

Topic	Issues	Community & Plan Alternatives Ideas
Arts & Culture	<p>1 - Develop a comprehensive long-term strategy to foster creative culture and arts in downtown Oakland.</p>	<p>1.01 - Explore restoring the arts commission and accompanying administrative funding to coordinate events and programming for artists and institutions, provide opportunities to fund arts events and local artists, and serve as a liaison between the City and the arts community.</p> <p>1.02 - Complete a cultural plan for the City of Oakland.</p> <p>The cultural plan should frame policy, organizational (within the city) and programmatic recommendations to promote and preserve arts and culture in Oakland (including individual philanthropy and corporate support for the arts).</p> <p>The cultural plan should address and provide meaningful opportunities for engagement with a broad cross section of resident constituents from all geographic regions, including youth and seniors, traditional and contemporary arts professions.</p> <p>The cultural plan should identify and address the arts and culture connections between the Downtown Specific Plan and previously adopted and future specific plans, including but not limited to the Broadway Valdez, Coliseum, Lake Merritt Station Area, and West Oakland plans.</p> <p>The cultural plan should also examine the possibility of reestablishing an Arts Commission, including analysis and recommendations pertaining to its composition, authority, purview and associated staff needs to support a commission.</p> <p>The cultural plan should document the economic impact of creative industries in Oakland. The economic impact study could be an advocacy tool to attract resources and support policy interventions.</p> <p>1.03 - Recommend development of a Public Art Master Plan to identify project opportunities including sites, as well as additional funding sources and mechanisms for public art maintenance needs.</p>
	<p>2 - Embrace existing cultural institutions and expand square footage dedicated to arts &amp; cultural</p>	<p>2.01 - Use cultural assets downtown identified collectively by the community as a baseline for preservation and expansion.</p>

organizations and uses.

2.02 - Stabilize and improve the Malonga Casquelourd Center for the Arts as a premier center of arts and culture in the downtown area and key anchor of the 14th Street Black Arts Movement and Business District.

*Ensure that existing, resident arts organizations in the Malonga Center are placed on long-term, affordable leases to give the arts organizations security (underway).*

*Establish a policy to work with philanthropic and other partners to fund and complete a comprehensive capital needs and cost estimate study, and identify new funding streams to implement capital improvements. A thorough cost estimate of capital needs will queue up Malonga up for possible funding opportunities. Complete this work in partnership with Malonga arts organizations and residents.*

*Should the city's infrastructure ballot planned for the November ballot pass, assess whether the Malonga Center can receive funding for capital improvements from bond proceeds.*

*Maximize the use of the Malonga Center, marketing the venue for daytime and nighttime use, ensuring the building serves as many artists and arts organizations as possible.*

*Market the Malonga Center in City and Visit Oakland promotional initiatives to increase visitors.*

2.03 - Consider using a portion of other existing City-owned property downtown to provide affordable space to local arts organizations in exchange for in-kind services that support the local arts ecosystem. Establish a clear policy agenda around this citywide.

2.04 - Create a policy to establish a partnership with philanthropic and other partners (or led by these partners) to acquire property and negotiate long-term leases for permanently affordable art spaces, managed by a third party intermediary with an expertise in the arts.

2.05 - Identify site for a new mid-sized theater and main library.

3 - Develop downtown's arts, culture, and entertainment districts

3.01 - Define arts, cultural, and entertainment districts and identify downtown Oakland's existing and emerging districts.

*Based on work done at the State level, develop a definition, purpose and set of benefits, responsibilities and incentives for cultural districts in general, as well as identify Oakland's districts.*

*Tie zoning and financial incentives described here to these districts.*

3.02 - Connect downtown's arts and cultural districts through physical improvements and branding.

Tie districts together with memorable streets, a network of public gathering spaces linked to area cultural assets, and a clear wayfinding system.

Invite local artists to design gateways, banners, signage, and other linkages with design inspiration and visual cues from Oakland's cultural heritage.

Modernize signage rules.

Provide easy transportation linkages between the arts districts.

Connect West Oakland to Lake Merritt along the 14th Street Black Arts Movement and Business District corridor.

3.03 - Consider designating all of downtown as an arts district and developing a plan to coordinate programming, marketing, and events between the areas..

3.04 - Support entertainment and nightlife uses.

*Require new residential development work with existing cultural and entertainment venues to minimize conflicts over sound and other issues.*

*Propose "No complainey-pants" legislation (noise disclosures, odor disclosures) in arts & cultural entertainment districts, to protect existing arts and entertainment uses and to help mitigate land use conflicts.*

*Designate a "bright lights" district.*

		<p>3.05 - Apply a system of regulations, incentives, and other policies to arts districts.</p> <p><i>In arts districts, 1) permit and 2) incentivize uses that encourage development related to arts and culture (such as maker space, custom manufacturing, or a new performance-zoned designation for artist studios/galleries).</i></p>
	<p>4 - Create, facilitate, and coordinate opportunities for new public art in the downtown.</p>	<p>4.01 - Provide more incentives and opportunities for temporary and performance art installations in private and public open spaces, plazas, and parks.</p> <p>4.02 - Amend the public art ordinance for private development to provide guidelines and clarify public art requirement options.</p> <p>4.03 - Define integral public art opportunities in design strategies for freeway underpasses between the downtown core and Jack London district, as well as utilizing public art as urban design components and architectural enhancements throughout the downtown's public realm and in private development.</p>
	<p>5 - Provide for artist and maker work, living, gallery, office, and performance spaces (both creating new and providing support to retain existing spaces) that serve burgeoning and independent artisans as well as established ones.</p>	<p>5.01 - Explore zoning strategies to encourage and protect affordable, accessible arts and cultural space.</p> <p><i>Allow PDR/custom manufacturing zoning in some areas (such as Art Murmur, Jack London, portions of 15th and 14th corridors) where preserving art (gallery, studio, fabrication and light industrial) space is a priority. Combine with design requirements.</i></p> <p><i>Adopt design regulations in some areas that help create and encourage flexible industrial/retail flex space – such as 20 feet ceilings, roll-up doors requirement. Could say a certain percentage in key locations could flex to retail with others preserved for arts/PDR.</i></p> <p><i>Case study:</i>  <a href="http://mithun.com/projects/project_detail/mosaica_alabama_street_housing/">http://mithun.com/projects/project_detail/mosaica_alabama_street_housing/</a>.  Zoning is UMU – Urban Mixed-Use District. Housing only allowed with extra affordability controls. District intends to be a buffer between PDR and residential zoning.</p>

5.02 - Provide financial and procedural incentives to develop arts and cultural spaces.

*Establish a sales tax rebate program for galleries and other arts and culture uses that generate sales tax.*

*Create a business tax license and abatement incentive for arts and culture uses.*

*Waive permit fees for new arts and culture uses.*

*Expedite planning approvals for mixed-use projects that contain cultural space.*

5.03 - Create new financial resources to make it easier for arts and cultural uses to remain and grow in downtown.

*In partnership with foundations and other partners, create a displacement mitigation grant or loan program for arts organizations facing displacement in Oakland.*

*Explore different, relevant funding mechanisms for arts support, including an expanded hotel tax.*

5.04 - Encourage development of affordable artist housing and live/work spaces consistent with City of Oakland affordable housing policies.

*Explore feasibility of permitting housing in areas where it is not currently allowed in exchange for providing arts and culture uses. Or limit it to live/work or work/live housing, design with artists and makers in mind. Consider Transfer-of-Development Rights (TDR) as a tool? Do in combination with design controls that require that the space be designed in a way that accommodates arts and culture/maker spaces – high ceilings (20'), roll-up doors, etc.*

*Designate a pilot area in downtown to implement the recommendations of the mayor's Artist Housing and Workspace Task Force, including real estate acquisition and leasing, financial assistance, and technical assistance.*

5.05 - Consider revisions to public art ordinance in private development to create stronger incentives and guidelines for arts and culture space options as well as permanent and temporary public art, particularly in Cultural districts.

	6 - Celebrate Oakland's cultural history	6.01 - Create a campaign to celebrate unique character, history, and cultural diversity throughout its streetscapes, using tools such as public art, plaques, sidewalk art, and themed street amenities.
		6.02 - Preserve and celebrate historic buildings and civic spaces that have played a significant role in Oakland's history and culture.
	7 - Equitably fund and support the arts and artists, including encouraging artists of color and artists from disadvantaged backgrounds, as well as all forms of art, from popular and performance arts to classical and visual arts.	7.01 - Address the multi-cultural composition of the downtown and enhance the role of the arts and culture in defining and strengthening the downtown's distinctive multi-cultural identity.
		7.02 - Assess all plans for preserving and enhancing cultural institutions, as well as for distributing funding, to ensure they are using an equitable approach.
7.03 - Cultivate arts learning opportunities for youth, including training and mentoring in the arts sectors, by expanding partnerships between arts organizations and schools.		
	7.04 - Invite artists from the full range of disciplines from throughout the city to participate in developing arts-related policies and projects.	
Equity and Accountability	1 - Ensure that new residents and visitors are aware of Oakland's rich history, culture and traditions.	
	2 - Meet the needs of Oakland's dramatically different median income levels.	2.01 - Prioritize improvements in areas where residents have been historically underserved.
	3 - Ensure that new businesses and development benefit the entire community.	3.01 - Develop and heavily market a "good neighbor business" program with incentives or points for local hire, youth internships, living wage jobs, responsible procurement, hiring hard-to-employ residents, mentorship, discounts for youth, low-cost menu items, etc.
		3.02 - Consider adopting a land value recapture community benefit incentive program.
4 - Welcome youth to the downtown (both with amenities and training of BID ambassadors and police).	4.01 - In partnership with youth organizations, youth stakeholders, businesses and the Oakland Police Department, create a Youth Empowerment Zone with a clear, shared vision for the area, as well as incentives and guidelines to support youth. Shared programming and coordination for events could also be a part of the designation. Include implementation techniques to ensure that the Youth Empowerment Zone vision can be accomplished (e.g. neighborhood guidelines, incentives or requirements, a definition for youth-related organizations).	
	4.02 - Work with BIDs and OPD on a cultural sensitivity program to address excessive policing of youth, and particularly youth of color.	

	<p>5 - Balance distributing resources, particularly revenues from new downtown development, in the downtown where all Oaklanders can access them with providing them to outlying neighborhoods that are underserved.</p>	<p>5.01 - Develop a policy for how impact fees, arts fee and other fees will be distributed equitably throughout the city.</p>
	<p>6 - Preserve and encourage downtown's existing community members, culture and racial and ethnic diversity, including the cultural amenities and businesses that serve the various populations. Reduce cultural conflicts and connect different</p>	<p>6.01 - Develop a "no whining" ordinance to allow existing cultural and entertainment uses to continue despite new residential development.</p> <p>6.02 - Work with Department of Race and Equity to develop intercultural dialogue and events.</p> <p>6.03 - Develop anti-displacement measures (see Housing &amp; Affordability Goal 3).</p>
	<p>7 - Proactively engage residents from all walks of life, including youth, low-income residents and hard-to-reach populations, in community planning and governance.</p>	<p>7.01 - Provide stipends or other incentives to encourage participation of residents from historically marginalized communities and populations in planning processes.</p> <p>7.02 - Create a participatory budgeting process that allows inclusive access by all residents to decision-making about how to allocate a portion of the City's resources.</p> <p>7.03 - Improve notification and development process to provide residents with more accessible information about planning issues and applications.</p> <p>Switch Planning/Zoning database program to something like USPS and send bulk mailers to all residents, not just property owners. Note that people of color are more likely to be renters based on redlining, sub-prime mortgages, etc.</p> <p>Create a standard procedure for a higher level of notification of planning issues; consider a newsletter and social media (with a social media professional trained in racial equity and the role of institutionalized racism), as well as making calls to community members and groups about issues (as we also walk developers through the process).</p>
	<p>8 - Break down the historic barrier between Chinatown and Old Oakland; co-market the two neighborhoods, and also connect Chinatown and Jack London.</p>	<p>8.01 - Update the Lake Merritt Station Area Plan to incorporate appropriate policies and measures developed for the Downtown Specific Plan.</p>
	<p>9 - Ongoing Accountability</p>	