

# ‘WOSP’ PROJECT REVIEW



- Funded by former Oakland Redevelopment Agency & federal TIGER funds
- 2 TIGER Elements: Army Base & West Oakland development facilitation
- WOSP Project to be ‘blue-print’ for facilitating development in West Oakland

# Specific Plan

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- Planning Document Allowed by State law as means of implementing City's General Plan
- Focuses on physical development of a neighborhood, district, or other area
- Identifies policies & actions that support desired development within project area

# Typical Specific Plan Elements:

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- ✓ Area's Development Goals & Policies
- ✓ Targeted Land Uses
- ✓ Infrastructure (sewer, water, electrical, etc)
- ✓ Transportation Features
- ✓ Circulation (vehicular, pedestrian, bicycle)
- ✓ Parking
- ✓ Open Space / Parks
- ✓ Urban Design
- ✓ Historic Preservation
- ✓ Natural Resources
- ✓ Environmental
- ✓ Development Criteria / Guidelines
- ✓ Implementation Program

# Key Project Benefits:

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- Specifies West Oakland's Future Development Pattern
- Marketing Tool for attracting residential, commercial & industrial projects that provide jobs & services needed by West Oakland and city at large
- Includes Environmental Impact Report (EIR) to aid prospective development projects



# Project Actions to Date

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**July – Sept '11**

**Workshop #1:  
(Sept 13, 2011)**

- Project Intro
- Goals Setting
- Community's Development Issues & Preferences Identification

**Oct – Nov '11**

**Workshop #2:  
(Nov 3, 2011)**

- General Data Analysis Presentation

**Dec '11 –  
Jan'12**

**Workshop #3:  
(Jan 30, 2012)**

- Market Analysis Presentation
- Land Use Capacities Discussion

**Feb – May '12**

**Workshop #4:  
(May 5, 2012)**

- Project Info Recap
- 'Refresher Course'

# Community Workshop #5: June 12, 2012

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## **Proposed Specific Plan Recommendations Review**

- ❖ Responds to Prior Community Development Goals & Issues
- ❖ Identifies Proposed Development Themes
  - ❖ Builds on West Oakland Assets
  - ❖ Addresses Development Challenges



## **1) New uses in all areas:**

**a. Located on vacant/underutilized sites plus sites presently used for recycling/heavy-trucking.**

**b. Include**

- **Uses desired by community**
- **Uses with strong economic demand in Inner Bay Area**
- **Uses supporting employment, housing and retail**

### **c. Range in density from**

- **Minimum density consistent with area**
- **Maximum density supported by existing capacity of:**
  - **Street system**
  - **Parcelization**
  - **Buildings (that can in some cases be reused and/or expanded)**
  - **Adjacencies so that scale and height are consistent with context.**

### **d. Do not displace**

- **Jobs (except those moving to army base)**
- **Housing**
- **Buildings (except where they cannot be reused and/or expanded)**

## **e. Always**

- **Enhance existing uses**
- **Enhance adjacent neighborhoods**
- **Are differentiated and complementary to other uses in Oakland and greater region**
- **Are pedestrian oriented**
- **Respect unique history and legacy of West Oakland and its residents.**



## 2) Focus for new employment

a. Opportunity Area 1 – Mandela/Grand

b. Opportunity Area 3 – 3rd Street



R&D/Anchor Campus



Light Industrial/ Flex Commercial





### 3) Focus for new housing

- a. Opportunity Area 2 – 7th Street/West Oakland BART
- b. Opportunity Area 4 – San Pablo Area



Transit Oriented Housing



Infill Housing Respecting Adjacent Context





## 4) Focus for new retail

### a. Neighborhood serving retail creating focus

- 7th Street at West Oakland BART Station
- 7th Street across from Post Office
- San Pablo Avenue between I-580 and I-980
- West Grand between Adeline and San Pablo that should be anchored with a neighborhood-serving grocery store



Neighborhood-Serving Retail

### b. Destination serving retail

- Opportunity area 1C as extension of destination retail along Oakland/Emeryville Border



Destination Retail

## 5) Enhancement of Key Linkages

- a. **Mandela Gateway to be celebrated as major north-south spine connecting major employment area at Mandela Grand to West Oakland BART Station and Emeryville**
- b. **7th Street to be focus of the West Oakland TOD area revitalizing the heart of the historic Prescott District. Enhancement to include mitigating the sound and visual effects of the aerial BART tracks. West Oakland TOD to be one of most important TOD's in western US taking advantage of proximity to Downtown Oakland, San Francisco, UC Berkeley and other regional economic centers.**

- c. San Pablo Avenue to be focus of Clausen and Hoover neighborhoods and civic linkage of downtown Oakland and Emeryville.**
- d. “The O” to be enhanced transit loop connecting:**
  - Four central BART stations including West Oakland, MacArthur, and Downtown Oakland Stations**
  - The two major economic centers of the East Bay, Downtown Oakland and Emeryville.**
  - “Pill Hill” East Bay Regional Medical Center**
  - Jack London Square, Ferry Transit and Amtrak**



# Recommended Development Scenarios

## Existing, Mid-Range, & Long Range





# Existing Conditions

- Legend**
- Opportunity Sites
  - Heavier Industrial Uses to be Relocated
  - Older facilities to be Remediated and Modernized
  - Existing Residential / New Residential
  - Low Intensity Business Mix/Light Industrial Uses
  - Transit Enhancement
  - Anchor Campus for Targeted Employment Sector
  - Infill Construction for Targeted Employment Sector
  - Existing Retail / New Retail

Bay Bridge to San Francisco

Oakland Army Base

Port of Oakland

Emeryville

SAN PABLO  
OPPORTUNITY  
AREA  
4

MANDELA GRAND  
OPPORTUNITY  
AREA  
1

7TH STREET  
OPPORTUNITY  
AREA  
2

3RD STREET  
OPPORTUNITY  
AREA  
3

Downtown Oakland

Lake Merritt



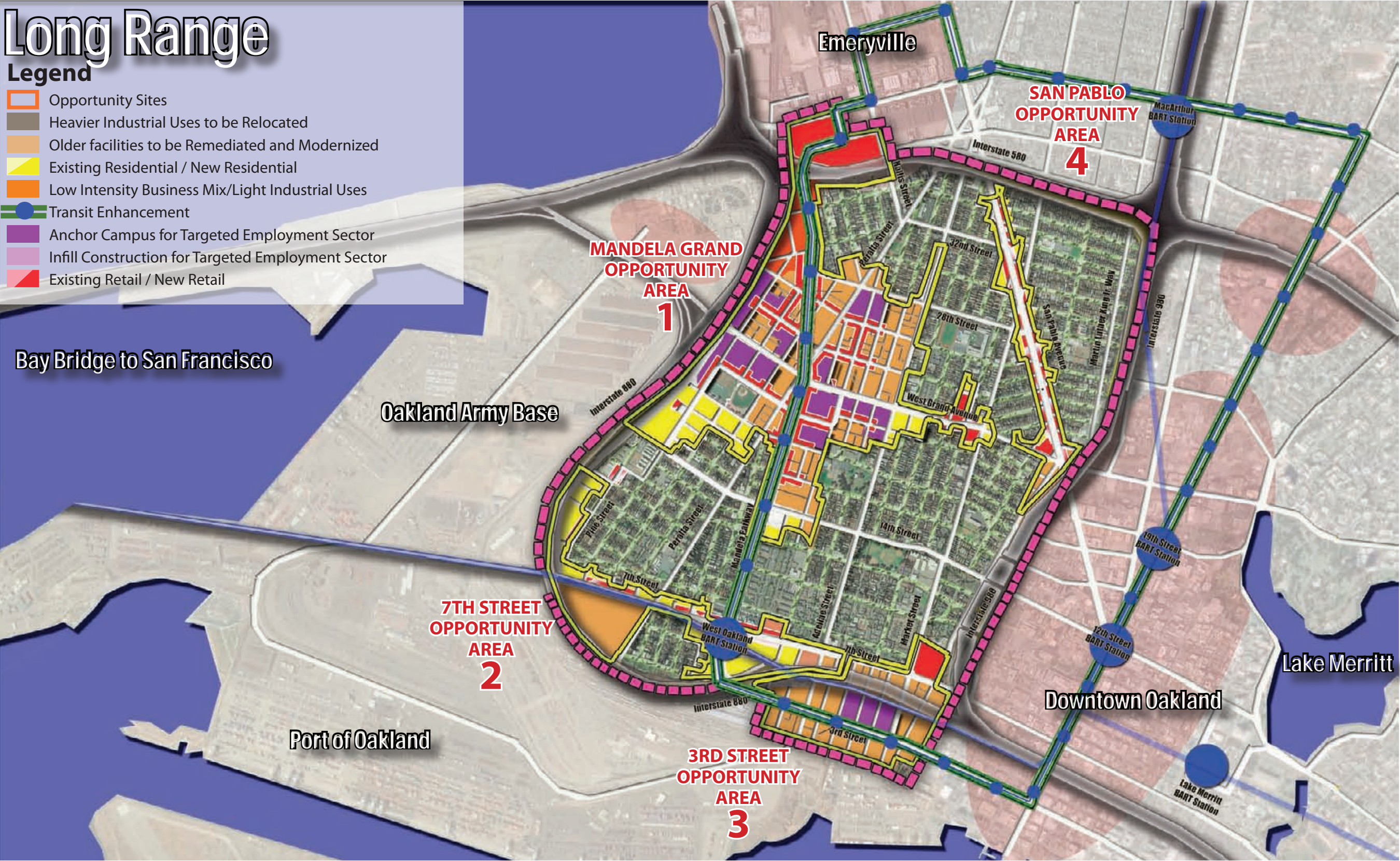


# Mid-Range Legend

- Opportunity Sites
- Heavier Industrial Uses to be Relocated
- Older facilities to be Remediated and Modernized
- Existing Residential / New Residential
- Low Intensity Business Mix/Light Industrial Uses
- Transit Enhancement
- Anchor Campus for Targeted Employment Sector
- Infill Construction for Targeted Employment Sector
- Existing Retail / New Retail





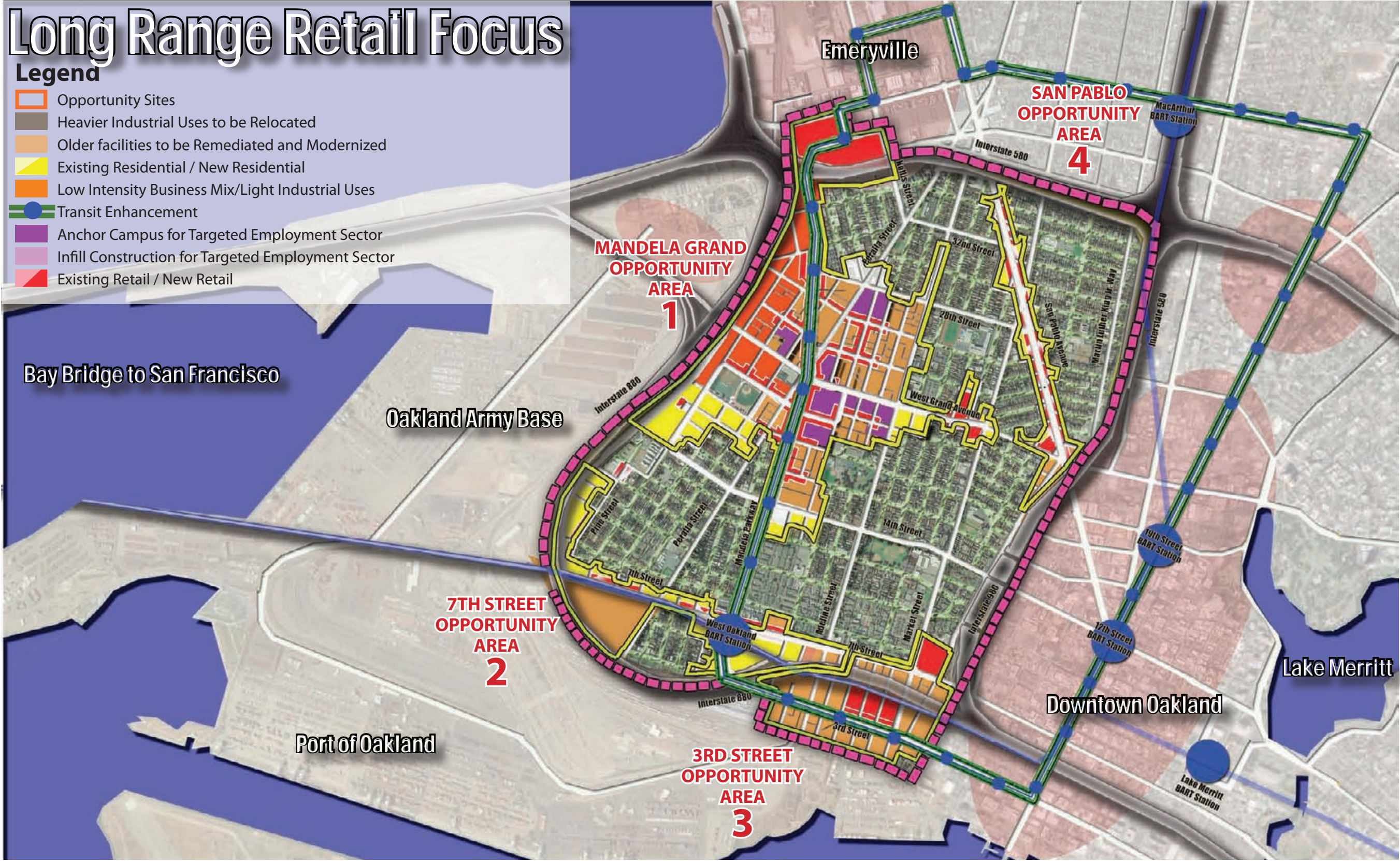






# Long Range Retail Focus

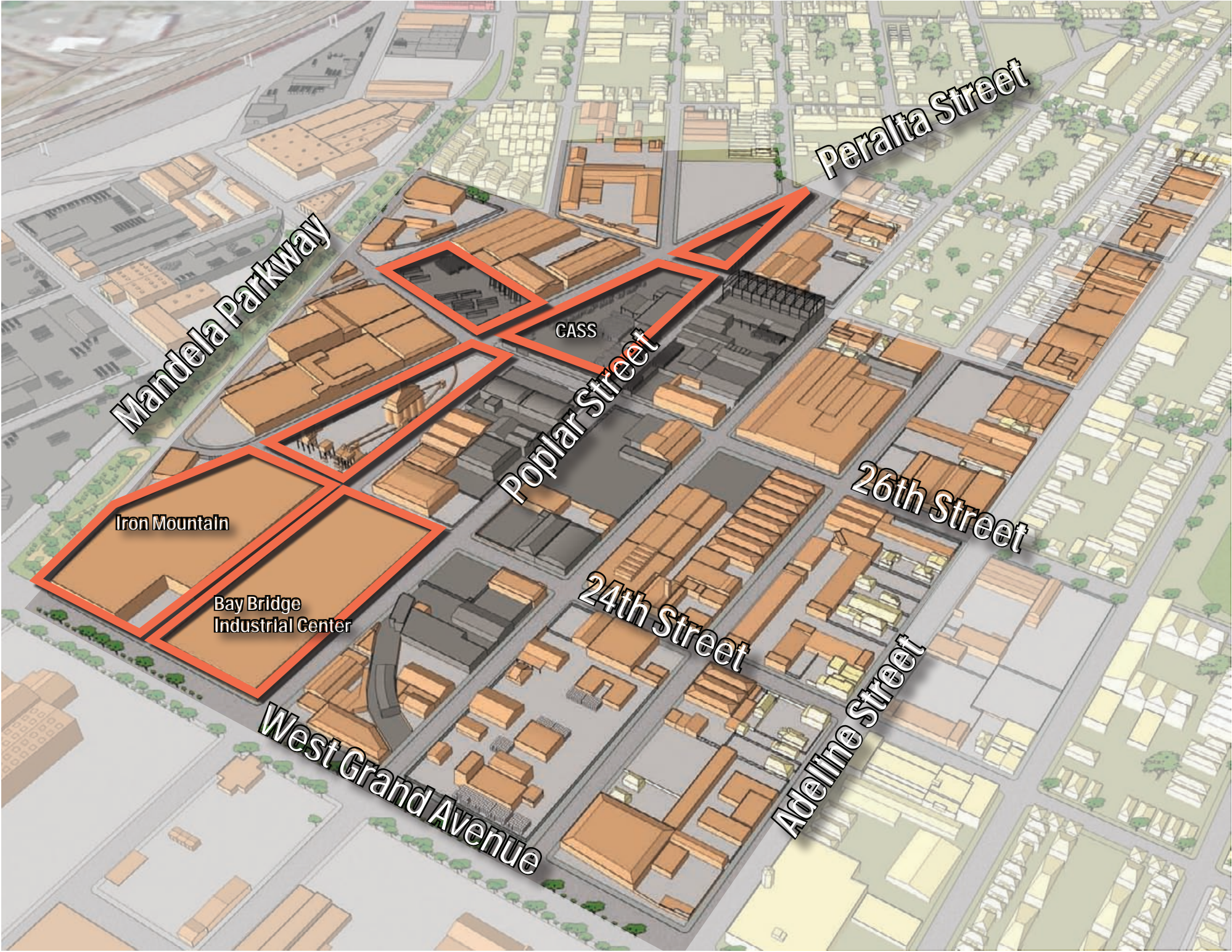
- Legend**
- Opportunity Sites
  - Heavier Industrial Uses to be Relocated
  - Older facilities to be Remediated and Modernized
  - Existing Residential / New Residential
  - Low Intensity Business Mix/Light Industrial Uses
  - Transit Enhancement
  - Anchor Campus for Targeted Employment Sector
  - Infill Construction for Targeted Employment Sector
  - Existing Retail / New Retail







# AREA 1A



Existing

## Legend

- Opportunity Sites
- Heavy Industrial Uses to be Relocated
- Existing facilities to be Reutilized
- Existing Residential / New Residential
- Low Intensity Business Mix/Light Industrial Uses
- Transit Enhancement
- Higher Intensity Anchor Campus
- Higher Intensity Infill Anchor Campus
- Existing Retail / New Retail













## AREA 1A Employment Center

- 1-2 Stories of light industrial flex space reutilizing existing buildings and infill with surface parking.
- Enhanced streetscape activates street.
- Enhanced transit on Mandela Parkway serves employment center

### Legend

-  Opportunity Sites
-  Heavy Industrial Uses to be Relocated
-  Existing facilities to be Reutilized
-  Existing Residential / New Residential
-  Low Intensity Business Mix/Light Industrial Uses
-  Transit Enhancement
-  Higher Intensity Anchor Campus
-  Higher Intensity Infill Anchor Campus
-  Existing Retail / New Retail

### Mid-Range Development Scenario





## AREA 1A Employment Center

- 4 Stories of anchor campus/ R&D facilities on catalyst sites.
- Enhanced streetscape activates street.
- Enhanced transit on Mandela Parkway serves employment center

### Legend

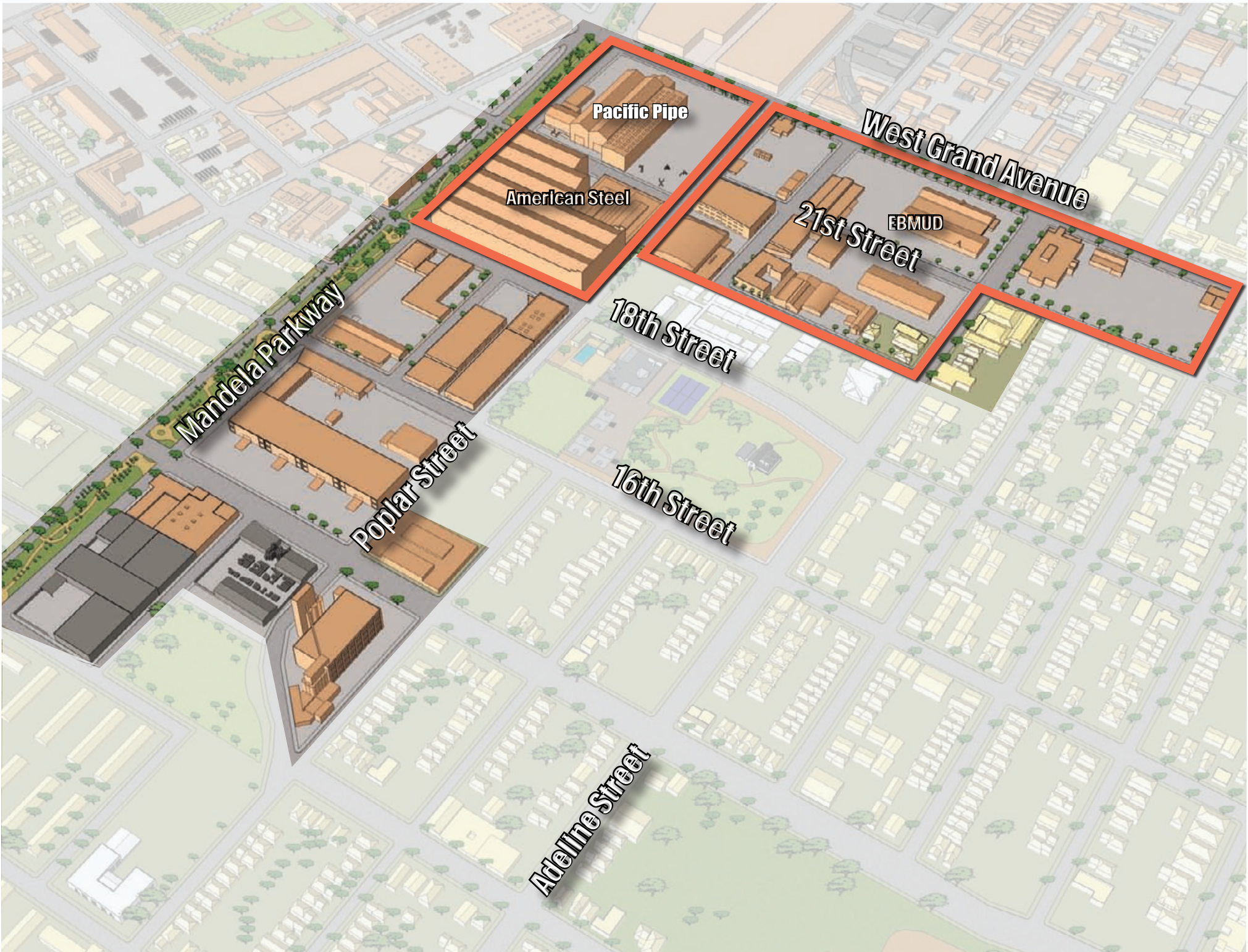
- Opportunity Sites
- Heavy Industrial Uses to be Relocated
- Existing facilities to be Reutilized
- Existing Residential / New Residential
- Low Intensity Business Mix/Light Industrial Uses
- Transit Enhancement
- Higher Intensity Anchor Campus
- Higher Intensity Infill Anchor Campus
- Existing Retail / New Retail

Long-Range Development Scenario





# AREA 1B



## Legend

- Opportunity Sites
- Heavy Industrial Uses to be Relocated
- Existing facilities to be Reutilized
- Existing Residential / New Residential
- Low Intensity Business Mix/Light Industrial Uses
- Transit Enhancement
- Higher Intensity Anchor Campus
- Higher Intensity Infill Anchor Campus
- Existing Retail / New Retail

Existing Conditions














## AREA 1B Employment Center

- 1-2 Stories of light industrial flex space reutilizing existing buildings and infill with surface parking.
- Enhanced streetscape activates street.
- Enhanced transit on Mandela Parkway serves employment center

### Legend

-  Opportunity Sites
-  Heavy Industrial Uses to be Relocated
-  Existing facilities to be Reutilized
-  Existing Residential / New Residential
-  Low Intensity Business Mix/Light Industrial Uses
-  Transit Enhancement
-  Higher Intensity Anchor Campus
-  Higher Intensity Infill Anchor Campus
-  Existing Retail / New Retail

### Mid-Range Development Scenario














## AREA 1B

### Employment Center

- 4 Stories of anchor campus/ R&D facilities on catalyst sites.
- Enhanced streetscape activates street.
- Enhanced transit on Mandela Parkway serves employment center

### Legend

-  Opportunity Sites
-  Heavy Industrial Uses to be Relocated
-  Existing facilities to be Reutilized
-  Existing Residential / New Residential
-  Low Intensity Business Mix/Light Industrial
-  Transit Enhancement
-  Higher Intensity Anchor Campus
-  Higher Intensity Infill Anchor Campus
-  Existing Retail / New Retail

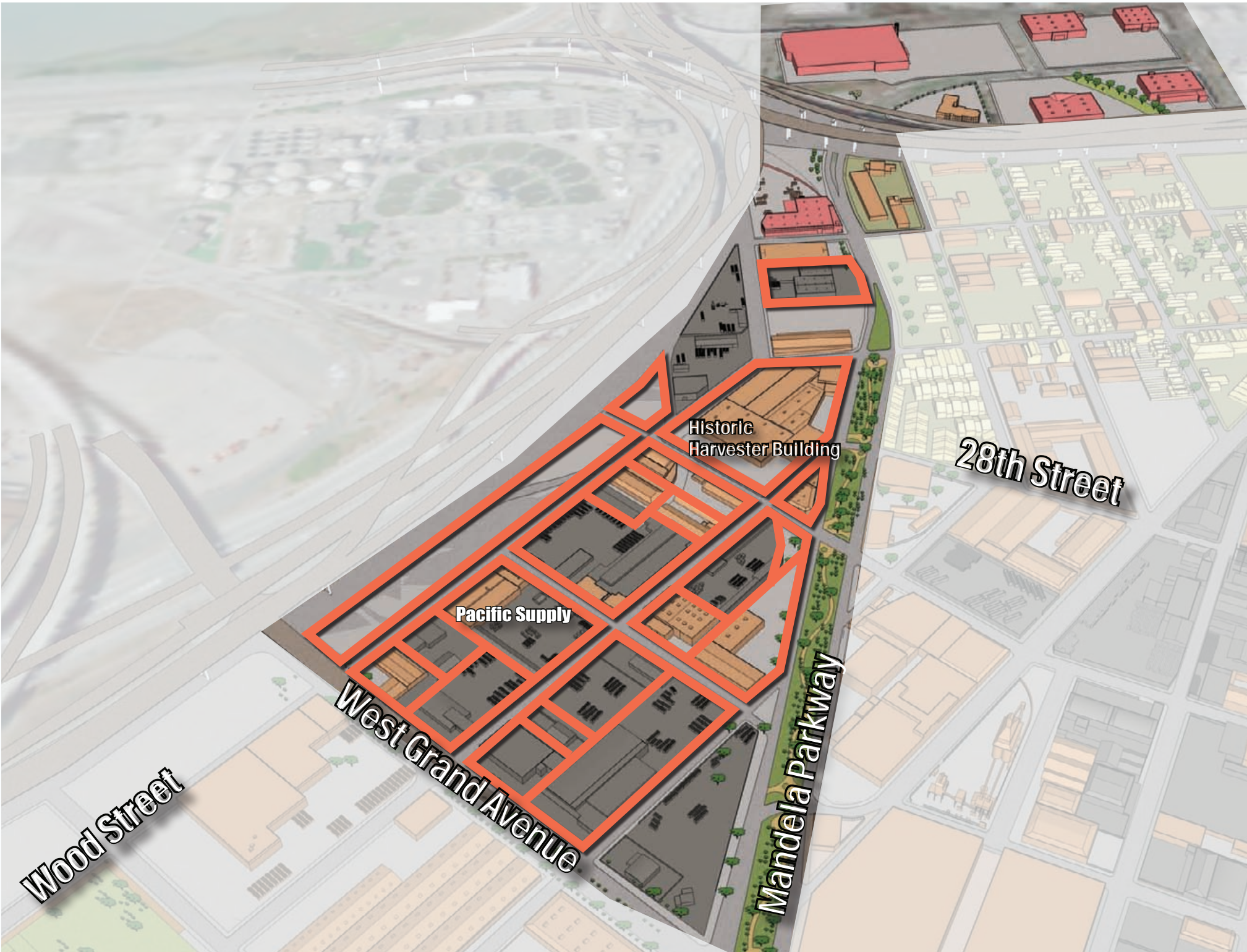
Long Range Development Scenario





# AREA 1C

## Employment Center

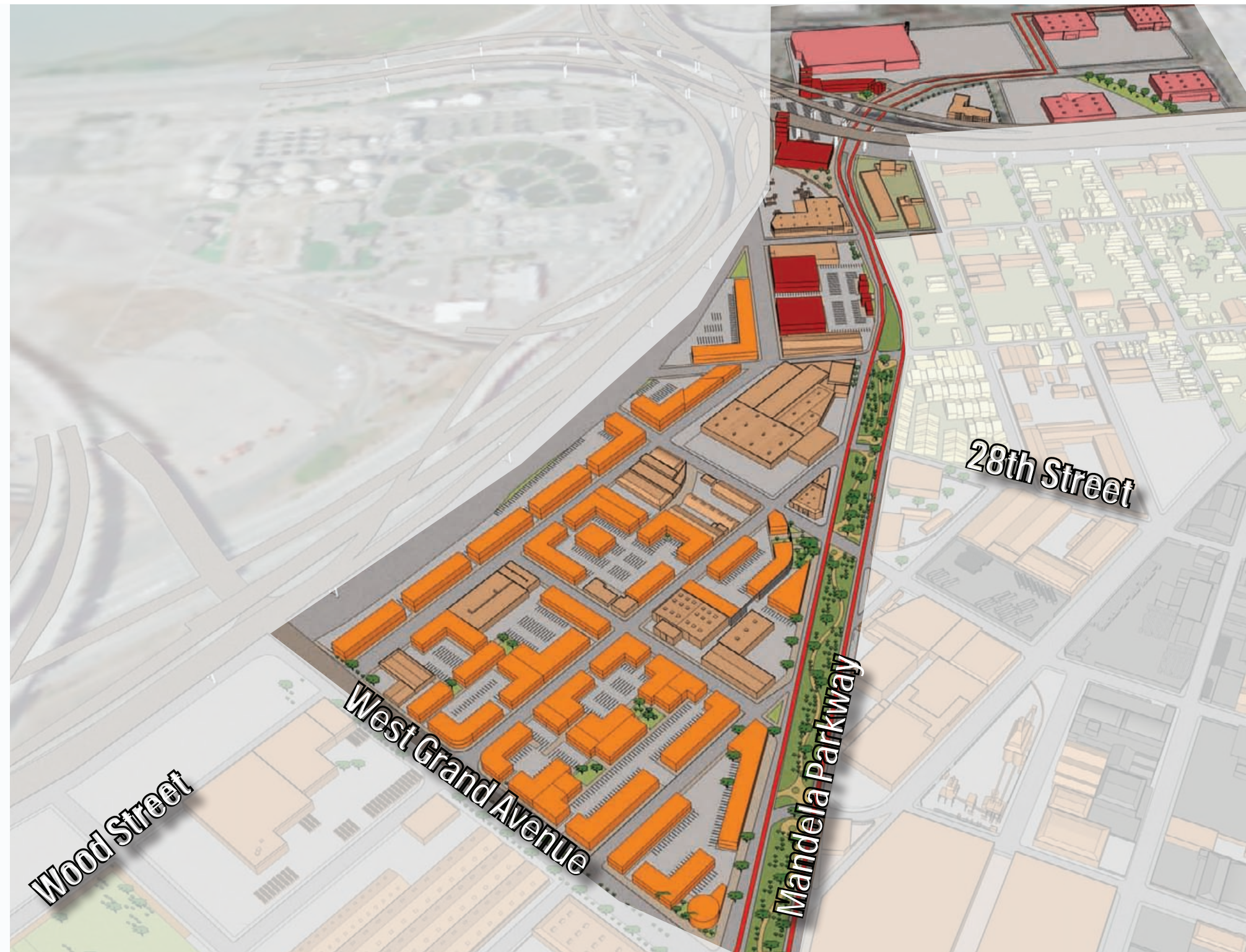


Existing Conditions

### Legend

- Opportunity Sites
- Heavy Industrial Uses to be Relocated
- Existing facilities to be Reutilized
- Existing Residential / New Residential
- Low Intensity Business Mix/Light Industrial
- Transit Enhancement
- Higher Intensity Anchor Campus
- Higher Intensity Infill Anchor Campus
- Existing Retail / New Retail














Mid-Range Development Scenario

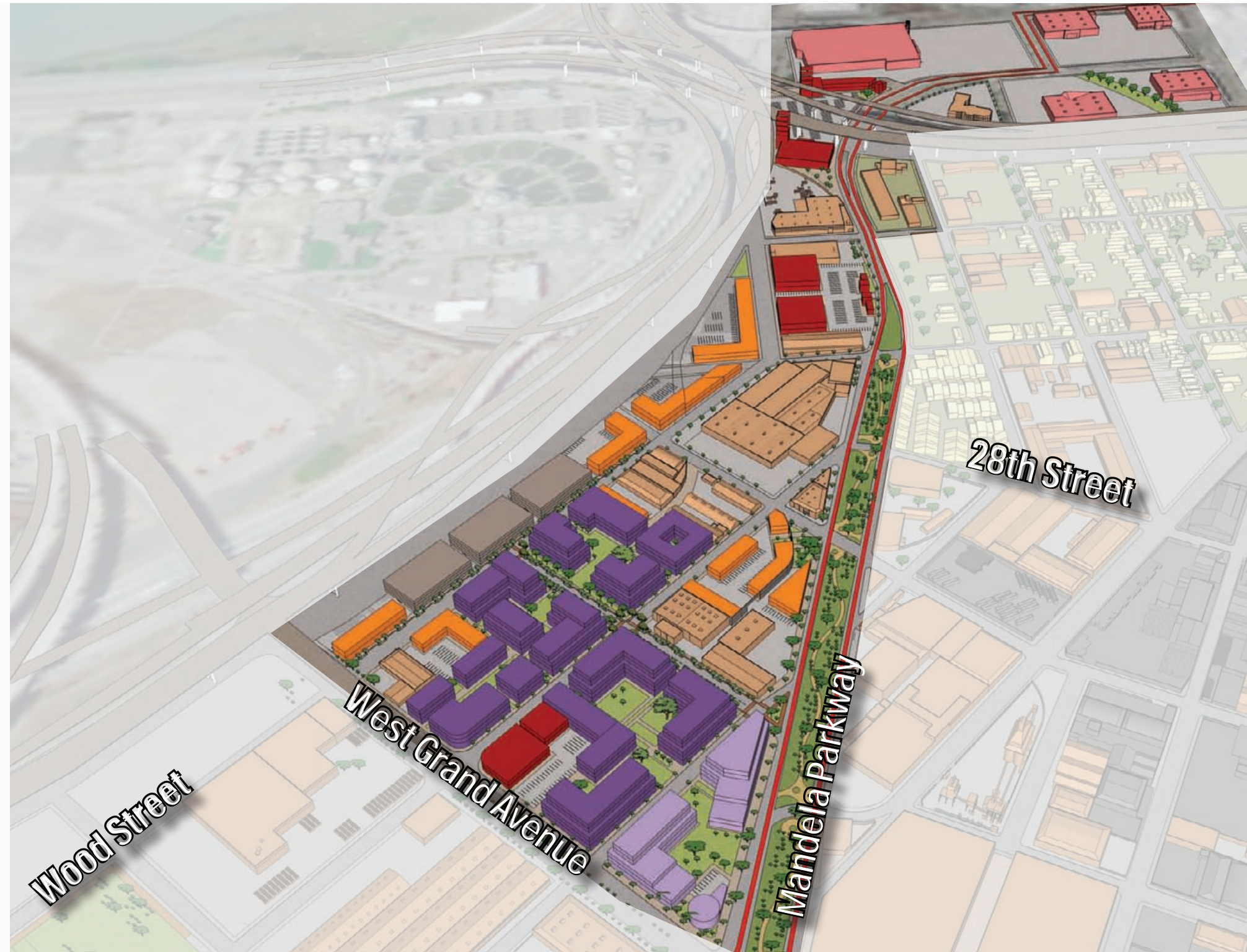
## AREA 1C Employment Center

- 1-2 Stories of light industrial flex space reutilizing existing buildings and infill with surface parking.
- Enhanced streetscape activates street.
- Enhanced transit on Mandela Parkway serves employment center

### Legend

-  Opportunity Sites
-  Heavy Industrial Uses to be Relocated
-  Existing facilities to be Reutilized
-  Existing Residential / New Residential
-  Low Intensity Business Mix/Light Industrial
-  Transit Enhancement
-  Higher Intensity Anchor Campus
-  Higher Intensity Infill Anchor Campus
-  Existing Retail / New Retail





## AREA 1C

### Employment Center

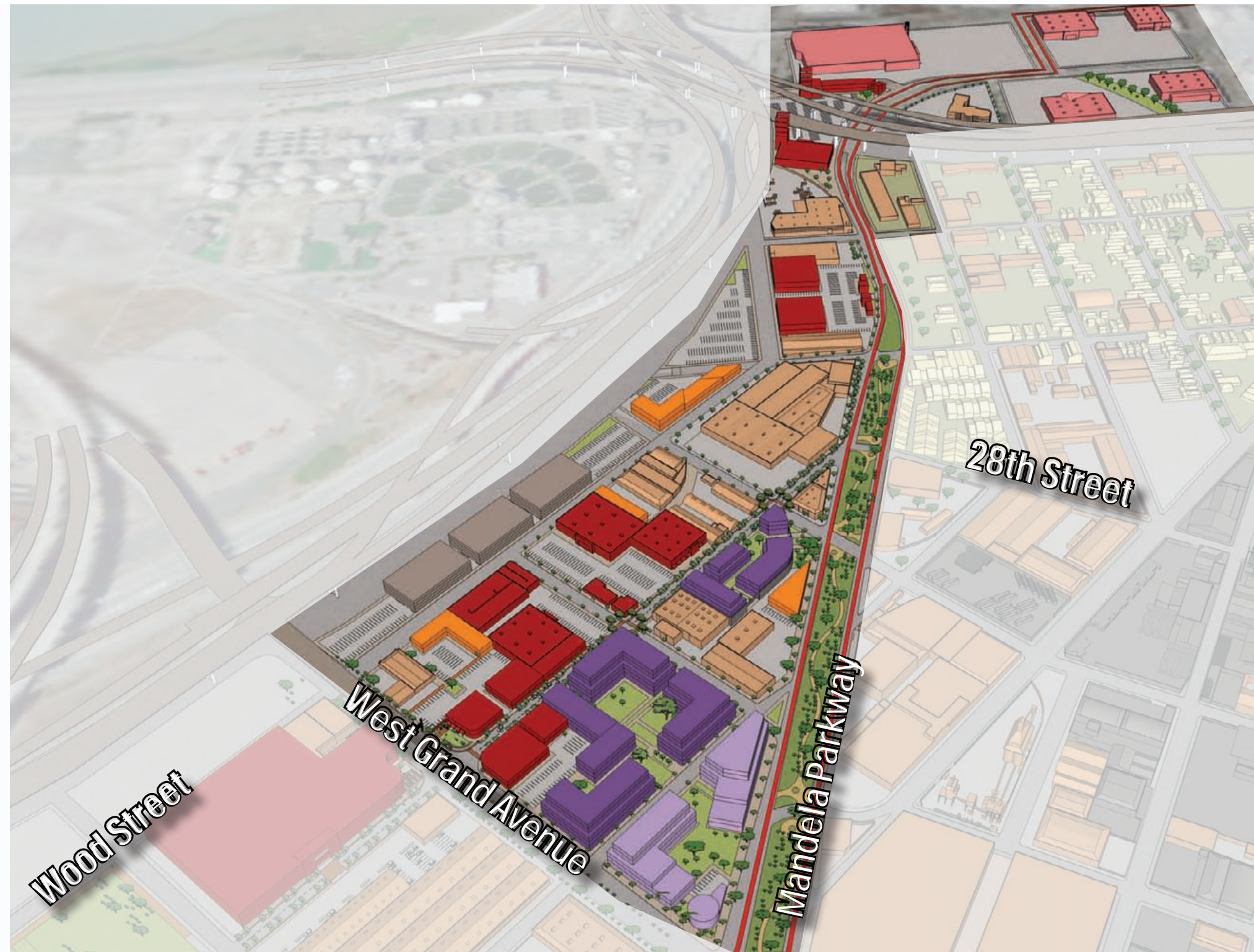
- 4 Stories of anchor campus/ R&D facilities on catalyst sites.
- Enhanced streetscape activates street.
- Enhanced transit on Mandela Parkway serves employment center

### Legend

- Opportunity Sites
- Heavy Industrial Uses to be Relocated
- Existing facilities to be Reutilized
- Existing Residential / New Residential
- Low Intensity Business Mix/Light Industrial
- Transit Enhancement
- Higher Intensity Anchor Campus
- Higher Intensity Infill Anchor Campus
- Existing Retail / New Retail

Long Range Development Scenario





## AREA 1C

### Employment Center

- 4 Stories of anchor campus/ R&D facilities on catalyst sites.
- Destination retail on appropriate sites creates linkage to existing retail district.
- Enhanced streetscape activates street.
- Enhanced transit on Mandela Parkway serves employment center

### Legend

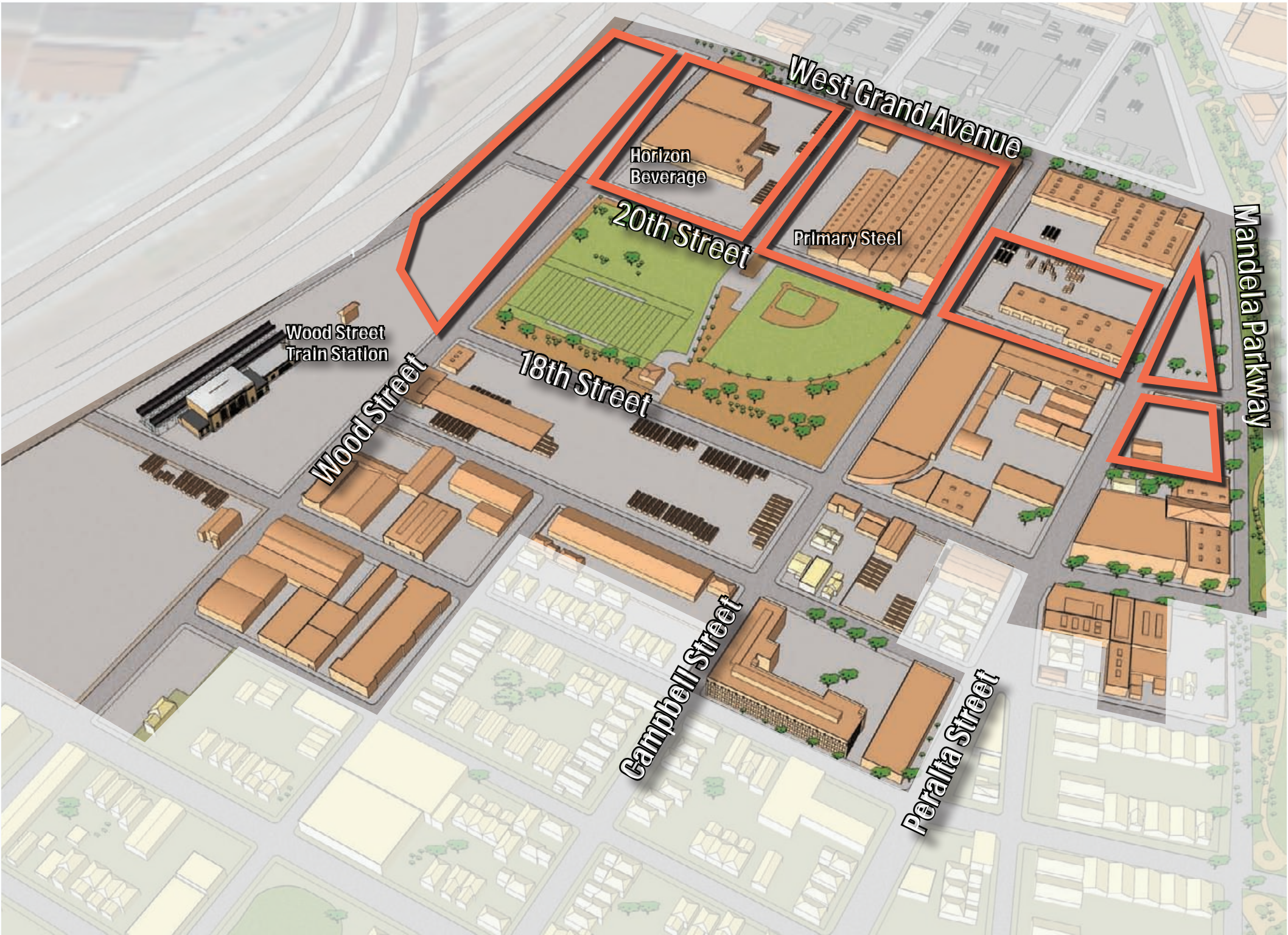
- Opportunity Sites
- Heavy Industrial Uses to be Relocated
- Existing facilities to be Reutilized
- Existing Residential / New Residential
- Low Intensity Business Mix/Light Industrial
- Transit Enhancement
- Higher Intensity Anchor Campus
- Higher Intensity Infill Anchor Campus
- Existing Retail / New Retail

Long Range Retail Focus Development Scenario





# AREA 1D



## Legend

- Opportunity Sites
- Heavy Industrial Uses to be Relocated
- Existing facilities to be Reutilized
- Existing Residential / New Residential
- Low Intensity Business Mix/Light Industrial
- Transit Enhancement
- Higher Intensity Anchor Campus
- Higher Intensity Infill Anchor Campus
- Existing Retail / New Retail

## Existing Conditions





## AREA 1D Employment Center

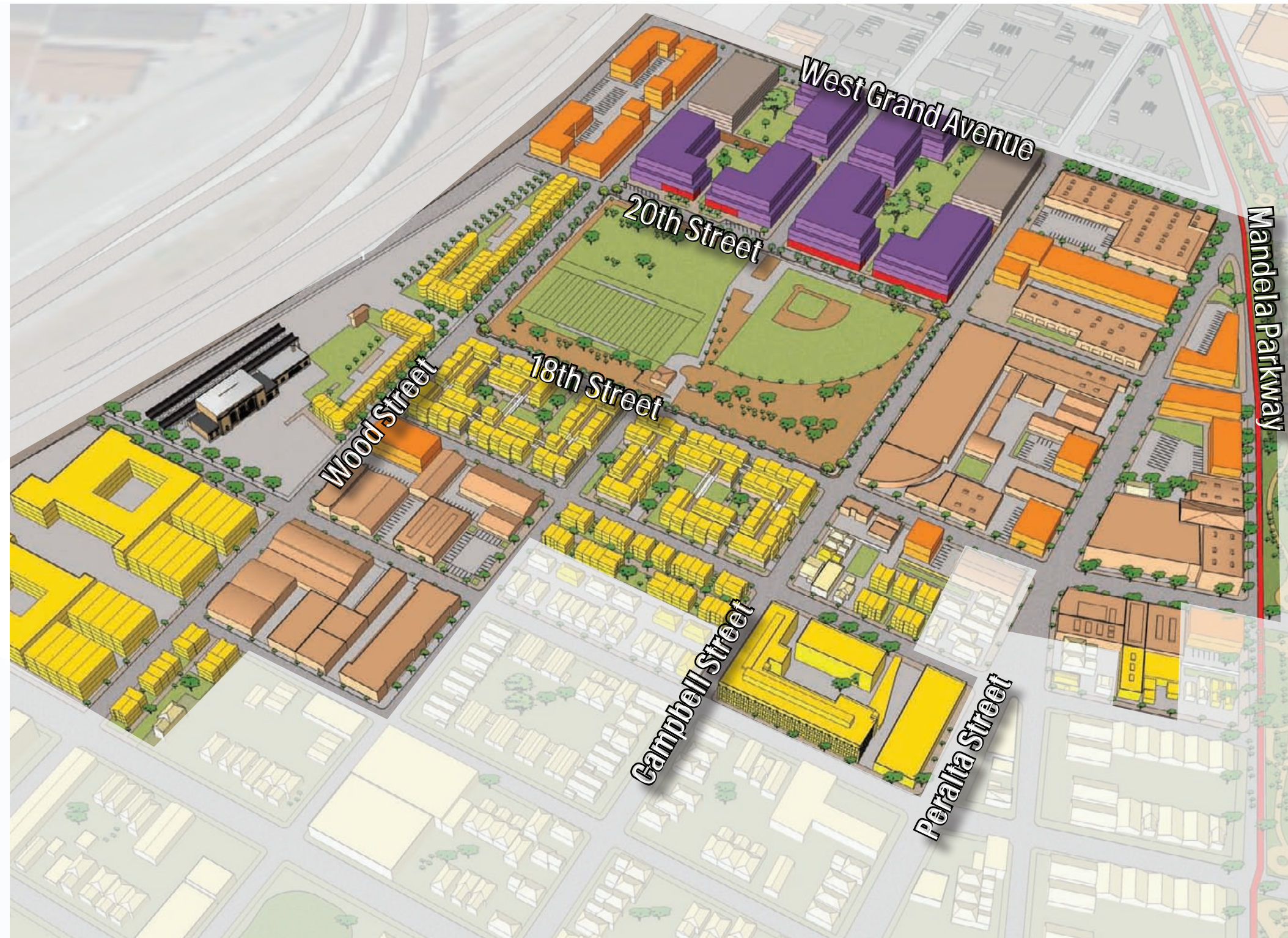
- 1-2 Stories of light industrial flex space reutilizing existing buildings and infill with surface parking.
- Residential adjacent to existing neighborhood and Raimondi park
- Enhanced streetscape activates street.
- Enhanced transit on Mandela Parkway serves employment center and new housing.

### Legend

- Opportunity Sites
- Heavy Industrial Uses to be Relocated
- Existing facilities to be Reutilized
- Existing Residential / New Residential
- Low Intensity Business Mix/Light Industrial
- Transit Enhancement
- Higher Intensity Anchor Campus
- Higher Intensity Infill Anchor Campus
- Existing Retail / New Retail

## Mid-Range Development Scenario





## AREA 1D Employment Center

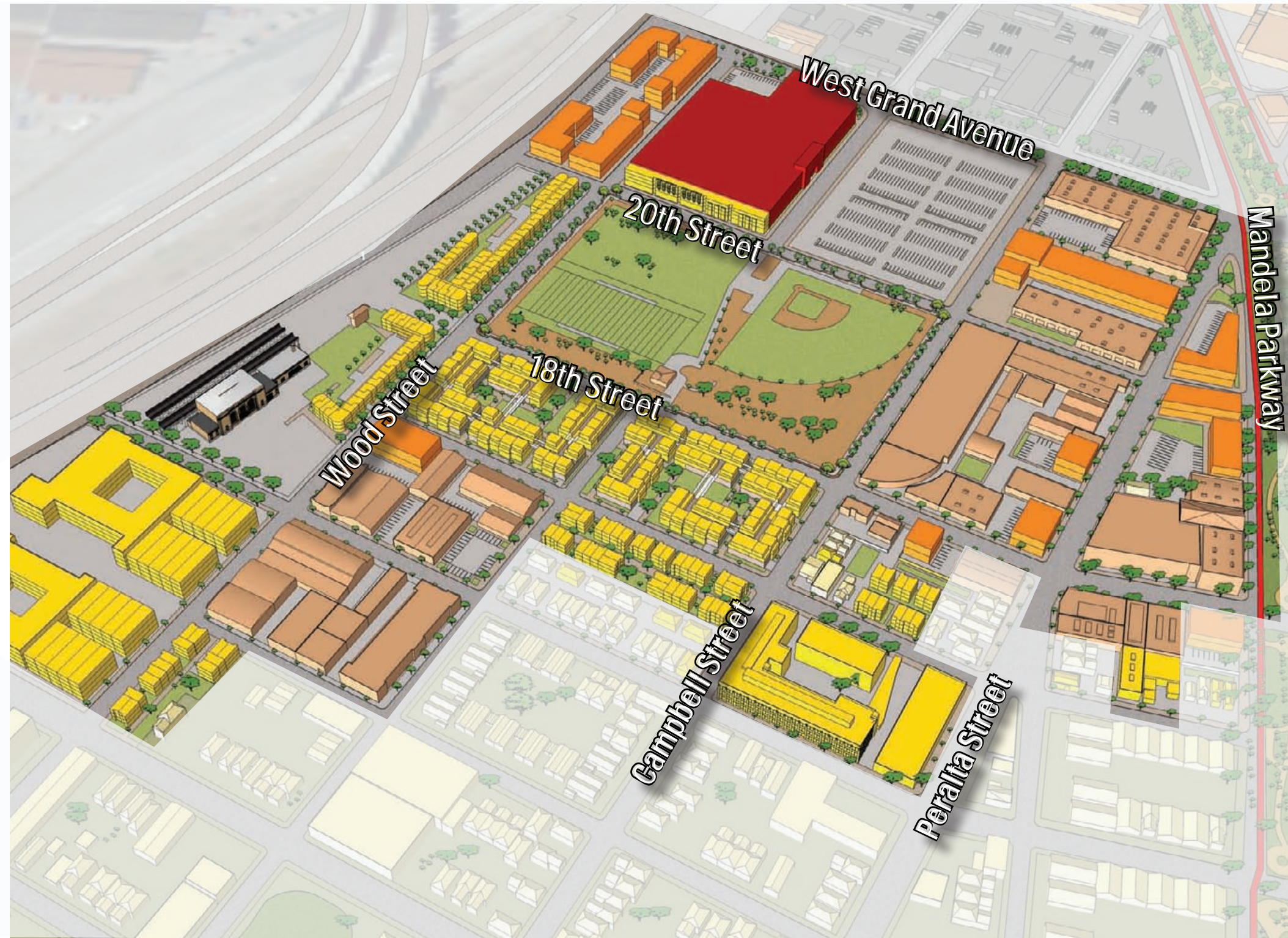
- 4 Stories of anchor campus/ R&D facilities on catalyst sites.
- Residential adjacent to existing neighborhood and Raimondi park
- Enhanced streetscape activates street.
- Enhanced transit on Mandela Parkway serves employment center

### Legend

- Opportunity Sites
- Heavy Industrial Uses to be Relocated
- Existing facilities to be Reutilized
- Existing Residential / New Residential
- Low Intensity Business Mix/Light Industrial
- Transit Enhancement
- Higher Intensity Anchor Campus
- Higher Intensity Infill Anchor Campus
- Existing Retail / New Retail

## Long Range Development Scenario





## AREA 1D Employment Center

- Optional destination retail along West Grand Avenue
- Residential adjacent to existing neighborhood and Raimondi park
- Enhanced streetscape activates street.
- Enhanced transit on Mandela Parkway serves employment center

### Legend

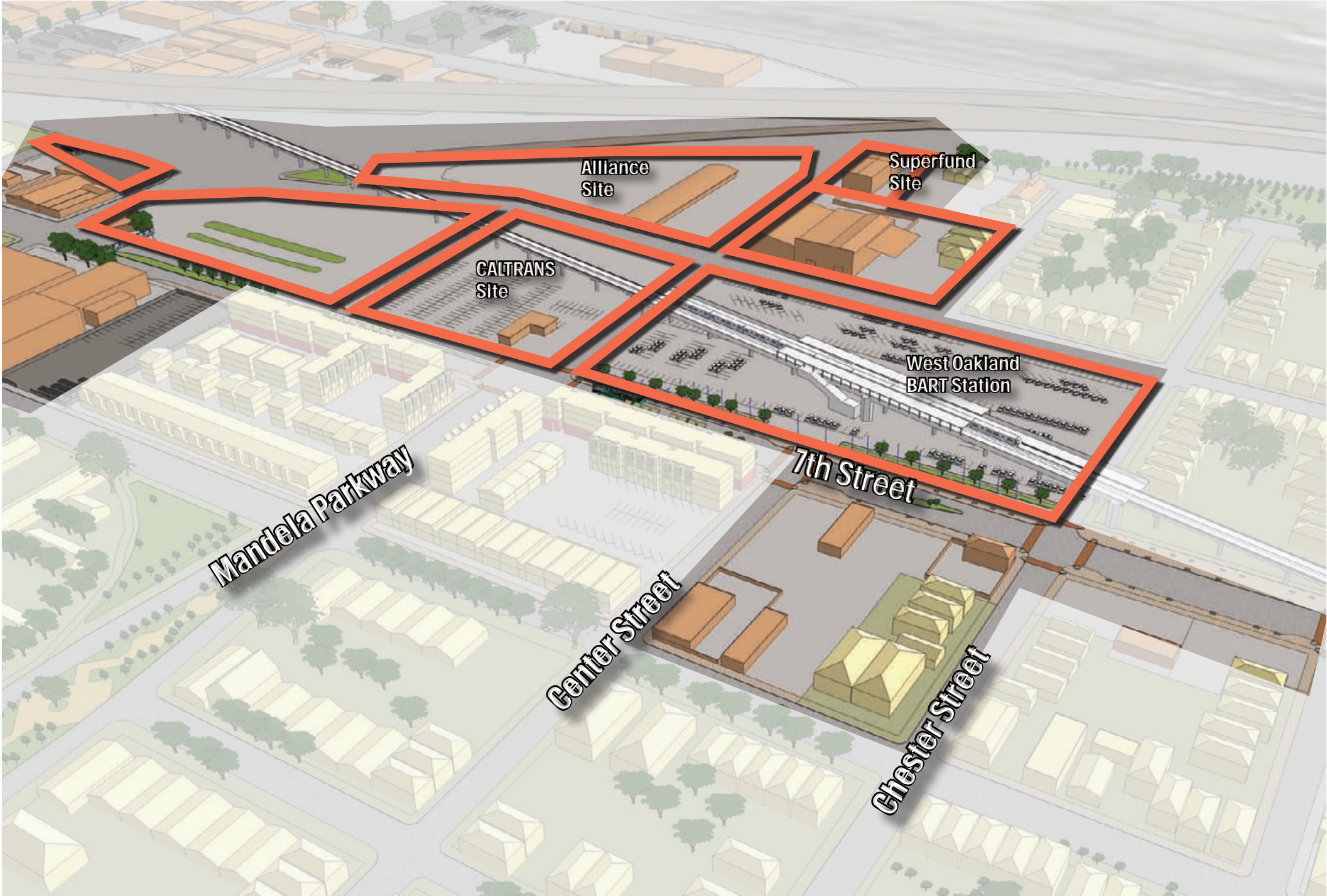
- Opportunity Sites
- Heavy Industrial Uses to be Relocated
- Existing facilities to be Reutilized
- Existing Residential / New Residential
- Low Intensity Business Mix/Light Industrial
- Transit Enhancement
- Higher Intensity Anchor Campus
- Higher Intensity Infill Anchor Campus
- Existing Retail / New Retail

## Long Range Retail Focus Development Scenario





# AREA 2A



## Legend

- Opportunity Sites
- Heavy Industrial Uses to be Relocated
- Existing facilities to be Reutilized
- Existing Residential / New Residential
- Low Intensity Business Mix/Light Industrial
- Transit Enhancement
- Higher Intensity Anchor Campus
- Higher Intensity Infill Anchor Campus
- Existing Retail / New Retail

## Existing Conditions





## AREA 2A

### Transit Oriented Development

- 3-4 Stories of residential over podium parking and commercial flex space on street level.
- New BART parking on Alliance opportunity site providing buffer against freeway.
- Enhanced streetscape and retail activates street.
- Enhanced transit connecting West Oakland Bart to Downtown Oakland.
- Superfund site reutilized as greenspace.

### Legend

- Opportunity Sites
- Heavy Industrial Uses to be Relocated
- Existing facilities to be Reutilized
- Existing Residential / New Residential
- Low Intensity Business Mix/Light Industrial
- Transit Enhancement
- Higher Intensity Anchor Campus
- Higher Intensity Infill Anchor Campus
- Existing Retail / New Retail

## Mid-Range Development Scenario





## AREA 2A

### Transit Oriented Development

- 3-4 Stories of residential over podium parking and commercial flex space on street level.
- New BART parking on Alliance opportunity site providing buffer against freeway.
- Enhanced streetscape and retail activates street.
- Superfund site reutilized as greenspace.
- Mid-rise residential on BART parking.
- Sound barrier structure installed on elevated BART tracks to mitigate noise to residential units

### Legend

- Opportunity Sites
- Heavy Industrial Uses to be Relocated
- Existing facilities to be Reutilized
- Existing Residential / New Residential
- Low Intensity Business Mix/Light Industrial
- Transit Enhancement
- Higher Intensity Anchor Campus
- Higher Intensity Infill Anchor Campus
- Existing Retail / New Retail

## Long Range Development Scenario





# AREA 2B

## Transit Oriented Development



### Legend

- Opportunity Sites
- Heavy Industrial Uses to be Relocated
- Existing facilities to be Reutilized
- Existing Residential / New Residential
- Low Intensity Business Mix/Light Industrial
- Transit Enhancement
- Higher Intensity Anchor Campus
- Higher Intensity Infill Anchor Campus
- Existing Retail / New Retail

Existing Conditions














## AREA 2B

### Transit Oriented Development

- New mixed-use buildings consistent with scale of existing 7th street buildings.
- 3-4 Floors over podium parking and flex commercial space.
- Sound barrier structure installed on elevated BART tracks to mitigate noise to residential units

### Legend

-  Opportunity Sites
-  Heavy Industrial Uses to be Relocated
-  Existing facilities to be Reutilized
-  Existing Residential / New Residential
-  Low Intensity Business Mix/Light Industrial
-  Transit Enhancement
-  Higher Intensity Anchor Campus
-  Higher Intensity Infill Anchor Campus
-  Existing Retail / New Retail

### Long Range Development Scenario





# AREA 2C



Existing Conditions

## Legend

- Opportunity Sites
- Heavy Industrial Uses to be Relocated
- Existing facilities to be Reutilized
- Existing Residential / New Residential
- Low Intensity Business Mix/Light Industrial
- Transit Enhancement
- Higher Intensity Anchor Campus
- Higher Intensity Infill Anchor Campus
- Existing Retail / New Retail














Long Range Development Scenario

## AREA 2C

- New low intensity 1-2 story light industrial flex space with surface parking on opportunity sites.
- Residential units on opportunity sites as frontage on Pine street to compliment existing residential on east side of street.

### Legend

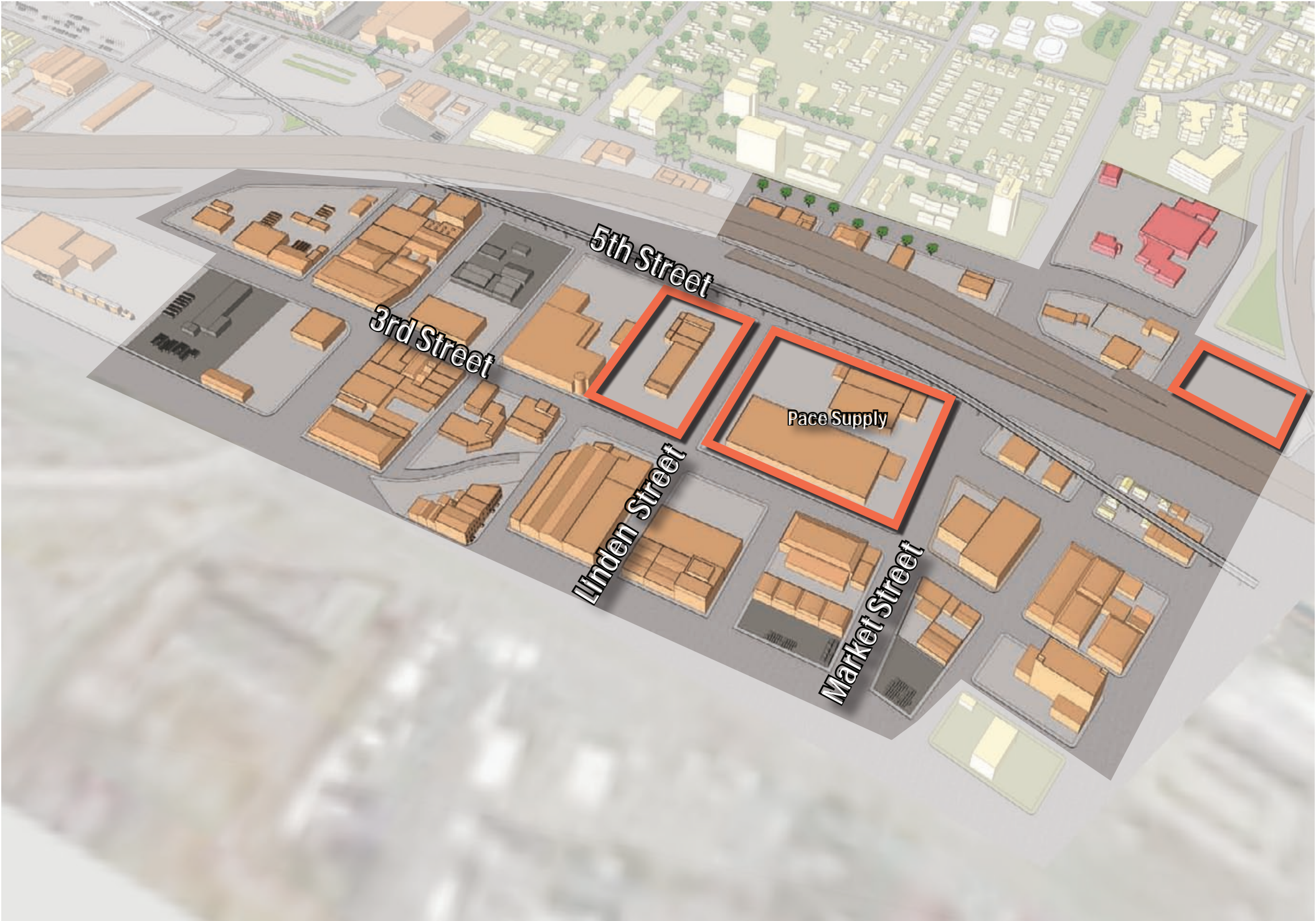
-  Opportunity Sites
-  Heavy Industrial Uses to be Relocated
-  Existing facilities to be Reutilized
-  Existing Residential / New Residential
-  Low Intensity Business Mix/Light Industrial
-  Transit Enhancement
-  Higher Intensity Anchor Campus
-  Higher Intensity Infill Anchor Campus
-  Existing Retail / New Retail





# AREA 3

## Employment Center



### Legend

- Opportunity Sites
- Heavy Industrial Uses to be Relocated
- Existing facilities to be Reutilized
- Existing Residential / New Residential
- Low Intensity Business Mix/Light Industrial
- Transit Enhancement
- Higher Intensity Anchor Campus
- Higher Intensity Infill Anchor Campus
- Existing Retail / New Retail

Existing Conditions





## AREA 3

### Employment Center

- New low intensity 1-2 story light industrial flex space with surface parking on opportunity sites as well as infill sites.
- Enhanced transit through 3rd Street connecting West Oakland Bart to Downtown Oakland.
- Enhanced streetscape activates street.

### Legend

- Opportunity Sites
- Heavy Industrial Uses to be Relocated
- Existing facilities to be Reutilized
- Existing Residential / New Residential
- Low Intensity Business Mix/Light Industrial
- Transit Enhancement
- Higher Intensity Anchor Campus
- Higher Intensity Infill Anchor Campus
- Existing Retail / New Retail

## Mid-Range Development Scenario





## AREA 3 Employment Center

- Higher intensity anchor campus on opportunity sites with structured parking as buffer against freeway.
- New low intensity 1-2 story light industrial flex space with surface parking on infill sites.
- Enhanced transit through 3rd Street connecting West Oakland Bart to Downtown Oakland.
- Enhanced streetscape and retail activates street.

### Legend

- Opportunity Sites
- Heavy Industrial Uses to be Relocated
- Existing facilities to be Reutilized
- Existing Residential / New Residential
- Low Intensity Business Mix/Light Industrial
- Transit Enhancement
- Higher Intensity Anchor Campus
- Higher Intensity Infill Anchor Campus
- Existing Retail / New Retail

## Long Range Development Scenario












# AREA 4A

- Residential units over neighborhood commercial flex space
- Enhanced streetscape and retail activates street.

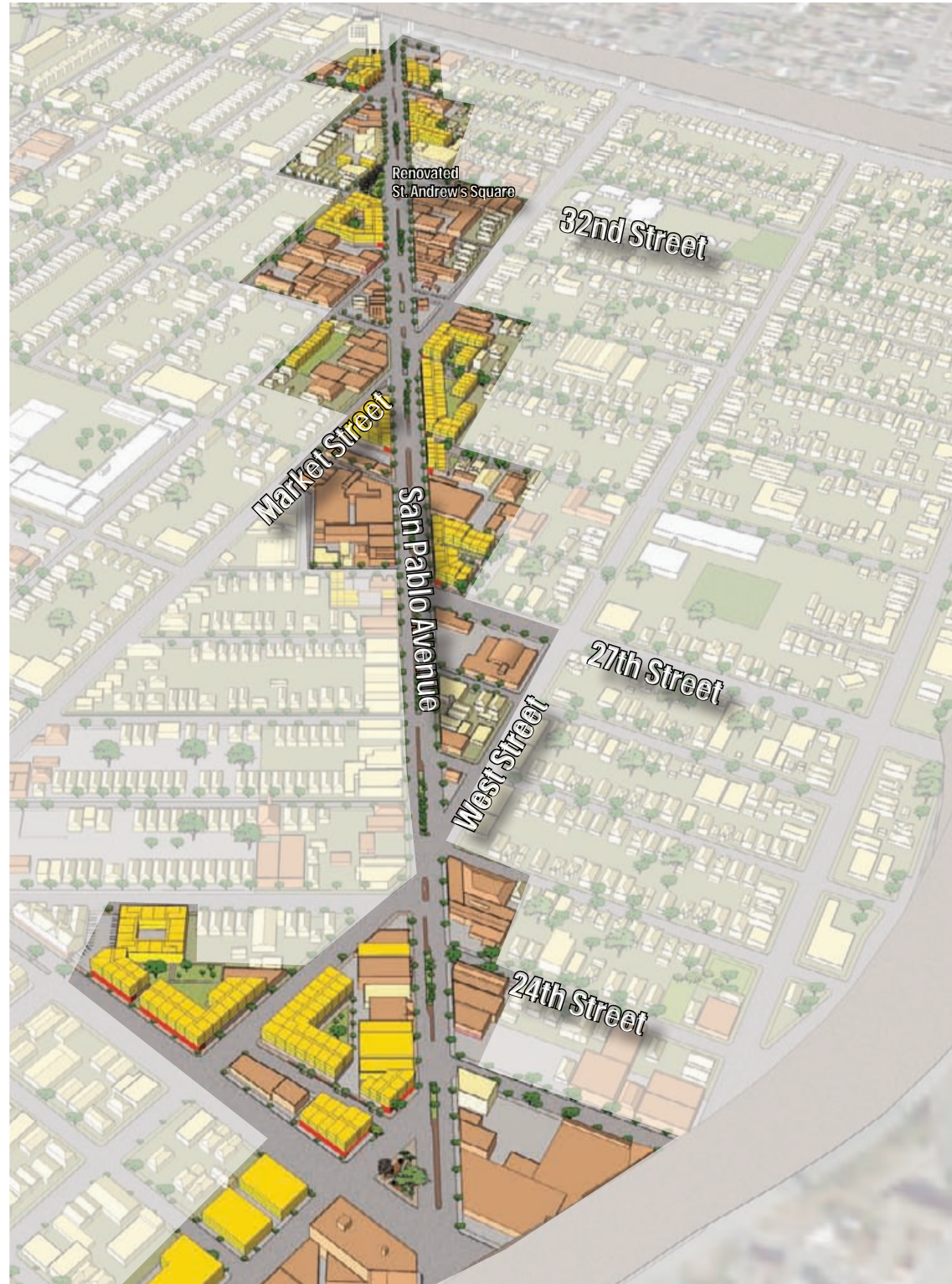


Existing Conditions

## Legend

-  Opportunity Sites
-  Heavy Industrial Uses to be Relocated
-  Existing facilities to be Reutilized
-  Existing Residential / New Residential
-  Low Intensity Business Mix/Light Industrial
-  Transit Enhancement
-  Higher Intensity Anchor Campus
-  Higher Intensity Infill Anchor Campus
-  Existing Retail / New Retail














Long Range Development Scenario

## AREA 4A

### Neighborhood Commercial Corridor

- Residential units over neighborhood-serving retail at ground floor
- Enhanced streetscape and retail activates street.

### Legend

-  Opportunity Sites
-  Heavy Industrial Uses to be Relocated
-  Existing facilities to be Reutilized
-  Existing Residential / New Residential
-  Low Intensity Business Mix/Light Industrial
-  Transit Enhancement
-  Higher Intensity Anchor Campus
-  Higher Intensity Infill Anchor Campus
-  Existing Retail / New Retail





# AREA 4B

## Neighborhood Commercial Center

### Legend

- Opportunity Sites
- Heavy Industrial Uses to be Relocated
- Existing facilities to be Reutilized
- Existing Residential / New Residential
- Low Intensity Business Mix/Light Industrial
- Transit Enhancement
- Higher Intensity Anchor Campus
- Higher Intensity Infill Anchor Campus
- Existing Retail / New Retail

Existing Conditions





## AREA 4B

### Neighborhood Commercial Center

- Pipeline Grocery "FoodsCo" option
- Enhanced streetscape and retail activates street.

### Legend

- Opportunity Sites
- Heavy Industrial Uses to be Relocated
- Existing facilities to be Reutilized
- Existing Residential / New Residential
- Low Intensity Business Mix/Light Industrial
- Transit Enhancement
- Higher Intensity Anchor Campus
- Higher Intensity Infill Anchor Campus
- Existing Retail / New Retail

### Mid-Range Development Scenario





## AREA 4B

### Neighborhood Commercial Center

- Smaller grocery store integrated into neighborhood context with roof parking and housing.
- Enhanced streetscape and retail activates street.

### Legend

- Opportunity Sites
- Heavy Industrial Uses to be Relocated
- Existing facilities to be Reutilized
- Existing Residential / New Residential
- Low Intensity Business Mix/Light Industrial
- Transit Enhancement
- Higher Intensity Anchor Campus
- Higher Intensity Infill Anchor Campus
- Existing Retail / New Retail

## Long Range Development Scenario







# Opportunity Area 1: Mandela Parkway / West Grand Avenue

(Mandela Parkway Roughly Bounded by Wood, Adeline, 12<sup>th</sup> to 28<sup>th</sup> Streets and containing the key Opportunity Sites: CASS, Primary Steel, Horizon Beverage, Iron Mountain Storage, Bay Bridge Industrial Center, Pacific Pipe, American Steel, Roadway.)

**Vision: Regional business and employment district for West Oakland.**

Existing Conditions “Assets”	Existing Conditions “Challenges”	Proposed Development Program	Specific Recommendations	Comments
<ul style="list-style-type: none"><li>• Central location in region</li><li>• Part of Inner East Bay corridor</li><li>• Established industrial businesses</li><li>• Developing arts district</li><li>• Interesting older industrial building stock</li><li>• Proximity to Emeryville commercial hub and Downtown Oakland</li><li>• Proximity to UC Berkeley</li><li>• Access to regional freeway network</li></ul>	<ul style="list-style-type: none"><li>• Inadequate infrastructure and streetscape</li><li>• Contaminated sites</li><li>• Older industrial facilities, below modern standards</li><li>• Safety concerns and poor image</li><li>• Lack of amenities</li></ul>	<p>This area should serve as the major business and employment center for West Oakland. Business opportunities and potentials exist for:</p> <ul style="list-style-type: none"><li>• Small urban manufacturing (e.g., Food &amp; Beverage, textiles, printing, etc.)</li><li>• Construction and related business</li><li>• Clean/green economy &amp; clean technology</li><li>• Life sciences/biotechnology (e.g Novartis, Bayer)</li><li>• Digital media and information technology (e.g., Pixar, Facebook, etc.)</li></ul> <p>Development should include a mix of:</p> <ul style="list-style-type: none"><li>- Intensification of uses in existing buildings</li><li>- Infill development on small sites</li><li>- Developments on larger opportunity sites that<ul style="list-style-type: none"><li>• include lower-rise, light industrial</li><li>• development or mid-rise campus/R&amp;D</li><li>• Development</li></ul></li></ul>	<p><b>Land Use</b></p> <ul style="list-style-type: none"><li>• Encourage development of an anchor campus at existing CASS site; Opportunity sites 2, 11, 19.</li><li>• Encourage development of an anchor campus at existing Iron Mountain Storage and Bay Bridge Industrial Center, sites 10, 20.</li><li>• Encourage development of an anchor campus on Opportunity site 5; Current Pacific Pipe/American Steel site</li><li>• Encourage development of an anchor campus on Opportunity site 17; Current EBMUD site</li><li>• Encourage development of an anchor campus and retail on Opportunity sites 1, 3, 18, 4;</li><li>• Encourage development of an anchor campus on Opportunity sites 6, 13; light industrial uses on Opportunity sites 14, 15, 16; and medium density residential on Opportunity sites 8, 12</li><li>• Improve conditions to make the area more competitive and attractive for businesses and to remove conditions that constrain development and revitalization.</li><li>• Focus initially on intensification of business activities in existing buildings; build on existing businesses.</li><li>• Identify other city locations for trucking and recycling uses.</li><li>• Encourage lower-rise, light industrial uses and development, including the arts.</li><li>• Target selected sites for mid-rise R&amp;D/campus development over the longer-term.</li><li>• Encourage a mix of business and development types so as to provide a range of job opportunities for people with varying skills and education levels.</li><li>• Retain industrial/business mix zoning in all but the areas noted in Zoning Changes below.</li></ul>	



Existing Conditions “Assets”	Existing Conditions “Challenges”	Proposed Development Program	Specific Recommendations	Comments																																										
		<p>Over time, the future development scenario for non-residential space, business activity and jobs could potentially reflect:</p> <table><tr><td><u>AREA 1</u></td><td><u>Future/2035</u></td><td><u>Change From</u></td></tr><tr><td><u>Today</u></td><td></td><td></td></tr><tr><td colspan="3"><u>Mid-range Scenario</u></td></tr><tr><td>Building Space (sf)</td><td>4,790,000</td><td>+490,000</td></tr><tr><td>Employment (jobs)</td><td>9,440</td><td>+4,000</td></tr><tr><td colspan="3"><u>Higher Scenario</u></td></tr><tr><td>Building Space (sf)</td><td>8,315,000</td><td>+4,015,000</td></tr><tr><td>Employment (jobs)</td><td>18,280</td><td>+12,840</td></tr><tr><td colspan="3"><u>Higher Scenario with Retail Focus</u></td></tr><tr><td>Building Space (sf)</td><td>7,095,000</td><td>+2,795,000</td></tr><tr><td>Employment (jobs)</td><td>15,140</td><td>+9,700</td></tr></table> <p>Over time, the scenario for future residential units could potentially reflect:</p> <table><tr><td><u>Area 2</u></td><td><u>Future/2035</u></td><td><u>Change From</u></td></tr><tr><td><u>Higher Scenario</u></td><td></td><td></td></tr><tr><td>Residential Units</td><td>1,795</td><td>+1,685</td></tr></table>	<u>AREA 1</u>	<u>Future/2035</u>	<u>Change From</u>	<u>Today</u>			<u>Mid-range Scenario</u>			Building Space (sf)	4,790,000	+490,000	Employment (jobs)	9,440	+4,000	<u>Higher Scenario</u>			Building Space (sf)	8,315,000	+4,015,000	Employment (jobs)	18,280	+12,840	<u>Higher Scenario with Retail Focus</u>			Building Space (sf)	7,095,000	+2,795,000	Employment (jobs)	15,140	+9,700	<u>Area 2</u>	<u>Future/2035</u>	<u>Change From</u>	<u>Higher Scenario</u>			Residential Units	1,795	+1,685	<p>Zoning Changes</p> <ul style="list-style-type: none"><li>• Rezone the Roadway site to additionally allow for residential uses</li><li>• Rezone parcels surrounding the Nabisco site (but not the Nabisco site itself) to allow for residential</li></ul> <p>Transportation</p> <ul style="list-style-type: none"><li>• Maintain capacity of existing Arterial Streets:<ul style="list-style-type: none"><li>a. Mandela Parkway, West Grand Avenue</li></ul></li><li>• Calm traffic on neighborhood-serving local streets:<ul style="list-style-type: none"><li>a. 12<sup>th</sup>, 13<sup>th</sup>, 14<sup>th</sup>, 15<sup>th</sup>, 16<sup>th</sup>, 17<sup>th</sup>, 18<sup>th</sup>, 19<sup>th</sup>, 20<sup>th</sup>, 21<sup>st</sup>, 24<sup>th</sup>, 26<sup>th</sup>, 28<sup>th</sup>, 30<sup>th</sup>, 32<sup>nd</sup>, 34<sup>th</sup> Streets</li><li>b. Wood, Willow, Campbell, Hannah, Helen, Peralta, Kirkham, Poplar, Union, Magnolia, Adeline Streets</li></ul></li><li>• Improve service along transit routes:<ul style="list-style-type: none"><li>a. West Grand Avenue, Peralta Street, 14<sup>th</sup> Street, Wood Street (south of 14<sup>th</sup> Street)</li><li>b. Mandela Parkway (new streetcar)</li></ul></li><li>• Maintain designated truck routes:<ul style="list-style-type: none"><li>a. West Grand Avenue, Peralta Street</li></ul></li><li>• Maintain existing truck prohibitions:<ul style="list-style-type: none"><li>a. 14<sup>th</sup>, 16<sup>th</sup>, 18<sup>th</sup>, 24<sup>th</sup>, 26<sup>th</sup>, 28<sup>th</sup>, 30<sup>th</sup>, 32<sup>nd</sup> Streets</li><li>b. Campbell, Hannah, Helen, Poplar, Union, Adeline Streets</li></ul></li><li>• </li></ul>	
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# Opportunity Area 2: 7<sup>th</sup> Street BART Station / Pine Street

Pine Street from 7<sup>th</sup> to 12<sup>th</sup> Streets, 7<sup>th</sup> street and the West Oakland Bart Station and containing the key Opportunity Sites Phoenix Iron Works, BART, Superfund Site, Caltrans Property, and Alliance

## Vision: Transit-oriented development at BART Station and neighborhood revitalization focus on 7<sup>th</sup> street

Existing Conditions “Assets”	Existing Conditions “Challenges”	Proposed Development Program	Specific Recommendations	Comments																														
<ul style="list-style-type: none"><li>• Adjacent to West Oakland BART Station</li><li>• Proximity to Port of Oakland</li><li>• Proximity to I-880 Freeway</li><li>• Adjacent historic neighborhoods</li><li>• Recent streetscape improvements on 7<sup>th</sup> Street</li><li>• Proximity to downtown</li><li>• Rich cultural /entertainment history of music, and art</li><li>• Many large, vacant and underutilized sites</li></ul>	<ul style="list-style-type: none"><li>• Noise from BART Station</li><li>• Truck traffic along 7<sup>th</sup> Street</li><li>• Toxic contamination at key sites</li><li>• Existing Post Office breaks up community development pattern</li><li>• Boarded, vacant buildings on 7<sup>th</sup> Street</li></ul>	<p>Transit-Oriented development zone capitalizes on this area’s proximity to the West Oakland BART Station and freeway access. 7<sup>th</sup> street to be revitalized as neighborhood focus of southwestern project area.</p> <p>Over time, the future scenarios for non-residential space, business activity, and jobs could potentially reflect:</p> <table><tr><td>Area 2</td><td>Future/2035</td><td>Change</td></tr><tr><td>From</td><td></td><td></td></tr><tr><td>Higher Scenario</td><td></td><td></td></tr><tr><td>Building Space (sf)</td><td>1,740,000</td><td>-</td></tr><tr><td>55,000</td><td></td><td></td></tr><tr><td>Employment (jobs)</td><td>2,670</td><td>+790</td></tr></table> <p>Over time, the scenario for future residential units could potentially reflect:</p> <table><tr><td>Area 2</td><td>Future/2035</td><td>Change</td></tr><tr><td>From</td><td></td><td></td></tr><tr><td>Higher Scenario</td><td></td><td></td></tr><tr><td>Residential Units</td><td>2,275</td><td>+2,245</td></tr></table>	Area 2	Future/2035	Change	From			Higher Scenario			Building Space (sf)	1,740,000	-	55,000			Employment (jobs)	2,670	+790	Area 2	Future/2035	Change	From			Higher Scenario			Residential Units	2,275	+2,245	<p>Land Use</p> <ul style="list-style-type: none"><li>• Encourage development of medium-high density residential with neighborhood-serving retail near the West Oakland BART Station (Transit-oriented development) on Opportunity sites 23, 24, 33 current surface parking lots</li><li>• Encourage a urban forest bamboo bio-remediation on site Opportunity site 25; current Superfund site;</li><li>• Encourage medium-density residential with neighborhood-serving retail on Opportunity sites 29, 30, 31, 32; current vacant lots</li><li>• Should the Oakland Main Post Office on 7<sup>th</sup> Street cease operation, reuse site for alternative use(s) that supports the community</li><li>• Reestablish internal streets south of 7<sup>th</sup> Street similar to pre-Post Office configuration</li><li>• Re-establish a residential edge along Pine Street (at former Phoenix Ironworks site), with light industrial uses serving as a buffer between the residential uses and the I-880 freeway</li><li>• Build parking garage for BART activity near freeway as a buffer for nearby residential uses; <u>if air quality mitigations can be adequately addressed</u>, develop high density housing on top of parking garage as part of Transit Oriented Development project.</li><li>• Encourage neighborhood-serving commercial establishments along 7<sup>th</sup> Street area, in vicinity of BART Station</li><li>•</li></ul> <p>Transportation</p> <ul style="list-style-type: none"><li>• Maintain capacity of existing Arterial Streets:<ul style="list-style-type: none"><li>a. 7<sup>th</sup> Street, Mandela Parkway</li></ul></li><li>• Calm traffic on neighborhood-serving local streets:<ul style="list-style-type: none"><li>a. 3<sup>rd</sup>, 5<sup>th</sup>, 8<sup>th</sup> Streets</li></ul></li></ul>	
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			<ul style="list-style-type: none"><li>b. Pine, Goss, Wood, Willow, Campbell, Peralta, Henry, Chester, Center Streets</li><li>• Improve service along transit routes:<ul style="list-style-type: none"><li>a. 7<sup>th</sup> Street, Peralta Street, Wood Street</li><li>b. Mandela Parkway, 3<sup>rd</sup> Street (streetcar)</li></ul></li><li>• Maintain existing truck prohibitions:<ul style="list-style-type: none"><li>a. 3<sup>rd</sup>, 5<sup>th</sup>, 8<sup>th</sup> Streets</li><li>b. Pine, Goss, Wood, Willow, Campbell, Peralta, Henry, Chester, Center Streets</li></ul></li><li>• Install sound mitigation structure on BART tracks along 7<sup>th</sup> Street</li></ul>	



Opportunity Area 3: 3<sup>rd</sup> Street Area

3<sup>rd</sup> Street Area below I-880 from approximately Union to Castro Streets and containing the key Opportunity Site 425 Market Street

Vision: Business and employment center for West Oakland focusing on manufacturing and light-industrial uses

Existing Conditions “Assets”	Existing Conditions “Challenges”	Proposed Development Program	Specific Recommendations	Comments																					
<ul style="list-style-type: none"><li>• Central location in region</li><li>• Easy access to I-880/regional freeway network</li><li>• Borders Port of Oakland</li><li>• Good access to Downtown Oakland and rest of West Oakland</li><li>• Proximity to Jack London Square</li><li>• Attractive, older warehouse buildings</li><li>• Established industrial, light industrial, and small office/business uses</li></ul>	<ul style="list-style-type: none"><li>• In need of infrastructure improvements</li><li>• Older industrial facilities below modern standards</li><li>• Retaining business mix while prohibiting residential development</li><li>• Heavy truck traffic</li></ul>	<p>This area is envisioned to support business activities and jobs, capitalizing on its proximity to Downtown Oakland, the Port of Oakland, the rest of West Oakland, and the regional freeway network. Business opportunities are reflected by the existing mix of light industrial, service commercial, food and beverage production/manufacturing, distribution, and construction-related businesses as well as small office/business uses such as architects and designers, import/export, communications, computer services, publishing and printing, photo/audio services, and small R&amp;D activities.</p> <p>Over time, the future scenarios for non-residential space, business activity, and jobs could potentially reflect:</p> <table><tr><td><u>Area 3 Today</u></td><td><u>Future/2035</u></td><td><u>Change From</u></td></tr><tr><td colspan="3"><u>Mid-range Scenario</u></td></tr><tr><td>Building Space (sf)</td><td>1,425,000</td><td>+335,000</td></tr><tr><td>Employment (jobs)</td><td>2,830</td><td>+1,060</td></tr><tr><td colspan="3"><u>Higher Scenario</u></td></tr><tr><td>Building Space (sf)</td><td>1,765,000</td><td>+675,000</td></tr><tr><td>Employment (jobs)</td><td>3,720</td><td>+1,950</td></tr></table>	<u>Area 3 Today</u>	<u>Future/2035</u>	<u>Change From</u>	<u>Mid-range Scenario</u>			Building Space (sf)	1,425,000	+335,000	Employment (jobs)	2,830	+1,060	<u>Higher Scenario</u>			Building Space (sf)	1,765,000	+675,000	Employment (jobs)	3,720	+1,950	<ul style="list-style-type: none"><li>• Improve area infrastructure.</li><li>• Improve/modernize existing buildings; intensify business activities.</li><li>• Continue existing mix of business uses in area in existing and new development.</li><li>• Attract a mix of business activities so as to provide a range of job opportunities for people with varying skills and education levels.</li><li>• Retain industrial/business mix zoning</li><li>• Maximize use of areas near dead-end streets for mixed-use commercial, dining, and entertainment .uses</li></ul> <p>Transportation:</p> <ul style="list-style-type: none"><li>• Maintain capacity of existing Arterial Streets:<ul style="list-style-type: none"><li>a. 5<sup>th</sup>, 7<sup>th</sup>, Union (south of 7<sup>th</sup> Street), Adeline (south of 7<sup>th</sup> Street), Market Street</li></ul></li><li>• Calm traffic on neighborhood-serving local streets:<ul style="list-style-type: none"><li>a. 3<sup>rd</sup>, Chestnut, Linden, Filbert, Myrtle Streets</li></ul></li><li>• Improve service along transit routes:<ul style="list-style-type: none"><li>a. 7<sup>th</sup> Street, Peralta Street, Wood Street</li><li>b. 3<sup>rd</sup> Street (streetcar)</li></ul></li><li>• Maintain designated truck routes:<ul style="list-style-type: none"><li>a. 3<sup>rd</sup> (Adeline to Market), 5<sup>th</sup>, 7<sup>th</sup>, Union, Adeline, Market (south of 5<sup>th</sup> Street)</li></ul></li></ul>	
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# Opportunity Area 4: San Pablo Avenue

San Pablo Avenue Corridor from West Grand Avenue to I-580/Market Street

Vision: Mixed-use corridor focusing on ground floor neighborhood serving commercial uses

Opportunity Area Assets:	Opportunity Area Development Challenges (Constraints)	Recommended Development Scenario(s)	Specific Opportunity Area Recommendations	Comments																					
<ul style="list-style-type: none"><li>Major commercial corridor that has connections to adjacent cities</li></ul>	<ul style="list-style-type: none"><li>Poor streetscape &amp; median conditions</li><li>Incompatible uses, e.g., liquor stores next to the park</li><li>Poorly utilized parks</li><li>Many vacant and underutilized lots and buildings</li></ul>	<p>This Area focuses on one of the most significant corridors within the District. Based on its assets and constraints, this area should serve as a major location for mixed-use residential development over ground-floor neighborhood-serving commercial uses.</p> <p>Over time, the future scenarios for non-residential space, business activity, and jobs could potentially reflect:</p> <table><tr><th><u>Area 4</u></th><th><u>Future/2035</u></th><th><u>Change From</u></th></tr><tr><th><u>Higher Scenario</u></th><td></td><td></td></tr><tr><td>Building Space (sf)</td><td>865,000</td><td>+85,000</td></tr><tr><td>Employment (jobs)</td><td>1,640</td><td>+970</td></tr></table> <p>Over time, the scenario for future residential units could potentially reflect:</p> <table><tr><th><u>Area 4</u></th><th><u>Future/2035</u></th><th><u>Change From</u></th></tr><tr><th><u>Higher Scenario</u></th><td></td><td></td></tr><tr><td>Residential Units</td><td>90</td><td>+75</td></tr></table>	<u>Area 4</u>	<u>Future/2035</u>	<u>Change From</u>	<u>Higher Scenario</u>			Building Space (sf)	865,000	+85,000	Employment (jobs)	1,640	+970	<u>Area 4</u>	<u>Future/2035</u>	<u>Change From</u>	<u>Higher Scenario</u>			Residential Units	90	+75	<p>Land Use</p> <ul style="list-style-type: none"><li>Encourage mixed-use projects with Residential activities on above ground-floor neighborhood-serving commercial uses (e.g., dry cleaners, etc.)</li><li>Retain existing zoning in all but the areas noted in Zoning Changes below.</li></ul> <p>Zoning Changes</p> <ul style="list-style-type: none"><li>Rezone the sites at San Pablo and West Grand for higher intensity residential use</li></ul> <p>Transportation:</p> <ul style="list-style-type: none"><li>Maintain capacity of existing Arterial Streets:<ul style="list-style-type: none"><li>San Pablo Avenue, West Grand Avenue, Market Street, 27<sup>th</sup> Street</li></ul></li><li>Calm traffic on neighborhood-serving local streets:<ul style="list-style-type: none"><li>21<sup>st</sup>, 24<sup>th</sup>, 25<sup>th</sup>, Sycamore, 26<sup>th</sup>, 28<sup>th</sup>, 28<sup>th</sup>, 29<sup>th</sup>, 30<sup>th</sup>, 31<sup>st</sup>, 32<sup>nd</sup>, Brockhurst, 33<sup>rd</sup>, 34<sup>th</sup> Streets</li><li>Linden, Filbert, Myrtle, Isabella, Alicia Streets, Bay Place</li></ul></li><li>Improve service along transit routes:<ul style="list-style-type: none"><li>San Pablo Avenue, West Grand Avenue, Market Street</li></ul></li><li>Maintain designated truck routes:<ul style="list-style-type: none"><li>West Grand Avenue</li></ul></li><li>Maintain existing truck prohibitions:<ul style="list-style-type: none"><li>30<sup>th</sup> Street</li></ul></li></ul>	
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**West Oakland Specific Plan Recommendations: Area-Wide**

**Area-wide Assets:** Historic residential neighborhoods and structures, cultural heritage, vibrant arts, strategic location,

**Area-wide Challenges:** Land-use conflicts, vacant & underutilized parcels, physical isolation,

Land Use, Development, Zoning	Economic Development / Jobs	Access, Transportation, Circulation & Parking (Vehicular, Pedestrian, Bike)	Utilities, Street Network & Infrastructure	Open Space, Parks & Recreation	Environmental	Cultural/ Historic Resources	Equity Framework
<ul style="list-style-type: none"> <li>Stabilize and enhance existing residential neighborhoods</li> <li>Create a vibrant <b>employment district</b> including a mix of different business types, infilling between existing compatible business uses when possible at a range of scales.</li> <li>Establish <b>transit-oriented development</b> by intensifying residential and commercial uses at locations with the greatest regional transit access</li> <li>Create <b>pedestrian-oriented corridors</b> consisting of neighborhood-serving retail and medium density housing that complements the already established lower-density residential areas.</li> <li>Use areas near and/or underneath freeways (near Oakland/Emeryville city-limit line) to increase linkages to nearby Oakland/Emeryville shopping area</li> <li>Enhance areas under the viaduct at West Grand Avenue to increase ability to access both sides of the West Grand Avenue corridor and</li> </ul>	<p><b>Issue:</b> Encourage a mix of business activities and development types. Focus on sectors that are growing and that add to the diversity of Oakland’s economy.</p> <p><b>Recommendations:</b></p> <ul style="list-style-type: none"> <li>Provide locations for new technology- oriented uses seeking an urban, business park or light industrial location.</li> <li>Do not compete with Downtown Oakland, by seeking to attract office and commercial uses that could locate downtown.</li> <li>Preserve/provide lower-density location options for light industrial uses that produce and/or distribute goods and services to support business activity and households throughout Oakland and the central Bay Area.</li> <li>Consider a subarea approach for encouraging different economic sectors, uses, and types of development in different parts of larger opportunity areas. Densities, rents, and land values differ among market sectors.</li> <li>Land use policy and zoning should be clear. Zoning should prohibit residential and live/work uses in Business Mix and Light Industrial zones to encourage business development and job growth in these areas.</li> <li>Encourage a mix of business activities and</li> </ul>	<p><b>Issue:</b> Develop a complete transportation system that accommodates all travel modes.</p> <p><b>Recommendations:</b></p> <ol style="list-style-type: none"> <li>Pedestrian improvements: <ul style="list-style-type: none"> <li>Narrow streets and pedestrian crossings</li> <li>Widen sidewalks with shade and seating</li> <li>Provide medians, buffers and landscaping</li> <li>Retain on-street parking</li> <li>Install neighborhood scale street lighting</li> <li>Enhance uncontrolled crosswalks</li> <li>Construct compact intersections with curb extensions</li> <li>Provide high-visibility crosswalks at unsignalized locations</li> <li>Implement City Pedestrian Master Plan</li> </ul> </li> <li>Streetscape projects: <ul style="list-style-type: none"> <li>Planned projects for Peralta Street and Martin Luther King, Jr., Way</li> <li>Neighborhood serving local streets as development occurs</li> </ul> </li> <li>Lane reductions: <ul style="list-style-type: none"> <li>Adeline Street (3rd Street to 36th Street)</li> <li>West Grand Avenue, Martin Luther King, Jr., Way (Mandela Parkway to Market Street)</li> <li>12th Street (Mandela Parkway to Market Street)</li> <li>14th Street (Mandela Parkway to Market Street)</li> <li>18th Street (Mandela Parkway to Market Street)</li> </ul> </li> <li>Bike improvements: <ul style="list-style-type: none"> <li>Implement Proposed Bikeway Network in the City Bicycle Master Plan</li> <li>Provide bike lanes where feasible when reducing number</li> </ul> </li> </ol>	<p><b>Issue:</b> Make necessary investments in public infrastructure systems that are needed to support and sustain new development</p> <p><b>Recommendations:</b></p> <ul style="list-style-type: none"> <li>Conduct Water Supply Assessment (WSA) to be performed when Notice of Preparation is filed for the Environmental Impact Report</li> <li>Assess viability of re-use of distribution facilities for recycled water.</li> <li>Assess viability of installation of recycled water facilities in new construction (site specific and in streets), particularly in areas 1A and 1D.</li> <li>Assess capacity to handle additional development from full build-out through further engineering analysis.</li> <li>Consider mitigation fee if growth rate is anticipated to be greater than 20%.</li> <li>Conduct overall drainage system study in Planning Area to determine condition of system.</li> <li>Dedicate 3% of a site’s acreage for development of storm water treatment facilities.</li> <li>Incorporate Undergrounding of utilities.</li> </ul>	<p>Preserve open space and enhance public amenities</p> <ul style="list-style-type: none"> <li>Create landscaped buffer areas between freeways and residential areas</li> <li>Create new and enhance existing connections to planned open space resources at Gateway Park from Mandela Parkway &amp; Bay Trail</li> <li>Support creation of City Slicker Farms at Peralta and 28<sup>th</sup></li> </ul>	<p>Hazardous Materials</p> <ul style="list-style-type: none"> <li>Remediate remaining “open” environmental cases through new development</li> <li>Supplement clean-up costs through pursuit of state and federal Brownfields grants, loans and other funding sources</li> <li>Support efforts to transfer former redevelopment agency Polanco Act powers to the city</li> <li>Support more rigorous use of Polanco Act powers</li> <li>Remove sites which have been fully remediated and closed from active data bases</li> <li>Maintain commercial and/or industrial land uses on sites remediated to commercial/industrial standards</li> <li>Acknowledge long-term development phasing requirements of sites with lengthy remediation programs</li> <li>Relocate land uses which generate toxic hazard concerns outside of and distant from residential neighborhoods</li> <li>Provide appropriate buffers between new development which generates hazardous materials and adjacent sensitive uses</li> </ul>	<p>Public Art</p> <ul style="list-style-type: none"> <li>Provide interim or temporary art installations in highly visible locations</li> <li>Acknowledge art as an economic development catalyst</li> <li>Cultural overlay zones in residential buffer zones</li> <li>Enhance residential zoning for artists and creative professionals</li> <li>Community Development Initiative</li> <li>Support dedicated and expedited festivals/street fair/special event permitting</li> </ul> <p>Historic Resources</p> <ul style="list-style-type: none"> <li>Reuse of existing buildings</li> <li>Install historic railroad catenary poles into plan area as a design element along Mandela Parkway and/or 16th</li> <li>Improve access to 16th Street Station to support revitalization efforts for this resource</li> <li>Consider historic district designation for 7th Street and other locations</li> </ul>	<p><b>HOUSING AFFORDABILITY</b></p> <ul style="list-style-type: none"> <li>Advocate for City to adopt an Inclusionary Housing Ordinance</li> <li>Work with other cities and State legislature to revive a funding source for affordable housing</li> <li>Strengthen existing City regulations and programs: <ul style="list-style-type: none"> <li>Condo Conversion Ordinance: Extend requirement for replacement rental units citywide when converting 2-4 unit properties from rental to condo</li> <li>Clarify applicability of Jobs-Housing Linkage Fee</li> <li>Identify new sources of money for City’s Affordable Housing Trust Fund</li> </ul> </li> <li>Ensure continuation of existing subsidies for assisted housing in West Oakland</li> </ul> <p><b>ECONOMIC DEVELOPMENT</b></p> <ul style="list-style-type: none"> <li>Encourage a range of business types, in order to provide diverse job opportunities suited to workers with a range of skills</li> <li>In particular, promote industries that will provide living wage jobs that are accessible to current West Oakland residents</li> </ul>



surrounding area.	<p>development types so as to provide a range of job opportunities for people with varying skills and education levels.</p> <ul style="list-style-type: none"><li>• Encourage <i>urban manufacturing, construction, and other light industrial businesses</i> that provide good-paying, middle- wage jobs for workers with less than a college education (often referred to as blue collar and green collar jobs).</li><li>• Encourage <i>life science, information sector, and cleantech businesses</i> that offer a large share of jobs in the professional, technical, and scientific occupations typically requiring college educations, and that also support technical and other jobs for workers with higher education.</li></ul>	<p>of lanes</p> <ol style="list-style-type: none"><li>5. Roundabouts:<ol style="list-style-type: none"><li>a. Adeline Street at 12th, 14th, and 18th Streets</li><li>b. Peralta Street at 18th and 28th Streets (streetscape project)</li></ol></li><li>6. Truck routes &amp; prohibitions<ul style="list-style-type: none"><li>• Maintain truck routes and prohibitions</li></ul></li><li>7. Transit Service:<ul style="list-style-type: none"><li>• Improve AC Transit service as demand increases</li><li>• Provide streetcar along 3rd Street and Mandela Parkway</li><li>• Pedestrian linkages to transit</li><li>• 1000-foot transit stop spacing</li><li>• Far-side transit stops</li><li>• Design transit stops to allow vehicles to pass</li></ul></li><li>8. Adequate parking:<ul style="list-style-type: none"><li>• Provide parking garages for high density uses</li><li>• Consider reductions to City Code requirements to encourage non-auto travel</li><li>• Consider on-street parking as a supplement to on-site parking requirements</li></ul></li><li>9. Design elements for buses and trucks:<ol style="list-style-type: none"><li>a. Adequate turning radii</li><li>b. Adequate pavement design</li><li>c. Specified routes</li></ol></li></ol> <p>Issue: Provide connections to the Bay Trail and waterfront.</p> <ol style="list-style-type: none"><li>1. Provide bike lanes on West Grand Avenue and 7th Street</li><li>2. Implement connections to 40<sup>th</sup> Street in the City Bicycle Master Plan</li><li>3. Explore use of Oakland Terminal Railway trestle structure</li></ol>			<ul style="list-style-type: none"><li>• Identify priority remediation sites (Opportunity Sites) and identify remediation funding</li></ul> <p>Air Quality</p> <ul style="list-style-type: none"><li>• Relocate land uses which generate hazardous air emissions to location outside of and distant from residential neighborhoods</li><li>• Consider appropriateness of residential development within 500 feet of 880/580 freeways</li><li>• Apply mitigations to residential uses near freeways including:<ol style="list-style-type: none"><li>a) Introduce buffer uses, i.e. garages, commercial and retail uses between freeway and residences</li><li>b) Incorporate filters into HVAC systems</li><li>c) Locate air intake away from freeway</li><li>d) Install non-operable windows facing freeway</li><li>e) Locate outdoor use areas away from freeway and shield by building mass</li></ol></li><li>• Acknowledge long-term development phasing potential for residential uses in immediate proximity of freeways</li><li>• Build upon previous efforts to improve air quality including:<ol style="list-style-type: none"><li>a) Increased enforcement on prohibited truck</li></ol></li></ul>	<ul style="list-style-type: none"><li>• Promote and better connect City’s existing business assistance programs in West Oakland</li><li>• Support growth and expansion of local and small businesses in West Oakland</li><li>• Explore creation of “Incentive Zones” to bring desired uses to specific areas<ul style="list-style-type: none"><li>○ Tools such as tax exemptions, tax credits, expedited permitting, etc.</li><li>○ Give priority to desired uses identified by the community</li></ul></li></ul> <p><b>WORKFORCE DEVELOPMENT</b></p> <ul style="list-style-type: none"><li>• Coordinate with Workforce Investment Board, community colleges, and employers to provide job training in target industries in West Oakland</li><li>• Work with Army Base project staff and Workforce Investment Board to create linkages with Jobs Center in West Oakland</li></ul>
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					<div>routes</div> <div>b) Expand prohibited truck routes to reduce impacts to residential neighborhoods</div> <div>c) Prohibit overnight truck parking in residential areas</div> <div>d) Install traffic barriers on prohibited truck routes</div> <div><div>• Support air quality improvements at port:</div><div>a) Decrease truck usage by increased rail usage</div><div>b) Eliminate truck traffic in planning area by providing truck services at port area</div><div>c) Provide financial incentives to replace older truck fleet</div><div>d) Provide electrified truck parking and regulate idling within Port terminals</div><div>e) Promote creation of cleaner fuels in partnership with UC, LBL, city and port</div><div>f) Develop a biodiesel manufacturing plant</div><div>• Implement a Healthy Home Project to reduce indoor air pollution</div><div>• Establish and ensure compliance with:</div><div>a) City Green Building Ordinance</div><div>b) Title 24-plus</div></div>		
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					<div>energy efficiency</div> <div>c) LEED building certification and LEED development certification</div> <div>• Visual Blight (trash, graffiti, etc.)</div>		
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