

EQUITY

IN

DOWNTOWN

OAKLAND

Keeping the Town in Downtown

Streets, Connectivity & Built Environment Working Group
August 2, 2017

DOWNTOWN OAKLAND SPECIFIC PLAN

WELCOME

Streets, Connectivity & Built Environment Working Group

Social Equity Meeting

August 2, 2017



SOCIAL EQUITY WORKING GROUPS



**JUL
31**

Greenlining Institute

5:00 PM - 8:00 PM

360 14th Street, Oakland, CA 94612

Topics: Housing, Affordability, Jobs, Training & Economic Opportunity

**AUG
1**

PolicyLink

5:00 PM - 8:00 PM

1438 Webster St #303, Oakland, CA 94612

Topics: Arts & Culture

**AUG
2**

OAKSTOP

5:00 PM - 8:00 PM

1721 Broadway #201, Oakland, CA 94612

Topics: Streets, Traffic Circulation, Connectivity & Built Environment

**AUG
3**

Oakland Asian Cultural Center (OACC)

5:00 PM - 8:00 PM

388 Ninth Street, Ste. 290, Oakland, CA 94607

Topics: Sustainability, Health, Safety, Recreation & Open Space

Overview

- **PLAN OBJECTIVES & TIMELINE**
- **EXPANDED EQUITY WORK**
- **RACIAL EQUITY ANALYSIS**
- **EXISTING CONDITIONS**
- **VISION & GOALS**
- **NEXT STEPS**

OBJECTIVES

1. Create a vision for downtown that unifies the city
2. Balance land uses so we can meet future demand for housing, jobs, services and cultural expression
3. Provide better streets, public spaces, jobs, housing and amenities
4. Remove barriers so that all Oaklanders can use their downtown to live, work, learn, play and express themselves

PROJECTIONS 2040

Association of Bay Area Governments (ABAG) Projections for Downtown Oakland:

- 12,309 new households
- 31,244 new jobs

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PHASE 1: 2015-2016 TIMELINE

SEP
15

COMMUNITY KICK-OFF MEETING
Outcome: Existing Conditions Analysis

OCT
15

CHARRETTE: OPEN DESIGN STUDIO
Outcome: Visioning & Initial Recommendations

OCT
15

STAKEHOLDER MEETINGS
Outcome: Community Feedback

OCT
15

WORK-IN-PROGRESS PRESENTATIONS
Outcome: Draft Plan Alternatives Report

FEB
16

COMMUNITY ADVISORY GROUP MEETINGS #1
Outcome: Community Feedback

MAR
16

COMMUNITY ADVISORY GROUP MEETINGS #2
Outcome: Updated Plan Alternatives Report

APR
16

PLANNING COMMISSION & COMMUNITY WORKSHOP
Outcome: Comments Memo

PHASE 1: CHARRETTE & OPEN STUDIO



PHASE 1: IDENTIFIED ISSUES

- **Arts & culture**
- **Built environment & preservation**
- **Housing & affordability**
- **Open space & recreation**
- **Environmental sustainability**
- **Connectivity & access**
- **Economic opportunity**

PHASE 1: EMERGING PLAN PRINCIPLES

EQUITY - Social justice, equal opportunity,
& shared wealth

CREATIVITY - Artistic expression, business innovation,
& government leadership

DIVERSITY - Class, culture, race, politics, family,
& identity

INCLUSIVITY - Transparency, public participation,
& shared power

WORK COMPLETED: EMERGING PLAN PRINCIPLES

RESPONSIBILITY - environmental sustainability, social welfare, & public health

VIBRANCY - healthy people, thriving business, & a welcoming public realm

CONNECTIVITY - Strong partnerships, linked neighborhoods, & accessible mobility options

OPPORTUNITY - good education, fair jobs, & business assistance

WORK COMPLETED: COMMENTS MEMO

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	BlinkLab 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	BlinkLab 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	BlinkLab 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

OUTCOME OF WORK TO DATE

Plan Alternatives Report



Community Comments Memo

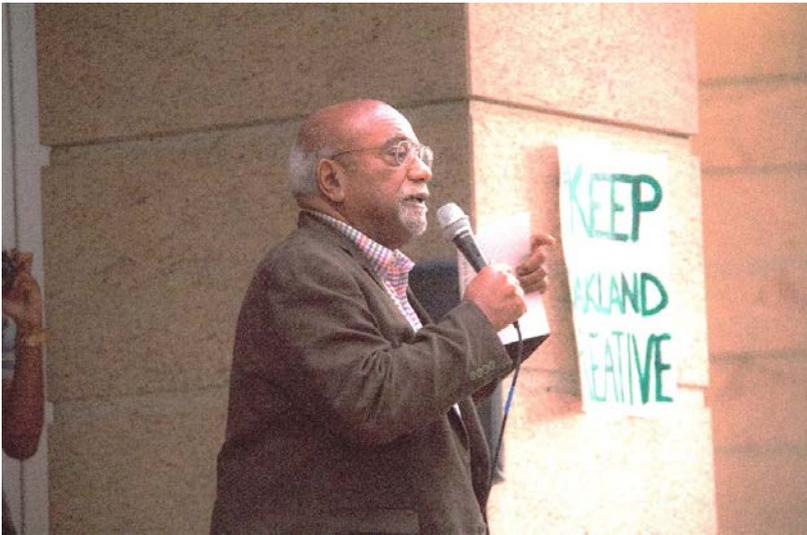


Issues Matrix



Draft Vision & Goals

COMMUNITY CONCERNS



Gentrification
Displacement



Racial disparities
Loss of culture

EXPANDED EQUITY WORK IN DOWNTOWN OAKLAND SPECIFIC PLAN

GOAL

The downtown specific plan improves outcomes for people of color and other vulnerable Oaklanders.

HOW?

- Transparent process
- Inclusive community engagement
- Data-driven racial impact analysis

EXPANDED EQUITY WORK IN DOWNTOWN OAKLAND SPECIFIC PLAN

CONSULTANT TEAM

Lead: I-SEED

- PolicyLink
- Center for Social Inclusion
- Khepera Consulting
- Asian Health Services
- Popuphood
- Mesu Strategies
- Oakculture

Lead: Dover, Kohl & Partners

- Strategic Economics
- Opticos Design
- Toole Design Group
- Urban Planning Partners
- Fehr & Peers
- William Self Associates
- Panorama Environmental
- TOWN
- architecture + history LLC
- Urban Advantage



Overview

- PLAN OBJECTIVES & TIMELINE
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EXPANDED EQUITY WORK OF TEAM

REVIEW Summarize gaps and assets of existing process and materials.

ASSESS EXISTING CONDITIONS Identify Strengths, Weaknesses, Opportunities, and Threats (SWOT) in baseline disparity indicators.

REACH OUT Identify, build capacity and welcome new participants from communities underrepresented so far.

PROVIDE TECHNICAL ASSISTANCE Provide technical assistance and review of emerging reports & analyses.

LOOK FORWARD Conduct Equity Assessment of Planning Concepts Memo.

OVERVIEW

- PLAN OBJECTIVES & TIMELINE
- EXPANDED EQUITY WORK
- RACIAL EQUITY ANALYSIS
- EXISTING CONDITIONS
- VISION & GOALS
- NEXT STEPS

RACIAL EQUITY ANALYSIS

1. IDENTIFYING STAKEHOLDERS
2. ENGAGING STAKEHOLDERS
3. IDENTIFYING & DOCUMENTING INEQUITIES
4. EXAMINING THE CAUSE
5. CLARIFYING THE DESIRED OUTCOMES

RACIAL EQUITY ANALYSIS

6. CONSIDERING ADVERSE IMPACTS

7. ADVANCING EQUITABLE IMPACTS

8. EXAMINING ALTERNATIVES OR IMPROVEMENTS

9. ENSURING VIABILITY & SUSTAINABILITY

10. IDENTIFYING SUCCESS INDICATORS

EXISTING CONDITIONS

Materials Reviewed

- Plan Alternatives Report
- Existing Conditions Analysis
- Community Feedback
- Community Outreach & Engagement Materials
- OakDOT Strategic Plan
- Pedestrian Master Plan

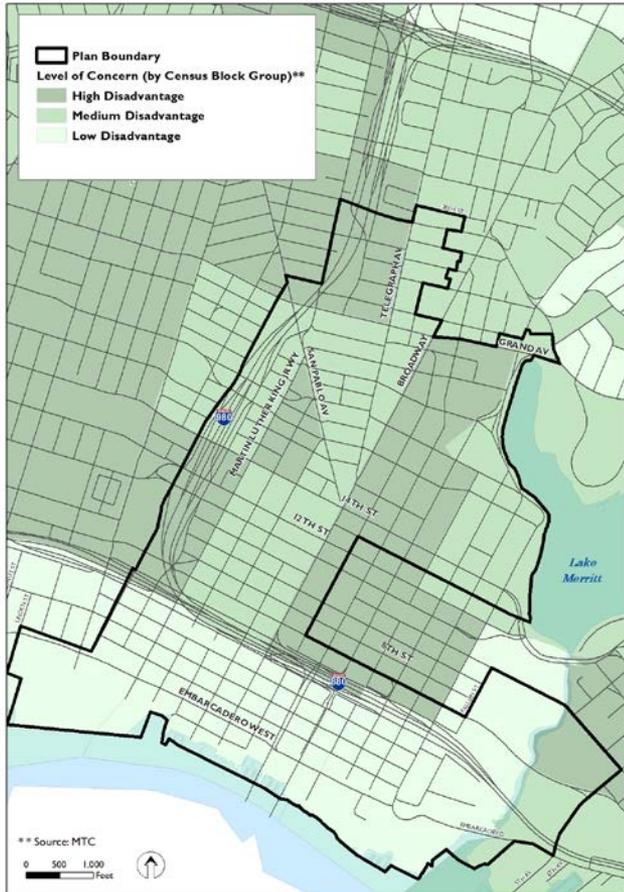
EXISTING CONDITIONS

WHO LIVES DOWNTOWN?

- **21,000 residents:** 5% of total city population
- **60% of households are a single person**
- **9% of households are families with children**
- **17% including Chinatown**

A diverse range of family types live in downtown Oakland.

EXISTING CONDITIONS



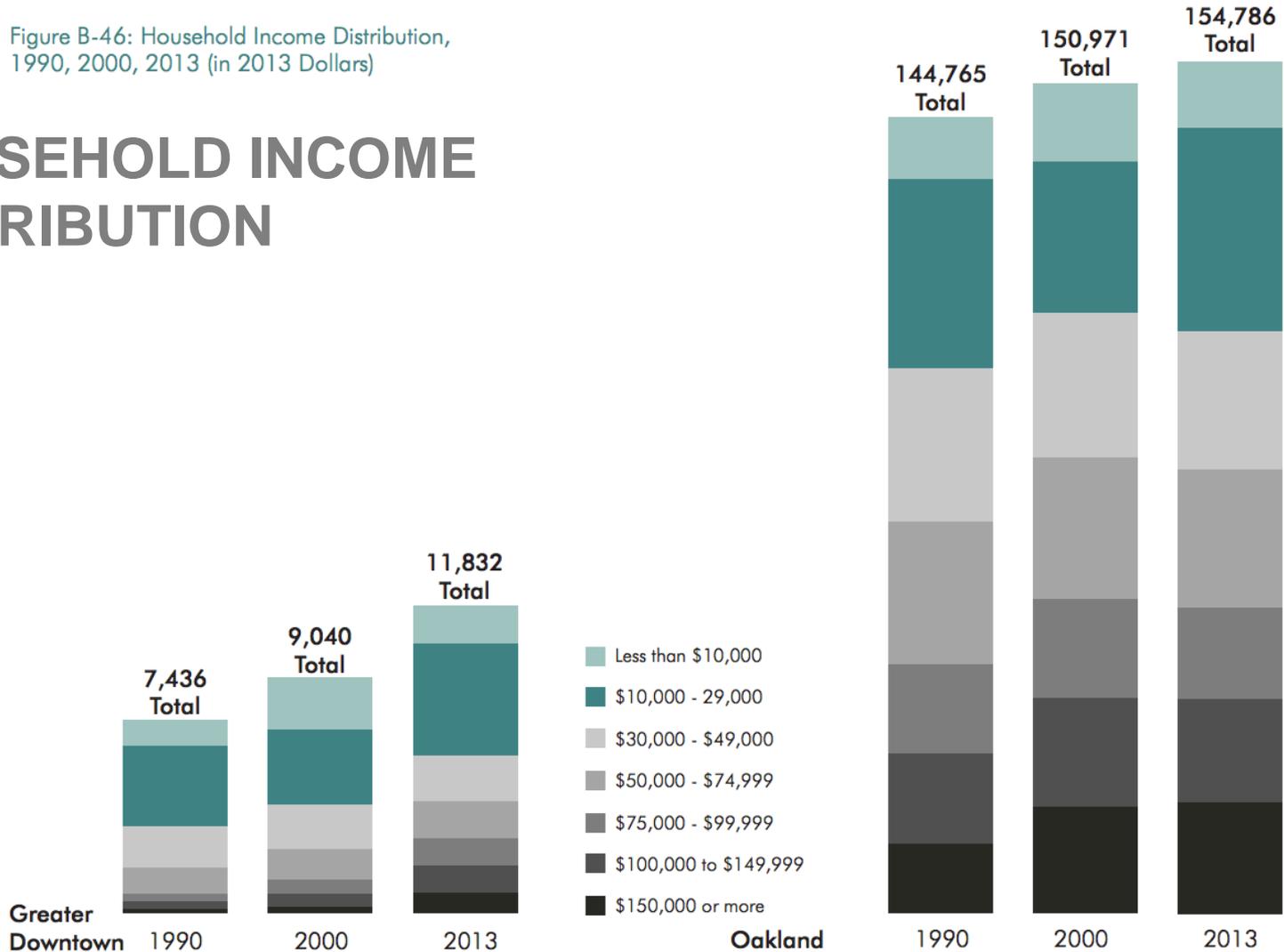
 **Downtown Plan:
Communities of Concern**

There are many areas where people face multiple barriers to opportunity.

EXISTING CONDITIONS

Figure B-46: Household Income Distribution, 1990, 2000, 2013 (in 2013 Dollars)

HOUSEHOLD INCOME DISTRIBUTION

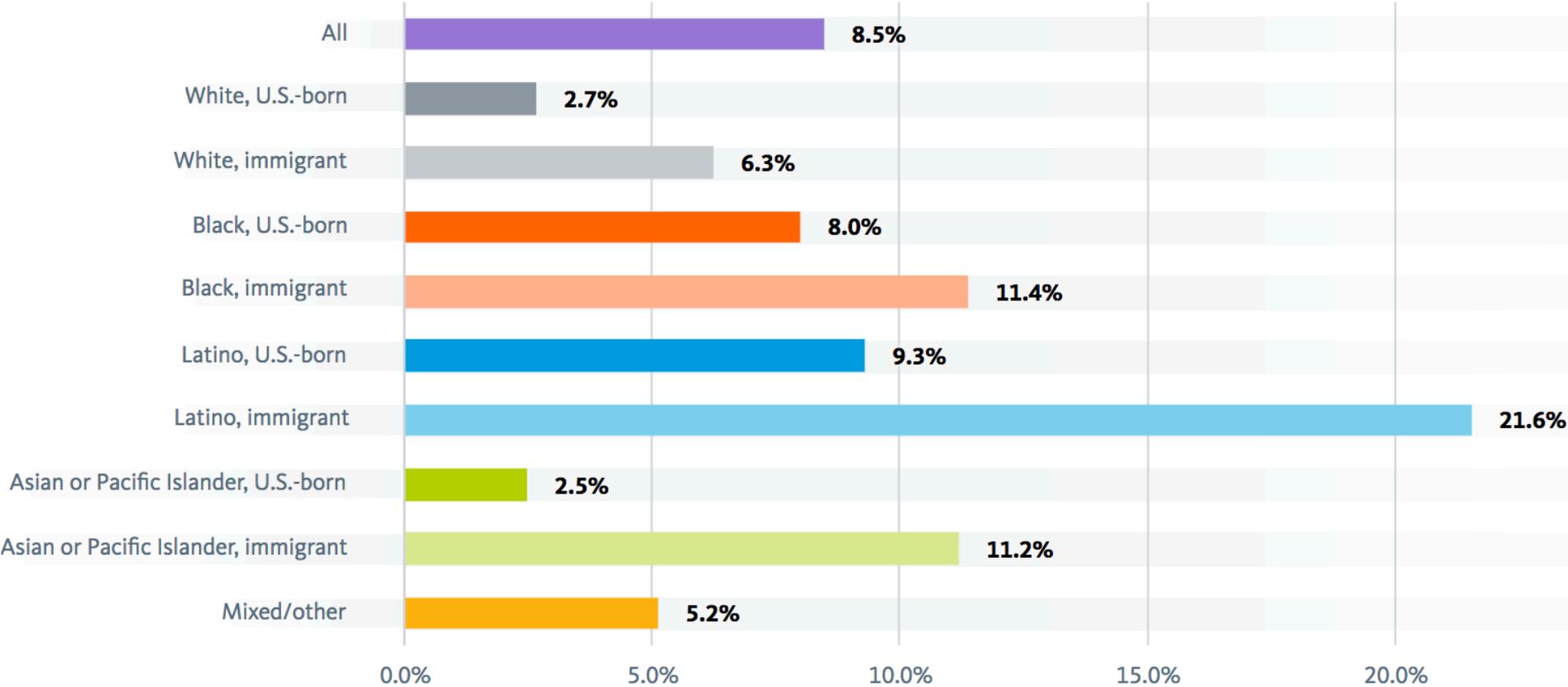


Sources: US Census, 1990, 2000; US American Community Survey 5-Year Estimates, 2009-2013.

Existing Conditions

Working Poor

Percent working poor by race/ethnicity and nativity: Oakland City, CA, 200%, 2014



BUILT ENVIRONMENT

WHAT MAKES UP THE BUILT ENVIRONMENT

- **Buildings**
- **Streets**
- **Open Spaces**

BUILT ENVIRONMENT

WHAT SHAPES THE BUILT ENVIRONMENT

- Zoning and other rules that guide new development and shape the public realm:
 - Mix of land uses
 - Urban form (building height, scale, relationship of buildings to streets)
 - Historic preservation
- Street design and landscaping
- Open space design (parks, plazas, etc.)

Existing Conditions: New Development

Anticipated Development Projects

Anticipated development projects are projects that have already been approved, or that are under review within the Downtown study area, independent of the Specific Plan.



Figure B-23: Anticipated Development Projects

- Mixed-Use, Residential, and Commercial/Retail
- Commercial, Industrial, and Civic
- Affordable Housing

*Includes projects that are approved or under review, as well as buildings under construction.

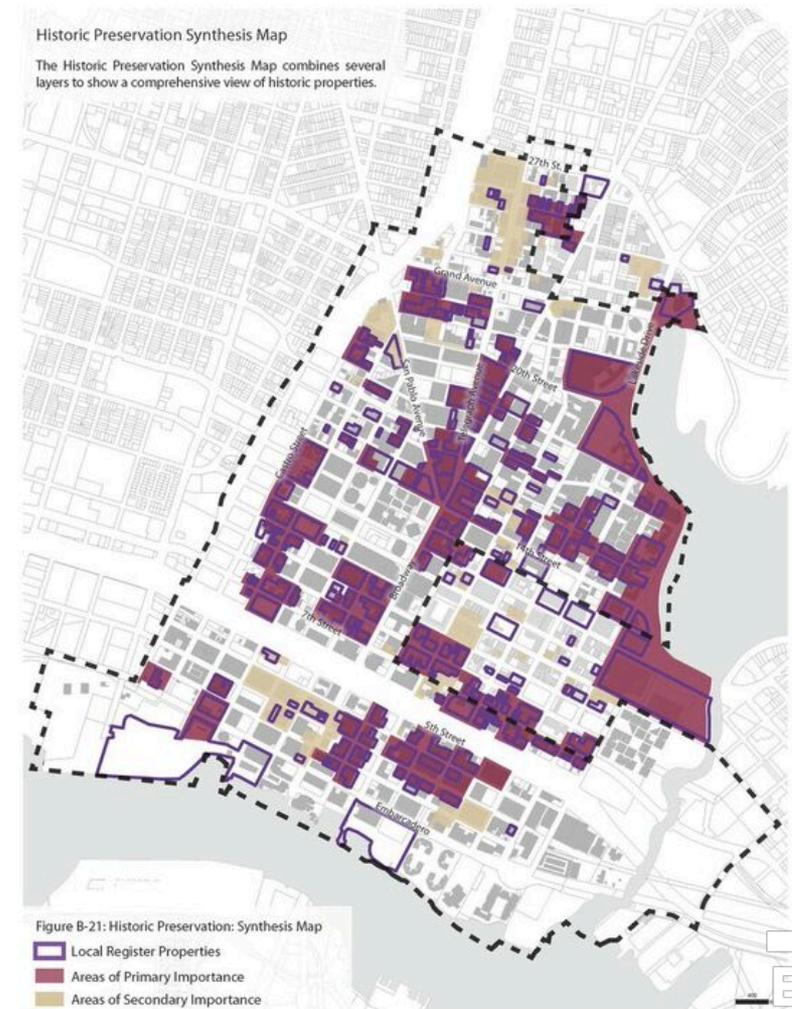
- | | | |
|---|--|--|
| <ul style="list-style-type: none"> 1 2 Kaiser Plaza, 325 22nd Street
<i>Under Review</i> 2 Jack London Square
<i>Approved</i> 3 1601 San Pablo Avenue
<i>Under Review</i> 4 Hanzel Apts, 456-466 23rd St.
<i>Under Review</i> 5 1100 Broadway
<i>Under Review</i> 6 2016 Telegraph Avenue
<i>Approved</i> 7 2015 Telegraph Avenue
<i>Approved</i> 8 2305 Webster Street
<i>Approved</i> 9 1721 Webster Street
<i>Permits Filed</i> 10 2100 Telegraph Avenue
<i>NOP Published</i> 11 2401 Broadway
<i>Under Review</i> 12 1433 Webster Street
<i>Under Review</i> 13 Emerald Views, 222 19th Street
<i>Inactive</i> 14 1431 Jefferson Street
<i>Planning Commission Approval</i> | <ul style="list-style-type: none"> 15 605 9th Street
<i>Zoning Approved</i> 16 PLN17048, 0 Fallon Street
<i>Zoning Approved</i> 17 1314 Franklin Street
<i>Building Permits Filed</i> 18 1530 Martin Luther King Jr. Way
<i>Building Permits Filed</i> 19 250 14th Street
<i>Approved</i> 20 226 13th Street
<i>Building Permits Filed</i> 21 632 14th Street
<i>Zoning Approved</i> 22 1900 Broadway
<i>Planning Commission Approval</i> 23 2270 Broadway
<i>Zoning Approved</i> 24 Jack London Square
Redevelopment
2006 (Revised 2014) 25 377 2nd Street
<i>Under Construction</i> 26 325 7th Street
<i>Under Construction</i> 27 2126 Martin Luther King Jr. Way
<i>Approved</i> 28 Kaiser Center, 300 Lakeside Drive
<i>Approved</i> 29 420 13th Street
<i>Zoning Approved</i> 30 2538 Telegraph Avenue
<i>Building Permit Filed</i> 31 1100 Clay Street
<i>Building Permit Filed</i> 32 301 19th Street
<i>Under Construction</i> 33 585 22nd Street
<i>Zoning Approved, Permit Filed</i> 34 24th and Harrison Street
<i>Building Permit Filed</i> | <ul style="list-style-type: none"> 35 2315 Valdez Street
<i>Under Construction</i> 36 201 Broadway
<i>Under Construction</i> 37 1640 Broadway & 447 17th Street
<i>Under Construction</i> 38 1700 Webster Street
<i>Under Construction</i> 39 4th and Madison Street
<i>Under Construction</i> 40 Broadway and 27th Street
<i>Under Construction</i> 41 459 23rd Street
<i>Under Construction</i> 42 Brooklyn Basin, 250 9th Avenue
<i>Building Permit Filed</i> 43 2302 Valdez Street
<i>Under Construction</i> 44 459 8th Street
<i>Under Construction</i> 45 612 18th Street
<i>Building Permit Filed</i> 46 1630 San Pablo Avenue
<i>Under Construction</i> 47 Hampton Inn Hotel, 378 11th Street
<i>Building Permit Filed</i> 48 Uptown Station, 1955 Broadway
<i>Under Construction</i> 49 1110 Jackson Street
<i>Project Completed 2017</i> 50 Kapor Center, 2134-2148 Broadway
<i>Project Completed 2016</i> 51 Harp Plaza Apts, 430 23rd Street
<i>Rehab</i> 52 Embark Apts, 2162 MLK Jr. Way
<i>Predevelopment</i> 53 W12, East 12th Street and 2nd Ave
<i>Predevelopment</i> 54 285 12th Street Remainder Project
<i>Predevelopment</i> |
|---|--|--|

Existing Conditions

Guiding Development: Historic Preservation

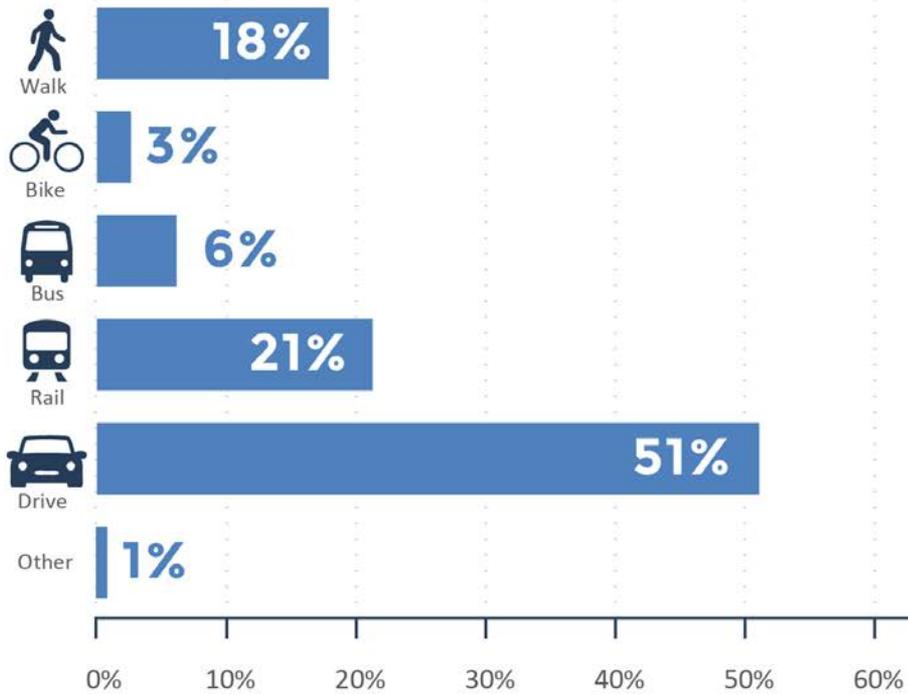


Studying areas of historic significance and contributing buildings



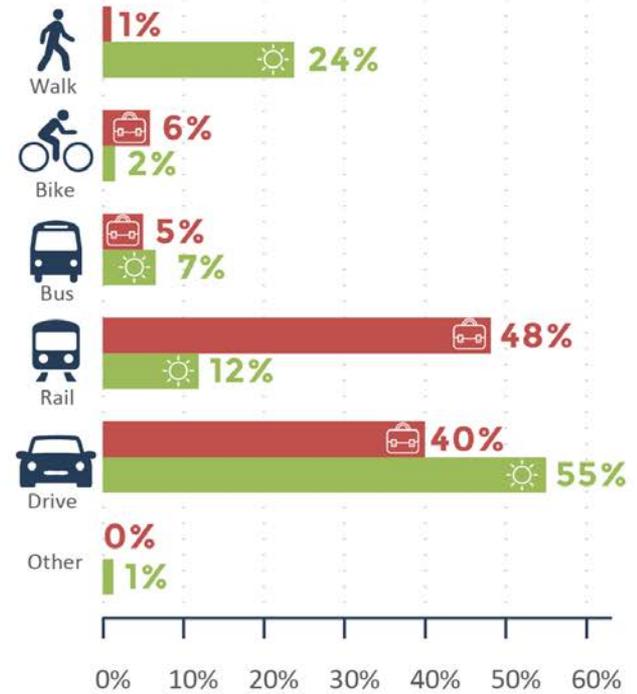
Existing Conditions

All Trips To and From Downtown Oakland



Source: 2012 California Household Travel Survey

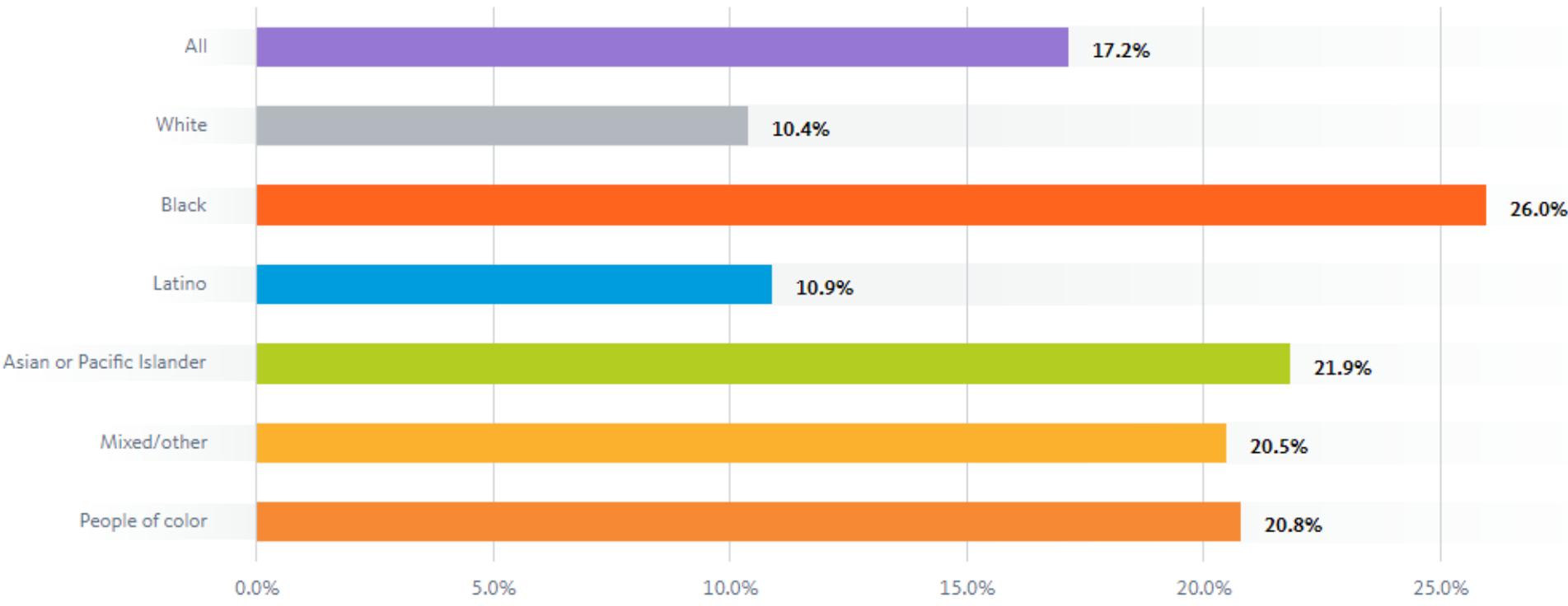
Commute Trips vs Non-Commute Trips



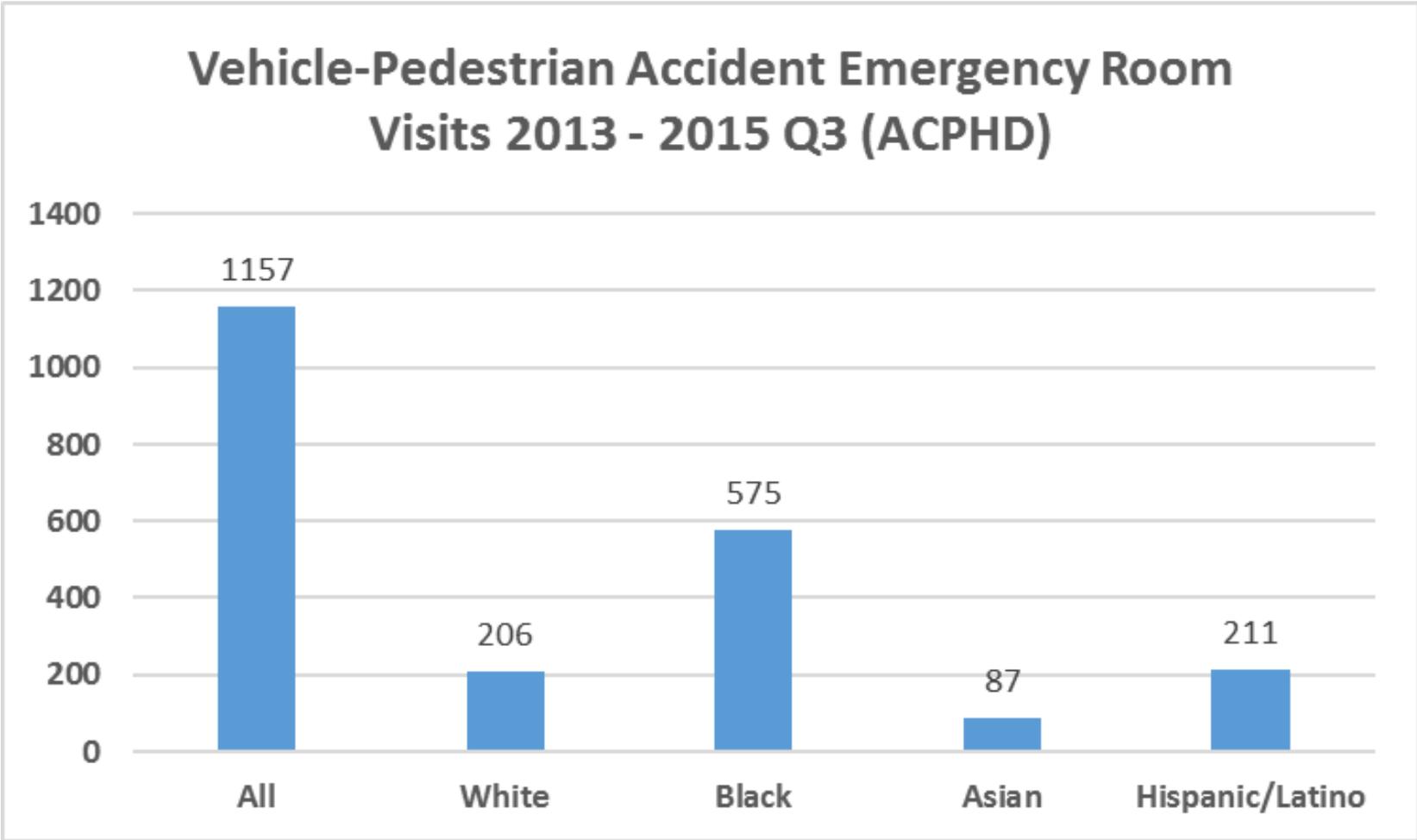
Existing Conditions

Households Without a Car

Percent of households without a vehicle: Oakland City, CA, 2014

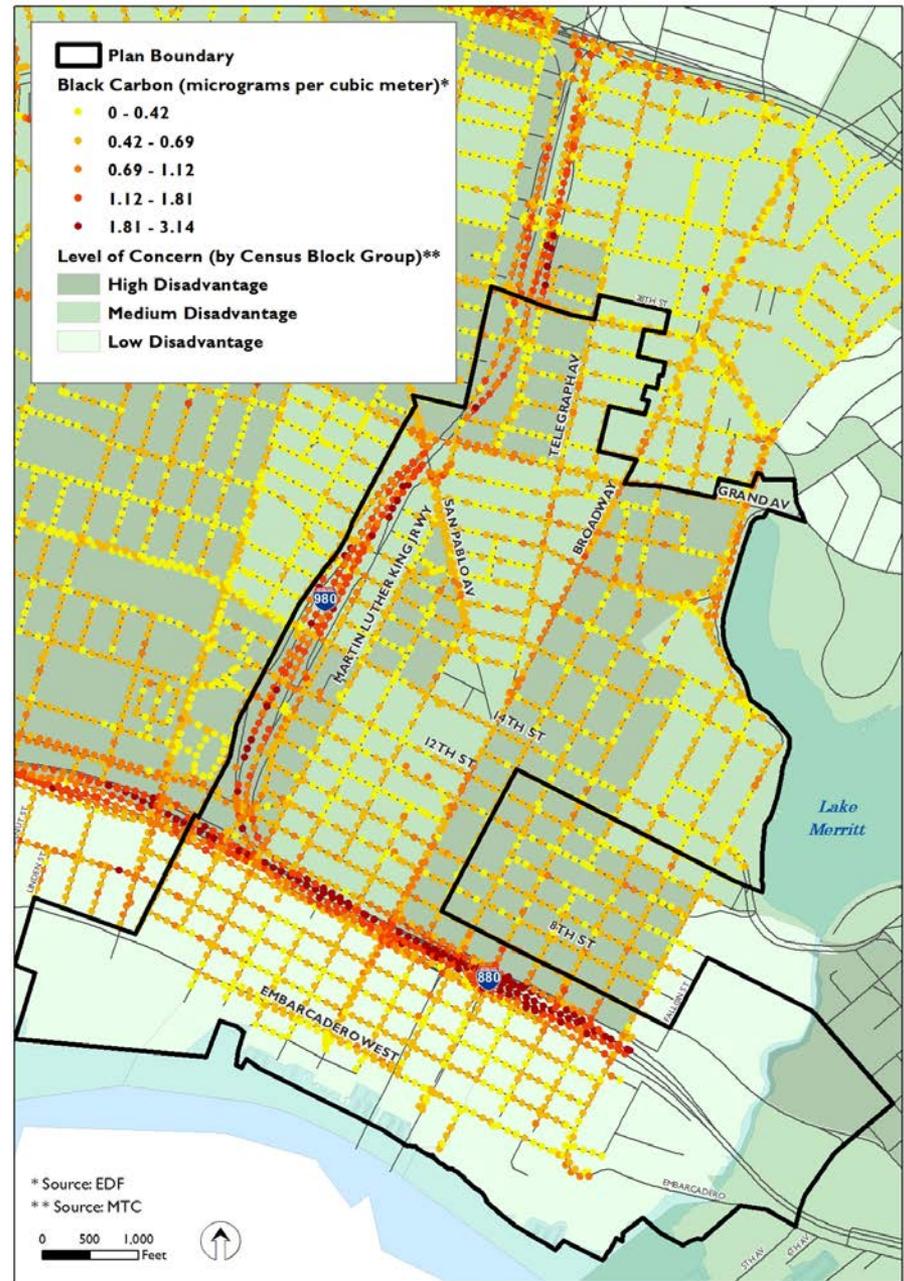
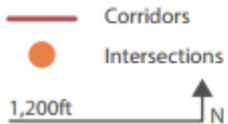


Existing Conditions



Existing Conditions

Black Carbon Air Pollution & Communities of Concern



Findings

Plan Alternatives Report: Connectivity & Access

- Convert most of the one-way streets in Downtown Oakland to two-way streets.
- Ensure that every street in Downtown Oakland is a “complete” street that is safe and comfortable for pedestrians and cyclists.
- Ensure that Downtown and the surrounding region are connected by transit to lessen pollution and increase access to jobs and services.
- Make better connections to West Oakland, Chinatown, Lake Merritt and Jack London Square.
- Replace I-980 with a civic boulevard and lively development to stitch the fabric between West Oakland and Downtown back together.

Findings

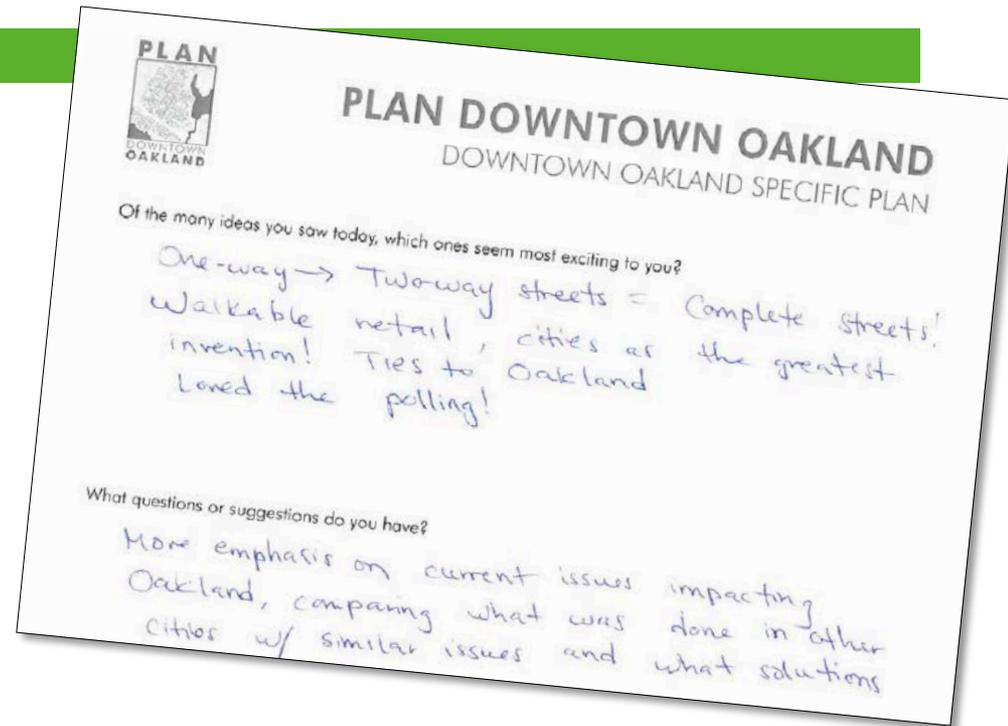
Plan Alternatives Report: Built Environment

- Focus intensity of new development in appropriate areas within Downtown Oakland to preserve the character of other neighborhoods.
- Create walkable and bikeable places that complete healthy, livable neighborhoods.
- House residents of all incomes and family sizes in a wide range of traditional and innovative housing types close to transportation, jobs and services.
- Help to attract a vibrant mixture of uses in Downtown Oakland to generate activity at all times of the day.

Findings

Community Feedback

- Transportation and mobility in downtown Oakland should strengthen walking, biking and transit use.
- Streets often function more like fast-moving on-ramps for the adjacent highways.
- Bus connections are not convenient from East Oakland.
- Trains traveling along the Embarcadero are a barrier for safe and easy access to the waterfront.



Findings

SWOT Analysis

- The baseline data of transit dependency should inform efforts for equity and inclusion in a thriving downtown.
- Plan should ensure that low income and communities of color are connected to downtown through transit access.
- Should consider connections to other parts of Oakland, such as East Oakland.
- Need data on what and where the common routes and passages are for different populations within the city.
- Information regarding the top ten destinations for BART trips originating in downtown Oakland would reveal greater insight into what local residents might need.

Built Environment Vision

- Downtown Oakland is a regional center serving as a hub for jobs, culture, housing and ideas. New residential and commercial development downtown supports this role to meet local and regional demand.
- New development complements downtown's existing historic character, engages with the street and public spaces, and respects natural resources like Lake Merritt and the estuary waterfront.

Built Environment Goals

1. Adapt and grow downtown's capacity for a vibrant mix of jobs, housing and other uses.
1. Focus intensity of new development in appropriate, transit-rich areas within downtown Oakland.
2. Focus change in key areas that have significant amounts of vacant and underutilized land, and adaptively reuse historic buildings to maintain a strong sense of place.
3. Improve the public realm, encourage walking and biking, preserve and restore historically significant landmarks and buildings, updating zoning, and establishing new design guidelines.

Streets and Connectivity Vision

- Oakland residents can access downtown's jobs, amenities and services, by foot, bike, transit or car.
- Soften, remove major barriers separating East Oakland, West Oakland, and the estuary waterfront from downtown = direct & inviting connections to the heart of the city.
- The streets downtown support public gathering with trees, wide sidewalks, benches, lighting, and other amenities to support a busy, safe and vibrant street life.
- Calming traffic with human-scale networks and structures.

Streets and Connectivity Goals

1. Create an amenity-rich public realm
2. Develop a high-quality bike network
3. Foster a delightful and safe walking experience
4. Support fast, frequent, and reliable transit
5. Move goods efficiently and sustainably
6. Coordinate land use, transportation, and parking

RACIAL EQUITY FRAMEWORK

SMALL GROUP DISCUSSION ACTIVITY

NEXT STEPS: 2017

JUN
17

COMMUNITY CAPACITY-BUILDING WORKSHOP
Outcome: Equity Outreach

JUL
17

SOCIAL EQUITY WORKING GROUP
Outcome: Equitable Goals & Outcomes

SEP
17

TECHNICAL ANALYSIS WORKING GROUPS
Outcome: Equitable Policy Recommendations

OCT
17

NEIGHBORHOOD DESIGN WORKSHOPS
Outcome: Neighborhood Design Recommendations

NOV
17

COMMUNITY ADVISORY GROUP MEETING
Outcome: Plan Concepts Memo

DEC
17

COMMUNITY INPUT WORKSHOP

Next Steps

Key Decision Points: Built Environment & Land Use

- “Downtown Oakland” is generally perceived and marketed as extending from 27th Street in the north to the estuary waterfront in the south, but the city’s General Plan currently only designates the areas between 23rd and I-880 as part of the “Central Business District”: Should some or all of the Jack London District also be recognized in the General Plan as part of the “Central Business District”? What about some or all of the area between 23rd and 27th Street?
- Where should the focus areas for new office and commercial growth be in Downtown?
- How can zoning, height, and design regulations be updated to better complement downtown’s existing historic character?

Next Steps

Land Use Analysis

- Analyze current Zoning & General Plan, and identify potential regulation changes for Downtown
- Identify potential tools to leverage new development
- The technical analysis meetings will help prioritize land use regulation changes, and the tools to leverage new development

Next Steps

Transportation Analysis

- Overview of Transportation Network
 - Mode splits, origins/destinations, demographics
- Getting Around by Foot, Bike, and Transit
 - Walking, biking, riding transit, public realm
- Getting Around by Motor Vehicle
 - Driving, parking, emergency vehicle access
- Management of Goods
 - Moving goods in and through downtown, loading and unloading deliveries downtown

Streetwyze

THANK YOU!

Keeping the Town in Downtown

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VOICE YOUR VISION!

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