

# DOWNTOWN OAKLAND SPECIFIC PLAN ZONING

Community Advisory Group, September 19, 2022





INTRO

# INTRODUCTIONS

## DOWNTOWN OAKLAND SPECIFIC PLAN DRAFT ZONING AMENDMENTS

### COMMUNITY ADVISORY GROUP

In the chat, please share:

- Your name (and pronouns if you would like)
- Your organization or neighborhood
- Which topic are you most interested in sharing feedback on?



City of Oakland

INTRO  
10 MIN  
6:00-6:10

PRESENTATION  
10 MIN  
6:10-6:20

PRESENTATION  
10 MIN  
6:20-6:30

DISCUSSION  
25 MIN  
6:30-7:10

DISCUSSION  
10 MIN  
7:15-7:25

MORE INFO  
5 MIN  
7:25-7:30

WELCOME & INTRODUCTIONS

OVERVIEW OF PROPOSED AMENDMENTS

KEY CONCERNS

Q&A AND DISCUSSION

NEXT STEPS

MORE INFO & FEEDBACK



## OVERVIEW

# DOSP PROCESS

### 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

2015-2016

### 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

2018-2019

### Racial Equity Re-Launch

Disparity Analysis  
Expanded Outreach & CAG Membership  
Social Equity Working Group Meetings  
Creative Solutions Labs  
Accessibility Survey

2017-2018

### Final Plan, Zoning & Adoption

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

2020-2022



## OVERVIEW

# DOSP OBJECTIVES

1. Overarching Vision: Equity and Access
2. Economic Opportunity
3. Housing & Homelessness
4. Mobility, Safety & Connectivity
5. Culture Keeping
6. Community Health & Sustainability
7. Land Use & Urban Form

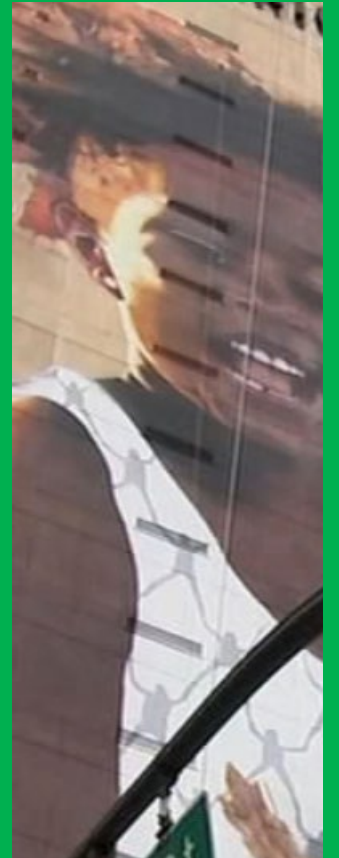




## OVERVIEW

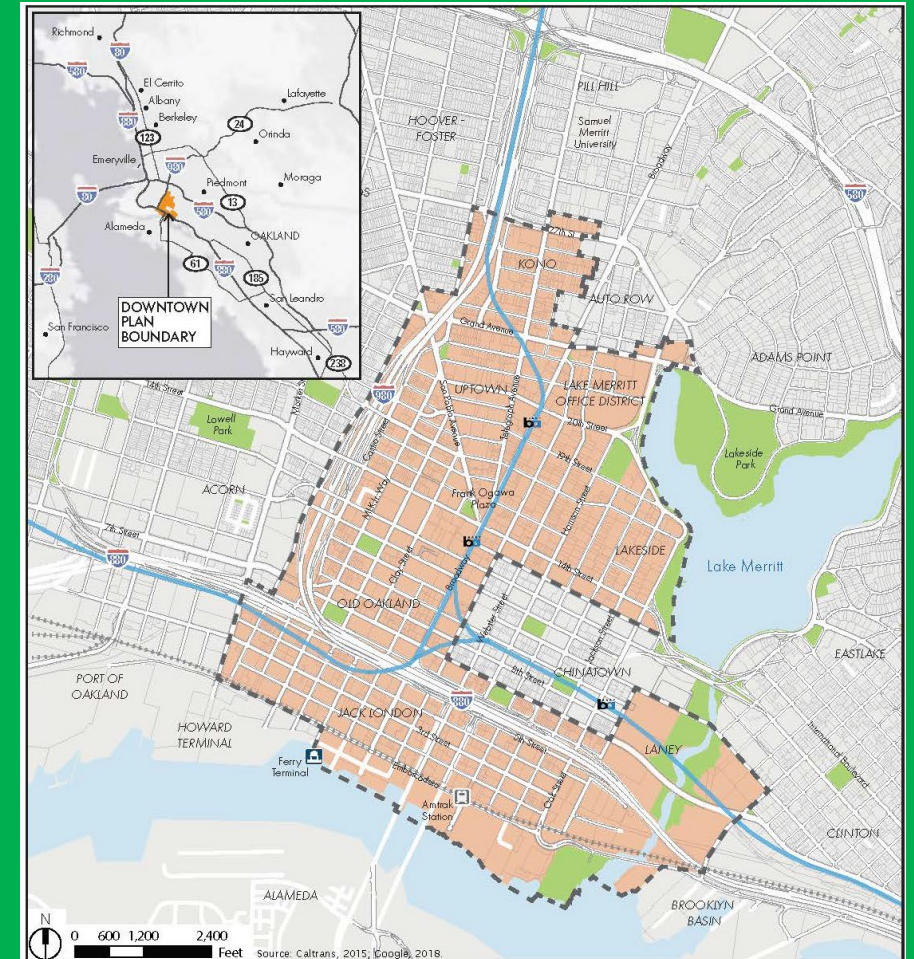
# RELATED POLICY OBJECTIVES

1. State Housing & Community Development housing goals
  - Remove barriers to housing production
2. Draft Oakland Housing Element housing goals
  - Increase housing production generally, provide a diversity of housing types, prevent displacement, reduce racial housing segregation, provide affordable housing
3. Oakland Equitable Climate Action Plan
  - Facilitate transit use with dense housing and employment
4. Grow revenues for public services throughout Oakland, including through the Equitable and Progressive Business Tax and Affordable Housing Infrastructure Bond
  - Generate taxes and boomerang funds downtown to fund services and affordable housing production citywide



## ■ Implementing the DOSP

1. Targeted studies
2. Impact & development fee reassessment
3. City investment in housing, infrastructure, etc.
4. Initiatives and funding strategies
5. City staff allocations
6. Compliance with CEQA mitigation
7. Ongoing community monitoring and transparency
8. **Update zoning to reflect Plan objectives**





## OVERVIEW

# RELATIONSHIP TO DOSP GOALS

### DOSP Objective

### Zoning Approach

#### Economic Opportunity

- Flexibility in ground floor uses
- Arts & Culture overlay in BAMBD
- Employment priority combining zone
- Preservation of industrial land
- Artisan production commercial activity
- Zoning Incentive Program (ZIP) – below-market rate commercial space, employment training and other workforce programs

#### Housing & Homelessness

- Increased residential density with community benefits, including affordable housing – in addition to raising funds for extremely/very low-income housing through Affordable Housing Impact Fees
- Allowing high-density residential in Victory Court (South Jack London Area)
- Permitting high-density efficiency units
- Zoning Incentive Program – affordable housing & public restrooms







## OVERVIEW

# RELATIONSHIP TO DOSP GOALS

### DOSP Objective

### Zoning Approach

#### Mobility, Safety & Connectivity

- Green Loop and freeway zones to improve pedestrian experience, green our streets, and connect neighborhoods
- Infrastructure improvements primarily implemented by DOT, supplemented with ZIP
- Extension of streets into Victory Court to allow development

#### Culture Keeping

- Arts & Culture overlay in BAMBD to protect and foster broad cultural uses
- Arts & Garage District zoning to protect artists & small-scale manufacturers
- Relaxed rules to permit entertainment and performance venues
- Permitting by right of artisan production commercial activities
- Zoning Incentive Program – below market-rate commercial space & infrastructure improvements

#### Community Health & Sustainability

- Sea Level Rise overlay zone to allow housing while protecting against climate change
- Green Loop to encourage walking, biking, and use of green/recreational space
- Standards to protect Lake Merritt Channel for nature and recreation

#### Land Use & Urban Form

- Revised design standards for towers, storefronts, Green Loop and other key frontages
- Industrial transition in Jack London area to protect accessible, well-paid industrial jobs
- Transfer of Development Rights program to protect historic buildings & fund maintenance



## OVERVIEW

# KEY ZONING COMPONENTS

- **Updated Land Use Activity Regulations**
  - Revised Zoning Map, including primary zones that match the goals of the DOSP and the Estuary Policy Plan
  - Updated Activities Table – amends the activities that are allowed by right
- **Special Districts**
  - Sea Level Rise Overlay
  - Arts & Culture Overlay (Black Arts Movement and Business District)
  - Employment Priority Sites
  - Green Loop & Lake Merritt Channel
  - Freeway Zoning
- **Zoning Incentive Program & Development Standards**
  - Revised building design standards, upcoming objective design standards
  - New height areas with increased height, residential density and nonresidential floor area ratio (FAR), if participating in the ZIP
  - Zoning Incentive Program (ZIP) to provide community benefits in return for increased development intensity
  - Transfer of development rights (TDR) program





OVERVIEW

PROCESS

## ■ Public Review Process

1. Draft Plan (2019) informed Zoning Amendments
2. Topic-Specific Public Meetings
  1. Land use activities and Zoning Map
  2. Special Districts
  3. Zoning Incentive Program & Development Standards
3. Zoning Update Committee Hearings
4. Landmarks Preservation Advisory Board Hearings
5. Community Advisory Group (CAG) Meeting(s)
6. Focused stakeholder meetings (Chinatown, BAMBD)
7. Surveys (online and chalkboard surveys)





# KEY CONCERNS RAISED TO DATE

- **Zoning Incentive Program (ZIP)**
  - Not downzoning to extract more benefits from development or making participation mandatory
  - Confusion about the mechanism behind the program – value capture vs. impact fee
  - Not charging developers enough of the value captured
  - Concern the ZIP will compete with and detract from the State Density Bonus program



# KEY CONCERNS RAISED TO DATE

- **Transfer of Development Rights Program**
  - Desire to allow transfers from standalone historic buildings and eliminate Conditional Use Permit (CUP) requirement
  - Desire to start from a lower intensity than currently exists
- **Development Standards**
  - Concern about increased height on Fire Alarm Building and in historic areas



# KEY CONCERNS RAISED TO DATE

## ■ **Special Districts**

- Suggestion that Employment Priority Sites and other locations include employment uses other than office, such as life science research & development
- Recommendation that Cultural Affairs staff and Cultural Affairs Commission be involved in identifying arts & culture uses
- Concern the City needs to more comprehensively address vacant retail spaces



# CLARIFYING QUESTIONS

Please raise your virtual "hand" or type "Question" in the chat



# DISCUSSION QUESTIONS

1. Check-in: what are we trying to achieve with these zoning amendments? What about with the ZIP?
2. Are there key **zoning/land use** regulations the DOSP objectives would suggest we implement that the Draft Zoning Amendments have missed?
3. What amount of the value created by allowing increased density in the ZIP do you think will incentivize developers to build beyond the base density while maximizing public benefits? What would we need to know to determine this?
4. What are other topics that need to be discussed?





## NEXT STEPS

- Affordable housing/ZIP study session
- Online & chalkboard surveys
- BAMBD, Chinatown & Art + Garage District meetings
- Another CAG meeting, or just the affordable housing/ZIP study session? Are there other topics that require the participation of the entire CAG?



## NEXT STEPS

# MORE INFORMATION & FEEDBACK

- More information:
  - Website: [bit.ly/OakDOSP](http://bit.ly/OakDOSP)
  - Review a [summary of changes](#), [maps](#) & [text of amendments](#)
  - Read Zoning Incentive Program (ZIP) [economic report](#) and [comparison of housing outcomes for ZIP and State Density Bonus](#)
  - Watch [videos](#) about the DOSP and zoning
- Public Feedback Options
  - Comment on interactive draft ([Konveio](#))
  - Survey (sent to mailing list – sign up [here](#) and forward widely)
  - Email [PlanDowntownOakland@oaklandca.gov](mailto:PlanDowntownOakland@oaklandca.gov)



# DOWNTOWN OAKLAND SPECIFIC PLAN ZONING

Community Advisory Group, September 19, 2022



**City of Oakland**





# ZIP VS. DENSITY BONUS ANALYSIS

## DOSP Zoning Incentive Program (ZIP) Compared to CA Density Bonus Law Differences in Outcomes for 26 Representative Sites in Housing Supply and Resources for Affordable Housing Production in Oakland

	DOSP Base Zoning	Increment Over Base Zoning	
		DOSP Zoning Incentive Program	CA Density Bonus Law
Analysis of 26 Development Sites Representative of ZIP Densities in DOSP		11% - 808% more density	20% more density
Total Housing Units (base + bonus)	4,489	9,862	5,393
Market Rate Units (base + bonus)	4,489	9,745	5,160
Very Low-Income Units On-Site	0	117	233
Affordable Housing Impact Fee Revenue to Housing Trust Fund	\$120 million	\$140 million	\$0
Percent Increase in Boomerang Dollars for Housing Trust Fund	N/A	123%	21%

- ◆ Higher density potential under ZIP generates more total units and more market rate housing units
- ◆ CA Density Bonus provides more on-site affordable housing units
- ◆ ZIP generates substantially more revenue for Oakland's Housing Trust Fund for affordable housing production
  - Trust Fund leverages additional funding in range of \$4 - \$7 for every local dollar
- ◆ ZIP can increase incentive to use CA Density Bonus on top of ZIP to get benefit of regulatory concessions on total project