



# EQUITY

IN

# OAKLAND

The Downtown Specific Plan

**Neighborhood Design Sessions: Old Oakland**

**February 11, 2018**

# EQUITY IN OAKLAND:

1. Economic vitality, providing high-quality jobs to our residents and producing new ideas, products, businesses, and economic activity so the city remains sustainable and competitive.
2. Prepared for the future with a skilled, ready workforce, and a healthy population.
3. Places of connection, where residents can access the essential ingredients to live healthy and productive lives in their own neighborhoods, reach opportunities throughout the city and region via transportation or technology, participate in political processes, and interact with the diversity of our residents.

# WINTER MEETINGS: NEIGHBORHOOD DESIGN SESSIONS

FEB

10

## Central Core

10:00 AM – 1:00 PM

Oakstop, 1721 Broadway #201

FEB

10

## Uptown & KONO

3:00 PM – 6:00 PM

Oakstop, 1721 Broadway #201

FEB

11

## Old Oakland

2:00 PM – 5:00 PM

E14 Gallery, 472 9th Street

FEB

13

## Chinatown

5:30 PM – 8:00 PM

Oakland Asian Cultural Center, 388 9th Street #290

# OVERVIEW

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- Introduction, Timeline & Meeting Objectives
- Timed Discussions:
  - Topic 1: Growth & Opportunity
  - Topic 2: Streets & Mobility
  - Topic 3: Historic Preservation & Entertainment
- 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

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

Charrette: Hands-On Session



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

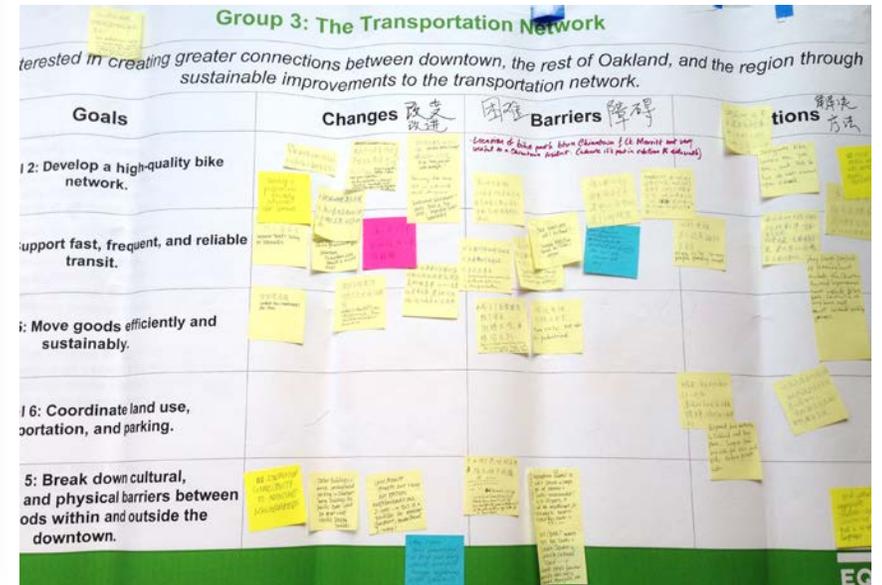
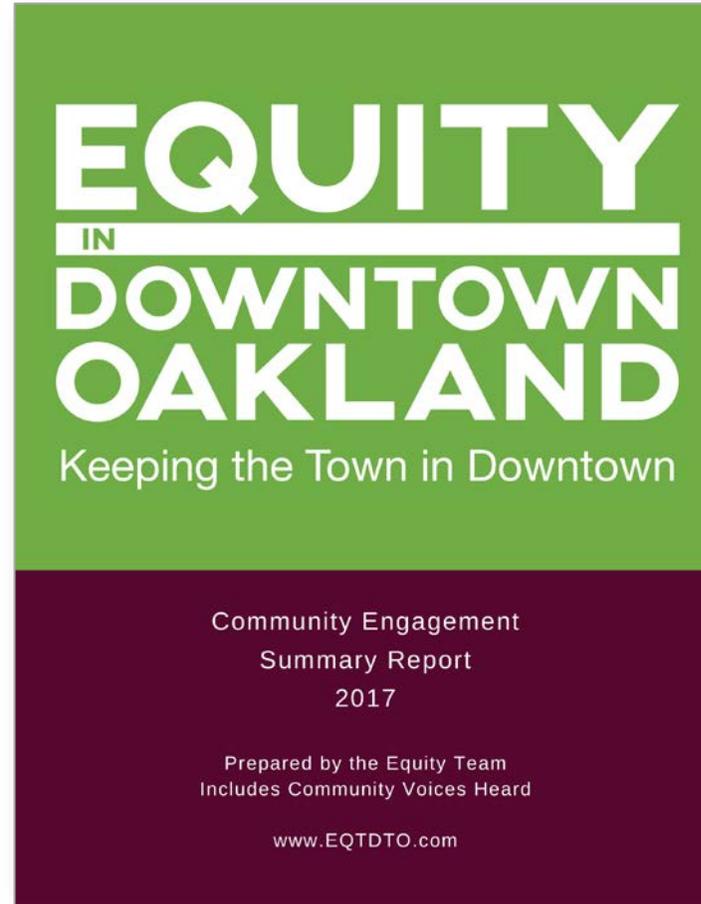
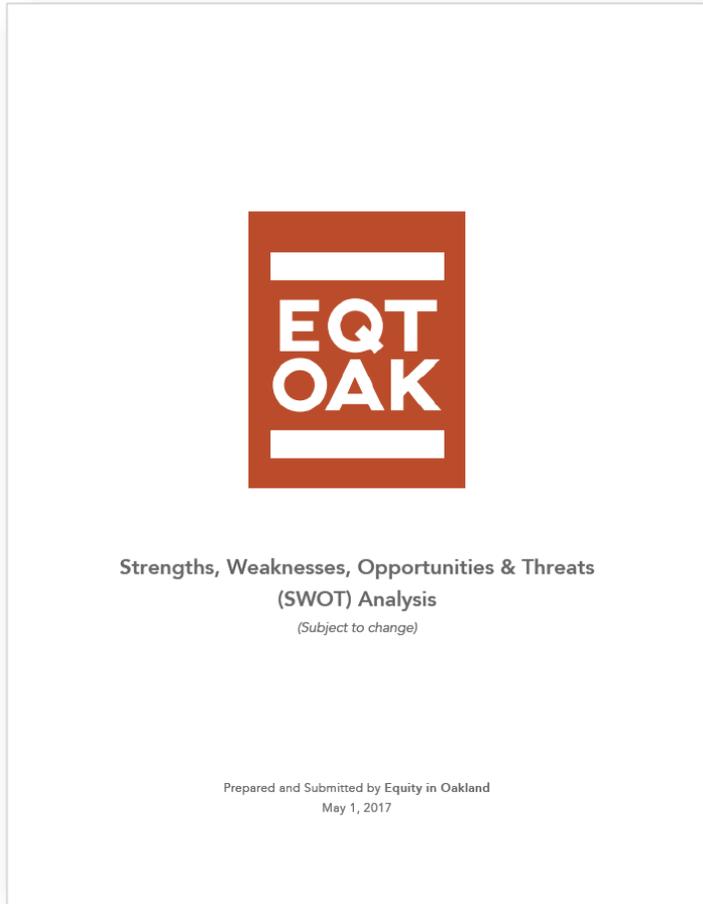


## Plan Downtown Plan Alternatives Report Comments

August 30, 2016

	Name	Affiliation	Source	Topic	Date	Comment
54	Maggie Wenger	BCDC	2016-04-05 Letter	Environmental Sustainability	4/5/16	The Plan should include an analysis of how an increase in sea level under multiple sea level rise scenarios could impact the proposed project. The map on page 2.23 in the Plan Alternatives Report uses Adapting to Rising Tides data layers but misidentifies predicted inundation levels. The Plan should map at least 12" of sea level rise by 2050 and at least 36" of sea level rise by 2100 to meet California's State Guidance <sup>1</sup> . For comparison, the City of San Francisco is using 66" of sea level rise by 2100 as a high--end estimate to understand potential inundation risk. Although climate adaptation is not a focus of this plan, it is critical to the long---term success of these strategies.
55	Maggie Wenger	BCDC	2016-04-05 Letter	Environmental Sustainability	4/5/16	The Specific Plan also overlaps with the ongoing Adapting to Rising Tides Program, a collaborative project led by BCDC investigating sea level rise and storm event flood risk in this area. Development in the plan area, especially in Jack London Square, could be vulnerable to future flooding, storm events, and sea level rise inundation if not located or designed to be resilient to current and future flood risks. For more information on the results of that project, or to participate, please contact me or visit <a href="http://www.adaptingtorisingtides.org">www.adaptingtorisingtides.org</a> .
56	Marshawn Lynch	Beast Mode Apparel-Old Oakland	Email	Economic Development	3/22/16	Increase density in order to increase economic activity throughout Old Oakland.
57	June Grant	Blink!Lab Architecture (CAG member)	email	Connectivity & Access	4/5/16	Add analysis of commercial traffic to the report (notes that 3rd St. is an existing primary truck route frequented by cyclists)
58	June Grant	Blink!Lab Architecture (CAG member)	email	Connectivity & Access	4/5/16	Need for trees; suggestions for an approach to trees in general in the Jack London District
59	June Grant	Blink!Lab Architecture (CAG member)	email	Connectivity & Access	4/5/16	See Map mark up (increase "treed blvds" on Broadway (to 14th St.) 7th St., 6th St., and 5th St. from West Oakland to channel; in Jack London also 4th St., 3rd St., 2nd St. and Webster St.); mark up also identifies diesel truck waiting areas
60	Anonymous community member at Work-in-progress presentation	Boards at the Open Studio and Work-in-progress presentation		Environmental Sustainability	11/12/15	Amplified music to 10:30PM in parks/plazas
61	Anonymous community member at Work-in-progress presentation	Boards from Work-in-progress Presentation		Connectivity & Access	11/12/15	Bike/pedestrian bridge to Alameda

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



# NEIGHBORHOOD DESIGN SESSION: OBJECTIVE

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**Discuss** neighborhood challenges and potential solutions, select **key focus areas** to investigate and illustrate in more detail, and **develop a future vision** for the neighborhood to inform plan ideas and recommendations moving forward.

**LET'S HEAR FROM YOU!**

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**POLL**

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

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What is your primary interest in Old Oakland?

1. I live here
2. I work here
3. I live and work here
4. I own property here
5. I come here to eat, shop, and have a good time

# OLD OAKLAND



Old Oakland Farmer's Market; Photo Credit: Popup Hood



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## ISSUE: DOWNTOWN IS PROJECTED TO GROW SIGNIFICANTLY

By 2040, downtown is projected to add:

**19,608 new households**

**31,240 new jobs\***

How much of this growth can Old Oakland accommodate?

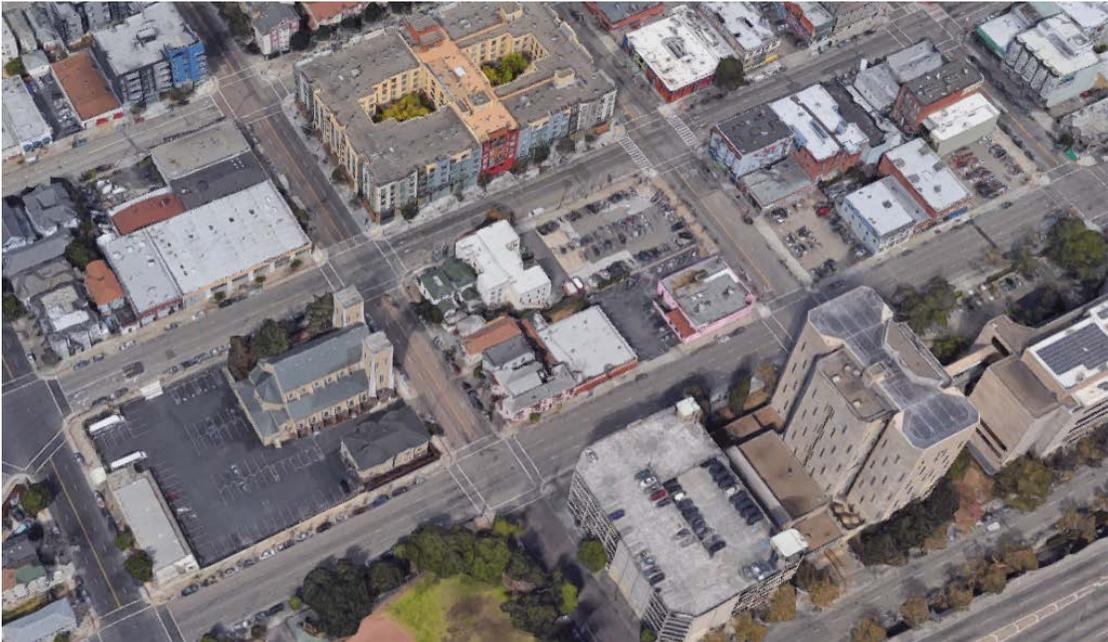
\* 2015-2040 Projections from **ABAG & Plan Bay Area**, including Lake Merritt/Chinatown and Broadway-Valdez

# HOW SHOULD WE INTEGRATE THAT GROWTH?



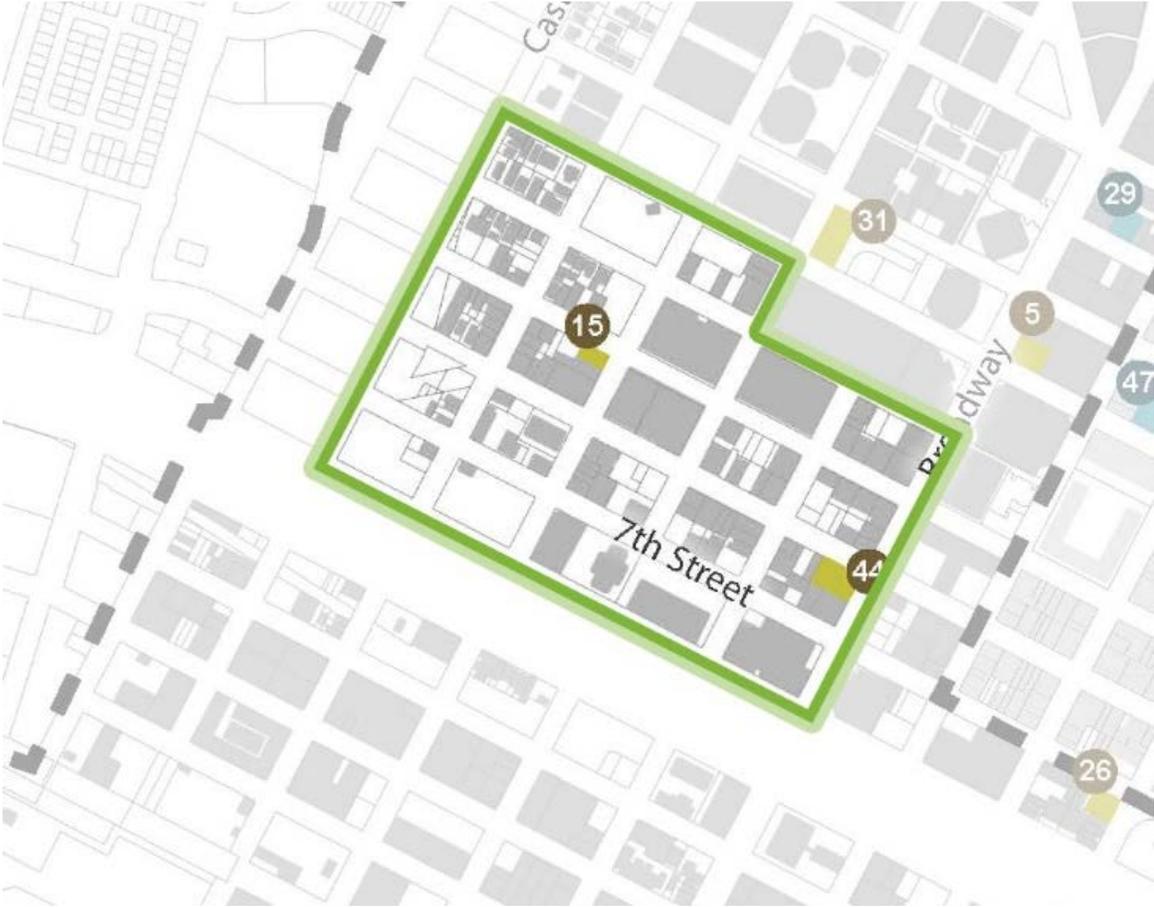
Historic 9<sup>th</sup> Street; Source: Old-Oakland.com

# OPPORTUNITY: SEVERAL VACANT/UNDERUTILIZED SITES



Infill opportunities in under-utilized surface parking lots (Source: Google Earth)

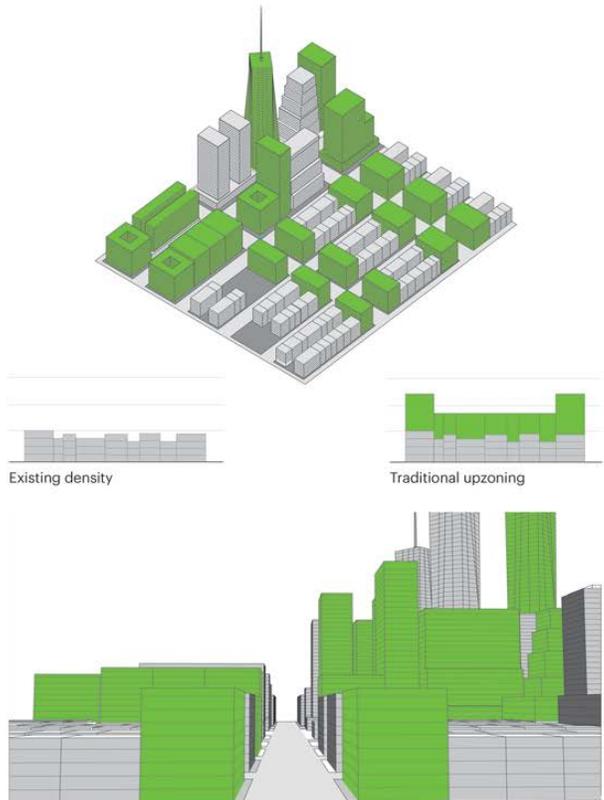
# OPPORTUNITY: LITTLE PLANNED NEW DEVELOPMENT



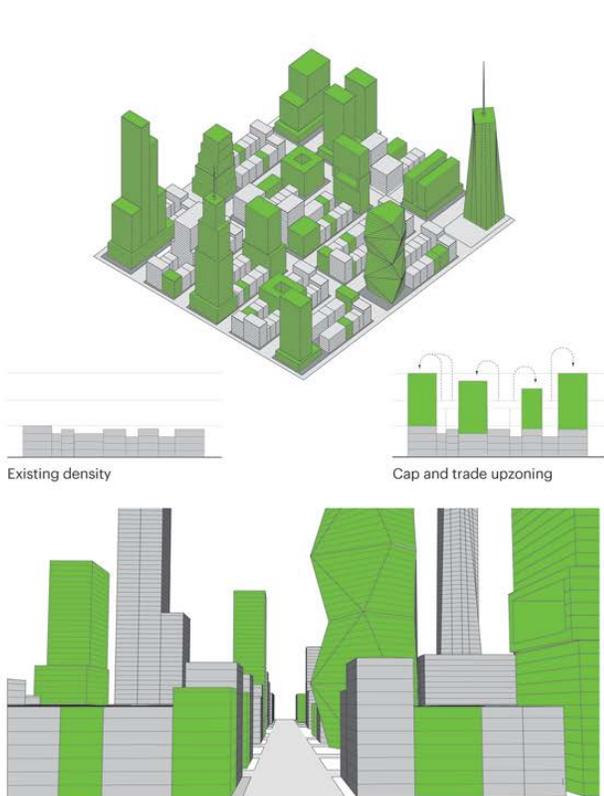
549 8<sup>th</sup> Street Rendering: 50 units and 4,000 sf of retail space;  
Image credit: YHLA Architects

# STRATEGIES TO GUIDE DOWNTOWN GROWTH

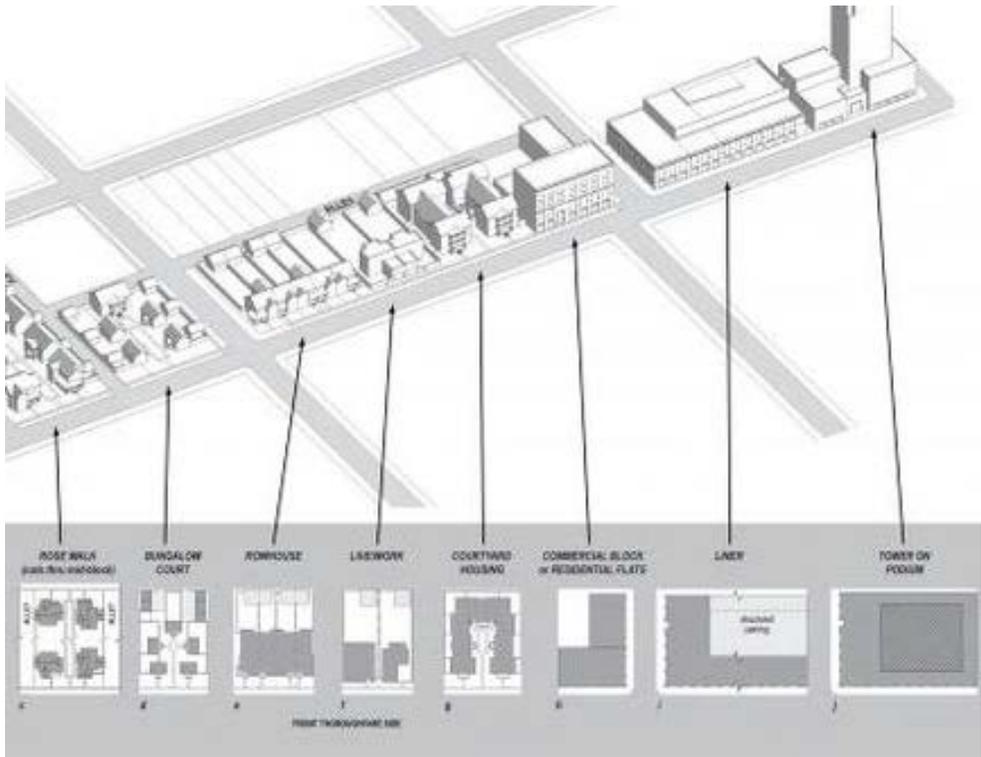
## Traditional Zoning



## TDR and Incentives Strategy



## Form-Based Code



Illustrations by SHoP Architects for *A Country of Cities: A Manifesto for an Urban America*

Development along the Transect; Source: [bettercities.net](http://bettercities.net)

# STRATEGIES TO GUIDE DOWNTOWN GROWTH

**Provide strategies that will ensure a mix of building types, heights, and uses in Downtown. Some strategies include:**

- Unified development codes
- Form-based codes
- Transit-oriented development
- Design guidelines
- Parking requirement reductions
- Street design standards
- Zoning overlays
- Incentive zoning
- Targeted funding sources

# ISSUE: RISING HOUSING COSTS

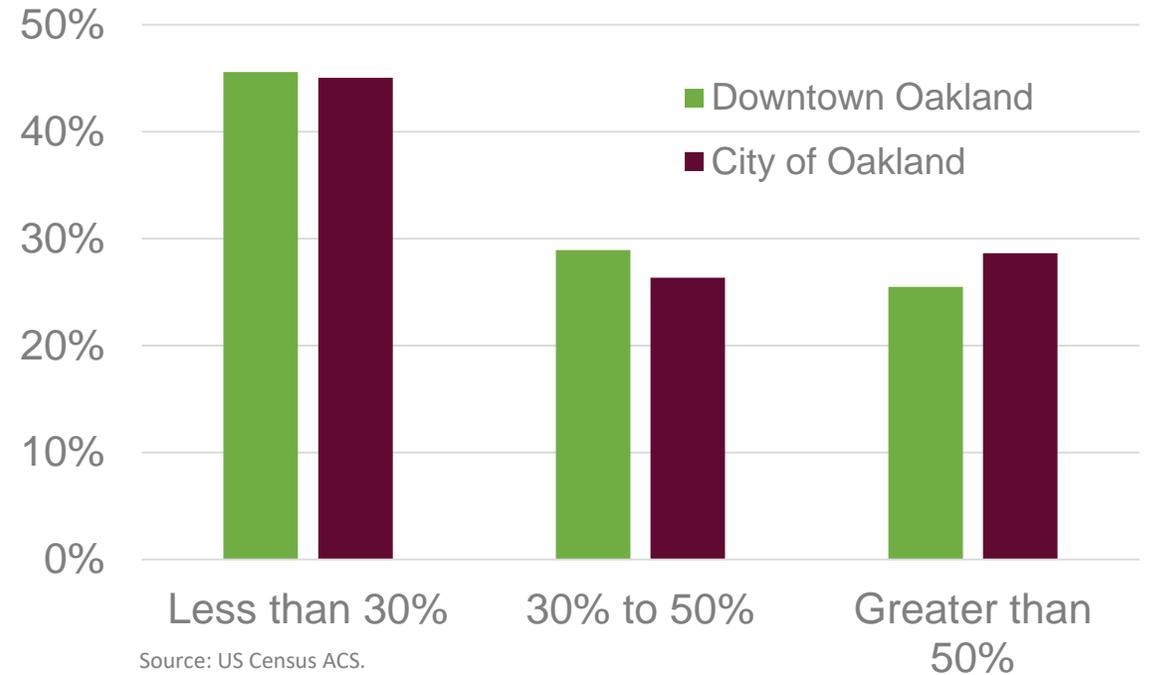
Rising costs and significant housing cost burdens.

Apartment Rent Per Square Foot



Source: CoStar, 2017.

Rent as a Percentage of Household Income, 2011-2015



Source: US Census ACS.

# DOWNTOWN CONTAINS A LARGE SHARE OF THE CITY'S EXISTING AFFORDABLE HOUSING – BUT FEW NEW PROJECTS ARE UNDERWAY

## Large Concentration of Income Restricted Housing Downtown

- 8% of Oakland's housing units are in Downtown
- 21% of Oakland's affordable income-restricted housing units are in Downtown

Source: U.S. Census ACS, 2011-2015; City of Oakland Housing and Community Development Department, 2015 and July 2017.

## Affordable Housing Development Projects Underway, 2017

	11th and Jackson	Civic Center 14 TOD	Harp Plaza Apartments	Embarck Apartments
<b>Address</b>	1110 Jackson	632 14th St.	430 23rd St	2162 Martin Luther King, Jr
<b>Units</b>	71	40	20	66
<b>Developer</b>	EBALDC	Meta Housing	Dignity Housing	RCD
<b>Type</b>	Family rental	Family/ homeless/ special needs	Family	Homeless-veteran

# STRATEGY: LEVERAGE MARKET-RATE DEVELOPMENT

## Idea: Create an area-wide affordable housing policy target

- A target alone does not achieve housing outcomes, but it can help guide policy and funding decisions

## Idea: Incentivize housing developers to contribute to affordable housing need beyond current requirements

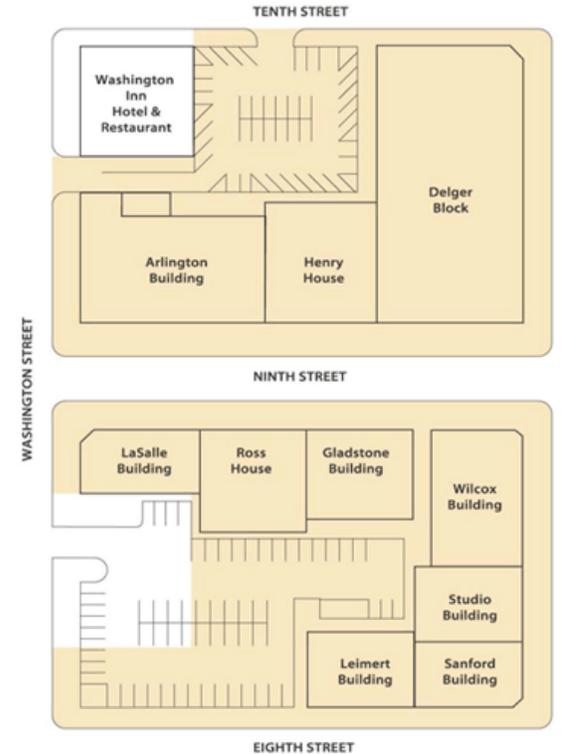
- Use density bonuses to incentivize developers (on-site production or contribution to a fund)
- Likely to only be effective in limited areas of Downtown with lower density limits
- Tradeoffs exist: diminishes capacity for development projects to support other goals, e.g. low-cost space for arts, other community benefits

## Idea: Incentivize housing developers to provide family-sized units

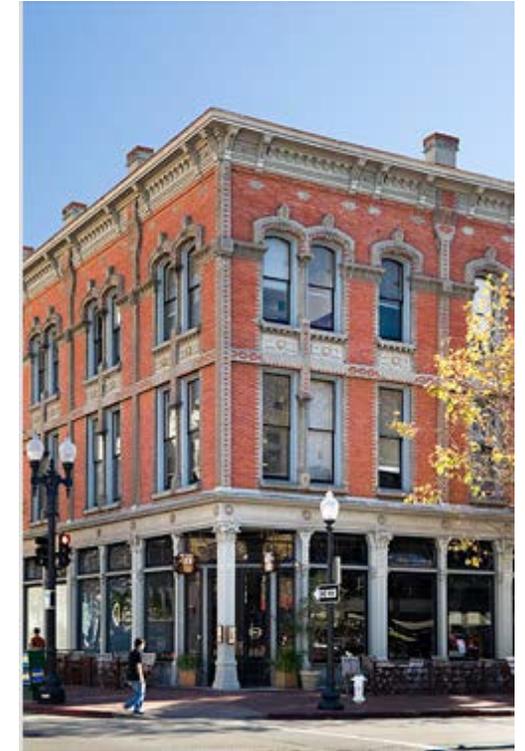
# ISSUE: WHAT JOBS SHOULD BE ENCOURAGED HERE? OLD OAKLAND'S OFFICE SPACES ARE UNIQUE IN DOWNTOWN



Eyes Lips Face Cosmetics moved into 570 10<sup>th</sup> Street



Old Oakland is a 10-building historic office and retail complex



# STRATEGY: DOWNTOWN AS AN EMPLOYMENT CENTER

## Initial Plan Ideas:

- Preserve prime office development sites for commercial uses
- Identify additional locations to target office growth
- Encourage rehabilitation of older and underutilized office buildings
- Recommend that the City explore opportunities to maintain and expand affordable office space for nonprofits

**The City of Oakland has recently adopted an Economic Development Strategy that will apply to Downtown**

# WHAT KINDS OF WORKSPACES DO YOU WANT TO SEE?



Coworking Space



Creative Office



Boutique Office



Makerspace



Traditional Office

# TIMED DISCUSSION: GROWTH & OPPORTUNITY

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15 MIN  
GO!

How should growth be accommodated and where should it go?

What kind of neighborhood would you like to see in the next ten years?

Should the focus be office, residential, retail or a mix?

What types of offices and jobs would you ideally like to see grow? How?

# OVERVIEW

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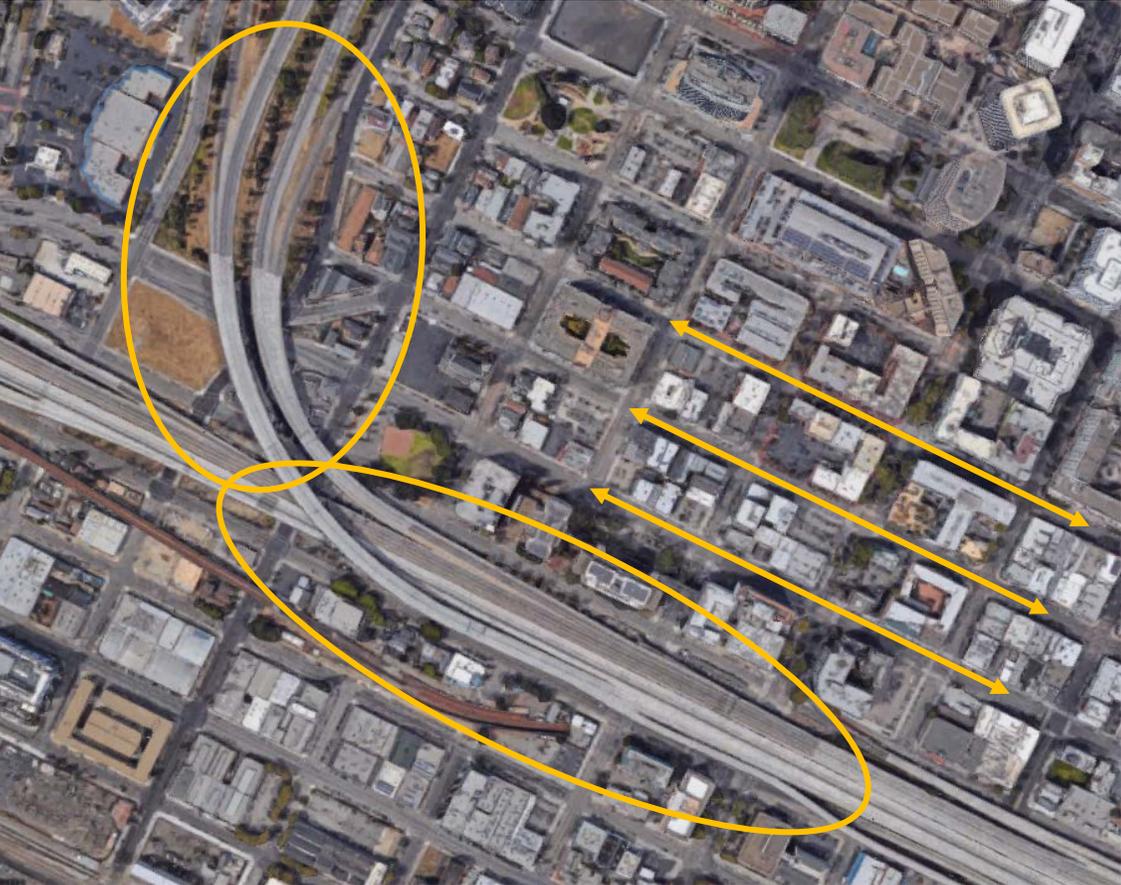
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# ISSUE: OLD OAKLAND NEEDS BETTER CONNECTIONS



Idea: Re-Establish Washington Street as a main street and primary connection between Old Oakland and Jack London.

# STRATEGY: IMPROVE CONNECTIVITY TO ADJACENT NEIGHBORHOODS



Highways and Inconsistent Street Designs divide neighborhoods



I-980 and I-880 creates a barrier between Old Oakland, West Oakland, and Jack London

# STRATEGY: RE-IMAGINE 7<sup>TH</sup> STREET

## Improving this local east/west connector:

- Upgrade to safer bike facilities
- Add shade trees, particularly on the north side of the street
- Encourage infill development or pop-up uses on empty lots
- Consider shifting to two-way traffic



# STRATEGY: TRANSFORM 9<sup>th</sup> STREET



The current gaps in the urban street facade in front of Swan's Market disrupt the pedestrian experience. The street can be transformed from one-way into two-way and improved for bicyclists and pedestrians. By respecting the existing historic buildings, new infill development complements the character of Old Oakland and new street trees fill in the tree canopy.



# STRATEGY: EXTEND 8<sup>TH</sup> & 9<sup>TH</sup> STREET IMPROVEMENTS TO CHINATOWN

Good street design should help link communities together.



9<sup>th</sup> Street between Broadway and Washington Street



9<sup>th</sup> Street between Harrison and Webster Streets

# STRATEGY: TEAR DOWN I-980

## Transformation of I-980

- A carefully designed multi-way boulevard could support generous accommodations for walking, biking and transit; and provide additional land for residential uses.
- It would also reconnect West Oakland to Downtown



# STRATEGIES: GATEWAYS & WAYFINDING

- Identify “gateway” streets
- Cohesive, creative system of wayfinding
- Better relate the convention center to the neighborhood
  - integrate convention center parking
  - install signage in the neighborhood so conference goers can easily explore

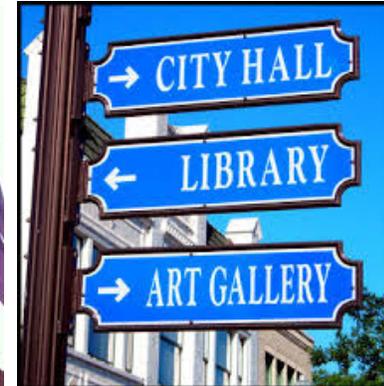


Above: The Hive gateway feature, Broadway, Oakland

Left: Wowhaus Watershed markers Lakeshore Ave., Oakland



Below: Unique gateway features and wayfinding signs



# OTHER STRATEGY IDEAS

## Improving Safety



Pedestrian Refuge Island  
Photo credit: NACTO, nacto.org

## Focusing on Underpasses



Overpass in San Jose, CA with public art  
Photo credit: Dan Corson, ledinside.com

## Enhancing Public Spaces



Plaza in Downtown Oakland  
Photo credit: Toole Design Group

# ISSUE: DESIGN FOR A RANGE OF AGES AND ABILITIES

- Kid and toddler-friendly outdoor furniture
- Closely spaced benches for seniors
- Accessible sidewalks



Street furniture and facilities for a variety of ages and abilities

# STRATEGY: DESIGN IMPROVED OUTDOOR SPACE & PARKS

- Improve and maintain existing parks
- Better lighting for improved safety



Left: Lafayette Square Park and Jefferson Square Park



Right: 9<sup>th</sup> Street in Old Oakland, closely spaced, decorative street lights



# STRATEGY: BUILD A BIKE NETWORK THAT SERVES ALL AGES AND ABILITIES

## Creating an 8 to 80 Network



Photo credits: Toole Design Group

## Building Protected Bike Lanes



## Increasing Connectivity



# TIMED DISCUSSION: TRANSPORTATION

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**15 MIN  
GO!**

**What improvements could help connect Old Oakland to other neighborhoods?**

**What kind of place would you like Washington Street to be?**

**Is there anywhere you feel particularly unsafe walking or biking?**

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# ISSUE: HOW TO FIT NEW IN WITH THE OLD



The Delger Block (1880); Source: Old-Oakland.com

# STRATEGY: ENCOURAGE ADAPTIVE RE-USE



Bakery Lofts completed in 2001

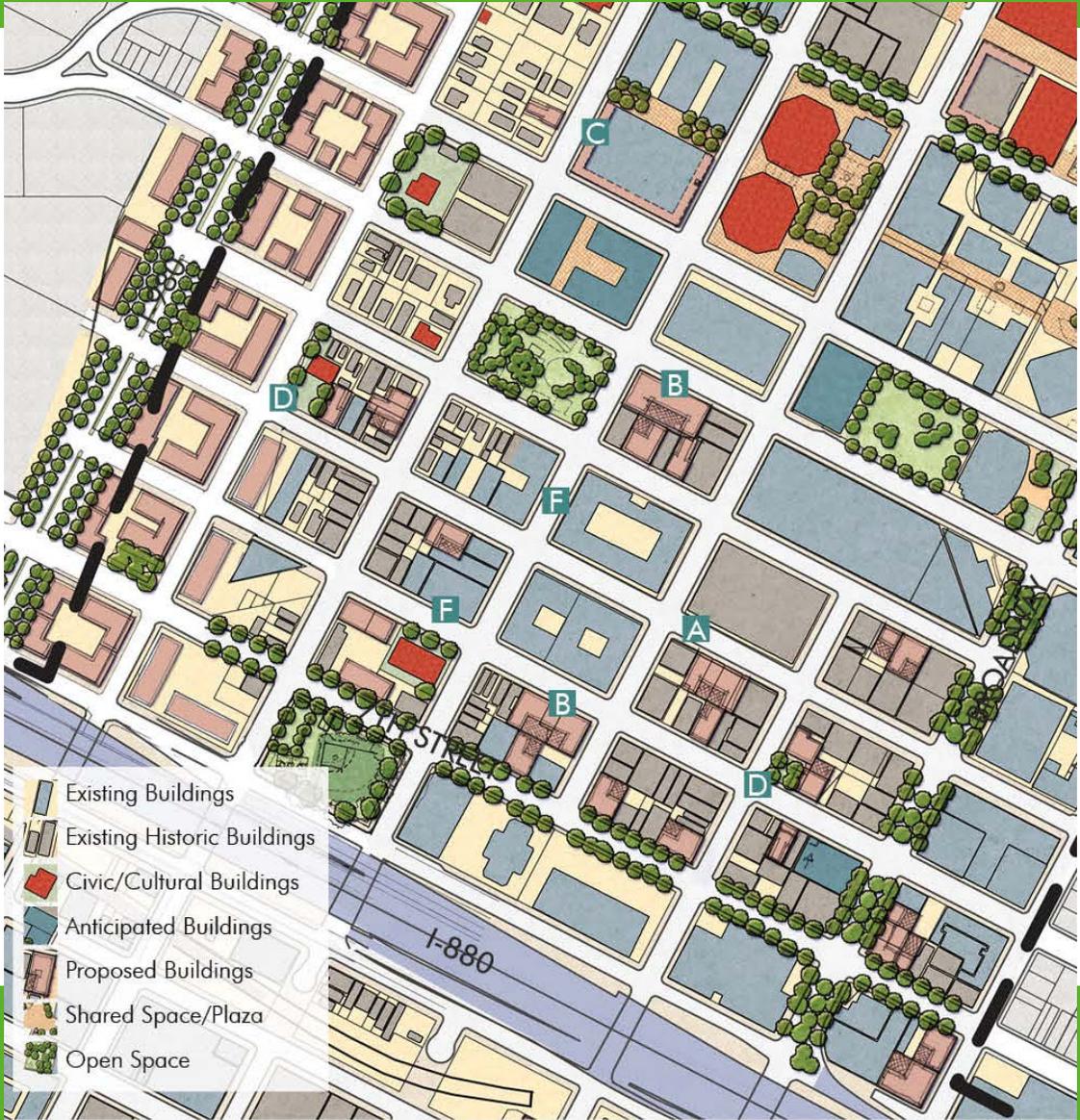


Hotel Oakland went from a hotel to a hospital to low-income senior housing

# STRATEGY: USE CONTEXT-SENSITIVE DEVELOPMENT

## Draft Illustration:

- Use context-sensitive development to help fill out the gaps in the neighborhood

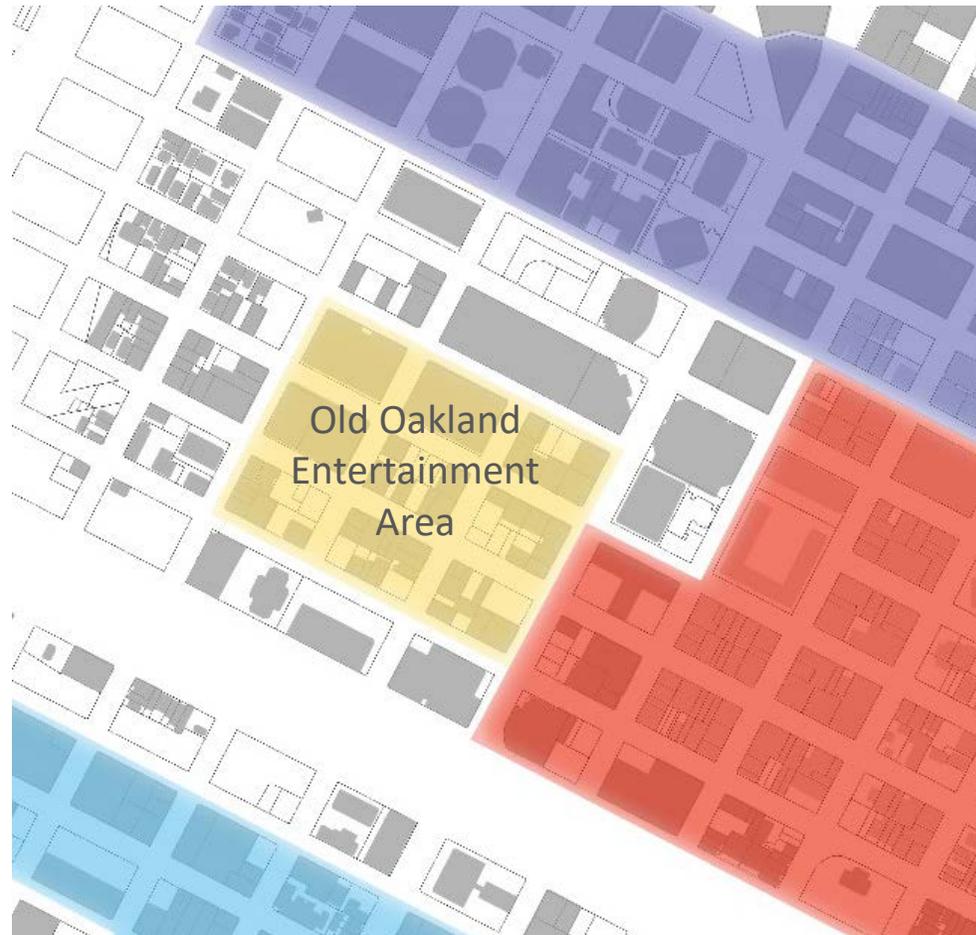


# OTHER STRATEGY IDEAS

## General Preservation Concepts:

- Encourage adaptive reuse of vacant or underutilized historic buildings by creating incentives for property owners that include
  - Permit streamlining
  - Fee reductions
  - Application of the California Historic Building Code
  - Adjustments to parking requirements
  - Transfer of Development Rights
  - Federal Historic Preservation Tax Credits
  - Mills Act Contracts
- Grow downtown in a way that meets the area's housing needs, while respecting the context and character of each neighborhood.

# ISSUE: SUPPORT A VIBRANT DINING & ENTERTAINMENT DISTRICT



Swan's Market Food Court; Photo credit: Felicia Kieselhorst on bartable.bart.gov

Figure B-34b: Cultural Assets: Arts, Culture, & Entertainment Districts



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

# STRATEGY: LEVERAGING ARTS & ENTERTAINMENT

## Ideas to Promote Arts and Entertainment:

- Encourage implementation of citywide actions related to marketing and promoting Downtown attractions, districts, and festivals
- Encourage targeting of business assistance resources to small independent businesses in Downtown
- Encourage new hotel development

# TIMED DISCUSSION: PRESERVATION AND ENTERTAINMENT

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**15 MIN  
GO!**

How important is it to preserve the historic character of the neighborhood?

Should new development relate to the character and scale of the surroundings?

Do you think there is an opportunity to expand arts, entertainment & dining?

What in the future do you think will drive people to visit Old Oakland?

# KEEP SHOWING US WHERE PROBLEMS & OPPORTUNITIES ARE

360 Degree Holistic View

© Copyright Streetwyze Data. All rights reserved

How walkable is my neighborhood?

How well is it served by public transit?

How safe is this street?

Where can I buy affordable healthy food?

What issues do people care about in my community?

Who provides child care I can trust?

Where do I go if there's an emergency?

A good doctor?

# KEEP SHOWING US WHERE PROBLEMS & OPPORTUNITIES ARE

Lincoln rec center  
Lincoln Square, 10th Street, Oakland, CA 94612, United States of America

### Best park but needs resources

Author: **miketran**

Date Created: **2017-07-06T21:11:18-04:00**  
Type: **Fix Stuff**  
Category: **Environment**  
Rating: ★★★★★

[Jump to asset](#)

Summary:  
Lincoln rec is highly utilized by the community of Chinatown as well as folks from beyond its neighborhood. However, it is in high need of updating and expansion due to the high volume of usage everyday.

[Show/Hide photos](#)



Main gym of Lincoln rec

Votes: 0 / 0+

Benches in tree wells  
Delage, 536 9th Street, Oakland, CA 94612, United States of America

### Tree well benches

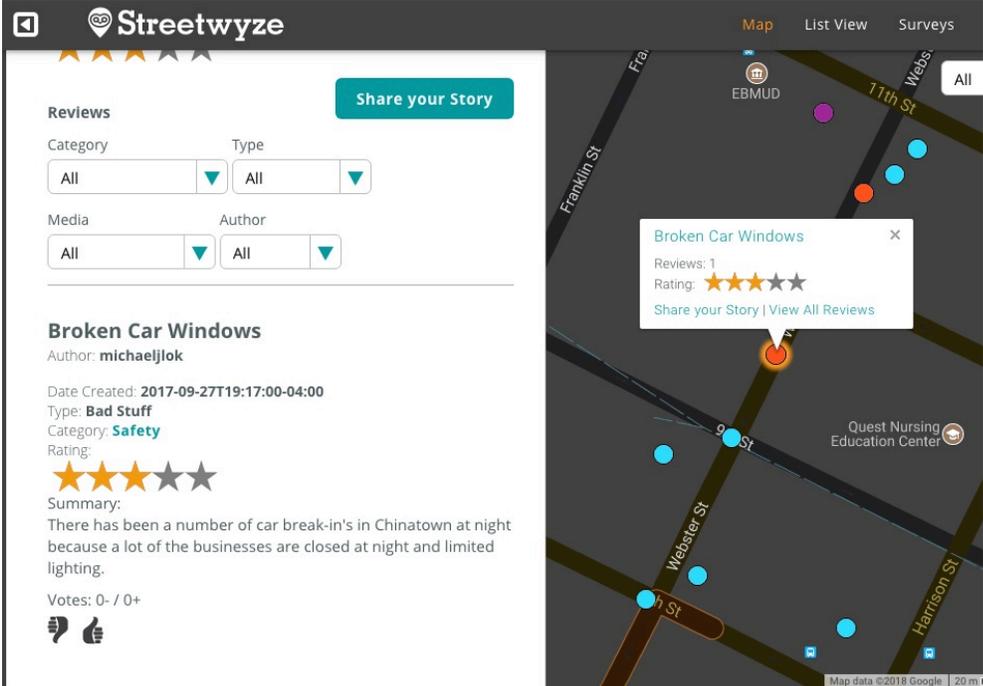
Author: **Familyoakland**

Date Created: **2017-08-01T03:41:49-04:00**  
Type: **Good Stuff**  
Category: **Public Space**  
Rating: ★★★★★

[Jump to asset](#)

Summary:  
EBALDC recently added benches around the tree wells. They are great and a lot of folks use them!

Votes: 0- / 1+



**Streetwyze**

Map List View Surveys

Reviews

Category: All Type: All

Media: All Author: All

[Share your Story](#)

### Broken Car Windows

Author: **michaeljjok**

Date Created: **2017-09-27T19:17:00-04:00**  
Type: **Bad Stuff**  
Category: **Safety**  
Rating: ★★★★★

Summary:  
There has been a number of car break-in's in Chinatown at night because a lot of the businesses are closed at night and limited lighting.

Votes: 0- / 0+



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# TELL US YOUR IDEAS

## Hands-On Design Session (60 min)

- What parts of the neighborhood are most precious to you? What would you like to preserve?
- What types of places are missing from the neighborhood that you would like to see?
- Where are the opportunities to preserve existing creative workplaces and introduce new ones in Old Oakland?
- Is it easy to walk or bike? If not, where are there problem areas?
- Is it easy to connect to other areas? Identify transit stops and suggest improvements.
- What character does Old Oakland have today? What would you like it to be in the future?

# BREAKOUT SESSIONS

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**1 HOUR  
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

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Oakland Asian Cultural Center, 388 9th Street #290