

EQUITY

IN

DOWNTOWN

OAKLAND

Keeping the Town in Downtown

Arts & Culture Working Group
August 1, 2017

DOWNTOWN OAKLAND SPECIFIC PLAN

WELCOME

Arts & Culture Working Group

Social Equity Meeting

August 1, 2017



Working Group Meetings – Social Equity

Housing, Affordability, Jobs, Training, and Economic Opportunity

Monday, July 31st, 5:30-8:00p @ Greenlining, 360 14th St.

Arts and Culture

Tuesday, August 1st, 5:30-8:00p @ PolicyLink, 1438 Webster #303

Streets, Traffic Circulation, Connectivity, and Built Environment

Wednesday, August 2nd, 5:30-8:00p @OakStop, 1721 Broadway #201

Sustainability, Health, Safety, and Open Space and Recreation

Thursday, August 3rd, 5:30-8:00p @Oakland Asian Culture Center, 388 Ninth St. #290

Overview

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

OBJECTIVES

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

PROJECTIONS 2040

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

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

WORK COMPLETED: 2015-2016

SEP
15

COMMUNITY KICK-OFF MEETING
Outcome: Existing Conditions Analysis

OCT
15

CHARRETTE: OPEN DESIGN STUDIO
Outcome: Visioning & Initial Recommendations

OCT
15

STAKEHOLDER MEETINGS
Outcome: Community Feedback

OCT
15

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

FEB
16

COMMUNITY ADVISORY GROUP MEETINGS #1
Outcome: Community Feedback

MAR
16

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

APR
16

PLANNING COMMISSION & COMMUNITY WORKSHOP
Outcome: Comments Memo

WORK COMPLETED: CHARRETTE & OPEN STUDIO



WORK COMPLETED: IDENTIFIED ISSUES

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

WORK COMPLETED: EMERGING PLAN PRINCIPLES

EQUITY - Social justice, equal opportunity,
& shared wealth

CREATIVITY - Artistic expression, business innovation,
& government leadership

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

INCLUSIVITY - Transparency, public participation,
& shared power

WORK COMPLETED: EMERGING PLAN PRINCIPLES

RESPONSIBILITY - environmental sustainability, social welfare, & public health

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

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

OPPORTUNITY - good education, fair jobs, & business assistance

WORK COMPLETED: OUTCOMES & PLAN ALTERNATIVE REPORT

PUBLIC DRAFT
03.01.16



DOWNTOWN OAKLAND SPECIFIC PLAN



PLAN ALTERNATIVES: PRESERVE CHARACTER, MAINTAIN DIVERSITY & GROW STRATEGICALLY



Figure F-5: The scenarios explored under the Plan Alternatives are based on the big ideas and goals expressed by the community.

WORK COMPLETED: COMMENTS MEMO

MORE THAN 1,000 COMMENTS RECEIVED!

Plan Downtown
Plan Alternatives Report Comments

August 30, 2016

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

OUTCOME OF WORK TO DATE

Plan Alternatives Report



Community Comments Memo

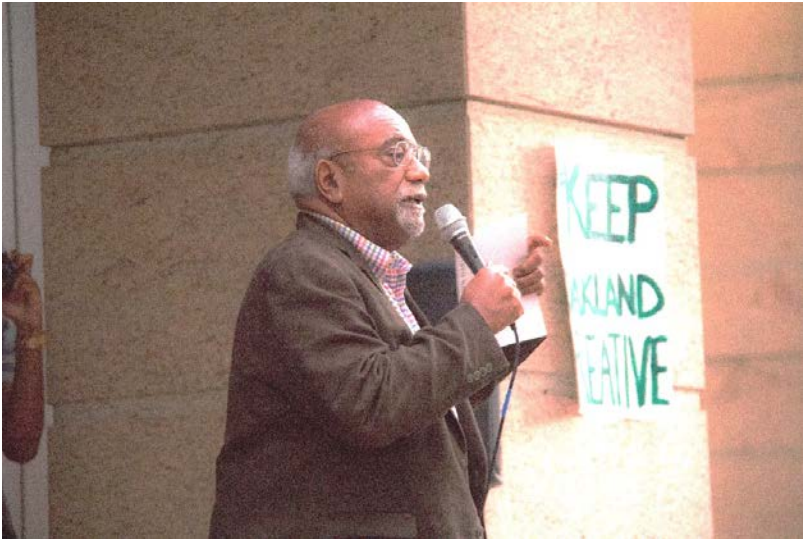


Issues Matrix



Draft Vision & Goals

COMMUNITY CONCERNS



EXPANDED EQUITY WORK IN DOWNTOWN OAKLAND SPECIFIC PLAN

GOAL

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

HOW?

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

EXPANDED EQUITY WORK IN DOWNTOWN OAKLAND SPECIFIC PLAN

CONSULTANT TEAM

Lead: I-SEED

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

Lead: Dover, Kohl & Partners

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



Overview

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

EXPANDED EQUITY WORK OF TEAM

REVIEW Summarize gaps and assets of existing process and materials.

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

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

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

LOOK FORWARD Conduct Equity Assessment of Planning Concepts Memo.

OVERVIEW

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

RACIAL EQUITY ANALYSIS

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

RACIAL EQUITY ANALYSIS

6. CONSIDERING ADVERSE IMPACTS

7. ADVANCING EQUITABLE IMPACTS

8. EXAMINING ALTERNATIVES OR IMPROVEMENTS

9. ENSURING VIABILITY & SUSTAINABILITY

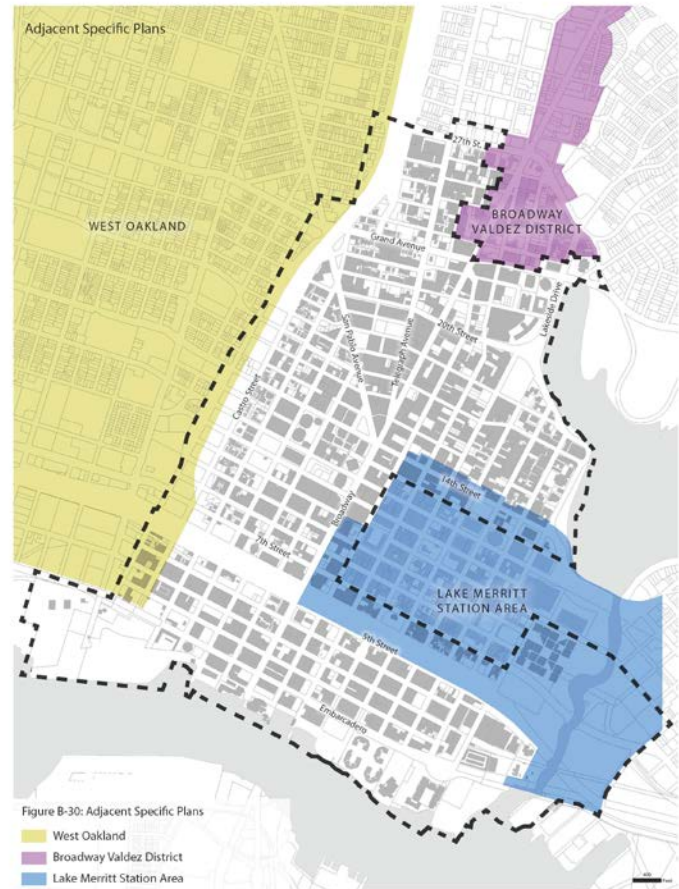
10. IDENTIFYING SUCCESS INDICATORS

PLAN BOUNDARIES

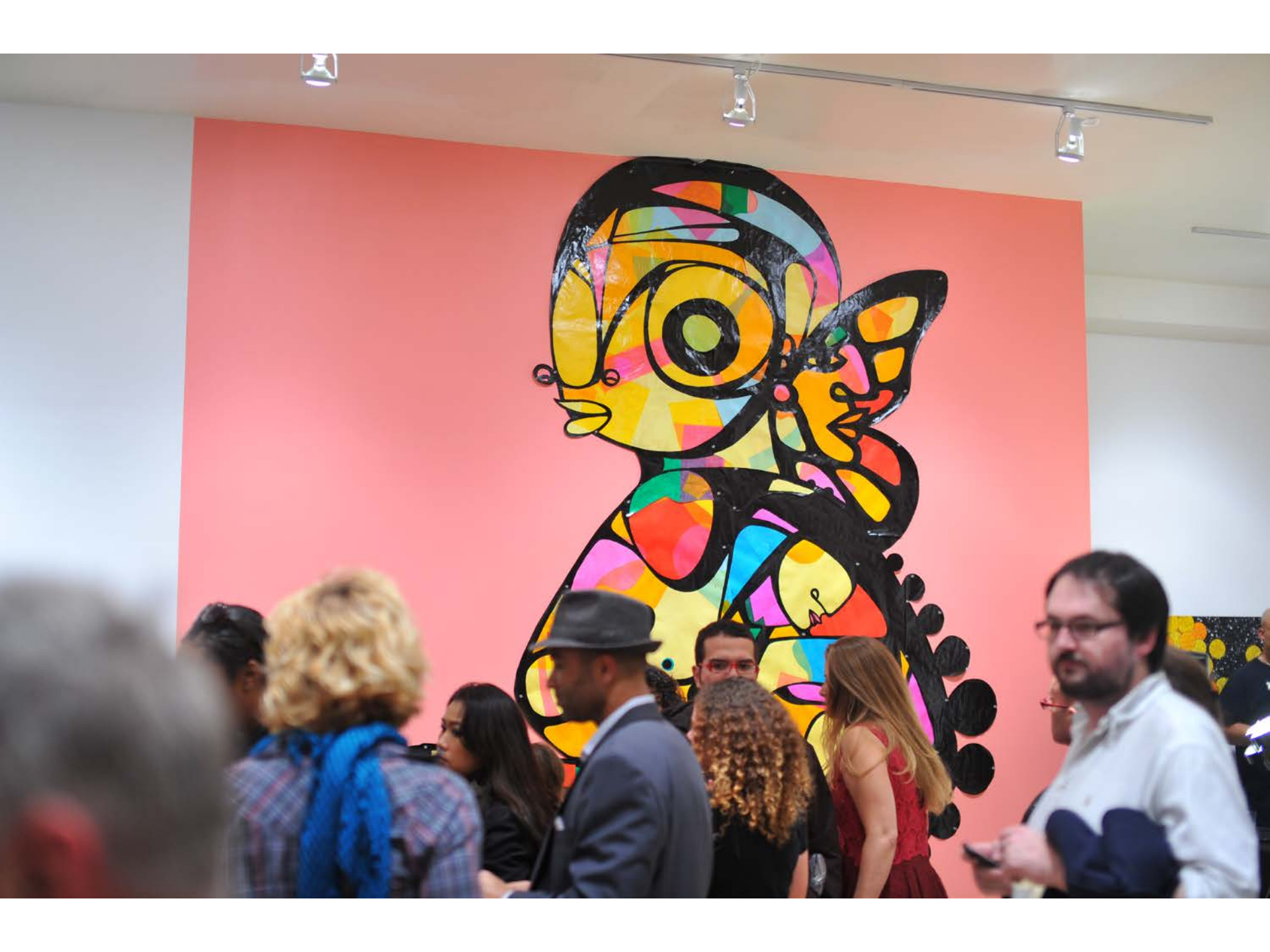
DOWNTOWN OAKLAND

Adjacent plan areas

- West Oakland
- Broadway Valdez
- Lake Merritt/Chinatown











EXISTING CONDITIONS

WHO LIVES DOWNTOWN?

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

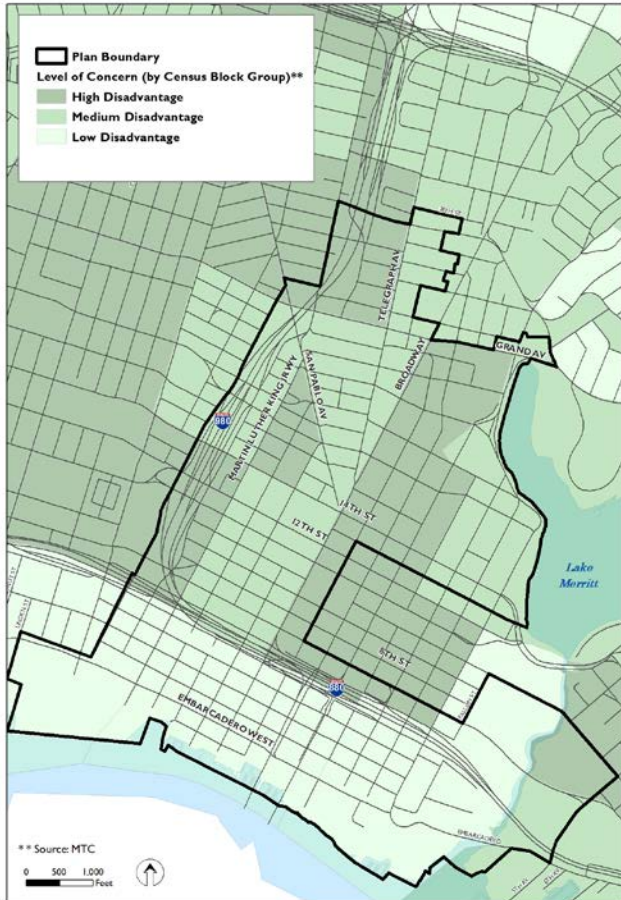
A diverse range of family types live in downtown Oakland.

EXISTING CONDITIONS



Household income is different in different parts of the downtown

EXISTING CONDITIONS



 **Downtown Plan:
Communities of Concern**

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

Existing Conditions

Materials Reviewed

- Plan Alternatives Report
- Existing Conditions Analysis
- Community Feedback
- Community Outreach & Engagement Materials
- Strategies for Creating & Protecting Arts and Culture Space in Oakland (Mayor's Artist Housing & Workspace Task Force)

Existing Conditions



Existing Conditions

Mayor's Artist Housing and Workspace Task Force

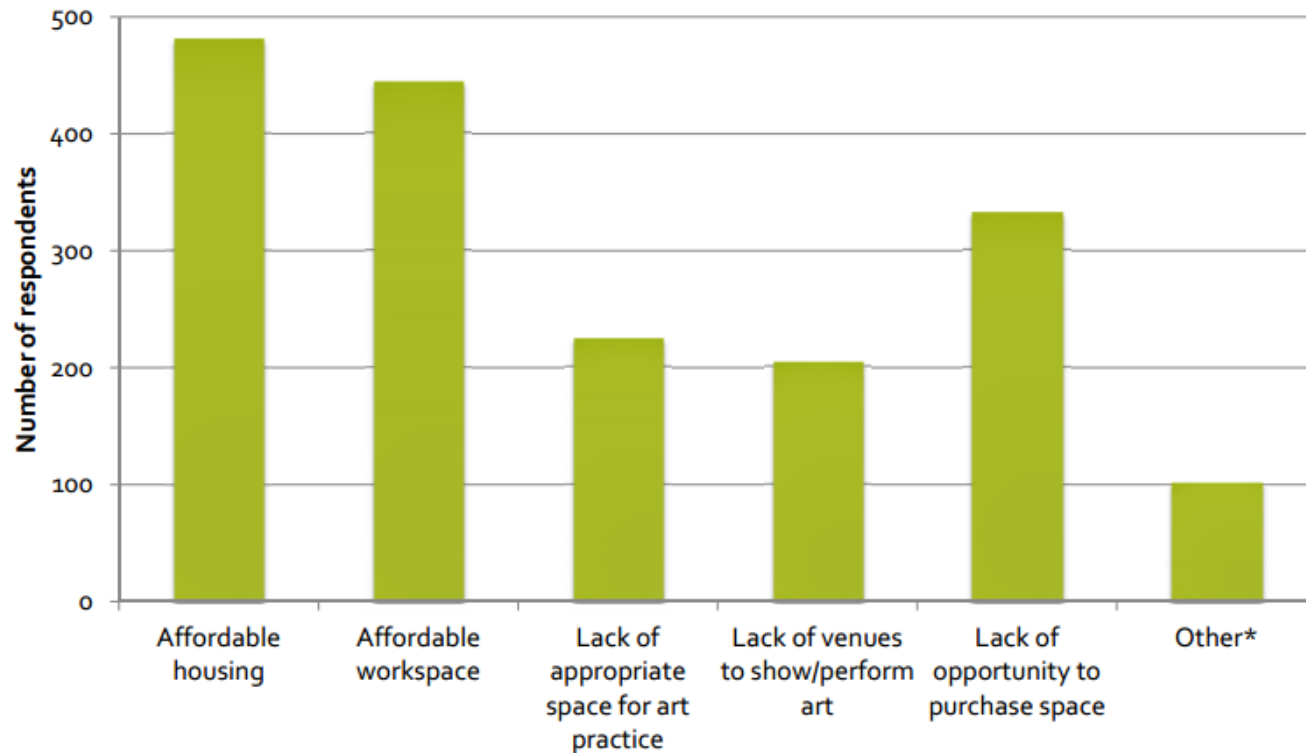
- In August 2015, Mayor Libby Schaaf convened a multi-disciplinary task force to identify strategies to help artists remain and thrive in Oakland.
- The Task Force issued a survey late 2015 to learn more about the space needs of Oakland artists.
- **913 artists provided detail on where they live and work.**
- 208 artists live in Oakland and work elsewhere
- 130 artists work in Oakland and live elsewhere
- **575 artists both live and work in Oakland**

Task Force Findings

- The majority of respondents have lived and worked in Oakland for **more than 10 years**
- **25%** reported that they **have been displaced** within the last year or are facing imminent displacement
- Of the 170 artists displaced in the last year, **60%** of the moves **resulted from increased rents or sale of buildings.**
- A **majority** indicated workspace and housing **costs present the biggest challenge** to being an artist in Oakland
- Majority on **month-to-month leases**, making them vulnerable to displacement
 - **52%** reported being on **month-to-month leases for workspaces**
 - **46%** reported being on **month-to-month leases for housing**
- **More than half** said **technical assistance** would help them **address their most urgent needs.**

Task Force Findings

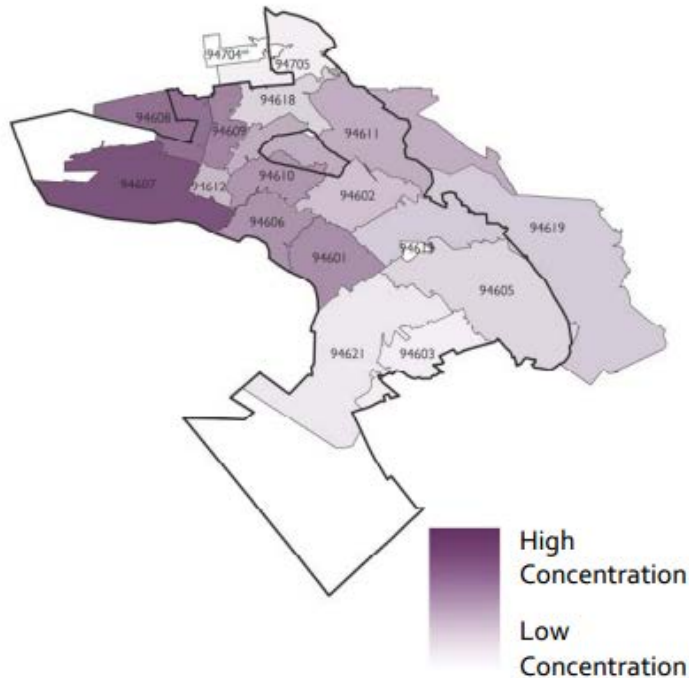
Challenges to working as an artist in Oakland



Task Force Findings

Geographic breadth of survey

Artists living in Oakland



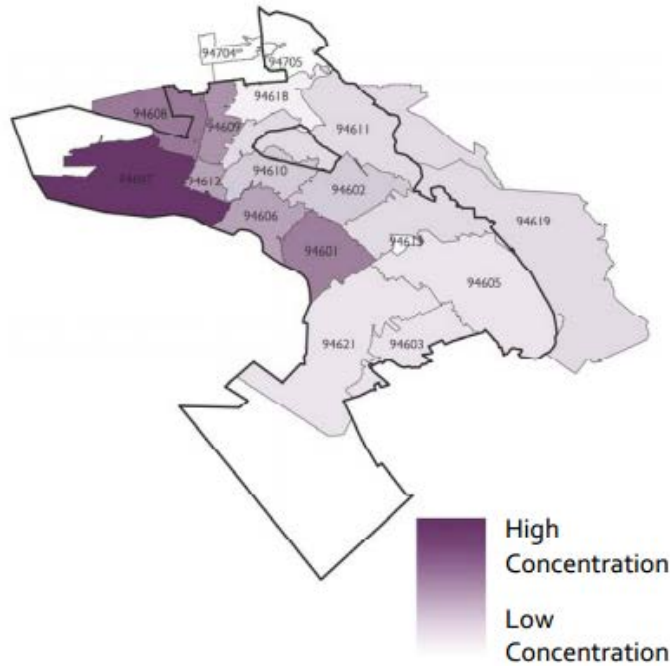
Artists working in Oakland



Task Force Findings

Geographic location of displacement

Living space



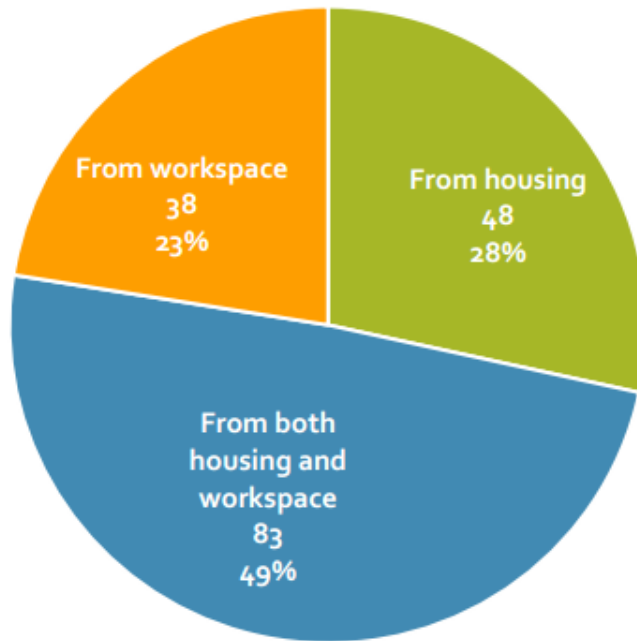
Workspace



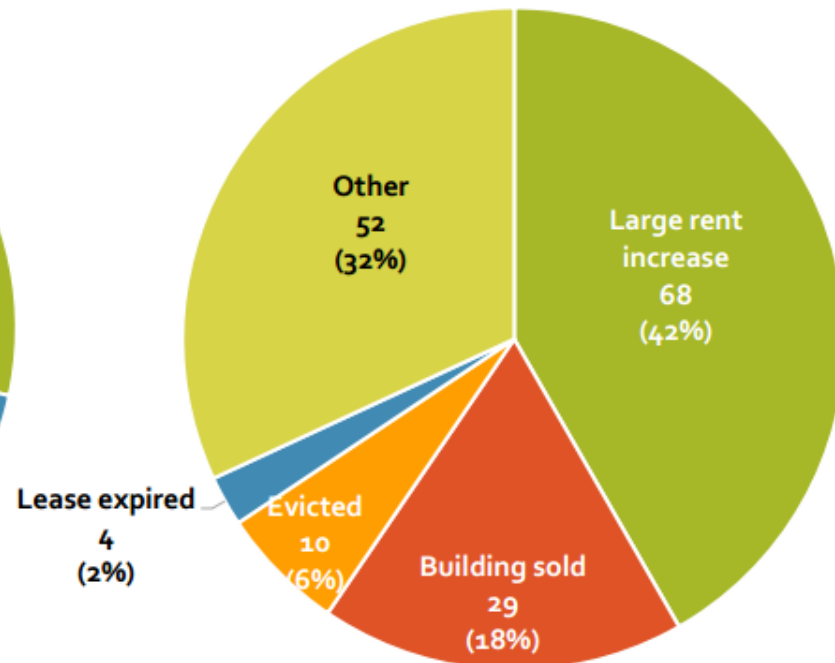
Task Force Findings

Displacement

Type

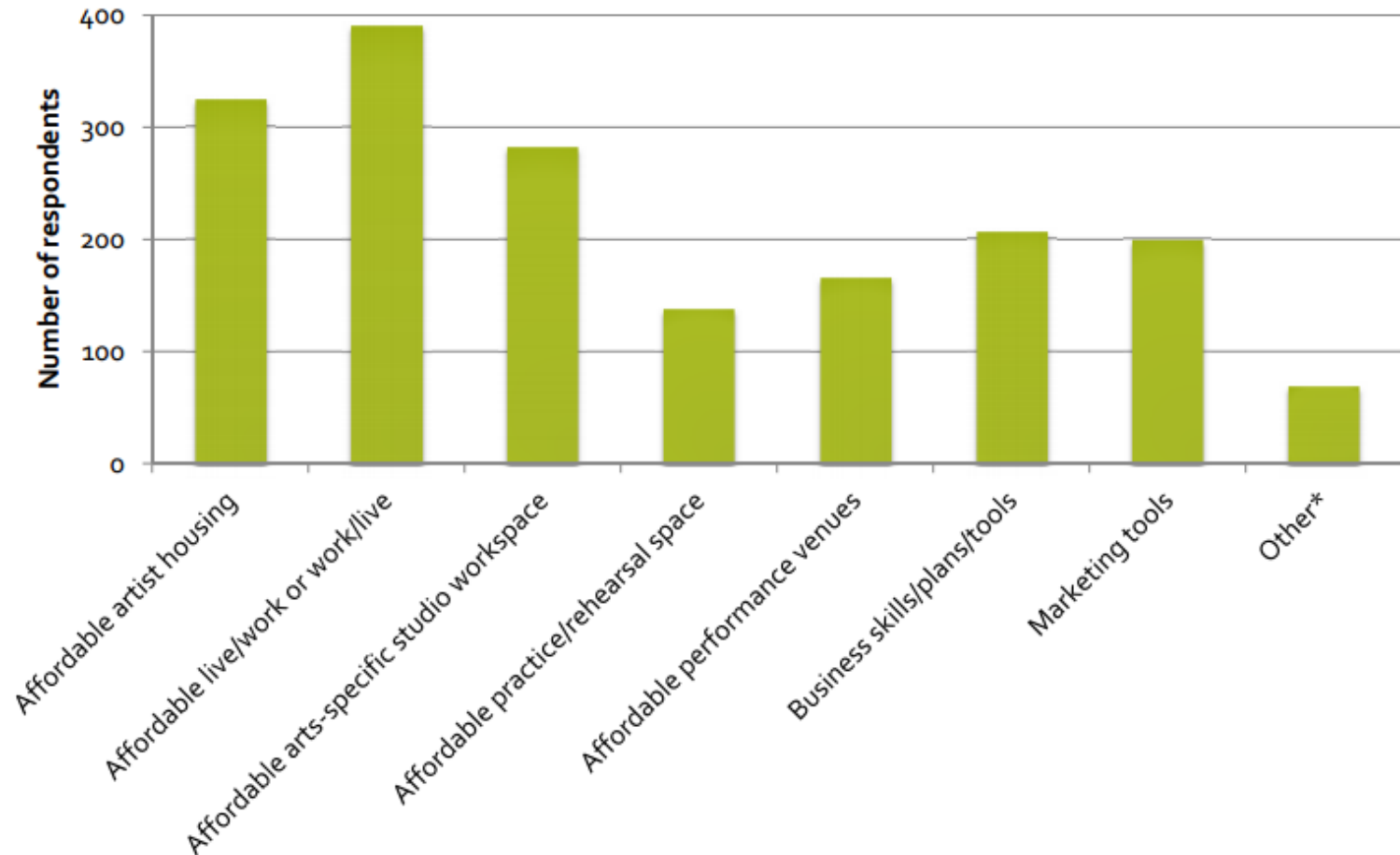


Reason



Task Force Findings

Desired resources



Task Force Key Recommendations

1. Financial Assistance

- Create a new “displacement mitigation” grant program to provide **direct funding** to those facing displacement from space

2. Technical Assistance

- Provide training on real estate and business skills

3. City’s Internal Support for the Arts

- Expedite hiring of a **cultural affairs manager**
- Study reconstituting **Arts Commission**
- Prepare a citywide **Cultural Plan**

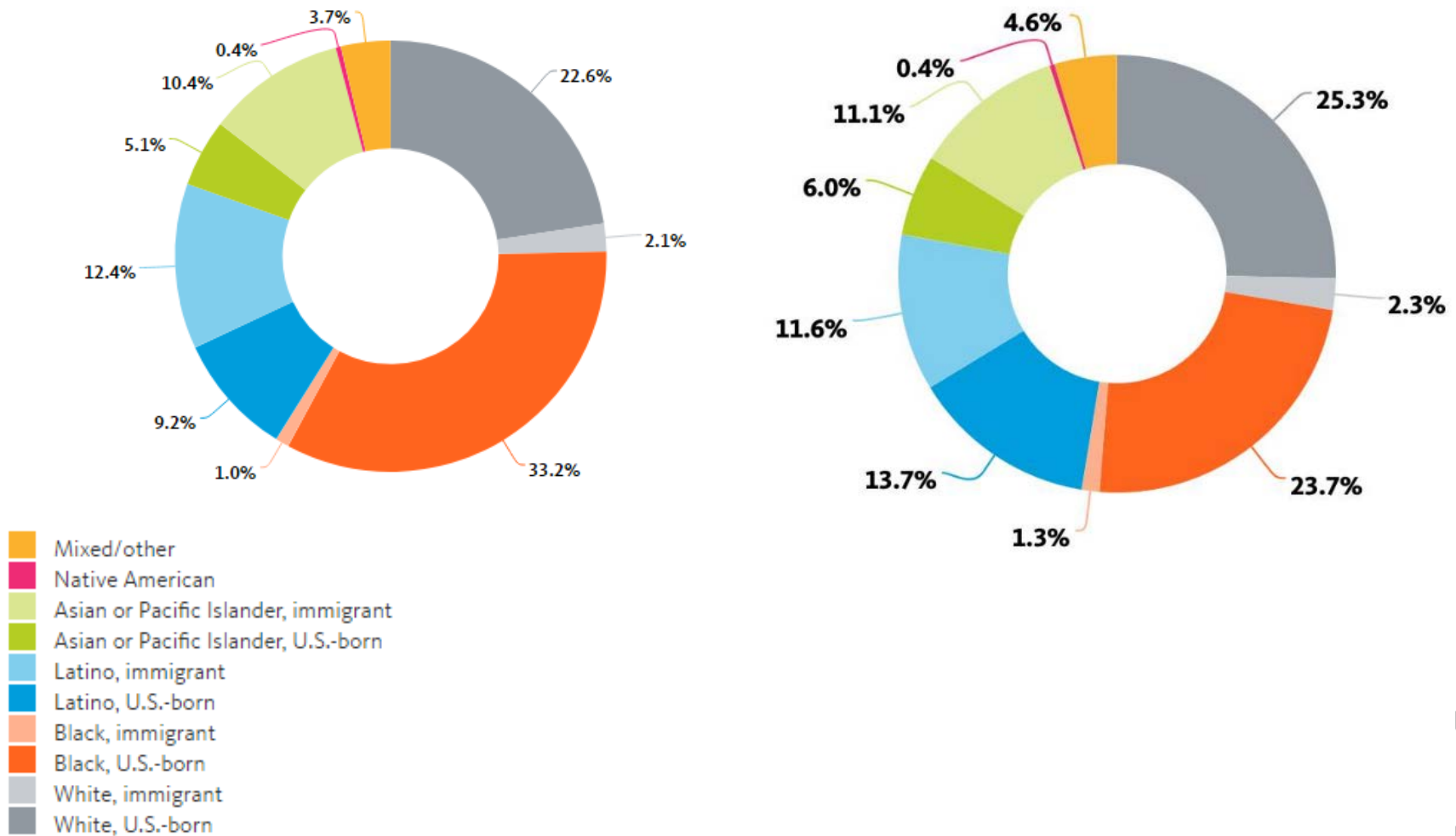
4. Real Estate Acquisition & Leasing

- Create and capitalize a **property acquisition fund** to purchase permanently affordable arts spaces
- **Adopt zoning and land use** policies to require art spaces in new development projects
- **Lease City-owned space** to arts uses at below-market rents



Racial Disparities In Displacement

Race and Ethnicity by Nativity, Oakland CA, 2000 & 2014



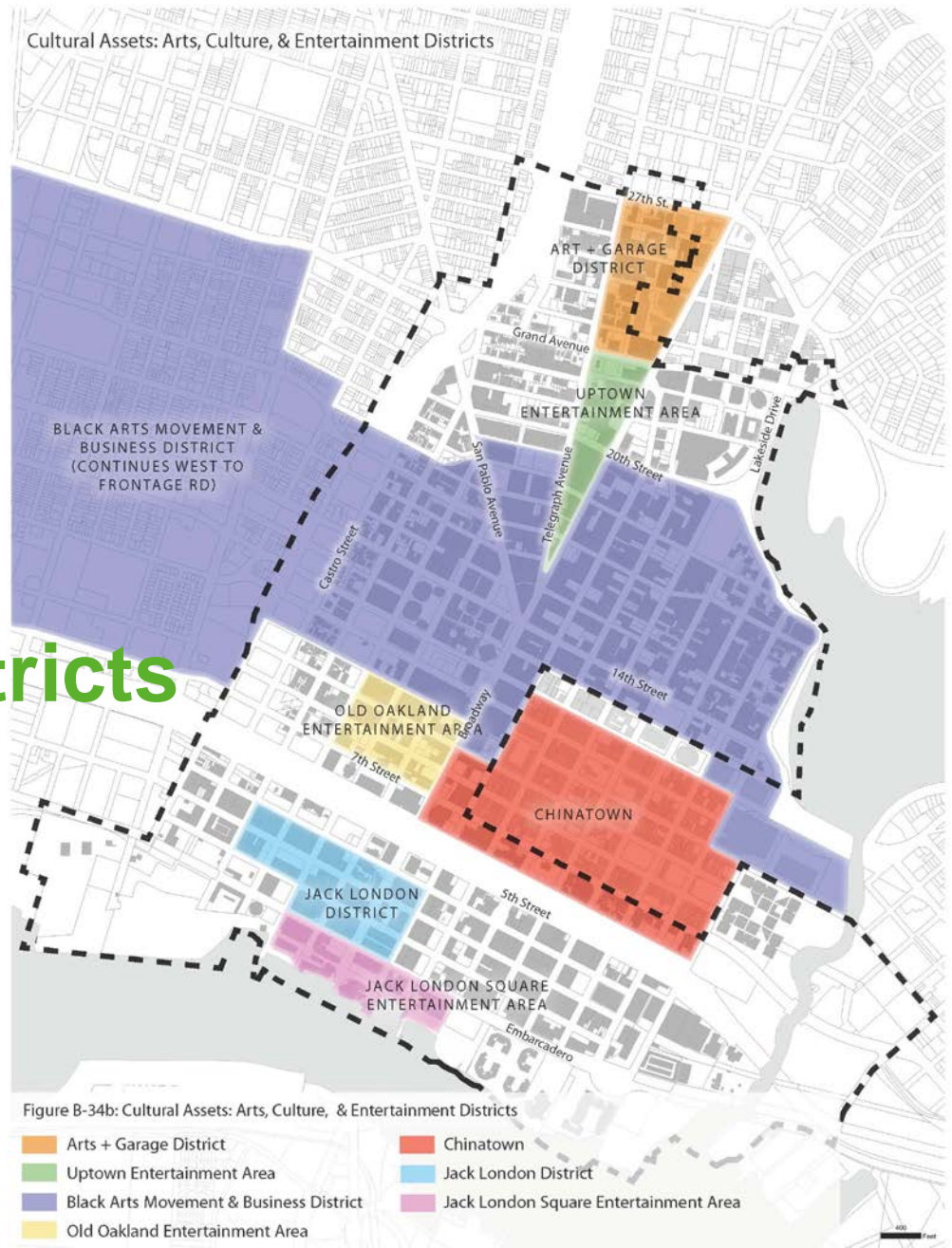
Existing Conditions

Downtown Arts & Culture Concentrations

- Black Arts Movement Cultural and Business District (14th Street)
- Uptown Arts and Garage District
- Koreatown/Northgate (KONO)
- Jack London District
- Old Oakland
- Chinatown
- 15th St Galleries

Existing Conditions

Cultural Assets: Arts, Culture & Entertainment Districts



Findings

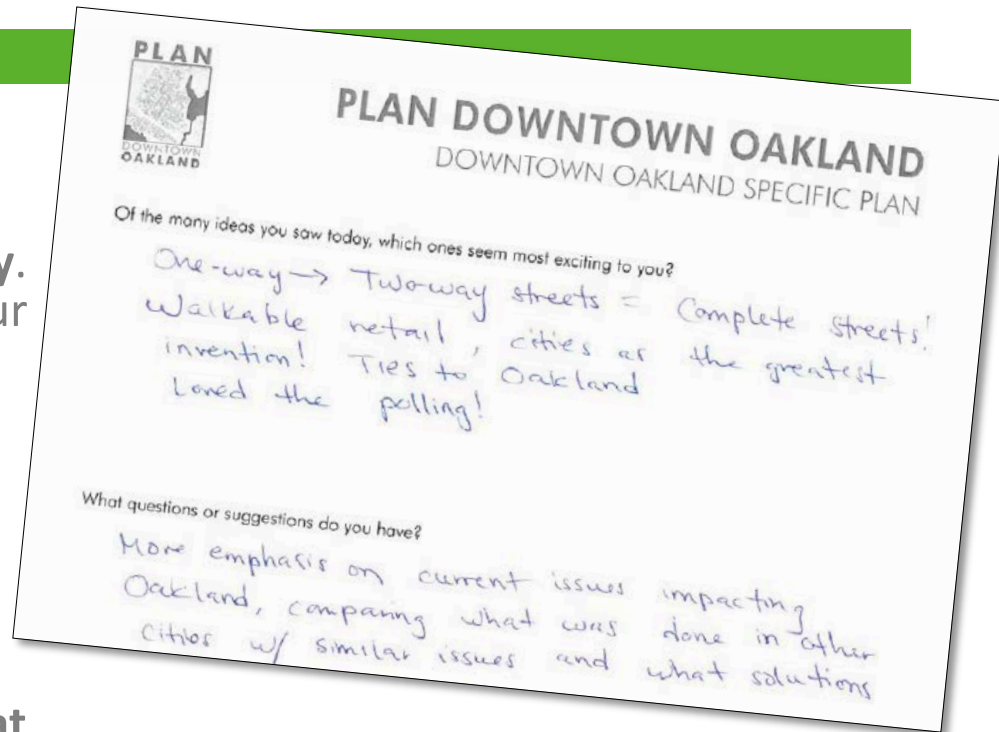
Plan Alternatives Report

- Foster creative culture and arts in Downtown Oakland by **providing for artist and maker work spaces** that serve burgeoning and independent artisans as well as established ones.
- Foster creative culture and arts in Downtown Oakland by **providing for community gathering spaces where art walks** are organically occurring.
- **Preserve and celebrate the historic buildings and civic spaces that have played a significant role in Oakland's history and culture.**

Findings

Community Feedback

- “What makes Oakland special for me is **the multicultural community**. I value the richness of culture in our community.”
- “They are **creating space that will benefit specifically upper middle class, tech companies and white folks** ...they will market the culture of Oakland, but **push out the generations and ethnic groups that created the culture.**”
- **Bus connections are not convenient from East Oakland to reach arts and cultural events.**



- Residents want **more ethnic food markets, farmer’s markets, artistic outlets, and economic development promoting culturally specific retail that leverages Arts Districts & existing cultural resources.**

Findings

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**
- **Affordable live/work space downtown should ensure racial equity outcomes**
- Downtown plan should **better connect to West Oakland, Lake Merritt, and Chinatown cultural richness**



Equity & Accountability Vision

- Government processes respect and represent the full racial, socioeconomic, cultural, political and demographic diversity of the population, and the City actively seeks the public's voices to guide policy.
- City government proactively addresses current and historic inequities when making land use, resource allocation, project implementation and other planning and policy decisions.

Equity & Accountability Goals

- **Preserve and support downtown’s cultural, racial, and ethnic diversity, including cultural amenities and businesses** that serve Oakland’s diverse populations.
- Prioritize business, development, services, programming and infrastructure that meet the needs of the full range of Oakland’s income levels, age groups and ability levels.
- Balance the need for public investment in the downtown and in underserved outlying neighborhoods, particularly when using resources generated by downtown development.
- Meaningfully engage residents from all walks of life, including youth, low-income residents and hard-to-reach populations, in community planning, implementation and accountability.
- Break down cultural, socioeconomic and physical barriers between neighborhoods within and outside the downtown.
- Implement plan policies and actions using a system that ensures accountability and coordinates with the implementation of other specific plans.

Art & Culture Vision

The Community celebrates, preserves and supports Oakland's rich legacy of artistic innovation, cultural pluralism, and political movements.

Government and private investment recognize Oakland's unique culture, art and history as the soul of downtown.

The City actively cultivates cultural institutions and spaces for artists and makers to work and live in, and factors in beauty, aesthetics, and sense of history, character and place into decisions that shape the public realm.

Art & Culture Goals

1. Recognize and celebrate Oakland's cultural history and foster creative culture and the arts in downtown.
2. Embrace existing cultural institutions and expand square footage dedicated to artist and maker work, living, gallery and performance spaces.
3. Support and protect downtown's arts, culture and entertainment districts.
4. Create, facilitate and coordinate opportunities for new public art in the downtown, expanding the definition to include all forms of art, including popular and performance arts.
5. Equitably fund and support the arts and artists, including encouraging artists of color and artists from disadvantaged backgrounds.

RACIAL EQUITY FRAMEWORK

SMALL GROUP DISCUSSION ACTIVITY

QUESTIONS

Changes: What else would your community like to see as part of this goal? (For more information on any of the goals, see the accompanying issues and ideas document.)

Barriers: What barriers currently exist for historically left out groups in Oakland to accessing the outcomes in these goals? (Historically left out groups include, but are not limited to, the Black, Latinx, Asian, and indigenous populations. These groups also include identities that are not racial. Please be as specific as possible.)

Solutions: What do you think it would take to break down those barriers?

Streetwyze

NEXT STEPS: 2017

**JUN
17**

COMMUNITY CAPACITY-BUILDING WORKSHOP
Outcome: Equity Outreach

**JUL
17**

SOCIAL EQUITY WORKING GROUP
Outcome: Equitable Goals & Outcomes

**SEP
17**

TECHNICAL ANALYSIS WORKING GROUPS
Outcome: Equitable Policy Recommendations

**OCT
17**

NEIGHBORHOOD DESIGN WORKSHOPS
Outcome: Neighborhood Design Recommendations

**NOV
17**

COMMUNITY ADVISORY GROUP MEETING
Outcome: Plan Concepts Memo

**DEC
17**

COMMUNITY INPUT WORKSHOP

Next Steps & Other City Efforts

City's Cultural Affairs Unit

- New Cultural Affairs Manager hired!
- Cultural Plan underway
- CAST's *Keeping Space – Oakland* grant fund & technical assistance program established
- Call for new Arts & Culture Commission with equity focus – new staff position approved to study
- Additional funding approved for City's Cultural Funding Program
- Asset mapping being conceived

Next Steps

Key Decision Points

- What areas Downtown should be designated as an arts, culture or entertainment district?
- What can the city do to help each designated district “survive and thrive”?

Next Steps

Technical Analysis of Policy Tools for Arts/Culture

- Specific plan implementation focuses on land use regulation
- Identify tools to leverage new development for preserving/expanding arts & culture uses
 - Arts/culture use requirement or zoning overlay
 - Replacement/relocation policy
 - Development agreements
 - Incentive zoning/density bonus program
 - Transfer of development rights
- The technical analysis meetings will help prioritize the tools

THANK YOU!

Keeping the Town in Downtown

WWW.EQTDTO.COM

VOICE YOUR VISION!

CONNECT



@EQTDTO

#EquityinAction

#EQTDTO

#EquityinDTO