



WEST OAKLAND FINAL SPECIFIC PLAN & FINAL ENVIRONMENTAL IMPACT REPORT

**Oakland City Planning Commission
Public Hearing**

June 11, 2014

Why do a Plan?

❖ 2 Choices:

Rely on outdated plans/policies

Or

Develop new plans/policies that reflect community goals.

❖ Work with the community to identify solutions that will:

- Increase employment & economic opportunities for all citizens
- Preserve existing residential neighborhoods
- Provide new housing opportunities for all income levels
- Eliminate blight & reduce crime
- Improve the area's streets and infrastructure
- Improve community health, eliminate exposure to toxic chemicals

Plan Process

We are listening:

Extensive Public Input July

2011-present:

- ❖ 30+ Steering Committee & TAC meetings
- ❖ 100+ community / stakeholder meetings
- ❖ Staff responses to community and PC feedback





Plan Process, cont.

Since last Planning Commission meeting, we:

- Reorganized the Plan
- Shortened the Plan
- Numerous edits
- Further addressed equity issues: displacement, gentrification. Air quality

In response to public, Planning commission and Landmarks' Preservation Advisory Board.



West Oakland Specific Plan Goals

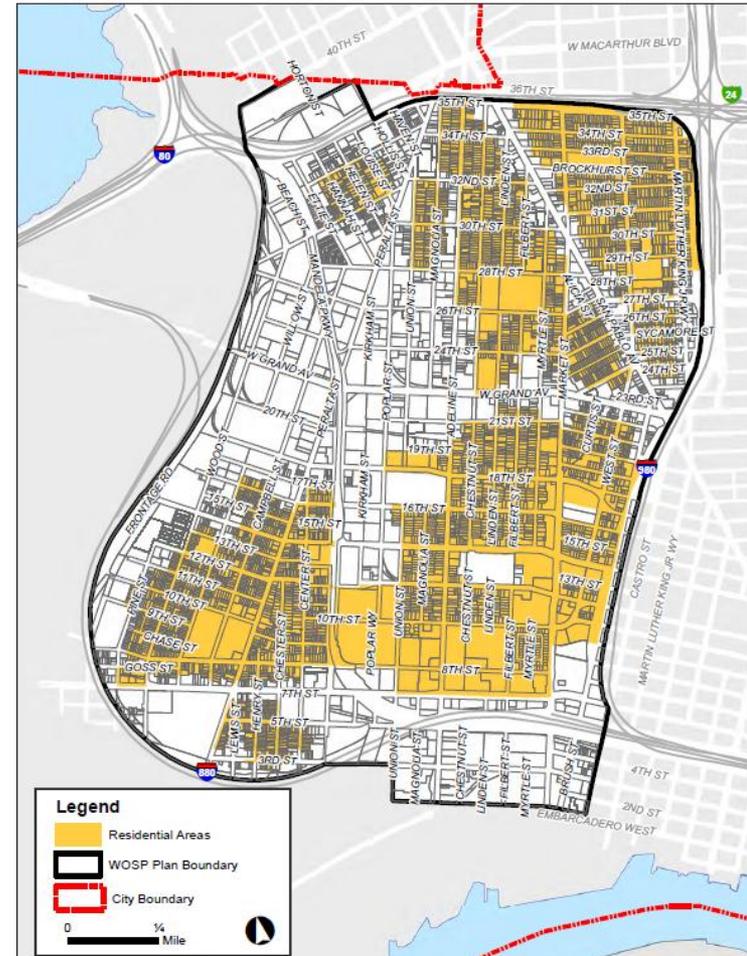
- Provides Strategies for Vacant, Blighted and Underutilized Parcels
- Identifies Transportation & Infrastructure improvements
- Creates Roadmap to Maintain & Attract New Businesses & Industry
- Promotes Land Uses that Generate a Diversity of Jobs
- Promotes Social Equity & a healthy environment

Plan Highlights: Plan Area

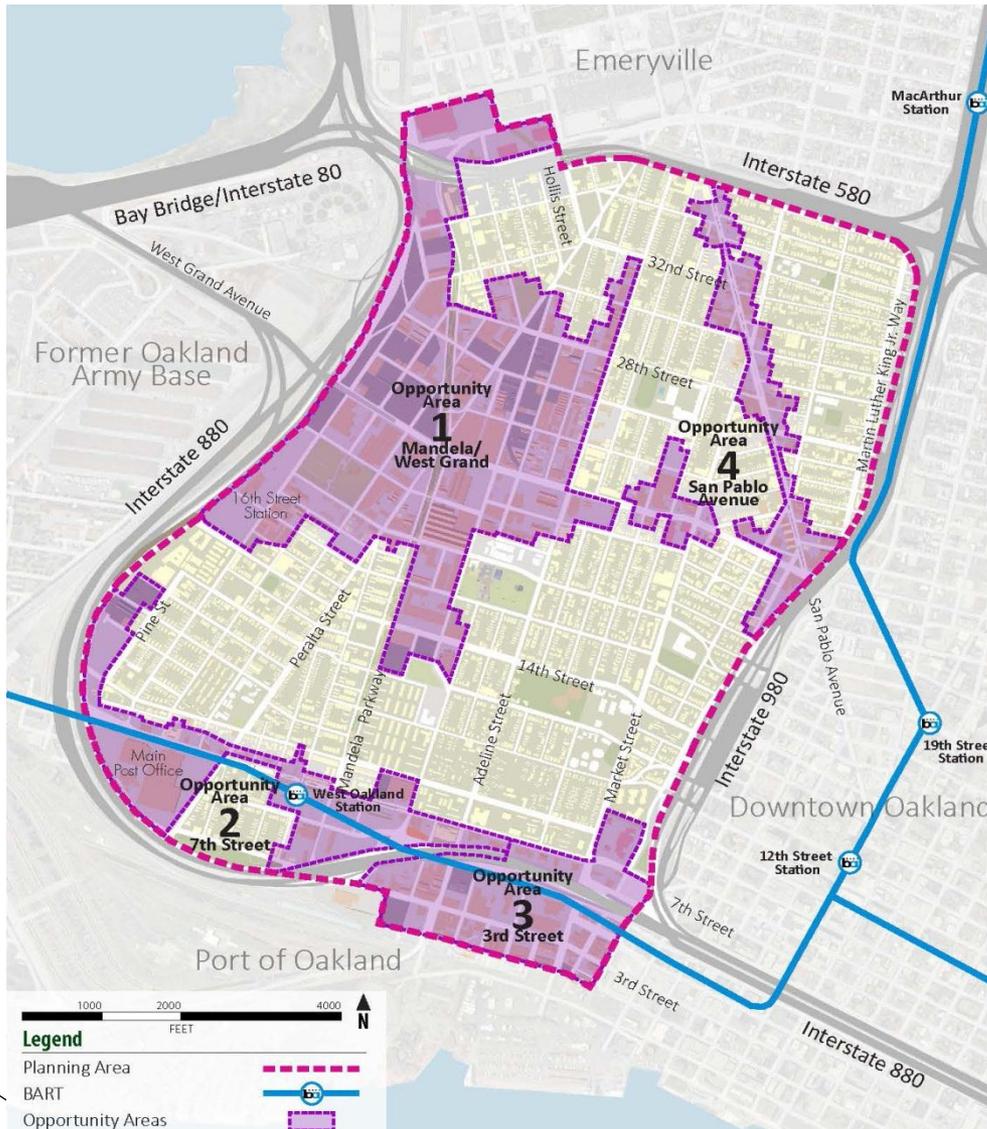


Residential Areas – Goals:

- ❖ No Displacement!
- ❖ Maintain Neighborhood Character
- ❖ Preserve Neighborhood History
- ❖ Maintain a Mix of Housing Choices



Preserve & Grow Economy



Opportunity Areas for new jobs and services

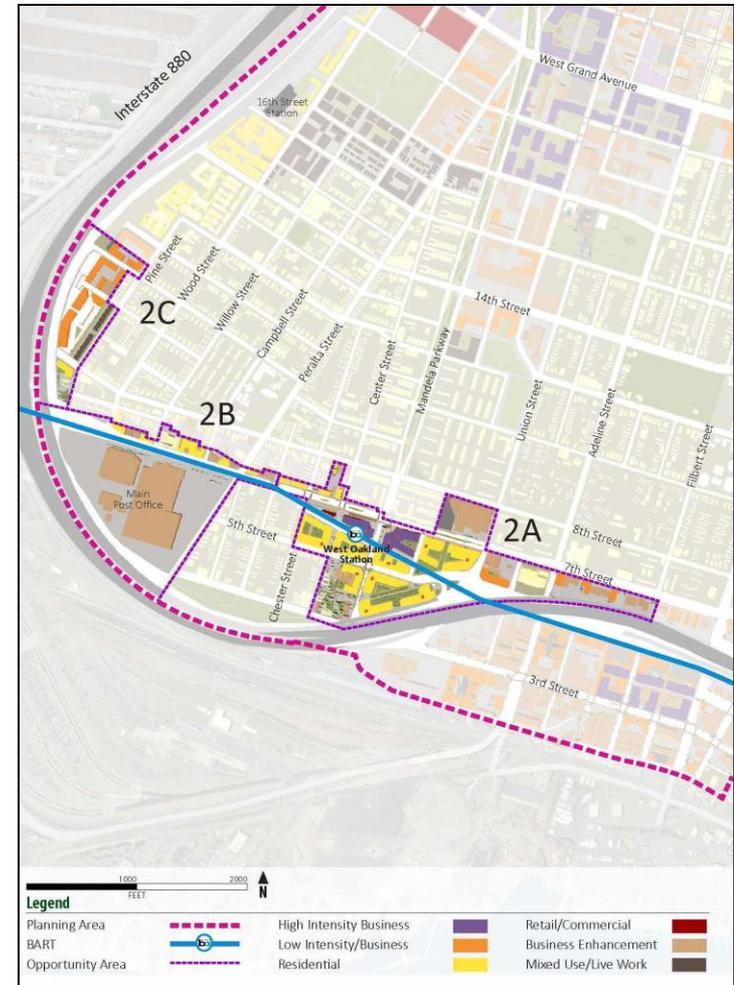
- Plan facilitates new development on “*Opportunity Sites*” (underutilized or vacant sites)
- Plan groups similar *Opportunity Sites* into larger “*Opportunity Areas*”; and recommends land use strategies for each:
 - ❖ **Mandela / W.Grand (*Opp. Area 1*)**
 - ❖ **7th Street (*Opp. Area 2*)**
 - ❖ **3rd Street (*Opp. Area 3*)**
 - ❖ **San Pablo Avenue (*Opp. Area 4*)**

Implementing Goals: Affordability

- ❖ Housing continues to be affordable & reflects range of housing options



- ❖ New housing development is transit-oriented & transit served



Implementing Goals: Neighborhood Preservation

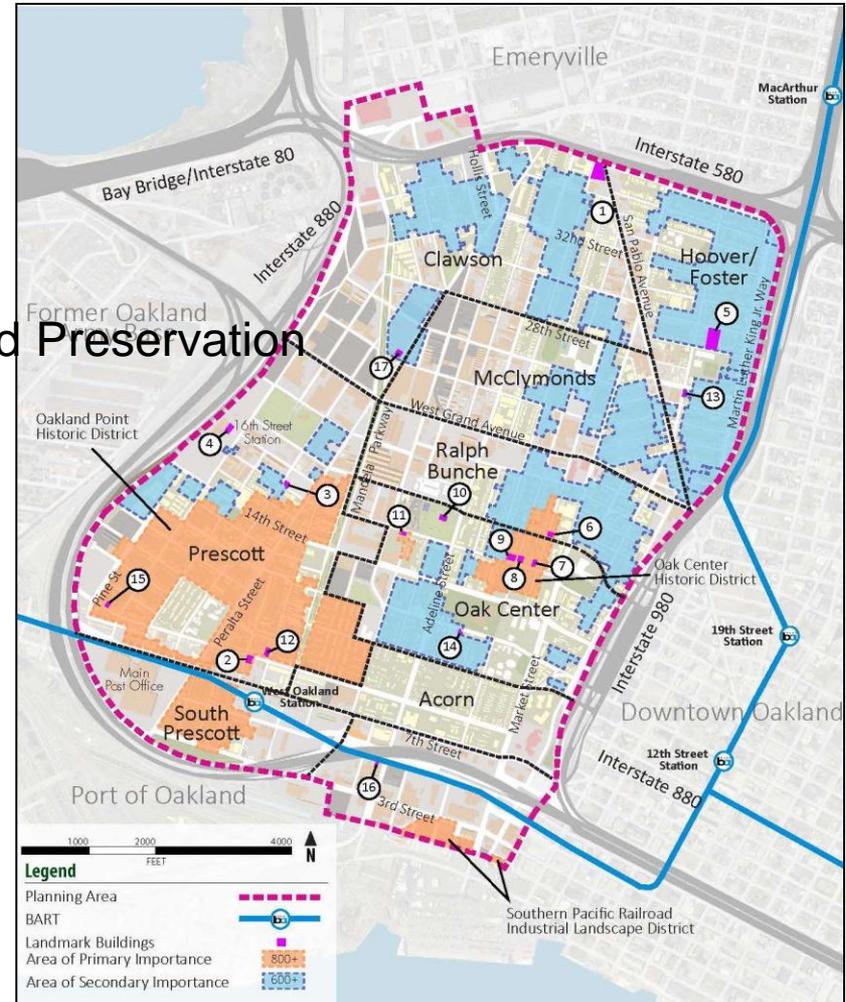


- ❖ Character of historic neighborhoods has been maintained



Fig. 5.2.4: View of Oak Center Neighborhood

Neighborhood Preservation



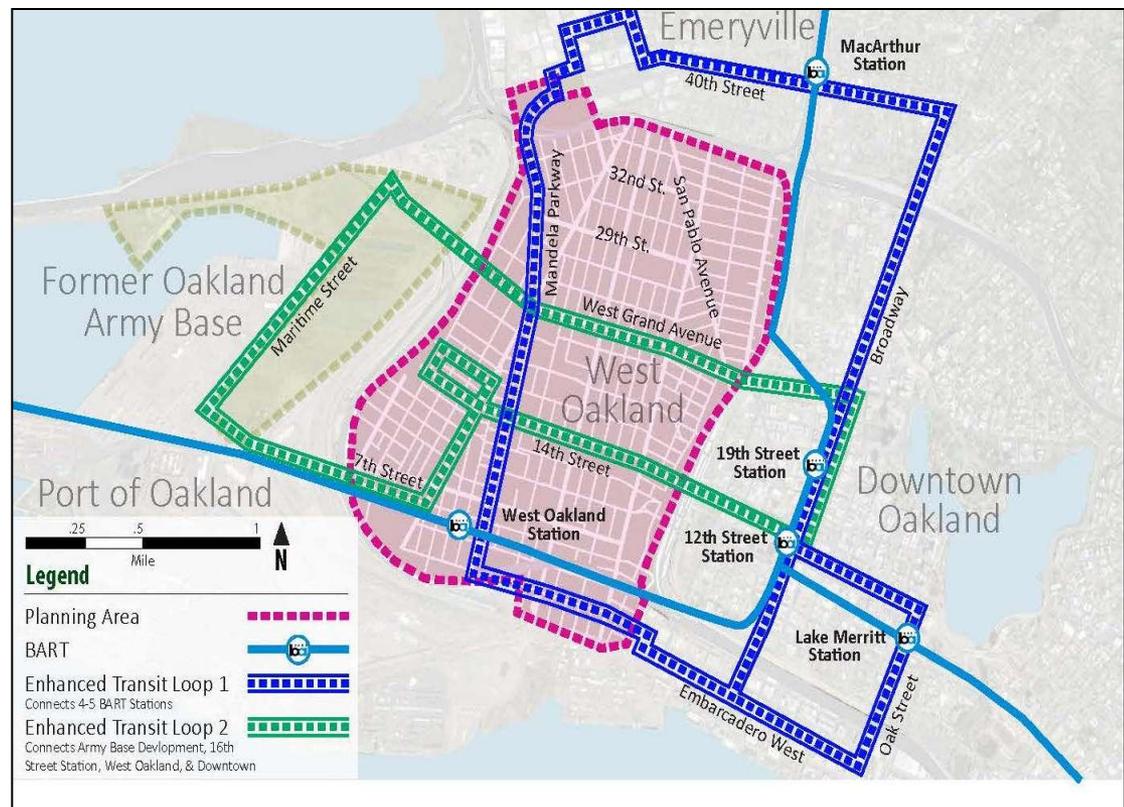
Implementing Goals: Accessible Transportation



Multi-modal Transit connections

between West Oakland
BART station, residential
neighborhoods &
employment, cultural &
commercial centers:

- BART
- Buses/BRT
- Shuttles
- Bike Lanes
- Pedestrians



Implementing Goals: Local-Serving Retail

Neighborhood commercial
areas:

- ❖ 7th Street
- ❖ San Pablo Avenue
- ❖ West Grand Avenue
- ❖ Market Street

have been revitalized

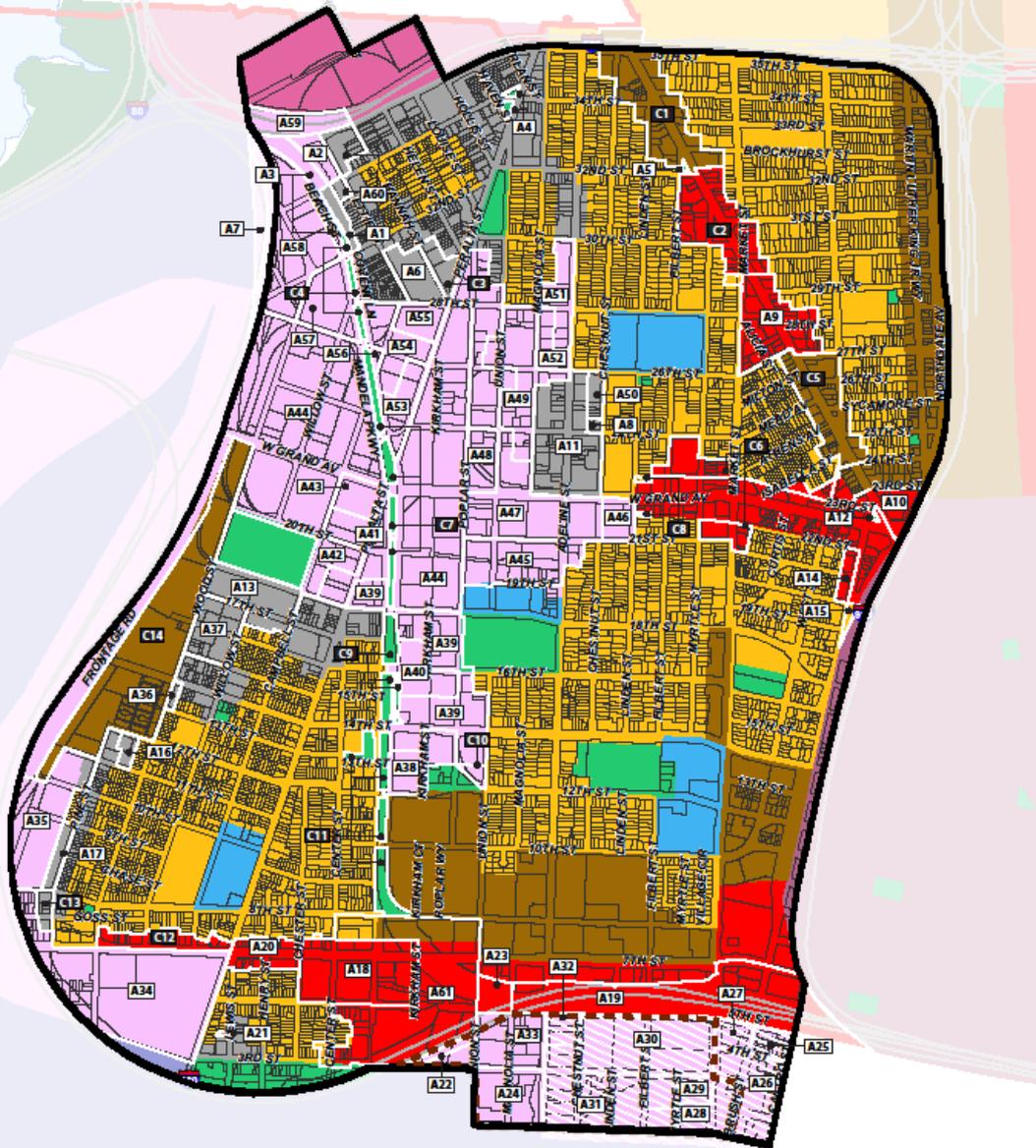


Implementing Goals, cont.

- Preserve Industrial Areas
- Grow Jobs, including creative Economy & the Arts
- Ensure Clean Industry
- Living Wages
- Local Hires



Linden Street Brewery

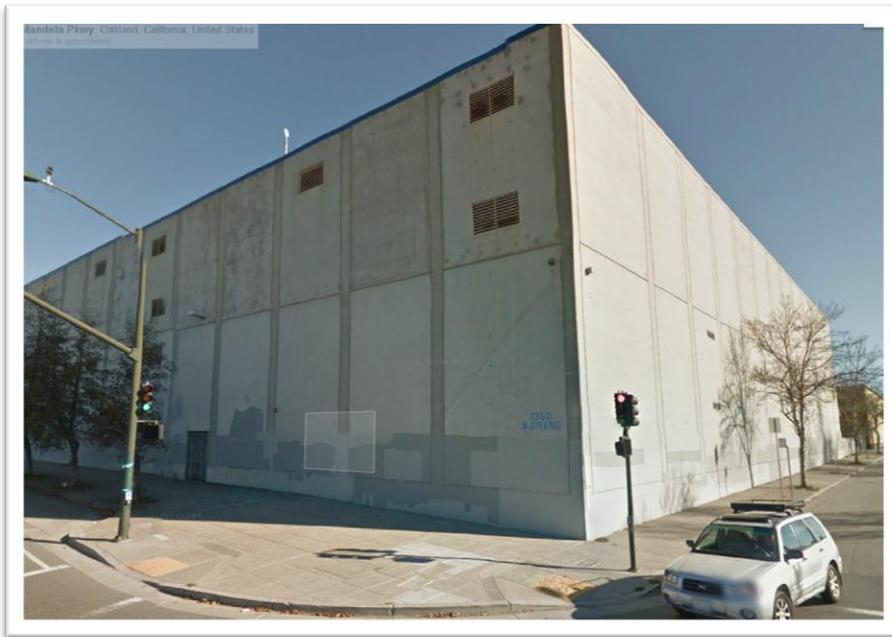


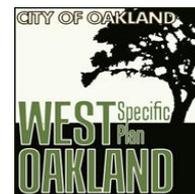
Implementing Goals: Zoning

- New CIX & HBX Zones
- Warehousing/Trucking
- Design Guidelines

Implementing Goals, cont.

Design Guidelines





Comments on Draft Plan and EIR

KEY ISSUES / COMMENTS

- ❖ Plan Length & Organization
- ❖ Social Equity Strategies
- ❖ Zoning
- ❖ Displacement, Gentrification, Jobs, & Community Benefits

Plan Length & Organization

- ❖ Final Specific Plan reorganized to now follow more traditional format of other Specific Plans

- ❖ Information easier to locate

Public Review Draft Specific Plan Organization		Final Specific Plan Organization	
1.0	Executive Summary	1.	1. Introduction
2.0	Introduction	2.0	Vision & Goals
3.0	Vision Statement	3.0	Market Analysis
4.0	Removing Barriers to Economic & Community Development	4.0	Land Use
5.0	Retaining Existing Assets	5.0	Circulation
6.0	Identifying the Opportunities	6.0	Public Infrastructure
7.0	Building to the Plan's Potential	7.0	Obstacles to Community & Economic Development
8.0	Supporting the Plan	8.0	Cultural Assets
9.0	Tending to a Broader Vision	9.0	Open Space
10.0	Implementation Program	10.0	Social Equity
		11.0	Implementation Program

Social Equity Strategies

Staff Expanded the Social Equity & Affordable Housing Recommendations

- Career Pathways for local residents
- Small Business Opportunities for local residents
- Youth Development Education & Training
- Neighborhood Retail
- Protect Residents from Displacement

Displacement/Gentrification Concerns



- No Need for a Plan
- “Massive Development Project” based on perceived notions
- Gentrification
- Displacement”

Wreck the W.O.S.P!



No Displacement! No Gentrification!

“Defend West Oakland from Plan”

Plan or No Plan



Plan:

- Zoning & General Plan Amendments Keyed to Desired Objectives
- Affordable Housing/ Anti-displacement Strategies
- Equitable development Strategies
- Anticipates change and plans for it
- Identifies common needs
- Balances community interests

No Plan:

- New development not necessarily tailored to recent Community Goals & Objectives
- Continued Gentrification & Displacement without Additional Safeguards
- Infrastructure & Other Improvements Not Occurring in a Consistent, Strategic Manner

Environmental Impact Report (EIR)

Environmental Topics Analyzed include:

- Aesthetics, Shadow & Wind
- Air Quality
- Biological Resources
- Geology & Soils
- Cultural & Historic Resources
- Greenhouse Gas Emissions/Climate Change
- Public Services & Recreation
- Hydrology & Water Quality
- Land Use & Planning
- Noise
- Transportation / Traffic
- Utilities & Service Systems
- Population, Housing & Employment
- Hazards & Hazardous Materials

❖ **Reduced impacts through many new strategies, mitigation measures and standard conditions of approval**

Significant and Unavoidable Impacts:

- Air Quality
- Greenhouse Gas Emissions
- Transportation

Less than significant impacts:

- Aesthetics
- Cultural Resources
- Public Services
- Agricultural
- Selected Air Quality Impacts
- Hazards & Hazardous Materials
- Land Use
- Noise
- Selected Traffic
- Hydrology/Water Quality
- Population
- Selected Greenhouse Gas Emissions
- Utilities & Service Systems
- Biological
- Geology and Soils

RECOMMENDATIONS

Planning Commission:

- Adopt the CEQA findings for the West Oakland Specific Plan.
- Adopt the Standard Conditions of Approval and Mitigation Monitoring Reporting Program.
- Recommend the City Council adopt the West Oakland Specific Plan, Design Guidelines and General Plan and Planning Code Amendments.
- Recommend the City Council adopt the General Plan and Zoning Amendments.
- Recommend the City Council adopt the Zoning Code Amendments and Zoning Heights Amendments Map.
- Recommend the City Council adopt the West Oakland Specific Plan Design Guidelines.
- Authorize staff to make minor ongoing revisions to the adopted Design Guidelines.
- Authorize staff to make minor ongoing revision to the West Oakland Specific Plan Implementation Program.