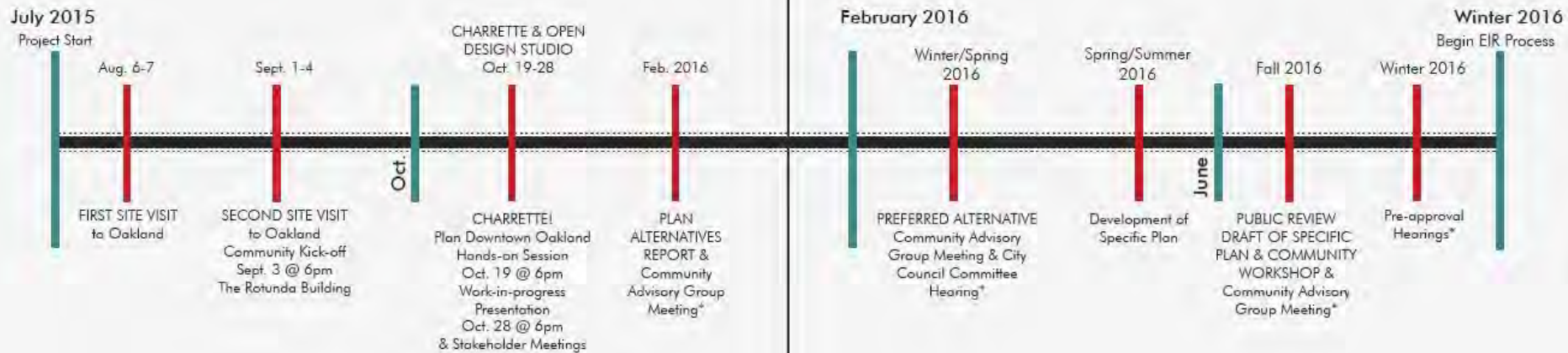


PLAN DOWNTOWN



OAKLAND

timeline



Plan Downtown Agenda

1. Lynette McElhaney: Welcome
2. Claudia Cappio:
Overview of Plan Downtown and Its Elements
(Introduce Tomiquia Moss and Peggy Moore)
3. Antwi Akom – Social Media and Outreach
4. Dante James – Social Equity – Race & Equity
5. Claudia Cappio – Provide Overview of Housing Cabinet
& Housing Equity Road Map
6. Hiroko – Artist Housing & Workspaces
7. Local, Small, Minority Businesses – Jose Corona
8. Plan Updates – Victor Dover and Arti Harchekar



Aerial rendering of existing conditions and Anticipated New Development

what's your vision for the future?



hands-on design session on 10/19



hands-on design session on 10/19



hands-on design session on 10/19



Open Design Studio @ 1544 Broadway



Open Design Studio @ 1544 Broadway

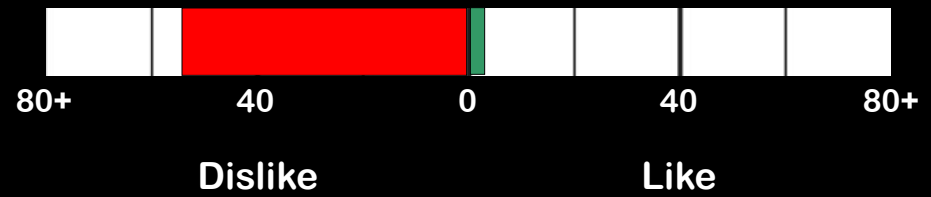
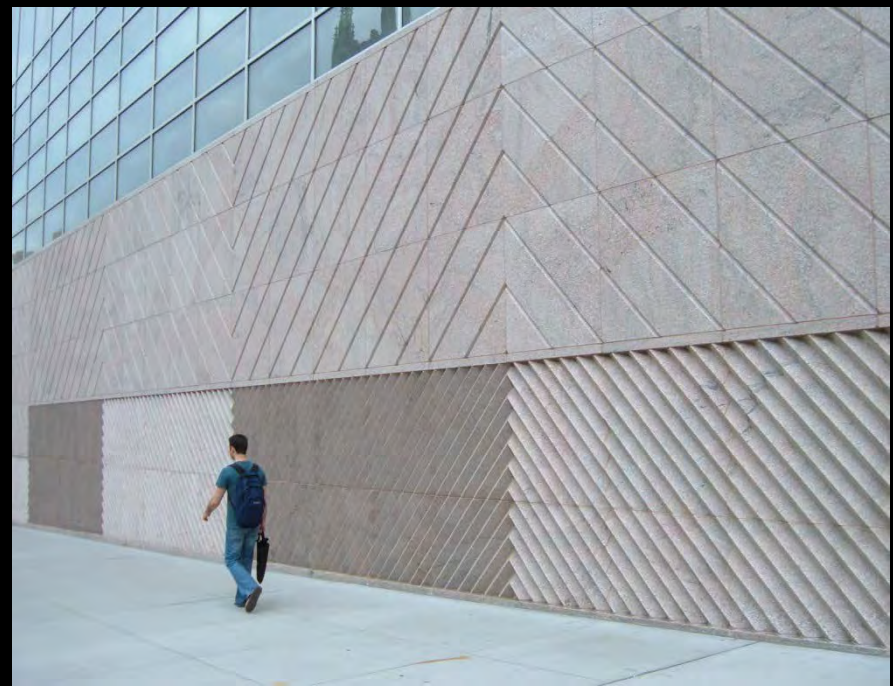
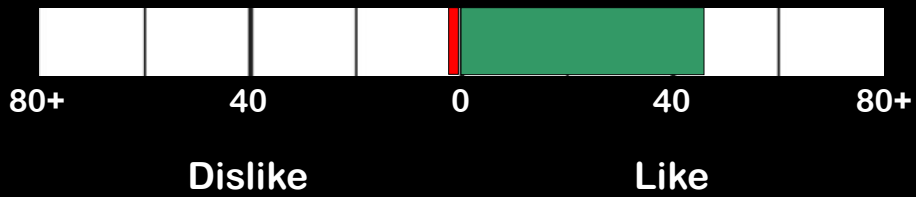


open design studio



walking tour on 10/24





Mixed-use Buildings

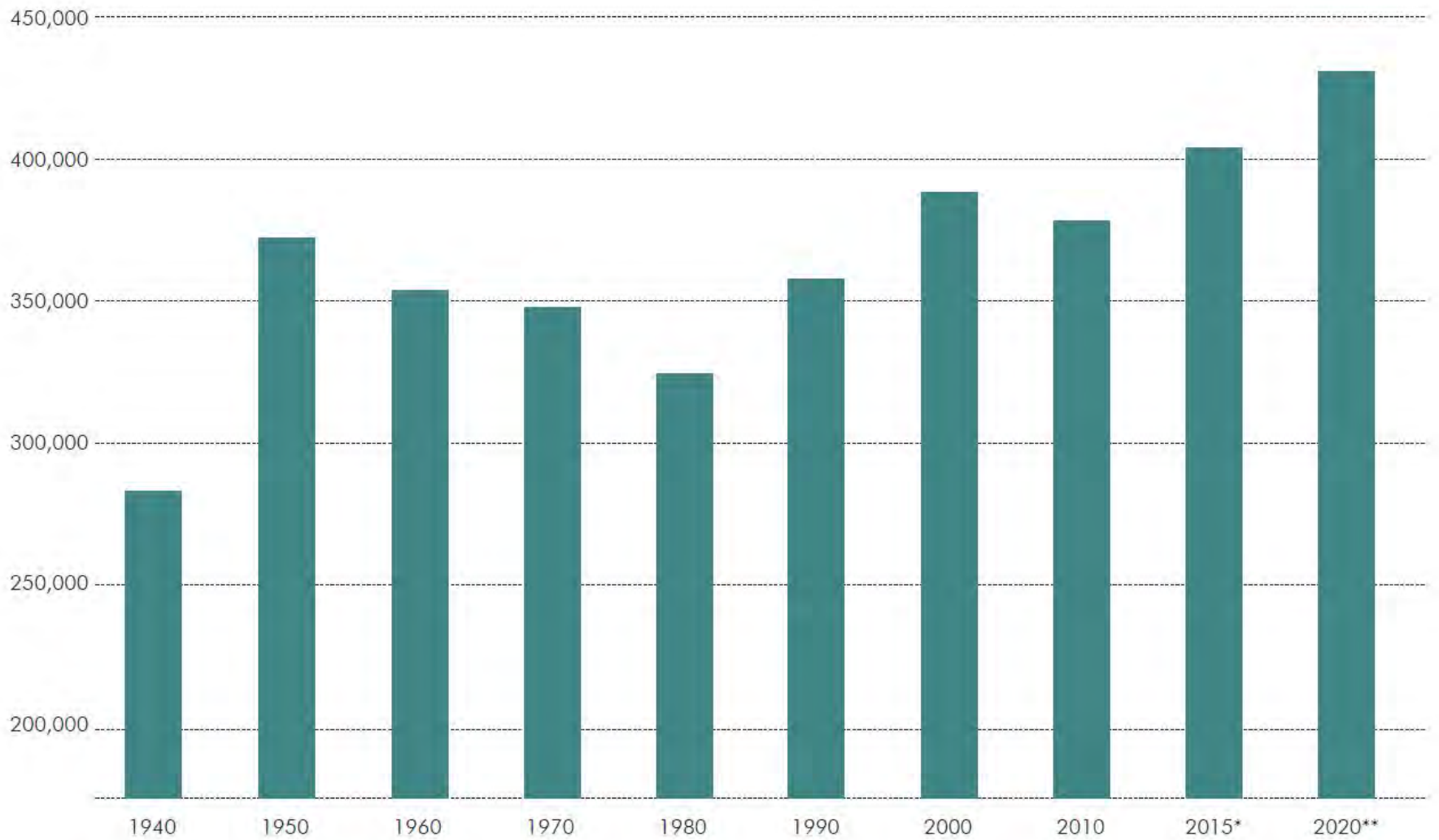


Figure B-39: Oakland Population

*Estimate

**ABAG Project

The image features a dark teal background. At the top, there is a white silhouette of a city skyline with various building shapes. In the lower-left foreground, there is a white silhouette of three people in business attire: a woman on the left carrying a briefcase, a man in the center, and a woman on the right also carrying a briefcase. To the right of these silhouettes, the text '73,000 jobs' is displayed in a large, white, sans-serif font.

73,000 jobs

Downtown Oakland is the largest and most densely concentrated employment center in the East Bay region, and one of the largest employment centers in the Bay Area.

U.S. Census Bureau, Longitudinal Employer-Household Dynamics, 2013.

73,000 jobs exist in Downtown



60%

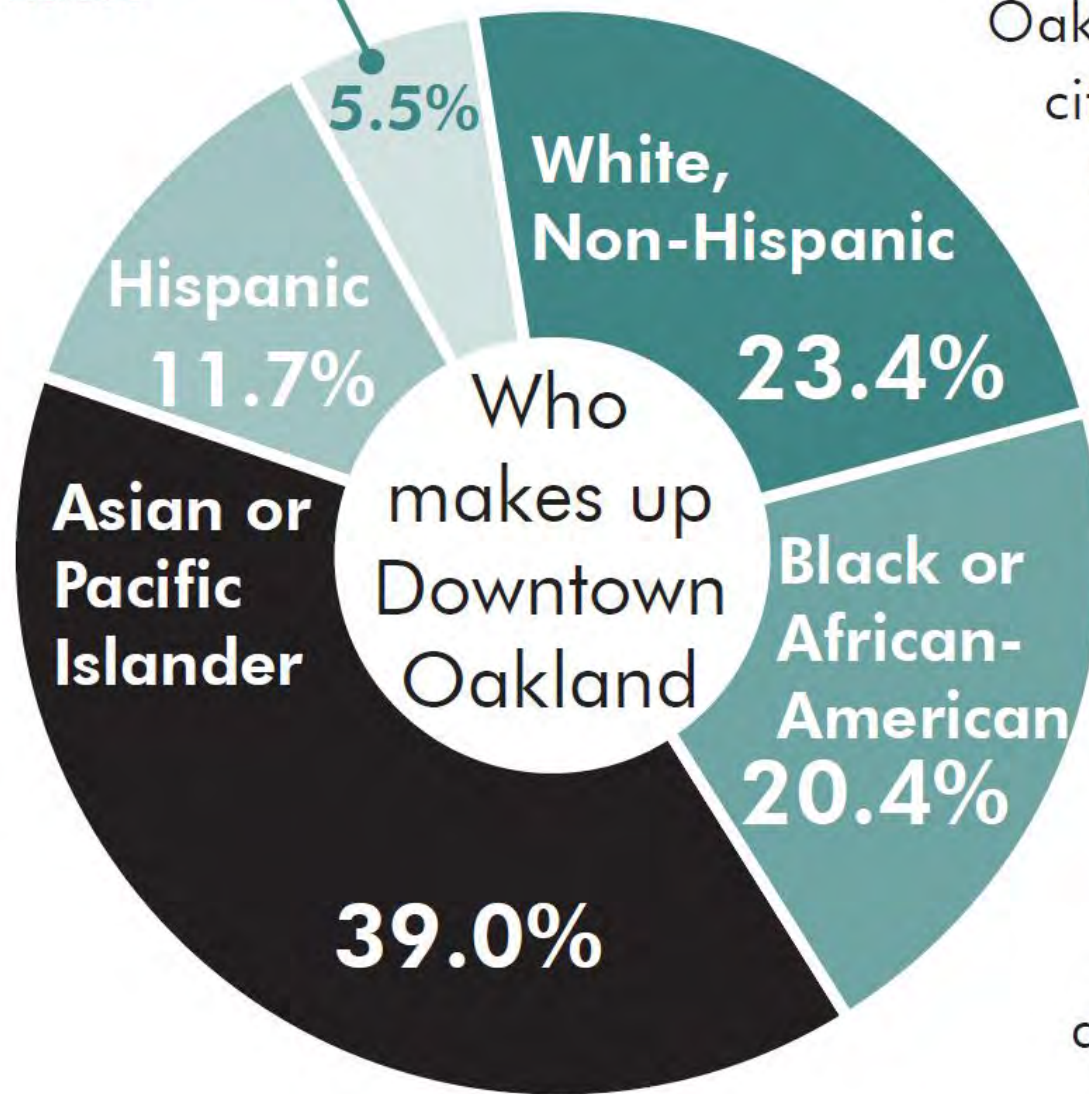
of households are
single-person



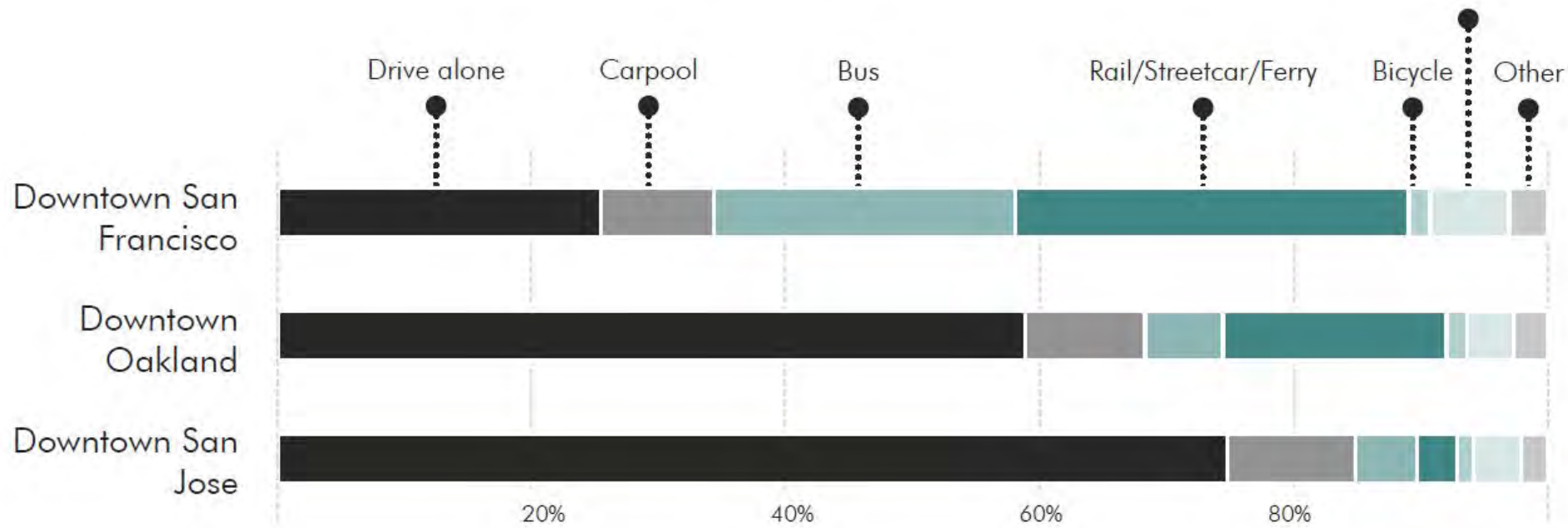
9%

of households are
families
with children

All Other
Races

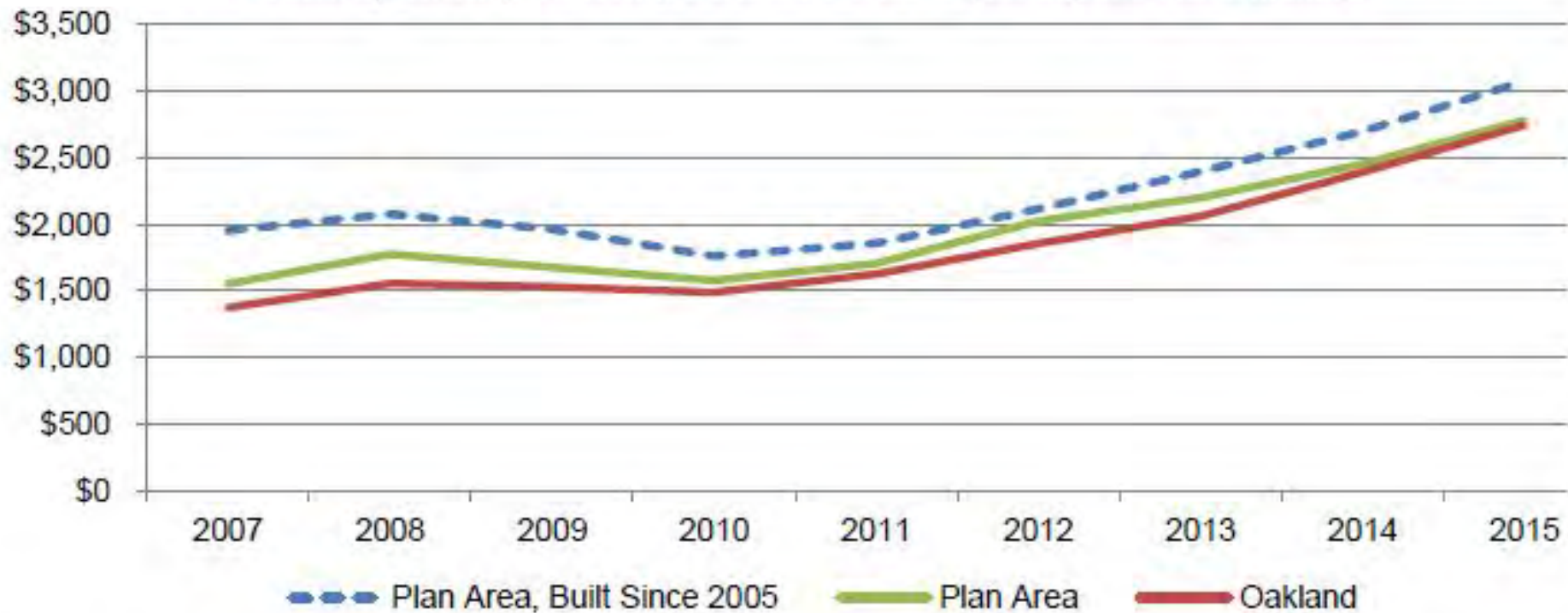


Oakland is the 3rd largest city in the San Francisco Bay Area. Oakland has had a large African-American population dating back to the 1860s. A steady influx of immigrants during the 20th century brought thousands of war-industry workers from all over and all ancestries.



Source: U.S. Census Bureau, American Community Survey 2006-2010 5-Year Estimates, Special Tabulation: Census Transportation Planning; SPUR, 2015.

Monthly Rent per Unit, 2007 to 2015 (not adjusted for inflation)



Sources: Real Answers, 2015; Strategic Economics, 2015.



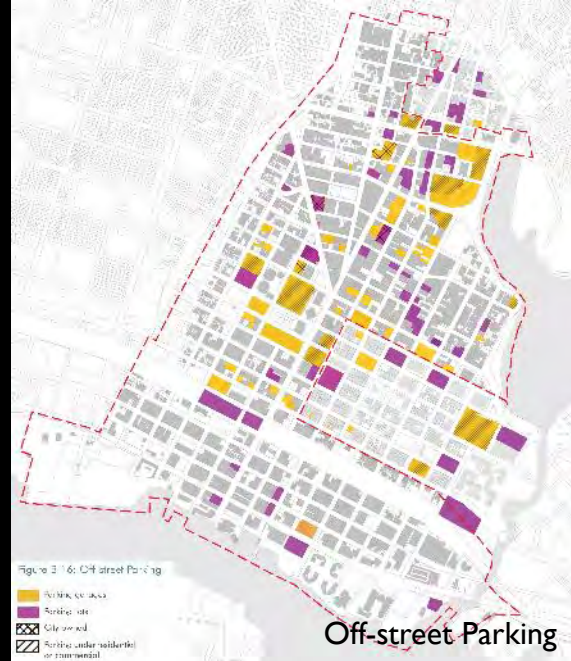
Five-minute Walk “pedestrian sheds” surround existing Downtown centers.



AC transit & bus stops



Bikeways & Bike Parking



Off-street Parking

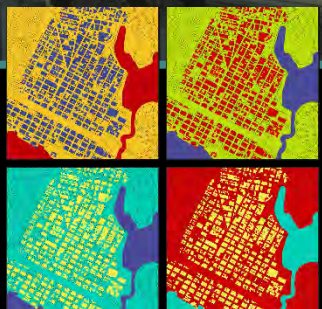


On-street Parking

one-way and two-way streets

Plan Downtown Agenda

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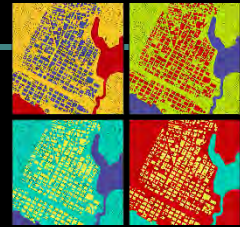


welcome: plan downtown

oaklandnet.com/plandowntownoakland | [#plandowntown](https://twitter.com/plandowntown)

<https://oakland.granicusideas.com/projects>

City-led stakeholder meetings



- Oak Center Neighborhood Association
- Urban Strategies Council
- Youth Service Orgs, Y-Plan and participating high schools (Oakland School for the Arts, MetWest High School, and Skyline High School)
- Art Murmur
- Chinatown Coalition
- 14th St. Black Arts Movement and Business District
- Policy Link
- 25th St. Area Galleries, Businesses and Residents
- People United for a Better Life in Oakland (PUEBLO)
- Jack London District
- Qilombo
- Alliance of Californians for Community Empowerment (ACCE)
- Oakland Creative Neighborhoods Coalition
- Insight Center for Community Economic Development

Claudia Cappio

Assistant City Administrator





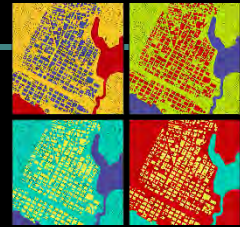
your plan for downtown.

#PlanDowntown
#yourplan

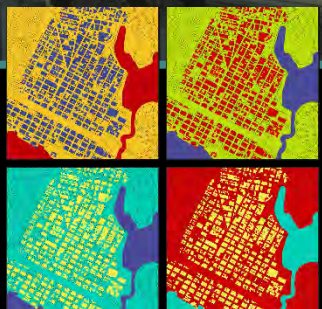


why Plan Downtown?

tonight's agenda



- local leaders
- social equity in the specific plan
- discussion of plan alternatives
- Open House



welcome: plan downtown

oaklandnet.com/plandowntownoakland | [#plandowntown](https://twitter.com/plandowntown)

<https://oakland.granicusideas.com/projects>



Streetwyze

Social Media & Outreach – Antwi Akom



welcome: plan downtown

oaklandnet.com/plandowntownoakland | [#plandowntown](https://twitter.com/plandowntown)

<https://oakland.granicusideas.com/projects>

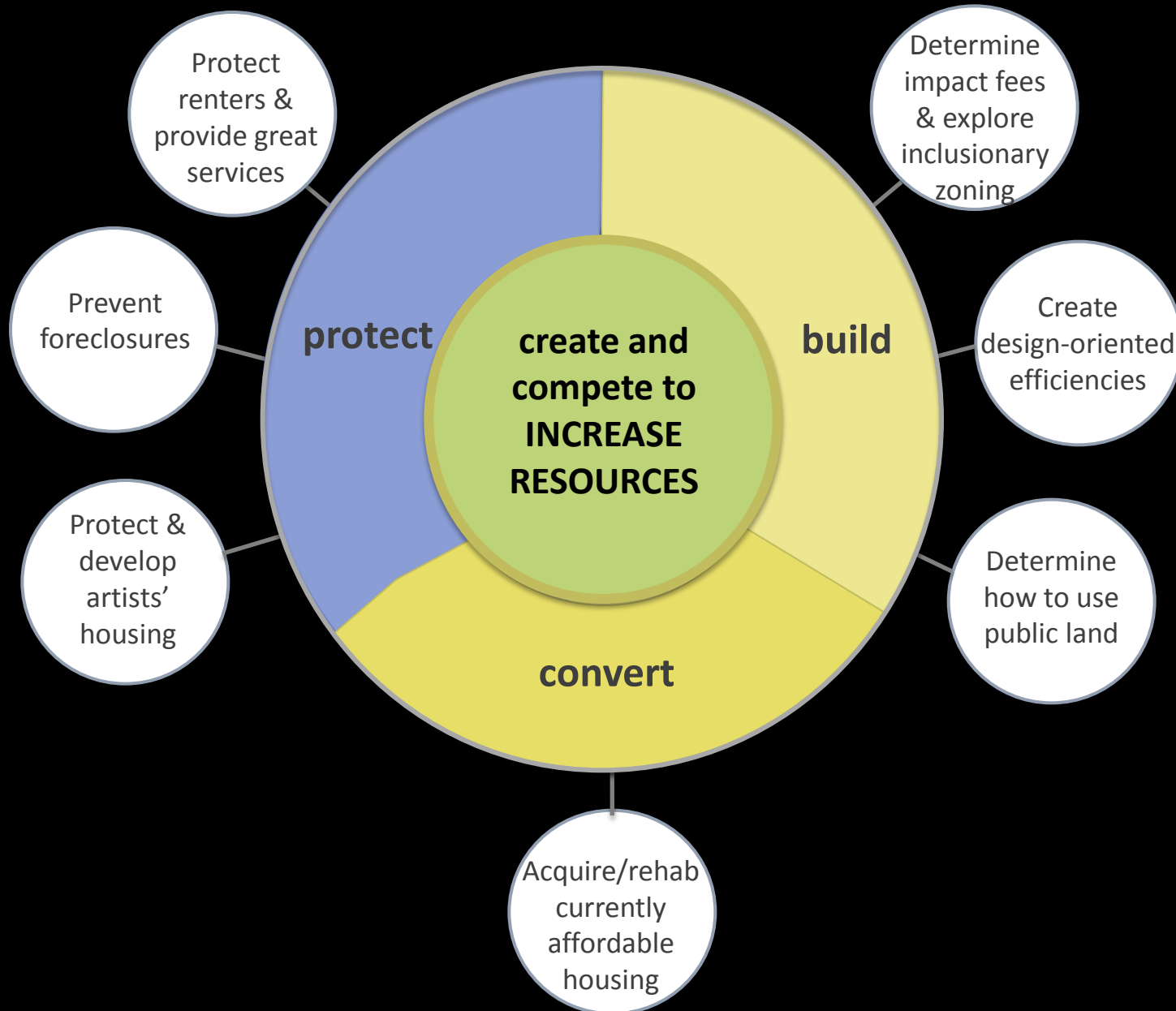


social equity in the downtown plan

Social Equity – Dante James

1. Plan Downtown collaborating with the Department of Race & Equity
2. RFP issued for Social Equity Consultant
3. The importance of Community Engagement
4. Maintaining Cultural Identity
5. Moving Forward with Consciousness of Mitigating the Impacts of Gentrification
6. Partnerships with local entities: ISEED, OCNC, and other organizations behind the new 14th Street Black Arts Movement & Business District
7. Focusing on Affordable Housing

Oakland Housing Implementation Cabinet: Major Initiatives



Equitable Housing Policies – Claudia Cappio

1. Housing Equity Road Map and Mayor's Housing Cabinet
2. Require Impact Fees for New Development -- 2016
3. Build enough housing to help keep up with demand
4. Explore potential new funding sources, perhaps a future Housing Bond
5. Revising the Density Bonus provisions so they work better for Oakland
6. Find efficiencies in project review and construction process
7. Establish a more cogent City-owned Public Land Policy – with potential community benefits including affordable housing
8. Continue to aggressively pursue the State Cap & Trade Funds to assist with more transit oriented development and infill affordable housing projects
9. Draw new investment to Oakland – to draw new revenue
10. Work toward more Renter protections and services such as extending rent stabilization to more units and revisions to Condo Conversion Laws
11. Provide for more Naturally Occurring Affordable Housing (NOAH)
12. Don't require parking and charge it separately
13. Analyze more use of Land Trusts and other public/private partnerships to gain more affordable housing



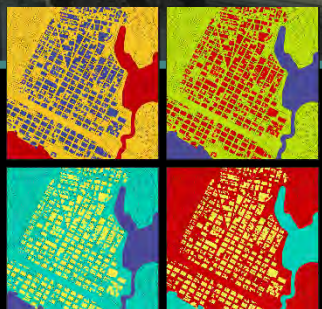
recommendations:



Artist Housing & Workspace Taskforce

Artists, Makers, and Industrial Fabricators Housing & Workspaces Hiroko Kurihara

- 1. Mayor's Task Force on Artists Housing & Workspaces**
 - a. Guiding Principals: Permanence, Equity & Cultural Preservation**
 - b. Policies to Consider**
 - 1. Real Estate Acquisition and Leasing to create affordability**
 - 2. Financial and Real Technical Assistance**
 - 3. Task Force Survey – 936 respondents**
- 2. Cultural Arts Districts as a Tool**
 - a. 14th Street Black Arts Movement & Business District**
 - b. Proposed Uptown Arts and Garage District**
 - c. AB-189 – State Guidelines for Cultural Districts**
 - d. Develop Internal City Resources**
- 3. New Public Art Fee for all New Development – 1%**



welcome: plan downtown

oaklandnet.com/plandowntownoakland | [#plandowntown](https://twitter.com/plandowntown)

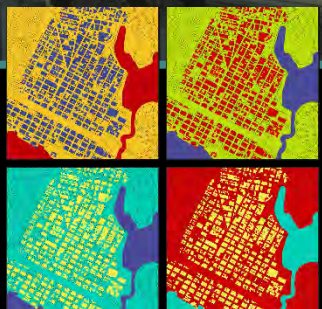
<https://oakland.granicusideas.com/projects>



small, local businesses

Equitable Business Development – Jose Corona

1. Small Businesses
2. Local Businesses
3. Minority-owned Businesses
4. City Grants for Small, Local, Minority Businesses -
Examples:
 - a. The Hub Oakland – Konda Mason
 - b. Drexl Bar – Adi Taylor
 - c. Miss Ollie's – Sarah Kimon
 - d. Ethiopian Coffee House – Shahla Davoudi
5. Re-appropriating Redevelopment Funds for new retail
6. Providing Workforce Training



welcome: plan downtown

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<https://oakland.granicusideas.com/projects>

PLAN DOWNTOWN



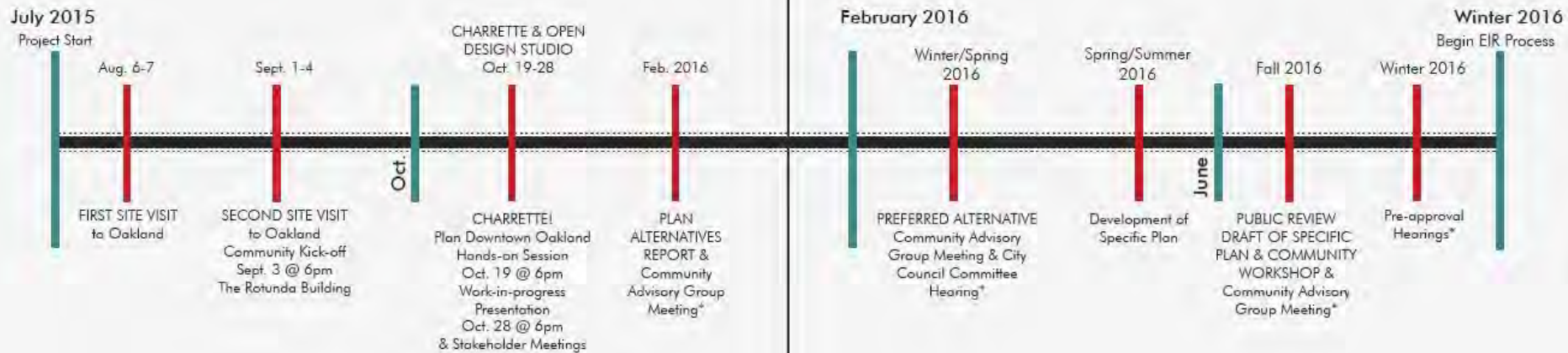
OAKLAND



your plan for downtown.

#PlanDowntown
#yourplan

timeline





what we've heard

one word about downtown Oakland: IN THE FUTURE





what does "arts district" mean to you?

BLACK ARTS DIST. YES!
14th St. fr MLK to Alvie

CITY PURCHASED & "BANKED"
VAC. + ADJACENT WAREHOUSE-TYPE BLDGS (6 OFF BIDS)
AS PERMANENTLY AFFORDABLE!
ARTIST - CO-OPS

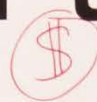
Oakland has everything
listed here we need more!

Callers
Sacred Space
Market Place
Business
ART
Housing

YES!!!
ARTIST
of
Color
Incubator

Zoning to
allow industrial
artists to
legally
live in their
work spaces

Amplified music to 10:30 PM in parks/plazas



Not
Walmart

open air markets
\$\$\$

* Working
Artists
Commission

Theater
OUTSIDE

* Inclusive

Arts
Commis
over
pay
for
Cred

Spontaneous Creativity
- open accessible
space to BE FREE

colors - brown
- black
- red

Street Artists friendly

* Bridge Between
ART & Commerce

* Flexibility on
noise

* BLACK
CULTURE

Soul of Oakland!

SPECIAL ZONING Overlay
ARTS district to protect
work spaces + historic buildings

+ allow
for
easy street
closure
festivals.



live music
venue

incubation,
unexpected,
surprising.

* Let
Oakland
be people in Oakland
+ people what art
deeds shall be here.

Lovely warehouse
+ small scale
garages with great
tiny scale!

5 ha keepear
fine grained
bidg footprints
w/ low heights
maintained, limited
towers in enclosed

live-work
(affordable)

Sound Appropriate
networking

Multiple Districts
Fashion Dist
Antonian Dist
Music Dist

live
work
spaces

open

@music in
streets

* Living
ART
experience

- Galleries
- Live-work spaces
that people actually live and work in
- Somewhat chaotic cultural events

* ART connected to culture/history

Culture
Power - safe net
for Artists

Respect the artistic
expressions that
are already
happening

Empower Artists.

* Recognizing
Arts Practitioners
(tradition & new
practitioners)

INTERACTIVE
PUBLIC
SPACES

Public-private
partnerships

Public Arts programming
CLASSES, SPEAKERS, WORKSHOPS,
SHARING + TRAINING

* Beauty + history
on the street
not just inside
buildings.

Space to
collaborate
Dialogue.

!!!! IT NEEDS a 1st FRIDAY 2nd that!

* multiple performance spaces,
artist housing, rehearsal spaces, recording studios

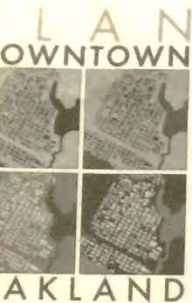
CREATIVITY
FACILITATED BY
SPACE

Galleries are
what started the
whole revitalization
that is now happening.
Preserve the galleries &
work spaces for our
artists! ART
IS COMMUNITY

AFFORDABLE
LIVE WORK SPACES
HeART of Oakland

Gallery
(safe/open)





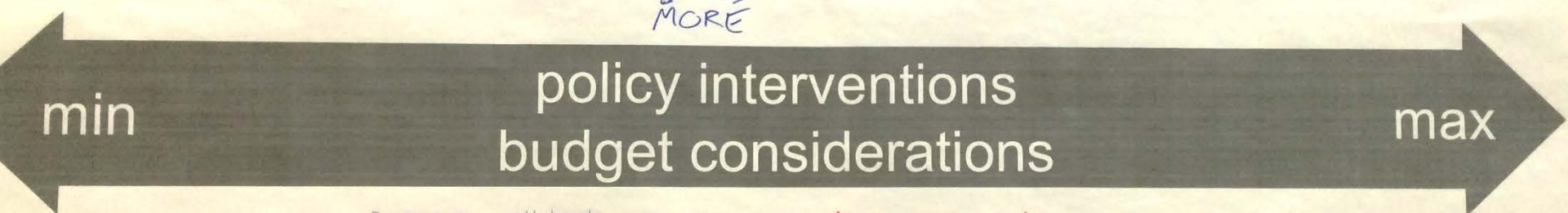
how should the City solve affordability?

CREATE A REGION-WIDE BOARD TO ADJUST ECONOMIC DIVERSITY OF THE GREATER BAY AREA REGION, WITH AN EMPHASIS ON INSTITUTIONAL RESILIENCE & ADAPTABILITY.

COORDINATE REGIONALLY WITH CUSTOMIZED LOCAL SOLUTIONS

"LAND TRUST" MODEL FOR HOME OWNERSHIP

BUILD MORE



- Commercial rent control
- Fair Pricing for residential units not yet rented.
- offset fees for developers

Reduce drinking establishments

Rent Control

Reduce parking requirements for new developments
Improve public transportation

Increase low-income and SRD requirements for new units

"Land Trust" model for strategic uses (arts, culture)

Include a percentage of Oakland Residents in the rebuilding and reconstruction of the New Oakland.

MORE:-
- UNITS
- TYPES OF HOUSING

Small Business Friendly (Capital to entrepreneurs)

Work Force Housing
Definite 40%
Commercial Developments to house various affordable Types Family friendly

Income based housing
→ incentives for landlords
→ small business owners
→ community give back programs

Properly Funded current programs that exist
owner collectives

Set COMMERCIAL DEVELOPMENT FEES TO SUBSIDIZE NEW HOUSING / RENTS

Repair COHA - Hawkins not just for DINKS

Enact impact fees for new market-rate housing development to fund affordable housing.
Prioritize surplus public land for affordable housing.

Encourage re-direction of \$ spent on car infrastructure!
bike parking = ↓ COL/transport
bike space = \$4000/car space = \$27K+

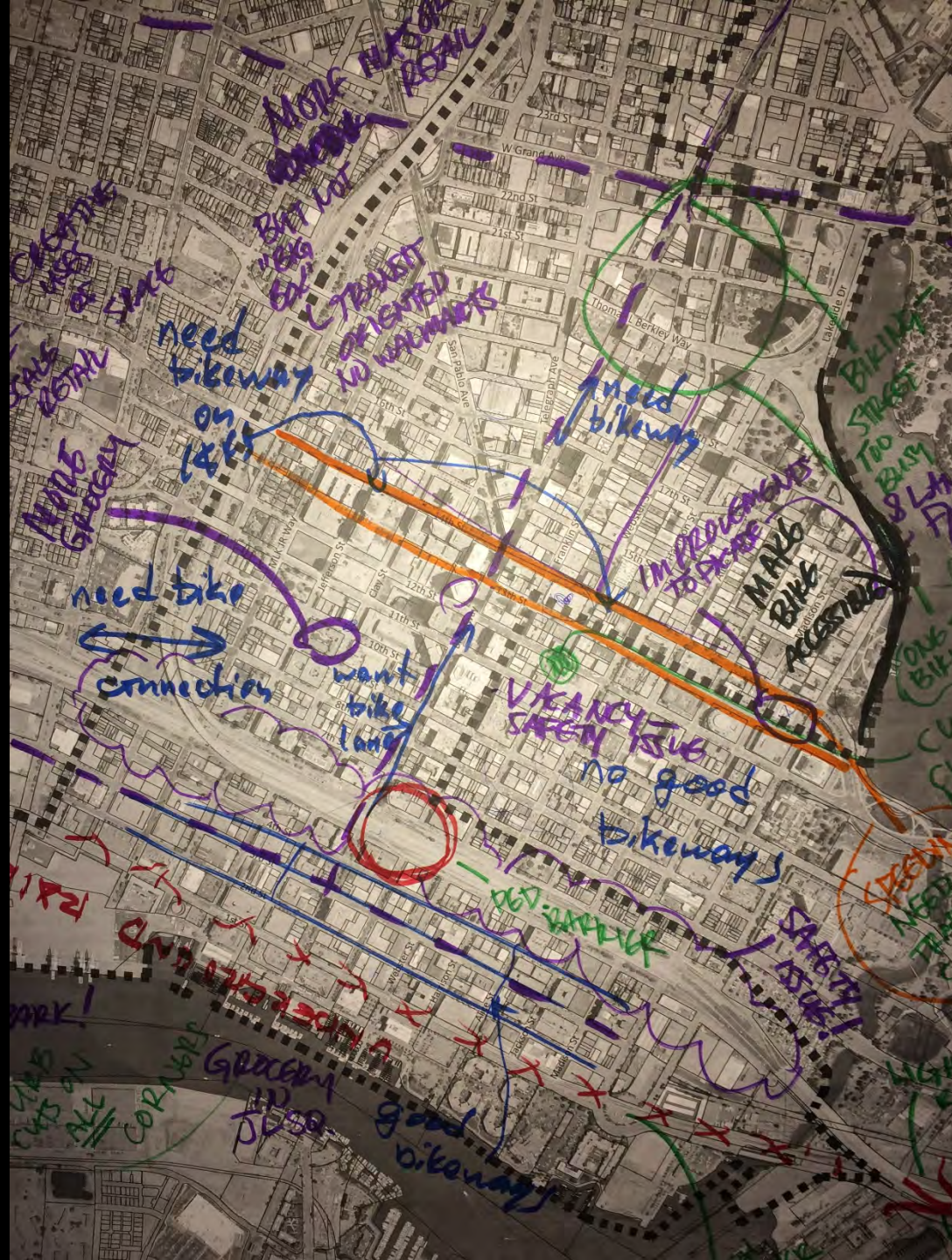
Prop 13 commercial properties the City Oakland this

Gallery
(safe/open)

CREATIVITY
FACILITATED
SPACE

AFFORDABLE
LIVE WORK SPACES

♥ HEART of Oakland





PLAN DOWNTOWN OAKLAND

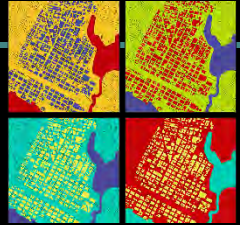
CHARRETTE & OPEN DESIGN STUDIO

Participant Feedback

Of the many ideas you heard or seen so far, which ones seem the most exciting to you?

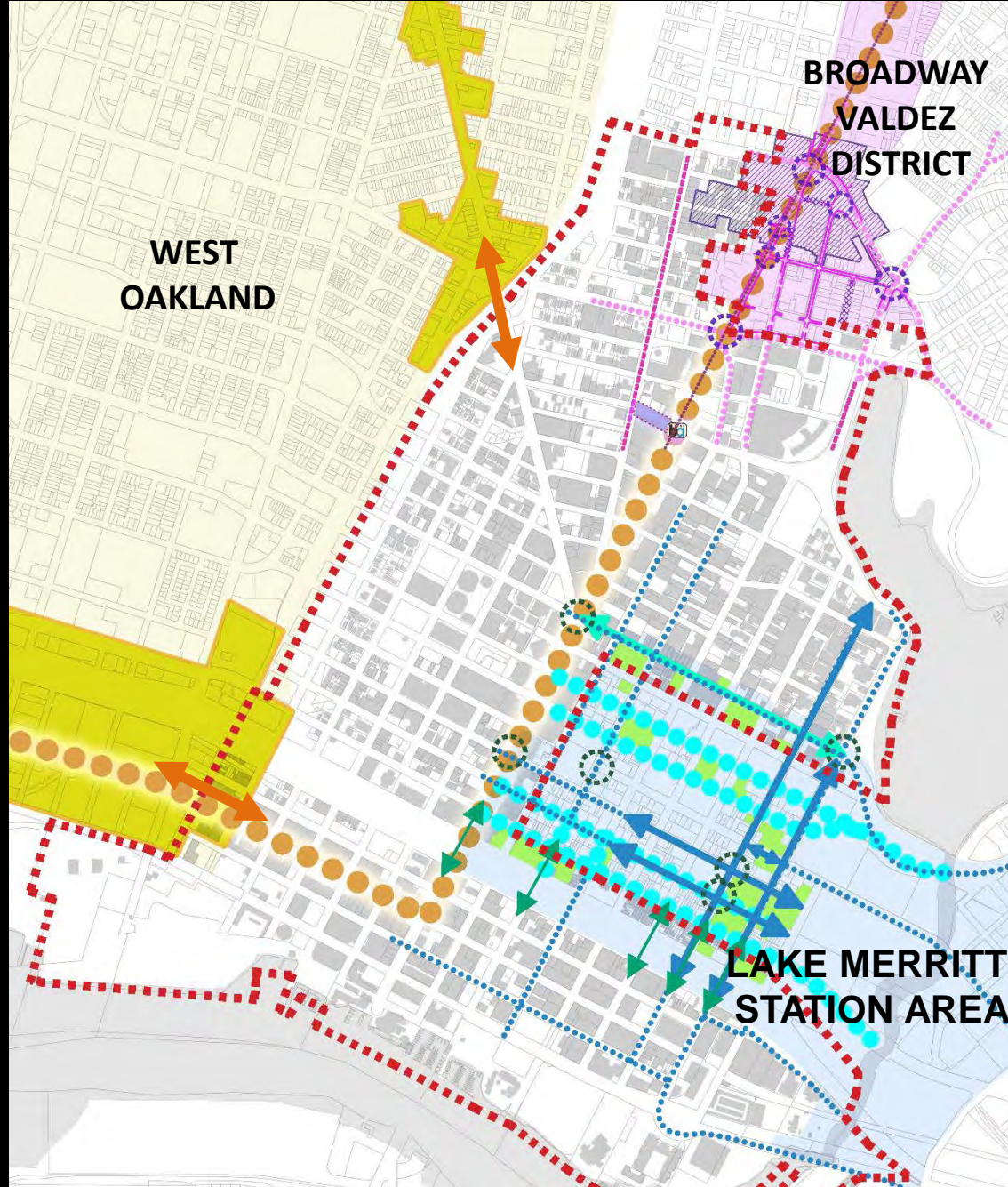
Tree lined bicycle blvds. closing 980
Return 2 way traffic to one way streets.
TREES!

City-led meetings: 11/15-present



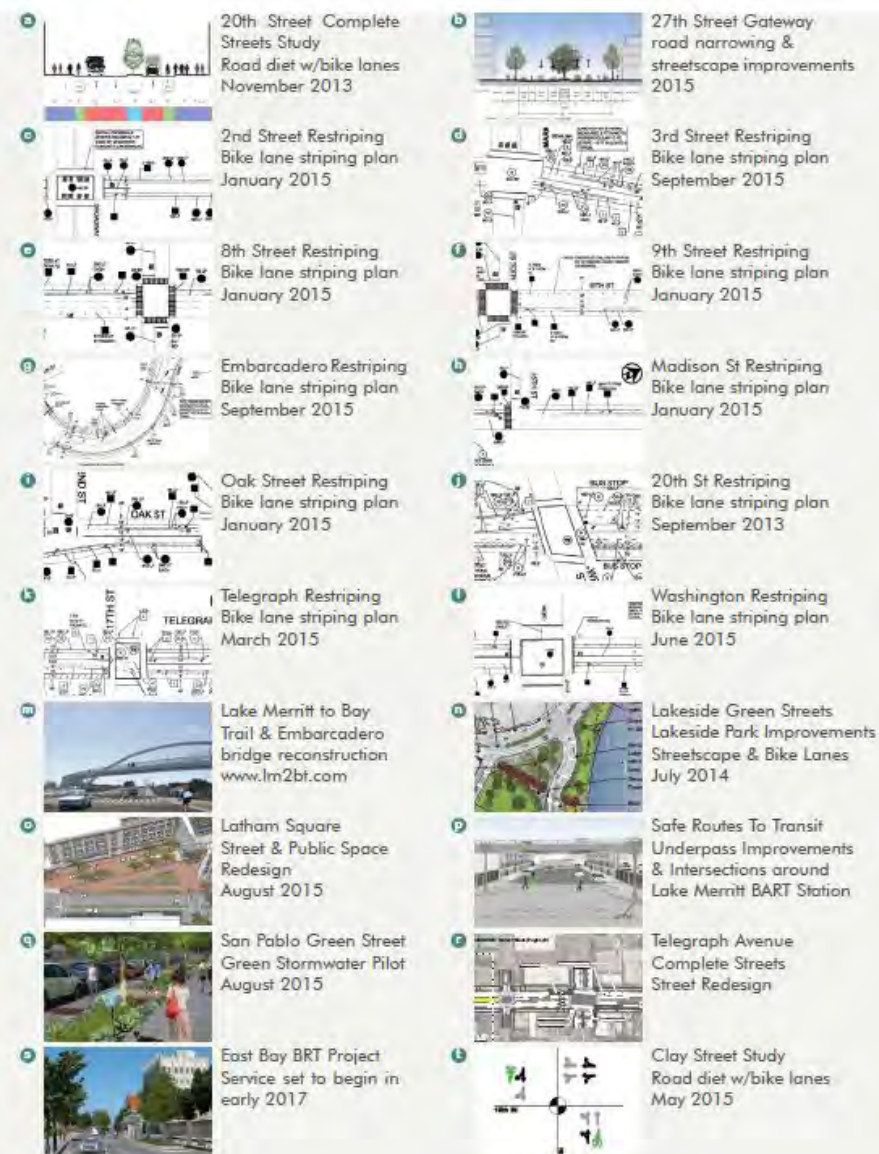
- Oak Center Neighborhood Association
- Urban Strategies Council
- Youth Service Orgs, Y-Plan and participating high schools (Oakland School for the Arts, MetWest High School, and Skyline High School)
- Art Murmur
- Chinatown Coalition
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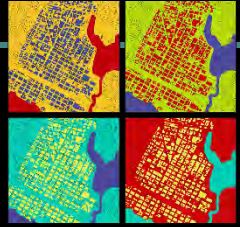




Adopted Specific Plans near Downtown

Infrastructure Improvements





- affordability & equity
- arts & cultural heritage
- built environment, preservation & housing
- open space & recreation
- environmental sustainability
- connectivity & access
- economic development



ABAG: 12,309 new households 2015-2040

projection for downtown including Lake Merritt/Chinatown, Broadway-Valdez



ABAG: 31,244 new jobs 2015-2040

projection for downtown including Lake Merritt/Chinatown, Broadway-Valdez



HE Policy 1.7
14,765 new units
Citywide by 2023



development
without
displacement

Historic Preservation Synthesis Map

The Historic Preservation Synthesis Map combines several layers to show a comprehensive view of historic properties.

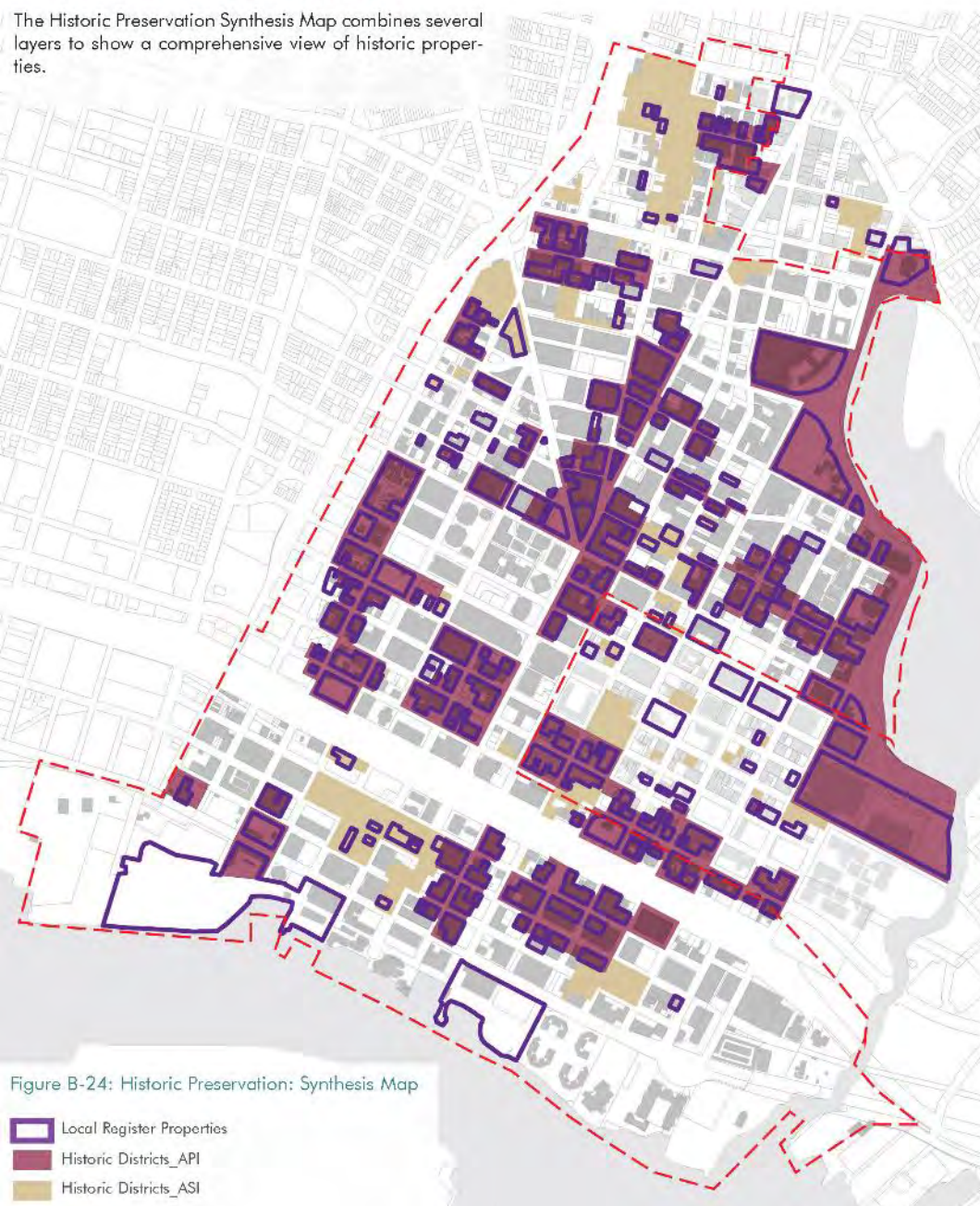


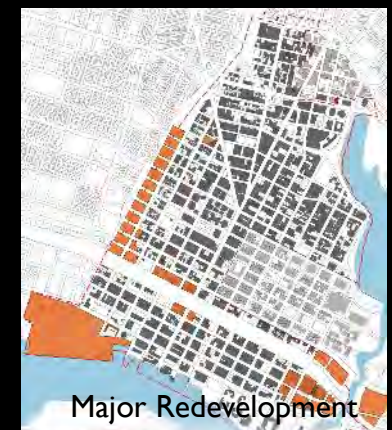
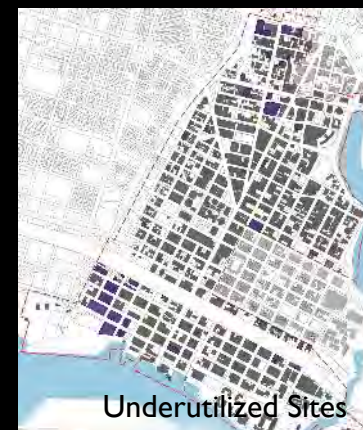
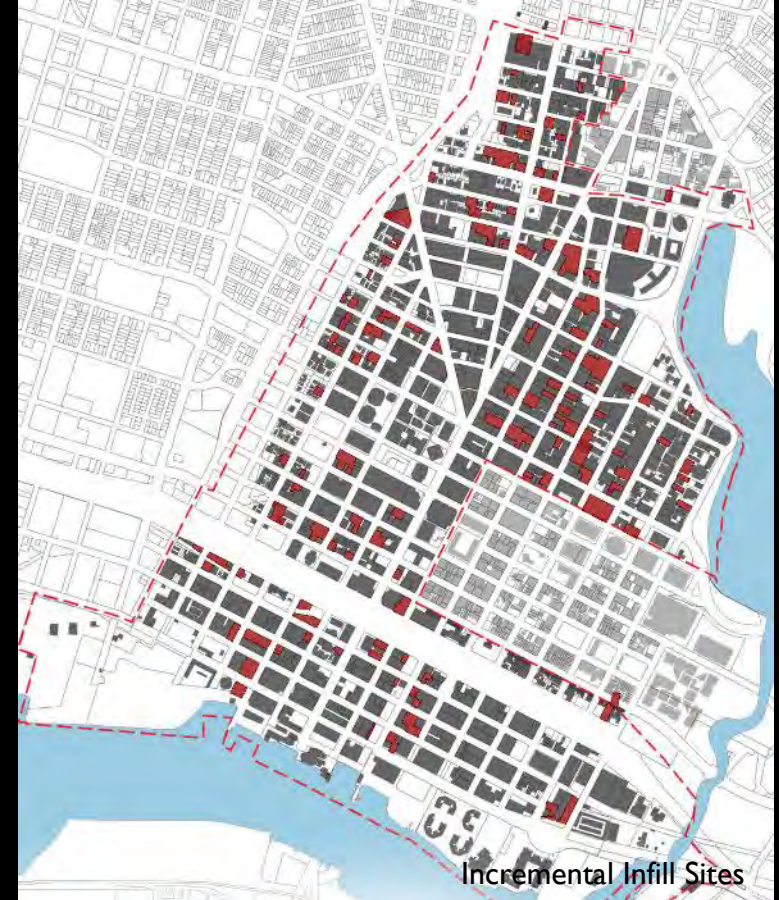
Figure B-24: Historic Preservation: Synthesis Map

- Local Register Properties
- Historic Districts_API
- Historic Districts_ASI



Opportunity Sites Synthesis Map

The Opportunity Sites Synthesis Map combines several layers to show a comprehensive view of potential development sites that can be analyzed further through the Specific Plan process.



Building Frontage Analysis

The Building Frontage Analysis studies the built form in the downtown neighborhoods, from the perspective of a pedestrian. "Active" frontages have buildings with doors and windows that front the street, activating the sidewalk. "Blank" frontages are those that meet the sidewalk with blank walls or parking lots; infill on these sites can improve neighborhood walkability and the quality of the urban realm.

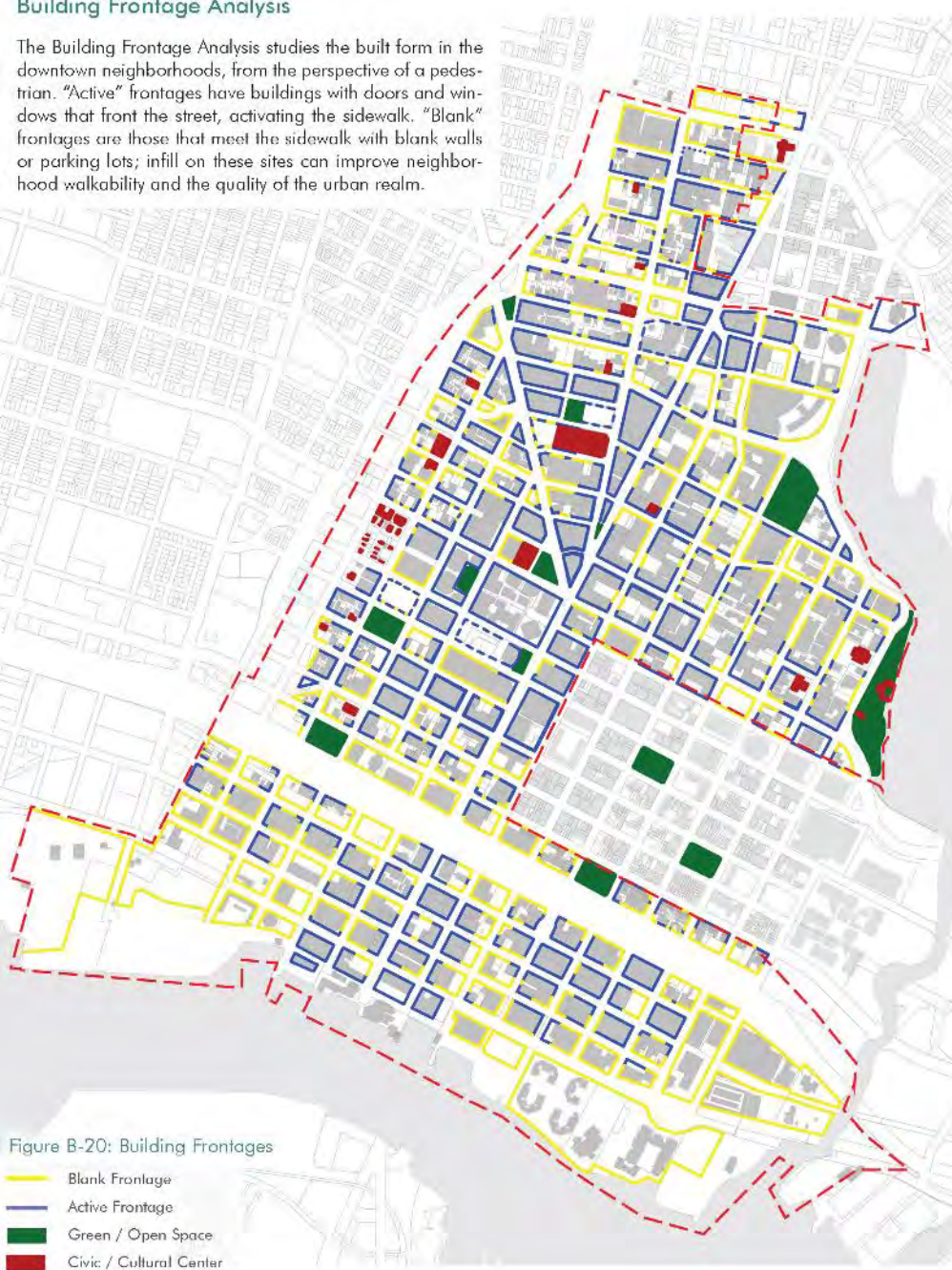






Figure B-20: Building Frontages

-  Blank Frontage
-  Active Frontage
-  Green / Open Space
-  Civic / Cultural Center

Green Infrastructure

Stress, Issues and Neighborhoods: A City of Change. Schools make up key components of Des Moines's Career Education, and, enhancing these components, vertically filling in gaps in the existing curriculum. Children learn to more confidently live, as well as enhance, place-making.



Figure 3-8: Steel lines

Street Trees..



Figure B-12: Parks

Parks

building frontage analysis & green infrastructure



Illustrative Master Plan for Downtown Oakland



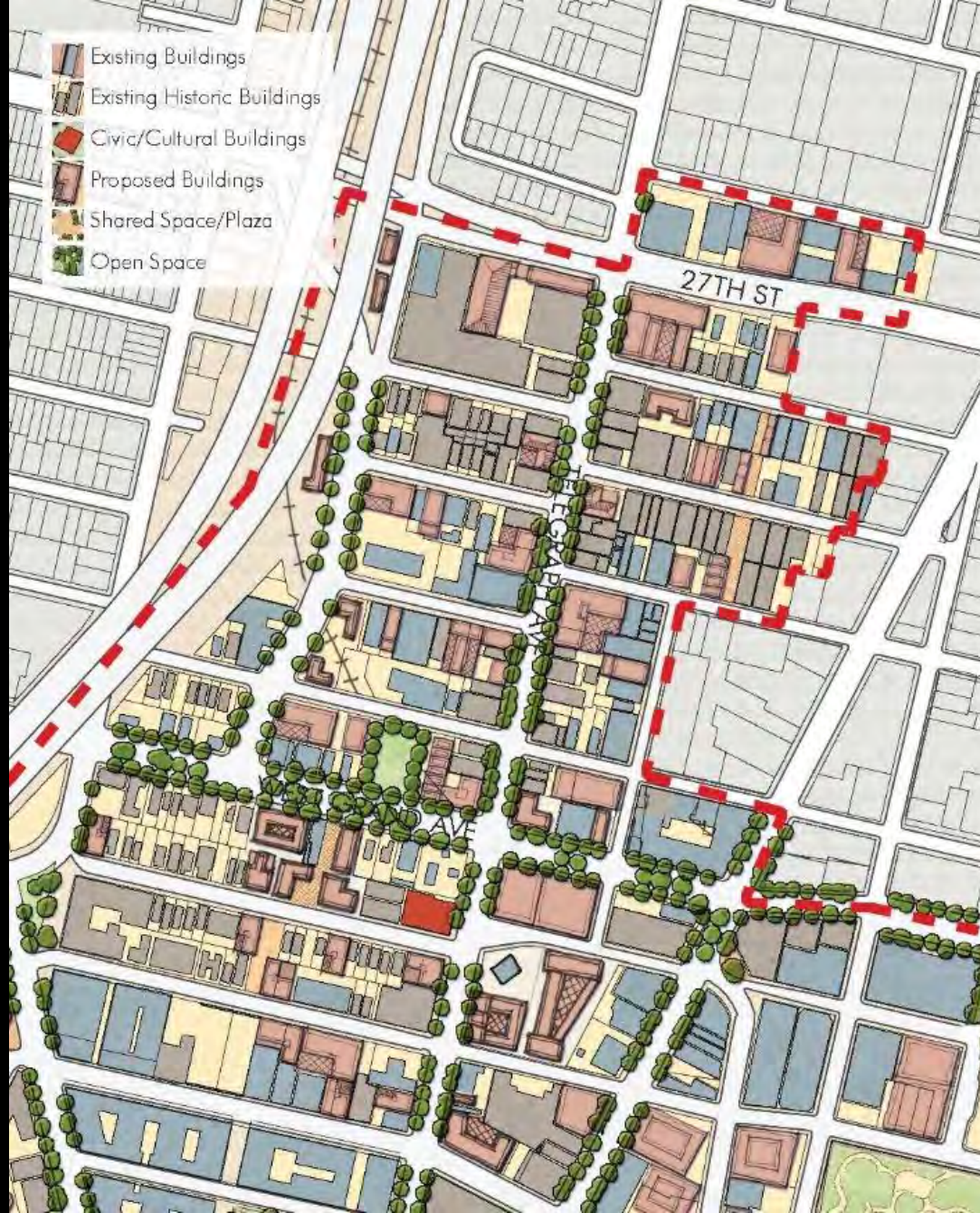
the Specific Plan
should help...



...foster creative
culture and arts.



Koreatown / Northgate



Illustrative Plan for the KONO neighborhood



KONO District Plan Alternative #1



KONO District Plan Alternative #2



DRAFT

Telegraph Ave between 25th & 26th





the Specific Plan
should help...



...keep downtown
affordable and
accessible.



Lakeside / Gold Coast District

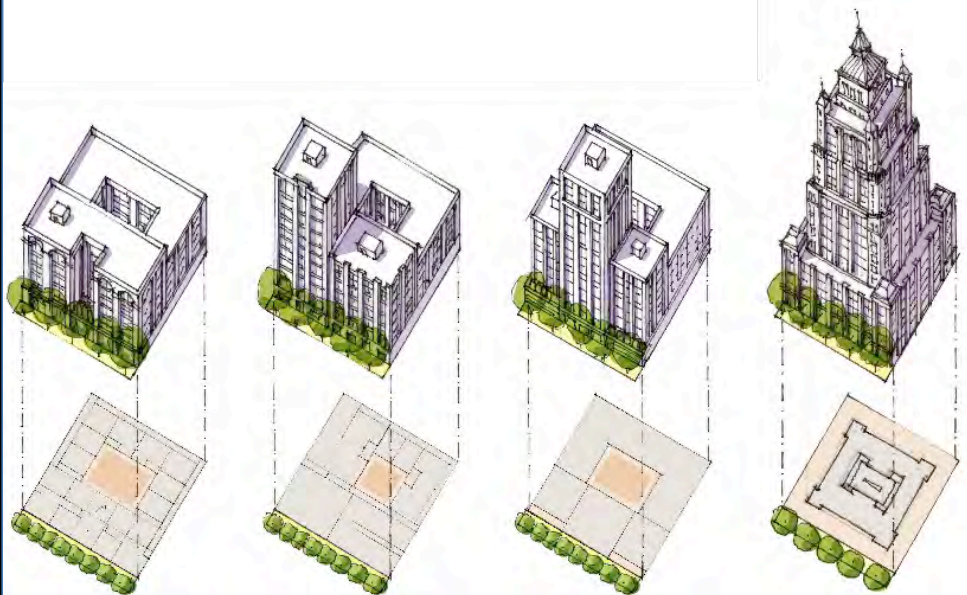
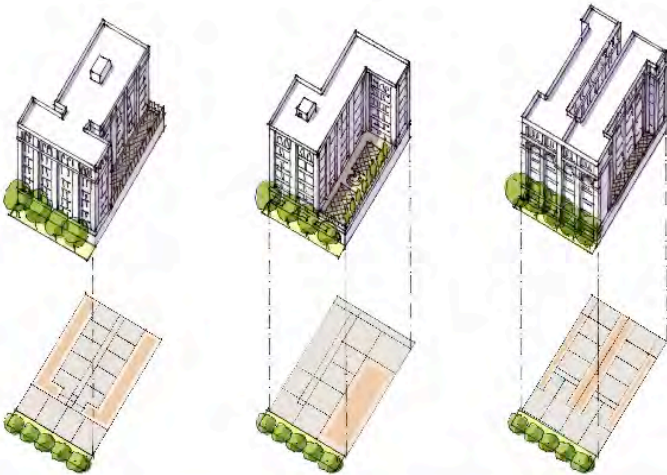
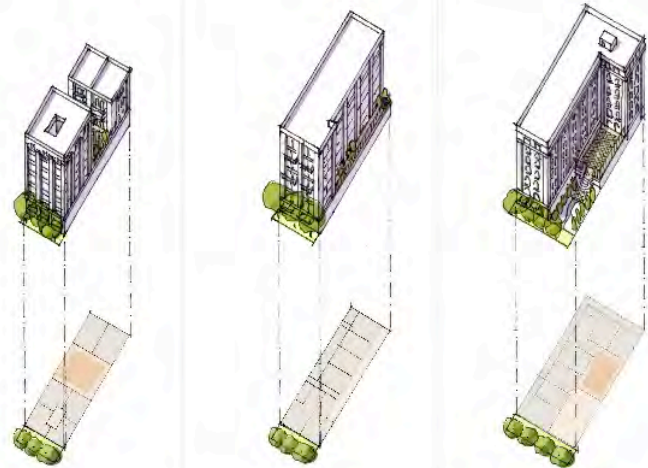


Illustrative Plan for Lakeside neighborhood



Lakeside / Gold Coast District Plan Alternative

DRAFT



A variety of building types



Oakland, CA

14th Street Black Arts Movement & Business District

DRAFT



Oakland, CA

14th Street Black Arts Movement & Business District

DRAFT



Oakland, CA

14th Street Black Arts Movement & Business District

DRAFT



Oakland, CA

14th Street Black Arts Movement & Business District

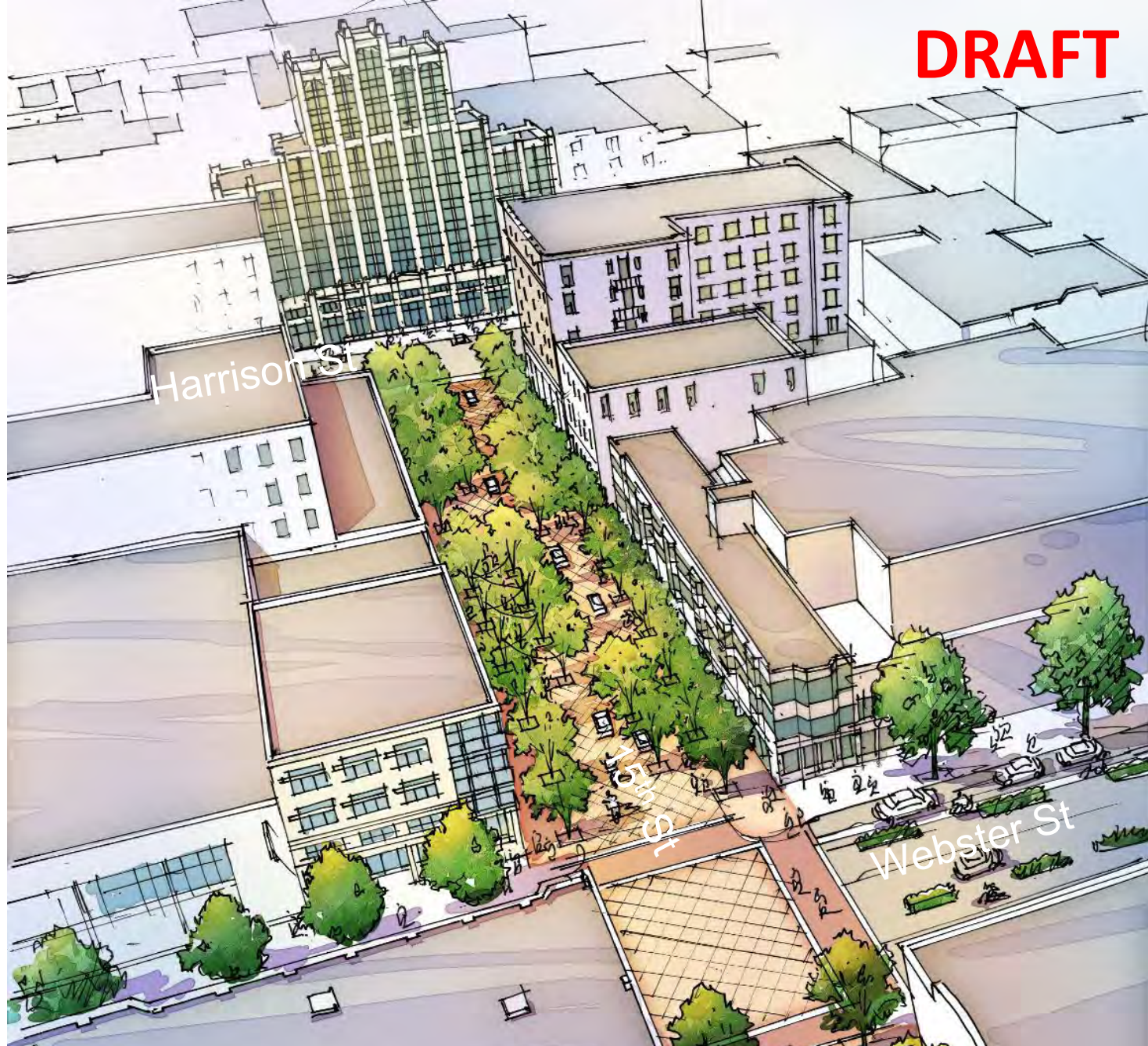
DRAFT



DRAFT



DRAFT



15th Street shared space





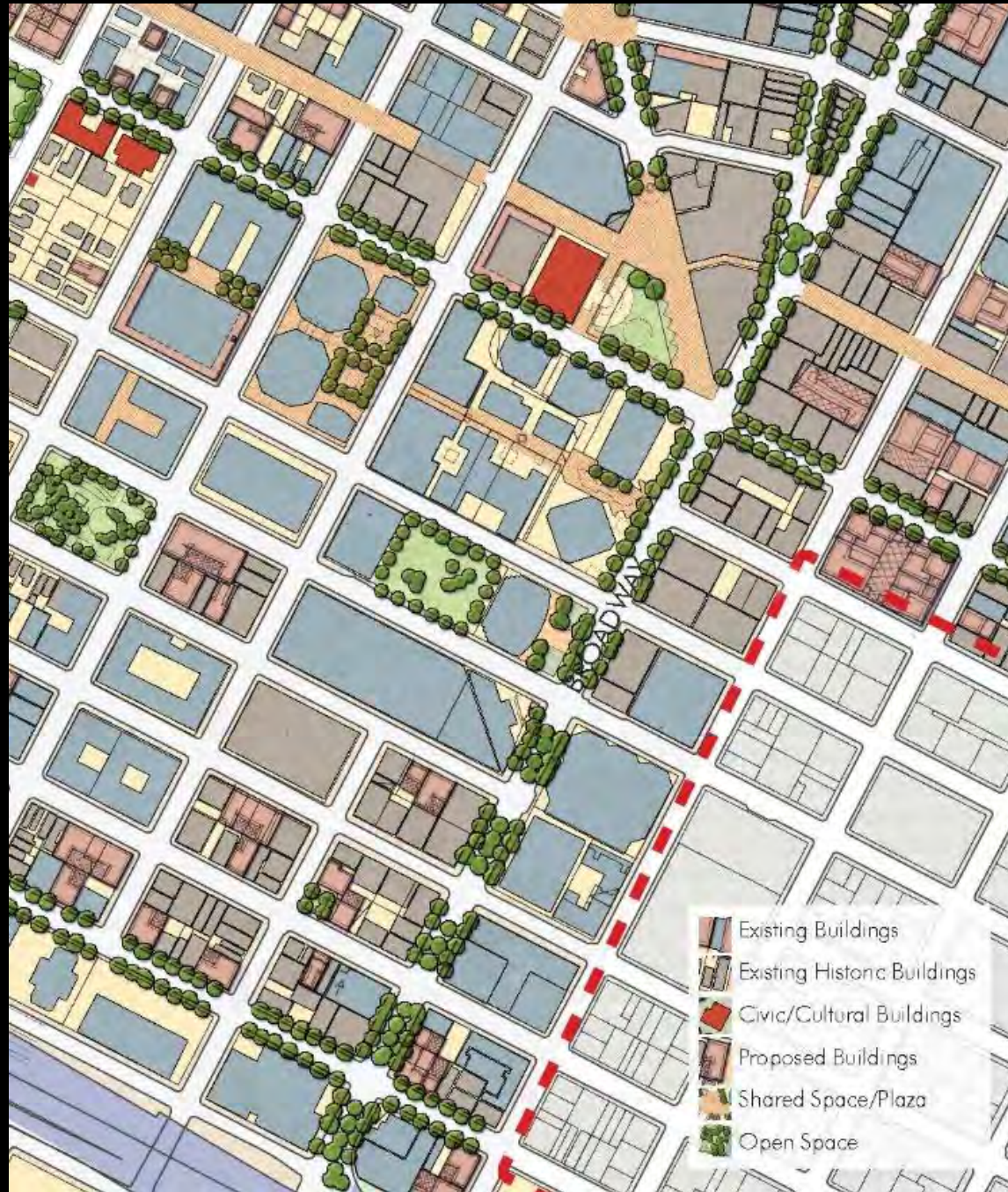
the Specific Plan
should...



...call for a network of
safe, comfortable and
well connected
spaces.



City Center



Illustrative Plan for City Center



City Center District Plan Alternative

Oakland, CA: Latham Square

DRAFT



Oakland, CA: Latham Square

DRAFT



Oakland, CA: Latham Square

DRAFT





the Specific Plan
should...



...allow intense growth,
while preserving the
scale



Lake Merritt Office District



Lake Merritt District Illustrative Plan



Lake Merritt Office District Plan Alternative #1



70 galleries, 5 Lake Merritt Office District Plan Alternative #2



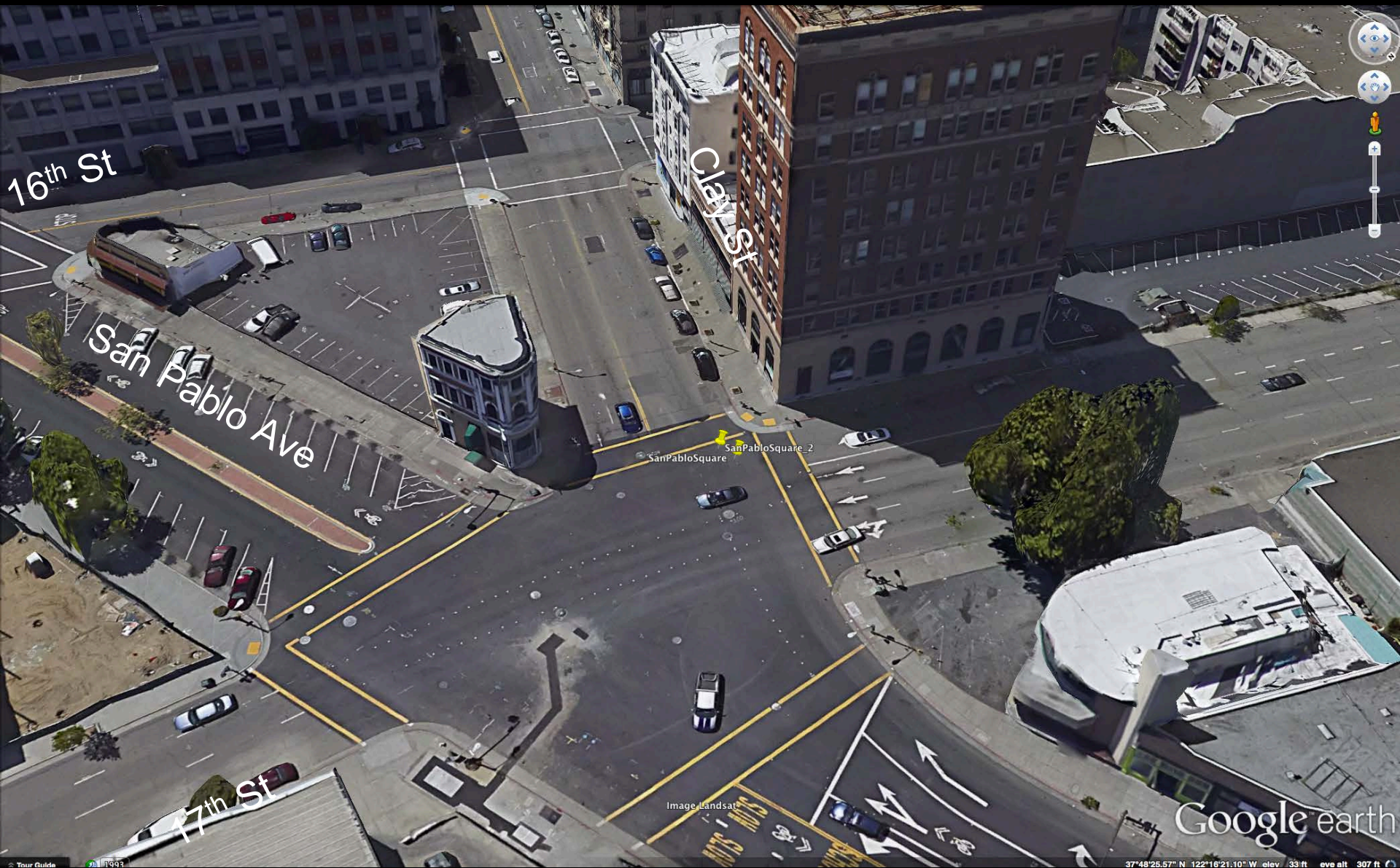
DRAFT

Snow Park expansion

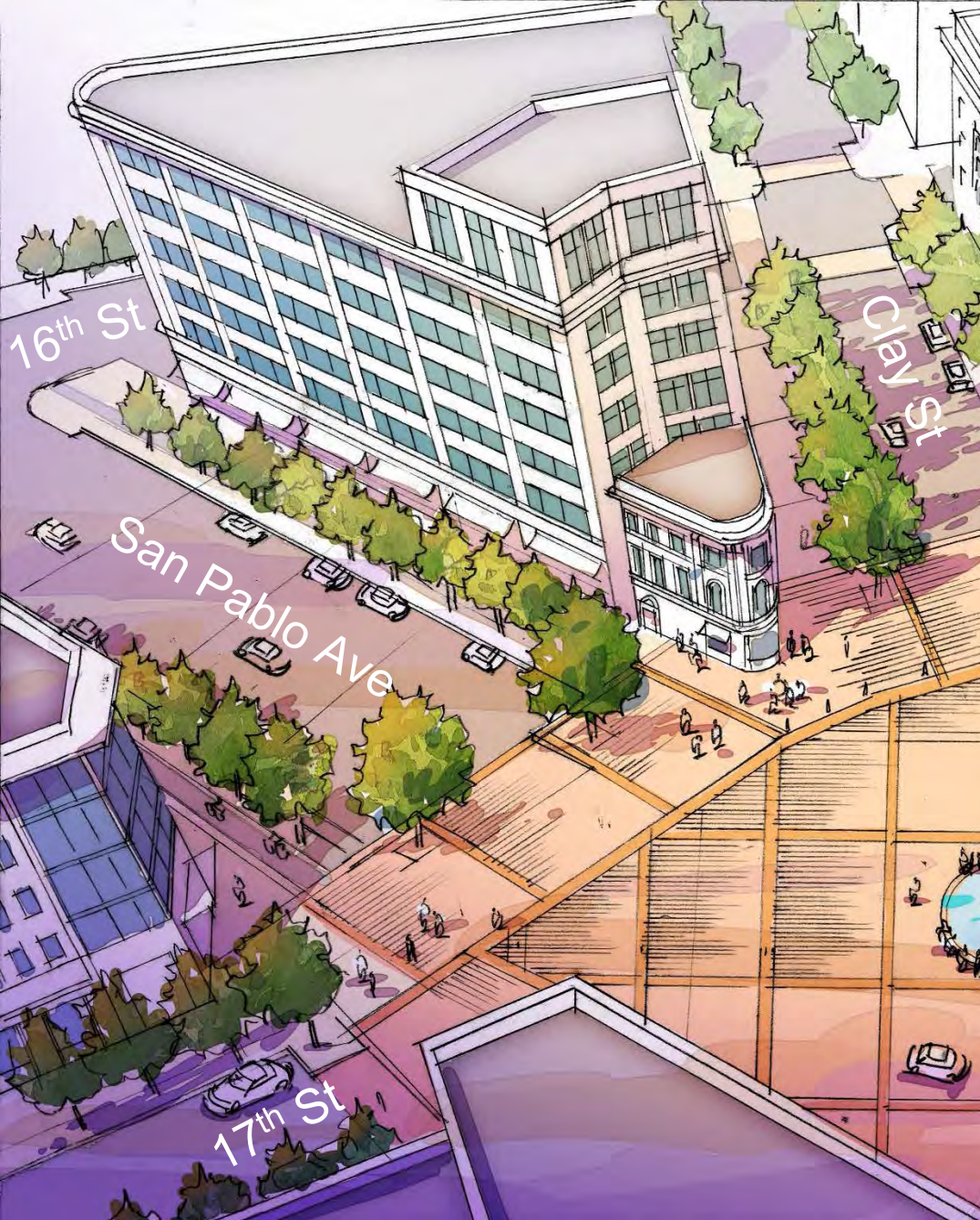




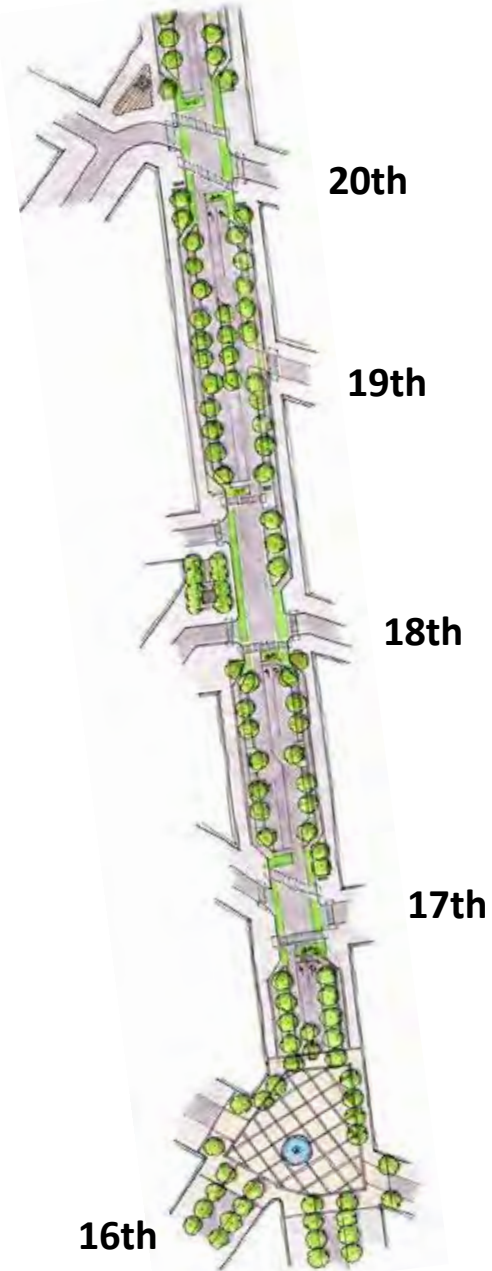
West of San Pablo



San Pablo shared space



San Pablo Avenue from 21st to 16th



AFT

San Pablo shared space

Oakland, CA

17th Street



Oakland, CA

17th Street





the Specific Plan
should...



...preserve unique
historic places.



Old Oakland

Oakland, CA

9th Street

DRAFT



Oakland, CA 9th Street

DRAFT



Oakland, CA 9th Street

DRAFT



Oakland, CA
9th Street

DRAFT



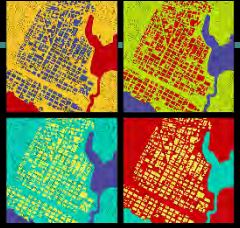
Oakland, CA
9th Street

DRAFT





the Specific Plan
should include...



...activating existing
parks and creating
new parks & open
space.



Jack London District

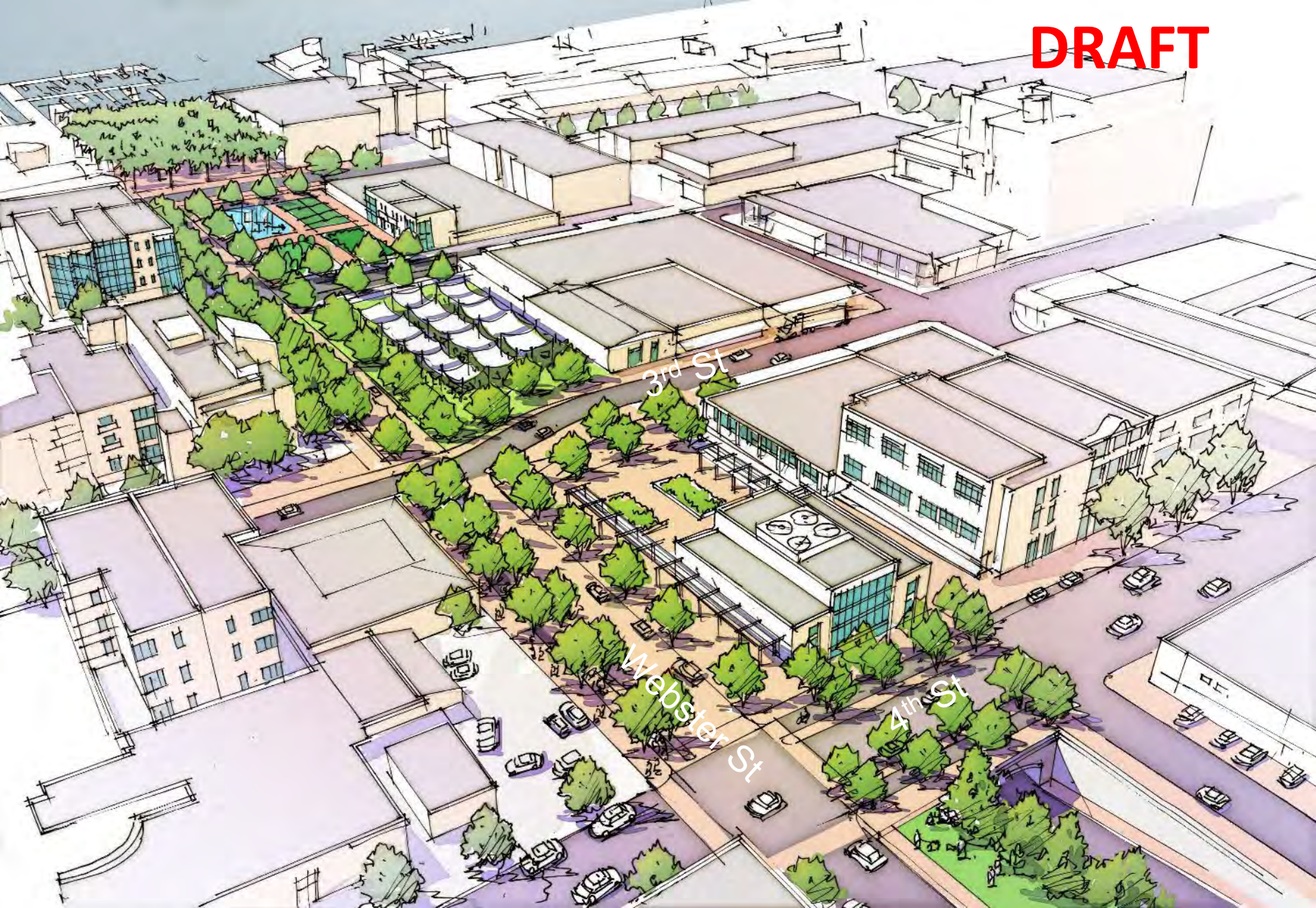


Illustrative Plan for Jack London District



Illustrative Plan, enhanced connections near Laney College

DRAFT



Webster Green





Illustrative Plan, Option for additional infill along 880 freeway



Illustrative Plan, Howard Terminal, Transit Oriented Development Scenario



Illustrative Plan, Howard Terminal, Stadium Scenario



What if? Howard Terminal





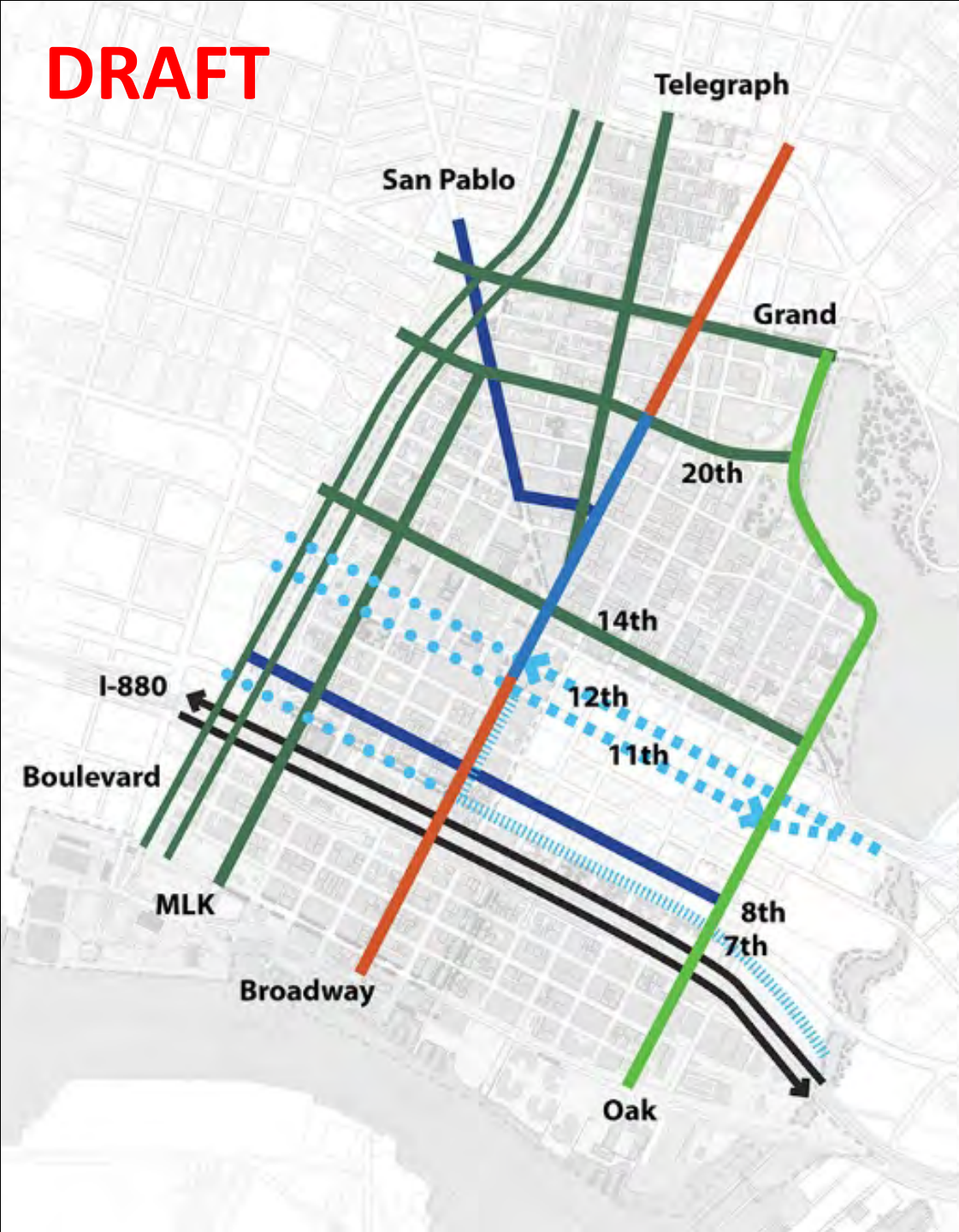
What if? Howard Terminal





connectivity & mobility

DRAFT

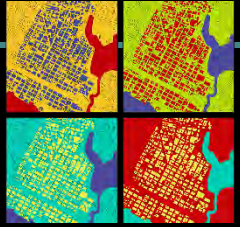


Big Themes

- 1) Complete streets throughout downtown
- 2) Employ design features that are environmentally-friendly & inclusive of people with disabilities
- 3) 1-way to 2-way restorations
- 4) Broadway should be “complete” & special
- 5) I-980 is the sources of many problems & needs replacing with contributing streets
- 6) Move the I-880 ramps out of the center of downtown



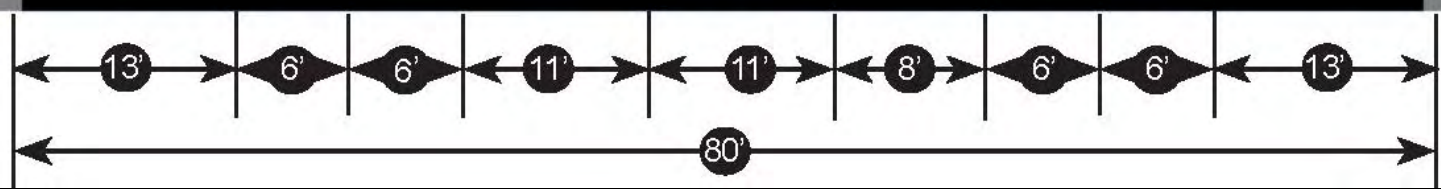
the Specific Plan
should...

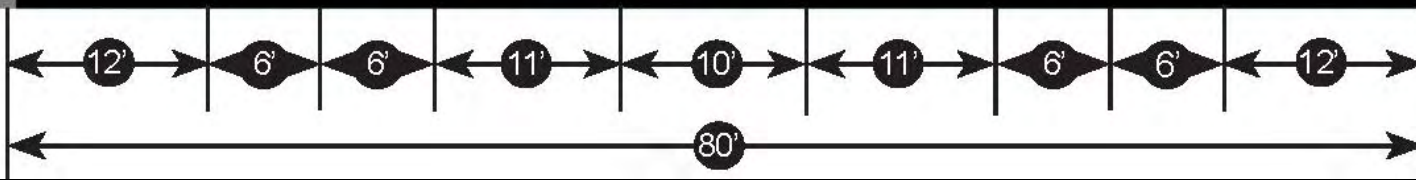


...ensure that every
street is a complete
street.

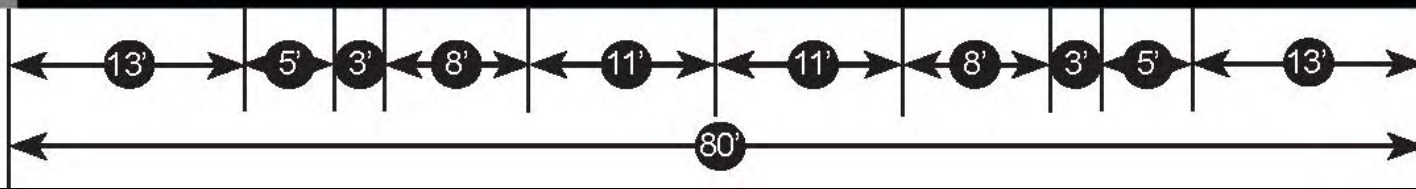


...convert one-way
streets to two-way
streets.

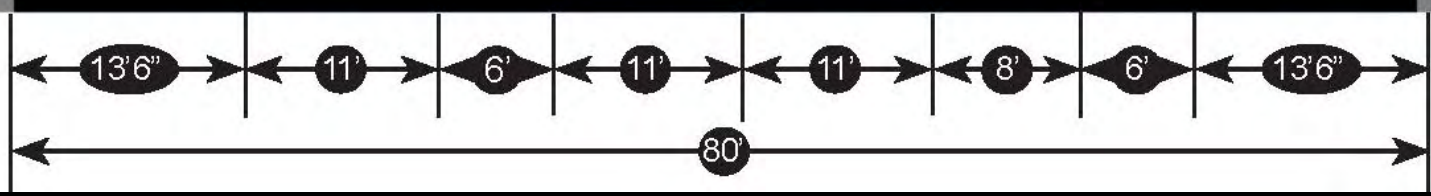




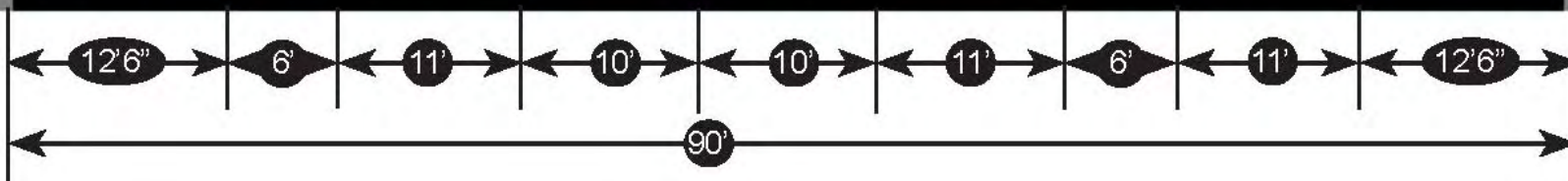
25 MPH Streets – with Center Turn Lane



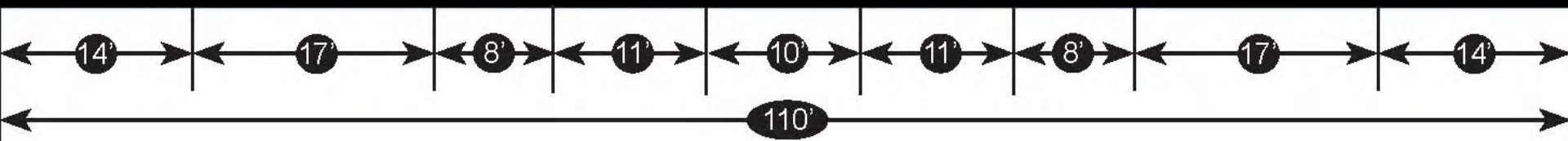
25 MPH Streets – with parking on each side



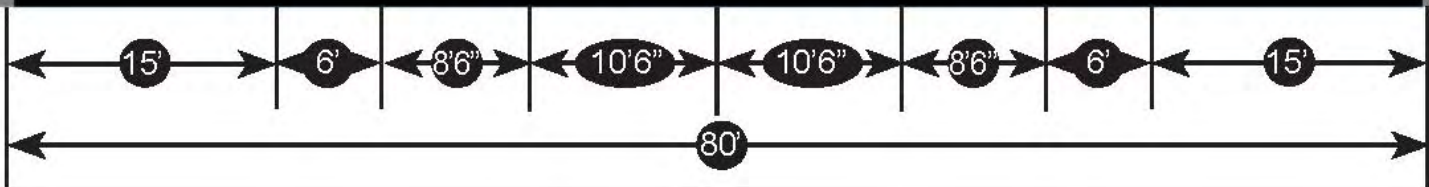
25 MPH Streets – with two-way cycle track on one side



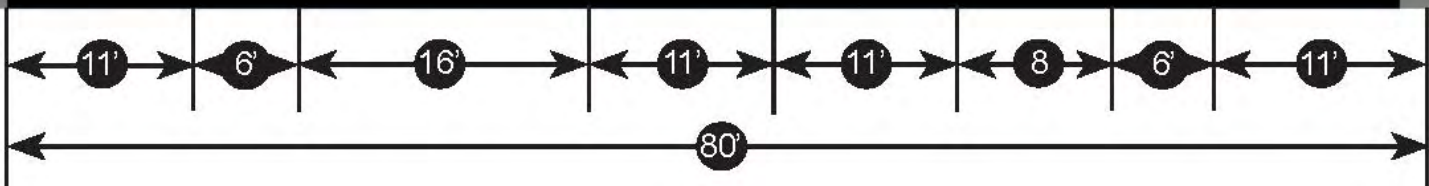
Narrowest Section of Broadway



25 MPH Streets – Northern and Southern Parts of Broadway



Typical Streets, 20 MPH (slower)



Typical Streets, 20 MPH (slower) – with reverse angle parking



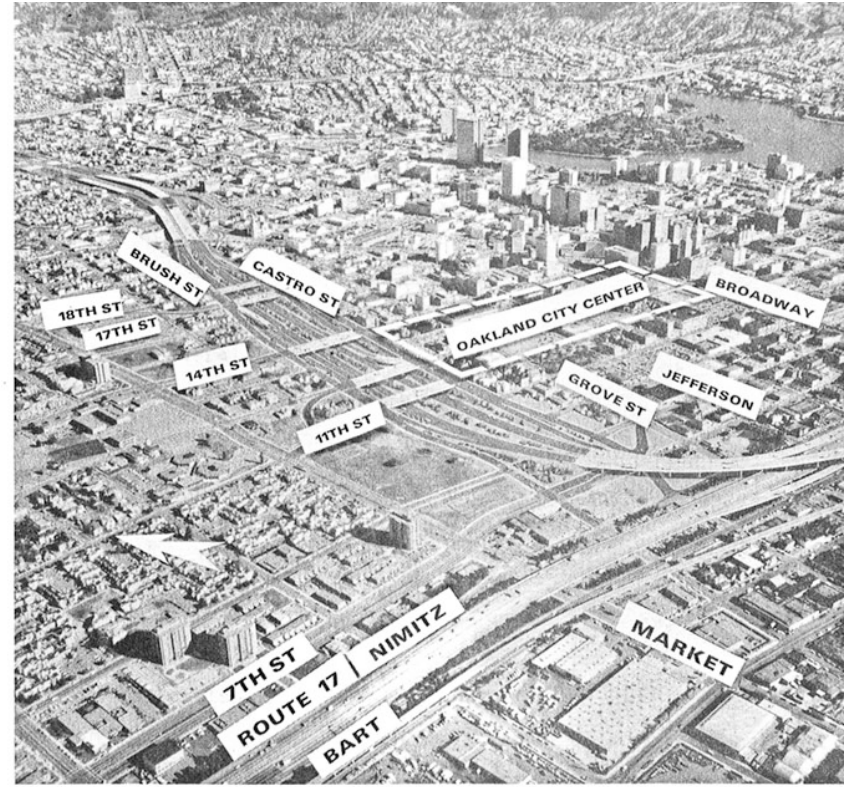
the Specific Plan
should...



...better connect
downtown to Jack
London & West
Oakland.



A vision to reconnect neighborhoods and connect cities



1968



1968



1980



TODAY



TODAY



TOMORROW?



TOMORROW?



RECONNECT WEST OAKLAND TO DOWNTOWN

BY REESTABLISHING 12 CITY STREETS AND REDUCING WALK DISTANCE
ACROSS THE ROW AND BETTERING ACCESS BETWEEN THE
NEIGHBORHOODS.



RECONNECT WEST OAKLAND TO DOWNTOWN

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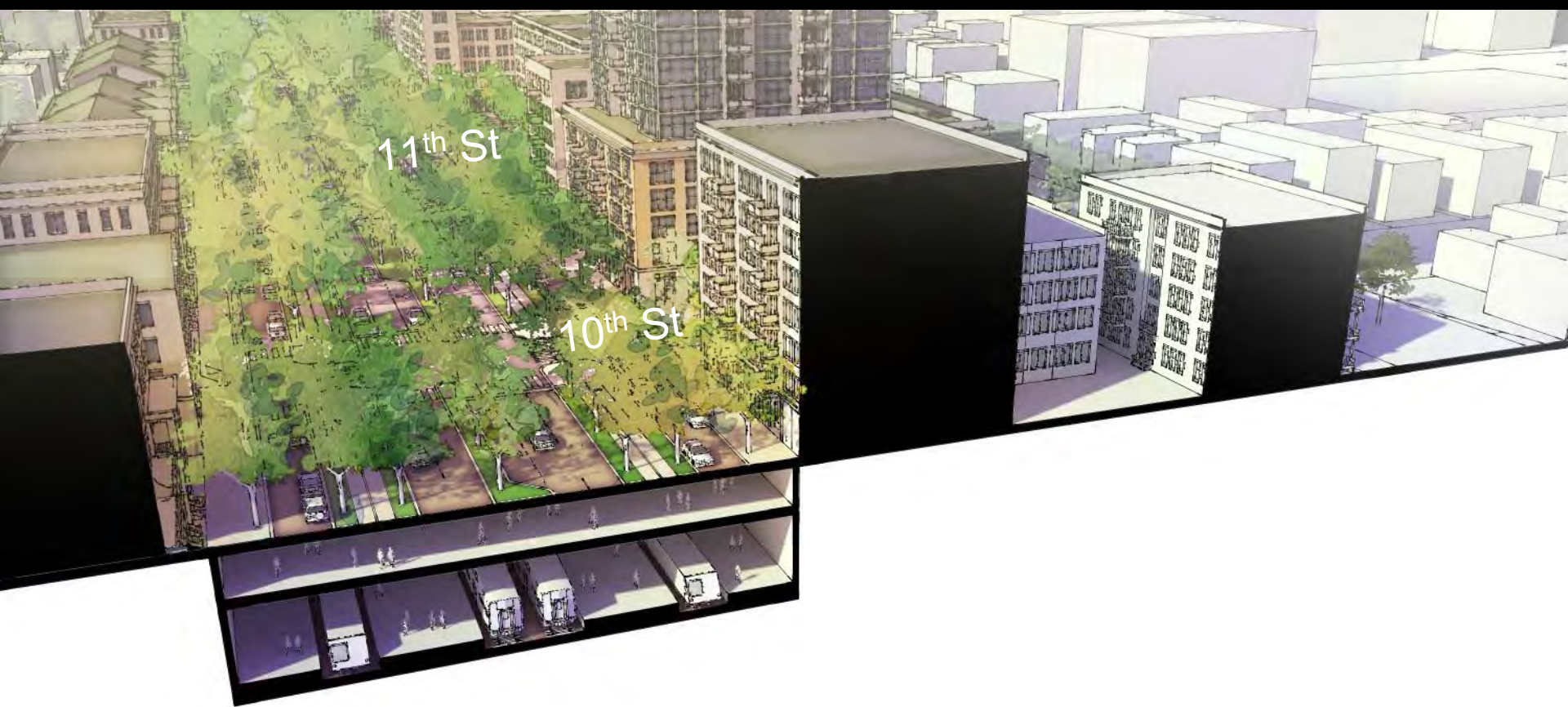
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PLAN DOWNTOWN

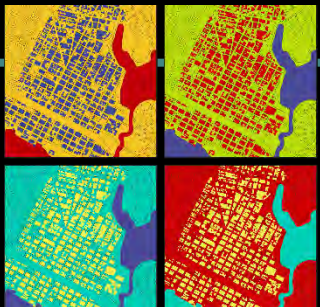


OAKLAND

oaklandnet.com/plandowntownoakland

[#plandowntown](#)

<https://oakland.granicusideas.com/projects>





your plan for downtown.

#PlanDowntown
#yourplan



Thank you!