

City of  
Oakland



**WEST** Specific  
Plan

**OAKLAND**

**OPPORTUNITY AREAS**

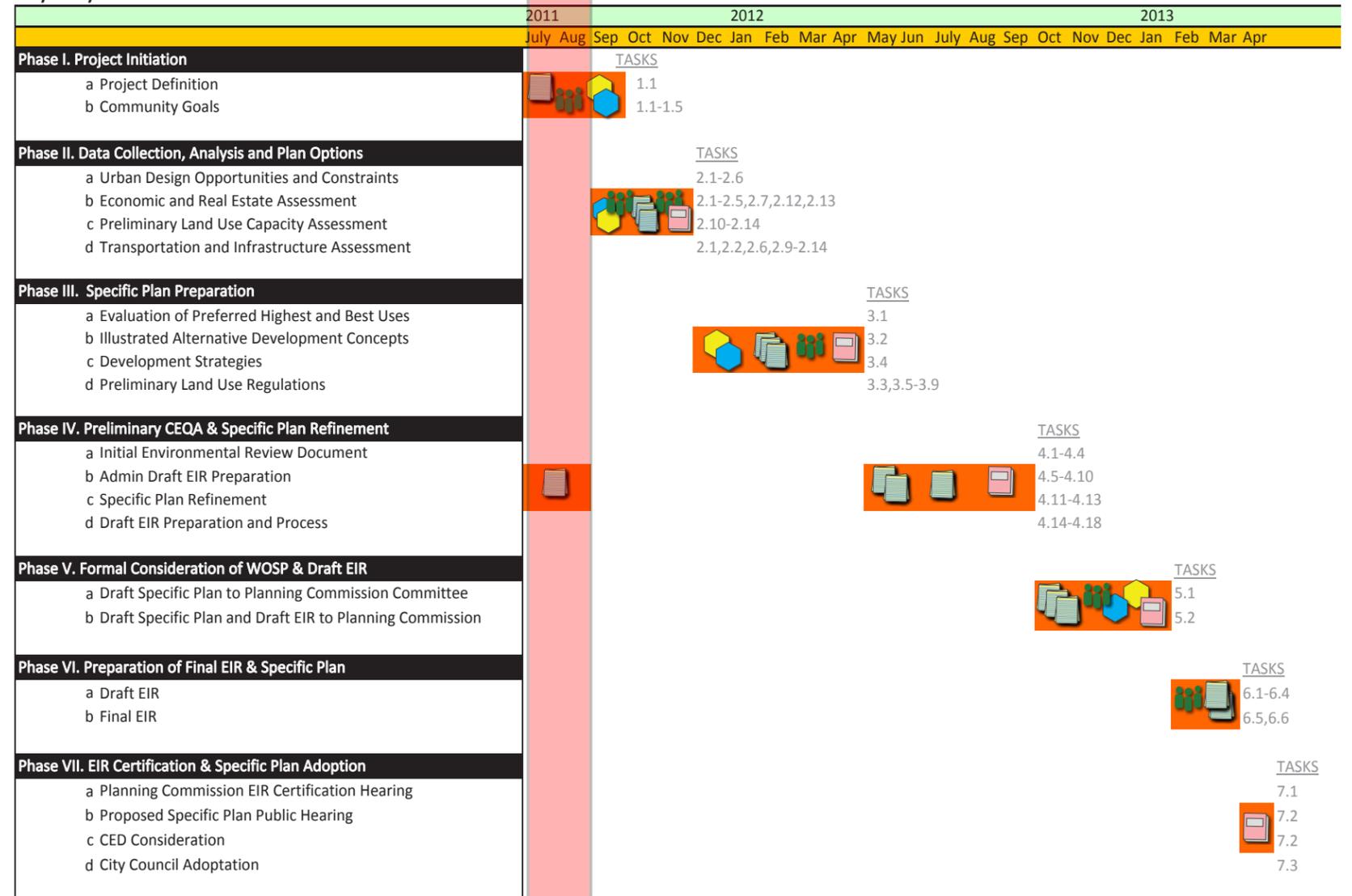
# Phase 1 - Project Initiation

**PRELIMINARY**

**SCOPE AND SCHEDULE**

1. Phase I Project Boundary Definition: Aug 31, 2011
2. Phase I Initial Definition of Community Goals: Sep 15, 2011

## West Oakland Specific Plan & CEQA Environmental Review 8/10/11



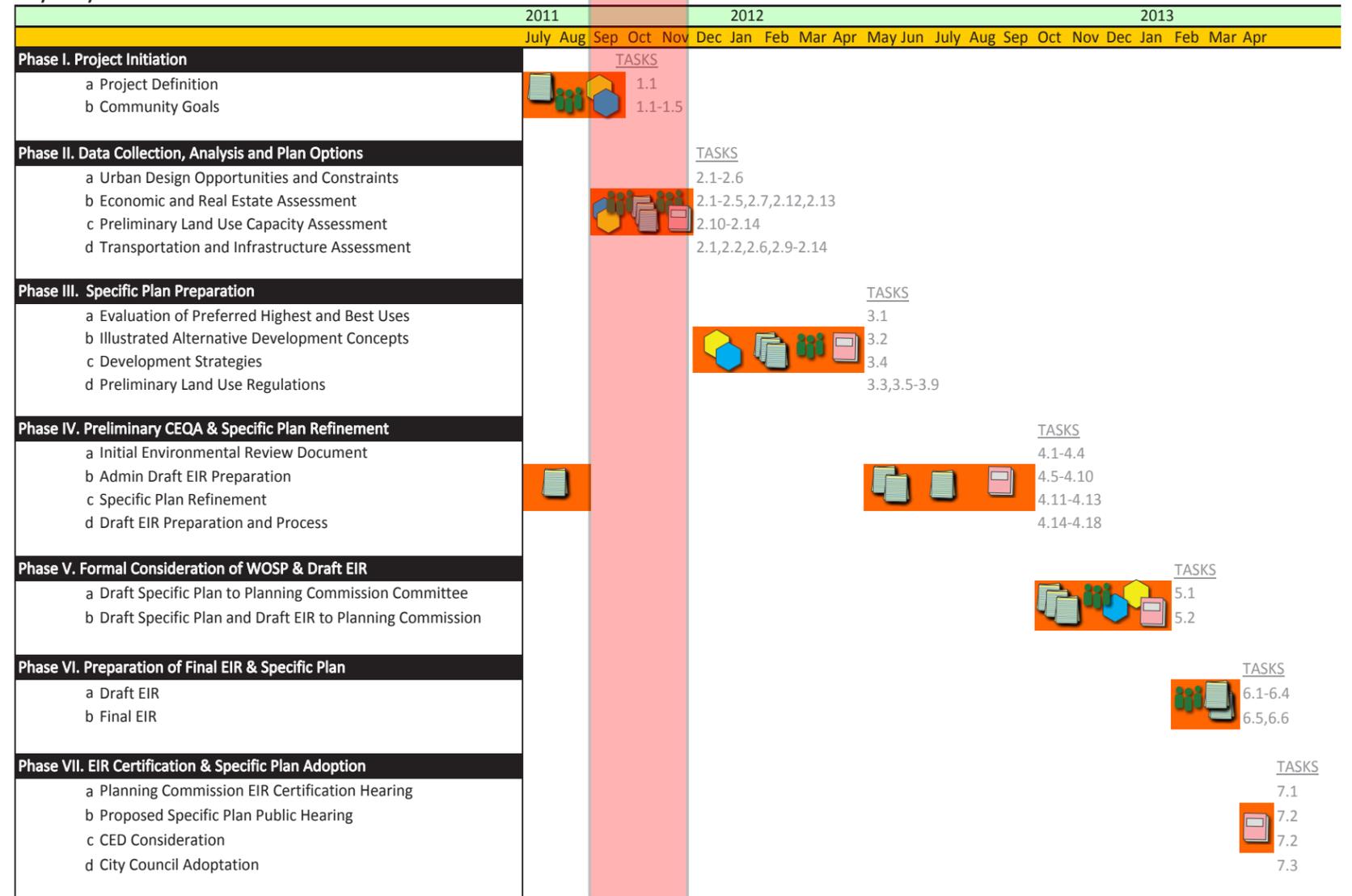
# Phase 1 - Project Initiation

**PRELIMINARY**

**SCOPE AND SCHEDULE**

1. Phase I Project Boundary Definition: Aug 31, 2011
2. Phase I Initial Definition of Community Goals: Sep 15, 2011
3. Phase II Opportunities Constraints: Oct 15, 2011
4. Phase II Economic/Real Estate Assessments: Nov 15, 2011
5. Phase II Preliminary Land Use Capacity: Nov 15, 2011
6. Phase II Transportation & Infrastructure Assessment: Nov 30, 2011

## West Oakland Specific Plan & CEQA Environmental Review 8/10/11



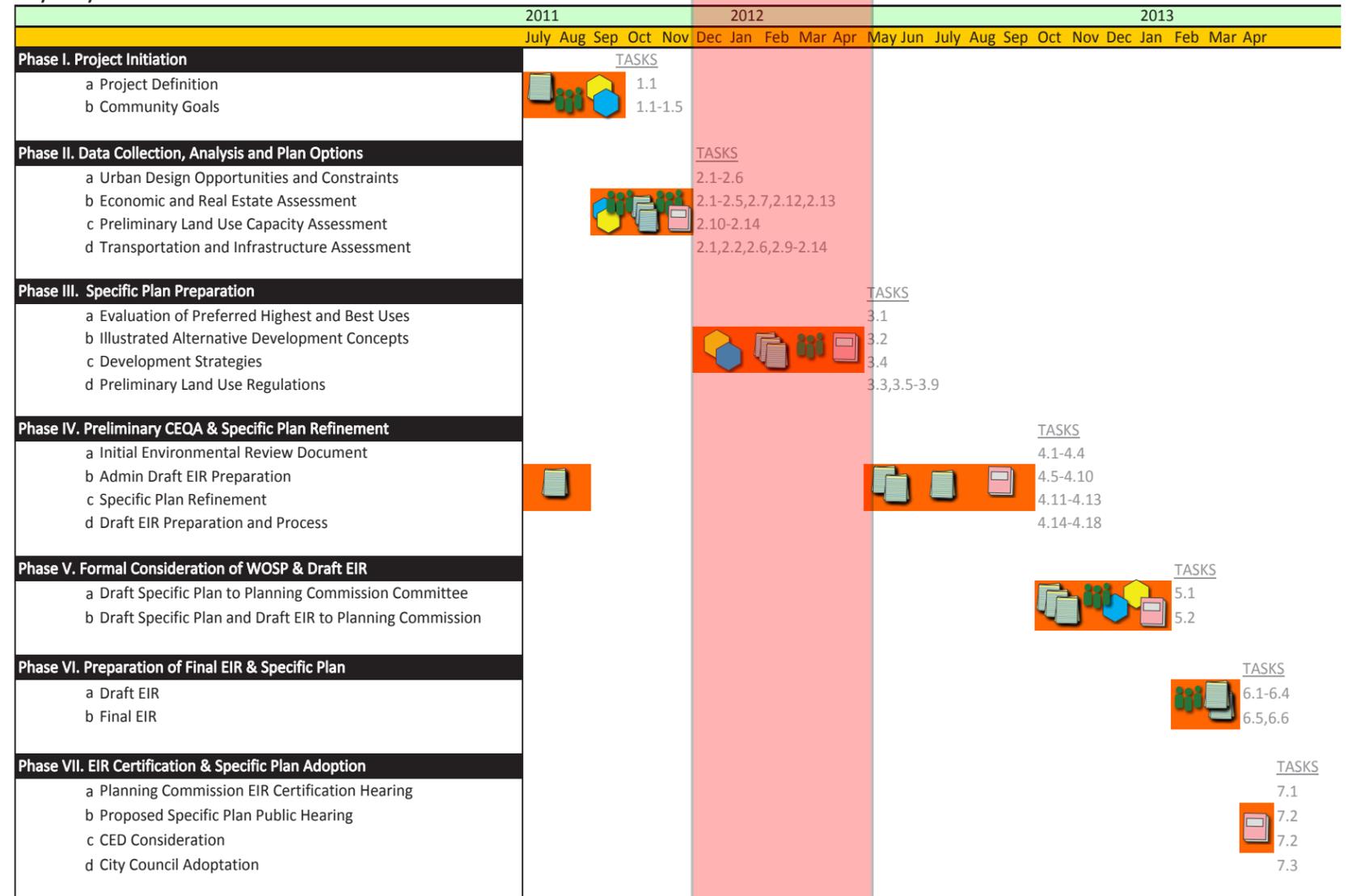
# Phase 1 - Project Initiation

**PRELIMINARY**

**SCOPE AND SCHEDULE**

1. Phase I Project Boundary Definition: Aug 31, 2011
2. Phase I Initial Definition of Community Goals: Sep 15, 2011
3. Phase II Opportunities Constraints: Oct 15, 2011
4. Phase II Economic/Real Estate Assessments: Nov 15, 2011
5. Phase II Preliminary Land Use Capacity: Nov 15, 2011
6. Phase II Transportation & Infrastructure Assessment: Nov 30, 2011
7. Phase III Highest & Best Use Evaluation: Apr 15, 2012
8. Phase III Alternative Development Concepts: Apr 15, 2012
9. Phase III Development Strategies: Apr 15, 2012
10. Phase III Preliminary Land Use Regulations: Apr 30, 2012

## West Oakland Specific Plan & CEQA Environmental Review 8/10/11



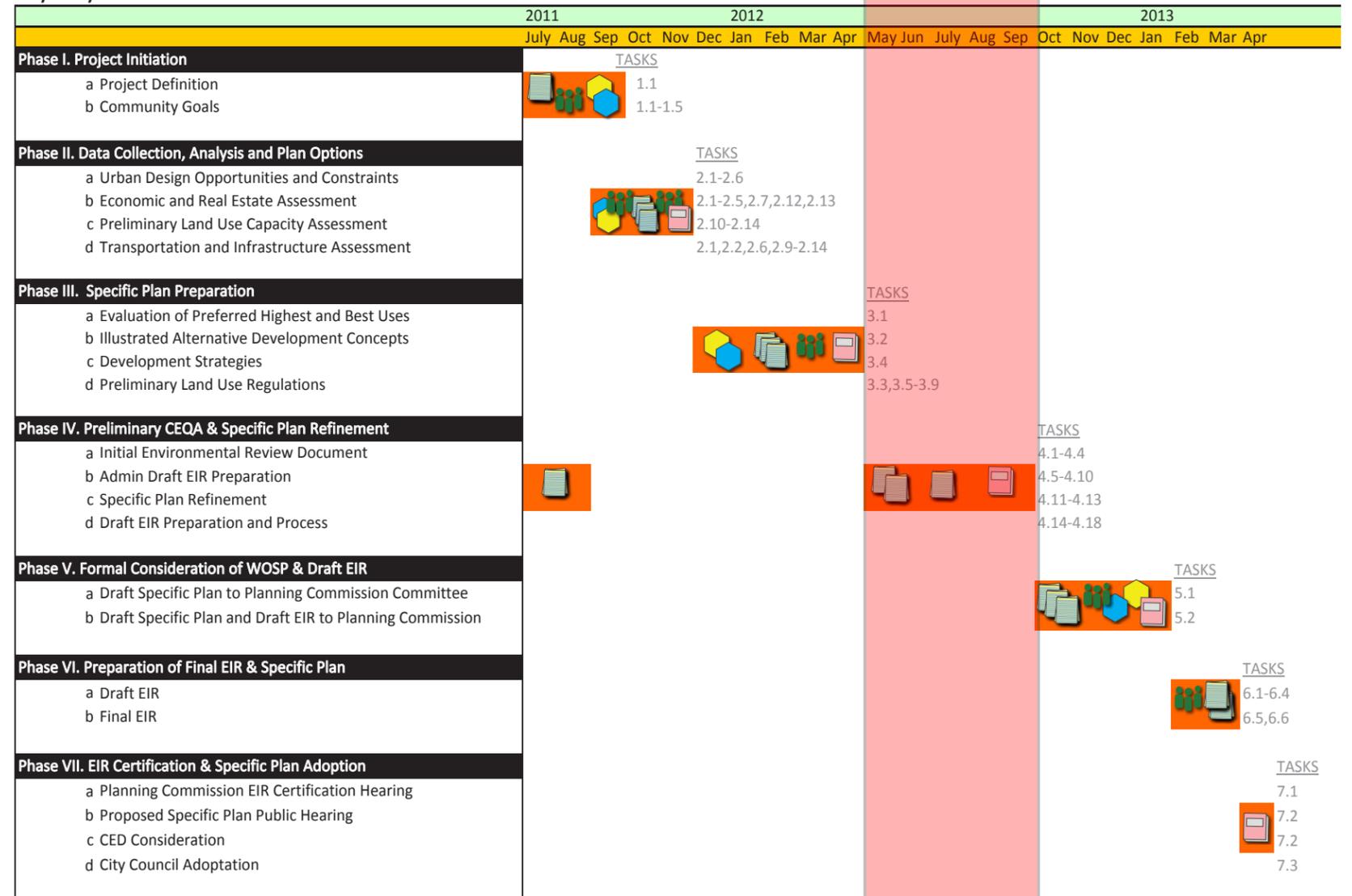
# Phase 1 - Project Initiation

**PRELIMINARY**

**SCOPE AND SCHEDULE**

1. Phase I Project Boundary Definition: Aug 31, 2011
2. Phase I Initial Definition of Community Goals: Sep 15, 2011
3. Phase II Opportunities Constraints: Oct 15, 2011
4. Phase II Economic/Real Estate Assessments: Nov 15, 2011
5. Phase II Preliminary Land Use Capacity: Nov 15, 2011
6. Phase II Transportation & Infrastructure Assessment: Nov 30, 2011
7. Phase III Highest & Best Use Evaluation: Apr 15, 2012
8. Phase III Alternative Development Concepts: Apr 15, 2012
9. Phase III Development Strategies: Apr 15, 2012
10. Phase III Preliminary Land Use Regulations: Apr 30, 2012
11. Phase IV Initial EIR: September 15, 2012
12. Phase IV Administrative Draft EIR: November 15, 2012

## West Oakland Specific Plan & CEQA Environmental Review 8/10/11



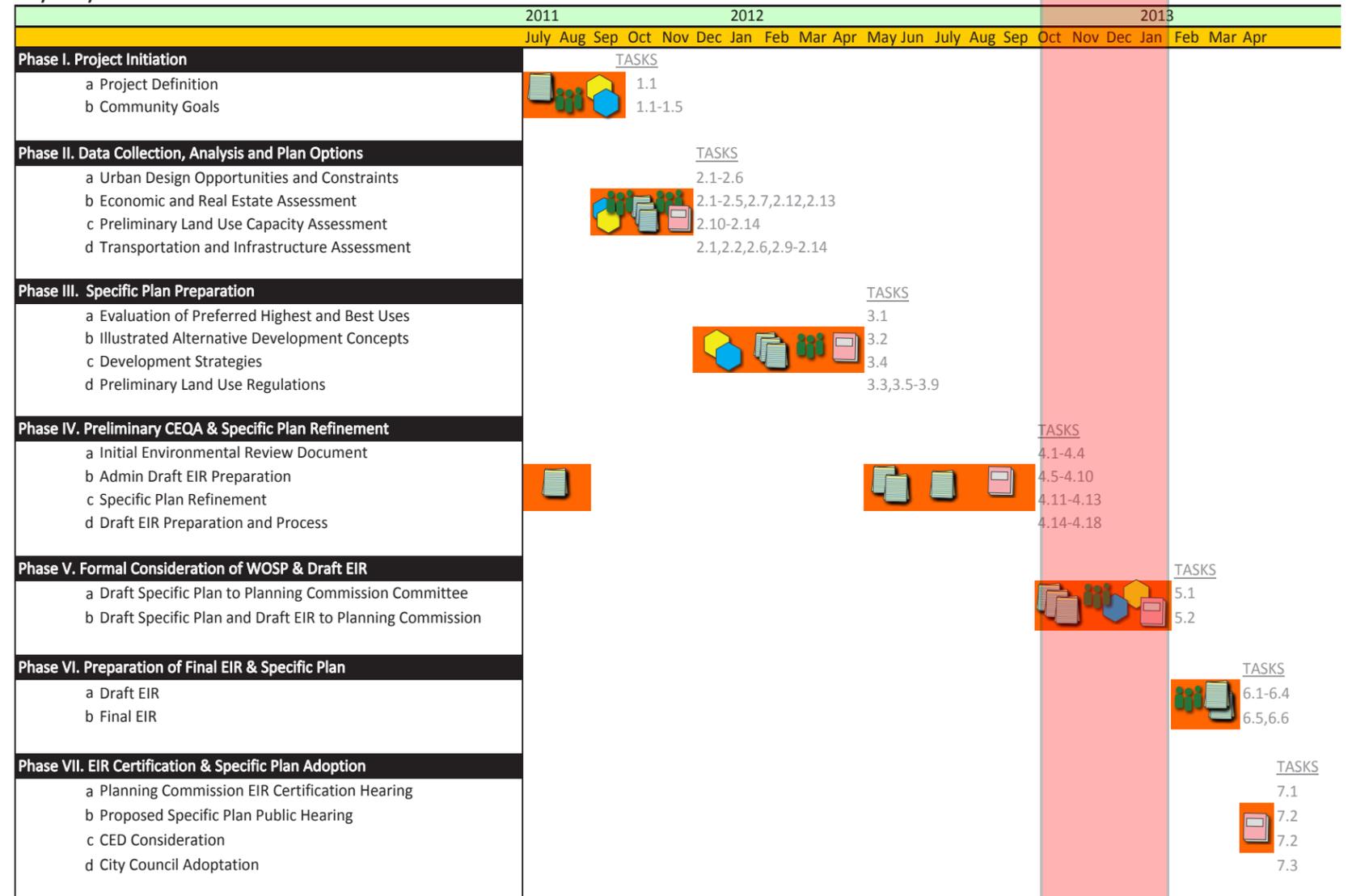
# Phase 1 - Project Initiation

**PRELIMINARY**

## SCOPE AND SCHEDULE

1. Phase I Project Boundary Definition: Aug 31, 2011
2. Phase I Initial Definition of Community Goals: Sep 15, 2011
3. Phase II Opportunities Constraints: Oct 15, 2011
4. Phase II Economic/Real Estate Assessments: Nov 15, 2011
5. Phase II Preliminary Land Use Capacity: Nov 15, 2011
6. Phase II Transportation & Infrastructure Assessment: Nov 30, 2011
7. Phase III Highest & Best Use Evaluation: Apr 15, 2012
8. Phase III Alternative Development Concepts: Apr 15, 2012
9. Phase III Development Strategies: Apr 15, 2012
10. Phase III Preliminary Land Use Regulations: Apr 30, 2012
11. Phase IV Initial EIR: September 15, 2012
12. Phase IV Administrative Draft EIR: November 15, 2012
13. Phase V Draft Specific Plan to PC - ZUC: November 15, 2012
14. Phase V Draft Specific Plan & EIR to PC: November 15, 2012

### West Oakland Specific Plan & CEQA Environmental Review 8/10/11



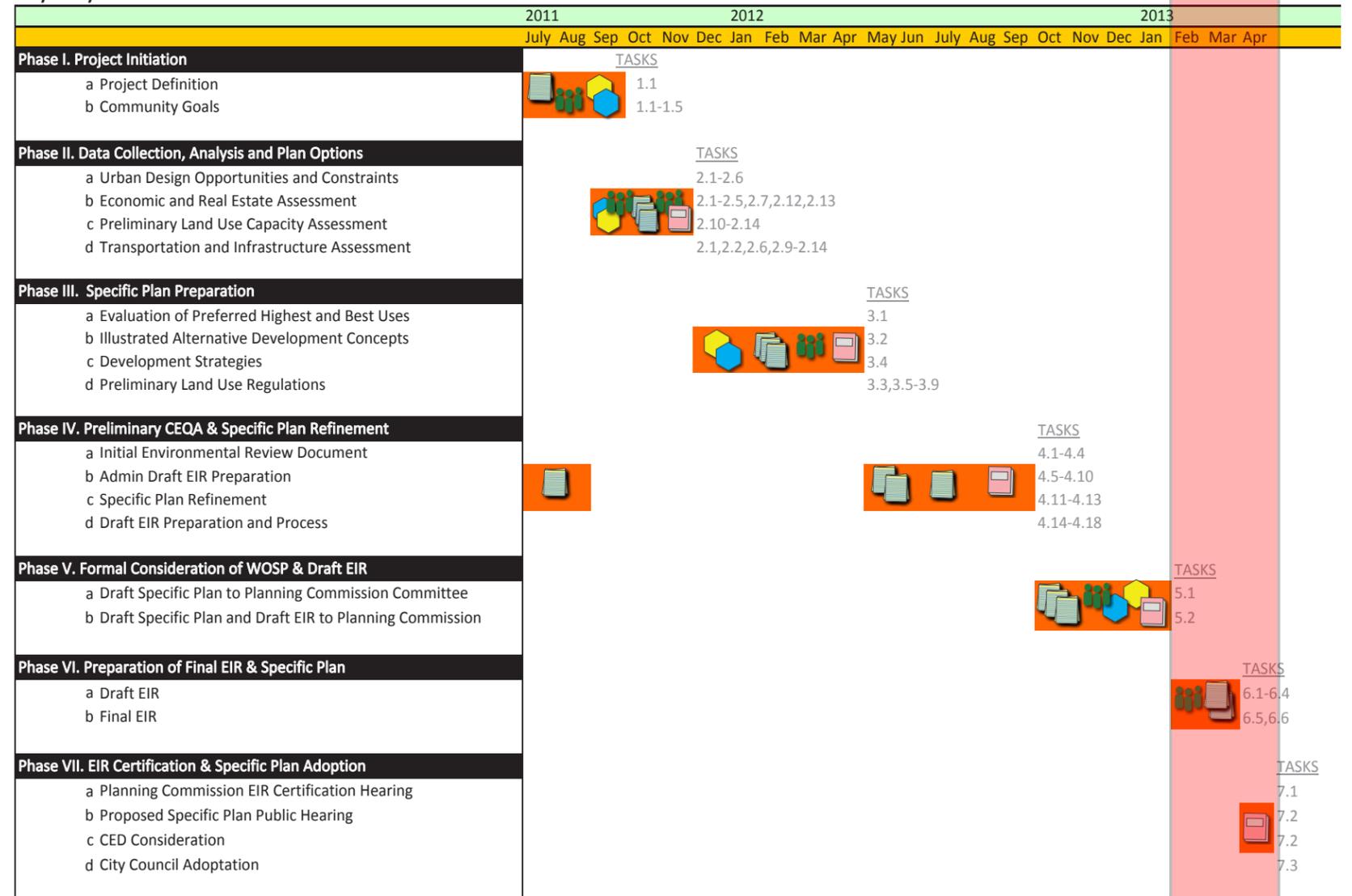
# Phase 1 - Project Initiation

**PRELIMINARY**

**SCOPE AND SCHEDULE**

1. Phase I Project Boundary Definition: Aug 31, 2011
2. Phase I Initial Definition of Community Goals: Sep 15, 2011
3. Phase II Opportunities Constraints: Oct 15, 2011
4. Phase II Economic/Real Estate Assessments: Nov 15, 2011
5. Phase II Preliminary Land Use Capacity: Nov 15, 2011
6. Phase II Transportation & Infrastructure Assessment: Nov 30, 2011
7. Phase III Highest & Best Use Evaluation: Apr 15, 2012
8. Phase III Alternative Development Concepts: Apr 15, 2012
9. Phase III Development Strategies: Apr 15, 2012
10. Phase III Preliminary Land Use Regulations: Apr 30, 2012
11. Phase IV Initial EIR: September 15, 2012
12. Phase IV Administrative Draft EIR: November 15, 2012
13. Phase V Draft Specific Plan to PC - ZUC: November 15, 2012
14. Phase V Draft Specific Plan & EIR to PC: November 15, 2012
15. Phase VI Admin Draft Final EIR: February 15, 2013
16. Phase VI Final EIR: April 15, 2013

## West Oakland Specific Plan & CEQA Environmental Review 8/10/11





**1. WHY?**

**GOALS FOR NEW DEVELOPMENT SET IN PREVIOUS EFFORTS**

**2. WHERE?**

**OPPORTUNITY AREAS AND OPPORTUNITY SITE LOCATIONS**

**3. WHAT?**

**TYPES OF NEW USES THAT COULD BE CONSIDERED**

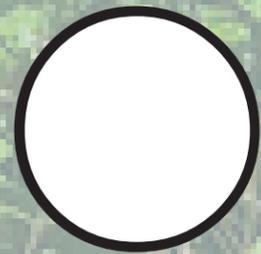
**4. HOW?**

**HOW SHOULD NEW DEVELOPMENTS CONNECT?**

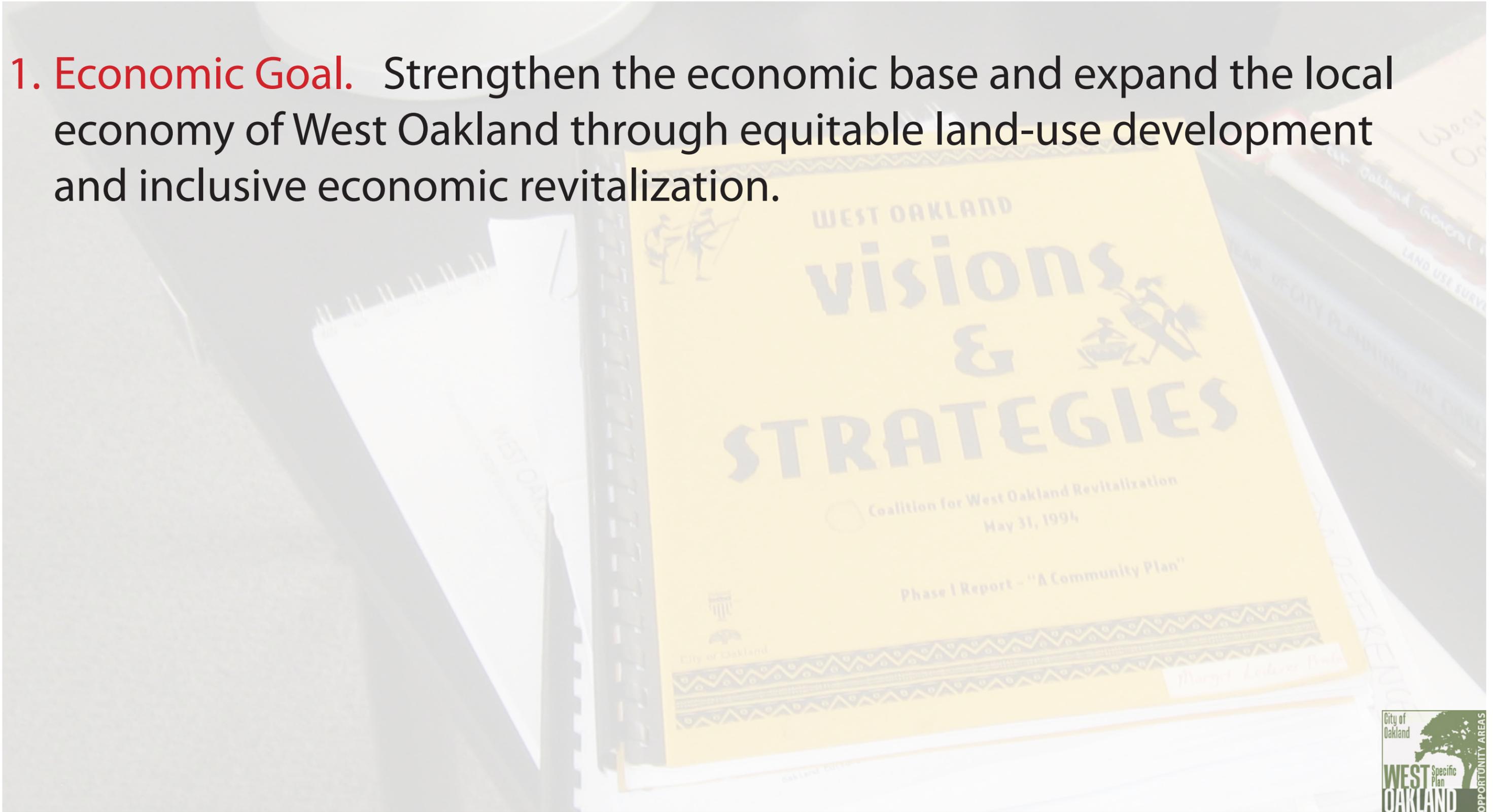
1

**WHY?**

**GOALS FOR NEW DEVELOPMENT  
SET IN PREVIOUS EFFORTS**



- 1. Economic Goal.** Strengthen the economic base and expand the local economy of West Oakland through equitable land-use development and inclusive economic revitalization.



1. **Economic Goal.** Strengthen the economic base and expand the local economy of West Oakland through equitable land-use development and inclusive economic revitalization.
2. **Housing Goal.** Expand upon, improve, and stabilize the range of available housing opportunities.

1. **Economic Goal.** Strengthen the economic base and expand the local economy of West Oakland through equitable land-use development and inclusive economic revitalization.
2. **Housing Goal.** Expand upon, improve, and stabilize the range of available housing opportunities.
3. **Environmental Goal.** Create a safe, physically attractive and environmentally sustainable community.

1. **Economic Goal.** Strengthen the economic base and expand the local economy of West Oakland through equitable land-use development and inclusive economic revitalization.
2. **Housing Goal.** Expand upon, improve, and stabilize the range of available housing opportunities.
3. **Environmental Goal.** Create a safe, physically attractive and environmentally sustainable community.
4. **Social Goal.** Develop and foster and enrich the multicultural diversity of West Oakland.

2

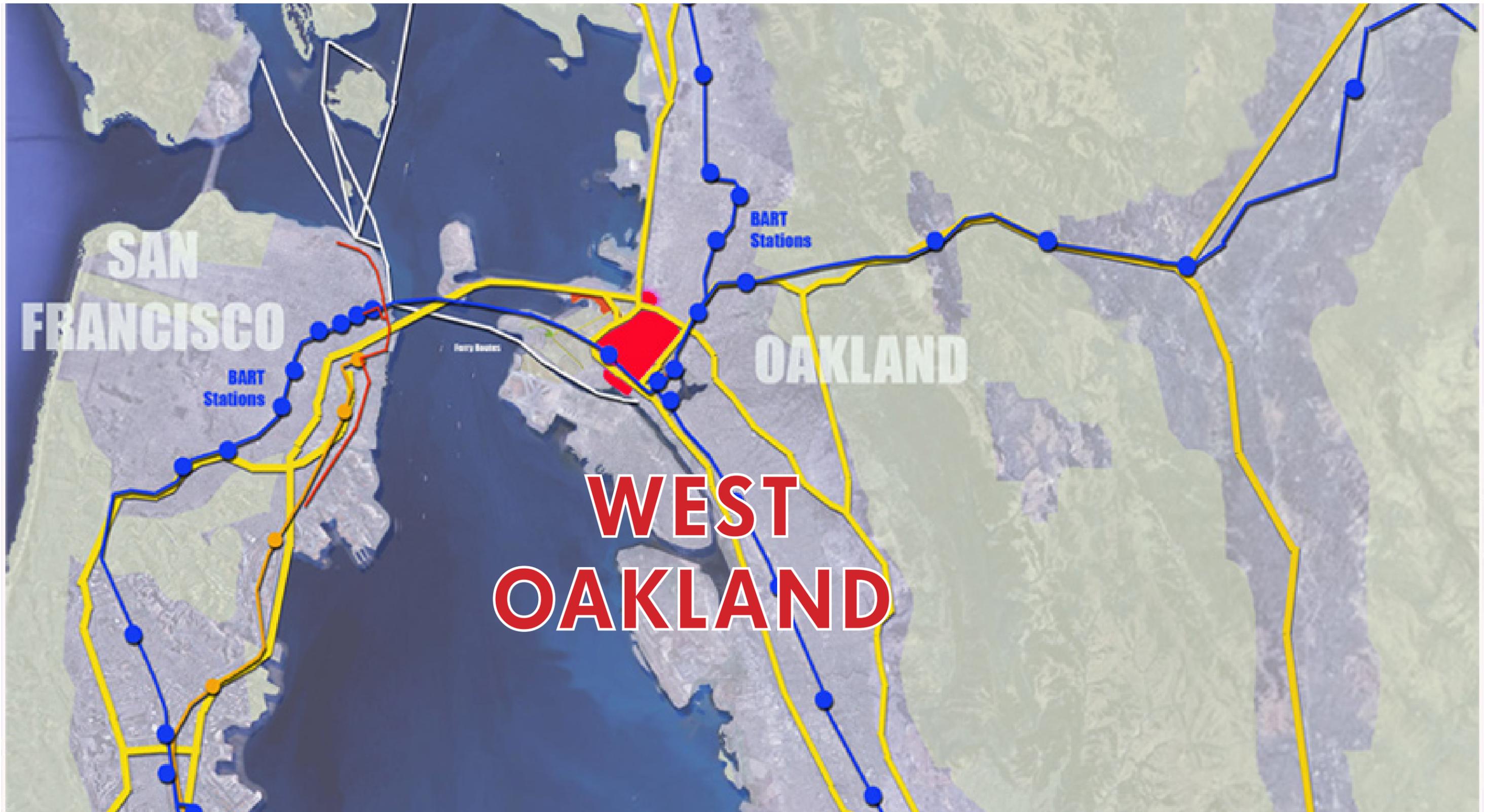
# WHERE?

OPPORTUNITY AREAS  
AND OPPORTUNITY SITE LOCATIONS

0



# WHERE?



# WEST OAKLAND TODAY

## OPPORTUNITY AREAS AND OPPORTUNITY SITE LOCATIONS



# LOCATION BETWEEN DOWNTOWN AND EMERYVILLE

OPPORTUNITY AREAS AND OPPORTUNITY SITE LOCATIONS



# UNIFIED BY MANDELA PARKWAY

## OPPORTUNITY AREAS AND OPPORTUNITY SITE LOCATIONS



# PROJECT BOUNDARY MAINLY DEFINED BY FREEWAY



# PROJECT BOUNDARY MAINLY DEFINED BY FREEWAY

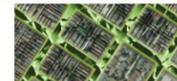
## KEY:

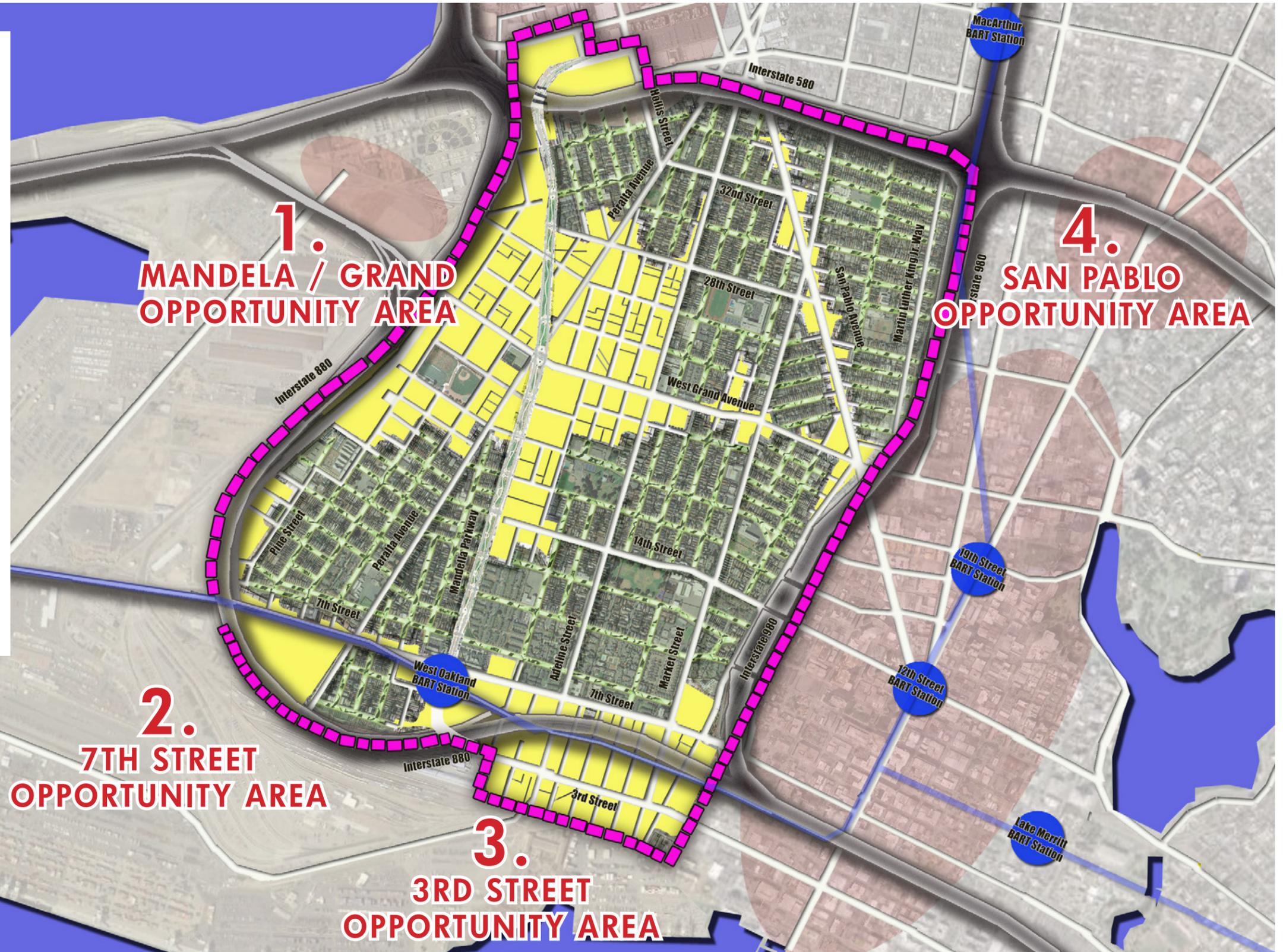
----- PROJECT BOUNDARY



# 4 OPPORTUNITY AREAS FOR NEW USES

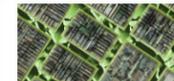
## KEY:

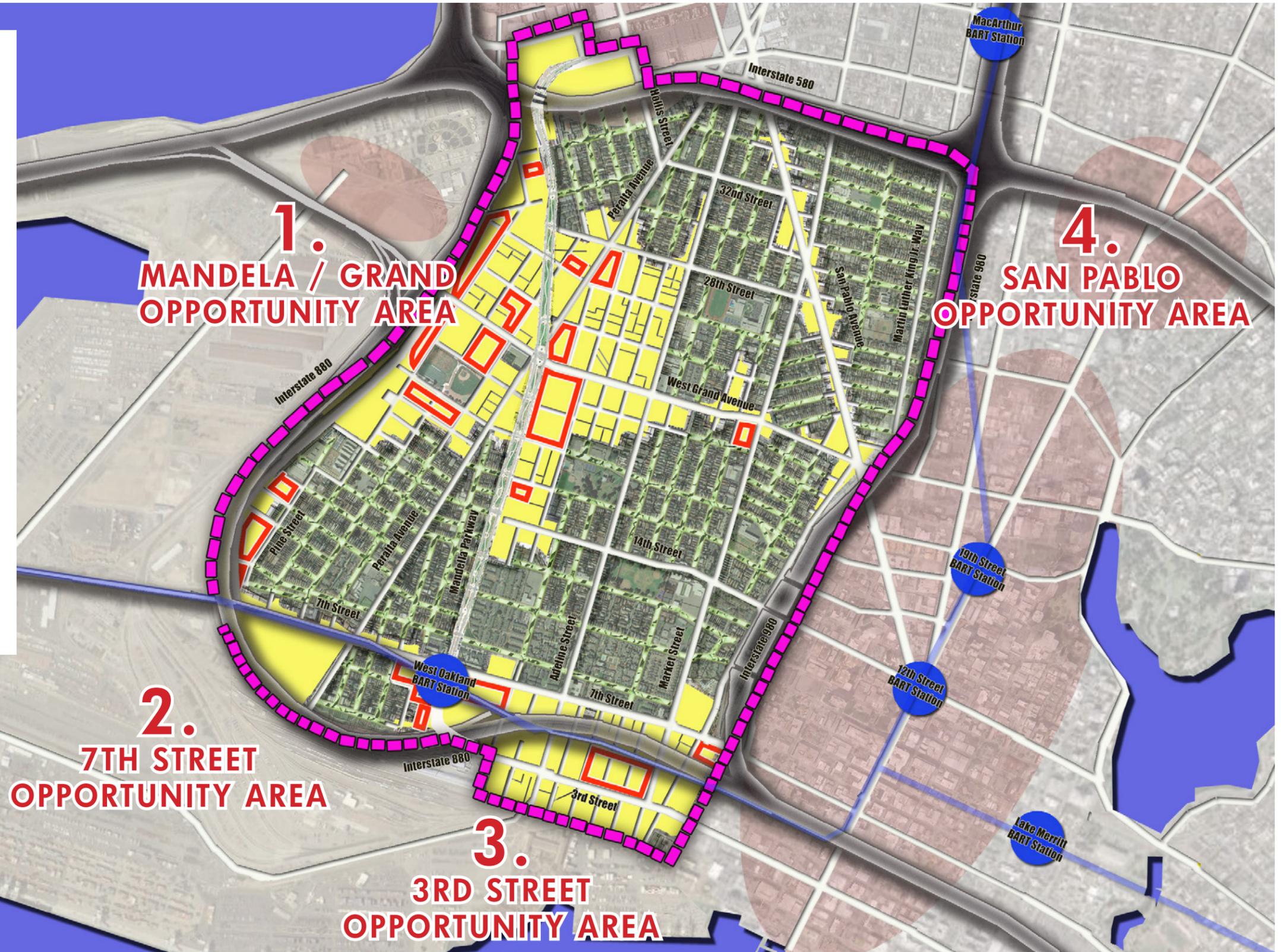
-  PROJECT BOUNDARY
-  ENHANCED RESIDENTIAL
-  OPPORTUNITY AREAS



# OPPORTUNITY SITES PREVIOUSLY DESIGNATED

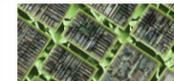
## KEY:

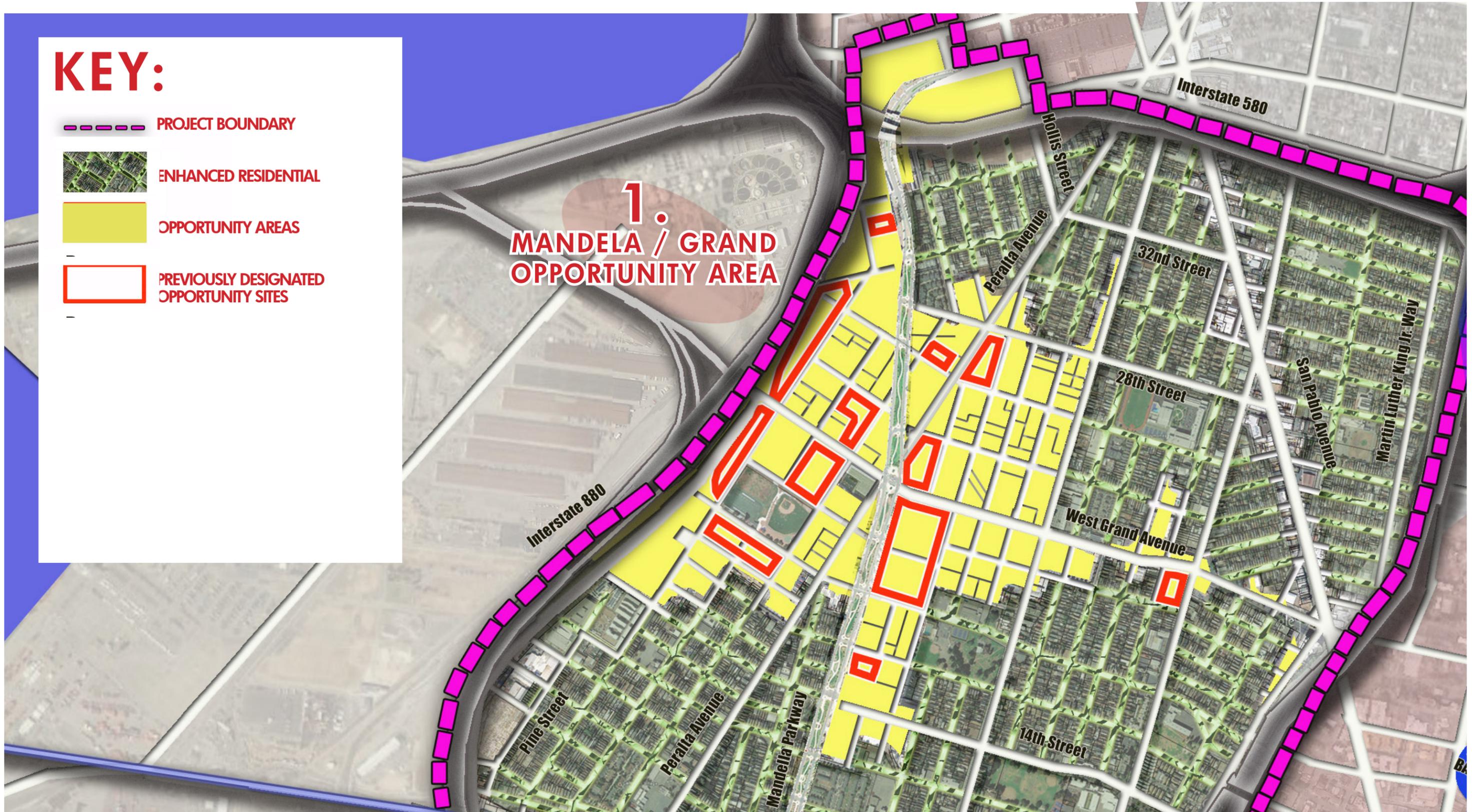
-  PROJECT BOUNDARY
-  ENHANCED RESIDENTIAL
-  OPPORTUNITY AREAS
-  PREVIOUSLY DESIGNATED OPPORTUNITY SITES



# OPPORTUNITY AREA #1 - MANDELA/GRAND

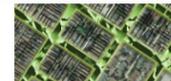
## KEY:

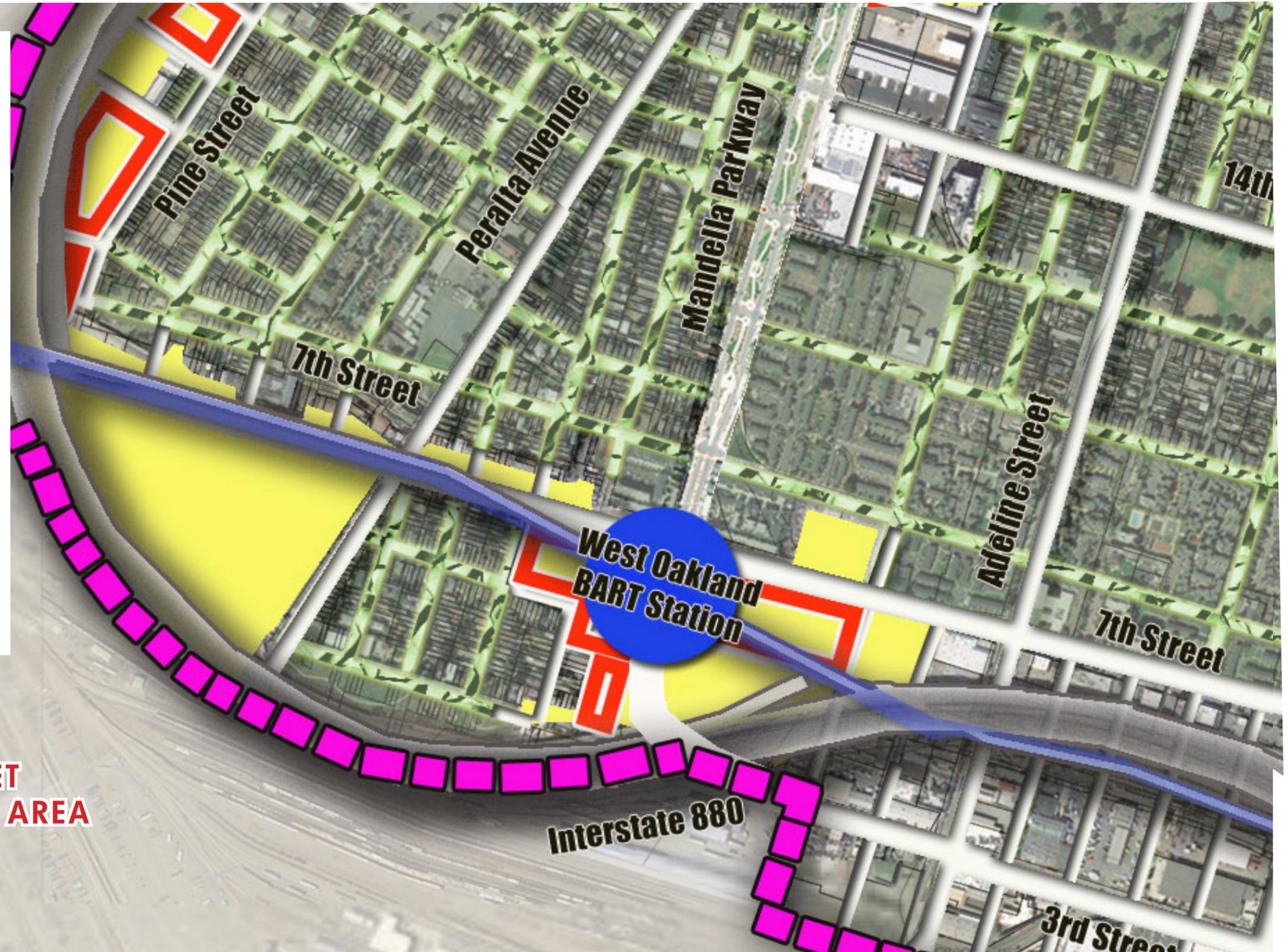
-  PROJECT BOUNDARY
-  ENHANCED RESIDENTIAL
-  OPPORTUNITY AREAS
-  PREVIOUSLY DESIGNATED OPPORTUNITY SITES



# OPPORTUNITY AREA #2 - 7TH STREET

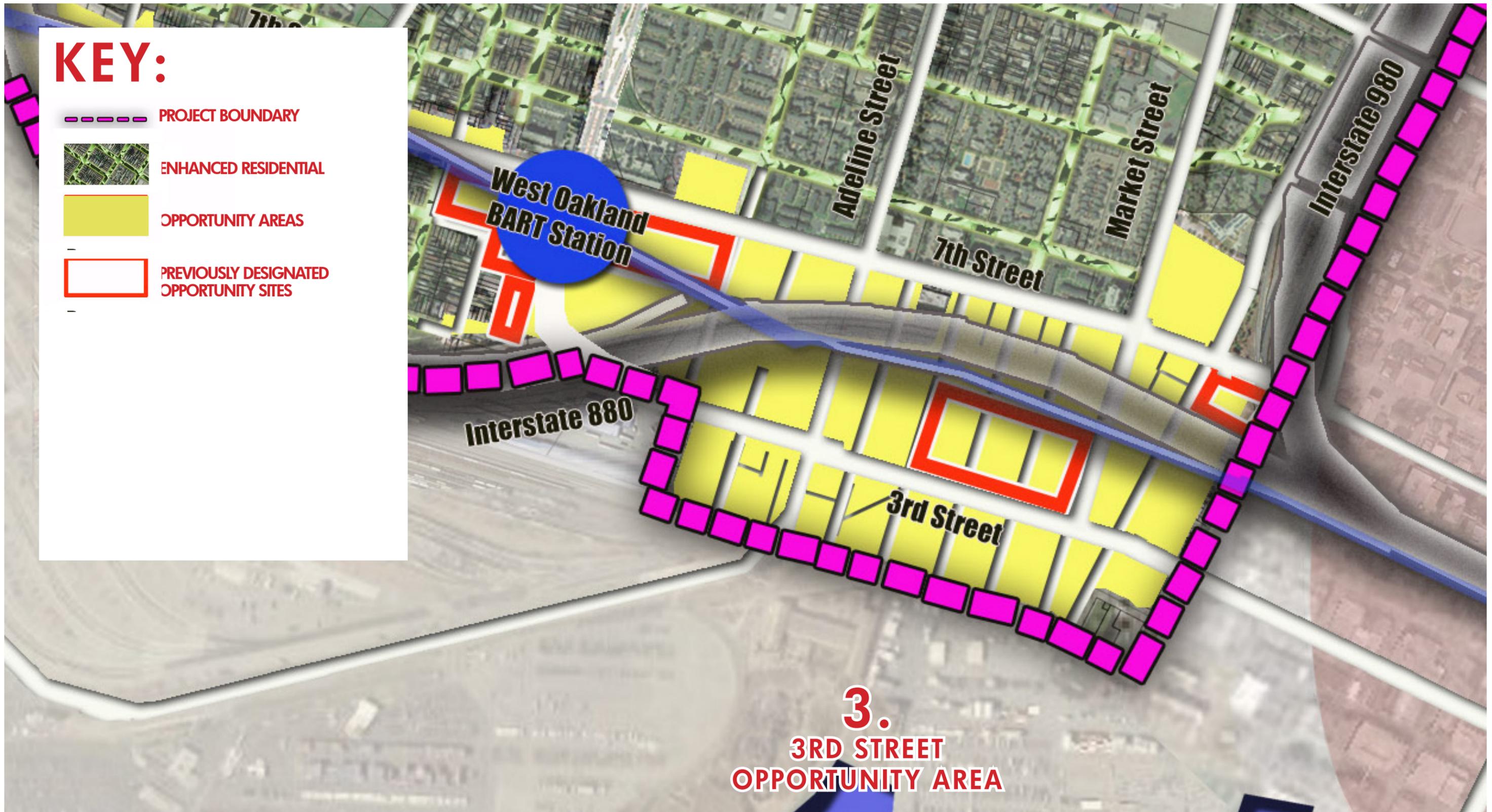
## KEY:

-  PROJECT BOUNDARY
-  ENHANCED RESIDENTIAL
-  OPPORTUNITY AREAS
-  PREVIOUSLY DESIGNATED OPPORTUNITY SITES

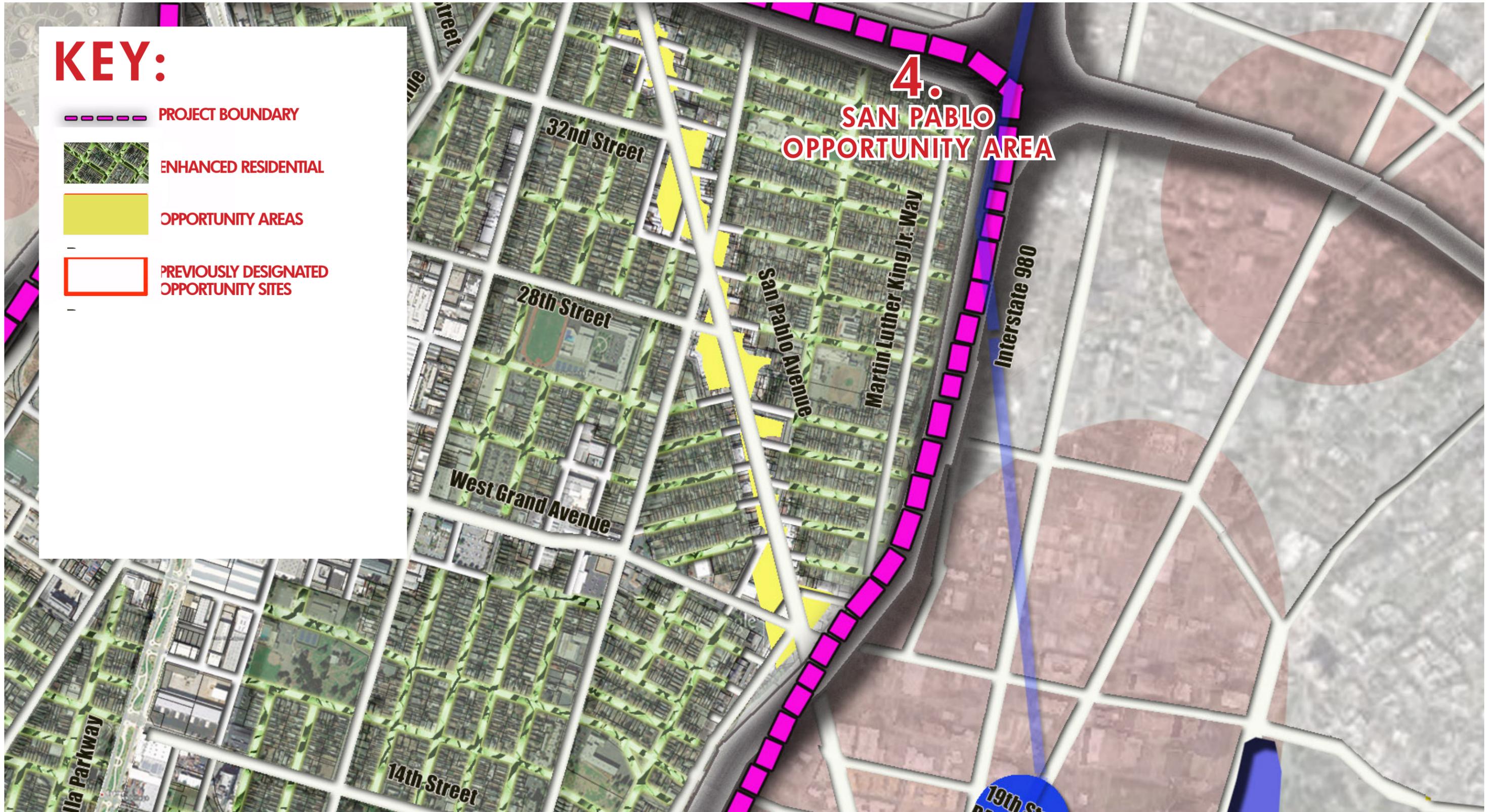


## 2. 7TH STREET OPPORTUNITY AREA

# OPPORTUNITY AREA #3 - 3RD STREET



# OPPORTUNITY AREA #4 - SAN PABLO



3.

**WHAT?**

**TYPES OF NEW USES THAT COULD BE CONSIDERED**

# EMERYVILLE LAND USE REFERENCES

## TYPES OF USES THAT COULD BE CONSIDERED

Was Small Industrial-Oriented City Prior to 1980.



Was Former Railyards Prior to 1980.

Larger Businesses Included:

1. California Packing Corp. (later Del Monte Cannery)
2. Judson Pacific Iron Works
3. Parafin Paint Company
4. Westinghouse Pacific
5. Sherwin Williams Paints
6. Del Monte Cannery
7. Southern Pacific Yards

# EMERYVILLE LAND USE REFERENCES

## TYPES OF USES THAT COULD BE CONSIDERED

Was Small Industrial-Oriented City Prior to 1980.



New Uses include:

1. Large Campus R&D (Such as Pixar)
2. Larger Offices in New Buildings (Such as Wareham Biotech Center)
3. Larger Offices in Larger Renovated Buildings (Such as Clif Bar)
4. Destination Retail (Such as Ikea)
5. Incubator R&D/Offices in Smaller Renovated Buildings
6. Multifamily Housing
7. Enhanced Light Industrial
8. Artist Studios
9. Revitalized Neighborhood Retail
10. Local Retail Serving New Uses

# MISSION BAY SAN FRANCISCO BUILDING TYPES

## TYPES OF USES THAT COULD BE CONSIDERED

Was Former Railyards Prior to 1980.



Was Former Railyards Prior to 1980.

# MISSION BAY SAN FRANCISCO BUILDING TYPES

## TYPES OF USES THAT COULD BE CONSIDERED

Was Former Railyards Prior to 1980.



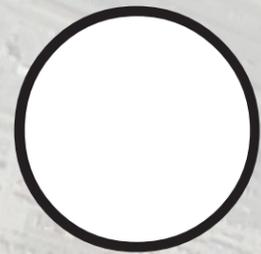
New uses include:

1. UCSF Hospital
2. Large Campus R&D (Including Salesforce)
3. Smaller Offices in Renovated Buildings
4. Professional Offices in New Buildings
5. Local Serving Retail and Multi-Family Housing

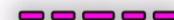
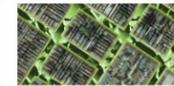
4

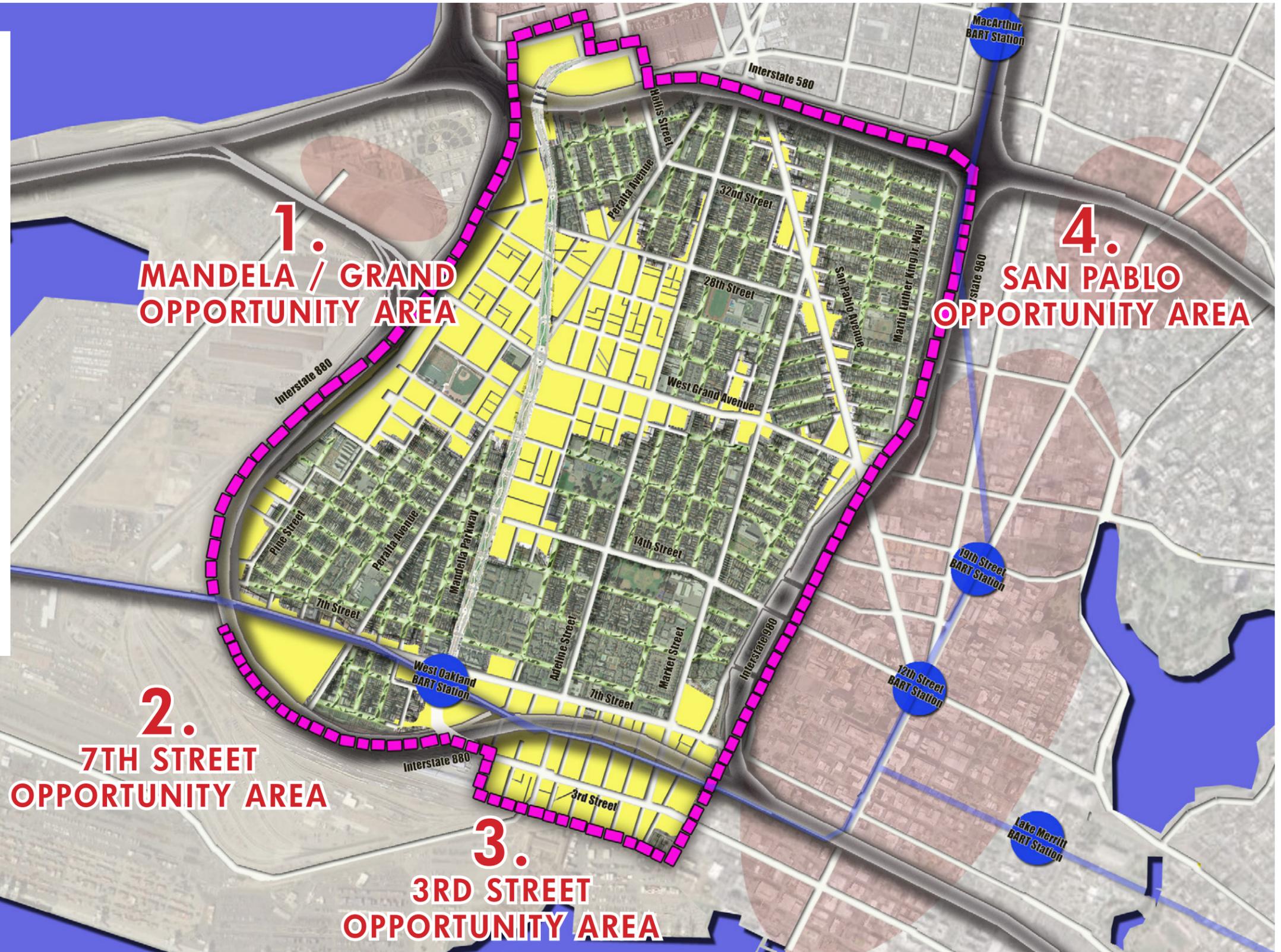
**HOW?**

**HOW SHOULD NEW DEVELOPMENTS CONNECT?**



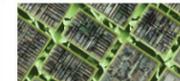
### KEY:

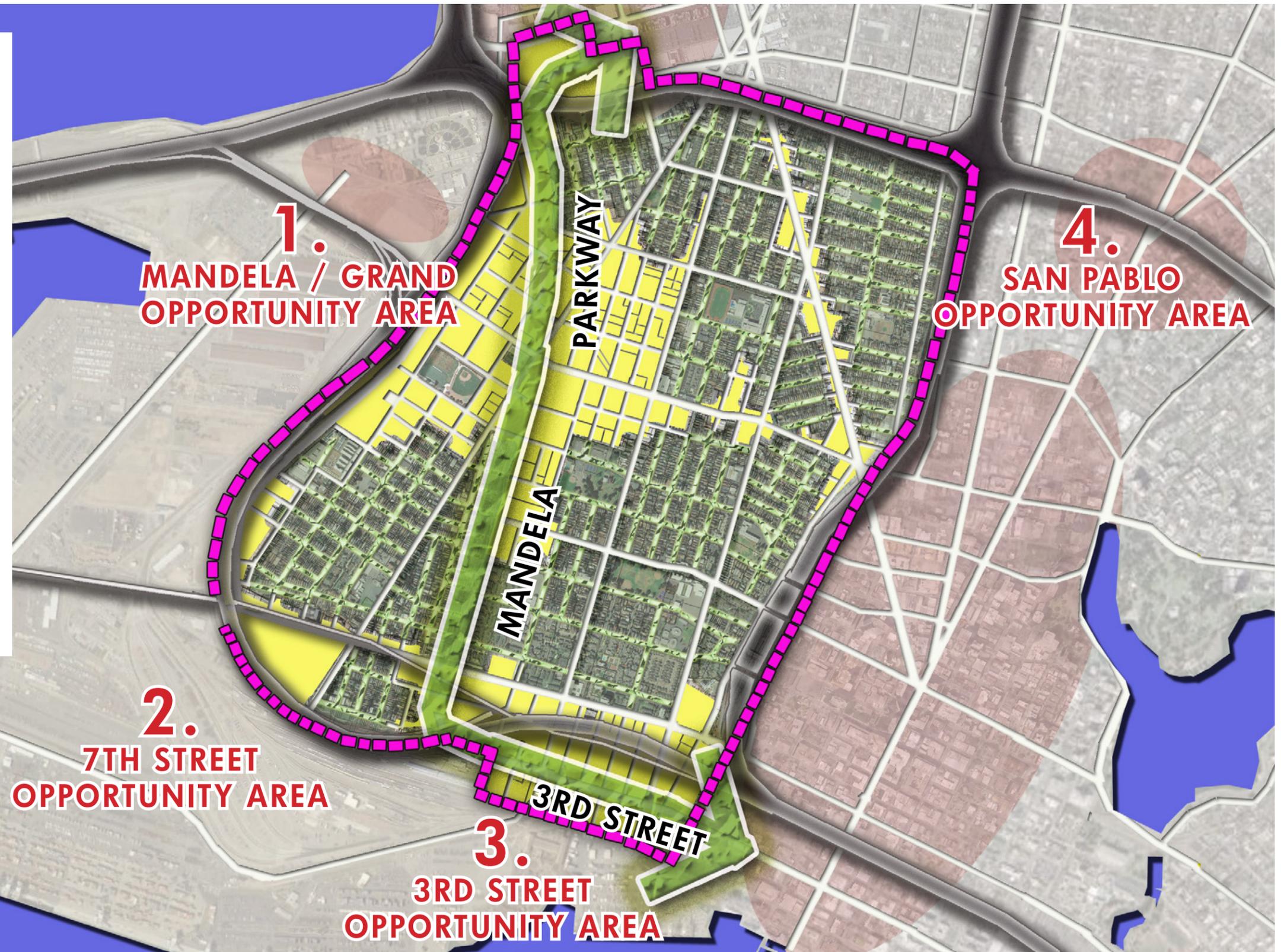
-  PROJECT BOUNDARY
-  RESIDENTIAL EDGE
-  ENHANCED RESIDENTIAL



# RELATING TO ALL OF WEST OAKLAND THROUGH MAJOR LINKAGES

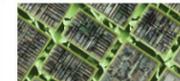
## KEY:

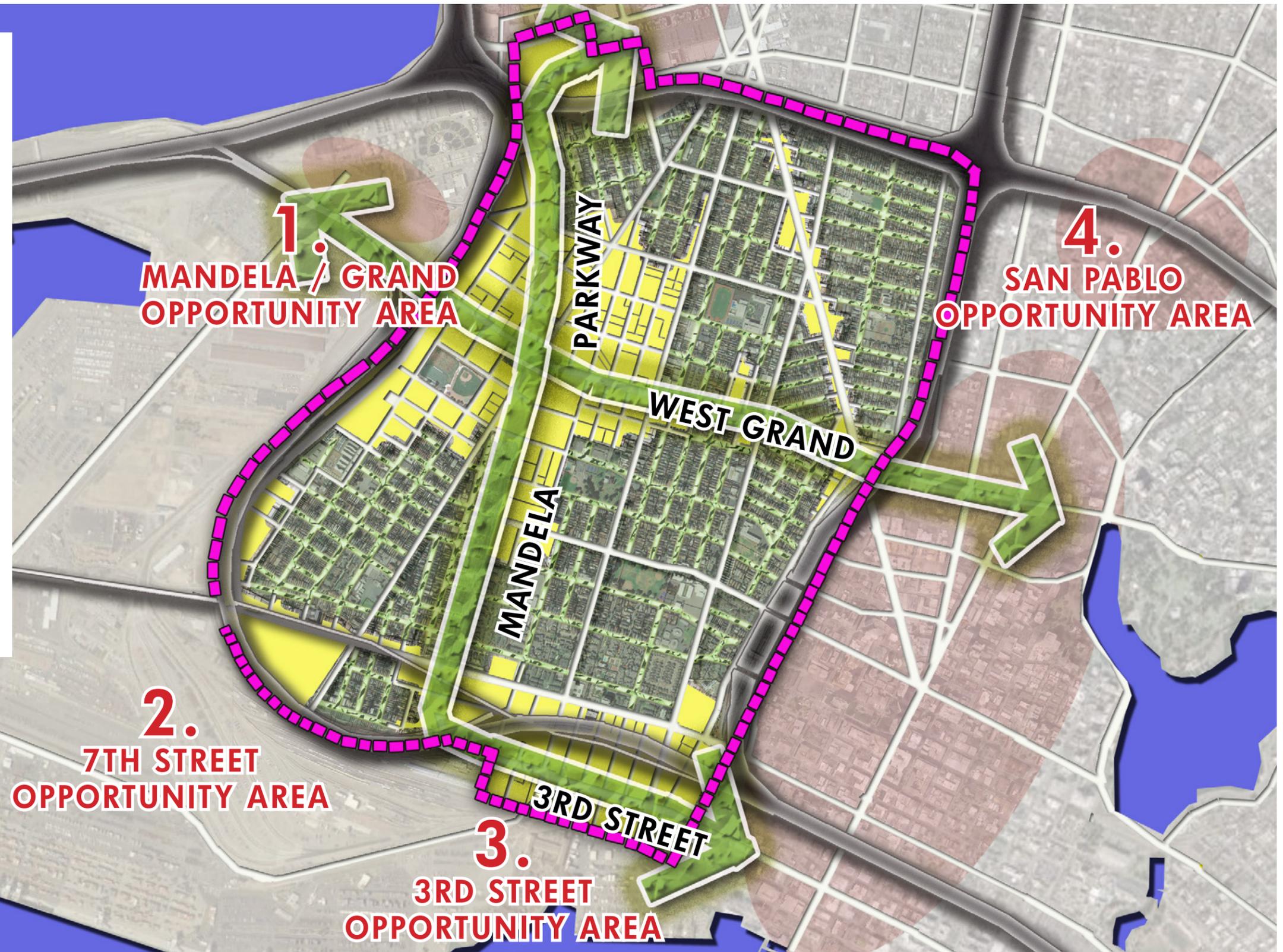
-  PROJECT BOUNDARY
-  ENHANCED RESIDENTIAL
-  OPPORTUNITY AREAS



# RELATING TO ALL OF WEST OAKLAND THROUGH MAJOR LINKAGES

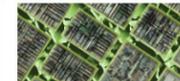
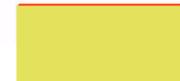
## KEY:

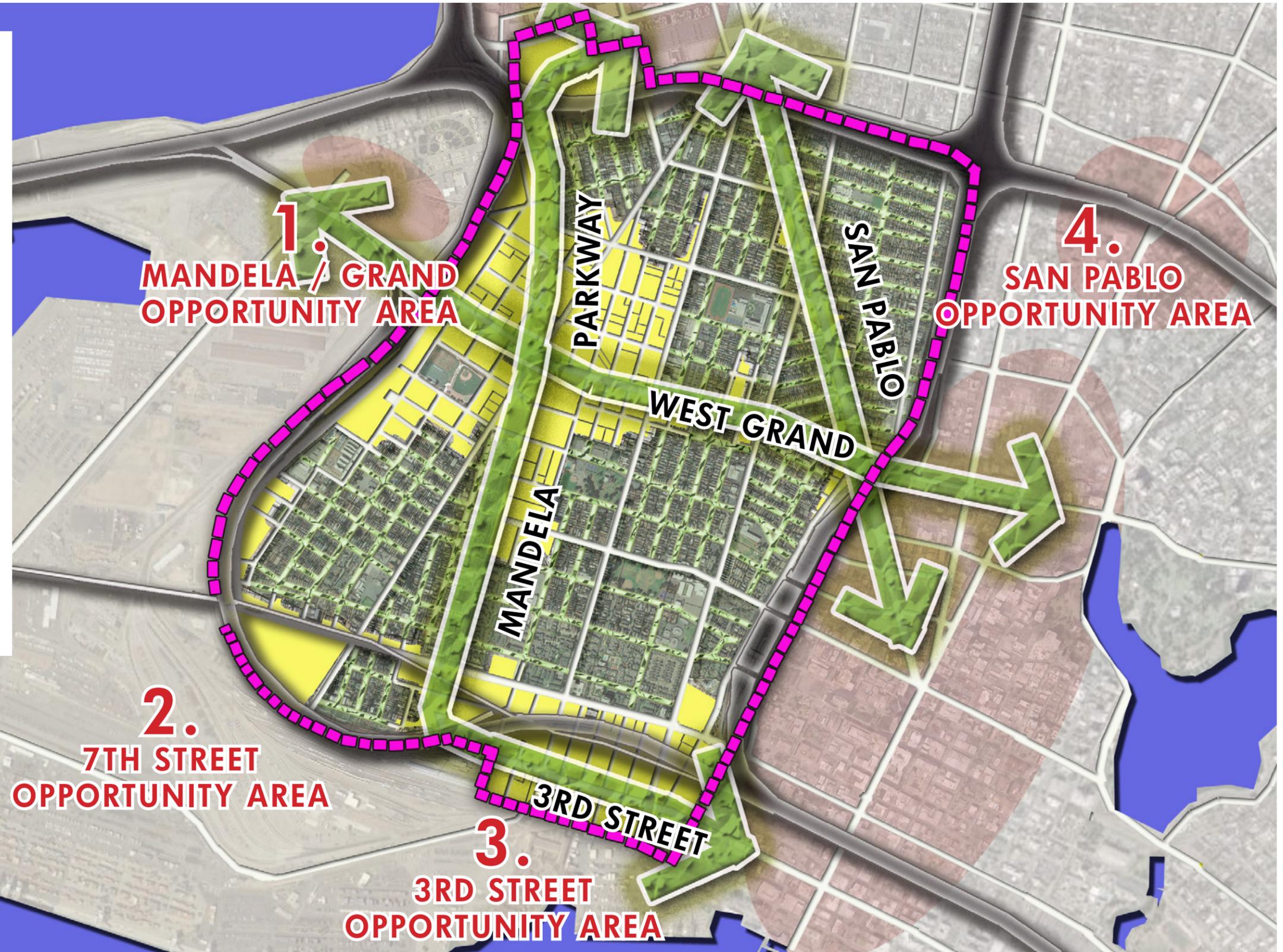
-  PROJECT BOUNDARY
-  ENHANCED RESIDENTIAL
-  OPPORTUNITY AREAS



# RELATING TO ALL OF WEST OAKLAND THROUGH MAJOR LINKAGES

## KEY:

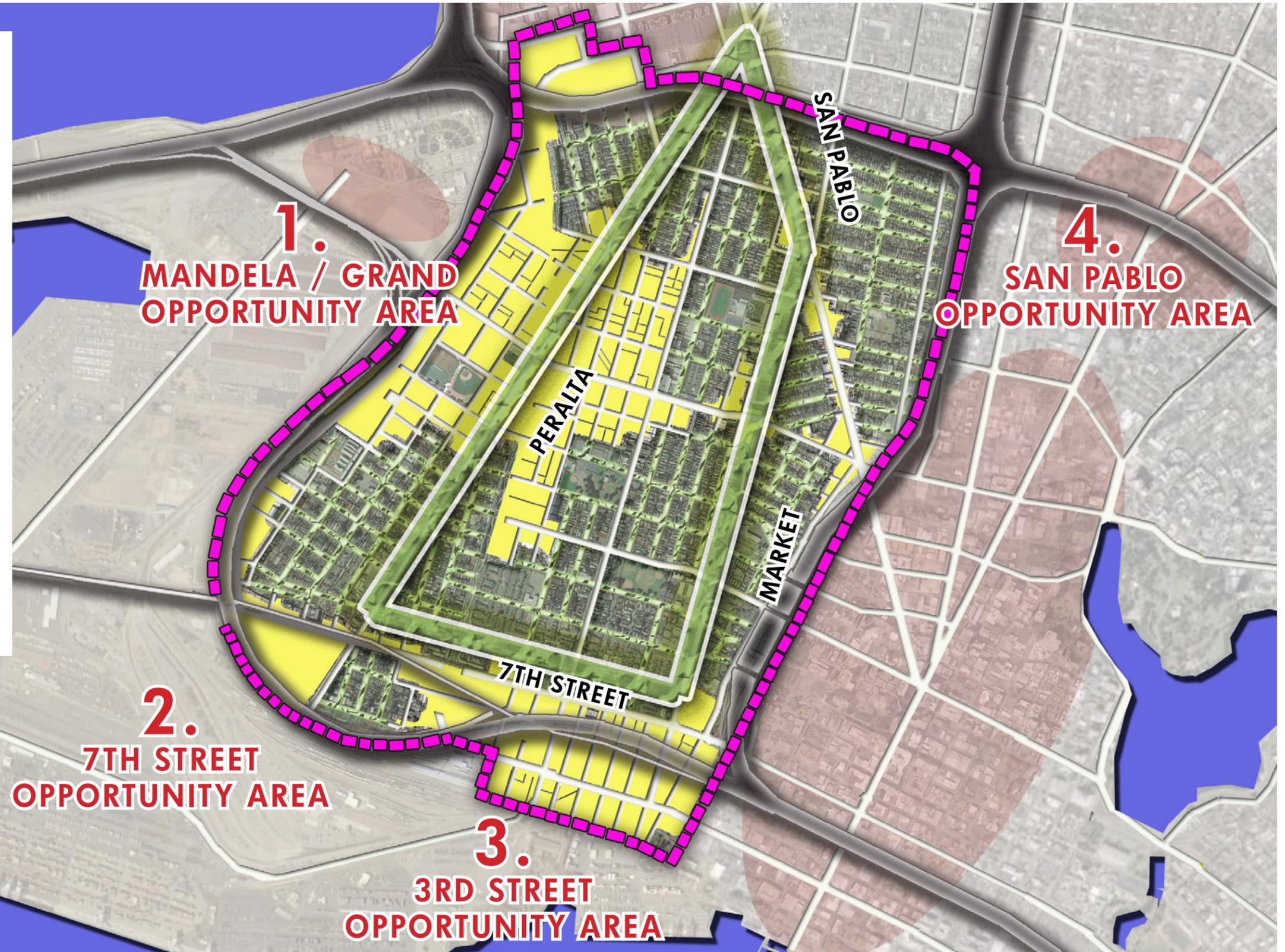
-  PROJECT BOUNDARY
-  ENHANCED RESIDENTIAL
-  OPPORTUNITY AREAS



# RELATING TO ALL OF WEST OAKLAND THROUGH MAJOR LINKAGES

## KEY:

-  PROJECT BOUNDARY
-  ENHANCED RESIDENTIAL
-  OPPORTUNITY AREAS



## 1. WHY?

**WHAT DO YOU WANT TO SEE CHANGED?**

## 2. WHERE?

**WHERE SHOULD BE LOCATIONS FOR NEW DEVELOPMENT**

## 3. WHAT?

**TYPES OF NEW USES THAT COULD BE CONSIDERED?**

## 4. HOW?

**HOW SHOULD NEW DEVELOPMENTS CONNECT?**

# Project Team

**Prepared for:**  
**City of Oakland**

Community and Economic Agency  
250 Frank H. Ogawa Plaza  
Oakland, CA 94612

**Prepared by:**  
**JRDV Urban International**

The Cathedral Building 6th Floor  
Broadway and Telegraph  
P.O. Box 70126  
Oakland, CA 94612  
(510) 295 4392  
morten@jrdv.com

**With:**

**Conley Consulting Group**  
**Hausrath Economics Group**  
**Lamphier-Gregory**  
**Envirocom**  
**Dowling Associates**  
**Wiltec**  
**Douglas G. Wright Consulting**  
**Redwood Associates**

City of  
Oakland



**WEST** Specific  
Plan

**OAKLAND**

**OPPORTUNITY AREAS**

## 1. **Economic Goal.** Strengthen the economic base and expand the local economy of West Oakland through equitable land-use development and inclusive economic revitalization specifically focusing on:

- a. Creating new employment opportunities at living wages
- b. Retaining those businesses that are compatible with the surrounding community
- c. Revitalizing and creating new retail commercial centers
- d. Rehabilitating underutilized, vacant, and neglected buildings and properties
- e. Attracting new businesses to the area that will contribute to positive economic and environmental health
- f. Making necessary investments in public infrastructure systems that are needed to support and sustain new development

## 2. **Housing Goal.** Expand upon, improve, and stabilize the range of available housing opportunities by:

- a. Avoiding displacement of existing residents
- b. Stabilizing rents
- c. Expanding opportunities for affordable home ownership without concentrating low-income housing
- d. Taking advantage of the opportunity to locate new housing near available transit
- e. Reducing conflicts between neighborhoods and industrial uses, and limiting the intrusion of truck routes and heavily trafficked roadways into residential areas
- f. Building a better relationship with the Oakland Housing Authority

## 3. **Environmental Goal.** Create a safe, physically attractive and environmentally sustainable community by:

- a. Reducing land-use conflicts, remediating environmental hazards and discouraging illegal dumping and graffiti
- b. Relocating recycling operations, trucking operations and other types of existing land uses that contribute to unhealthy conditions within the community, and elsewhere
- c. Incorporating strategies to promote the environmental health of the community through new development
- d. Protecting and preserving important natural and cultural resources, including the large number of historic structures with the neighborhoods
- e. Ensuring that new development employs sustainable "green" building practices, facilitates access to pedestrian and transit networks, and enhances streetscapes and open spaces
- f. Promoting and requiring energy efficiency throughout all aspects of new development and redevelopment

## 4. **Social Goal.** Develop and foster and enrich the multicultural diversity of West Oakland by:

- a. Improving access for residents to social services, education, cultural arts, and recreation
- b. Encouraging and celebrating the arts as a basis of social and economic activity
- c. Creating safe and attractive public places where people will want to gather and participate in their community
- d. Restoring and preserving cultural assets and historic buildings, and maintaining the community fabric that makes West Oakland unique