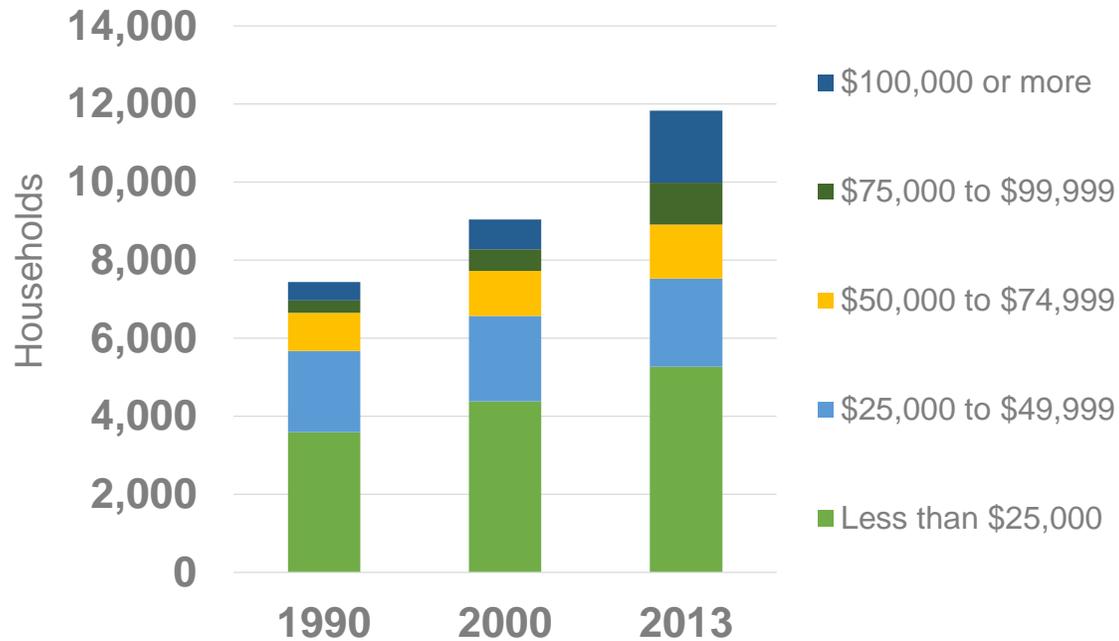
	<b>Fastest-Growing Employment Sectors (Private)</b>	<b>Average Wages (Downtown)</b>
1	Professional, Scientific, and Technical Services	\$90,000
2	Accommodation, Food Services, Arts	\$50,000
3	Information	\$160,000

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

# ISSUE: EXPANDING WEALTH GAP

## Middle income households have grown the least in Downtown

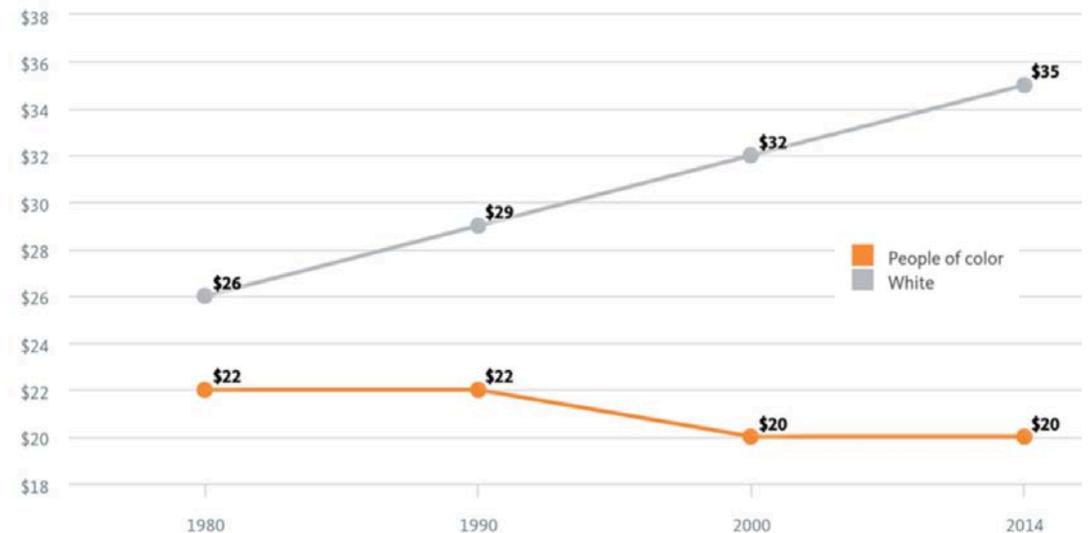
Downtown Oakland Households by Income, 1990-2013  
(2013 dollars, includes Chinatown)



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.

# 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



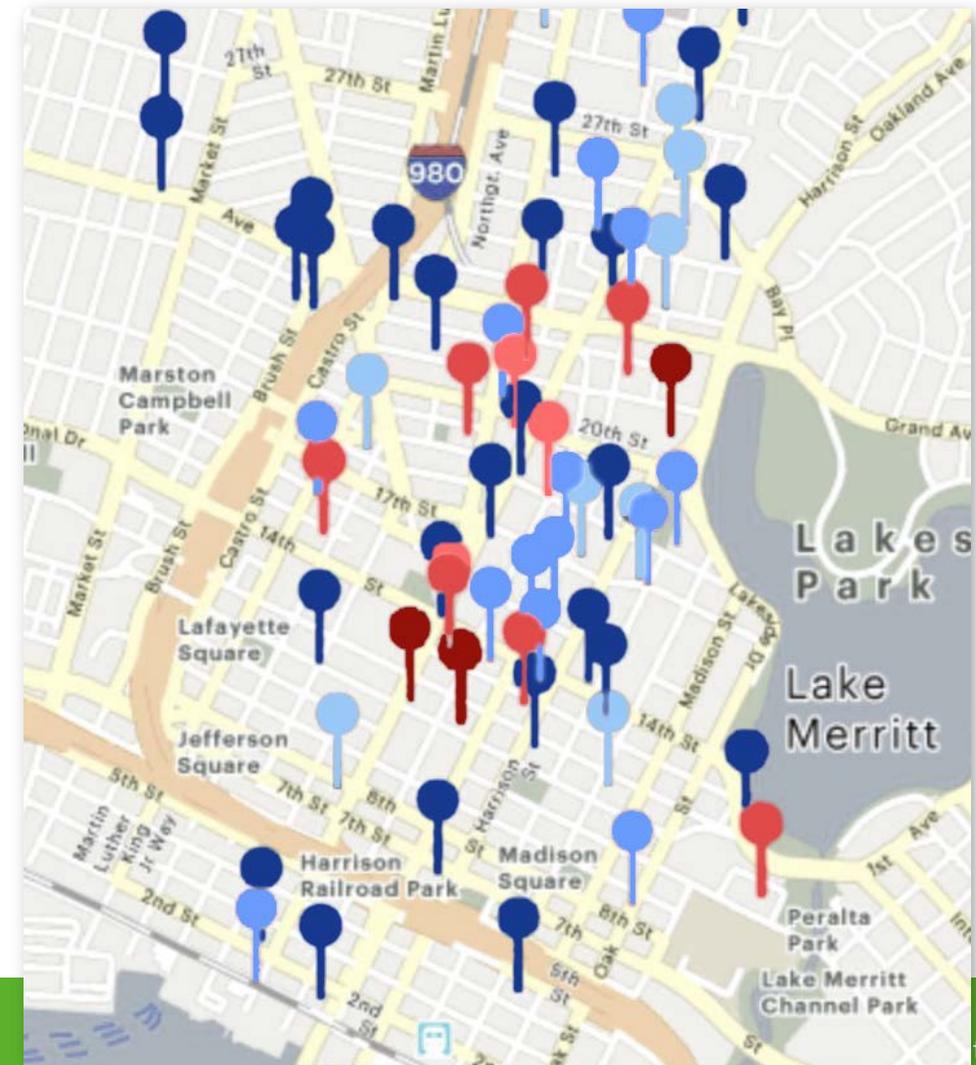
Blue Shield moving its headquarters to 601 City Center (Credit: Shorenstein)

# 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

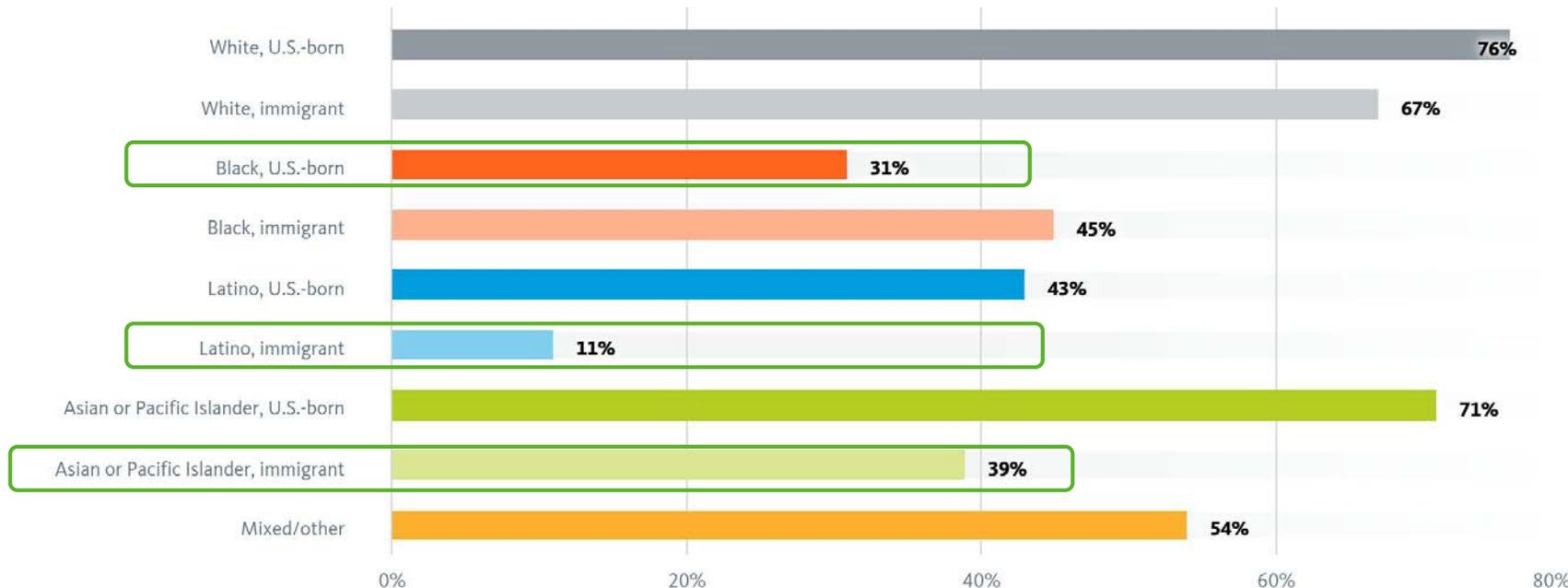
- Preserve prime office development sites near BART for commercial uses
- Identify additional locations to target office growth
- Encourage rehabilitation of older and underutilized office buildings
- Explore opportunities to maintain and expand affordable office space for nonprofits

**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.

Oakland Residents With Associates Degree or Higher by Race/Ethnicity & Nativity (2014)



IPUMS; Georgetown University Center on Education and the Workforce  
PolicyLink/PERE National Equity Atlas, [www.nationalequityatlas.org](http://www.nationalequityatlas.org)

# 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

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**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?

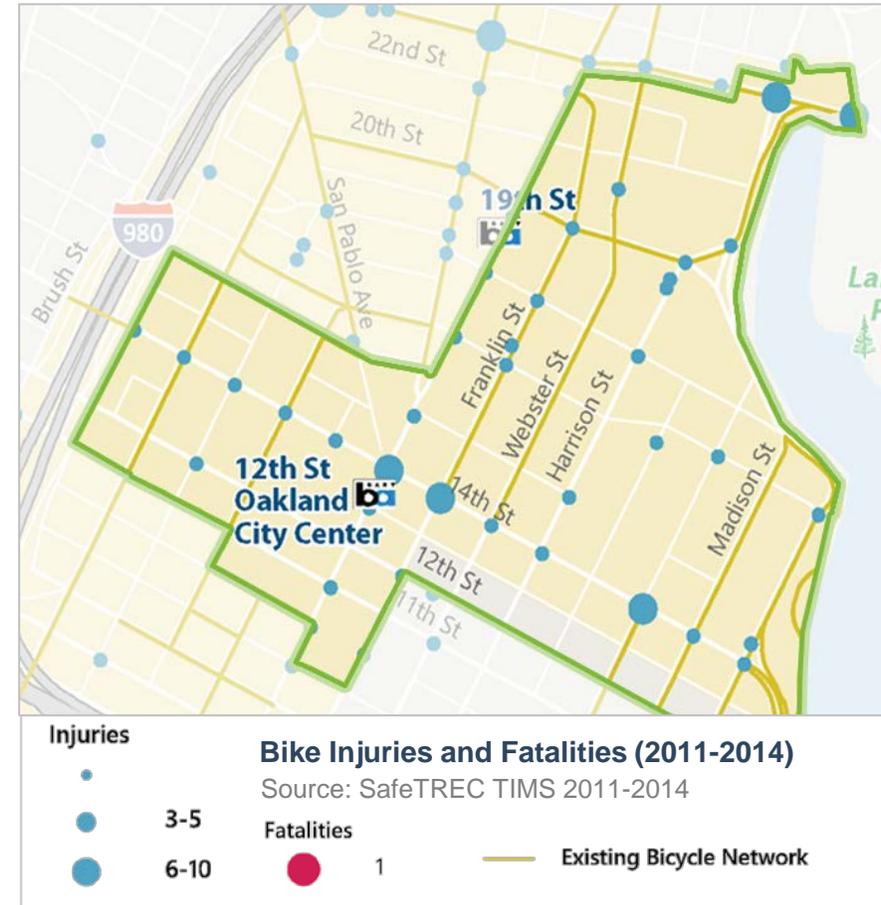
How should new, dense development relate to historic or low-scale buildings?

# OVERVIEW

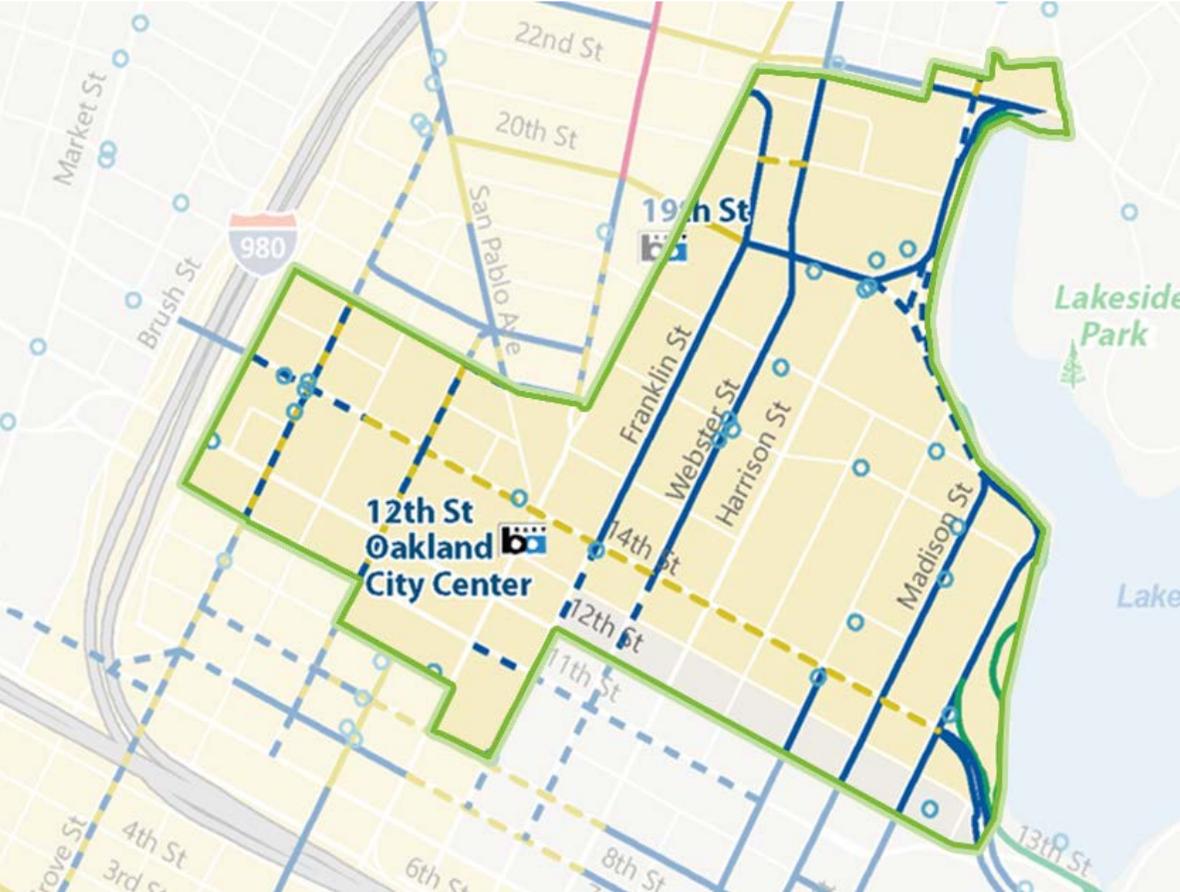
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# ISSUE: ADDRESS SAFETY FOR CYCLISTS AND PEDESTRIANS



# STRATEGIES FOR IMPROVING THE ROADWAYS



## Existing and Proposed Bikeway Facilities (June 2017)

Source: City of Oakland

Existing		Proposed
	Class I - Path	
	Class II - Bike Lane	
	Class III - Bike Route	
	Class III B - Bike Boulevard	
	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 14<sup>TH</sup> 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 BAMBBD 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

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**15 MIN  
GO!**

What do you envision for the future of Broadway, 14<sup>th</sup>, 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:

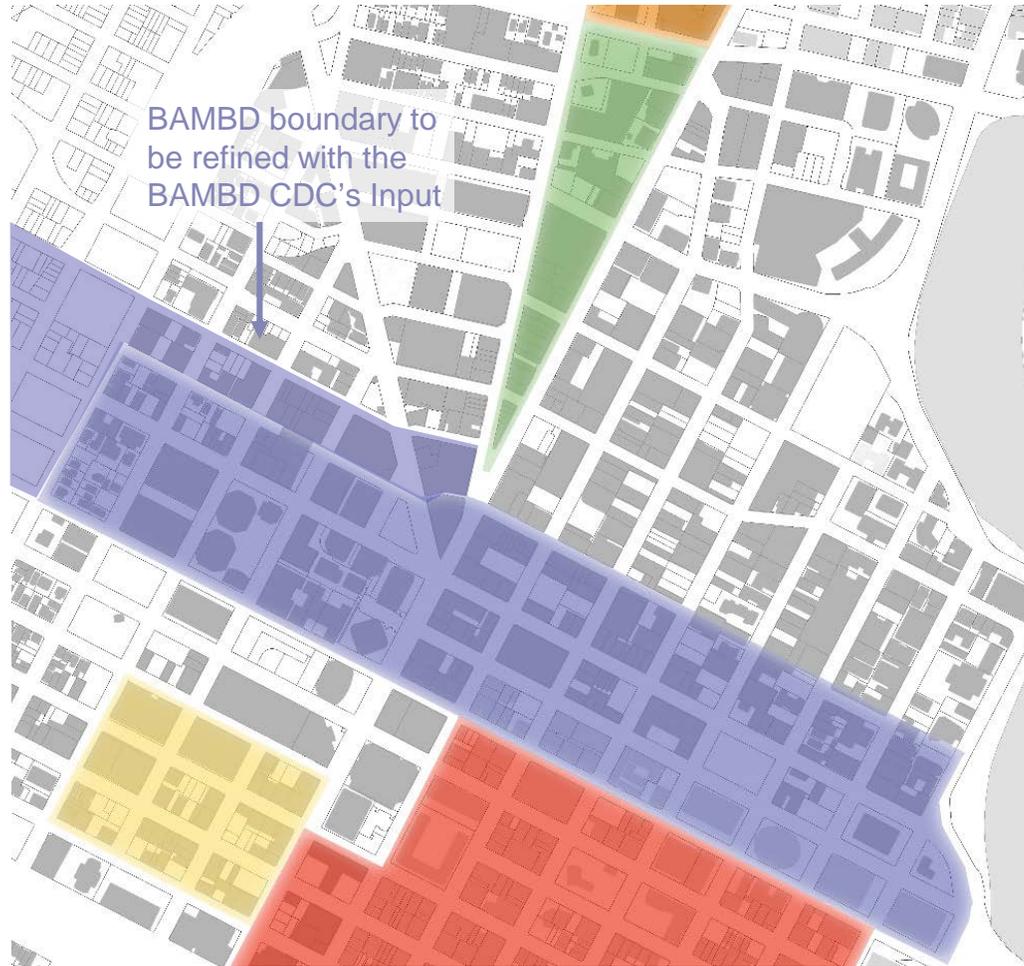
- Betti Ono Gallery
- Bissap Baobab
- The Malonga Casquelourd Center for the Arts
- Oakland African American Chamber of Commerce
- Joyce Gordon Gallery
- Flight Deck Theater
- Pro Arts
- Lower Bottom Playaz Theater Company
- Dimensions Dance Theater
- Diamano Coura West African Dance Company
- SambaFunk!

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](http://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

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

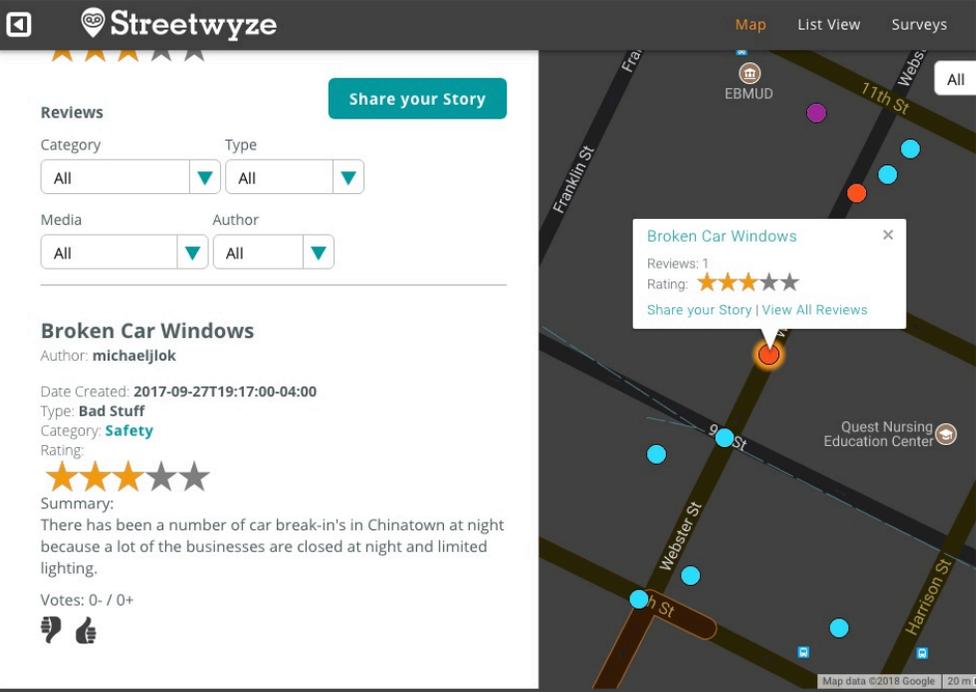
Author: **Familyoakland**

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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- **Focus Area Map Exercise**

# 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

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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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