



**Review of Preliminary Draft Plan  
Community Advisory Group (CAG) Meeting #6**



# OVERVIEW

---

- Introduction, Meeting Objectives & Ground Rules
- Overview of Preliminary Draft Plan Organization
- Large Group Discussion:
  - Topic 1: Economic Opportunity
  - Topic 2: Housing & Affordability
  - Topic 3: Mobility
  - Topic 4: Culture Keeping
  - Topic 5: Community Health
  - Topic 6: Land Use & Urban Form
- Next Steps

# PROCESS



# CAG Upcoming Meeting Agendas

January 22

February 07

February 28

Review Preliminary  
Draft Plan



Workshop Central  
Ideas and  
Key Policies



Share, Discuss,  
and Synthesize  
Community  
Feedback



Community  
Events

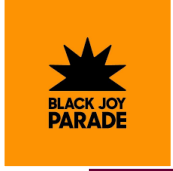
Planning Commission  
Meetings

Advisory Board  
Meetings

Stakeholder  
Meetings



## Community Events



- Feb. 10  
Lunar New Year
- Feb. 24  
Black Joy Parade

## Planning Commission



- Jan. 23  
Preliminary Draft Plan
- Feb. 6  
Continue Preliminary Draft Plan and open EIR Scoping Session
- Feb. 20  
Continuation meeting

## Advisory Board Meetings



- Feb. 4  
Landmarks Board
- Feb. 13  
Parks and Recreation
- Feb. 21  
Bike and Pedestrian

## Stakeholder Meetings



- TBD  
(Jan.-Feb.; meetings held with neighborhood groups, public agencies, and by topic (affordable housing developers, artists, etc.)

# PURPOSE FOR TODAY'S MEETING

## **1: Review and begin to gather feedback on the Preliminary Draft Plan**

- Brief overview, then facilitated discussion by topic

## **2: Discuss Next Steps / Process for Public Review of Preliminary Draft**

- Upcoming meetings / public hearings, Additional meetings to be scheduled
- Role of the CAG in plan review process



# GROUND RULES FOR TODAY

- EACH TOPIC: 2 to 5 minute presentation, followed by 10-minute discussion
- **TODAY: initial impressions, questions/clarifications, identify topics where further discussion is needed**
- FEB 7: Further discussion of topics of interest
- RULES FOR TODAY:
  - Hold questions for discussion time
  - Share speaking time with everyone
  - It is ok to disagree respectfully
  - When time is up, move on to next topic

# REPORT ORGANIZATION

01: Economic Opportunity ..... 81

Desired Outcomes  
Existing Conditions  
Economic Opportunity Framework  
Supportive Policies

Introduction & Background .....	5
Vision & Goals .....	37
01: Economic Opportunity .....	81
02: Housing & Affordability .....	111
03: Mobility & Accessibility .....	141
04: Culture Keeping .....	185
05: Community Health .....	213
06: Land Use & Urban Form .....	249
07: Implementation .....	297
Appendices .....	A.1



# PRELIMINARY DRAFT PLAN: GOALS & DESIRED OUTCOMES

**VISION & GOALS**  
PLAN GOALS & DESIRED OUTCOMES

**A Shared Vision, Centering Equity**

The Preliminary Draft Plan describes a shared community vision for downtown that serves all Oaklanders and accounts for the needs of populations who are currently underserved. Community input shaped six plan goals around the topics of Economic Opportunity, Housing and Affordability, Culture Keeping, Mobility, Community Health, and Land Use and Urban Form. Desired outcomes describe what Downtown Oakland could look like when the Plan goals are realized.

Equity is a primary focus of this Plan; all of the goals, outcomes and supporting projects and policies meet the shared vision, consider equity impacts, and aim to reduce disparities – or at the very least, not widen them. The Equity Framework on the following pages describes the strategies and actions that will continue to advance equity through Plan implementation.



**Economic Opportunity Outcome E-1**  
Economic activity builds community wealth and fuels the ongoing improvement of local conditions.



**Economic Opportunity Outcome E-2**  
Downtown commercial space meets current and future employment needs in projected key industries; sustains a broad array of job skills; and remains accessible and affordable to community-serving nonprofits and other community-desired businesses.



**Economic Opportunity Outcome E-3**  
Access to services, jobs, education, and training gives all Oaklanders an opportunity to find local employment and economic security.



**Housing Outcome H-1**  
Sufficient housing is built and retained that leverages all of Downtown Oakland's existing advantages and investments in transit, employment, services, and culture to support the full range of lifestyles and choices essential to Oaklanders.



**Housing Outcome H-2**  
The ongoing threat of displacement is addressed to maintain downtown's historic racial, ethnic, and income diversity so that current and long-time Oaklanders remain an important part of the community.



**Housing Outcome H-3**  
Oakland's artists and creative community are able to find housing and live-work opportunities in downtown that they can access and afford.



**Mobility Outcome M-1**  
Downtown is well-connected across its internal and adjacent neighborhoods with bicycle and pedestrian networks that are accessible and safe for people of all ages and abilities.



**Mobility Outcome M-2**  
Communities that are more transit-dependent are well-served in traveling to and from downtown with frequent, reliable, and safe transit service.




**Mobility Outcome M-3**  
Oaklanders connect to downtown's resources with intermodal and multimodal options that accommodate people of all ages and abilities from their front door to their destination and back.

**Goal 01: Economic Opportunity**  
*Create opportunities for economic growth and security for all Oaklanders.*

**Goal 02: Housing**  
*Ensure sufficient housing is built and retained to meet the varied needs of current and future residents.*

**Goal 03: Mobility**  
*Make downtown's streets comfortable, safe, and inviting and improve connections to the city as a whole so that everyone has efficient and reliable access to downtown's jobs and services.*



**Culture Keeping Outcome C-1**  
Downtown is a place where all of Oakland's residents can see and express themselves and their culture.

**Culture Keeping Outcome C-2**  
Festivals, outdoor art installations, and cultural events are integral elements in downtown's public sphere and spaces.

**Culture Keeping Outcome C-3**  
Oakland's artists and creative community are able to find workspaces, performance spaces, and galleries in downtown that they can access and afford and see their work integrated into the built environment and public domain.

**Community Health Outcome CH-1**  
All Oaklanders can lead safe and healthy lives, enjoying streets, public spaces, and parks downtown that provide opportunities to stay active and build community.

**Community Health Outcome CH-2**  
Environmental stewardship informs operational, planning, and capital improvement decisions to create a more sustainable downtown where everyone can adapt and thrive in the face of changing conditions.

**Land Use Outcome LU-1**  
Development and design serve Oakland's diverse needs, contribute to improved conditions for all, and enhance downtown's authentic, creative, and dynamic local character.

**Land Use Outcome LU-2**  
Oakland's extensive array of historic buildings, cultural enclaves, civic institutions, and landmarks are preserved within downtown's built environment.

**Goal 04: Culture Keeping**  
*Allow diverse voices and forms of expression to flourish.*

**Goal 05: Community Health**  
*Provide vibrant public spaces and a healthy environment that improve the quality of life downtown today and for generations to come.*

**Goal 06: Land Use**  
*Develop downtown in a way that meets community needs and preserves Oakland's unique character.*

# PRELIMINARY DRAFT PLAN: EQUITY FRAMEWORK



**Policies and Measures of Success address key disparities, by key disparity indicator:**

- Housing Cost Burden
- Homelessness
- Displacement
- Disconnected Youth
- Unemployment Rate
- Median Income



# Measures of Success

*The measures below will help gauge the effectiveness of the Downtown Specific Plan at achieving its intended outcomes for Goal 01.*

- Increases in property tax, business tax, and transient occupancy tax revenues generated in downtown (which increase revenue that funds services citywide)
- Increase in total jobs in downtown by at least 50,000 by 2040
- Increase revenue for businesses owned by women and groups historically impacted by disparities in life outcomes and women
- Increase in number of worker-owned cooperatives located in downtown
- Increase in number of nonprofit organizations led by people of color and serving at-risk youth and youth of color
- Reduction in racial disparities in median household income for existing Oakland residents
- Narrowing of the unemployment rate gap between Oakland's White residents and Black and Latinx residents over time
- Reductions in the percentage of Oakland's 16- to 24-year old Black residents and other residents of color who are neither working nor in school
- Racial and ethnic diversity of workers in downtown matches the historic ethnic and cultural composition of the city

# Measures of Success

*The measures below will help gauge the effectiveness of the Downtown Specific Plan at achieving its intended outcomes for Goal 02.*

- 16,000 to 29,000 new housing units are created in downtown by 2040.
- As part of the overall projected housing production shown above, a certain number of income-restricted housing units are constructed or converted from market-rate to income-restricted in downtown by 2040.<sup>1</sup> Of these, half should be new construction and the other half preservation.<sup>2</sup>
  - **Option 1:** 4,350 income-restricted units (15% of maximum projected housing production)
  - **Option 2:** 5,800 income-restricted units (20% of maximum projected housing production)
  - **Option 3:** 7,250 income-restricted units (25% of maximum projected housing production)
- Reduction in overall housing cost burden in downtown for renters and owners, including reduction in racial and income disparities in this metric
- Reduction in total number of homeless and unsheltered residents, including reduction in racial disparities in this metric
- Reduction in, or slowing of, displacement

<sup>1</sup> Count of conversions should not include already-income-restricted units that are protected from expiring

<sup>2</sup> This division of construction and protection is consistent with the 2016

# Measures of Success

*The measures below will help gauge the effectiveness of the Downtown Specific Plan at achieving its intended outcomes for Goal 03.*

- Reduction in pedestrian and bicycle severe injuries and fatalities due to auto collisions, especially for people of color (who are disproportionately impacted now)
- Increase in walking and bicycling mode share for residents and employees
- Modern curb ramps are installed at all sidewalk intersections and accessible pedestrian signals (APS) at all intersections identified in the Project List (Appendix)
- Cost of roundtrip transit fare between downtown and Oakland neighborhoods/availability of low income fare reduction
- Transit service levels (frequency of service) increase between low-income areas of Oakland and downtown
- ADA-accessible on-street parking (blue zones) and passenger loading zones available, affordable and close to destinations



# Measures of Success

*The measures below will help gauge the effectiveness of the Downtown Specific Plan at achieving its intended outcomes for Goal 04.*

- Number (and percentage) of long-time Black residents downtown does not drop below a baseline (to be determined)
- Number (and percentage) of long-time Asian residents downtown does not drop below a baseline (to be determined)
- Number (and percentage) of long-time Latinx residents downtown does not drop below a baseline (to be determined)
- Share of arts- and culture-related businesses remains the same or grows compared to a baseline (to be determined)
- Share of space for cultural institutions remains the same or grows compared to a baseline (to be determined)
- Increase in the number and type of public art works and installations

# Measures of Success

*The measures below will help gauge the effectiveness of the Downtown Specific Plan at achieving its intended outcomes for Goal 05.*

- Increase in number of high-quality public recreational and community-gathering spaces located in downtown
- Increase in publicly-accessible waterfront area
- Increase in tree canopy coverage
- Reduction in crime rate downtown
- Reduction in downtown asthma rates and in racial disparities in asthma rates
- Achieve a 56% reduction in greenhouse gas (GHG) emissions with respect to GHG sources by 2030
- Establish zero-carbon mobility network to accommodate 100% of transportation needs by 2050
- Eliminate all fossil fuel use in downtown by 2050

# Measures of Success

*The measures below will help gauge the effectiveness of the Downtown Specific Plan at achieving its intended outcomes for Goal 06.*

- Capital improvement dollars spent in disinvested areas
- Number of designated historic buildings in active use
- Number of housing units built (see Chapter 2)
- Square footage of office space developed
- Square footage of retail/arts space created
- Amount of community benefits realized



# Economic Opportunity

*Central Idea: Make downtown a racially and economically diverse regional employment center by identifying office priority sites, targeting training for living wage jobs to fill those spaces, and by investing in small businesses and businesses owned by people of color.*

Figure VG-2: Street scene in Lake Merritt Office District



Go to [page 106](#) to see the before and after transformation

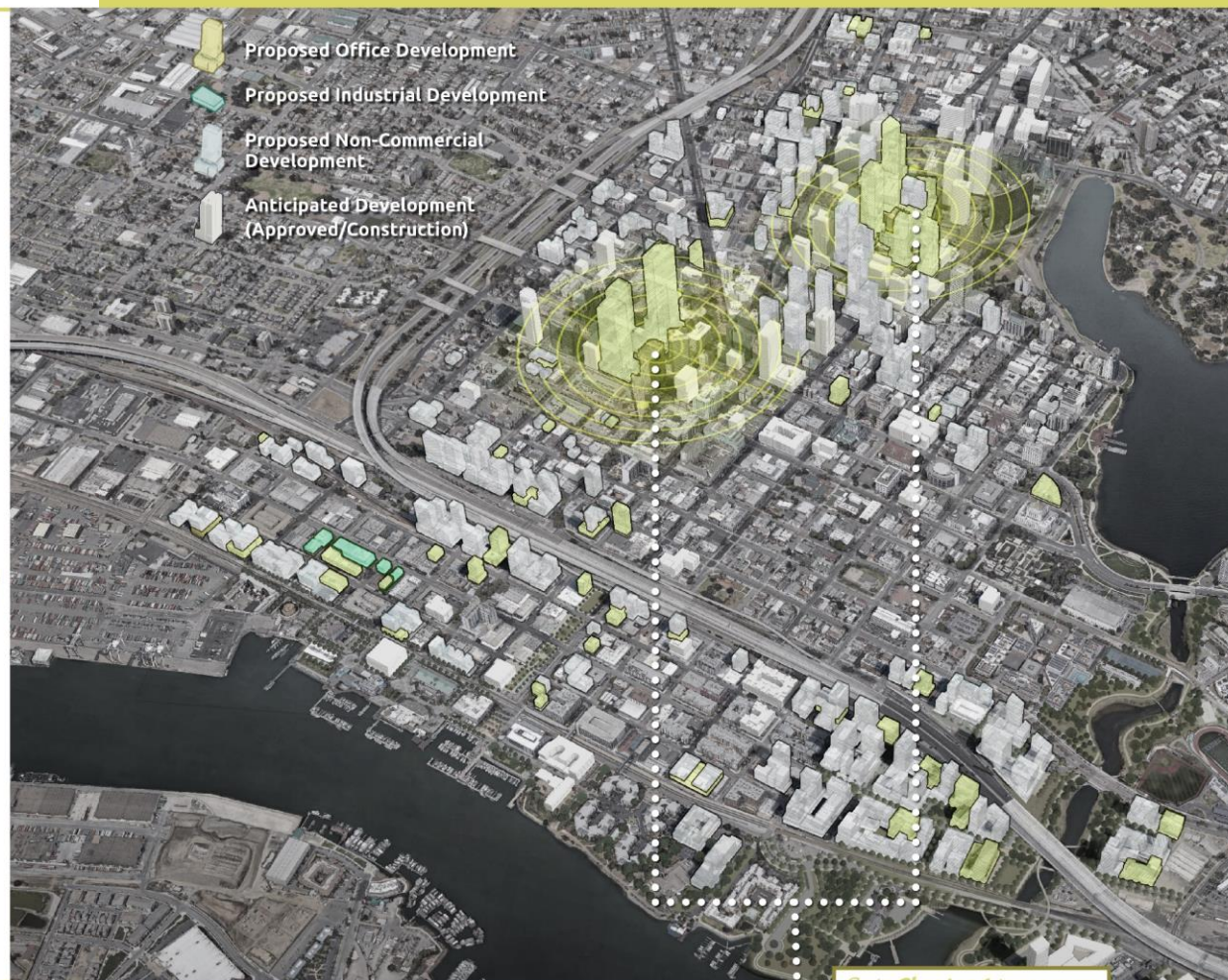
## Big Challenges:

- Low revenues to fund City services
- Huge wealth disparities
- Regional imbalance of jobs & housing leading to transit overload and inadequate opportunity for residents

## Key City Investments & Policies:

- Capitalize on geographic and transit assets by identifying office priority sites and promoting density at downtown's regional transit hubs
- Activate ground floor retail and commercial spaces by developing a City program to master lease vacant retail and commercial spaces, and sub-lease them to small local retailers, artists and artisans
- Expand initiatives and partnerships with the tech sector, and other sectors targeted for expansion, to increase equitable business development and employment opportunities
- Expand existing and develop new local hire and training programs

THE SPECIFIC PLAN UNLOCKS UP TO: +17.2 M Sq. Ft. of New Commercial Space  
+184.3 K Sq. Ft. of New Industrial Space



...if built, that generates:  
+\$15 Million in Impact Fees for Affordable Housing and Roughly 55 Thousand Jobs

OFFICE PRIORITY AREAS

Go to [Chapter 1](#) to see more

# ECONOMIC OPPORTUNITY

## Big Challenges:

- Low revenues to fund City services
- Huge wealth disparities
- Regional imbalance of jobs & housing leading to transit overload and inadequate opportunity for residents



# ECONOMIC OPPORTUNITY

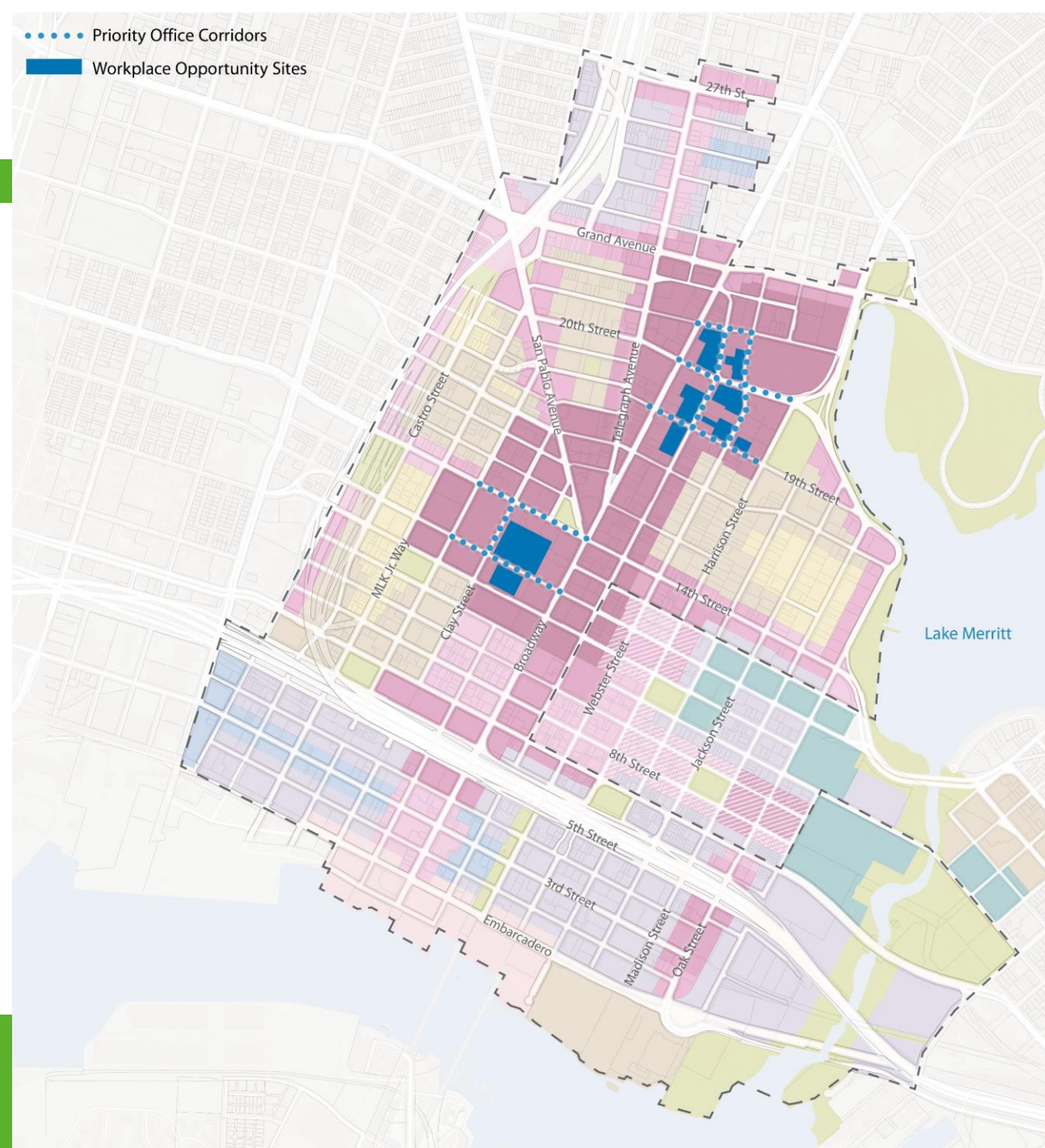
## Key City Investments & Policies:

- Capitalize on geographic and transit assets by identifying office priority sites and promoting density at downtown's regional transit hubs
- Activate ground floor retail and commercial spaces by developing a City program to master lease vacant retail and commercial spaces, and sub-lease them to small local retailers, artists and artisans
- Expand initiatives and partnerships with the tech sector, and other sectors targeted for expansion, to increase equitable business development and employment opportunities
- Expand existing and develop new local hire and training programs

# EXPAND WORKPLACE INVENTORY

## Priority Office Sites:

- Opportunity sites in Downtown Core, with BART access
- Future development to be required to provide a designated percentage of office space (LU-1.2)





# DEVELOPMENT PROGRAM

## *Notable Considerations That Informed Future Development Models:*

1. *Focusing additional height & intensity in the Central Core and Lake Merritt Office District*
2. *Unlocking potential in Jack London and along I-880 and I-980*
3. *Stepping down building footprints and heights adjacent to historic areas*
4. *Maintaining a balance of building types, from iconic skyscrapers down to four-story townhomes, and everything in between*





# OPPORTUNITIES FOR ECONOMIC GROWTH





# OPPORTUNITIES FOR ECONOMIC GROWTH





# TIMED DISCUSSION: ECONOMIC OPPORTUNITY

---

**10 MIN  
GO!**

- **Initial Impressions**
- **What do you think of the idea for priority office sites?**
- **Questions / Clarifications**
- **Topics for next meeting**



# Housing & Affordability

*Central Idea: Maintain downtown as a mixed-income residential area by creating 4,350 to 7,250 new affordable units*

Figure VG-3: Potential new development near Estuary Park



Go to **page 134** to see the before and after transformation

## Big Challenges

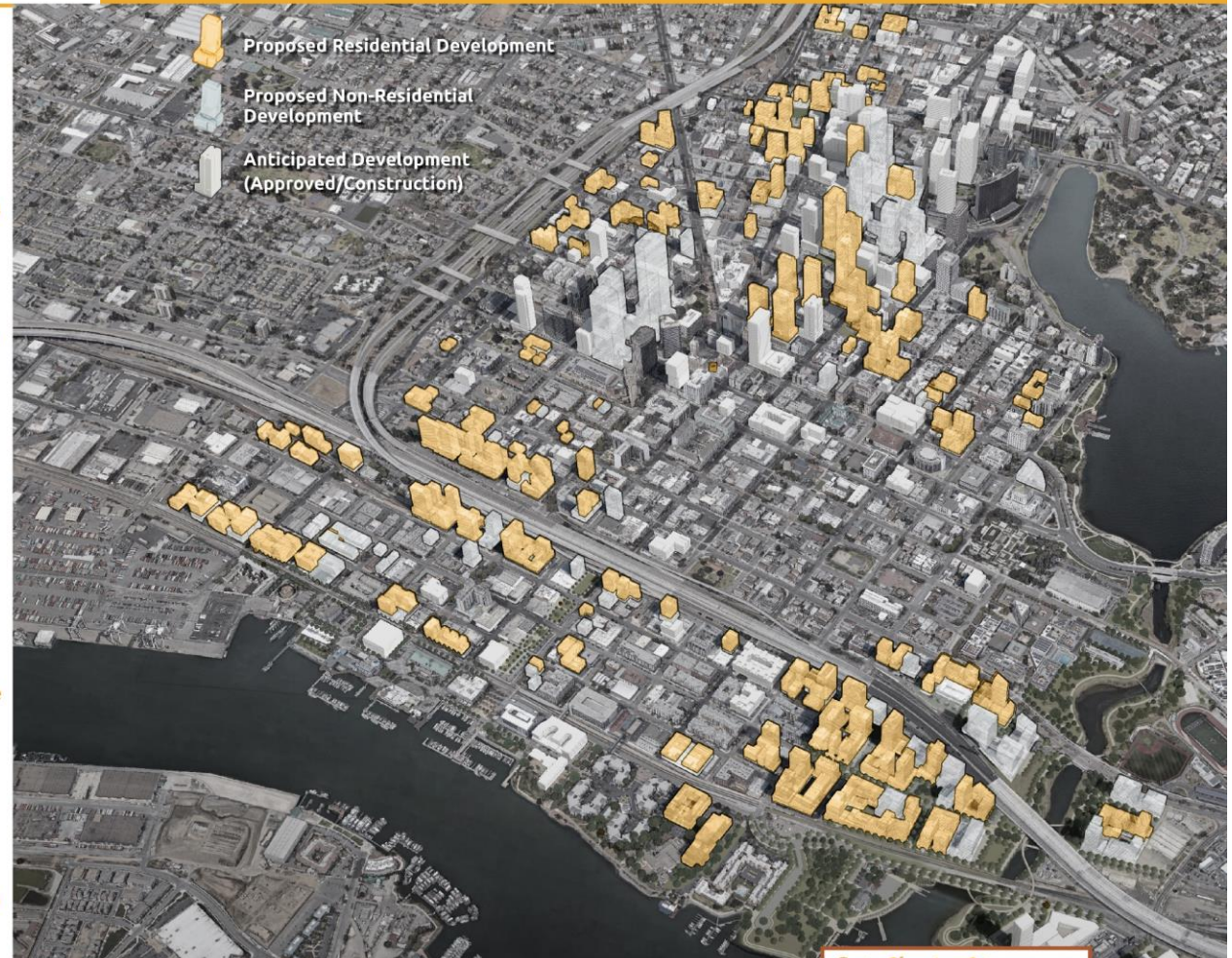
- Insufficient affordable housing and funding to subsidize it
- High housing cost burden
- Highest displacement and cost burden among African Americans and other groups historically impacted by disparities in life outcomes
- Increasing share of homeless residents with the highest increase among African Americans

## Key City Investments & Policies:

- Prioritize a portion of citywide housing funds generated by downtown for downtown projects by adapting scoring criteria and/or increasing impact fees
- Study the establishment of an inclusionary housing requirement for downtown that would replace affordable housing impact fees
- Establish a program to incentivize community-desired benefits in exchange for increased development potential
- Encourage large units for families and accessible units for older adults and people with disabilities

## THE SPECIFIC PLAN

UNLOCKS UP TO: +29,077 New Residential Units Downtown



Go to **Chapter 2** to see more

...if built, that generates:  
+\$639.7 Million in Impact Fees for new Affordable Housing

# HOUSING & AFFORDABILITY

## Big Challenges:

- Insufficient affordable housing and funding to subsidize it
- High housing cost burden
- Highest displacement and cost burden among African Americans and other groups historically impacted by disparities in life outcomes
- Increasing share of homeless residents with the highest increase among African Americans



# HOUSING & AFFORDABILITY

## Key City Investments & Policies:

- Prioritize a portion of citywide housing funds generated by downtown for downtown projects by adapting scoring criteria and/or increasing impact fees
- Study the establishment of an inclusionary housing requirement for downtown that would replace affordable housing impact fees
- Establish a program to incentivize community-desired benefits in exchange for increased development potential
- Encourage large units for families and accessible units for older adults and people with disabilities





**ENSURE SUFFICIENT HOUSING IS BUILT**





### Measures of Success

- **16,000 to 29,000** new housing units are created in downtown by 2040.
- As part of overall projected housing production, a certain number of income-restricted units are constructed or converted from market-rate to income-restricted by 2040:
  - Option 1: 4,350 units (15%)
  - Option 2: 5,800 units (20%)
  - Option 3: 7,250 units (25%)

**ENSURE SUFFICIENT HOUSING IS BUILT**



# TIMED DISCUSSION: HOUSING & AFFORDABILITY

---

**10 MIN  
GO!**

- Initial Impressions
- What do you think of the balance between housing opportunities and other plan goals (preserve industrial uses and cultural districts, more office uses, etc.)
- Questions / Clarifications
- Topics for next meeting

# Mobility & Accessibility

*Central Idea: Connect people across Oakland to downtown and unify downtown by expanding high-quality transit, bicycle facilities, pedestrian access and amenities for an active street life.*

Figure VG-4: Broadway & 14th Street



Go to **page 172** to see the before and after transformation

## Big Challenges:

- Infrequent, undependable and circuitous transit access creates barriers for those already most vulnerable
- Pedestrian accidents
- Freeways on the west and south edges of downtown create barriers

## Key City Investments & Policies:

- Streetscape investment, including curb ramps, high visibility crosswalks, landscaping and public space improvements
- Investment in dedicated transit lanes
- Investment in downtown's bicycle network to expand the number of high quality facilities and increase the overall number of connected and continuous routes throughout

## EXTENSIVE NETWORK OF MULTIMODAL STREETS



Go to **Chapter 3** to see more



# MOBILITY & ACCESSIBILITY

## Big Challenges:

- Infrequent, undependable and circuitous transit access creates barriers for those already most vulnerable
- Pedestrian accidents
- Freeways on the west and south edges of downtown create barriers

# MOBILITY & ACCESSIBILITY

## Key City Investments & Policies:

- Streetscape investment, including curb ramps, high visibility crosswalks, landscaping and public space improvements
- Investment in dedicated transit lanes
- Investment in downtown's bicycle network to expand the number of high quality facilities and increase the overall number of connected and continuous routes throughout



# COMFORTABLE, SAFE AND INVITING STREETS





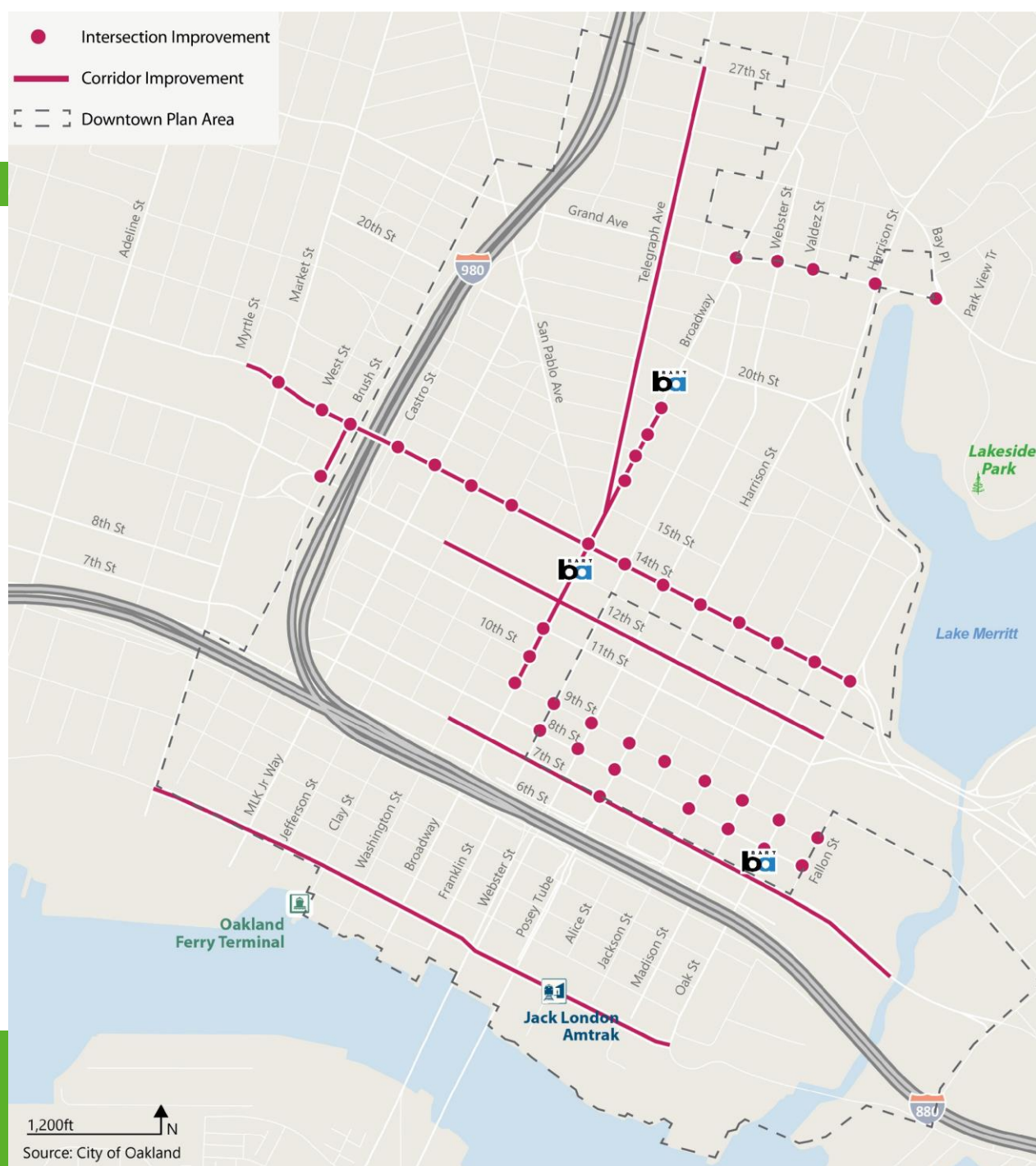
# COMFORTABLE, SAFE AND INVITING STREETS





# SAFETY IMPROVEMENTS

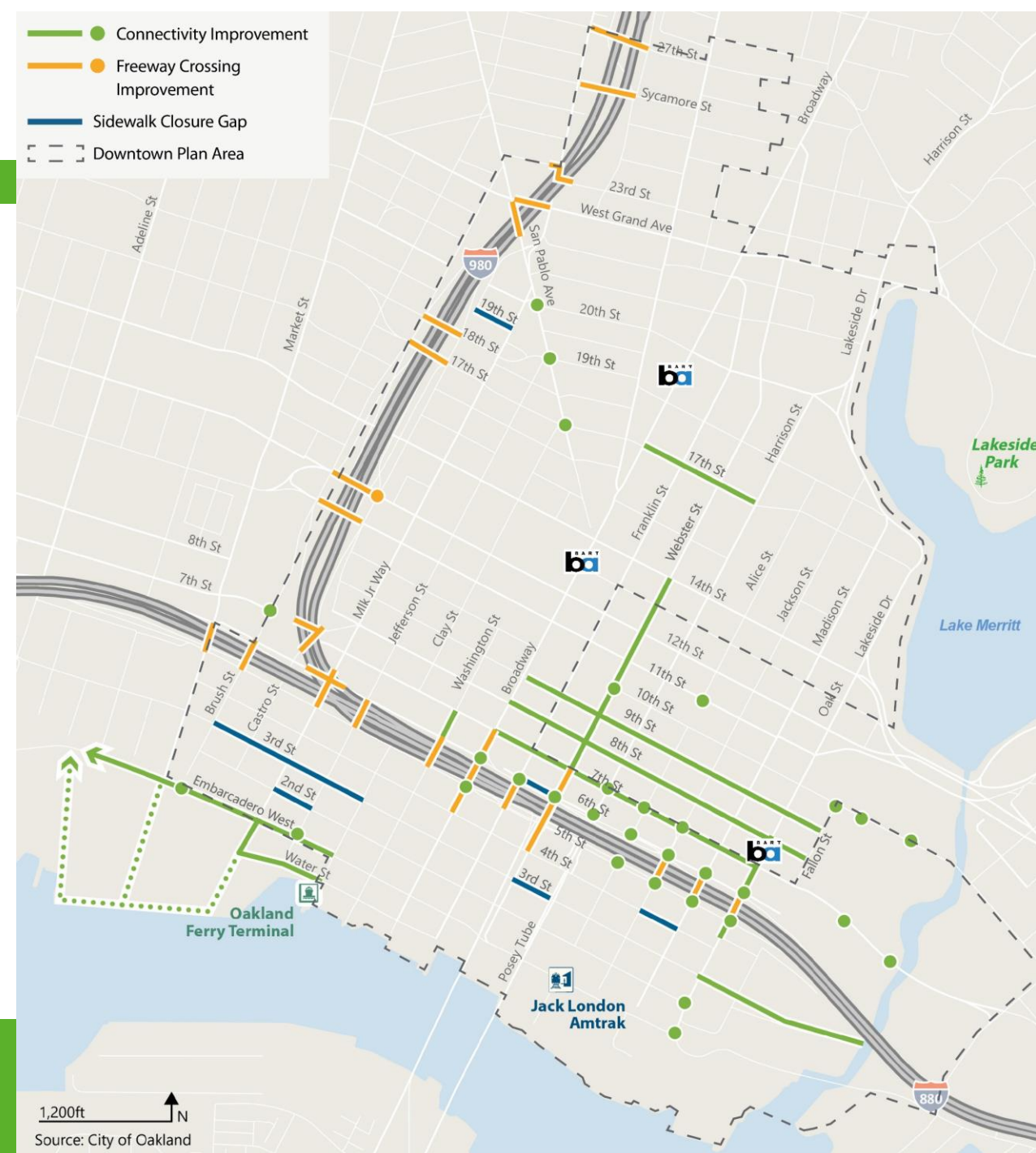
- Visible crossing treatments that minimize crossing distances at intersections and interchanges
- Street design and signal timing adjustments that support slower vehicle speeds and prioritize pedestrians
- Reallocating excess space from traffic lanes to other uses, and parking restrictions near crosswalks to improve sightlines





# CONNECTIVITY & ACCESS IMPROVEMENTS

- Filling in gaps in sidewalk network and widening sidewalks
- Improvements at freeway interchanges, over-and under-crossings
- Opening new street connections or segments where the pedestrian network is incomplete or disconnected
- Streetscape amenities such as lighting and wayfinding signages
- Directional curb ramps and accessible pedestrian signals (APS)
- Completing the “Green Loop” system of integrated walking and biking paths through downtown





# IMPROVE UNDERPASS CROSSINGS





# IMPROVE UNDERPASS CROSSINGS





# BICYCLE NETWORK

The proposed network includes two tiers:

- The Core Network, which will provide at least three high-quality bikeways in the east-west and north-south directions that connect into the surrounding neighborhoods
- The Vision Network, which will provide additional low-stress connections throughout downtown





# TRANSIT NETWORK

Proposed transit network improvements focus on infrastructure improvements that will enable AC Transit in partnership with the City of Oakland to:

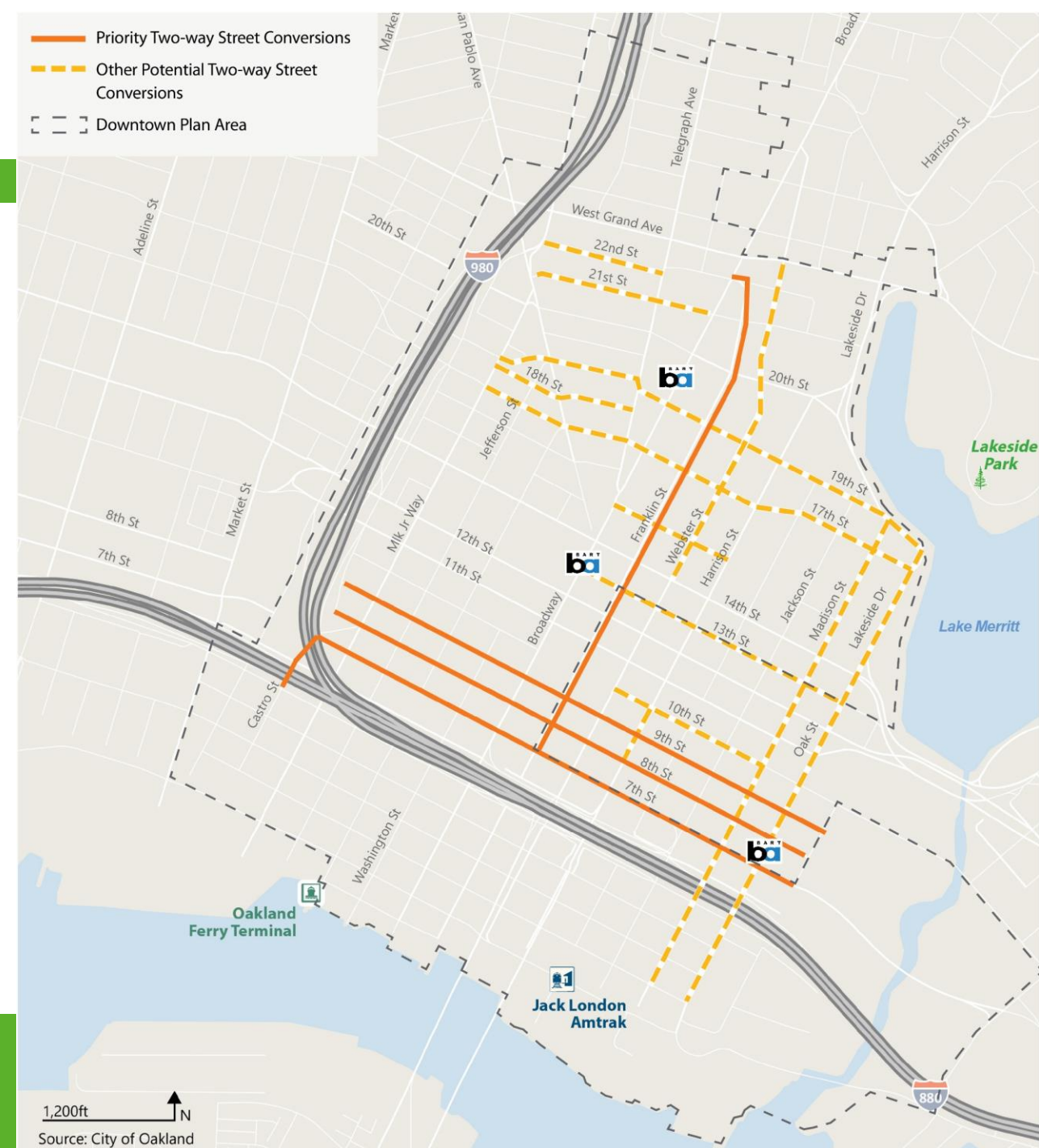
- Reduce bus travel times
- Increase bus frequencies
- Ensure reliability, safety, and security for bus passengers
- Reduce transit costs, particularly for low-income members of the community



# STREET CONVERSIONS

Strategies to rebalance street space for all users include:

- Complete Streets projects that reflect transportation priorities for each street
- Converting one-way streets with excess capacity back to two-way
- Parking management strategies that incentivize people to drive less





# TIMED DISCUSSION: MOBILITY

---

**10 MIN  
GO!**

- Initial Impressions
- What do you think of the plan's pedestrian, bicycle, micromobility, & transit improvements and street conversion recommendations?
- Questions / clarifications?
- Topics for next meeting

# Culture Keeping

*Central Idea: Leverage and protect Oakland's diverse cultures as an engine for artistic innovation and economic growth by establishing and implementing cultural districts downtown with support for cultural institutions and businesses.*

Figure VG-5: The BAMBD District on 14th Street



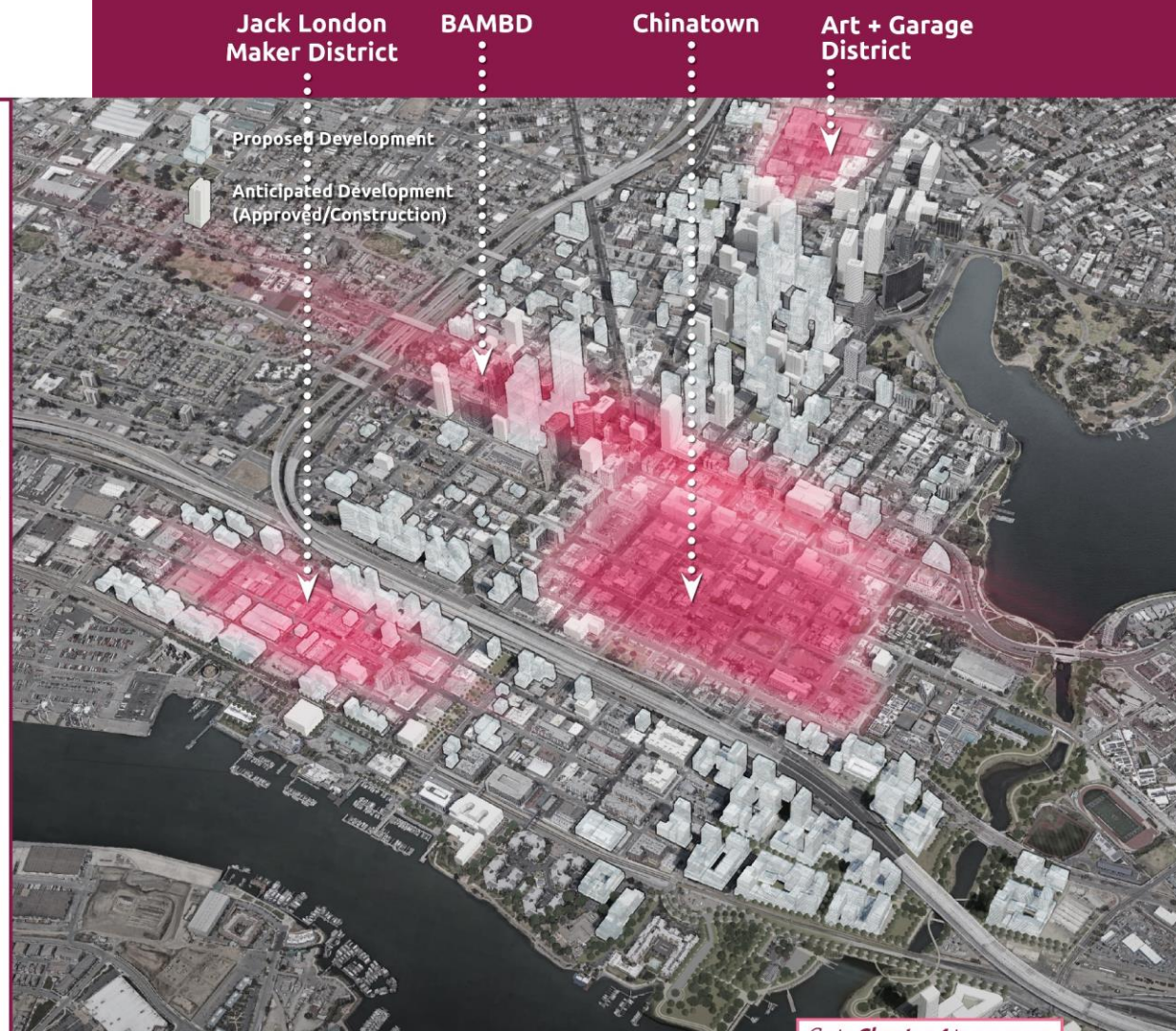
Go to **page 204** to see the before and after transformation

## Big Challenges:

- Declining shares of African American and Asian residents
- Unaffordable art/artisan small-scale manufacturing space and lack of art space
- Displacement of ethnic and cultural businesses

## Key City Investments & Policies:

- Provide affordable space for entrepreneurs, small local retailers, artists and artisans by developing a City-run master lease program
- Dedicated ground floor space for cultural, arts, and maker uses in new developments located in cultural districts
- Construct coordinated streetscape and public space improvements that help identify and enhance arts and culture districts



## CULTURAL DISTRICTS

With special zoning and land use regulations to preserve arts & culture.

Go to **Chapter 4** to see more



# CULTURE KEEPING

---

## Big Challenges:

- Declining shares of African American and Asian residents
- Unaffordable art/artisan small-scale manufacturing space and lack of art space
- Displacement of ethnic and cultural businesses

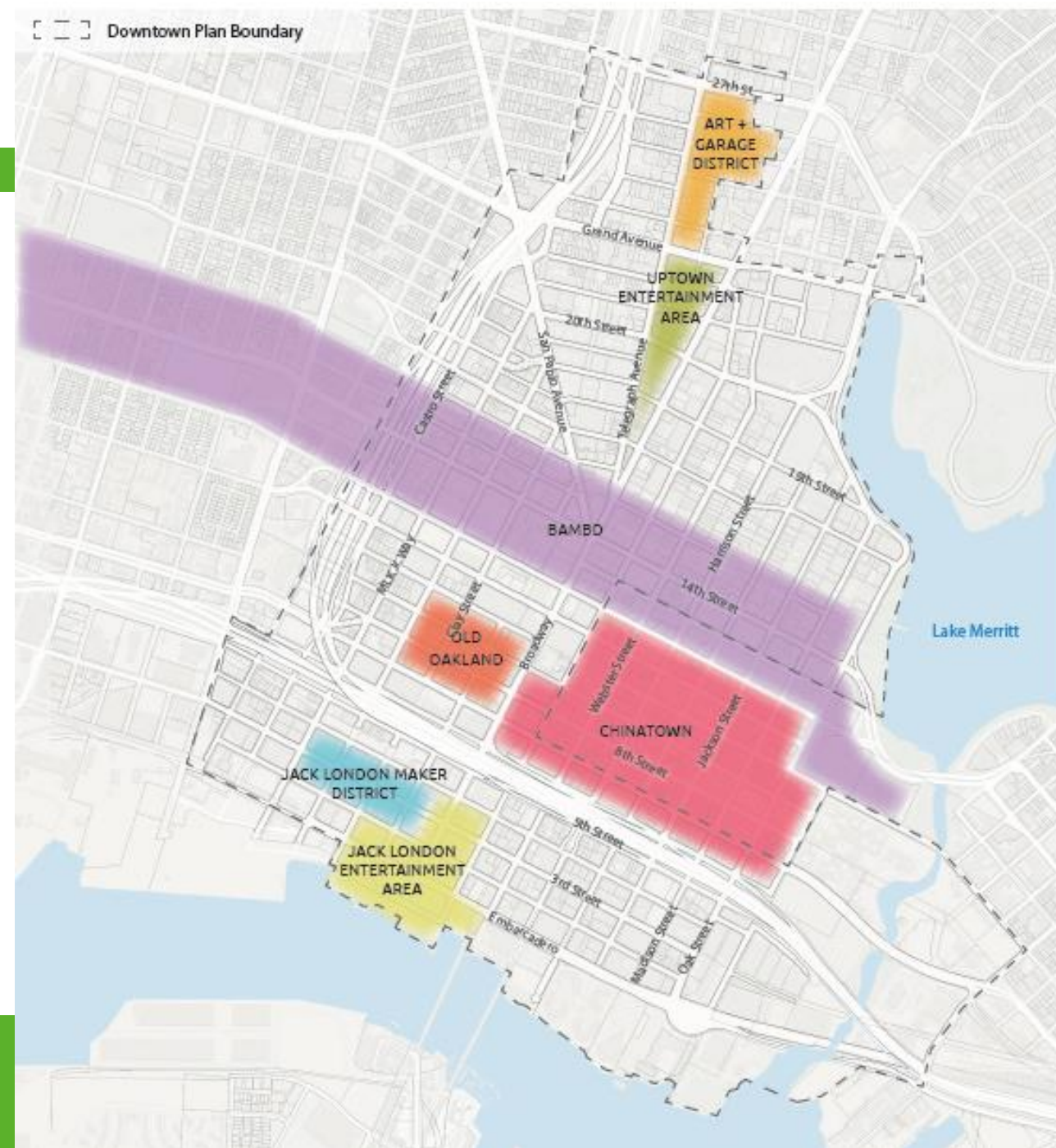
# CULTURE KEEPING

## Key City Investments & Policies:

- Provide affordable space for entrepreneurs, small local retailers, artists and artisans by developing a City-run master lease program
- Dedicated ground floor space for cultural, arts, and maker uses in new developments located in cultural districts
- Construct coordinated streetscape and public space improvements that help identify and enhance arts and culture districts



# Existing and Proposed Cultural & Entertainment Areas Map





# DIVERSE VOICES AND FORMS OF EXPRESSION FLOURISH





# DIVERSE VOICES AND FORMS OF EXPRESSION FLOURISH





# SUPPORT CULTURAL DISTRICTS





# SUPPORT CULTURAL DISTRICTS





# TIMED DISCUSSION: CULTURE KEEPING

---

**10 MIN  
GO!**

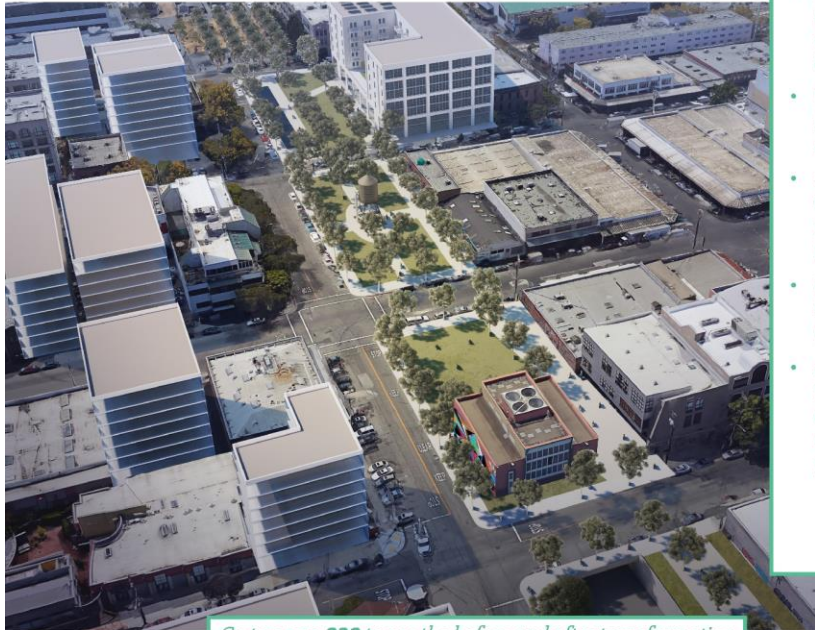
- Initial Impressions
- Is there support for defining cultural districts, that potentially restrict other uses?
- Questions / Clarifications
- Topics for next meeting



# Community Health

*Central Idea: Enhance quality of life and health for all Oaklanders by improving and expanding public spaces, implementing urban greening projects, reducing private vehicle trips, and shifting to renewable energy sources.*

Figure VG-6: Webster Green



Go to **page 232** to see the before and after transformation

## Big Challenges:

- High asthma rate, particularly for African Americans and others living along high-traffic corridors
- Sea level rise and other environmental stressors
- Small businesses unable to thrive due to limited foot traffic, fear of crime

## Key City Investments & Policies:

- Create a safe and healthy public realm through street, parks, and open space improvements
- Draft and adopt design guidelines for streets and public spaces
- Support clean transportation modes to reduce greenhouse gas (GHG) emissions
- Eliminate fossil fuels from buildings systems and vehicles
- Apply concepts from CURB Strategy, Sustainable Oakland, Sea Level Rise Road Map and others for a more resilient downtown





# COMMUNITY HEALTH

---

## Big Challenges:

- High asthma rate, particularly for African Americans and others living along high-traffic corridors
- Sea level rise and other environmental stressors
- Small businesses unable to thrive due to limited foot traffic, fear of crime



# COMMUNITY HEALTH

## Key City Investments & Policies:

- Create a safe and healthy public realm through street, parks, and open space improvements
- Draft and adopt design guidelines for streets and public spaces
- Support clean transportation modes to reduce greenhouse gas (GHG) emissions
- Eliminate fossil fuels from buildings systems and vehicles
- Apply concepts from CURB Strategy, Sustainable Oakland, Sea Level Rise Road Map and others for a more resilient downtown



PROVIDE VIBRANT PUBLIC SPACES



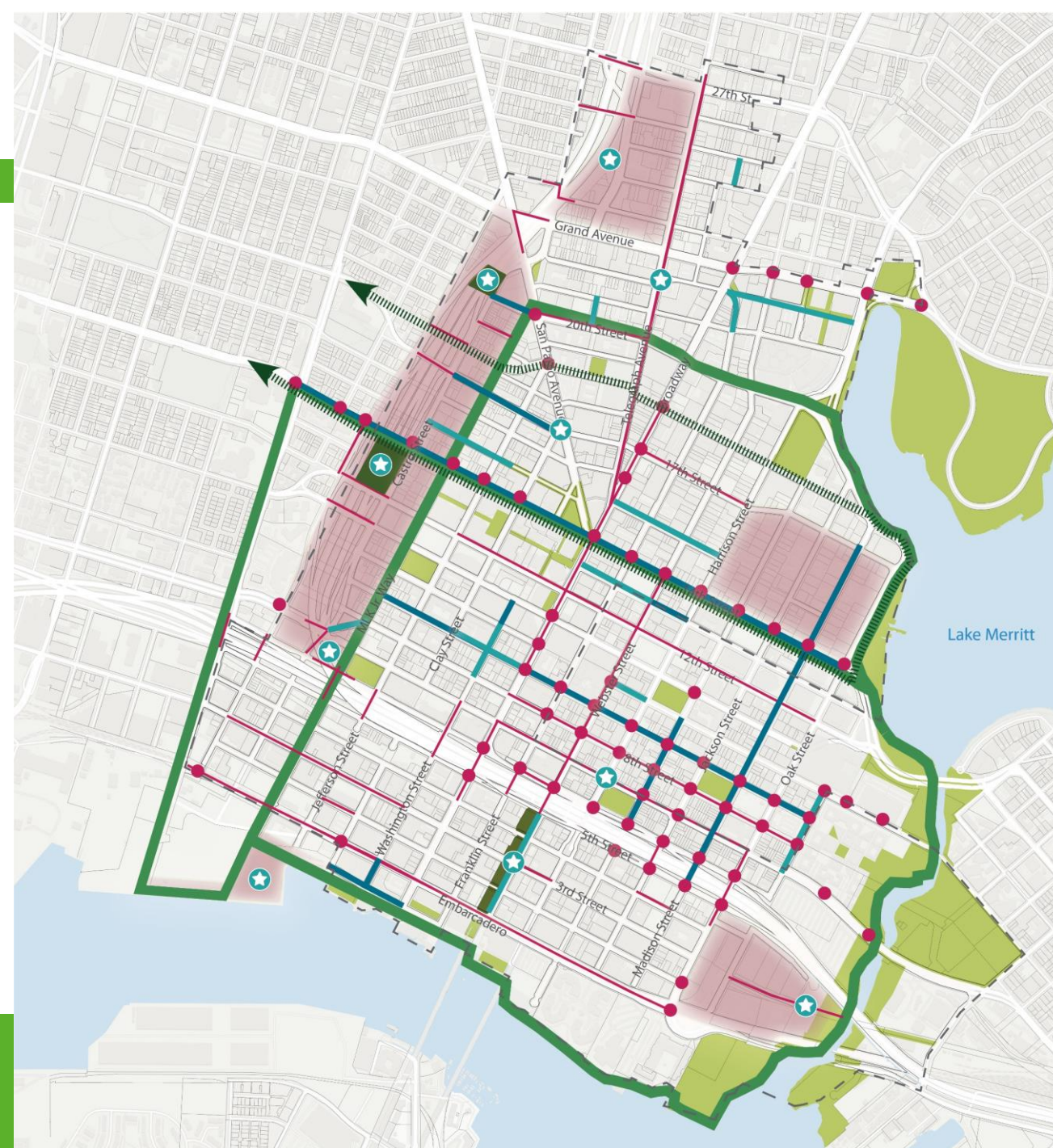


# PROVIDE VIBRANT PUBLIC SPACES





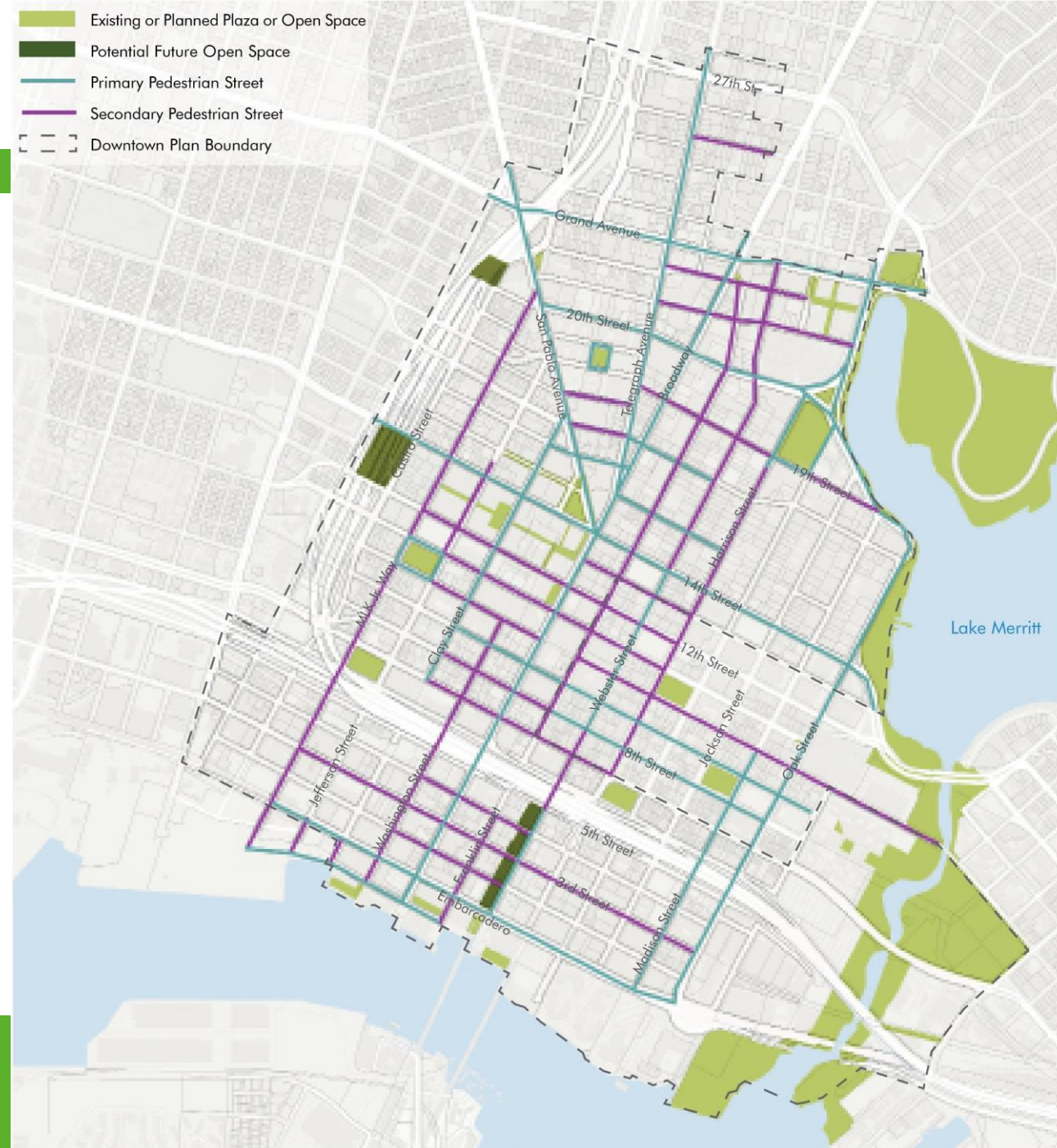
# A HEALTHY, ACTIVE PUBLIC REALM





# PEDESTRIAN PRIORITY STREETS

- Streets where special attention should be given to support the pedestrian realm through building design, implemented through changes to zoning or design guidelines.
- This includes attention to active ground floor uses along the sidewalk, a minimum percentage of doors and windows (no blank walls or facades) on each building facade, inclusion of shading devices such as awnings or balconies above the sidewalk, and limited curb cuts / continuous street wall.





# TIMED DISCUSSION: COMMUNITY HEALTH

---

**10 MIN  
GO!**

- **Initial Impressions**
- **Where should the city prioritize improvements to the public realm?**  
  
New Public Green Spaces; Walking/biking paths;  
Streetscapes (street trees, benches, art, etc.);  
More Plazas / Festival Streets
- **Questions / Clarifications**
- **Topics for Detailed Discussion**



# Land Use & Urban Form

***Central Idea:** Foster new development that serves Oaklanders and addresses housing and employment demand by preserving historic and cultural assets, updating land development regulations, and providing increased building intensity in exchange for pre-defined community benefits.*

Figure VG-7: Aerial view of potential new downtown development

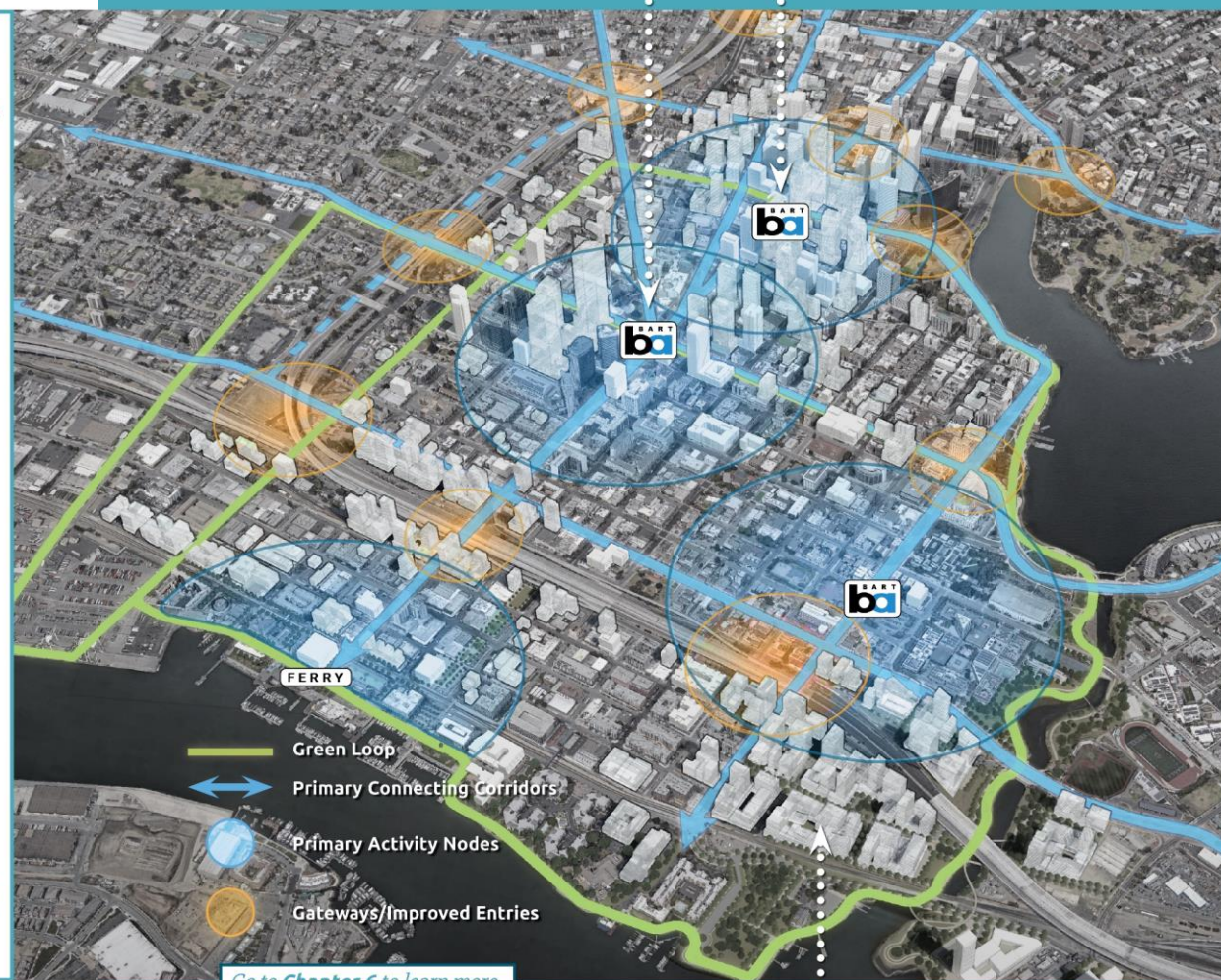


## Big Challenges:

- Limited number of prime sites for office development
- Disconnected commercial and residential activity centers
- Varying condition of parks and streetscapes
- Shortage of public restrooms

## Key City Investments & Policies:

- Develop and invest in a coordinated system of streetscape improvements to link commercial and residential activity centers with the waterfront via the "Green Loop"
- Revise land use & zoning regulations to reflect plan goals and target new density near transit
- Designate "Office Priority Sites"
- Designate arts/culture districts
- Create a streamlined development incentive program to provide increased building intensity in exchange for pre-defined community benefits



Greatest intensity in the core, near BART

Go to **Chapter 6** to learn more

Opportunity sites near Victory Court



# LAND USE & URBAN FORM

---

## Big Challenges:

- Limited number of prime sites for office development
- Disconnected commercial and residential activity centers
- Varying condition of parks and streetscapes
- Shortage of public restrooms



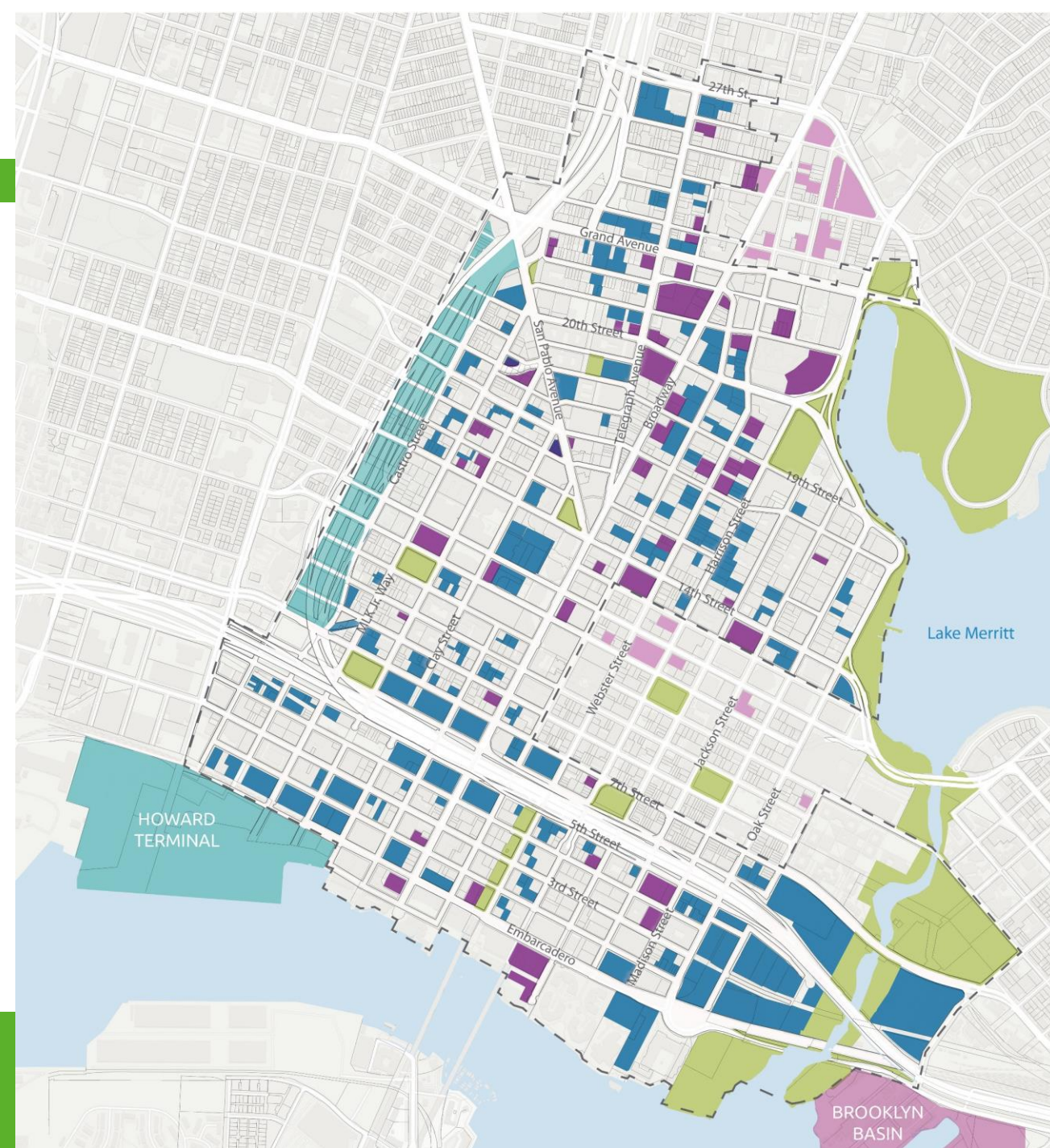
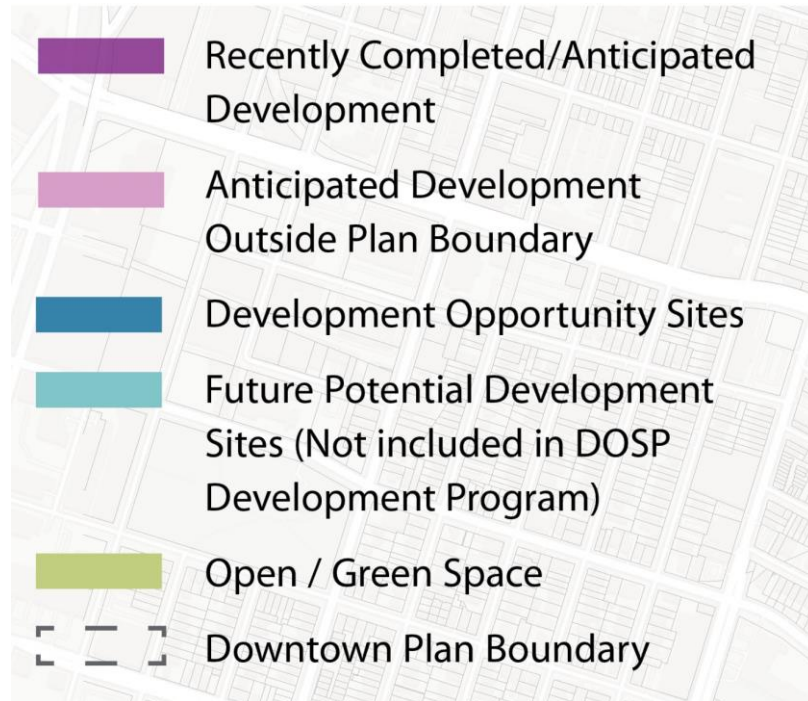
# LAND USE & URBAN FORM

## Key City Investments & Policies:

- Develop and invest in a coordinated system of streetscape improvements to link commercial and residential activity centers with the waterfront via the “Green Loop”
- Revise land use & zoning regulations to reflect plan goals and target new density near transit
- Designate “Office Priority Sites”
- Designate arts/culture districts
- Create a streamlined development incentive program to provide increased building intensity in exchange for pre-defined community benefits

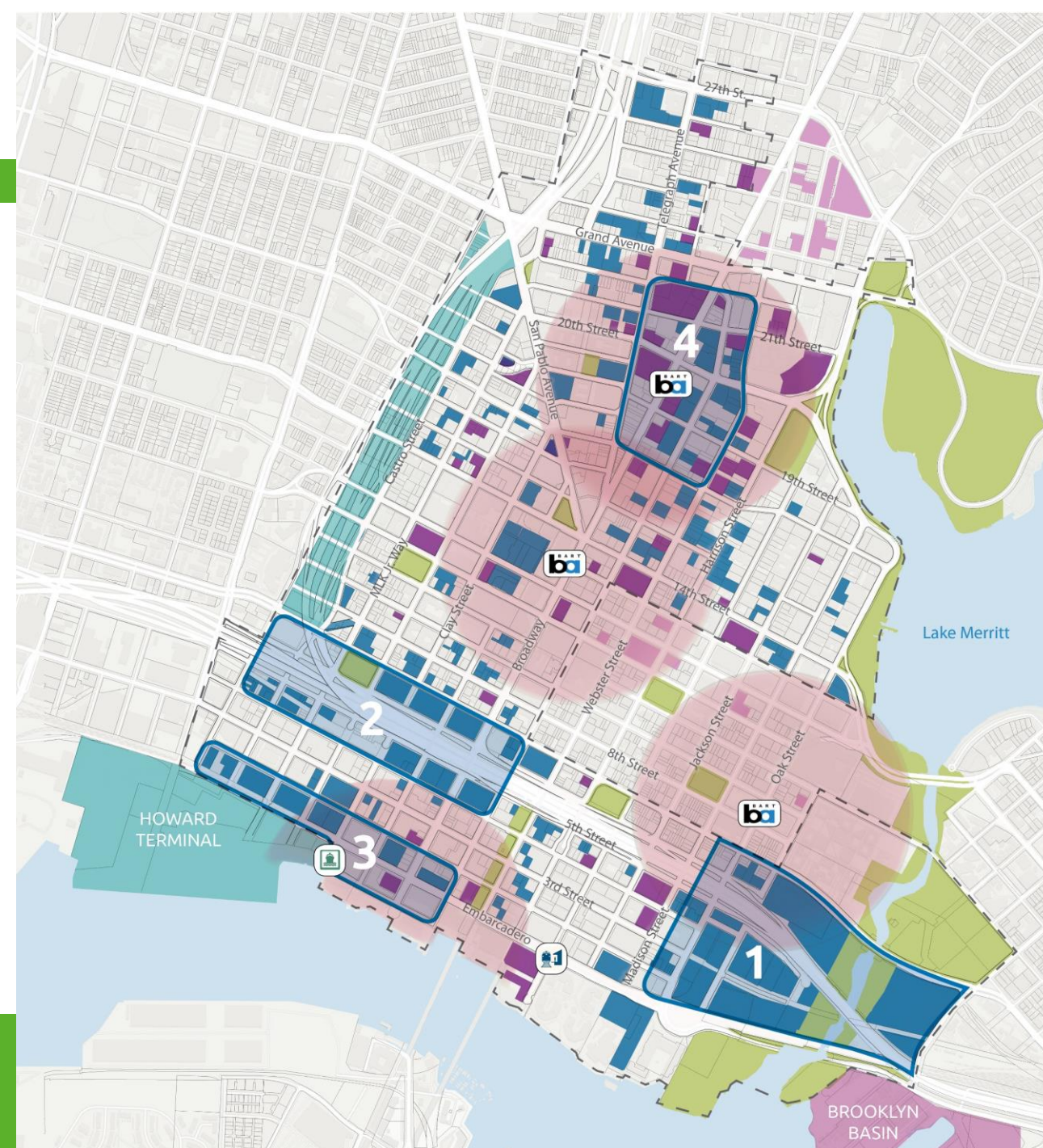


# SITES WHERE CHANGE IS ANTICIPATED





# OPPORTUNITIES FOR TRANSFORMATIONAL CHANGE





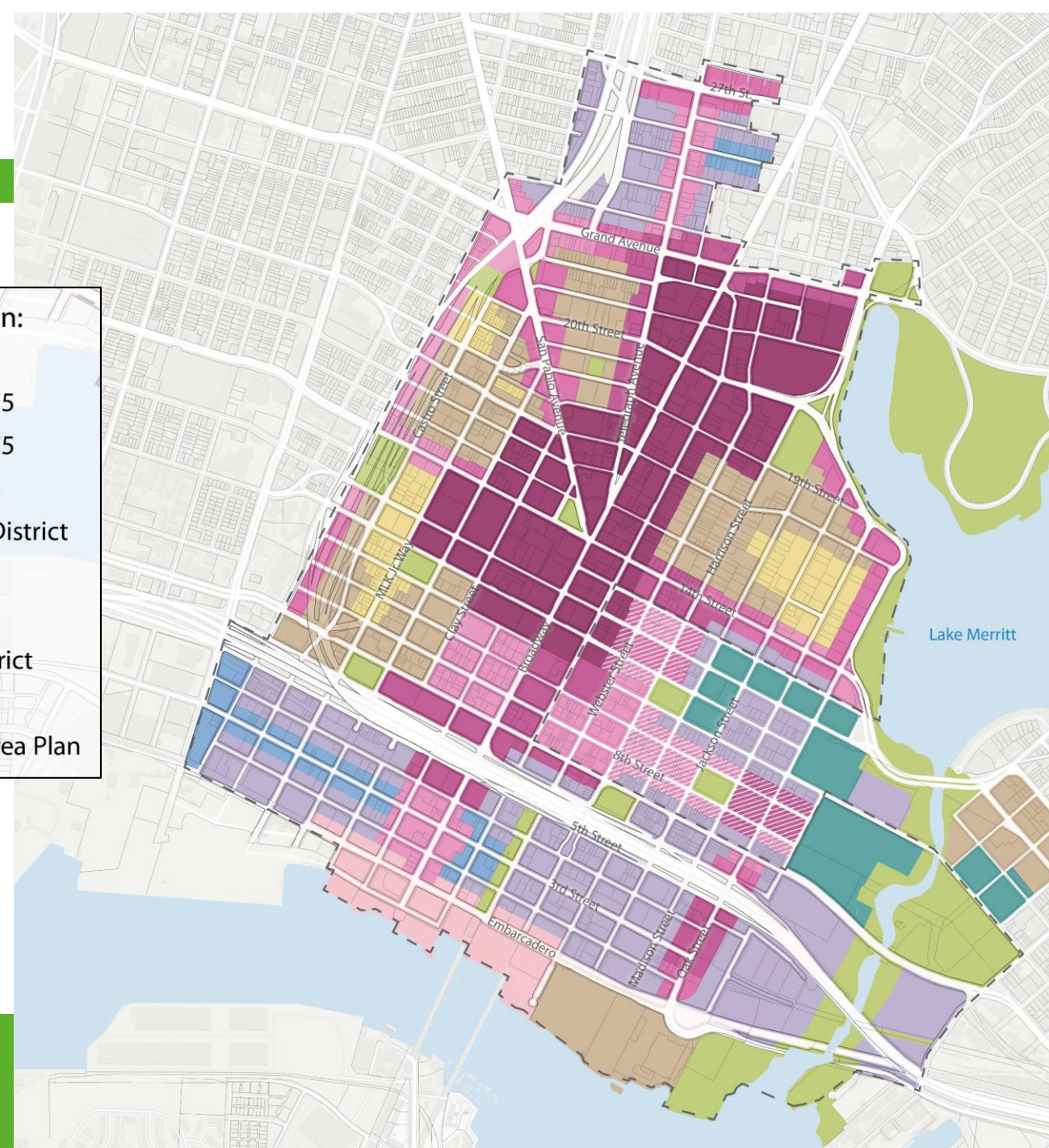
# FUTURE LAND USE CHARACTER

## Downtown Specific Plan:

- Mixed-Use, Downtown Core
- Mixed-Use, Pedestrian Corridor - III (highest intensity)
- Mixed-Use, Pedestrian Corridor - II (medium intensity)
- Mixed-Use, Pedestrian Corridor - I (lowest intensity)
- Mixed-Use, Waterfront/Entertainment
- Mixed-Use, Urban Residential
- Mixed-Use, Flex
- Flex Industry
- Institutional
- Mixed Residential
- Open Space

## Lake Merritt Station Area Plan:

- Commercial District
- Pedestrian District - 275
- Pedestrian District - 175
- Pedestrian District - 85
- Pedestrian Transition District
- Flex District
- Institutional District
- Urban Residential District
- Open Space District
- Lake Merritt Station Area Plan





# IDEAS FOR DEVELOPMENT INCENTIVE PROGRAM

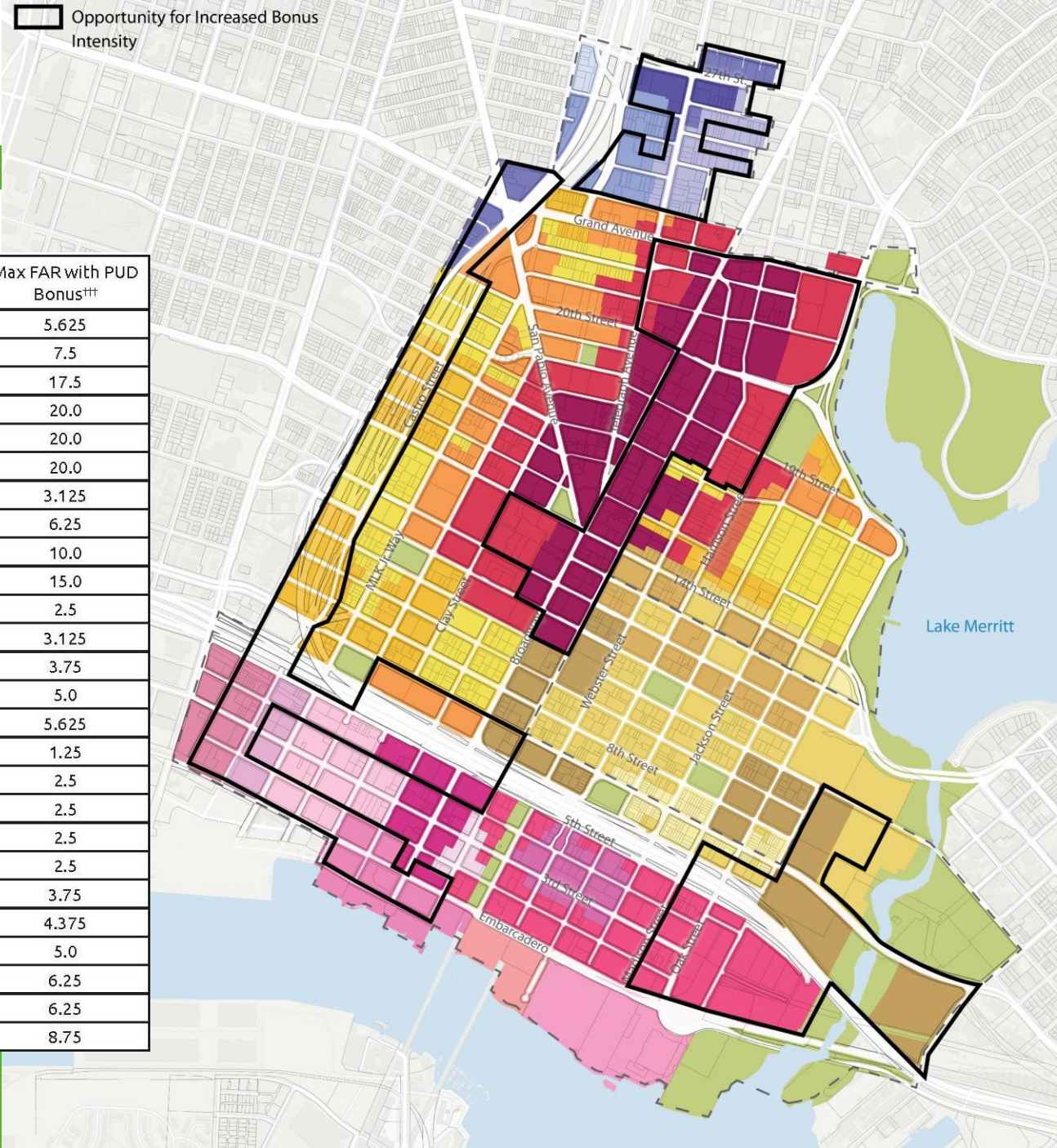
**Table LU-3:  
Existing Intensity Regulations**

*Existing downtown zoning districts include Central Business District (CBD), Lake Merritt Station Area Districts (LM) and Community Commercial (CC) areas*

*General Plan intensity regulations are referenced for Jack London as these have been the controlling factors most often applied for new development in this area*

	Intensity Area	Height Maximum	Density	FAR <sup>†</sup>	Max Density with State Bonus <sup>††</sup>	Max FAR with PUD Bonus <sup>†††</sup>
	CBD - 1	55'	300 SF	4.5	222.2 SF	5.625
	CBD - 2	85'	200 SF	6.0	148.1 SF	7.5
	CBD - 4	275'	90 SF	14.0	66.7 SF	17.5
	CBD - 5	400'	90 SF	17.0	66.7 SF	20.0
	CBD - 6	No Limit	90 SF	20.0	66.7 SF	20.0
	CBD - 7	No Limit	90 SF	20.0	66.7 SF	20.0
	LM - 45	45'	450 SF	2.5	333.3 SF	3.125
	LM - 85	85'	225 SF	5.0	166.7 SF	6.25
	LM - 175	175'	110 SF	8.0	81.5 SF	10.0
	LM - 275	275'	110 SF	12.0	81.5 SF	15.0
	CC - 35	35'	550 SF	2.0	407.4 SF	2.5
	CC - 45	45'	450 SF	2.5	333.3 SF	3.125
	CC - 60	60'	375 SF	3.0	277.8 SF	3.75
	CC - 75	75'	275 SF	4.0	203.7 SF	5.0
	CC - 90	90'	225 SF	4.5	166.7 SF	5.625
	PM	No Limit	NA	1.0	NA	1.25
	Industrial	No Limit	NA	2.0	NA	2.5
	OPR	No Limit	871 SF <sup>*</sup>	2.0	645.2 SF	2.5
	LI-1	No Limit	871 SF <sup>*</sup>	2.0	645.2 SF	2.5
	WMU	No Limit	653 SF <sup>*</sup>	2.0	483.7 SF	2.5
	WCR-1	No Limit	NA	3.0	NA	3.75
	RD&E-1	No Limit	NA	3.5	NA	4.375
	Business Mix	No Limit	NA	4.0	NA	5.0
	WWD	No Limit	261 SF <sup>*</sup>	5.0	193.3 SF	6.25
	MUD	No Limit	209 SF <sup>*</sup>	5.0	154.8 SF	6.25
	RD&E-2	No Limit	209 SF <sup>*</sup>	7.0	154.8 SF	8.75

 Opportunity for Increased Bonus Intensity





# IDEAS FOR DEVELOPMENT INCENTIVE PROGRAM

**LU-1.3:** Create and adopt a streamlined development incentive program for downtown that works seamlessly with updated zoning regulations and addresses the community’s most pressing needs

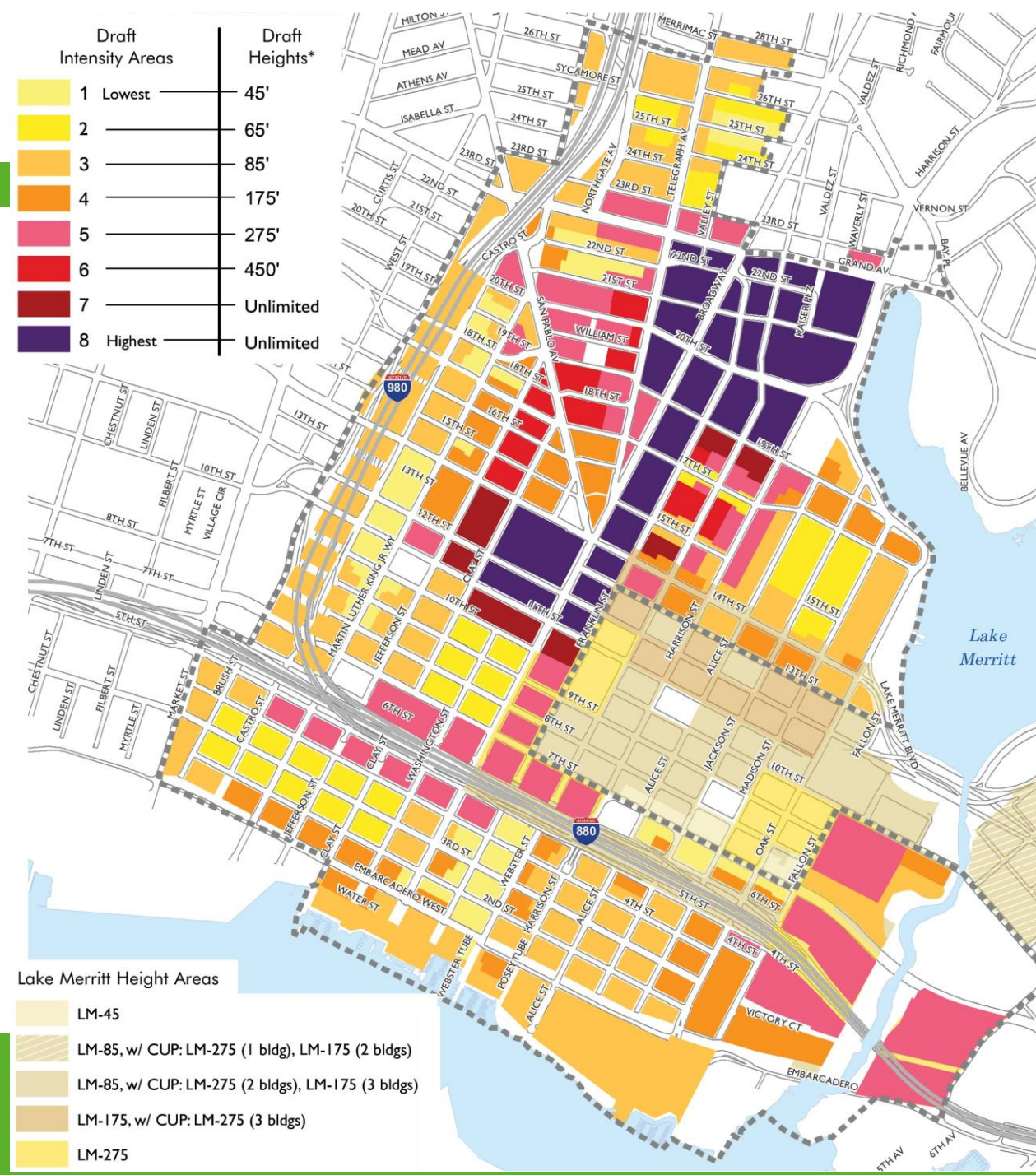
Neighborhood	Draft Options for Priority Benefits
KONO	<ul style="list-style-type: none"><li>Affordable Arts &amp; PDR Space</li><li>Parks &amp; Open Spaces</li></ul>
Uptown	<ul style="list-style-type: none"><li>Affordable Commercial (including community-serving nonprofit) / Neighborhood Retail)</li></ul>
Lake Merritt Office	<ul style="list-style-type: none"><li>Parks &amp; Open Space</li></ul>
Lakeside	<ul style="list-style-type: none"><li>Parks &amp; Open Spaces</li></ul>
Central Core (Including BAMBD)	<ul style="list-style-type: none"><li>Affordable Commercial / Neighborhood Retail</li><li>Affordable Arts &amp; PDR Space</li></ul>
West of San Pablo	<ul style="list-style-type: none"><li>Parks &amp; Open Space</li></ul>
Old Oakland	<ul style="list-style-type: none"><li>Affordable Commercial / Neighborhood Retail</li></ul>
Jack London:	<ul style="list-style-type: none"><li>Affordable Arts &amp; PDR Space</li><li>Parks &amp; Open Space*</li></ul>
* Larger developments, including potential projects in Victory Court, will likely need to provide a greater array of community benefits, in particular public open space.	

*Although affordable housing is clearly a critical community benefit, this incentive program is intended to address community desired benefits over and above affordable housing. To address affordable housing, the City has an existing density bonus incentive program and affordable housing impact fee, and the Preliminary Draft Plan also proposes several affordable housing-related policies as part of Outcome H-1 (page 137).*



# INTENSITY MAP

- The purpose of this map is to show the proposed levels of allowed height in relation to each other, from high to low. Areas showing an increased allowed height would only be allowed as a bonus as part of the proposed Incentive Program.





# TIMED DISCUSSION: LAND USE & URBAN FORM

---

**10 MIN  
GO!**

- **Initial Impressions**
- **Do the Land Use recommendations match your vision for future downtown development? Why or why not?**
- **What do you think of the public benefits identified for the development incentive program?**
- **Questions / Clarifications**



# PROCESS





# UPCOMING PRELIMINARY DRAFT PLAN REVIEW MEETINGS

## Upcoming Public Hearings

- Planning Commission, **January 23**
- Landmarks Preservation Advisory Board, **February 4**
- Planning Commission, **February 6**
- Parks and Recreation Advisory Commission, **February 13**
- Bicycle and Pedestrian Advisory Commission, **February 21**

## Stakeholder Meetings:

- Affordable housing developers
- Market rate developers
- Neighborhood groups
- Advocacy groups
- Youth engagement
- Festivals



# CAG Upcoming Meeting Agendas

January 22

February 07

February 28

Review Preliminary  
Draft Plan



Workshop Central  
Ideas and  
Key Policies



Share, Discuss,  
and Synthesize  
Community  
Feedback



Community  
Events

Planning Commission  
Meetings

Advisory Board  
Meetings

Stakeholder  
Meetings

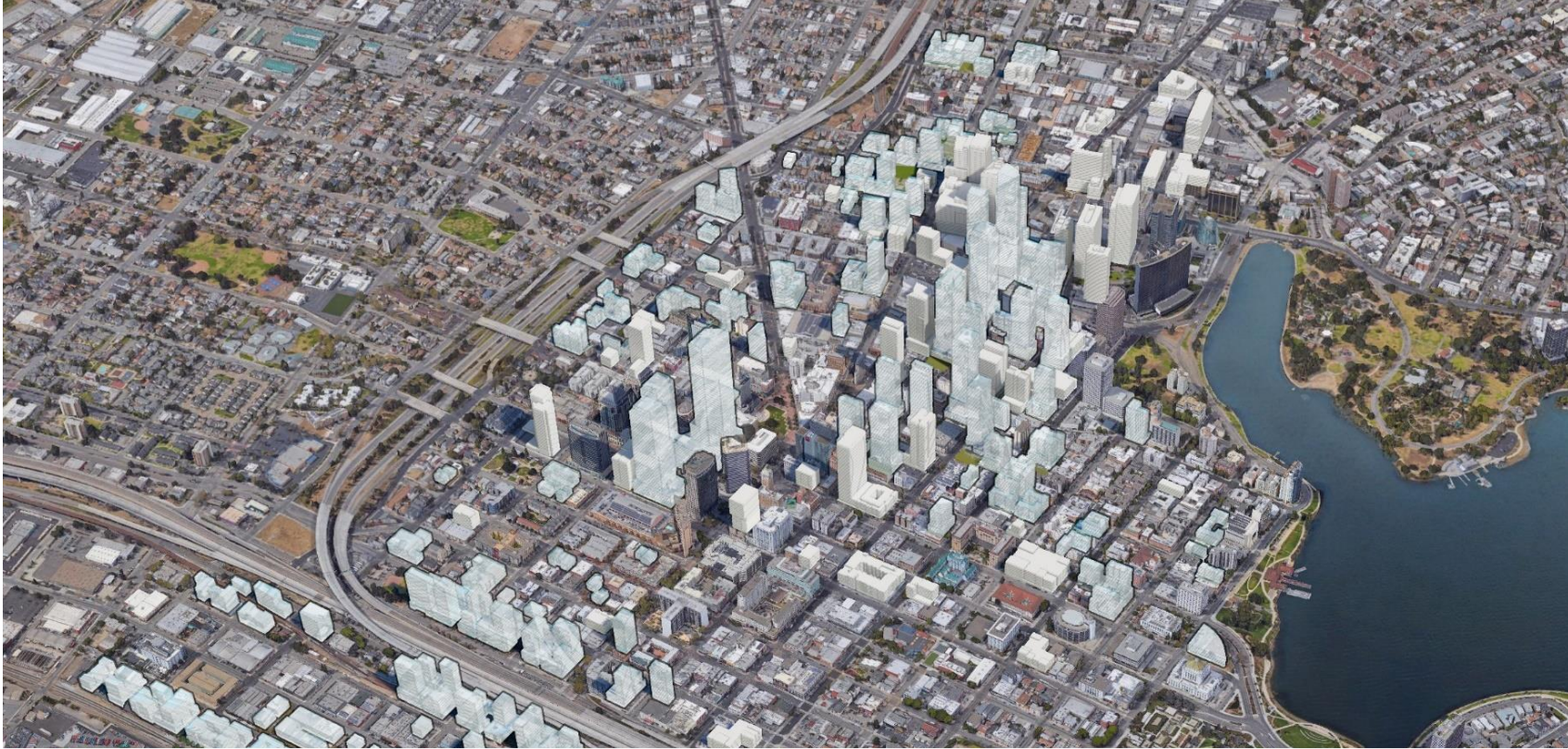


# CAG ROLE IN PRELIMINARY PLAN REVIEW

---

- **Serve as advisors for the Preliminary Draft Plan**
- **Help to workshop and refine ideas at the next CAG meeting**
- **Do you know of any community groups meeting in the next month that we can reach out to?**
- **Are you comfortable sharing your contact information on the Plan website?**





**THANK YOU!**

Send additional input to  
[plandowntownoakland@oaklandca.gov](mailto:plandowntownoakland@oaklandca.gov)