

## **Attachment D Arts Organizations Meeting Notes**

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## **Malonga Casquelourd Center for Arts**

Meeting Notes

March 3, 2016

Concern over gentrification and displacement of artists

Concern about how artists will be impacted by new development during construction

Malonga Center for the Arts has widespread recognition, locally, nationally and internationally; the facility and its resident organizations are unique in the US and internationally. Thus, the Malonga has far-reaching impact from increased tourism for performances, workshops and events, and the resulting boost to the local economy during these times, to the hundreds of dancers and musicians who use the space. It is estimated that Malonga, through dance and music classes, performances, and traveling artists reaches and 100,000 people annually and has a significant positive financial contribution to the City's sales tax and hotel tax revenue.

Resident organizations routinely partner with local hotels, restaurants, retails for events (to provide accommodations for visiting artist and audience members, and to provide meals and costumes/clothing for performances.

The Malonga presents a number of opportunities to Downtown Oakland through programs, economics contributions, reach to residents and visitors, and connections with artists and celebrities, etc.

Represents culture that comes out of United States

Represents diaspora that doesn't exist anywhere else

The Malonga's marketing plan was created organically by the community

The resident organizations and building residents need rent that is below market rate to protect its people and

long term (10-20 year leases)

What is process for extending lease?

Goal of world-class center

Improve visibility of Malonga – City website

Incorporate Malonga staff and resident organizations into all processes

## Malonga Casquelourd Center for Arts

Visit Oakland website needs to mention Malonga

The Malonga has been the space that makes the community strong

“one stop” shop for talent

The Malonga started careers of many young people

JC Moore International Lights

New Style Motherload

How can city take advantage of vested alumni and show that Oakland supports its artists?

What is the goal for connecting Malonga Center in DT specific plan?

ADA Accessible

Close to transit

Families / international visitors

Need parking

Suggestion to take parking by eminent domain

Guaranteed parking for building

Open county parking lot

17<sup>th</sup> St. city owned space is possibility

Piggyback on future development to provide parking

Long term off street requirements for this building (to get children and strollers to building)

Curbside designation change (curb management)

Handicap parking

Michael Ford, City’s Parking Program Manager, (510) 238-7670 [mford@oaklandnet.com](mailto:mford@oaklandnet.com) as liaison

Reposition the Malonga to the City’s Cultural Arts and Marketing Unit not Oakland Parks and Recreation Dept.

Need resources

## Malonga Casquelourd Center for Arts

Mayors housing task force and the Rainin Foundation provide some promising leads to be able to secure resources

Concern over why no one from the Malonga Center was on the Mayor's Artist Task Force

City's Public Art Ordinance that requires new development contribute 1% to visual arts should also contribute % for performing arts

What is City feeling about Malonga?

Need bodies not just statutes (depicting African American leaders in the streetscape (sidewalk/plazas)); consider the verbal tradition or spoken word

Want Malonga Center organizations and Malonga Center interests represented in process

Real estate and OPR as current management

OPR Malonga needs assessment (existing document)

Measure C- as a source of funds for the center?

Visual arts get lot of respect and attention; need to recognize the far reaching contributions of performance art

Particularly African arts need to be highlighted

Mayors Artist Housing Task Force memo isn't law; need to have a lot of advocating from artists community (Mayor Ed Lee in SF did "task force" on African Americans who now 3% of San Francisco)

Must build conversations and alliances

-understanding who are main drivers and get with them to influence process

Solution oriented

Report back to city supervisors on conversation + get more info on current lease agreement

Process still needs lot of advocacy

Malonga Center had to be more visible and vocal

Need all city staff to advocate for Malonga Center

Make sure communication and visibility from website is cohesive

Advocate for parking changes

Statue is one thing but meaningless without Black people. Doesn't speak to present. Verbal tradition spoken word

Meet with Michael Ford, City's parking manager; kids are driving to Malonga

For a long time Malonga has had this conversation

Artists are strong and will stand up

Now we have parts we have DOSP

Good that community is at the table

Good to hear needs; stay with process

People concerned about change in Oakland and what it will look like if things change

Momentum building-have to keep it going

Memorialize this conversation into specific plan; every city action has to be consistent with policy in plans

Repair of stage, building maintenance, parking, etc. Policies will direct city priorities

We can talk about needs today as well needs today in the future

Invested in center and invested in outcome

City needs to be true to their word; artists want concrete answers; need backing of broader community in addition to dancers

Impact is far reaching

Science now supports the arts

Up to us as citizens to advocate for Malonga's needs. City staff responded to the request for this meeting quickly; moving in right direction.

Under OPR direction, Malonga is managed like a basketball after school program, not a world class arts center

Performance next Sat 3/12

Workshops start Thurs 3/10 @ 6:30

City funded event preview on women dancers in Bay Area

## **Black Culture Keepers Meeting #1**

Meeting Notes

November 16, 2015

High Level Recap of Black Culture Keepers Meeting – 11/16/2015

**Who:** Approximately 30 African American leaders from the Arts, Entertainment and Media sectors in Oakland met with Council President McElhaney and staff; staff from the Oakland Public Library and Oakland Planning Department staff working on the downtown specific plan.

**What:** the group spoke about the historical and current needs in their community for greater investment in the arts and entertainment and their frustrations with previous processes and outcomes related to government investment and regulation.

Key Takeaways:

A call for action in order to:

Improve the city's processes that regulate arts and entertainment; increase funding and staff support.

Reform the organization of the commissions and committees that regulate the arts and entertainment sectors.

Be intentional about how we regulate the arts in order to make sure that government is not a barrier but rather facilitates processes for citizens.

Establish a Black Arts and Business district on the western portion of 14<sup>th</sup> street- from the lake all the way to the frontage road.

Preserve/Protect cultural institutions from harassment, unwarranted complaints, police action

Honor the unique contributions of Black arts and artists to Oakland's cultural and historic landscape.

Topics for more deliberation:

Working with the Mayor and Administration on a citywide arts plan that would include the re-establishment of the Arts Commission

Specifics around the organization of committees and commissions for public arts, entertainment, film, etc.

## Black Culture Keepers Meeting #1

The scope of the Black Business and Arts District.

How to include Black Business and Arts District in the downtown specific plan. The plan is still in development and could still be shaped through advocacy. Staff can be contacted with input at <http://www2.oaklandnet.com/Government/o/PBN/OurServices/Plans/OAK051133#contact>

- Future Logistics/Timelines:
  - Meetings in the 3 to 6 range make the most sense. The next meeting is scheduled for December 7<sup>th</sup> from 3:30 to 6:00 in hearing room 3.
  - We expect to have the Black Business and Arts District established as soon as January and not later than March.
  - We expect to have legislation passed on re-establishing commissions around the arts and entertainment shortly after that around the black business and arts district.
  - Council President McElhaney is currently drafting legislation to reform the noise ordinance in order to protect the long established cultural institutions from undue or unwarranted harassment; more input is needed from community.

## **Black Culture Keepers Meeting #2**

Meeting Notes

December 7, 2015

Oakland Planning Department staff provided an overview of the Downtown Oakland Specific Plan process and initial concepts. The meeting touched upon a number of topics: the history and influences behind a Black Arts Movement District, how to maximize success of a Black Arts Movement district in the community, marketing and logistical attributes to ensure people visit the district, legislative and regulatory needs and government organization.

“AAMLO” Preservation park cultural institution around AAMLO

Jan 12 CED

Jan 26 Black Arts District Naming

Black Arts Movement District – catalyst for black cultural consciousness

Appreciate Black Arts

Black Arts Movement – nationwide theatres, poets, dancers, painters to create art for liberation

Not just any artist – how to define it

Black Business and Cultural Arts District

Harlem Renaissance → Black Arts Movement International Significance

Black Arts Movement District

Safe space for cultivating cultural equity for citizens of Oakland

Place for supporting / encouraging black businesses

Tourist destination for African American culture

Economic Empowerment Zone

Name something black in direct opposition to institutional racism

Organize culturally – zoning for corridor

Lakeshore – Adeline (Frontage Rd) “bottoms”

Liaison districts

Central focus MLK to lake

Justification:



## Black Culture Keepers Meeting #2

Mutually beneficial – youth

American culture is already black pop culture. Want more control of it

Blacks to have

Emphasize opportunity, economic empowerment for black community, cultural education

Black businesses

Need coalition – outreach in community

Independent private board – Lynette as liaison

100 mil bond, corporate sponsorship

Black citizens buy bonds

Black municipal bonds selling

Assess properties to either buy or partner with existing owners and construct Black Arts Movement District

What business to attract: What is the vision for types of businesses, look and feel, etc.

Marketing: Red, Black & Green Banners

Sustainable Green

Shuttles taking people to galleries

Chamber of Commerce

Media, Cable

Problems:

Complaints

Cultural Education

Cultural Ambassadors historical markers

Will people (businesses, residents) along corridor have a problem

Reach art to black people, “for us”

Need Cultural and Entertainment Commission (Fund)

Address cultural needs of black artists

Arts Commission: Cultural policy / Plan

Protection for cultural institution (protection for their persons)

7 people commission need ODO number

Need representation from all parts of the City Of Oakland

## Black Culture Keepers Meeting #2

Citizens' advisory committee

Department of Oakland Arts & Culture (fully funded / staff)

Arts need larger allocation from Hotel Tax Fund (encourage arts to come to Oakland film, etc.)

Access to arts education and youth engagement

Engagement strategy

Citizens advisory Committee

Public comment periods

Partner with Department of race & equity, etc.

Integrating representation with decision making authority police, planning, etc.

Funding-public/private partnership

Outreach to SF Arts Commission & Entertainment Commission

Robert Davis-others come to showcase mode commissions

London Brie SF Board of Supervisors

>>"complaining-pants ordinance" >>Alex

Inventory of city-owned properties

Pitfalls:

Government inertia

Art should not be under economic development

Trickle-down

Specific designation for "Black Arts"

Not just "multi-cultural"

"Other" –

Entertainment commission

Small business commission

D3> Staff to provide background info on recommendations made

Need staff person that just does grants, cultural, equity funding

Need to know history of Oakland Arts Commission

Need research on commission

Case studies

## **Black Culture Keepers Meeting #3 (Draft Resolution)**

Meeting Notes  
January 4, 2016

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND  
2015 DEC 30 PM 1:49

Approved as to Form and Legality

**DRAFT**  
City Attorney's Office

### **OAKLAND CITY COUNCIL**

**RESOLUTION NO. \_\_\_\_\_ C.M.S.**

INTRODUCED BY COUNCIL PRESIDENT LYNETTE GIBSON MCELHANEY

**Resolution Designating The 14th Street Corridor From Oak Street To Frontage Road As The "Black Business And Arts District" To Highlight, Celebrate, Preserve And Support The Contributions Of Oakland's Black Artists And Business Owners And The Corridor As A Place Central Both Historically And Currently To Oakland's Black Artists And Black Owned Businesses**

**WHEREAS**, the black community occupies a central place in Oakland's cultural, economic, social and political development and as such their historical and continuing achievements deserve official recognition as vital and meaningful contributions to the evolving fabric of Oakland's society; and

**WHEREAS**, the black community is inclusive of multiple distinct communities of color including but not limited to African Americans, Afro-Caribbeans, and Africans; and

**WHEREAS**, there exists a congregation both historical and contemporary of black owned businesses and artistic or cultural spaces focused on black expression in the 14<sup>th</sup> Street corridor on or within one block of 14<sup>th</sup> Street from Lake Merritt to I-580 defined as from Oak Street to Frontage Road; and

**WHEREAS**, a congregation of black owned businesses and artistic or cultural spaces focused on black expression exists in the 14th Street corridor currently and includes but is not limited to Joyce Gordon's gallery, Geoffrey's Inner Circle Club, the Malonga Casquelourd Center for the Arts, Uncle Willie's BBQ, Black Arts Movement co-founder Marvin X's Academy of da Corner, and the Betti Ono Gallery; and

**WHEREAS**, named buildings and public art in the 14th Street corridor exemplify the historical legacy of the black community in Oakland including but not limited to the African American Museum and Library, the C.L. Dellums Apartments, the Elihu M. Harris State Office Building, the Ronald V. Dellums Federal Building and Courthouse, and the bust of John B. Williams; and

**WHEREAS**, it is important to promote and celebrate the enduring significance of these contributions by black leaders through the designation of the 14<sup>th</sup> Street corridor

## Black Culture Keepers Meeting #3 (Draft Resolution)

as the Black Business and Arts District and through its official recognition by the City of Oakland; and

**WHEREAS**, this designation will impact all of Oakland by supporting a critical mass of arts and entertainment establishments which are essential to nurture and retain all residents including the creative workforce essential to recruiting and retaining employers in the modern economy; and

**WHEREAS**, the inclusion of the Black Business and Arts District into the downtown specific plan which currently seeks policy guidance on cultural arts and social equity functions as creative place-making to intentionally shape the physical and social character of the 14<sup>th</sup> Street corridor in order to animate the public space, rejuvenate the streetscape, improve local business viability, improve public safety, and bring diverse people together to inspire and be inspired by the legacies and contemporary manifestations of black owned businesses and arts rooted in the black cultural experience; and

**WHEREAS**, research finds that creative place-making as proposed through the Black Business and Arts District that builds on the unique historical legacy of a place makes significant contributions to economic development, livability and the competitiveness of the area; and

**WHEREAS**, the Black Business and Arts District seeks to support a healthy and flourishing arts community which federally funded research has identified of as a driver of greater civic engagement and community involvement which are in turn determinants of improved public health; and

**WHEREAS**, this designation prepares the City to seek state resources to invest into the area by applying for state designation and funding through the competitive grant process established by California AB 189 which will be administered through the California Arts Council; and

**WHEREAS**, this designation aligns with Oakland's existing policy codified in the historic preservation element of Oakland's general plan which states a desire to "preserve, protect, enhance, perpetuate, and prevent the unnecessary destruction or impairment of properties or physical features of special character or special historic, cultural, educational, architectural or aesthetic interest or value"; and

**WHEREAS**, the designation of the Black Business and Arts District is captured by historic preservation element of Oakland's general plan as an activity which is defined as "a store, business, institution or other ongoing land use typically characterized by distinctive or unusual merchandise, materials, or manner of operation or by special historical or cultural associations"; now, therefore, be it

**RESOLVED:** That the City of Oakland hereby designates the 14<sup>th</sup> Street corridor on or within one block of 14<sup>th</sup> Street from Oak Street to Frontage Road as the "Black Business and Arts District" to highlight, celebrate, preserve and support the contributions of Oakland's black artists and business owners and the corridor as a place

Black Culture Keepers Meeting #3 (Draft Resolution)

central both historically and currently to Oakland's black artists and black owned businesses; and be it further

**RESOLVED:** That the City Administrator and his or her designee is hereby authorized to take action with respect to this designation consistent with this Resolution and its basic purposes.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, CAMPBELL-WASHINGTON, GALLO, GUILLÉN, KALB, KAPLAN, REID  
AND PRESIDENT GIBSON MCELHANEY

NOES -

ABSENT -

ABSTENTION -

ATTEST: \_\_\_\_\_

LATONDA SIMMONS  
City Clerk and Clerk of the Council of  
the City of Oakland, California

## 25<sup>th</sup> Street Area Galleries, Businesses and Residents

Meeting Notes

November 23, 2015

### Looking at Uptown Development Challenges...

### As a Way of Seeing All Oakland Arts Neighborhoods

Growing Collaborations for a  
Vibrant, Inclusive Vision for Arts in Oakland  
Uniting all Collectives, Coalitions, Organizations and Community members

**Nov 23, 2015**

Vessel Gallery, 471 25<sup>th</sup> Street  
6PM to 8PM

**MINUTES**

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Meeting with City of Oakland Planning Director Rachel Flynn and Mayor's Task Force on Affordability for Artists, Staff Manager Kelley Kahn, 25<sup>th</sup> St. Stakeholders and Oakland Arts Community. Over 50+ people in attendance: gallerists, artists, local landowners, business owners, organizers, non-profit organizations, residents

#### 1. Uptown Arts District: Welcome, Overview, Guidelines and Goals

- Lonnie Lee (Vessel Gallery) – intro, welcome
- Hiroko Kurihara (25<sup>th</sup> St. Collective/Mayors Affordable Housing Task Force) – intro, overview of the current development pressures in Oakland, tonight's meeting is to facilitate a shared vision for the arts in Oakland, by looking at 25th Street situation. Asked for a show of hands for a predominance of Gallerists and artists, then business owners, then residents. Introduced City Staff in attendance:

**Rachel Flynn, Director of Bureau of Planning and Building**  
**Ed Manassee, Planner, Bureau of Planning, Strategic Planning**  
**Darin Ranelletti, Deputy Director of Bureau of Planning and Building**  
**Kelley Kahn, Economic Development Special Projects**  
**Alicia Parker, Planner, Bureau of Planning (Downtown Specific Plan staff)**  
**Antoinette Pietras, Housing Development Coordinator, Housing and Community Development**  
**Kristen Zaremba, Interim Manager of Cultural Arts**

#### 2. Reviewing Zoning, DT Study Plan, and Mayors Task Force, Impact Fees Study, and development in and near Uptown

- a. Updates from City Staff:
  - i. **Rachel Flynn, Director of Bureau of Planning and Building:**
    1. Instead of sharing each project individually, the city staff are trying to look at them as a whole for the Downtown area. Working with MTC – Metropolitan Transportation Commission, ABAG – Association of Bay Area Governments
    2. City takes on EIRs for larger projects "in bulk" (so individual landowners don't need to) EIR= Environmental Impact Report
    3. Impact Fees: three kinds are imposed on any new projects:

## 25th Street Area Galleries, Businesses and Residents

- a. Transportation
  - b. Capital Improvements (fees here usually used for firehouses, equipment, parks, etc)
  - c. Affordable Housing
4. Discussions here: how much can developers afford to pay without killing the project? The only thing that we will be pursuing is the quick clean up of zoning for a building at the corner of 24<sup>th</sup> and Broadway to match the Broadway/Valdez Plan.
  5. There are 1300 affordable housing units under construction this year; 2000 are slated for next year. Three categories defining “affordable”: extremely low, low, moderately low, based on the AMI – Area Medium Income, which is \$53,000 for a family of 2.65 individuals

### ii. **Ed Manassee, Planner, Bureau of Planning, Strategic Planning**

1. nothing more is happening on the Mitsubishi lot until Jan or Feb. of 2016 The split zoning of the lot is considered an error and the zone adjustment for that one lot is just something they want to fix - *though this is something that the community has not weighed in on* - the 24th St zoning change will only correct the split zoning problem on the Mitsubishi lot.
2. RE the recently proposed zoning changes in our 600+ page staff report:
  - a. 90% of the big zoning package was cleanup; ultimately it resulted in 42 material changes
  - b. Of the 42 changes, the council approved only one: they want to allow certain secondary units (remodeled garages, backlot houses/structures) to be legally rentable (currently those are not); this will help the housing crisis. They studied the area around MacArthur BART and learned that 200 units could be available for rent but are not due to current illegality
  - c. The 25<sup>th</sup> Street/Uptown area is a part of the Downtown Plan; it could also be a sub-area with its own plan within the larger area
  - d. Housing Equity Roadmap: lays out the high priority steps to address Oakland housing shortage part of this, as above, is how to streamline regulations around secondary housing.
  - e. Ed described the project application process:
    - i. “Pre-Application”
    - ii. “Formal Application”
    - iii. “Determination Letter”: when this is received, this is when a project can be appealed

### iii. **Darin Ranelletti, Deputy Director of Bureau of Planning and Building**

1. Development Impact Fee or Nexus Study:
  - a. Nexus – a legal requirement to show the need for new affordable housing
  - b. stakeholder group made up of about 20 people [we have requested a list of members several times] has met 3 times, 4th meeting is next week
  - c. Discussion of trade-offs (where does the fee \$ go to?)
  - d. Final report has not been submitted, could be Dec. 4, and group will meet a couple more times
  - e. asked question of what constitutes arts?

## 25th Street Area Galleries, Businesses and Residents

### iv. **Alicia Parker, City of Oakland staff to the Downtown Specific Area Plan**

1. Suggests our community talk about key attributes characteristics of what we see how we see our neighborhood fitting into the downtown plan.
2. Use Jack London as a model community as to how we communicate our organized feedback
3. Will be meeting with several arts organizations in the area to receive input toward Downtown Plan

### v. **Kelley Kahn, Economic Development Special Projects, Manager of the Mayors Housing Task Force**

1. Most compelling example is when art spaces are able to be owned or to share ownership. Acquisition will most likely be one of the top recommendations that will be submitted to the Mayor in mid-December.
2. Oakland can't really provide funding, but non-profits and other orgs. are interested in participating
3. Reviewing the use the community land trust model
4. Oakland is acquiring 7 spaces in East Oakland
5. We are also playing with the idea about ground floor easements to have partial retail ownership; keeping spaces permanently affordable
6. SF has a plan to allow (arts community entities, Gallerists, Businesses) that if they are suffering they can provide proof and receive 6 months support financially
7. CAST is an organization in SF that is a foundation that is helping to buy art spaces

### **PUBLIC COMMENTS:**

- Mark Lightfoot/Manna Gallery - Omaha is similar in size to Oakland; they took old warehouses in the meat packing district and created an arts district
- Charlie Milgrim, Artist, Mercury 20 Gallery: "We do it here and now – we don't have another 10 years to do this again. This IS where it's happening already."
- Is the city's staff reflecting the diversity of Oakland, unlike what is reflected here?
- Cassidy Jones, The Moon: What is the City's connection to SPUR?
- Anyka Barber, Betti Ono Gallery: How are decisions made? What are the public's opportunities or interface with the different initiatives? How can the City provide this information providing ample time for public community members to respond?
- Hiroko (25<sup>th</sup> St. Collective/Mayors Task Force): The Mayors Housing Task Force is developing an organizational chart to show who and how
- Lonnie Lee, Vessel Gallery– we need policies from the city to support the city's current residents and communities, and serve their needs, let these attributes be incorporated into the developer's projects, rather than let the project serve only the needs of new incoming population. Let's work towards inclusion and creative arts preservation, together, and stave off extermination of what we know as our Oakland identity. GOALS: preserve cultural identity, and ensure creative arts equity.
- **Dec 16th, 6-8pm – Oakland Art Murmur meeting with City Staff to go over how art galleries see how we fit in the Plan Downtown Oakland plan, still confirming venue**
- Pamela Mays McDonald, Oakland Art Murmur – a reminder about how Broadway Valdez project started with hype on the arts and First Friday, but no one from the community was involved. Community shared vision for this neighborhood - notes taken on attributes, we



## 25th Street Area Galleries, Businesses and Residents

will call for meeting to discuss without City, our wishes, and study plan, and come up with a tighter shared vision.

**vi. Antoinette Pietras, Housing Development Coordinator, Housing and Community Development**

1. Participates in the Mayors Task Force on Affordable Housing
2. Will hopefully be assisting with implementing outcomes.

**vii. Kristen Zarembo, Interim Manager of Cultural Arts Dept.**

1. Provided overview of Arts Group within the Mayors Task Force for Housing.
2. Launched Survey of all Oakland Artists living and or working in Oakland DEADLINE December 1  
<https://oakland.granicusideas.com/surveys/artist-housing-and-workspace-survey>
3. Almost 800 survey responses in a 4 day period...need more!
4. Would provide information to Darin from resources that define: "who is an artist?" or "what activities qualify as arts?"

**b. Update from East Bay Housing Organization (EBHO):**

- i. Update on the Impact Fees Study rally held at city hall last Thursday; over 100 people in attendance.
- ii. Coordination is important
- iii. Flier handed out of future rallies and events:

**East Bay Housing Organizations' Interfaith Forum on Faith and Displacement**

Sunday, December 6, 2015  
Lakeshore Baptist Church  
3534 Lakeshore Ave, Oakland, CA 94610  
2-5 PM

**c. Update from Community Activist: Naomi Schiff:**

- i. On the board of the Oakland Heritage Alliance looking at affordability, historic districts, and (?)
- ii. Under state law, it is very difficult to protect commercial rents
- iii. Be tough about zoning laws
- iv. Ground floor spaces are never affordable
- v. Locally owned business vs. chains - how do we get both of these engaged?
- vi. What have other cities done?
- vii. Arts colonies are like marine reserves; you can't fish there, where the coral is, but around the edges is really good fishing.

**PUBLIC COMMENTS:**

- Charlie Milgrim, local artist/Mercury 20 Gallery: "30 feet high is the max – no higher"

## 25th Street Area Galleries, Businesses and Residents

- Floor discussion of the relationship between housing and the art business
  - Valerie Winemiller from PANIL: Piedmont Ave. Neighborhood Improvement League: “Be very careful about the ‘split lot’ re-zone; those anomalies exist in many places and cause no harm”
  - Lonnie Lee: “Equitable design and integrated, where “affordable” doesn’t mean “cheap, separate, and over there, and finishes are quality across the board.”
  - Anyka Barber, Betti Ono Gallery, also on the Mayor’s artist housing task force: Housing Cabinet – looking at how work spaces can be used as live-work spaces; Anyka is also with OCNC (Oakland Creative Neighborhoods Commission) a larger coalition of all these concerns is needed”; get the Oakland Arts Commission re-established!”
3. **Outlining a seamless development review process.** Though suggestions from the audience were taken, we decided to table this discussion in favor of focusing on 25<sup>th</sup> Street Vision process. Hiroko mentioned the following and took notes from public comments as they came up re information sharing:
- a. Information Dissemination Guidelines (Staff had proposed in their 600pg staff report to the Planning Commission for a recommended change that would require the City to send, by post, notifications to occupants/residents of nearby properties to policy or development changes. Achievable by “Current Resident” addressees.
  - b. Planning Commission Study Sessions were practiced that were open to the public
  - c. Better timelines for review are needed for the public as well as the planning commission
4. **Outlining “our” 25<sup>th</sup> Street/Uptown neighborhood vision:**
- a. Continue visioning session on another date, possibly December 9<sup>th</sup> or 10<sup>th</sup> to engage fully with participants about how we see this neighborhood growing and changing
  - b. Identify planning and organizing efforts in other parts of the country
    - i. for example ARTSPACE <https://oakland-home.squarespace.com/preservation-strategies/>
  - c. Work with Staff, community, timing to outline stories, histories for each neighborhood then incorporate into the Downtown Plan or codify into our own
  - d. Have our process help identify next steps for other neighborhoods

### **PUBLIC COMMENTS/ SUGGESTIONS** (as a starting point for next meeting):

- This is a Historic District called the Garage District
- Liveries were located here (also in the VERY building. Vessel used to be a livery for the local firehouse)
- Protect affordable commercial spaces otherwise all galleries will be gone
- Arts Overlay for the Uptown district to place stringent requirements on any new proposals
- Support and encourage small businesses NOT CHAINS, NO BIG BOXES
- Really look at ground floor spaces, what are the current uses
- Preserve this area
- Identify what makes uses “Neighborhood Serving”
- Where are the historic districts in the Downtown Plan?
- Inclusionary Zoning: Cultural/affordability
- 7 months with planning process [for Downtown plan??]
- Monthly Topics for Listening/Study Sessions

## 25th Street Area Galleries, Businesses and Residents

- Create parking plan
- Loading zones for moving art in and out
- Older buildings need preservation
- Historic district should have height limits
- LIGHT in buildings
- Foot traffic
- Design guidelines
- NOT to be priced out
- Invite Landlords and developers
- City must value cultural arts and quantify and support the creative economy
- Arts = sculpture, painting, culinary, performing, music, literary, NOT web design
- What about YOUTH ARTS?

### 5. **Upcoming Advocacy/NEXT STEPS:**

- a. December 3<sup>rd</sup> meeting to review 126 units at 250 14<sup>th</sup> St. plus 258 units at Alice/14<sup>th</sup>  
Thursday, December 3  
6:00 PM, Lobby  
Hotel Oakland  
270 13th Street
- b. NEXT MEETING to discuss and provide input for our vision for 25<sup>th</sup> Street Uptown neighborhood Plan:  
December 9<sup>th</sup> or 10<sup>th</sup>, details to follow  
Meeting date Survey forthcoming!

Adlemy	Adlemy	Adlemy	Adlemy
Najla	Gomez	<a href="mailto:najla@EBHO.org">najla@EBHO.org</a>	EBHO, community organizer
JoAnn	Biagini	<a href="mailto:JoBiagini@comcast.net">JoBiagini@comcast.net</a>	Mercury 20 Artist Creative Growth Ce
Chelsea		<a href="mailto:CBWurms@gmail.com">CBWurms@gmail.com</a>	W416/real estate
Chris	Scrivani	<a href="mailto:Cscrivani@aol.com">Cscrivani@aol.com</a>	W416
Andrea	Steves	<a href="mailto:Andrea@Fictilis.com">Andrea@Fictilis.com</a>	Artist, Curator, Great Wall of Oaklanc
Timothy	Furstaav	<a href="mailto:Timothy@fictilis.com">Timothy@fictilis.com</a>	Artist, Curator, Writer
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Emily	Butterfly	TBD	Event Provider with Life is Living
Gina	Madrid	<a href="mailto:GinaMadrid.Lo@gmail.com">GinaMadrid.Lo@gmail.com</a>	Steel Artist
Conrad	Meyers	<a href="mailto:Conrad@oaklandartmurmur.org">Conrad@oaklandartmurmur.org</a>	Gallerist/Music
Ruth	Tabancay	<a href="mailto:RuthTabancay@gmail.com">RuthTabancay@gmail.com</a>	Mercury 20
Jann	Nunn	<a href="mailto:Jann.Nunn@sonoma.edu">Jann.Nunn@sonoma.edu</a>	mercury 20
Dan	Weber	<a href="mailto:mauteweber@yahoo.com">mauteweber@yahoo.com</a>	Manna
Mark	Lightfoot	<a href="mailto:mark@lightfootartca.com">mark@lightfootartca.com</a>	Manna
Chandra	Cerrito	<a href="mailto:Chandra@chandraceritto.com">Chandra@chandraceritto.com</a>	Gallery

## 25th Street Area Galleries, Businesses and Residents

Izzy	Ahmed Mays	<a href="mailto:IzzyFBM@gmail.com">IzzyFBM@gmail.com</a>	
Pamela Savlan Anyka	McDonald Hauser Barber	<a href="mailto:PamelaMaysMcDonald@gmail.com">PamelaMaysMcDonald@gmail.com</a> <a href="mailto:Savlan@JLID.org">Savlan@JLID.org</a> <a href="mailto:Anyka@bettiOno.com">Anyka@bettiOno.com</a>	Oakland Art Murmur Board Jack London Improvement District Betti Ono Gallery Artist/City Planner/Neighborhood Resident
Cheryl Tommy	Derricotte Mierzwinski	<a href="mailto:CherylDerrclotte@gmail.com">CherylDerrclotte@gmail.com</a> <a href="mailto:twojacksdenim@gmail.com">twojacksdenim@gmail.com</a>	Two Jacks Denim Shop Mercury 20 and Jingtowntown Arts and Business Community Roscoe Ceramic Gallery
Jill Derik W.	McLennan Van Beers	<a href="mailto:JMcLennanarts@gmail.com">JMcLennanarts@gmail.com</a> <a href="mailto:roscoeceramicgallery@gmail.com">roscoeceramicgallery@gmail.com</a>	Roscoe Ceramic Gallery
Bradford Amira Bobby Maryann	Paley Richmond Arte Leshin	<a href="mailto:Brad@didi.com">Brad@didi.com</a> <a href="mailto:Amira.Richmond@gmail.com">Amira.Richmond@gmail.com</a> <a href="mailto:BobbyArte13@gmail.com">BobbyArte13@gmail.com</a> <a href="mailto:maryann@mleshinconsulting.com">maryann@mleshinconsulting.com</a>	hardware/software interaction design OAM Board, Thelma Harris Art Galler Artist/Painter Consultant
Ken Danielle Shelley	Ehrhardt Fox Barry	<a href="mailto:Ken@vessel-gallery.com">Ken@vessel-gallery.com</a> <a href="mailto:danielle@slateart.net">danielle@slateart.net</a> <a href="mailto:Shelley@slateart.net">Shelley@slateart.net</a>	Vessel Gallery, 25th St Neighborhood Crime Council Slate Gallery and Art Consultant Art Gallery owner and consultant Diesiner and Board of Oakland Herita Alliance
Naomi Ashara Joell Charlene	Schiff Ekundayo! Jones Milgrim	<a href="mailto:Naomi@17th.com">Naomi@17th.com</a> <a href="mailto:Ashara@oakland.impacthub.net">Ashara@oakland.impacthub.net</a> <a href="mailto:joelljones@gmail.com">joelljones@gmail.com</a> <a href="mailto:milgrim@gmail.com">milgrim@gmail.com</a>	Gallerist OMI Gallery at Impact Hub Oakopolis Gallery artist Mercury 20, artist art mumur audience, illustrator, preservationist
Valeri	Winemiller	<a href="mailto:vwinemiller@hotmail.com">vwinemiller@hotmail.com</a>	Interloper from West Oakland (WOC/ JLSID)
Steve Meghan Jordan Cassidy	Lowe Faulkner Bunnell and Cory	<a href="mailto:ewolnephets@sbcglobal.net">ewolnephets@sbcglobal.net</a> <a href="mailto:Meghan@locallanguageart.com">Meghan@locallanguageart.com</a> <a href="mailto:Jordan@locallanguageart.com">Jordan@locallanguageart.com</a> <a href="mailto:themoonoakland@gmail.com">themoonoakland@gmail.com</a>	commercial art design commercial art design The Moon
<b>City Staff:</b>			
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<b>Co-Hosts</b>			
Hiroko Lonnie	Kurihara Lee	<a href="mailto:H2oakland@sbcglobal.net">H2oakland@sbcglobal.net</a> <a href="mailto:Lonnie@vessel-gallery.com">Lonnie@vessel-gallery.com</a>	25th St. Collective-co-host Vessel Gallery-co-host

## Art Murmur Meeting #1

# Art Murmur Meeting #1

Meeting Notes

November 16, 2015

Meetings

November 23

- meeting organized by Hiroko and Lonnie Lee – b-8 in Vessel Gallery
- Neighborhood meeting with creative arts leaders

Art Murmur meeting on Downtown Specific Plan organized by Conrad Meyers

Conrad Meyers

- President of the Board, Art Murmur. Operator of Aggregate Space Gallery – video installation gallery

Panel Discussion – Paul Vulva, Douglas Crosby (attorney), Winter Williams (Community Bank of the Bay), Joell Jones (Oakopolis Gallery)

- Challenge of rising rents
- Some galleries own buildings and some rent
- Solutions
  - Buy building
  - Form land trust and buy
  - Find ways to increase revenue (add café, retail, etc.)
  - Zoning only for art galleries – doesn't address rising rents if another gallery can afford it
  - Coalition building with other sectors – housing, parks, transport, etc.

## **Art Murmur Meeting #2**

Meeting Notes

December 16, 2015

Oakland City Planning Department

Arthi from Opticos Design, consulting firm in Berkeley

Alicia Parker from the City of Oakland

Kristen Zarembo from City of Oakland

Chandra Cerrito, Chandra Cerrito Cotemporary- How can we actually retain what is good about Oakland, including this neighborhood that has organically grown? There is strength here because it was organically grown and is worried about moving, which would be counterproductive.

Wants to know how Uptown can be an arts district.

Lonnie Lee, Vessel – In terms of policy, that existing residents are considered in the process of development, which often ignores those who are already there. Lonnie believes that there's room for shared community, but wants to make sure that the people who make Oakland unique are retained. Policy can achieve this and the city can advocate for the arts when speaking with developers. Would like to see neighborhood become an arts district.

Conrad Meyers, Aggregate Space– Conrad's situation is unique because he rented a warehouse for artist studios and decided that they should create a gallery once they started to build out the space. The gallery's rent is going up and is worried about opportunities for future creative in Oakland. His space won't last where it is and wants to make sure people can participate in Oakland. Is concerned that the opportunities are getting smaller and are only available to those with money.

Mary Curtis Ratcliffe, Mercury 20 – Hopes the city can help Mercury 20 stay in their space. Is worried their rent will double when the lease is up. Doesn't want to be priced out of the neighborhood. Saw this happen in New York and would like to avoid that happening here.

PK Frizzell, Mercury 20 – Concern is about maintaining energy around the creative community in Oakland. The city government needs to find ways to maintain new, young creative energy, which is part of what's important. The arts are a resource for Oakland because it brings together the creative energy. Oakland's other resource is the architecture and historic integrity of the city. Maintain the history and the ability for all of the creative energy to collect in the city.

## Art Murmur Meeting #2

Shelley Barry, Slate – This area is a jewel, where people from all over the country/world come and needs to be protected. [Arthi recognizes that the creative community is important to the area and is in high demand. It is evident that it needs to be preserved.]

Chelsea, Warehouse 416 – Interested in the character of the neighborhood and wants to see the energy and visual character and sense of exchange is protected.

Eric Murphy, Joyce Gordon Gallery – Changes and development are necessary to a certain point, but it is important to protect the very thing that made people want to come here, which is the arts. Would like to see some clever ways that the arts can collaborate with development. And would like developers to listen more, which will make them share interests more. Sees the city as one form of protection that we have and are the gatekeepers to control development.

Charlie Milgrim, Mercury 20 – The neighborhood has a “feel” that can’t be replaced. Doesn’t see the area as a live/work area since there are galleries here, not producers. Is not looking for a live/work neighborhood. Wants to protect the vibe in the neighborhood. Concerned about height limits, once the neighborhood is rezoned then the galleries will be gone. Should be on a building-by-building basis rather than rezone the entire neighborhood. [Conrad – people have already left the neighborhood because of the changes and price increases. The hope is that we can come up with solutions that the city can do.]

Ashara Ekundayo, Impact Hub Oakland – Impact Hub is based on social practice and cultural equity. Each Impact Hub takes on the personality of the neighborhood. This model is being copied by new Impact Hub Oakland. Impact hub is a tenant in a Signature-owned building, is it’s own organization and takes Signature to task. Has been very clear about development in the neighborhood.

## PRESENTATION

Working on a draft of concepts through a grant given to the city from MTA.

Community Meeting on February 1 to discuss and have a first look at preliminary concepts. Then will have core stakeholder meetings.

Following the community meeting, there will be a series of public hearings with various commissions.

Sub-districts and their identities in Downtown Oakland. Have places for surrounding neighborhoods.

Now planning for transit and making places, rather than for automobiles.

Specific plan for Broadway Valdez. The city is advancing their planning process to employ design features that are environmentally-friendly and inclusive of people with disabilities. Make

## Art Murmur Meeting #2

Broadway a unique spine through the neighborhood. Create a sense of place by improving roadways and including a protected bike lane and trees.

First draft will come out in January. Being intentional about where the city would inbuild with potential development. Looking at places that need to be protected for their architecture composition and character.

The way that they've crafted the strategy is based on feedback from the community and good placemaking strategies that caters to a range of income and creating a downtown that provides synergy for people who live there and want to do there.

Incremental infill strategy and mindful of context of existing neighborhoods. Make sense to change strategy for each neighborhood. Contextually sensitive to the neighborhoods as they exist now.

What type of future uses would be compatible with new designations of space?

City is looking at building types in Downtown. There is a range from a smaller scale house typology to a larger scale typology. So "urban" is not necessarily based on height. Uptown galleries are not as "urban" as other places in downtown and city wants to preserve already existing typologies and uses.

City looking at what it mean to have an arts district. Black Arts District on 14<sup>th</sup> street or Jack London or Uptown.

Examples of arts districts – Wynwood in Miami (built from old warehouses in the mid-2000s. Previously abandoned warehouses began to be occupied by artists, restaurants, cafes. A BID was created for the neighborhood) [Participants noted that artists are now being displaced there.] DUMBO Arts District in NYC (traditional arts district. Old factories were repurposed) [Displacement there, too. City sees there needs to be safeguards. Affordability is as important as a special designation and historic preservation.] Austin, TX (entertainment destination. Program of events helps make Austin a lively city)

What makes Oakland distinct? Observations and direct feedback from community. Would like to drill down on the design elements. What is in the city's planning toolbox? Can discuss design guidelines, light, etc. Needs to recognize that there are larger discussions on the mayor's level.

Spend the end of the meeting discussing the design of gallery spaces, will use this for infill building and restrictions for new development.

Wants to better connect parts in Oakland so people can walk between neighborhoods and to feel safe etc. Introduce spaces where people can gather. Conrad says that the galleries are those types of places.



## Art Murmur Meeting #2

Suggestions for design:

- Better wayfinding and signage to connect the galleries
- Square footage for a retail/other spaces are different than the galleries. OAM galleries range in sizes. A gallery space can come out of almost nothing.
- Galleries will make a space work and will turn the space into cultural equity for the city.

Public gathering spaces along the way to galleries. Expand cultural square footage in the city. Right now the plans are driven towards big investment and decreases square footage for cultural use. Galleries will not be able to keep up with market rate and we need a different metric when this is considered in the new policies.

Conrad – City needs to research cities that failed at arts districts. Elongate purchase process for developers in arts districts and include design check processes.

Mary Curtis – Protect affordable rents for artists and galleries.

PK – Come up with some creative solution to give value to galleries as a cultural resource rather than an economic one.

Shelley – To protect this jewel that we have, as well as the artist, makers, gallerists on this area. You can't model after other arts districts, we need to learn from their mistakes.

Chelsey – Research owner-operator residence

Eric – Create a policy to protect the arts and culture in the city. Strengthen connection

Anyka – Be sure the arts committees are included in the commission outreach. Make sure there is a metric for valuing culture that matches development dollar. Do a cultural asset map to look at creative spaces that currently exist in downtown. Have a cultural density study to be added to the other studies. Use the demographic data for a jump-off for what makes Oakland special. Be inclusionary. More time to work with community stakeholders to build plan.

Charlie – Building height limits, thinks it is intrinsic to keeping the art districts unique and inviting.

Chandra – Galleries need parking in addition to public transit. There needs to be a variety of scale of buildings, need to have small spaces that can be rented at an affordable rate. Need economic resources behind the arts district for rent control etc.

Lonnie – Emeryville has a program where artists can buy live-work spaces—wants city to look into it. New economy that allows for ownership in the creative arts community. Look at other examples in Montreal, Santa Monica, Ithaca, Iowa City, Charlottesville, Burlington, and Salt Lake City—European feel, mixed use communities.

Ashara – Support for protecting places that need to be preserved, particularly Molanga.

## Art Murmur Meeting #2

Written responses from participants:

Conrad Meyers – Research cities that failed (New York, Chelse/Soho, Washington, D.C., San Francisco Mission); high ceiling and natural light that doesn't have to pay a premium; square footage is not equal to retail; give an artist a space, it will be great; elongate purchase process and design check processes in arts districts.

Lonnie Lee, Vessel Gallery, [Lonnie@vesselgallery.com](mailto:Lonnie@vesselgallery.com) - Policies protect vulnerable communities, hire local residents, implement affordable rents for commercial and residential cultural arts, permanent affordable housing and cultural space, parking, widely shared and sustainable prosperity.

Mary Curtis Ratcliff, Mercury 20, [mcratcliff@earthlink.net](mailto:mcratcliff@earthlink.net) - Protect affordable rents for artists galleries.

PK Frizzell, Mercury 20, [polly@pkfrizzell.com](mailto:polly@pkfrizzell.com) - need creative economic solution – of of artists as a cultural resource

Kristen Zaremba, [kzaremba@oaklandnet.com](mailto:kzaremba@oaklandnet.com) - Transform F.O.P with art.

Shelley Barry, partner, Slate Art, LLC, [shelley@slateart.net](mailto:shelley@slateart.net)

Chelsea B, Warehouse 416, [cbwurms@gmail.com](mailto:cbwurms@gmail.com) - preserve warehouse space in KONO AND JLS, don't allow demolition of warehouse along Broadway, 3<sup>rd</sup>-7<sup>th</sup> Streets.

Eric Murphy, Joyce Gordon Gallery, [eric@joycegordongallery.com](mailto:eric@joycegordongallery.com) - visually and city documents identifying and establish cultural arts and entertainment, self preservation tax (money arts business are tax, a % goes back to Arts Commission or back to business), create an arts preservation policy like landmark protections.

Charlie Milgrim, Mercury 20, [milgrim@gmail.com](mailto:milgrim@gmail.com) - Keep new development under 30' if possible / 45' - worst possible scenario, economic support for cultural value, ie. Economically supporting galleries (pre existing).

Chandra Cerrito, Chandra Cerrito Contemporary, [Chandra@chandracerrito.com](mailto:Chandra@chandracerrito.com) - Policies that enable galleries/cultural spaces to afford rent where they currently exist- commercial rent control for qualified businesses within designated arts districts. Also encourage new cultural spaces by mandating certain percentages of space for those qualified uses – within designated arts districts, plenty of parking, variety of scales/types including those small enough to be very affordable.

## **Oakland Creative Neighborhoods Coalition**

Meeting Notes

December 17, 2015

Oakland Planning Department staff provided an overview of the Downtown Oakland Specific Plan process and initial concepts. The meeting structure was set up as a presentation and discussion. The recorded notes are of the discussion following the presentation. The discussion touched upon a number of topics: ensuring the success of non-gentrified artist districts, protecting those that are already here from displacement, City outreach efforts, the legislative aspect of Plan Downtown and investing in the artists community.

Change Cultural Arts Commission to Department

How is existing arts districts factored into DTSP?

- Black Arts District
- Work with Lynette to figure out its components
  - Signage
  - Color
  - Streamlined permitting
  - Policies and processes to make it easier in the arts district

Request copy of presentation

Examples of arts districts: Unsuccessful, but are successful in gentrifying the areas

- City needs to define what a “successful” arts district is
- Oakland can be an example
- Find short and long term solutions that work

Equitable developments

- Look at other examples of successes:
  - Historic 7<sup>th</sup> St in West Oakland
  - Black Wall Street
  - Fruitvale
  - Atlanta, GA
  - Alvarado St in Los Angeles
  - [Leimert Park](#) in Los Angeles

What percent of existing artists are served by these arts districts?

## Oakland Creative Neighborhoods Coalition

Stakeholder is worried that the arts districts being designed is designed to serve incoming people rather than the existing people.

Stakeholder is concerned about the DTSP team's definition of *resident*, *affordability*, and *equity*. Stakeholder believes that the flawed definitions used could misguide how DTSP policy framework is developed.

- Resident: reframe definition because resident could be refined as someone residing in Oakland as recently as 3 weeks old
- Affordability: state defined categories
- Equity: Community kickbacks should be enforced if companies want to be in City Of Oakland
  - Give jobs / internships to "residents"

Believes that city staff have meetings scheduled a year ahead of time. Want meeting notices to be posted 1 year ahead of time to be posted in publications such as East Bay Express/ Oakland Post.

Decision-making Matrix:

How to provide feedback, how is feedback used, and how is feedback incorporated into DTSP?

Impact Fee → How does funding go back into community?

City changed zoning of Art Murmur area to permit art galleries

Stakeholder is concerned about sea level rise. <http://www.climatecentral.org>

How it is being addressed:

EIR → Greenhouse gas emissions → Sea level rise

BCDC → thinking about sea level rise

Youth Engagement: Make sure to understand, analyze parent's income of the youth being engaged

Equitable development: consider the triple bottom line (financial returns to investor, benefits to community and environment)

People need parking / transit

New development is baseless if people cannot get in

New developments

## Oakland Creative Neighborhoods Coalition

- right of first refusal
- E.g. Washington D.C. development (lottery for artists to get a space)

Feedback: (How are DTSP using feedback?)

- Collect, report feedback (spreadsheet, comment books)
- Do as best as possible to interpret and present back to public
- Make design concepts, ideas
- Show community, and get feedback “Did we get it right?”
- Advisory boards, professionals evaluate and give input
- Repeat: show community and get feedback, “Did we get it right?”

How will the city council / mayor’s office fill in the legislative side of DTSP in defining arts district, restoring arts dept., etc.?

- Submitted Black Arts District legislation
  - Jan 4 – Planning Commission
  - Jan 12 CED
- Noise Ordinance
  - Based on San Francisco
  - If you move into place that has neighboring noise generating activity, you can’t use means to kick out the old “noise generating” neighbors out
- Preference for Oakland residents for positions
- Equitable Development
  - Impact Fees
    - Infrastructure such as parks and libraries
    - Affordable Housing

## Investments

1. Expanding Small Businesses
2. Protecting and Preserving

Policy framework → employment, space

Policy framework used as guide for officials

Policy for city to support cultural arts (increasing arts space per capita)

Art Fee → 1% of total development cost assessed

Or include arts in design (eg. Arts in public plazas)

Question on whether there is an injunction on Art Fee. Answer for now: No injunction.

## Oakland Creative Neighborhoods Coalition

Broadway Valdez Specific Plan → already you can see public realm improvements such as the new streetlights, sidewalks in front of Sprouts and CVS

When applying for grants → increase exposure

- Track of providing Oakland specific art work
- Promote local art that celebrates Oakland culture/heritage when using city fund

Regional Equity – should not be disproportionate ratio of jobs/housing in any specific cities

Idea: Mixed income, context sensitive infill developments incrementally built

What is the percent of mixed income development?

Stakeholder: 10%, in San Francisco it is a 60/40 split

Developments starting now: a lot are market rate units, many built with density bonus

Mixed Income Developments-

- What are the theoretical frameworks when planning department thinks when it situates the Specific Plan within the General Plan?
  - Street network to slow traffic
  - Bolster existing residents
  - When no new housing built → jeopardizes existing residents

Is there a vision statement for the Downtown Plan? How are you working with other agencies? Policy framework?

The process that we go through:

- 1) Look at existing conditions
- 2) What does the community want? What are its aspirations?
- 3) Present back what the planning department thinks the community wants based on feedback from community
- 4) Make policy

Don't understand investments from city for artists? How does it help us scale?

Task force → how do we retain artists?

- Mayor wants doable, specific 2-3 strategies
- Subset of housing task force
- Find interventions to help artists stay long-term, without market-rate pressures
  - CAST from San Francisco as example precedent
- Land Trust Model

## Oakland Creative Neighborhoods Coalition

- Oakland Community Land Trust acquiring 17 properties to make spaces permanently affordable for residents
- NY Spaceworks – example precedent of cheap spaces for artists

Stakeholder believes that city staff is beating around the bush, without real solutions or answers.

- Latham Square already being constructed
- Things are already changing
- People can't find parking. People are losing business.
- Can barely get around with wheelchair
- Stop saying "DRAFT" on slides

Jose from Mayor's office: works on Small Businesses, their issues, funding capital to alleviate pressures.

The office is putting attention, resources to help community in that regard.

Rent control:

- What are rules for rent control? What about new buildings?
- New buildings → concern they may raise rent
  1. Impact Fee → bring new development to alleviate pressure so older residents won't be displaced
  2. Reduce Displacement: close loopholes on condo conversion, seismic retrofits

Feb 1 Issues: City's work on affordable housing, rent control, equity, how can people participate