



EQUITY

IN

OAKLAND

The Downtown Specific Plan

Neighborhood Design Sessions: Chinatown

February 13, 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

- Introduction, Timeline & Meeting Objectives
- Timed Discussions:
 - Topic 1: Growth & Opportunity
 - Topic 2: Streets & Mobility
 - Topic 3: Arts & Culture
- Hands-On Design 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

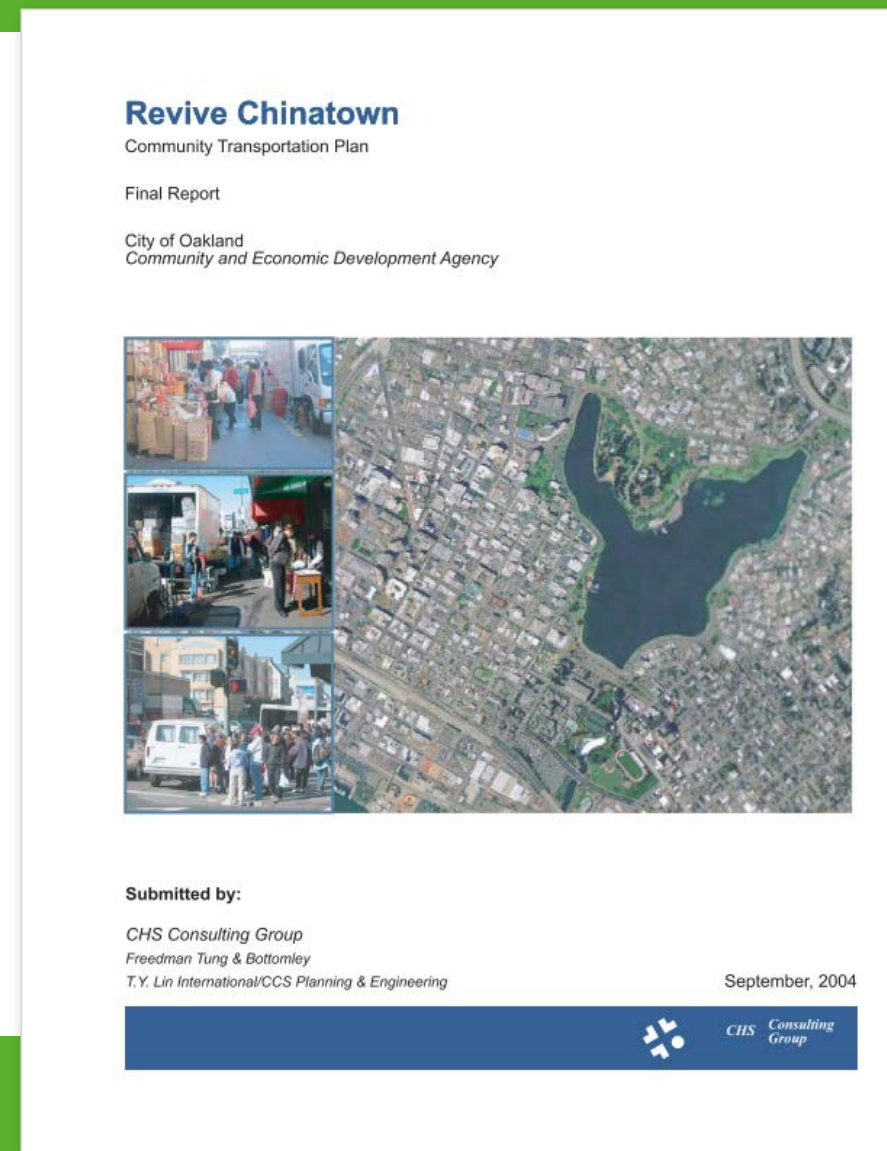
Urban Design

Opticos Design

Equity Team

I-SEED
Asian Health Services
Khepera Consulting
Oakulture
Popuphood
Center for Social Inclusion
Mesu Strategies
PolicyLink

BUILDING ON PAST EFFORTS: PREVIOUS CHINATOWN PLANS



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

Charrette: Hands-On Session



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

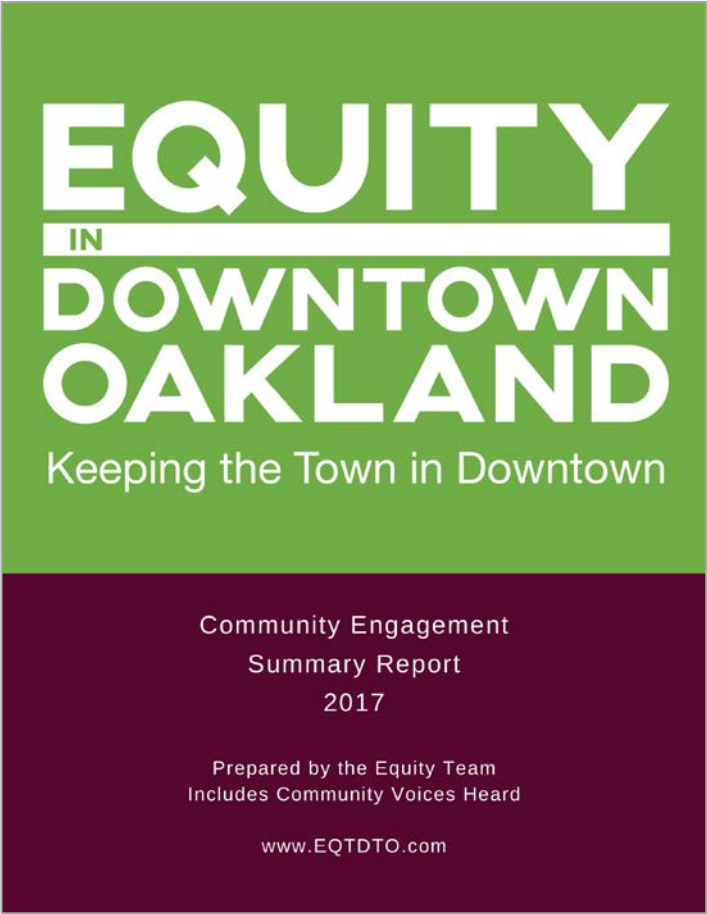
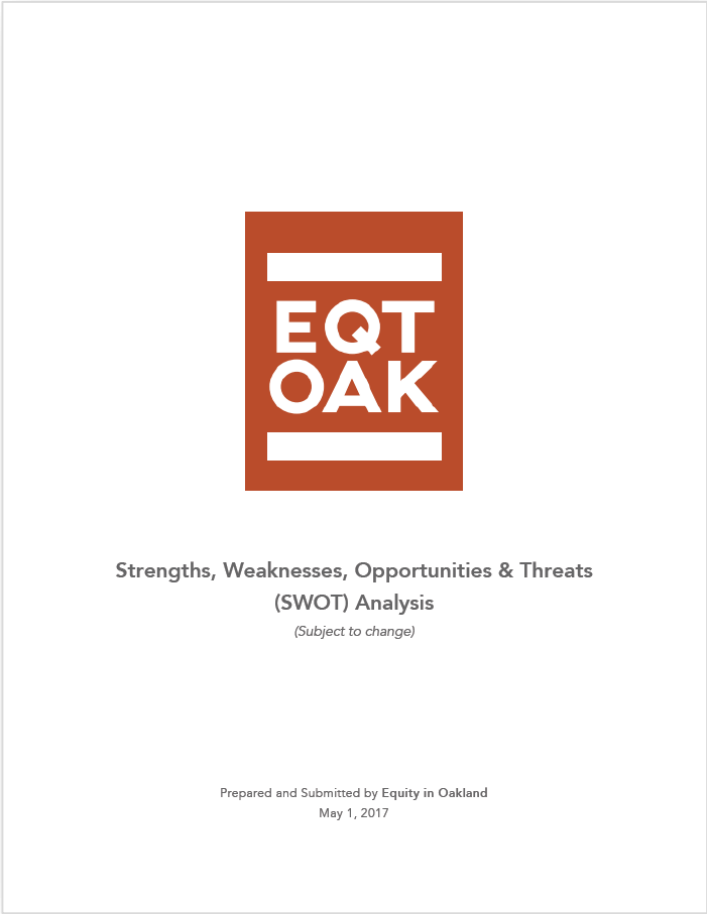


Plan Downtown
Plan Alternatives Report Comments

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 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	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

DOSP PHASE II (2017-2020): EXPANDED EQUITY WORK, DRAFT PLAN REVIEW & PROJECT COMPLETION



NEIGHBORHOOD DESIGN SESSION: OBJECTIVE

Discuss neighborhood challenges and potential solutions, **understand** how growth and investment Downtown can impact Chinatown, and **brainstorm ideas** for the Specific Plan that will help the neighborhood achieve its goals.

LET'S HEAR FROM YOU!



POLL

POLL: SHOW OF HANDS – WHAT BRINGS YOU HERE TODAY?

What is your primary interest in Chinatown?

1. I live here
2. I work here
3. I live and work here
4. I own property here
5. I come here for food, shopping, and other community services

CHINATOWN



View of Chinatown; Photo Credit: Greg Linhares



OVERVIEW

- Introductions, Timeline & Meeting Objectives
- **Timed Discussions:**
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ISSUE: DOWNTOWN IS PROJECTED TO GROW SIGNIFICANTLY

How will growth in and around Chinatown impact the neighborhood?

By 2040, downtown is projected to add:

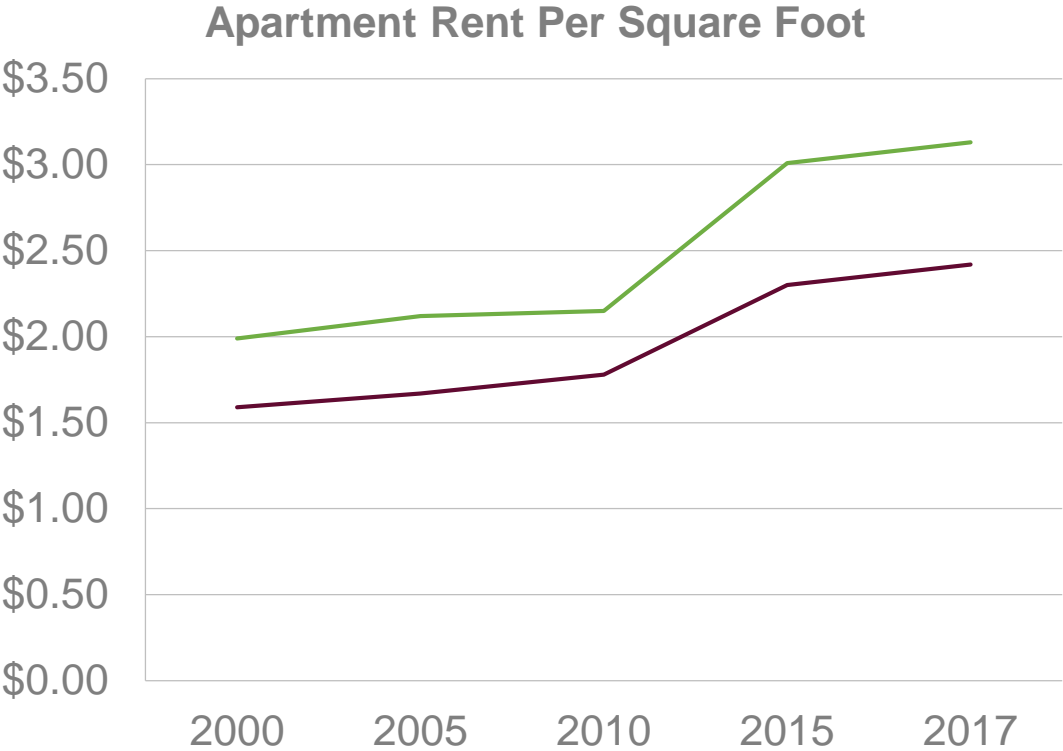
19,608 new households

31,240 new jobs*

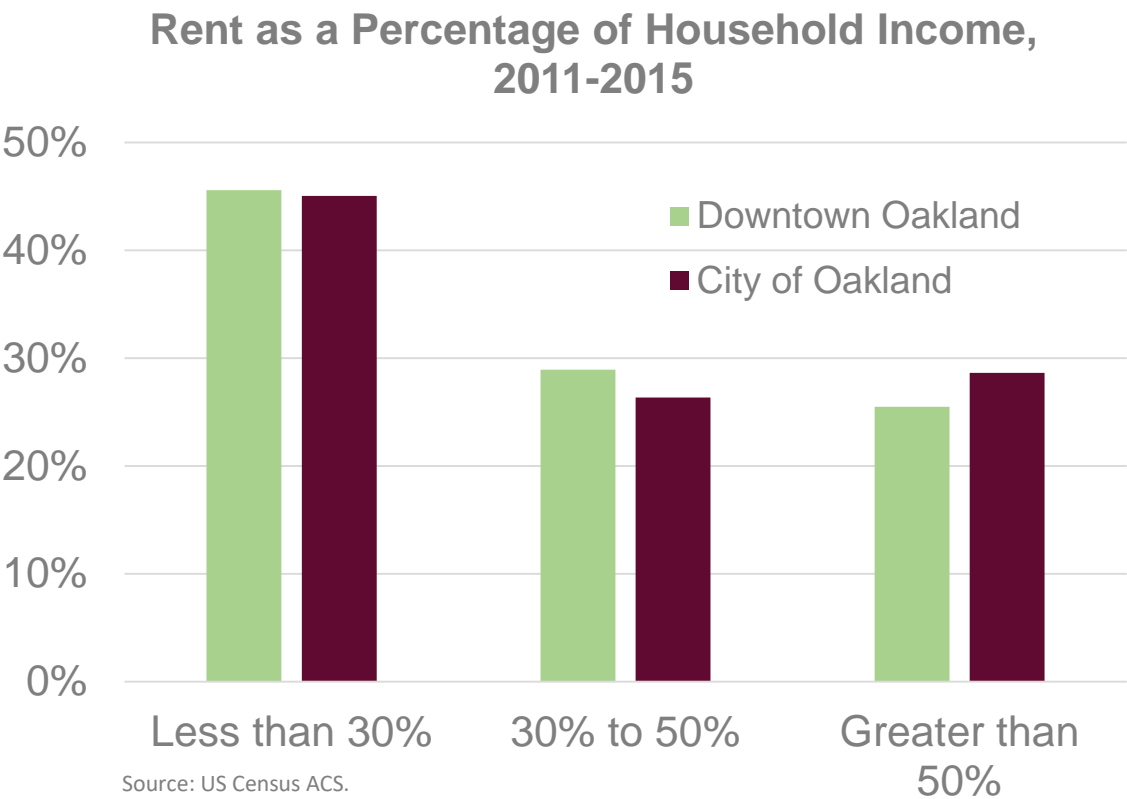
* 2015-2040 Projections from **ABAG & Plan Bay Area**, including Lake Merritt/Chinatown and Broadway-Valdez

EXISTING CONDITION: HIGH HOUSING COSTS

Rising costs and significant housing cost burdens.



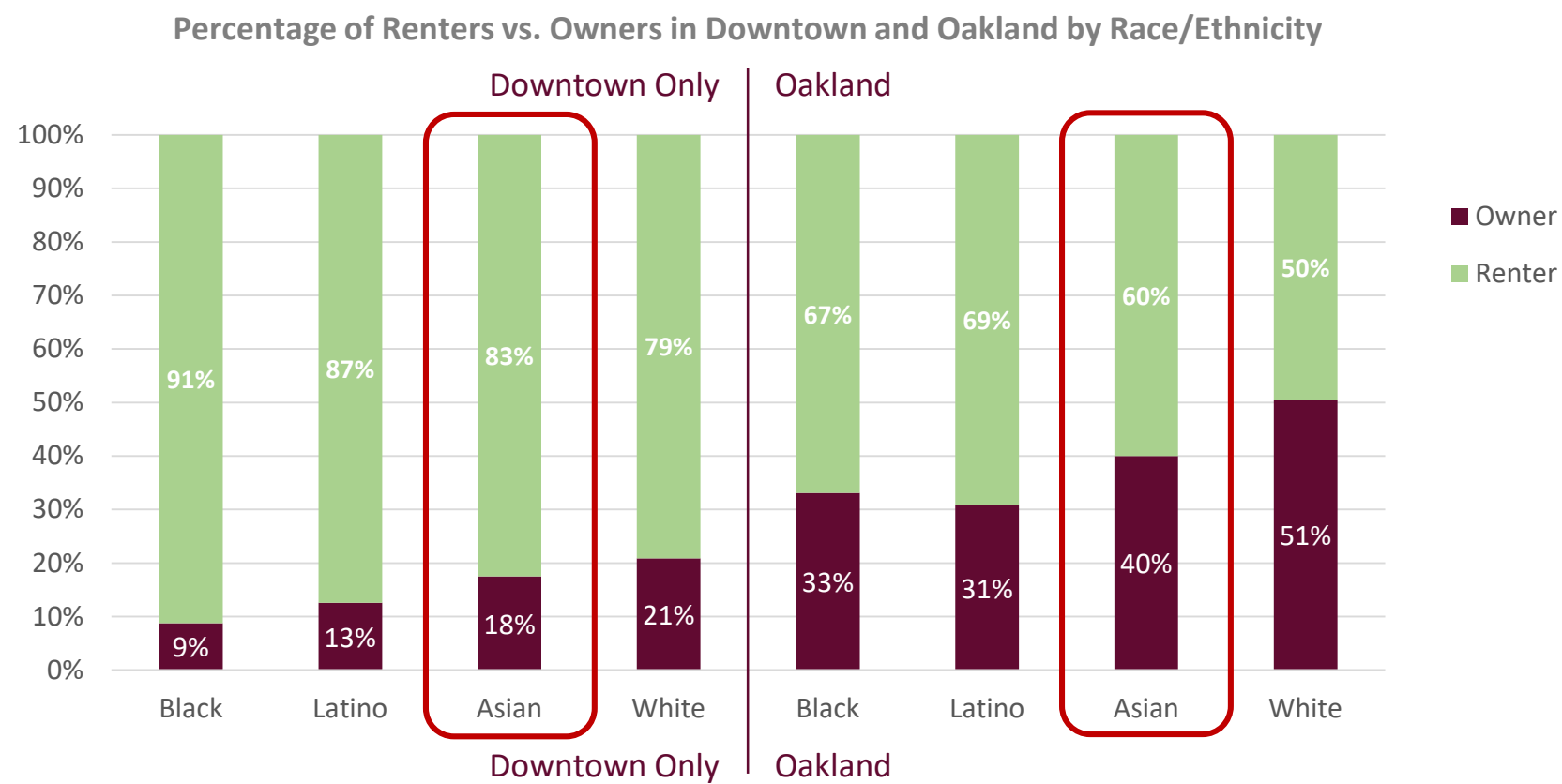
Source: CoStar, 2017.



Source: US Census ACS.

EXISTING CONDITION: DOWNTOWN IS MAJORITY RENTERS

The overwhelming majority of Asian residents downtown are renters.



STRATEGY: TENANT PROTECTIONS (CITY PROGRAMS)

Recent changes:

- Extensions of Just Cause Eviction Protections (Measure JJ)
- Modified the Tenant Protection Ordinance
- Increased fees to fund Rental Assistance Program
- Relocation fee increases
- Improvements to capacity of Rental Assistance Program and Housing Assistance Center

Source: City of Oakland and Enterprise Community Partners,
Oakland at Home Action Plan, 2016.

OTHER STRATEGY IDEAS WE'VE HEARD

“
Let's see the city visibly use its
affordable housing impact fees to
build below market rate units.
”

“
Strengthen rent control and
funding for outreach/connection
to housing coordinators.
”

“
Density bonus
and other
incentives for
affordable housing
(like state).
”

ISSUE: ENCOURAGE JOBS THAT ALL OAKLANDERS CAN ACCESS

Key Trends

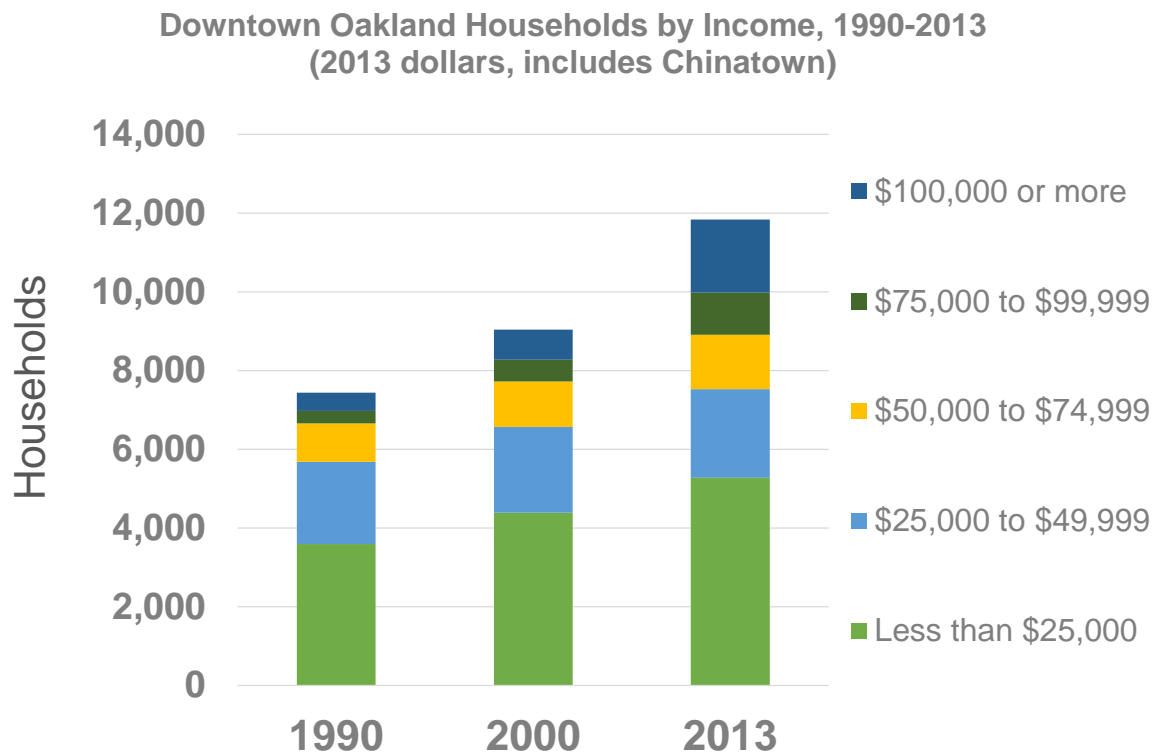
- Downtown is a major and growing employment center
 - 1/3 of Oakland’s jobs
 - 40% of Oakland’s job growth from 2011 to 2016
- Two-thirds of new professional, scientific, and technical services jobs are in the tech cluster, which pays high wages but also has high barriers for women, Blacks and Latinos (however, tech represents only 3,500 of downtown’s 65,000 jobs)

	Fastest-Growing Employment Sectors (Private)	Average Wages (Downtown)
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

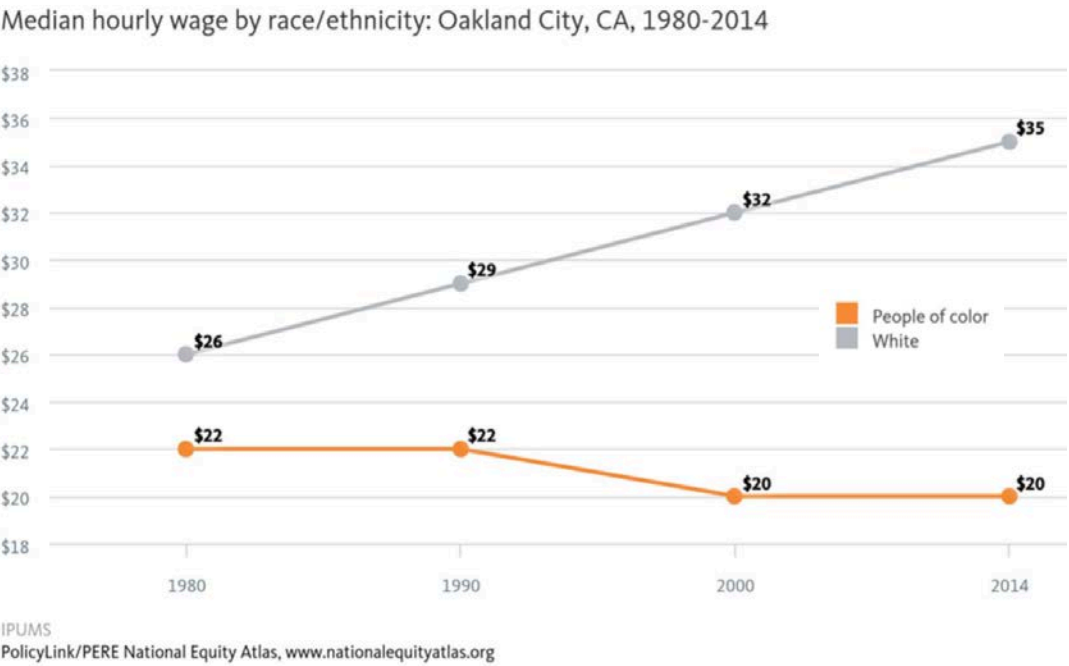
ISSUE: EXPANDING WEALTH GAP

Middle income households have grown the least in Downtown



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



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)

TIMED DISCUSSION: GROWTH & OPPORTUNITY

**15 MIN
GO!**

What housing policies will benefit Chinatown?

How will new development around downtown effect Chinatown?

Can job growth in certain sectors positively effect Chinatown?

What kinds of jobs and workspaces should be encouraged?

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LET'S HEAR FROM YOU!



POLL

POLL: SHOW OF HANDS – MOBILITY IN DOWNTOWN

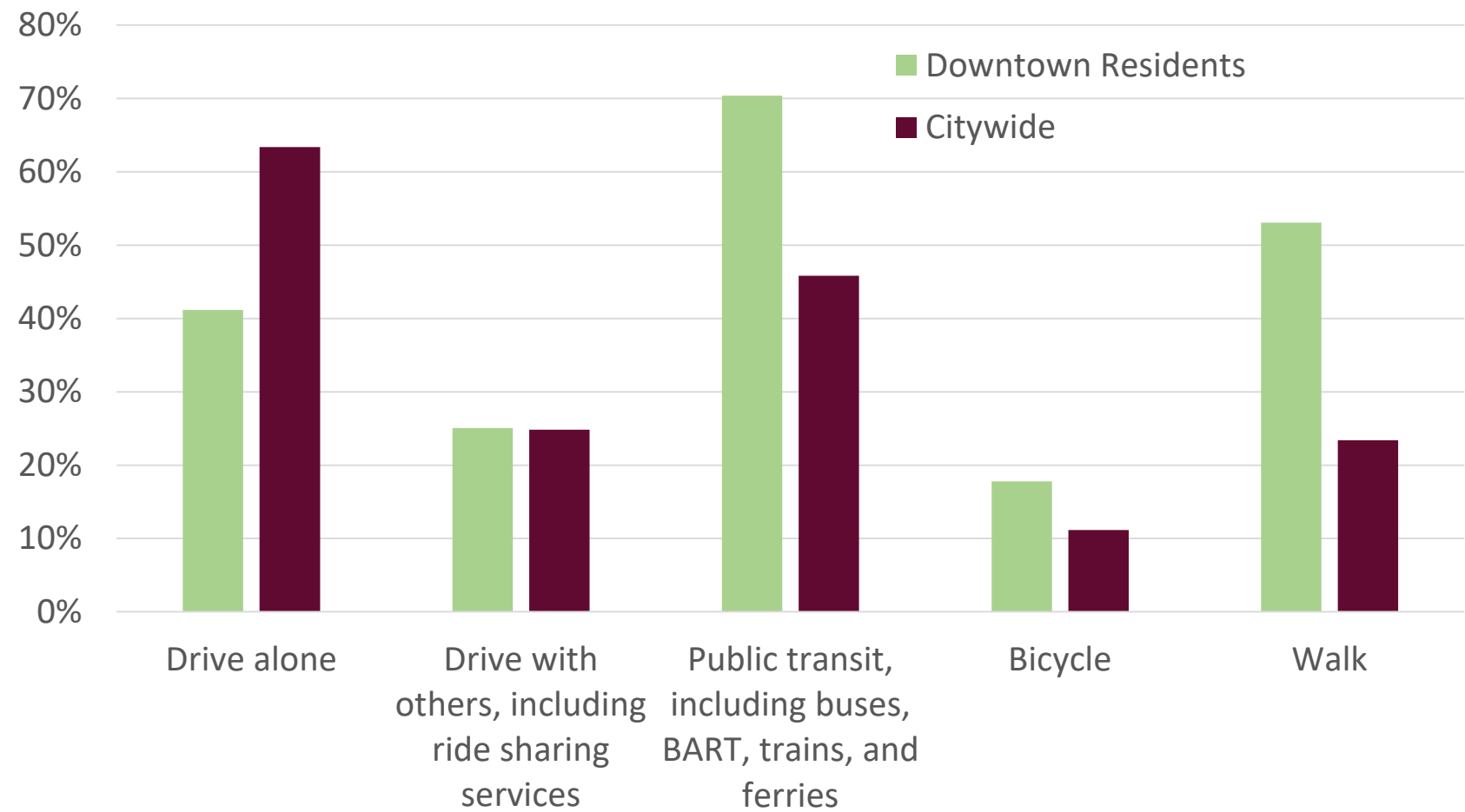
How do you **PRIMARILY** get around Downtown?

1. Walking
2. Biking
3. Mobility Aids (Wheelchair, Walker, etc.)
4. Riding Public Transit
5. Driving
6. Other

HOW DO MOST DOWNTOWN OAKLANDERS TYPICALLY GET AROUND?

Compared to all of Oakland, Downtown residents are more likely to take transit and walk and less likely to drive to get to school, work, or other places.

Source: ‘Let’s Bike Oakland’ Survey



POTENTIAL FOR MORE PEOPLE GETTING AROUND BY BIKE

“

I would like to travel by bike for my daily commute, errands, and other activities more than I do now.

”

68% of downtown residents say they'd like to bike more.

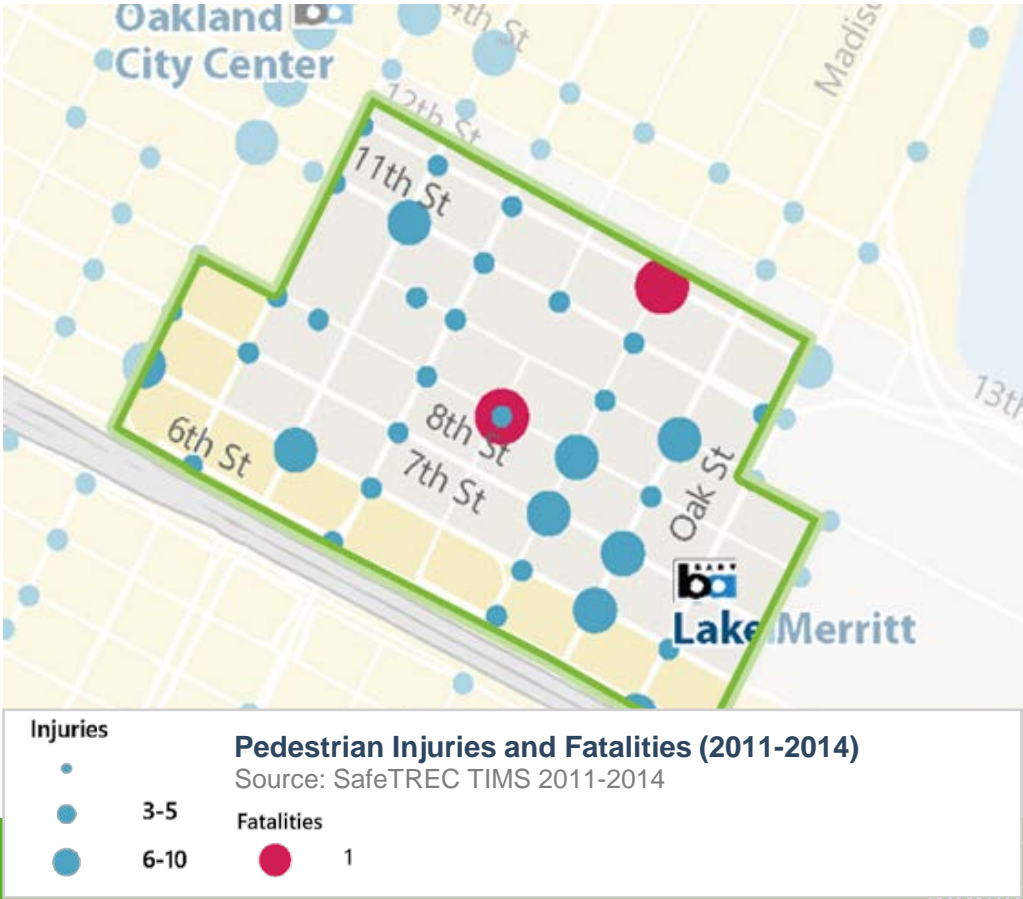
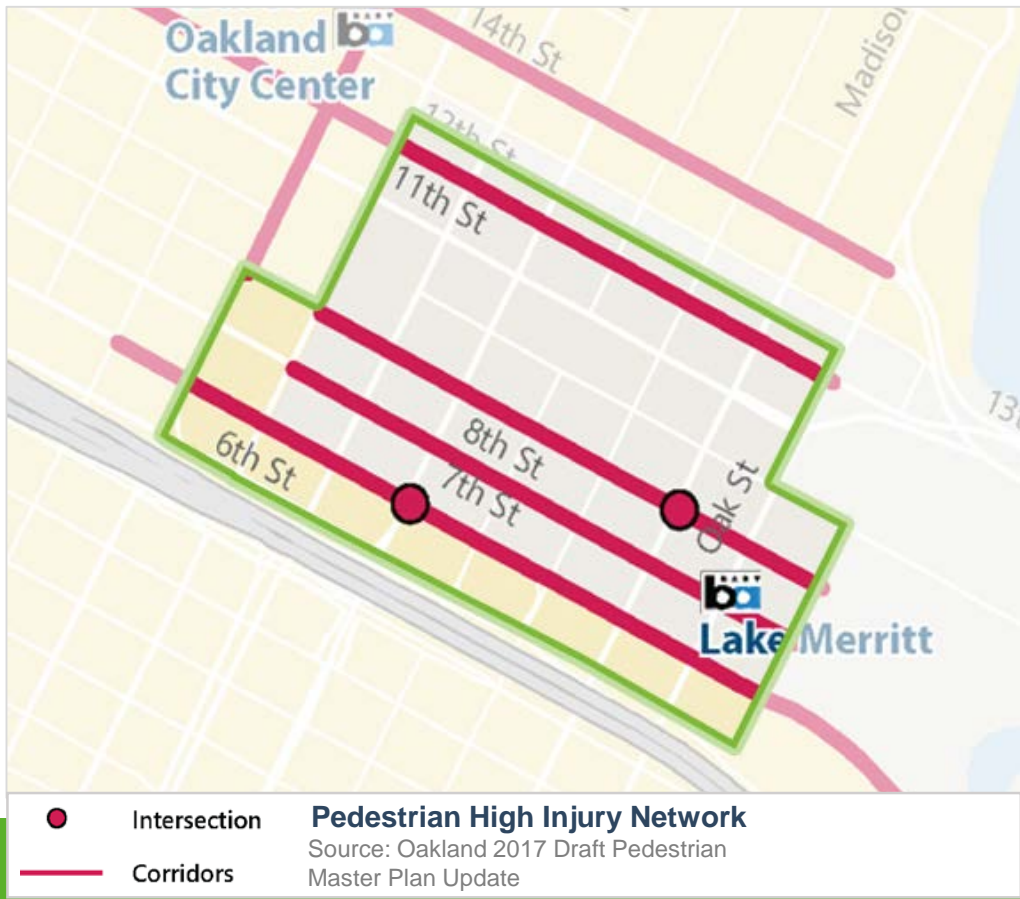
57% say they see people similar to them biking in Oakland.

65% say their neighborhood would be a better place to live if more people biked.

Source: 'Let's Bike Oakland' Survey

ISSUE: ADDRESS SAFETY FOR CYCLISTS AND PEDESTRIANS

According to the 2017 Pedestrian Master Plan, Asian Americans in Oakland are more than 3x as likely to be killed by a motorist while walking than white residents.



STRATEGY: MAKE CROSSINGS SHORTER & SAFER



STRATEGY: DESIGN STREETS TO BE MORE INVITING TO WALK

Improve Crossings



High Visibility Scramble in Chinatown,
Downtown Oakland

Focus on Underpasses



Underpass Park and Playground in
Toronto, Canada

Widen Sidewalks

Generous Sidewalks and Bulb-Outs in
Chinatown, San Francisco

STRATEGY: BUILD SEPARATED BIKE FACILITIES FOR ALL AGES & ABILITIES

Creating an 8 to 80 Network



Photo credits: Toole Design Group

Building Protected Bike Lanes



Increasing Connectivity



ISSUE: WIDE, EMPTY STREETS THAT ENCOURAGE SPEEDING



STRATEGY: REPURPOSE LANES THAT AREN'T NEEDED



Existing Conditions
on 7th & 8th Street



Draft Idea to
Reduce Lanes

STRATEGY: REPURPOSE LANES THAT AREN'T NEEDED

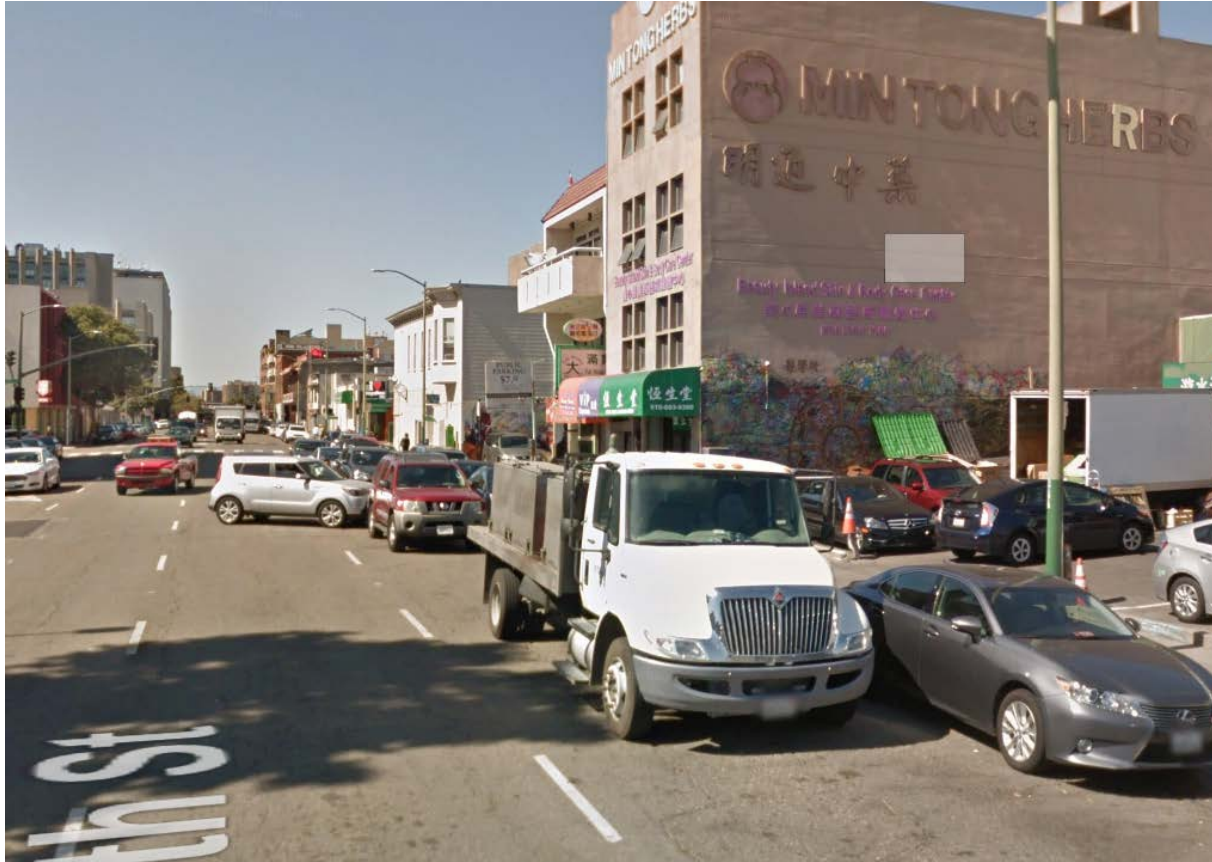


Existing Conditions
on 7th & 8th Street



Draft Idea to
Reduce Lanes

ISSUE: CROWDED SIDEWALKS AND UNLOADING LANES

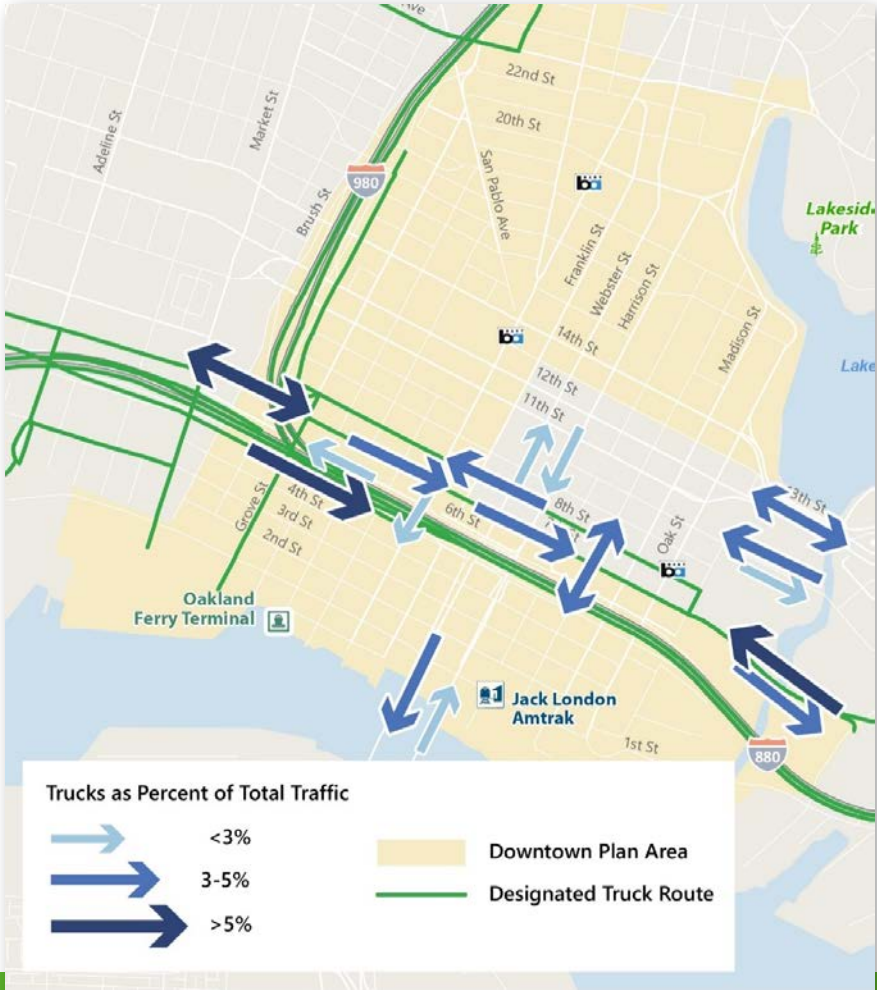


Double parking on 7th Street

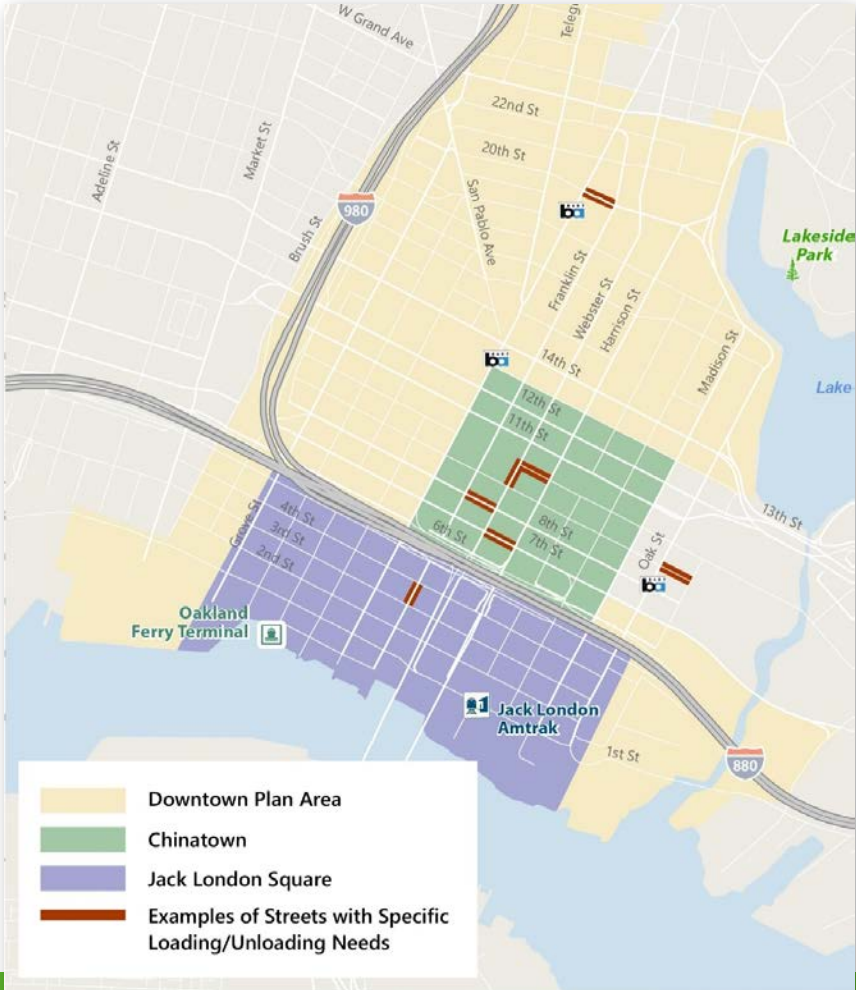


Crowded sidewalks during deliveries on 8th Street

ISSUE: A LOT OF TRUCKS AND GOODS MOVE THROUGH CHINATOWN

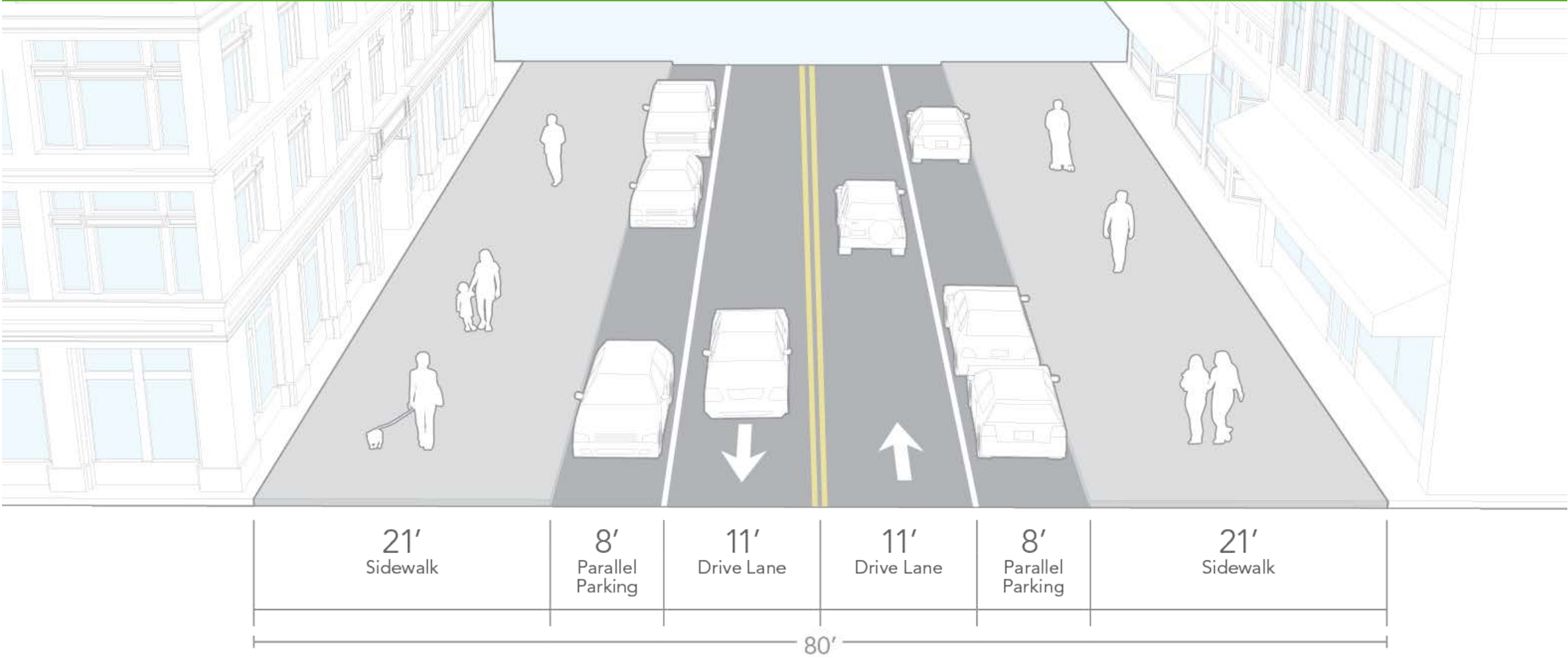


Regional Goods Movement Through Downtown
Source: Automated Tube Counts taken April 2015



Areas with Reported High Loading/Unloading Activity
Source: Comprehensive Circulation Study (October 2015)

STRATEGY: WIDEN SIDEWALKS & DESIGNATE LOADING AREAS

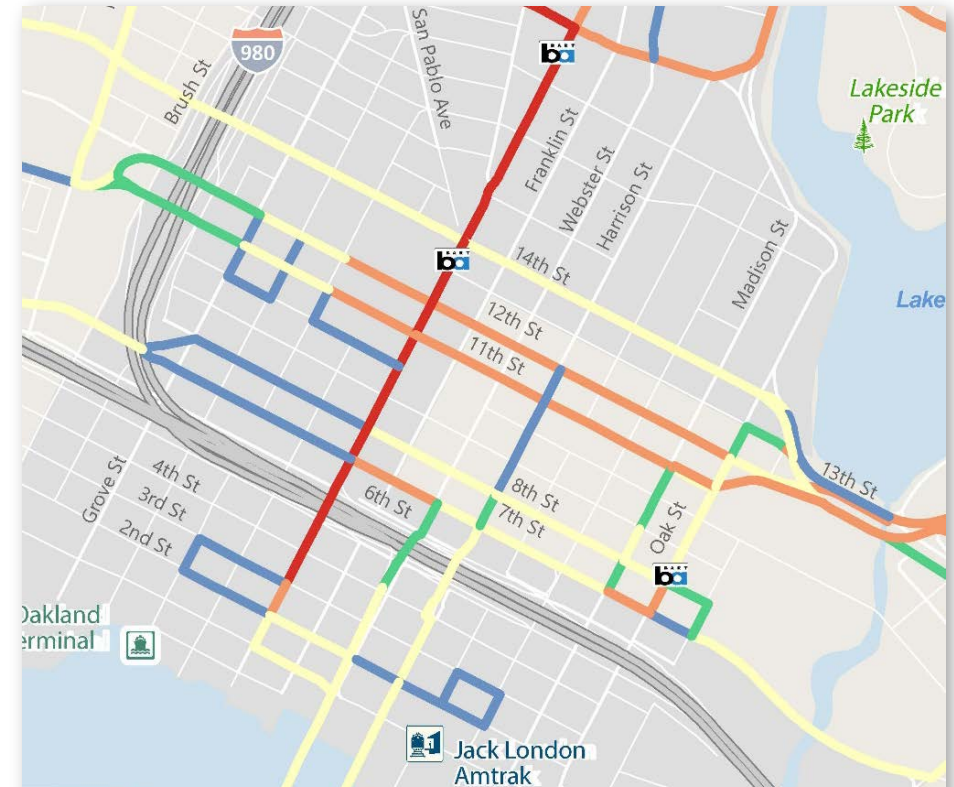


ISSUE: BUSES ARE SLOW AND INFREQUENT

“Bus times are off! We need them to be on time! People rely on buses for work/school” – Equity Working Group Attendee



Passengers cram into Transbay Bus after a BART fire in 2013; Photo by Steven Luo



- 40 + buses per hour (<3 minutes)
- 20 - 39 buses per hour (3 - 6 minutes)
- 12 - 19 buses per hour (6 - 10 minutes)
- 8 - 11 buses per hour (10 - 15 minutes)
- 0 - 7 buses per hour (>15 minutes)

STRATEGY: IMPROVE SERVICE WITH DEDICATED BUS LANES & SHELTERS

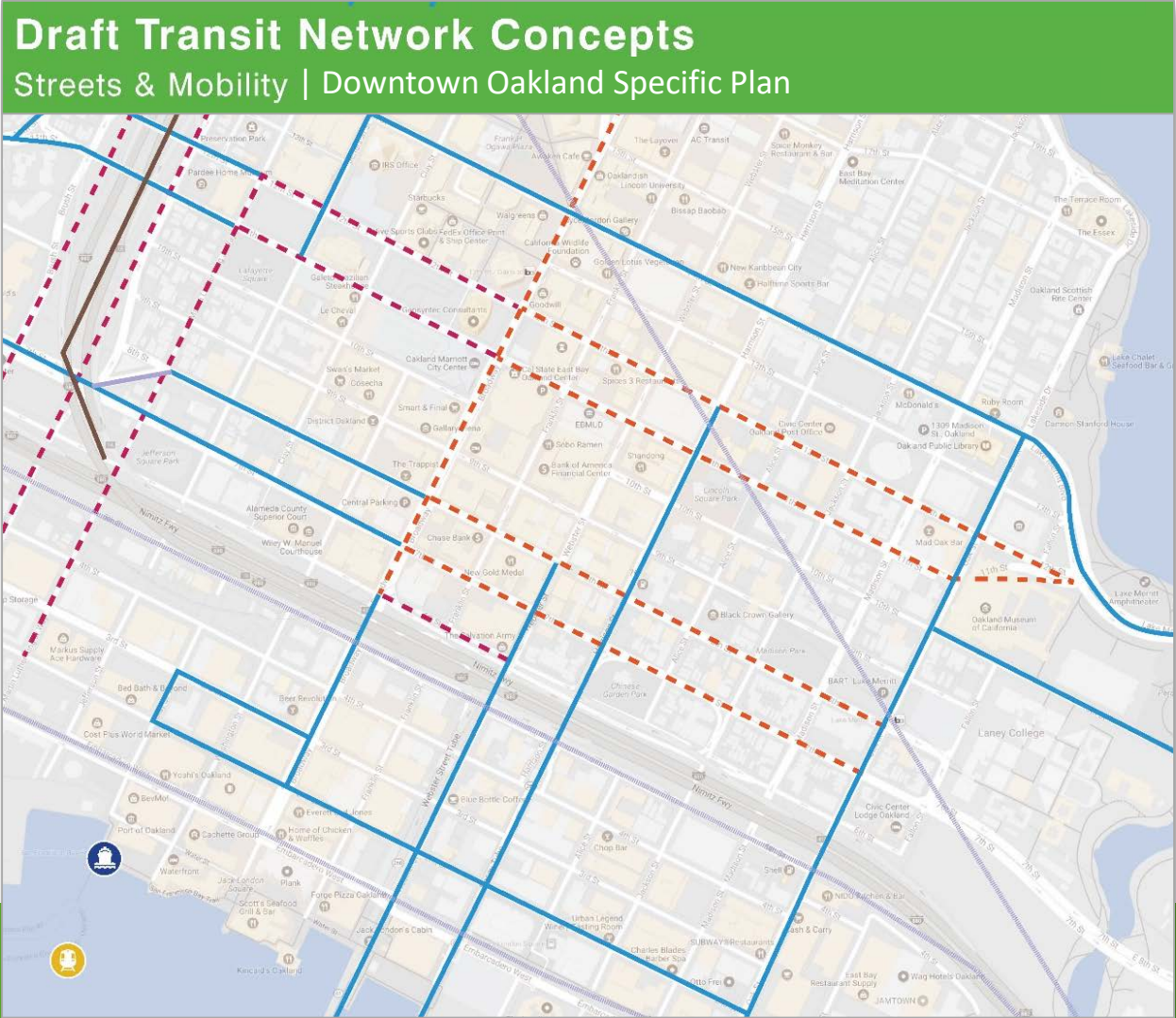
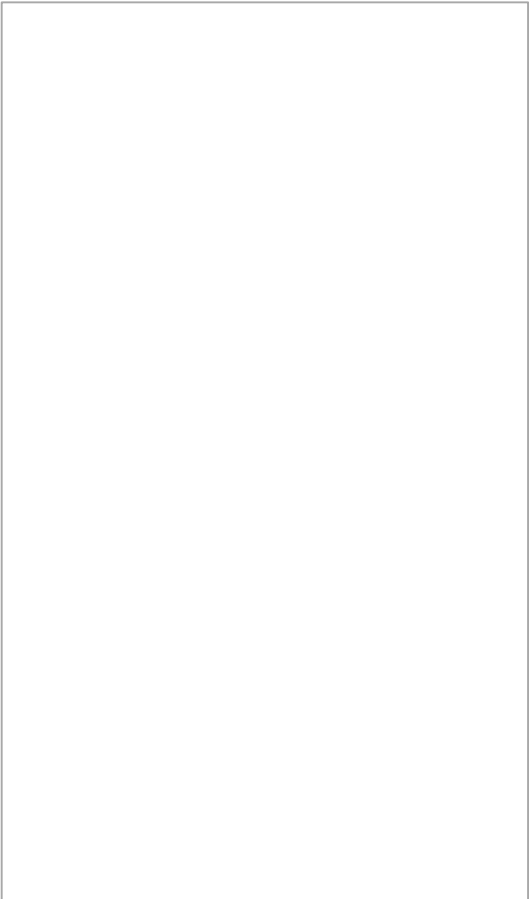


Existing Conditions
on 7th & 8th Street



Draft Idea to
Reduce Lanes

STRATEGY: ADD MORE BUSES TO CONNECT MORE PLACES



TIMED DISCUSSION: Transportation

**15 MIN
GO!**

What do you envision for the future of Broadway, 7th, 8th, and 9th Streets?

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?

OVERVIEW

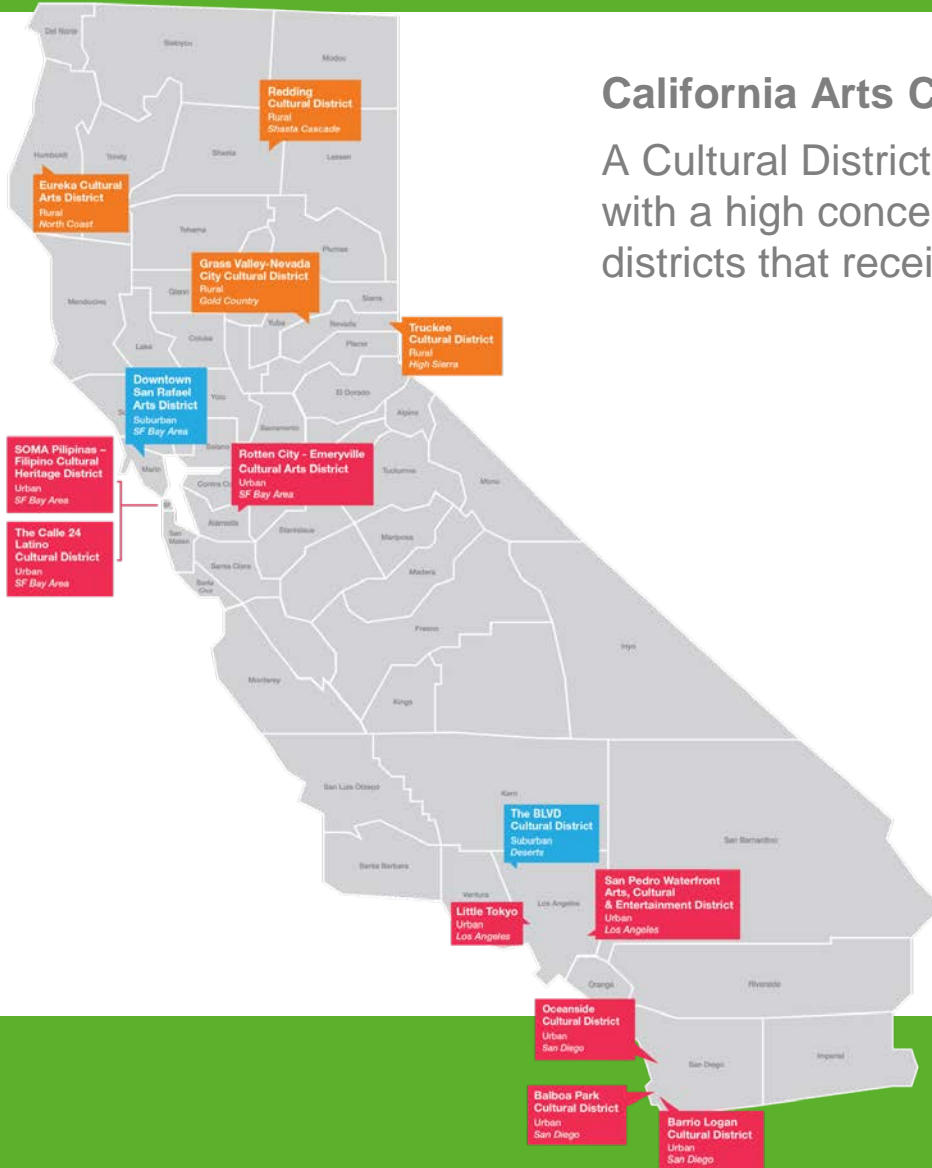
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ISSUE: PRESERVE CHINATOWN'S CHARACTER AMIDST A CHANGING DOWNTOWN

Key Recommendations from the Equity SWOT Analysis :

- Interactive cultural asset mapping should inform what to protect and where to invest
- Cultural arts of diverse communities of color should be prioritized and leveraged as an economic engine for growth, and to prioritize cultural diversity & equity
- Land use tools & policies should be applied to preserve community arts & culture space downtown

ISSUE: SHOULD CHINATOWN BE RECOGNIZED AS AN OFFICIAL STATE CULTURAL DISTRICT?



California Arts Council Cultural District Program:

A Cultural District, as outlined by the State of California, is a well-defined geographic area with a high concentration of cultural resources and activities. There are currently 14 pilot districts that receive the designation for a period of five years, per state legislation.

Benefits:

- Official state certification
- Branding – state cultural district logo, signage & banner templates
- Technical assistance - including at a minimum an annual convening session, peer to peer and other group learning opportunities given available resources
- Joint marketing support
- A stipend – \$5,000 per district per year, for two years
- Participation in developmental evaluation – the pilot cohort will receive support from the consulting team conducting the developmental evaluation of the cultural districts program

CASE STUDY: SAN FRANCISCO JAPANTOWN

Primary Goal:

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



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

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

CASE STUDY: SoMa PILIPINAS CULTURAL HERITAGE DISTRICT

Primary Goals:

- **Cultural Celebration** - increase the visibility and celebrate the contributions of the Filipino community
- **Community Development** - Protect the numerous cultural assets spread throughout the area and prevent the displacement of Filipino residents while improving the living conditions of the community
- **Economic Opportunity**- Develop initiatives for the Filipino community to participate in the wealth creation of the Bay Area. SoMa Pilipinas embodies the struggles and triumphs for equity and justice for Filipinos in their new homeland.



Soma Pilipinas Cultural Heritage District facebook page picture

OTHER STRATEGY IDEAS WE'VE HEARD

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

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

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

TIMED DISCUSSION: Arts & Culture

**15 MIN
GO!**

How can Chinatown's unique cultural assets be preserved?

Should there be more policies to protect cultural institutions?

Is it worthwhile for Chinatown to be a designated cultural district?

If so, what kind of district and designation should Chinatown pursue?

KEEP SHOWING US WHERE PROBLEMS & OPPORTUNITIES ARE



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

EBMUD 11th St

Franklin St

Webster St

Harrison St

Quest Nursing Education Center

Broken Car Windows

Reviews: 1
Rating: ★★★★★

[Share your Story](#) | [View All Reviews](#)

Broken Car Windows

Author: [michaeljjlok](#)

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+

👍

Map data ©2018 Google 20 m

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- **Hands-On Design Exercise**

TELL US YOUR IDEAS

Hands-On Design Session (45 min)

- What parts of the neighborhood are most precious to you? What would you like to preserve?
- How does Chinatown fit into the rest of downtown?
- What kinds of improvements in the greater downtown area could help Chinatown meet its goals?
- How can new growth and development in downtown positively impact the Chinatown neighborhood? What types of housing, jobs, and services are needed and where?
- What pedestrian, bike, car, and transit improvements would most positively impact Chinatown?

BREAKOUT SESSIONS

45 MIN
GO!

PHASE II (2017-2018): OUTCOMES

Expanded Equity Analysis & Feedback Reports

Revised Vision and Goals

Plan Options Memo

Draft Downtown Oakland Specific Plan

Final Draft Downtown Oakland Specific Plan

YOU ARE
HERE