

## **Attachment E SPUR Meeting Notes**

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## **SPUR General Membership, Staff & Board of Directors**

Meeting Notes

March 17, 2016

Is it possible to provide “Anticipated development” by subarea?

How do you take the goals and implement them in each neighborhood?

How do we show beauty and safety without people feeling as if certain people will not belong there?

Did population go down in 2010 or not?

CLT-combined timber wood –up to 12-15 stories

Streetcar in connectivity section?

Hard to see two alternatives on the same map –they are not alternatives –mark the names of the streets (need separate maps for Alt 1 and Alt 2 to clearly see the changes)

Use restrictions?

- focus on work / live
- KONO does not want housing, as artists feel they will be kicked out

2100 Telegraph – Exclusive Negotiating Agreement all office

Density/Height Assumptions:

- need to show growth under current zoning
- problem is that height is unlimited (but in reality it is limited by construction types/costs, small infill sites, etc. )– hard to pick one approach for forecasting future development under existing regulations (but can use density regulations)
- But it is important to reflect the change from what would be allowed under current regulations – it’s actually not much growth!
- Changes to uses in KONO residential vs. Commercial / Industrial (need analysis for how it will change (density for residential))

Want to know the height, bulk of the proposed – MTC has come up with that number (Warren’s firm did it) (didn’t include Howard Terminal, I-980, etc.)

If you overlay this plan (height/bulk of the proposed) on One Bay Area, there is a gap:

- The rest of the Bay Area of counting on development here
- Emily – we looked at HE 1.7 Mayor’s Task Force = 17,000 citywide
  - requires Howard Terminal, I-980 + \_\_\_\_?

15<sup>th</sup> St. image shows Housing Authority property turned into fancy building

Why is San Pablo dead-ending at plaza?

Modular structure drops cost (Hampton Inn)

Where is Alternative 3? Should go higher, particularly against I-880 freeway (on South side of block, not North side)

SPUR General Membership, Staff & Board of Directors

Old Oakland Jail buildings – higher buildings (30 stories) relate to neighborhood.

Howard Terminal was capped not cleaned

Explain industrial zoning near Jack London and proposed changes (West of Broadway)

Each scenario for victory court appears to be the same (same height)

Why not step Victory Court up in Alternative 2 near BART, across from Brooklyn Basin

Plan is too timid by an order of magnitude – there's a bias against density

Note that the I-980 conversion would be a surface boulevard connecting two freeways

Emphasis on bike/pedestrian good

Level of outreach that's been done is commendable

Emphasis on bike / pedestrian / transit

Report feels nostalgic – imagery includes old buildings, water color, buildings all seem old

Influence of future autonomous vehicles – esp. Uber – account for it! Uber has a big role – game changer

Downzoning on transit in Downtown is mistake:

- It's an opportunity to attract investors
- Given housing crisis
- San Francisco's Proposition C –not conclusive evidence that...
- City needs density – it's actually *hard* to get density – you need *incentives* for density
- Berkeley's Downtown is cautionary tale(density bonuses are never used, so buildings remain low)

Community benefits will make it harder build tall buildings

Plan is focused on housing

- Plan doesn't show building community (supporting existing residents and creators)
- Keep industrial, creative hub
- Make it feel like there's something for everyone
- Not like you're building for the people coming in

“We need to match the existing character” is a mistake

Space for industrial artists

Advance manufacturing (keep the industrial creative hub)

So much emphasis on office and residential; shouldn't just plan for new people

Requiring street-level retail in areas where it does not work (saturation) make room for maker space, etc., that is good for activating the ground floor, not just retail, and creative community spaces. Accommodate many different ways

Buildings seem too deferential to existing context without support (should make case for it where it's appropriate) for matching existing context

- This is a critical opportunity to meet needs of entire Bay Area.
- Only do this where it's really special – there should be a high bar
- Have to make a case for it. Don't forgo regional opportunities

## SPUR General Membership, Staff & Board of Directors

- (many attendees agreed with this)

Broaden definition of retail

Incentivize light manufacturing

Curate retail (see Master Plan in Giants site)

Smaller “warm” sites and standard 3,000 square foot sites

Can use the 7 principles, but not the same way in every area

Old Oakland has never had enough residents to sustain it

Get SPUR people in the same room with KONO, Jack London, etc. people who do not want density

Education and economic development as anti-displacement

What will equity study specifically look at?

Placemaking and urban design can displace people

Sarah – there’s a middle ground between hotels / office and residential – manufacturing

- Have lots of leakage to San Leandro, etc. mid-size
- Broader definition of retail, manufacturing in back, efficient use of space
  - Need to bring those jobs in
- Reframe: this is not about bringing things in that people can’t afford
  - Enterprise zones, finer-grained retail
  - Giants site – “curated retail” – retain control of leases and fill it in with uses that are good for the community

Have not heard anything about education – education, schools can drive retail, etc.

Anxious to see the equity part of report

Impact fees will not even make a dent. If we do not get this housing up before the jobs come, it is going to result in an even greater imbalance

We need to find a much bigger source of money in the next 3-5 months

We are doing everything with our plans that San Francisco is, and look how it has worked for them! (implication: badly, serious housing shortage)

Need transportation-focused meeting

- Feels like status quo
- More parking and on-street should not be in vision – maybe given up in negotiations, but not a vision
- Surface transit needs to be strengthened
- Transit isn’t showing up strongly
- Increasingly private transit is important – it isn’t represented here as need or solution
- Where is the ferry plan?

Need different source of money, should be used better for affordable housing, buy existing housing

Importance of Oakland to region. Is this looking at Oakland in a context of meeting regional needs? Meeting the ABAG numbers is not enough – there should be a big vision for future

Downtown Oakland has various nodes- stretched out, very multi-centered – focus on center

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Do you hold out until office is viable? Activate interim uses.

Please aggregate the info clearly

Want a more ambitious Alternative #3

Address affordable housing

Moment right now where we can maximize density: there are not many people now here to say

NIMBY, but in the next economic upcycle there will be (this is what happened in SF)

Leadership needs to happen

Howard Terminal continues pattern as Downtown as being multi-centered

Need more density

## **SPUR Transportation Policy Board**

Meeting Notes  
March 23, 2016

### **What should be discussed or vetted more in this downtown specific plan? What are opportunities?**

- Streetcar?
  - Alignment with Downtown for Everyone
    - How do we invest funds? Re-do bus system vs streetcar? How does investment size compare with benefit?
    - How does this fit with SPUR's recommendations to focus on the bus system and BRT?
  - Cost/benefit vs other modes
    - As economic development tool- jury still out
  - Increased reliability?
    - Not so sure- stuck on same lane, will buses be stuck behind the streetcar?
  - Unfriendly for cyclists/pedestrians
  - Circulator- bus or streetcar?
    - Current circulator route does not have direct connections between downtown to Emeryville
  - Outdated idea that streetcar brings economic development
    - Modern solutions may be more effective in bringing development
      - Transit only lanes
      - More fluid solutions- worried about flexibility of streetcar
    - What are the alternatives that are considered?
  - Can a Transportation Management Association run a shuttle like the Emery-go-Round? Be more responsive to growing move to on-demand transportation?
  - How does it fit with the Countywide Transit Plan?
- Parking policy/curbside management?
  - Does parking management come first in the plan, and lead to the solutions?
  - Nelson Nygaard performing parking study
  - How can this plan deal with freight, delivery?

## SPUR Transportation Policy Board

- Two ways to one-way traffic conversion?
- How to make transit faster/more reliable?
  - Managing complete streets with transit speed
- How does the plan look at regional connections (City of Alameda, Chinatown, etc?)
- How to include community voices?
- Value capture?
- How can we emphasize growing Capitol Corridor and service to Jack London?
  - Build high in Jack London- with hi speed rail, the area will become transit hub and must play the part.
  - Oakland is counting on big growth to justify big transit projects - need to show state doing rail-oriented development.
- North Bay/I-80 study in relation to Oakland transit
  - BART to Hercules?
  - Create connectivity between transit operators
  - Transit connections to Sacramento just as important as SF
- Should Downtown Oakland have a mode shift goal?
- Affordable housing requirements around transit hubs?
- Aggressive mobility evaluation - compared to streetcar:
  - Bikes, sharing economy, scooters, mobility hubs, etc.
- How would transit “spine” function on Broadway? How would transit and non-motorized work together? What is the willingness for property owners to pay?
- Demographics? Whom are we serving?
- How do expanded water transit, and BRT fit into this plan?
  - Service to Berkeley? (AC Transit Major Corridor study shows BRT on 6 of 10 major corridors, and all major lines converge in downtown Oakland.

## SPUR Transportation Policy Board

- How to define complete streets? No definition provided in alternatives report. Need to refer to a network, have a street type comparison.
- Position on maximum parking supply? Can we state a goal for the kind of City that we want (rather than just suggest individual projects)? Portland started with a parking cap and mode shift goals.
- Will there be an affordable housing requirement/anti-displacement near BART?
- How can we develop better wayfinding and explanation of multi-modal options?

### **BACKGROUND PROVIDED AT POLICY BOARD:**

- Oakland Downtown Specific Plan Draft
  - Focus on transportation ideas
- Egon's Recap of the plan
  - Encompasses 27th St. -> estuary and Lake Merritt -> I-980
  - Downtown Oakland is center of rail network
  - Broadway- 40 buses per hour (2nd to Market St in SF)
  - ¼ of people take transit to work
  - Infill- can build w/o displacement (40 acres)
    - Employment vs business balance?
  - Goals
    - 50k employees
    - 25k residents
    - Set clear/consistent rules
    - Create public space
    - Expand transportation
  - Big ideas
    - Reimagine 980
    - Bury Jack London rails
    - Bury 880
    - Make downtown Oakland important regional center
      - 3 BART stops
- Oakland Downtown Specific Plan
  - Affordability/displacement is largest concern
    - Diversify conversation- used an app to reach underserved communities
      - Equity informs all
      - Department of Race and Equity created for outreach

## SPUR Transportation Policy Board

- Arts/culture
  - Do not want to lose AA/Chinatown culture
  - 880 underpasses
    - Grant for beautifying/improving public spaces
- Built environment/land use
- Transportation
  - Oakland became thru city- must reverse
    - BART started the reversal
- Economic development
  - Need higher BART capacity
  - Take advantage of reverse commute
- Environment/sustainability
- Parks/Rec and open space
- Preserve key sites for future development
  - Think bold for future
  
- KONO- 800 ft. blocks
  - Planned pathways to cut through long city blocks
    - Artists = NO! (thought new street design was precursor/indicative of a gentrified neighborhood)
- 15 St redesign
  - New concrete should slow cars down
- Downtown Oakland has closed 46 blocks to autos
- West of San Pablo
  - Adding plazas at correct, human scale
- Old Oakland
  - Conform to existing building heights? SPUR says no
- Transportation focus
  - I-980
    - Grassroots movement to replace 980
    - Replace with blvd with side streets
    - Expect 70k cars a day
    - Today 280k cars on freeway (75% local traffic southbound, 35% local traffic northbound)
    - Move cars to 880/surface street network
  - Circulator
    - 2.6k a day (15 minute bus intervals)
    - Want to move people from Jack London -> Emeryville -> downtown w/ new circulator or streetcar
  - BRT

## SPUR Transportation Policy Board

- San Leandro -> downtown (11 miles)
  - ½ mile stops apart creates max ¼ mile walk to each station
- 17th St
  - Currently 1 way road
  - Fix it by creating:
    - 2 way traffic
    - Protected bike lanes
    - Street trees
    - New zoning
- Transportation goals
  - 2 way streets- must revert to historic levels of 2 way streets (especially in Chinatown)
    - 36 traffic lights still exist on formerly 2 way streets- makes project more “shovel ready”
  - Lower VMT
  - HMTB- Broadway and Jackson study
    - Remove 880 Broadway on ramp
  - Reconnect Jack London to Chinatown