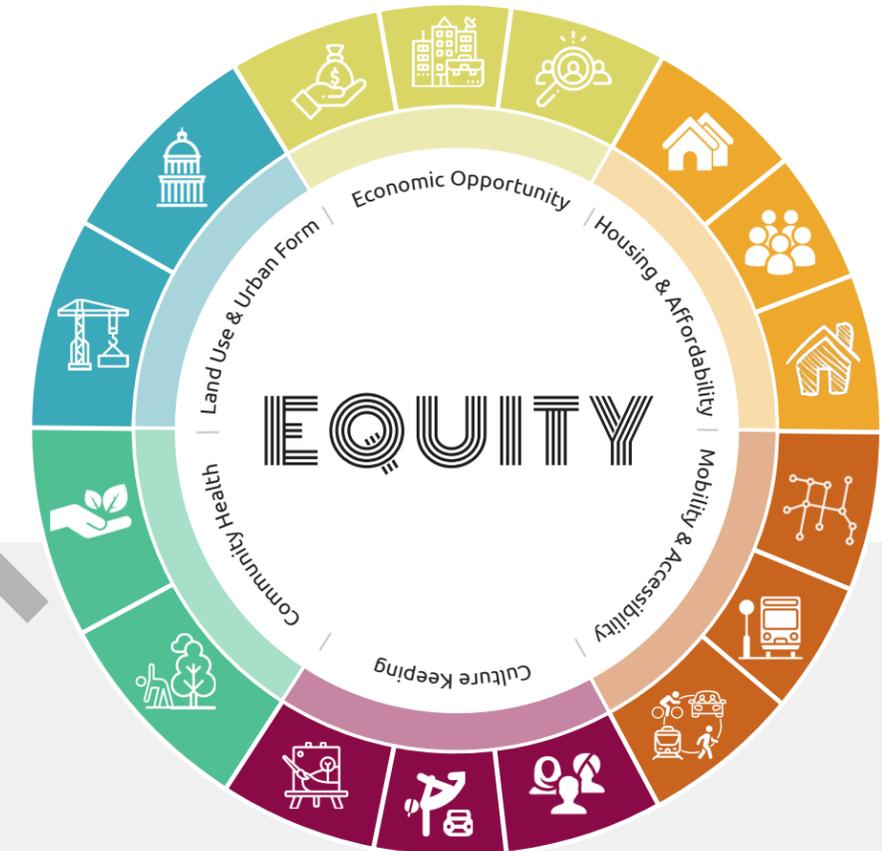


A Shared Vision, Centering Equity

The Public Review 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 provides affordable, accessible space for businesses and community organizations, and sustains employment opportunities across a broad array of job skills.



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 downtown to support the full range of lifestyles and choices essential to Oaklanders.



Housing Outcome H-2

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 transportation 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
Encourage 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.