

Topic	Issues	Community & Plan Alternatives Ideas
Arts & Culture	<p>1 - Recognize and celebrate Oakland's cultural history and 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 - Support and protect 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 - 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.</p>	<p>5.01 - 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.</p> <p>5.02 - Assess all plans for preserving and enhancing cultural institutions, as well as for distributing funding, to ensure they are using an equitable approach.</p> <p>5.03 - Cultivate arts learning opportunities for youth, including training and mentoring in the arts sectors, by expanding partnerships between arts organizations and schools.</p> <p>5.04 - Invite artists from the full range of disciplines from throughout the city to participate in developing arts-related policies and projects.</p>
<p>Equity &amp; Accountability</p>	<p>1 - Preserve and support downtown's cultural, racial, and ethnic diversity, including cultural amenities and businesses that serve Oakland's diverse populations.</p>	<p>1.01 - Develop a "no whining" ordinance to allow existing cultural and entertainment uses to continue despite new residential development.</p> <p>1.02 - Work with Department of Race and Equity to develop intercultural dialogue and events.</p> <p>1.03 - Develop anti-displacement measures (see Housing &amp; Affordability Goal 3).</p>
	<p>2 - 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.</p>	<p>2.01 - 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.</p>

		2.02 - Consider adopting a land value recapture community benefit incentive program.
		2.03 - Prioritize improvements in areas where residents have been historically underserved.
		2.04 - 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).
		2.05 - Work with BIDs and OPD on a cultural sensitivity program to address excessive policing of youth, and particularly youth of color.
	3 - Balance the need for public investment in the downtown and in underserved outlying neighborhoods, particularly when using resources generated by downtown development.	3.01 - Develop a policy for how impact fees, arts fee and other fees will be distributed equitably throughout the city.
4 - Proactively engage residents from all walks of life, including youth, low-income residents and hard-to-reach populations, in community planning, implementation and accountability.	4.01 - Provide stipends or other incentives to encourage participation of residents from historically marginalized communities and populations in planning processes.	
	4.02 - 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>4.03 - 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>
	5 - Break down cultural, socioeconomic and physical barriers between neighborhoods within and outside the downtown.	5.01 - Update the Lake Merritt Station Area Plan to incorporate appropriate policies and measures developed for the Downtown Specific Plan.
	6 - Implement plan policies and actions using a system that ensures accountability and coordinates with the implementation of other specific plans.	