

DOWNTOWN OAKLAND SPECIFIC PLAN

BOMA East Bay – March 2023



DOWNTOWN OAKLAND



Plan Areas & Neighborhoods:

- Central Core
- Chinatown
- Jack London District
- KONO
- Lake Merritt Office District
- Lakeside
- Laney College
- Old Oakland
- West of San Pablo

PROCESS & TIMELINE

Project Initiation

Existing Conditions Research & Profile Report
10-Day Public Design Charrette & Open Studio
Community Advisory Group (CAG) Launch
Plan Alternatives Report & Comment Memo
Stakeholder Meetings & Online Survey
Youth Summit

Plan Drafting & Iteration

Plan Options Report & Equity Assessment
Preliminary Draft Plan & Public Review
Public Review Draft Plan/EIR* & Public Hearings
Initial Zoning Incentive Program (ZIP) analysis




Racial Equity Re-Launch

Interviews & Focus Groups
Disparity Analysis
Expanded Outreach & CAG Membership
Social Equity Working Groups & Creative Solutions Labs
Accessibility Survey Collaboration with Senior and Disability Advocates

Final Plan, Zoning & Adoption

Final Draft Plan
Draft Planning Code (Zoning) and General Plan Amendments & Public Review
Adoption Hearings for Final Draft Plan & Zoning

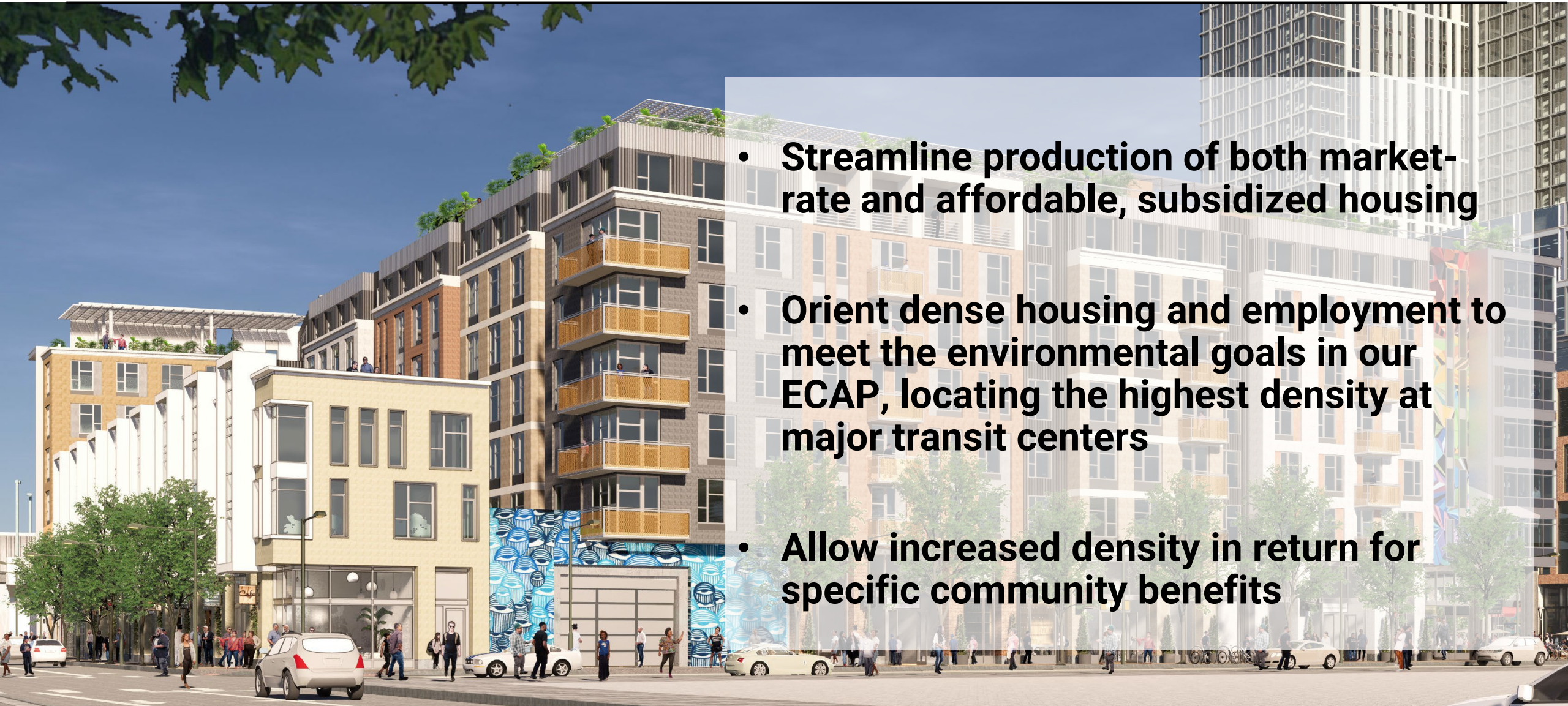
HOW DOES THE DOSP ADDRESS CHANGING ROLE OF DOWNTOWNS?

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- The pandemic has *exacerbated* existing trends:
 - Homelessness
 - Commercial vacancies
 - Closure/displacement of local businesses and arts organizations
 - Public safety concerns
 - Racial health and wealth disparities




WHAT WILL THE DOSP DO?

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- Streamline production of both market-rate and affordable, subsidized housing
- Orient dense housing and employment to meet the environmental goals in our ECAP, locating the highest density at major transit centers
- Allow increased density in return for specific community benefits

WHAT WILL THE DOSP DO?


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- **Generate funds through one-time development impact fees to subsidize affordable housing, transportation and other capital improvements**
 - **Generate long-term tax revenues that can build affordable housing and provide other city services, including parks and street maintenance**

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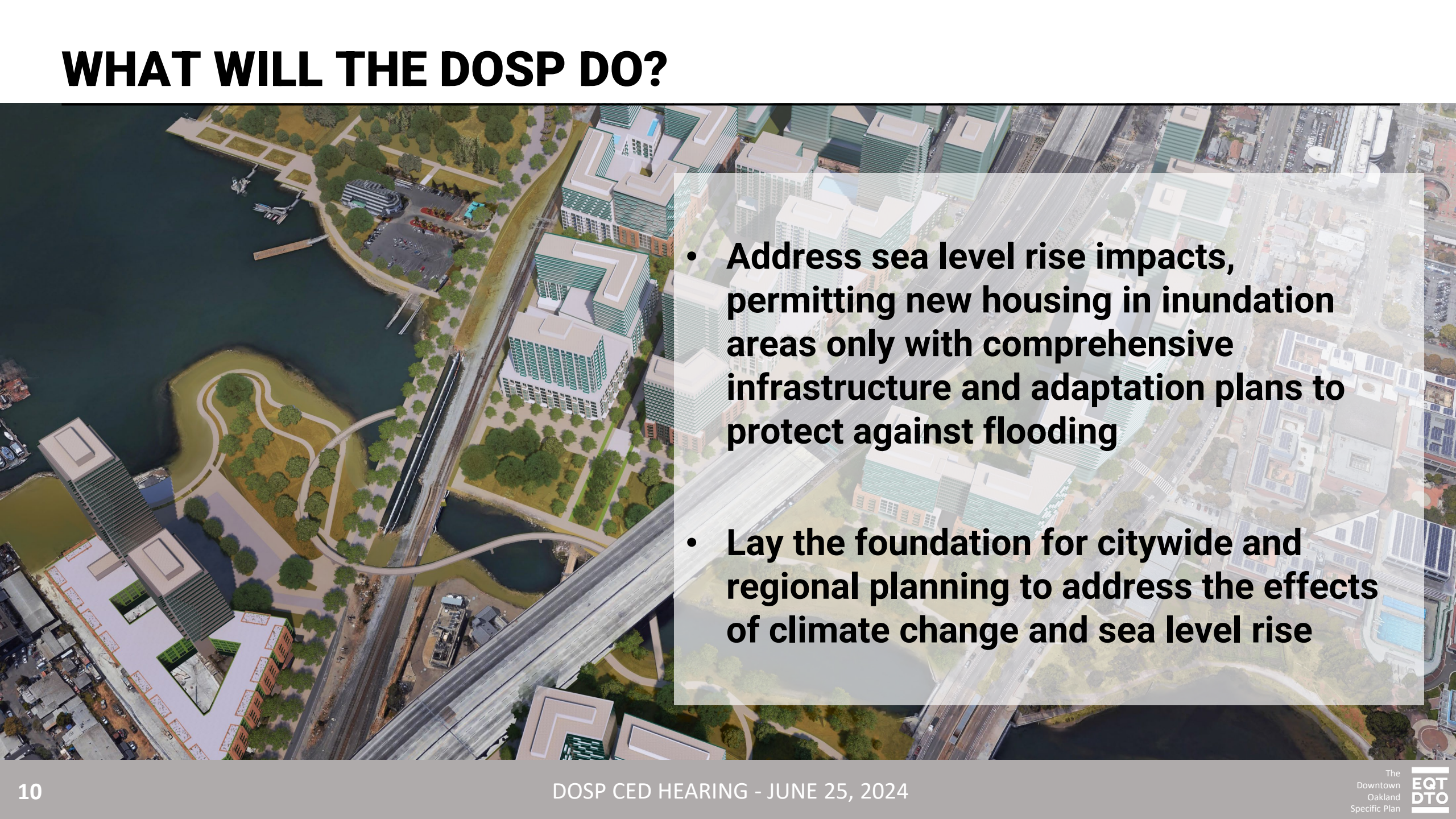


- **Build up our cultural & business districts, starting with the BAMBD**
- **Fill vacancies on the ground floor:**
 - Provide services to Oakland's growing resident population
 - Increase foot traffic to support public safety
 - Welcome Oakland residents from throughout the city to their downtown
 - Stem cultural displacement, allowing the small businesses, arts and entertainment groups, and nonprofits run by and serving Oaklanders of color to thrive

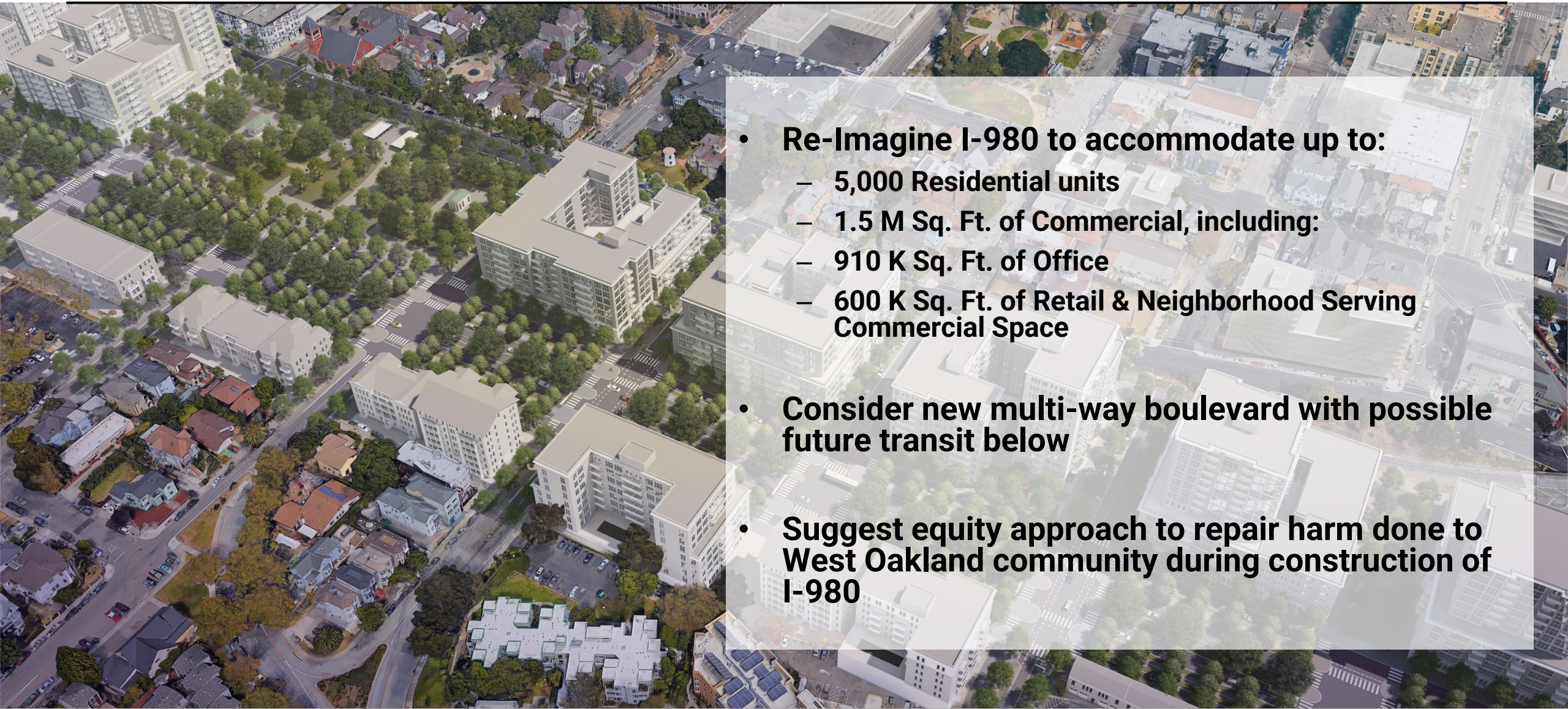
WHAT WILL THE DOSP DO?

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- **Address monumental shifts in the future of work and the role of downtowns**
 - **Protect and grow our industrial jobs near the Port, which are accessible to many residents**
 - **Encourage R&D and biotech with a high density of on-site jobs in the heart of downtown**
 - **Continue to build a mixed-use, culturally thriving downtown that supports local businesses without relying solely on office**

WHAT WILL THE DOSP DO?

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- Address sea level rise impacts, permitting new housing in inundation areas only with comprehensive infrastructure and adaptation plans to protect against flooding
 - Lay the foundation for citywide and regional planning to address the effects of climate change and sea level rise

WHAT WILL THE DOSP DO?

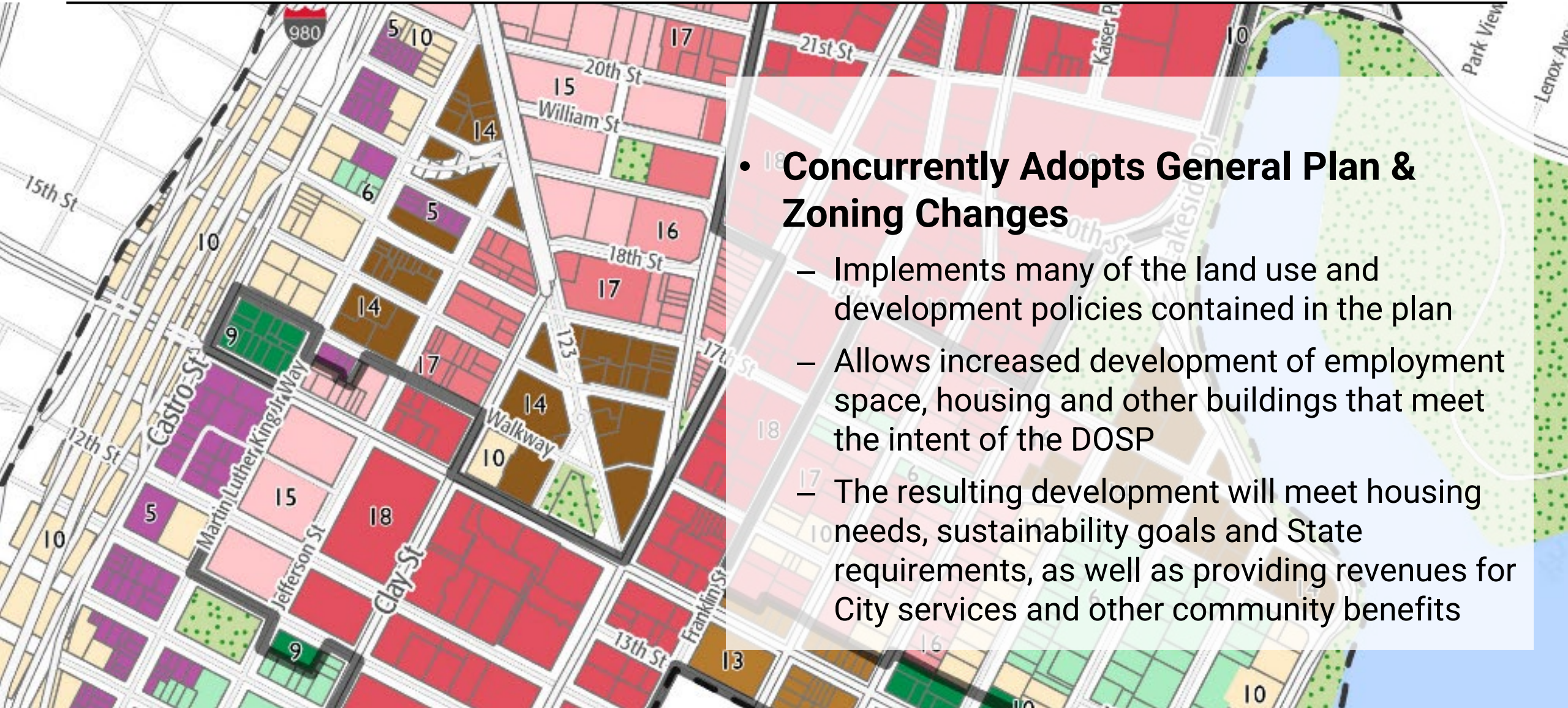


- **Re-Imagine I-980 to accommodate up to:**
 - 5,000 Residential units
 - 1.5 M Sq. Ft. of Commercial, including:
 - 910 K Sq. Ft. of Office
 - 600 K Sq. Ft. of Retail & Neighborhood Serving Commercial Space
- **Consider new multi-way boulevard with possible future transit below**
- **Suggest equity approach to repair harm done to West Oakland community during construction of I-980**

An aerial photograph of the Alameda County Courthouse in Oakland, California. The courthouse is a large, white, neoclassical building with a prominent dome and columns. It is surrounded by lush green trees and a well-maintained park area. In the foreground, there is a wide, paved plaza with a large, abstract sculpture. To the right, a body of water (the Oakland Estuary) is visible, with a bridge and a walkway leading to it. The background shows a dense urban skyline with various high-rise buildings under a clear blue sky.

HOW WILL THE PLAN ACHIEVE THESE GOALS?

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- **Concurrently Adopts General Plan & Zoning Changes**
 - Implements many of the land use and development policies contained in the plan
 - Allows increased development of employment space, housing and other buildings that meet the intent of the DOSP
 - The resulting development will meet housing needs, sustainability goals and State requirements, as well as providing revenues for City services and other community benefits

HOW WILL THE PLAN ACHIEVE THESE GOALS?

- **Certifies the Environmental Impact Report (EIR)**
 - Reduces barriers (time, money and legal challenges) to development that meets the intent of the DOSP
 - Imposes requirements for development projects to mitigate environmental impacts

HOW WILL THE PLAN ACHIEVE THESE GOALS?

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- **Implements Policies, Strategies & Actions to Meet Plan Goals:**
 - Increase opportunity for economic growth and financial stability
 - Build sufficient housing to grow residential population and address homelessness
 - Provide comfortable, safe access to downtown
 - Keep and enhance downtown's culture
 - Improve community health and sustainability
 - Develop downtown in ways that preserve Oakland's unique character

BRINGING PEOPLE DOWNTOWN

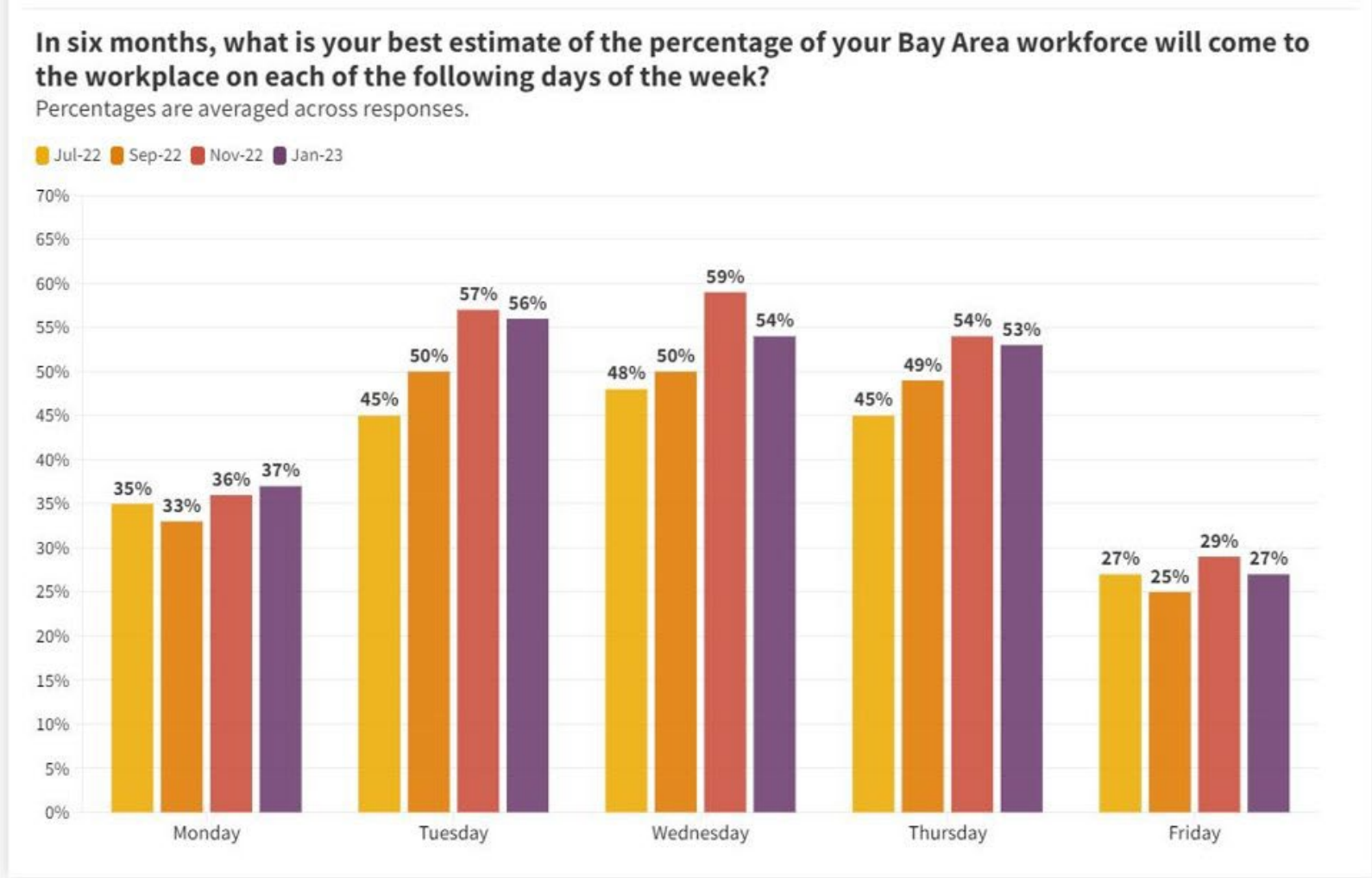
UC Berkeley Institute for Governmental Studies

Recommendations

- Diversify economies to focus on resilient sectors such as education, health, and government.
- Help developers convert older (Class B and C) office buildings to residential, institutional, and recreational uses.
- Proactively re-create downtowns for people – build outdoor spaces, develop cultural events, and attract diverse users

Chapple, Karen et. al. *The Death of Downtown? Pandemic Recovery Trajectories across 62 North American Cities*. Institute for Governmental Studies, UC Berkeley, June 2022

BRINGING PEOPLE DOWNTOWN



Downtown Oakland Dec 2021

- **Employees 30,050**
- **Number of employers 10,815**
- **Residents 33,539**

Source: Bay Area Council Employer Network: Return to Work and Transit Tracking Poll, March 2023

BRINGING PEOPLE DOWNTOWN

Fill & Improve Commercial Spaces

- E-1.4: Land Trust / Master Lease Program
- E-2.7: Pop-up & Temporary Uses
- E-2.9: Low-Cost Retail Storefronts
- E-1.6 Façade & Tenant Improvement Program

Help People Feel Safe

- CH-1.17 Crime Prevention Through Environmental Design (CPTED) Guidelines
- Ch-1.18 Community Safety Initiatives
- M-1.1 Pedestrian Safety Measures
- M-2.2 Improve Amenities/Security at Bus Stops

BRINGING PEOPLE DOWNTOWN

Support Arts & Culture

- H-1.2 High intensity, Mixed-Use Neighborhoods
- C-1.2: Supporting the Black Arts Movement & Business District (BAMBD)
- C-1.5: Incentives for Affordable Arts, Culture & Commercial Space
- C-1.14 Staffing to Support Cultural Programs

Activate the Public Realm

- C-2.2 Community Gathering Spaces
- CH-1.7 Encouraging Vendors & Artists in Public Space
- C-2.4 Streamline Event Permitting
- CH-1.1 Public Realm Improvements
- LU-1.7: Streetscape & Public Space Improvements

CHANGES SINCE THE PUBLIC REVIEW DRAFT PLAN (2019)

- **Protect Industry:** Created a light industrial transition in Jack London between residential and industrial areas to protect accessible well-paid industrial jobs associated with the Port
- **Reduce Office Requirements:** Revised Office Priority Sites strategy to allow residential units on these sites in addition to required employment space
- **Life Science:** Converted Office Priority to Employment Priority to establish support for non-office employment uses such as life sciences, biotech and research & development
- **Tenancing:** Developing a master lease/commercial tenancing program to fill retail spaces and provide below market-rate rents to small businesses that meet equity goals
- **COVID Recovery Framework:** Creating a more equitable economy based on recommendations from the Oakland Economic Recovery Advisory Council

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Send comments and questions to:
plandowntownoakland@oaklandca.gov

Review the [Draft Zoning Amendments](#)

Visit <https://bit.ly/oakdosp>

CITY PLANNING TEAM

City of Oakland

Lead Agency

Planning & Building Department
(Planning Bureau; Strategic Planning Unit)

Partner Departments

Economic & Workforce Development
Housing & Community Development
Public Works
Race & Equity
Transportation
Human Services

Consultant Team

Specific Plan Lead

Dover, Kohl & Partners

Urban Design

Opticos Design

Economic Analysis

Strategic Economics

Transportation

Fehr & Peers

Toole Design Group

Environmental Review

Urban Planning Partners

Architecture + History LLC

Baseline Environmental

William Self Associates

Equity Team Lead

I-SEED

Equity Team

Asian Health Services
Khepera Consulting
Oakulture
Popuphood
Center for Social Inclusion
Mesu Strategies
PolicyLink

Facilitation

Envirocom Communications Strategies

Zoning Amendments

PlaceWorks
Hausrath Economics Group