



Department of Planning
and Building

ZONING CODE

BULLETIN

DATE EFFECTIVE: January 8, 2021

ZONING TOPICS: Projects in the Black Arts Movement and Business District

PERTINENT CODE SECTIONS: Resolution 85958

City of Oakland Cultural Districts Program

This zoning bulletin is meant to provide early direction on implementation of the City's first formally adopted cultural district, the Black Arts Movement and Business District (BAMBD). Establishment and implementation of cultural districts is a key recommendation of the *Draft Downtown Oakland Specific Plan* Culture Keeping chapter. It is anticipated that this zoning bulletin will be updated once the Downtown Oakland Specific Plan process concludes and additional zoning controls and programmatic tools are in place to support the goals of the BAMBD.

Background and District Goals

On January 7, 2016, the City of Oakland City Council adopted Resolution 85958, which designates the 14th Street corridor from Oak Street in Downtown Oakland to Frontage Road in West Oakland as the "Black Arts Movement and Business District."¹ The Black Arts Movement and Business District also includes the area on or within four blocks of 14th Street. The Resolution is attached to this Zoning Bulletin.

The goal of this Cultural District designation is to "highlight, celebrate, preserve and support the contributions of Oakland's Black artists and business owners and the corridor as a place central historically and currently to Oakland's black artists and black owned businesses." The designation is intended to help support a critical mass of arts and entertainment establishments in the area, and to help promote and celebrate the significant current and historical black leaders, arts, political movements, enterprises and culture in the area. More specifically, the designation is intended to help bring resources to the area through grants and philanthropic funding, and for the City Administrator to consider other tools and incentives to support the implementation of the District including streamlined permitting, funding, staffing, and new placemaking elements in the District.

The Resolution also calls for the City's *Downtown Specific Plan* to include the BAMBD, and to consider policies that animate the public space, rejuvenate the streetscape, improve local business viability, improve public safety, and bring diverse people together in celebration of this Cultural District.

Consideration of Applications for Projects in the BAMBD

When development applications are submitted to the Planning Bureau for review that are in the Black Arts Movement and Business District (BAMBD), the review should take into consideration the goals of the BAMBD, as defined by Council Resolution 85958, in the following ways:

1. Provide project applicants with a copy of Council Resolution 85958.

¹ Resolution No. 85958, Oakland City Council. (2016).

2. Encourage applicants to ensure the proposed project is consistent with the goals of the BAMBD. Consistency with the goals of the district can be achieved in many ways, such as:
 - a. Through consistency with draft policies contained in the Draft and Final *Downtown Oakland Specific Plan*;
 - b. As part of applicant's Public Art in Private Development requirements;
 - c. As part of any requirements applicants may have for improvements to the public realm;
 - d. Through architectural design and detailing;
 - e. Through considerations regarding future commercial tenants; or
 - f. Through other strategies the city deems appropriate.
3. Encourage applicants to consult with nearby business owners in the BAMBD.
4. Offer capacity support by directing the applicant to resources such as:
 - a. Business Development services offered through the Economic & Workforce Development Department (<https://www.oaklandca.gov/topics/oakland-business-assistance-center>);
 - b. Arts and Culture resources offered through Cultural Affairs (<https://www.oaklandca.gov/topics/arts-and-culture-in-oakland>);
 - c. Special Event permitting through the City Administrator's Office (<https://www.oaklandca.gov/topics/special-events>);
 - d. Planning Bureau's Downtown Specific Plan Team (<https://www.oaklandca.gov/topics/downtown-oakland-specific-plan>);
 - e. BAMBD Community Development Corporation (CDC) (<http://www.bambdcdc.com>); and
 - f. Community Coalition for Equitable Development (CCED) Community Stabilization and Anti-Displacement Fund (<https://www.ccedoakland.org/>).

Types of Planning Bureau Actions of Interest in the BAMBD

The following actions should consider the goals of the BAMBD (outlined above). Further, conformance with the BAMBD goals should be included in any project narrative describing the project, for example in public notices (including newspaper notices and yellow project information signs) and staff reports.

1. Temporary uses and pop-up activities;
2. Conditional Use Permits/Variances;
3. Design Review.

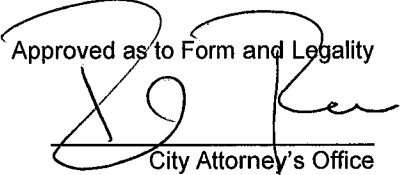
REVIEWED AND APPROVED BY:



Robert Merkamp
ZONING MANAGER

Attachment: Council Resolution 85958

FILED
OFFICE OF THE CITY CLERK
OAKLAND
2016 JAN -7 AM 9:57

Approved as to Form and Legality

City Attorney's Office

OAKLAND CITY COUNCIL

RESOLUTION NO. 85958 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 ARTS MOVEMENT AND BUSINESS 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 14th Street corridor on or within four blocks of 14th Street from Lake Merritt to I-880 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 currently exists in the 14th Street corridor and includes but is not limited to the Malonga Casquelourd Center for the Arts, Joyce Gordon's gallery, Geoffrey's Inner Circle Club, the Oakland POST Newspaper Group, OCCUR, Oakland African-American Chamber of Commerce, Oakland Cultural Center, Bissap Baobab, The Hatch, Venue Nightclub, U'NEXT Barber Shop, Unique Braids, Imagine Affairs Lounge, Quick Bite, Crossburger, Feelmore, A City Obsession, New Karibbean City, Uncle Willie's BBQ, Black Arts Movement co-founder Marvin X's Academy of da Corner, and the Betti Ono Gallery; and

WHEREAS, public or historical 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 at Oakland, the Oakland Main Library, the Ebony Museum, the 16th Street Train Station, the Rene C. Davidson Courthouse, the Calvin Simmons Theater, the C.L. Dellums Apartments, the Elihu M. Harris State Office Building, the Byron Rumford Post Office, the Lionel J. Wilson Building, the Ronald V. Dellums Federal Building and U.S. 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 14th Street corridor as the Black Arts Movement and Business 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, this designation seeks to bring greater resources to the 14th Street corridor through grants, philanthropic and foundation funding, and other incentives as the City Administrator and his or her designee may see fit, potentially including streamlined permitting, direct government subsidies, a dedicated City staff member to provide assistance with government processes, and funds for marketing the District; and

WHEREAS, it is recommended that an implementation working group be formed to include staff from the Mayor's Office, the City Administrator's Office, the Department of Race and Equity, the Cultural Arts Department, the Real Estate Department, the Planning Department, and the Economic and Workforce Development Department, as well as from a broad representation of community stakeholders, and that this implementation working group present a comprehensive report with recommendations and action items; and

WHEREAS, the long term success of the District rests on a joint partnership between the Department of Race and Equity, the Cultural Arts Department and the Oakland Arts and Culture Commission; and

WHEREAS, the Black Arts Movement and Business District can serve as a model for other neighborhoods throughout the City recognizing that multiple areas of Oakland contain culturally diverse and vibrant arts and business districts; and

WHEREAS, the inclusion of the Black Arts Movement and Business 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 14th 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 Arts Movement and Business 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 Arts Movement and Business 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 Arts Movement and Business District is captured by the 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 14th Street corridor on or within four blocks of 14th Street from Oak Street to Frontage Road as the "Black Arts Movement and Business 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; and be it

FURTHER RESOLVED: That the City Administrator and his or her designee is directed to identify funding or other in-kind resources in order to fund the initial implementation of the Black Arts Movement and Business District, which shall at minimum include marketing the District through banners or signs; 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,

JAN 19 2016

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, CAMPBELL WASHINGTON, GALLO, GUILLÉN, KALB, KAPLAN, ~~REID~~
AND PRESIDENT GIBSON MCELHANEY - 7

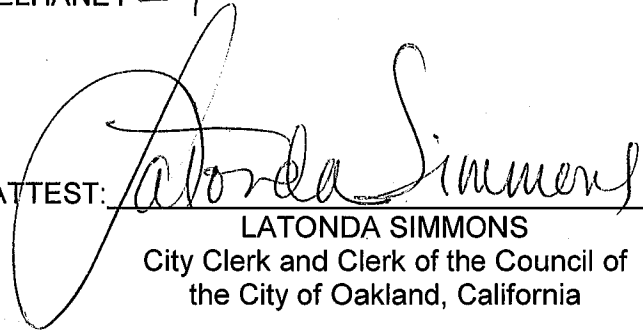
NOES - 0

ABSENT - 0

ABSTENTION - 0

Excused- Reid-1

ATTEST:



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