

Topic	Issues	Community & Plan Alternatives Ideas
Built Environment	1 - Adapt and grow downtown's capacity for a vibrant mix of jobs, housing and other uses to meet the needs of existing residents and the needs of Oakland's increasing population, generate healthy, livable neighborhoods and encourage activity at all times of the day.	1.01 - Identify opportunity sites that will meet the goals for new housing, employment space, irrespective of potential new development at Howard Terminal and I-980.
		1.02 - Increase density to meet housing and affordability goals and to support transit investments.
		1.03 - Reserve appropriate areas for taller, commercial buildings to be developed in the future when large-scale development is feasible and necessary.
	2 - Focus intensity of new development in appropriate, transit-rich areas within downtown Oakland to preserve the character of other areas, promote transit ridership and in turn support improved transit service, and build demand to support flourishing businesses and amenities.	2.01 - Maximize growth (particularly office uses) near transit, around BART stations. Designate sites adjacent to transit hubs and along major transit corridors to accommodate the most intense and dense development, balancing housing supply with local employment opportunities (see ECAP Action TLU-9).
		<p>2.02 - Protect unique historic buildings, districts and places by developing clear criteria and policy recommendations for Historic Preservation.</p> <p><i>Clearly define what constitutes a Historic Resource and requires protection; supplement historic properties mapping with identification of potential landmarks or significant structures.</i></p> <p><i>If not possible to evaluate historic resources for entire Plan area, focus on areas proposed for higher-density development to encourage streamlined CEQA review.</i></p> <p><i>Integrate preservation of neighborhood character (for example, preservation of artist/maker building fabric) into recommended policy and design guidelines.</i></p> <p><i>Balance calls for context-sensitive development within the scale of existing buildings with goals for housing and economic development.</i></p> <p><i>Explore/update a system for the transfer of development rights as a historic preservation strategy (between neighborhoods downtown).</i></p>

3 - Focus change in key areas that have significant amounts of vacant and underutilized land, and adaptively reuse historic buildings to maintain a strong sense of place.

3.01 - Work with regional agencies to develop a visionary long-term plan for Howard Terminal and I-980 that meets the Bay Area's regional transportation connection needs while bringing job growth to underutilized areas of Oakland.

Develop a phased map so that the Port can continue operating while expanding Jack London.

Find a new home for the fire station.

3.02 - Add properties to the opportunity sites map that are underscaled, difficult to use or in poor condition.

3.03 - Develop underutilized land in the Jack London District.

Keep 3rd Street industrial, with the exception of residential on upper floors when it meets certain requirements.

Develop a transition between the industrial, port-serving uses west of Brush and Jack London.

Develop a better-equipped facility for the Jack London produce market in a more appropriate location, while taking advantage of the current market's historic building's for adaptive reuse.

Create zoning allowances and work with BART to develop a plan to develop the six contiguous blocks owned by BART along 4th & 5th St corridor as a gateway to Old Oakland.

Victory Court?

3.04 - Create an easily available and implemented set of incentives for property owners to adaptively reuse historic buildings, including:

Permit streamlining

Fee reductions

Application of the California Historic Building Code

Adjustments to parking requirements

Transfer of Development Rights

Federal Historic Preservation Tax Credits

Mills Act Contracts

Create additional opportunities for use of the wide range of historic preservation incentives available through local, state, and federal programs

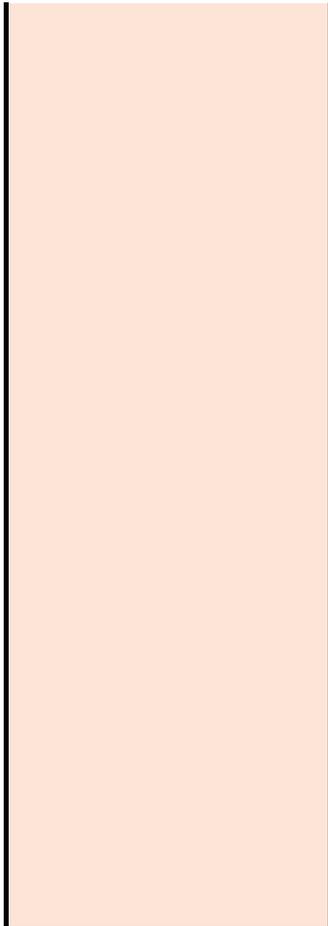
3.05 - Create an easily available and implemented set of incentives for property owners to develop vacant or underutilized properties, including:

Permit streamlining

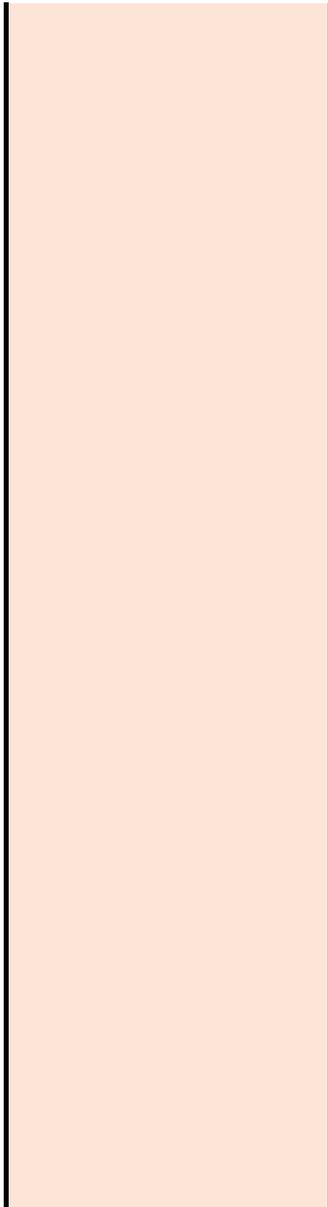
Fee reductions

Adjustments to parking requirements

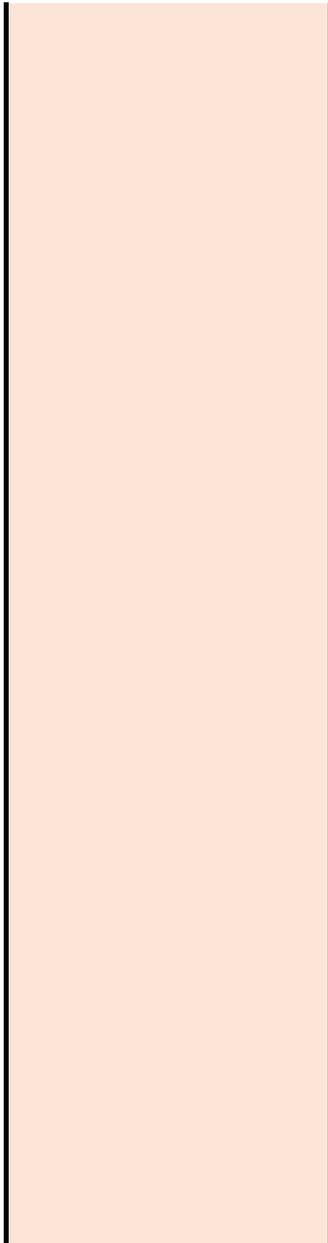
	<p>4 - Improve the public realm, making a more encouraging pedestrian environment, by preserving and restoring historically significant landmarks and buildings, updating zoning and establishing new design guidelines.</p>	<p>4.01 - Develop design guidelines:</p> <p><i>Relate the height, bulk, scale, and massing of new buildings to the important attributes of the existing city pattern, especially when designing in or adjacent to designated City Landmarks, the Downtown Oakland National Register Historic District, and Areas of Primary Importance (API) previously identified through the Oakland Cultural Heritage Survey program.</i></p> <p><i>Require new development account for public access and views to Oakland's waterfront areas, including Lake Merritt, the channel, and the estuary shoreline.</i></p> <p><i>Protect view corridors that have the most cultural and design significance, including views of Lake Merritt, the estuary waterfront, the hills, historic and culturally significant buildings, and civic spaces.</i></p> <p><i>Include design guidance for improvements to streetscapes and public infrastructure: lighting, trees, public art, benches, sidewalks, BART stations.</i></p> <p><i>In code or guidelines, specify configurations for elements that contribute to historic/industrial architectural character, such as materials and fenestration.</i></p> <p>4.02 - Update the zoning code:</p> <p>Encourage active ground floor uses, but not necessarily retail (also include maker space and other creative and arts enterprises).</p> <p>Allow flexibility in uses, to respond to the market over time.</p> <p>4.03 - Reduce parking requirement downtown.</p>
Streets & Connectivity	<p>1 - Create an amenity-rich public realm</p>	<p>1.01 - Encourage active street life, ensuring that every street in downtown Oakland is a "complete" street; safe; comfortable and interesting for pedestrians and cyclists, with minimal blank walls or gaps in the street wall.</p>



<p>1.02 - Find or develop funding sources to make complete streets infrastructure updates.</p> <p><i>Seek grant funding for one-way to two-way conversions, "road diets" and street amenities.</i></p> <p><i>Implement a Capital Improvement Plan (CIP) that incorporates policy recommendations for creating complete streets in all of downtown (the capital improvements can be recommended in the City's existing CIP).</i></p> <p>1.03 - "Right-size" I-980, ensuring that it serves Oakland, rather than being a detriment to the community.</p> <p><i>Develop a more detailed study of the citizen-led effort to remove the I-980 highway in order to reconnect downtown and West Oakland.</i></p> <p><i>Study the option to remove I-980 and convert it to a street-level civic boulevard lined by new buildings, lively development and green spaces to stitch the fabric between West Oakland and the downtown back together.</i></p> <p><i>Study alternative options to minimize the impact of I-980, such as capping it and covering it with a park.</i></p>	
2 - Develop a high-quality bike network	2.01 - Encourage active street life, ensuring that every street in downtown Oakland is a "complete" street; safe; comfortable and interesting for pedestrians and cyclists, with minimal blank walls or gaps in the street wall.



<p>2.02 - Provide infrastructure to support pedestrian, bicycle and other active transportation.</p> <p><i>Design and implement complete streets throughout downtown (see ECAP Action TLU-17).</i></p> <p><i>Install protected cycle tracks.</i></p> <p><i>Reduce the width of pedestrian crossings to reduce crossing times, particularly for elderly and limited-mobility pedestrians.</i></p> <p><i>Plant and maintain street trees for shade and visual interest.</i></p> <p><i>Install street amenities such as benches and bicycle racks.</i></p> <p><i>Prioritize, rank and phase street improvements.</i></p> <p><i>Prioritize completion of pedestrian and bicycle networks (see ECAP Action TLU-16) and identify opportunities for shared streets and to maximize the use of streets for non-automobile uses where feasible.</i></p>	
<p>2.03 - Improve freeway over and underpasses, providing more pleasant pedestrian and bicycle infrastructure, and enhancing transit service.</p> <p><i>Make connections between Jack London and the rest of downtown safe, comfortable and inviting.</i></p> <p><i>Make better connections to West Oakland, Chinatown, Lake Merritt and Jack London Square.</i></p>	
<p>3 - Foster a delightful and safe walking experience</p>	<p>3.01 - Encourage active street life, ensuring that every street in downtown Oakland is a "complete" street; safe; comfortable and interesting for pedestrians and cyclists, with minimal blank walls or gaps in the street wall.</p>



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4 - Support fast, frequent, and reliable transit	<p>4.01 - Prioritize transit improvements, such as a streetcar line, in downtown (see ECAP Action TLU-20).</p> <p>4.02 - Work with AC Transit to implement transit operations and infrastructure improvements.</p>

		<p>4.03 - Encourage more convenient "last-mile" connections between downtown destinations and BART, San Francisco Bay Ferry, Amtrak Capitol Corridor, and AC Transit.</p>
		<p>4.04 - Work with ABAG/MTC and BART to develop a new transit hub near Howard Terminal that could serve Jack London, West Oakland and the downtown.</p>
	<p>5 - Move goods efficiently and sustainably</p>	<p>5.01 - Continue to work with other agencies to study additional new connections.</p> <p>Potential of crossing Lake Merritt.</p> <p>Removal of the 880 corridor.</p>
		<p>5.02 - Improve BART service and freight movement along the Embarcadero.</p> <p><i>Continue to examine planning alternatives that require an expanded BART system.</i></p> <p><i>Encourage and support BART improvements, including capacity, efficiency and extended services.</i></p> <p><i>Recommend the implementation of a "quiet zone" as a near-term solution to rail access along the Embarcadero in downtown; formulate and visualize a long-term solution for the Embarcadero.</i></p>

6 - Coordinate land use, transportation, and parking

6.01 - Minimize infrastructure improvements and land downtown dedicated to private automobiles.

Use vehicle miles traveled (VMT) to assess transportation impacts instead of Level of Service (LOS), consistent with SB 743 (see ECAP Action TLU-15).

Minimize parking requirements for new development, particularly when it is within a 1/2 mile of a BART station or rapid bus line and create parking maximums for new development downtown (see ECAP Action TLU-30) or eliminate parking requirements.

Restore most of the one-way streets in downtown Oakland to two-way streets where feasible and appropriate to slow traffic and increase visibility and access to local businesses.

Reduce unnecessarily wide care travel lanes that encourage speeding.

6.02 - Develop a parking strategy that balances encouraging transit use and efficient use of valuable land with meeting the parking needs of businesses, cultural institutions, residents and visitors.

Provide parking at appropriate rates for the location and time, balancing on-street and off-street options.

Use smart technology and clear signage to help drivers reliably identify and access parking when necessary.

Ensure there is available parking in appropriate locations to meet the needs of businesses and cultural institutions.

6.03 - Minimize the impact of trains on noise and accessibility to commerce and the waterfront in the Jack London District.

Implement a "quiet zone" as near term solution to rail access along the Embarcadero in downtown, while formulating a long-term solution.

		6.04 - Provide transit infrastructure and amenities needed to catalyze transit oriented development.
Equity & Accountability	1 - Preserve and support downtown's cultural, racial, and ethnic diversity, including cultural amenities and businesses that serve Oakland's diverse populations.	1.01 - Develop a "no whining" ordinance to allow existing cultural and entertainment uses to continue despite new residential development.
		1.02 - Work with Department of Race and Equity to develop intercultural dialogue and events.
		1.03 - Develop anti-displacement measures (see Housing & Affordability Goal 3).
	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.	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.
		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 - Meaningfully 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.
		4.03 - Improve notification and development process to provide residents with more accessible information about planning issues and applications. 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. 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).
	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	