

# DOWNTOWN OAKLAND SPECIFIC PLAN (DOSP)

Community Advisory Group (CAG) Committee Meeting

April 18, 2024





# AGENDA

---

## Presentation

- Process & Timeline
- Brief Recap of Plan
- Summary of Key Changes from Public Review Draft to Final Draft
- Next Steps

## Q&A

**CAG Meeting #2: Thursday, May 9 (rescheduled)**

# 1 | OVERALL 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

# 2 | COMMUNITY INVOLVEMENT



**Project Initiation**

2015-2016



**Plan Drafting & Iteration**

2017-2018



2018-2019



2020-2023



**Racial Equity Re-Launch**



**Final Plan, Zoning & Adoption**





# 3 | PLAN REVISIONS & ZONING DEVELOPMENT 2019-2024

---

## Public Review Draft Plan

Public meetings, pop-ups at community events

LPAB, Cultural Affairs Commission, PRAC, BPAC, Commission on Aging, MCPD, Library Commission, ZUC & Planning Commission meetings

4 CAG meetings: Review of Preliminary Draft comments, implementation, how feedback has been incorporated, initial ZIP feasibility study

## Zoning Drafting & Review

3 community meetings on zoning topics, online survey, targeted meetings w/BAMBD, Chinatown & Jack London

2 LPAB & 3 ZUC meetings

3 CAG meetings: Zoning, policy objectives & affordable housing/ZIP study session



## Plan & CEQA Revision & ZIP Analysis

Reviewing community comments & revising Plan & EIR  
Economic analysis for Zoning Incentive Program (ZIP)  
3 CAG meetings: Community benefits prioritization, ZIP structure and benefits, housing & implementation strategies

## Zoning Revisions & Adoption

LPAB meeting, 2 Planning Commission meetings  
2 CAG meetings: plan & zoning  
Adoption hearings: CED & Council

# 4 | RECAP: WHAT WILL THE PLAN DO?

- **Modernize and broaden the role of downtown**
  - Mixed uses with housing and entertainment, R&D and industrial jobs rather than just office
- **Increase housing and jobs near transit**
  - Streamline and provide community benefits
- **Expand funding for public services**
  - One-time development impact fees and more significant long-term tax revenues
- **Revitalize local businesses and enhance public safety**
  - Stem cultural displacement, fill vacant ground floor spaces
- **Prepare for climate change and sea level rise**
  - Comprehensive infrastructure and adaptation plans in development projects and regionally
- **Reconnect West Oakland with Downtown**
  - Thoughtfully re-envision I-980 and repair harm done to Black community



# 5 | RECAP: PLAN GOALS & VISION

---

Equity is a primary focus of this Plan; all the goals, outcomes, and supporting policies meet a shared vision, consider equity impacts, and aim to reduce disparities – or at the very least, not widen them.

## **Goal 01: Economic Opportunity**

*Create opportunities for economic growth and financial security for all Oaklanders.*

## **Goal 03: Mobility**

*Make downtown streets comfortable, safe, and inviting connections to the rest of the city so that everyone has efficient and reliable access to downtown's jobs and services.*

## **Goal 05: Community Health & Sustainability**

*Provide vibrant public spaces and a healthy built, natural, and social environment that improve the quality of life downtown today and for generations to come.*

## **Goal 06: Land Use**

*Develop downtown to meet community needs and preserve Oakland's unique character.*

## **Goal 02: Housing & Homelessness**

*Ensure sufficient housing is built and retained to meet the varied needs of current and future residents.*

## **Goal 04: Culture Keeping**

*Encourage diverse voices and forms of expression to flourish.*

## **Goal 07: Implementation & Engagement**

*Partner with community stakeholders and institutions to implement and realize the Plan's many goals, outcomes, and supportive policies.*

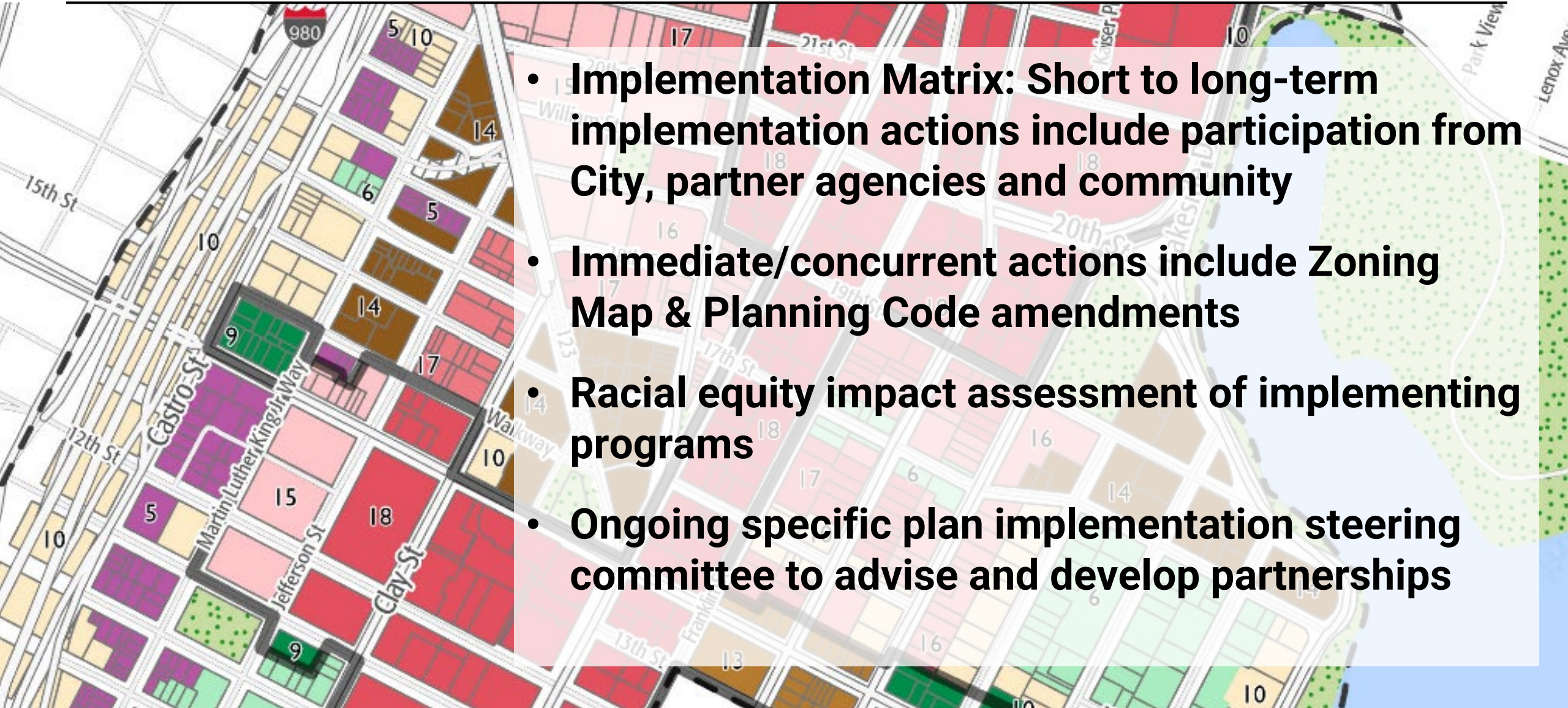


# 6 | RECAP: HOW WILL THE PLAN ACHIEVE ITS GOALS?

- Sets policy, a workplan for multiple City departments, and outcomes monitoring
- Incorporates racial equity framework and measures of success
- Concurrently adopts General Plan & Zoning changes
- Certifies the Environmental Impact Report (EIR)



# 7 | RECAP: IMPLEMENTATION



- **Implementation Matrix: Short to long-term implementation actions include participation from City, partner agencies and community**
- **Immediate/concurrent actions include Zoning Map & Planning Code amendments**
- **Racial equity impact assessment of implementing programs**
- **Ongoing specific plan implementation steering committee to advise and develop partnerships**



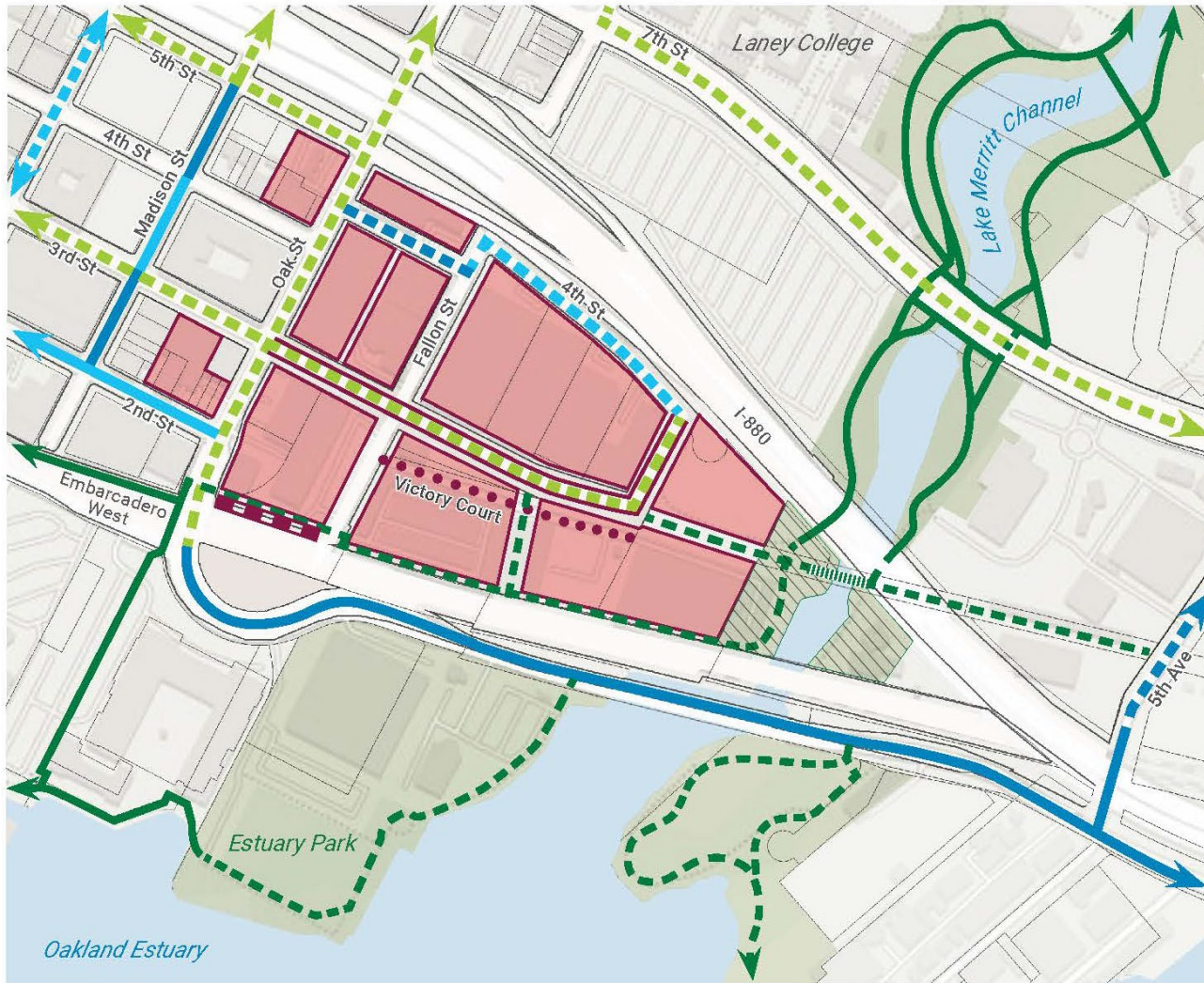
# 8 | WHAT'S NEW? VICTORY COURT DEVELOPMENT CONCEPT



	<b>Victory Court Potential Development</b>	<b>% of Total DOSP 2040 Development</b>
Residential (Units)	6,200	21.3%
Total Commercial (SF)	850,000	4.6%
Office	550,000	3.5%
Retail / Neighborhood Serving Commercial	300,000	17.4%



# 9| WHAT'S NEW? VICTORY COURT DEVELOPMENT CONCEPT



## Key Elements:

- Extend 3<sup>rd</sup> Street through the new development area and provide protected bicycle lanes along it
- Create new multi-use paths to connect people in the new development area to the Lake Merritt Channel and Estuary Park
- Require a 60' wide landscape buffer between new development and the Lake Merritt Channel

### Map Key

Victory Court Development Opportunity Sites	Recommended Future Bike/Ped Crossing
New 3rd Street Extension (80' ROW)	Existing/Proposed Multi-Use Path
New Fallon Street Connection (56' ROW)	Existing/Proposed Protected Bike Lane
Private Street to Be Closed	Existing/Proposed Buffered Bike Lane
Proposed Channel Landscape Buffer	Existing/Proposed Bike Lane



# 10 | WHAT'S NEW? GREEN LOOP

## Intent

- Connect the Lake Merritt, Channel, and Estuary waterfronts with safe, enjoyable "green streets" to form a downtown loop
- Connect West Oakland to Downtown and support the West Oakland Walk

## Zoning Tools

- Combining and Open Space zones
- Frontage requirements
- Landscaping requirements

## Additional Work Anticipated

- Improvements to bicycle and pedestrian network
- Improvements to green spaces along the Green Loop





# 11 | WHAT'S CHANGED? NEW AND UPDATED DATA, POLICIES & STRATEGIES



- **COVID-19 Recovery Racial Equity Framework:**
  - Center Racial Equity
  - Put People First
  - Invest in Community Infrastructure
  - Build an Equitable Economy
  - Protect and Expand Community Voice & Power
- **Updated affordable housing targets to reflect the City's revised Permanent Access to Housing (PATH) Framework**



# Vision for Downtown Oakland

*Downtown Oakland serves as the setting for a remarkable array of lived experiences. It is both home and gathering space to people of all different income levels, races, cultures, and ethnicities. It supports a wide spectrum of community assets, serving not only local residents, but also visitors and workers from around Oakland, the Bay Area, and the globe. Its economy drives social innovation while reflecting the cultures, political movements, and people who are its heritage.*

"Downtown Oakland is a dynamic regional hub of culture, employment, housing and transit that welcomes our entire community. Oaklanders across all ages have access to a network of service providers, activities, mentorship and job training that prepares them to participate in the culture and prosperity being generated downtown. Growth is accompanied by bold strategies to protect vulnerable community members, businesses and cultural organizations from displacement and to afford them opportunities for expansion and enhancement. Investment around transit stations and their vicinities creates active gateways into downtown and out to Oakland's communities. Transit increases access to downtown's jobs, services, culture and entertainment options from throughout Oakland and the region. Landscaped and specially treated connections provide an integrated system of walking and biking paths through downtown that link cultural districts and connect people to the Lake Merritt and Estuary waterfronts and to adjacent neighborhoods and districts. Downtown is a leader in innovative resilience and adaptation around social, climatic, and economic change."

Potential 2040 Development

Active 2020 Development

**PUBLIC REVIEW  
DRAFT PLAN**  
August 2019



# Vision for Downtown Oakland

*Downtown Oakland serves as the setting for a remarkable array of lived experiences. It is both home and gathering space to people of all different income levels, races, cultures, and ethnicities. It supports a wide spectrum of community assets, serving not only local residents, but also visitors and workers from around Oakland, the Bay Area, and the globe. Its economy drives social innovation while reflecting the cultures, political movements, and people who are its heritage and future.*

Downtown Oakland is a dynamic regional hub of culture, ideas, employment, housing, and transit that welcomes our entire community. Oaklanders across all ages and cultures have access to a network of service providers, activities, mentorship, and job training that prepares them to participate in the creativity and prosperity being generated downtown. Growth is accompanied by bold strategies to protect vulnerable community members, businesses, and cultural organizations from displacement and to afford them opportunities for expansion and enhancement. Investment around transit stations and their vicinities creates active gateways into downtown and out to Oakland's communities. Safe and reliable transit increases access to downtown's jobs, services, culture, and entertainment options from throughout Oakland and the region. Landscaped and specially treated connections provide an integrated system of walking and biking paths through downtown that link cultural districts and connect people to the Lake Merritt and Estuary waterfronts and to surrounding neighborhoods and districts. Downtown is a leader in innovative resilience and adaptation around social, climate, and economic change.

**FINAL DRAFT PLAN**  
March 2024

Potential 2040 Development

Active 2020 Development



# 14 | WHAT'S CHANGED: DEVELOPMENT PROGRAM

## Key Changes:

- Slight reduction in office and flex commercial space
- Reduction in retail and neighborhood serving commercial space
- Large increase in light industrial space

Table LU-7: Downtown Future Development by Land Use

	Existing Baseline*	Active 2020 Development**	DOSP Potential 2040 Development	LMSAP Potential 2035 Development	TOTAL
Residential (Units)	15,032	11,518	29,100	2,181	57,831
Total Commercial (SF)	24,854,203	11,774,414	20,060,000	974,029	57,662,646
Office	15,998,592	5,407,590	16,840,000	706,403	38,952,585
Retail / Neighborhood Serving Commercial	8,855,611	6,366,824	2,330,000	267,262	17,820,061
Flex Commercial	N/A	N/A	889,000	N/A	N/A
Light Industrial (SF)	1,788,992	-	260,000	-	2,048,992
Institutional (SF)	3,728,872	N/A	1,310,000	108,000	5,146,872
Parking (Spaces)	N/A	N/A	16,000	N/A	N/A

**PUBLIC REVIEW  
DRAFT PLAN**  
August 2019

Table LU-6: Downtown Future Development by Land Use

	Existing Baseline <sup>1</sup>	Active 2020 Development <sup>2</sup>	DOSP Potential 2040 Development	LMSAP Potential 2035 Development	TOTAL
Residential (Units)	15,032	11,518	29,100	2,181	57,831
Total Commercial (SF)	24,854,203	11,774,414	18,290,000	974,029	55,892,646
Office	15,998,592	5,407,590	15,840,000	706,403	37,952,585
Retail / Neighborhood Serving Commercial <sup>3</sup>	8,855,611	6,366,824	1,720,000	267,262	17,210,061
Flex Commercial	N/A	N/A	730,000	N/A	N/A
Light Industrial (SF)	1,788,992	-	500,000	-	2,288,992
Institutional (SF)	3,728,872	N/A	1,300,000	108,000	5,136,872
Parking (Spaces)	N/A	N/A	15,000	N/A	N/A

**FINAL DRAFT PLAN**  
March 2024



# 15 | WHAT'S CHANGED: PRESERVING INDUSTRIAL LAND USES

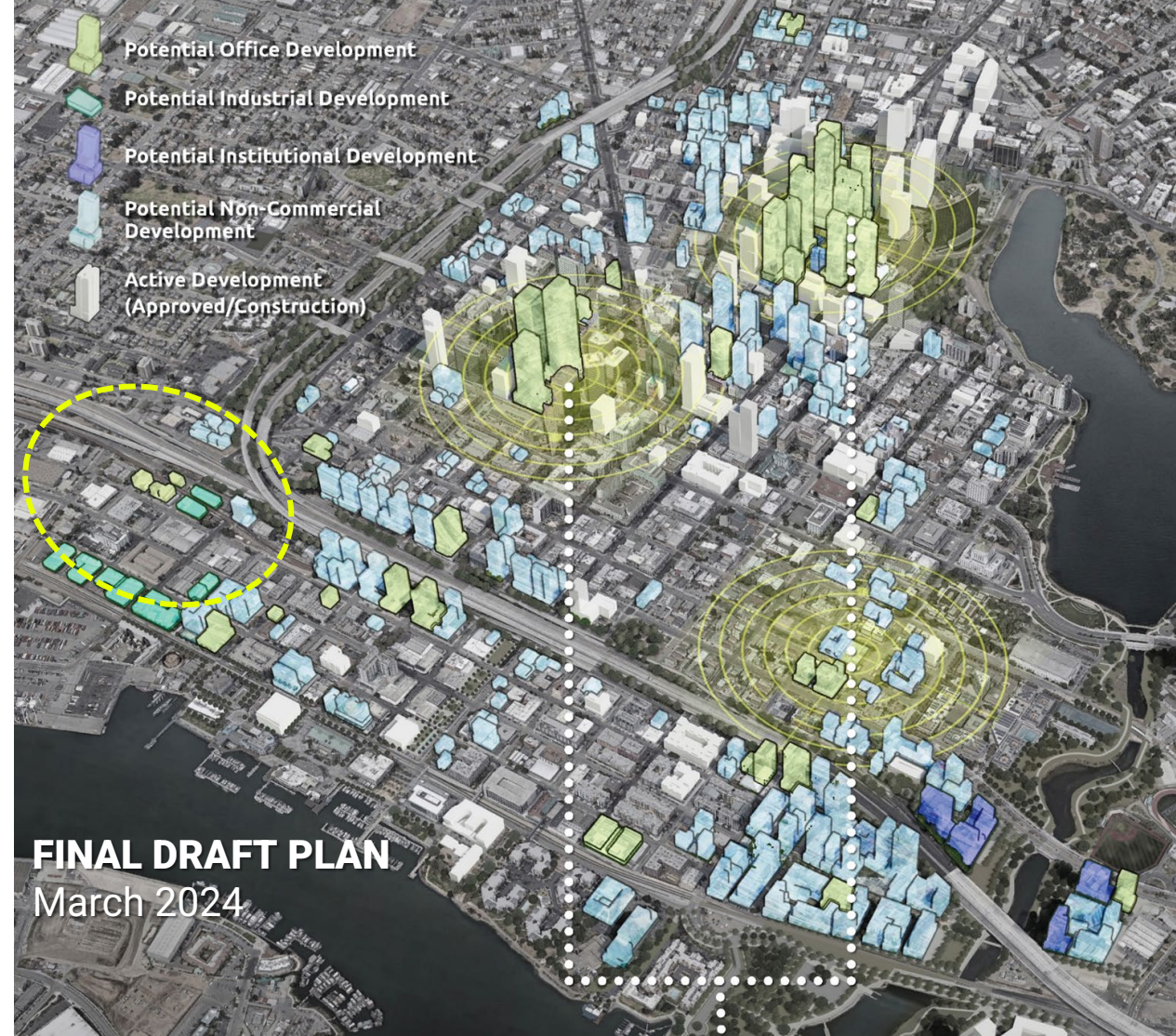
THE SPECIFIC PLAN CAN  
HELP ENCOURAGE UP TO:

+20.0 M Sq. Ft. of New Commercial Space  
+1.3 M Sq. Ft. of New Institutional Space  
+260 K Sq. Ft. of New Industrial Space



















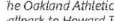
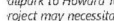
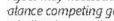
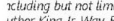
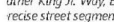
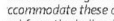
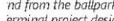
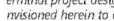
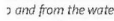

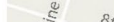
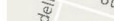









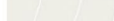











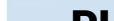
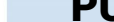
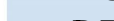
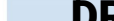
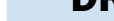
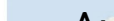
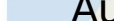
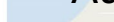


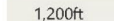

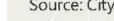
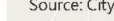
THE PLAN CAN HELP  
ENCOURAGE UP TO:

+18.3 M Sq. Ft. of New Commercial Space  
+1.3 M Sq. Ft. of New Institutional Space  
+500 K Sq. Ft. of New Industrial Space





# 16 | WHAT'S CHANGED: BICYCLE NETWORK MAP

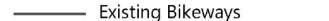
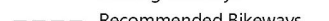
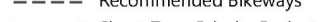


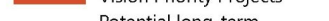
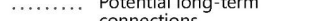
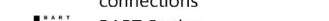
-  Existing
-  Proposed
-  Short-Term Network
-  Vision Network
-  Shared-use path
-  Potential shared-use path through Howard Terminal
-  Potential shared-use path through Howard Terminal
-  Potential shared-use path through Howard Terminal
-  Estuary crossing
-  Estuary crossing
-  Estuary crossing
-  Estuary crossing
-  Estuary crossing
-  Estuary crossing
-  Estuary crossing
-  Estuary crossing
-  Estuary crossing
-  Estuary crossing
-  Estuary crossing
-  Estuary crossing
-  Estuary crossing
-  Estuary crossing
-  Estuary crossing
-  Estuary crossing
-  Estuary crossing
-  Estuary crossing
-  Estuary crossing
-  Estuary crossing
-  Estuary crossing
-  Estuary crossing
-  Estuary crossing
-  Estuary crossing
-  Estuary crossing
-  Estuary crossing
-  Estuary crossing
-  Estuary crossing
-  Estuary crossing
-  Estuary crossing
-  Estuary crossing
-  Estuary crossing
-  Estuary crossing
-  Estuary crossing
-  Estuary crossing
-  Estuary crossing
-  Estuary crossing
-  Estuary crossing
-  Estuary crossing
-  Estuary crossing
-  Estuary crossing
-  Estuary crossing
-  Estuary crossing
-  Estuary crossing
-  Estuary crossing
-  Estuary crossing
-  Estuary crossing
-  Estuary crossing
-  Estuary crossing
-  Estuary crossing
-  Estuary crossing
-  Estuary crossing
-  Estuary crossing
-  Estuary crossing
-  Estuary crossing

The Oakland Athletics are currently proposing to relocate their ballpark to Howard Terminal. This unique nature of this proposed project may necessitate adjustments to this Bicycle Network to address competing game-day demands on surrounding streets, including but not limited to Broadway, Market Street, Martin Luther King Jr. Way, Embarcadero West, and 3rd Street. While precise street segments on the Bicycle Network may change to accommodate these demands, high-quality bicycle facilities to and from the ballpark will be incorporated in both the Howard Terminal project design and any revisions to the network envisioned herein to ensure safe and sustainable transportation to and from the waterfront.



**PUBLIC REVIEW  
DRAFT PLAN  
August 2019**

1,200ft  
Source: City of Oakland

-  Existing Bikeways
-  Recommended Bikeways
-  Short-Term Priority Projects
-  Vision Priority Projects
-  Potential long-term connections
-  BART Station
-  East Bay Bus Rapid Transit Stops
-  Downtown Plan Area

The Oakland Athletics are currently proposing to relocate their ballpark to Howard Terminal. The unique nature of this proposed project may necessitate adjustments to this Bicycle Network to balance competing game-day demands on surrounding streets, including but not limited to Broadway, Market Street, Martin Luther King Jr. Way, Embarcadero West, and 3rd Street. While precise street segments on the Bicycle Network may change to accommodate these demands, high-quality bicycle facilities to and from the ballpark will be incorporated in both the Howard Terminal project design and any revisions to the network envisioned herein to ensure safe and sustainable transportation to and from the waterfront.



**FINAL DRAFT PLAN  
March 2024**

1,200ft  
Source: City of Oakland



# 17 | WHAT'S CHANGED: SEA LEVEL RISE MAP TIMEFRAME

- 48 inches of Sea Level Rise
- 72 inches of Sea Level Rise
- Downtown Plan Boundary

Figure CH-7 maps the 48-inch and 72-inch water levels above mean higher high water (MHHW) for Oakland. The 48-inch water level can be used to approximate areas that would be permanently inundated with 48 inches of Sea Level Rise (SLR), or the area that would be temporarily flooded due to a 100-year storm with 6 inches of SLR. The 72-inch water level can be used to approximate areas that would be permanently inundated with 72 inches of SLR, or the area that would be temporarily flooded due to a 100-year storm with 30 inches of SLR.

Source: Sea Level Rise Road Map (2017)

## PUBLIC REVIEW DRAFT PLAN August 2019

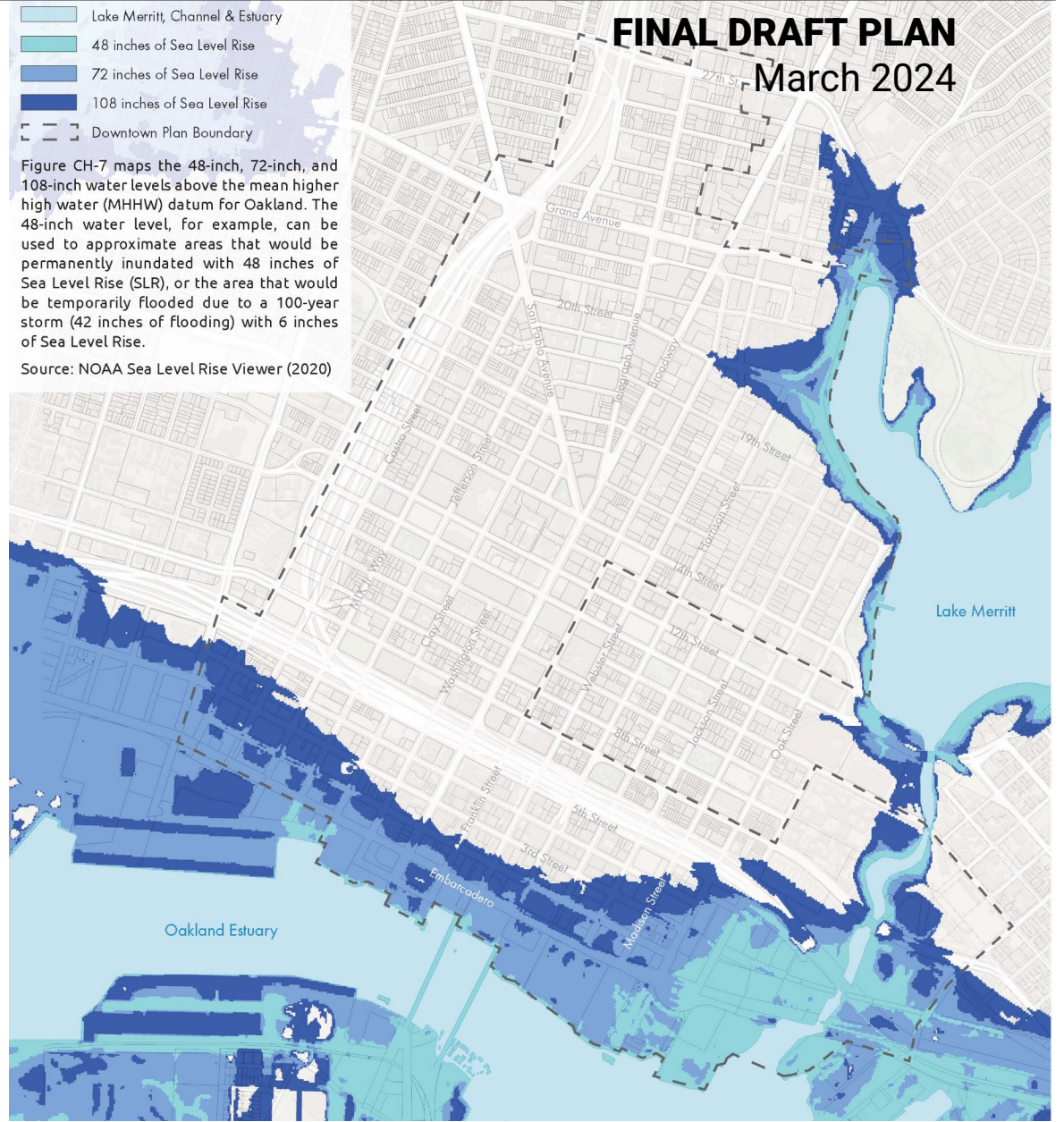


- Lake Merritt, Channel & Estuary
- 48 inches of Sea Level Rise
- 72 inches of Sea Level Rise
- 108 inches of Sea Level Rise
- Downtown Plan Boundary

Figure CH-7 maps the 48-inch, 72-inch, and 108-inch water levels above the mean higher high water (MHHW) datum for Oakland. The 48-inch water level, for example, can be used to approximate areas that would be permanently inundated with 48 inches of Sea Level Rise (SLR), or the area that would be temporarily flooded due to a 100-year storm (42 inches of flooding) with 6 inches of Sea Level Rise.

Source: NOAA Sea Level Rise Viewer (2020)

## FINAL DRAFT PLAN March 2024





# LAKE MERRITT BOULEVARD

Existing Conditions





# LAKE MERRITT BOULEVARD

Proposed Street Improvements,  
New Plaza and Museum

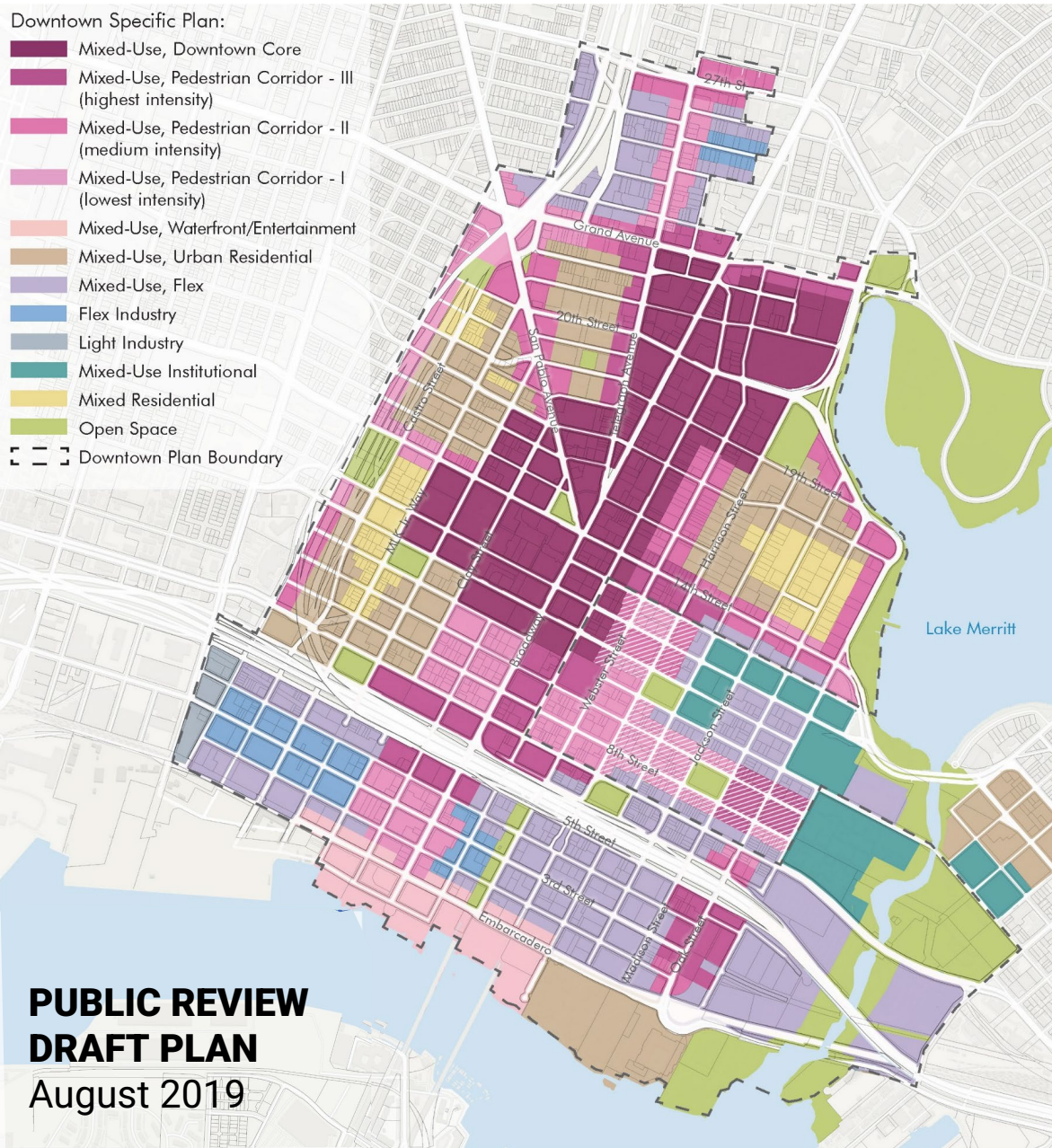




# 20 | WHAT'S CHANGED: CHARACTER AREA MAP

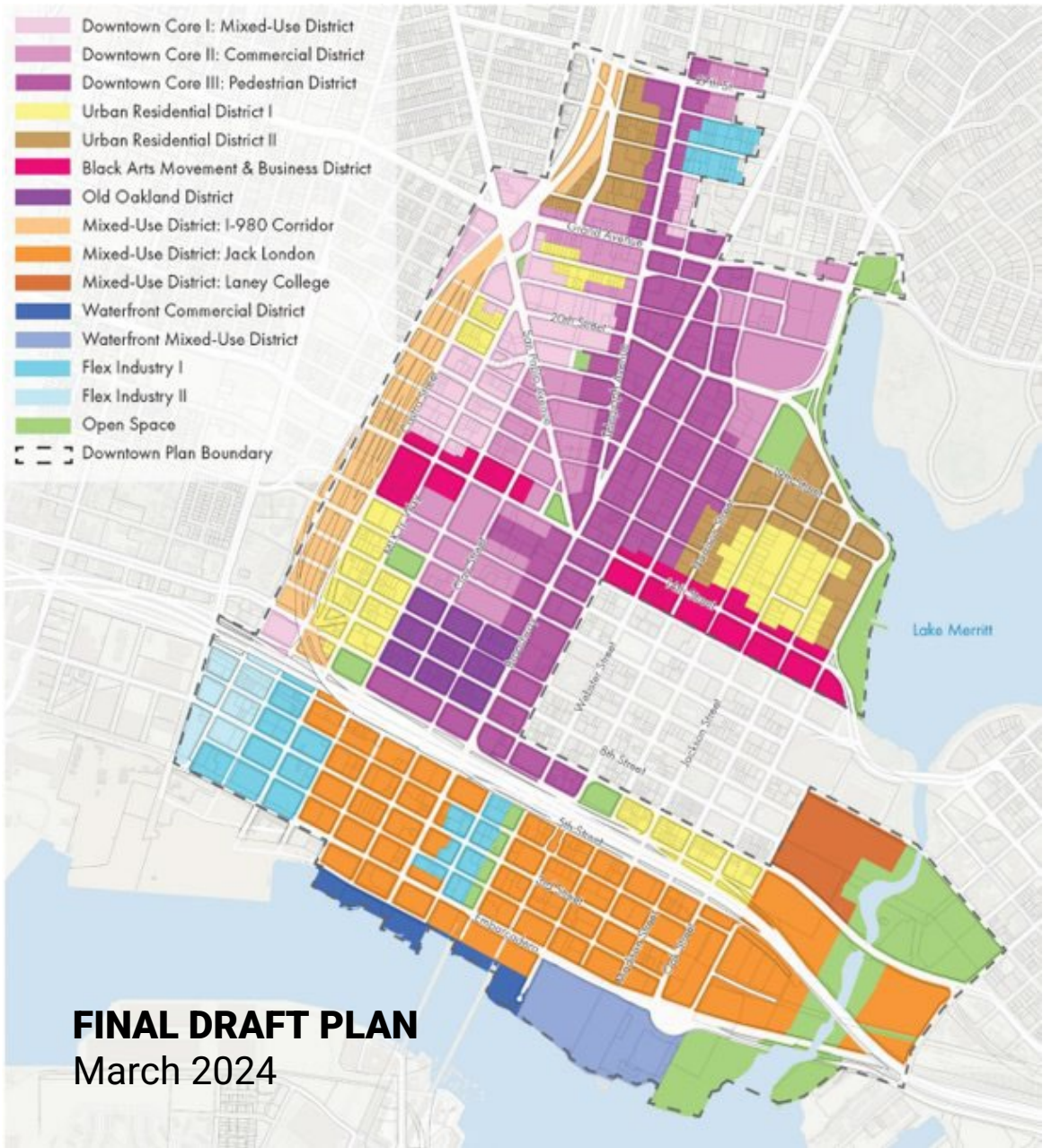
## Downtown Specific Plan:

- Mixed-Use, Downtown Core
- Mixed-Use, Pedestrian Corridor - III (highest intensity)
- Mixed-Use, Pedestrian Corridor - II (medium intensity)
- Mixed-Use, Pedestrian Corridor - I (lowest intensity)
- Mixed-Use, Waterfront/Entertainment
- Mixed-Use, Urban Residential
- Mixed-Use, Flex
- Flex Industry
- Light Industry
- Mixed-Use Institutional
- Mixed Residential
- Open Space
- Downtown Plan Boundary



**PUBLIC REVIEW  
DRAFT PLAN**  
August 2019

- Downtown Core I: Mixed-Use District
- Downtown Core II: Commercial District
- Downtown Core III: Pedestrian District
- Urban Residential District I
- Urban Residential District II
- Black Arts Movement & Business District
- Old Oakland District
- Mixed-Use District: I-980 Corridor
- Mixed-Use District: Jack London
- Mixed-Use District: Laney College
- Waterfront Commercial District
- Waterfront Mixed-Use District
- Flex Industry I
- Flex Industry II
- Open Space
- Downtown Plan Boundary



**FINAL DRAFT PLAN**  
March 2024



# 23 | WHAT'S CHANGED: GENERAL PLAN AMENDMENTS MAP

Proposed General Plan Land Use Designations:

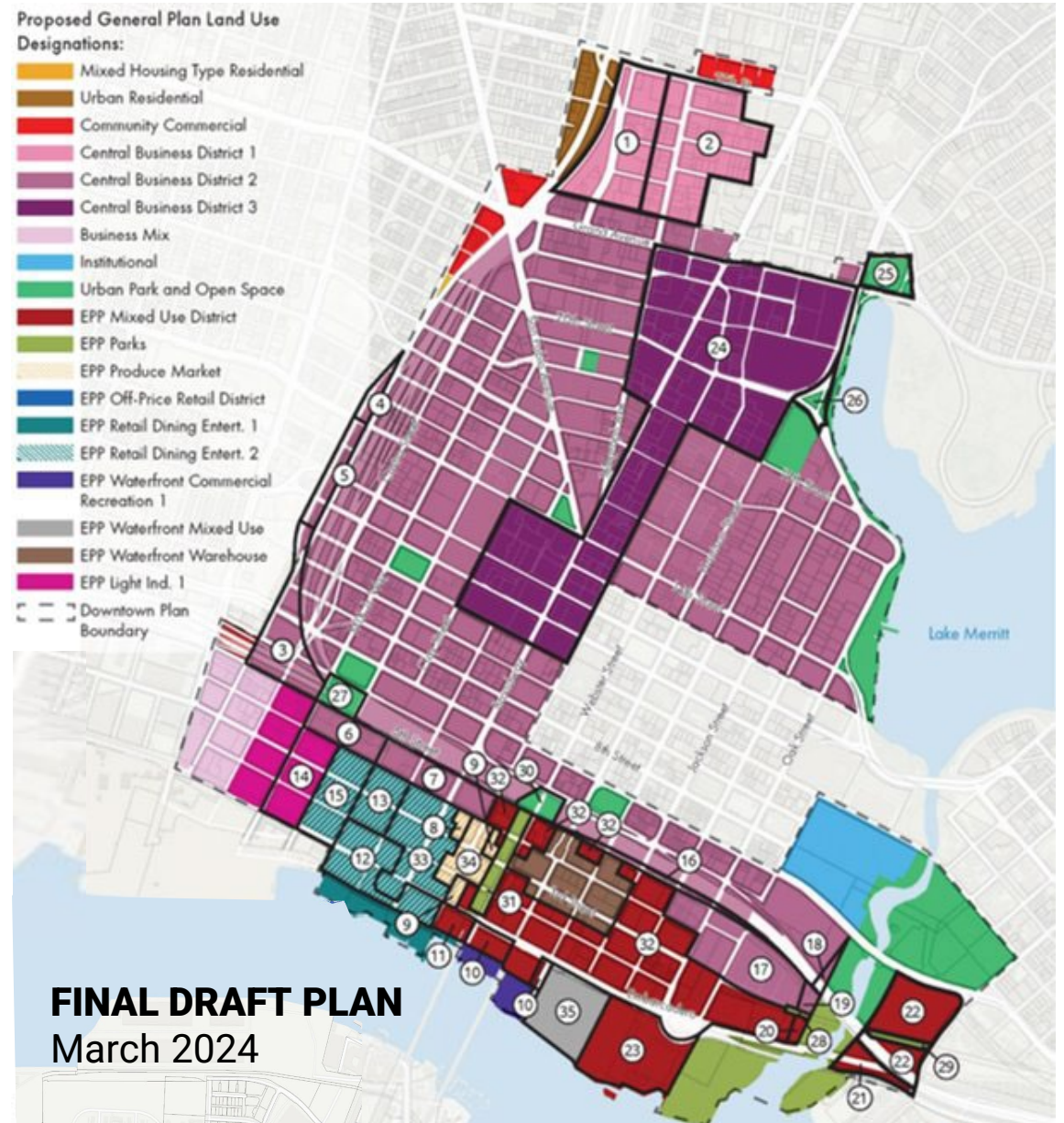
- Urban Residential
- Community Commercial
- Central Business District (CBD) 1
- CBD 2
- CBD 3
- Business Mix
- Institutional
- Urban Park and Open Space
- EPP Mixed Use District
- EPP Parks
- EPP Produce Market
- EPP Retail Dining Entert. 1
- EPP Retail Dining Entert. 2
- EPP Waterfront Commercial Recreation 1
- EPP Waterfront Mixed Use
- EPP Waterfront Warehouse District
- EPP Light Industrial 1
- Downtown Plan Boundary



**PUBLIC REVIEW  
DRAFT PLAN  
August 2019**

Proposed General Plan Land Use Designations:

- Mixed Housing Type Residential
- Urban Residential
- Community Commercial
- Central Business District 1
- Central Business District 2
- Central Business District 3
- Business Mix
- Institutional
- Urban Park and Open Space
- EPP Mixed Use District
- EPP Parks
- EPP Produce Market
- EPP Off-Price Retail District
- EPP Retail Dining Entert. 1
- EPP Retail Dining Entert. 2
- EPP Waterfront Commercial Recreation 1
- EPP Waterfront Mixed Use
- EPP Waterfront Warehouse
- EPP Light Ind. 1
- Downtown Plan Boundary





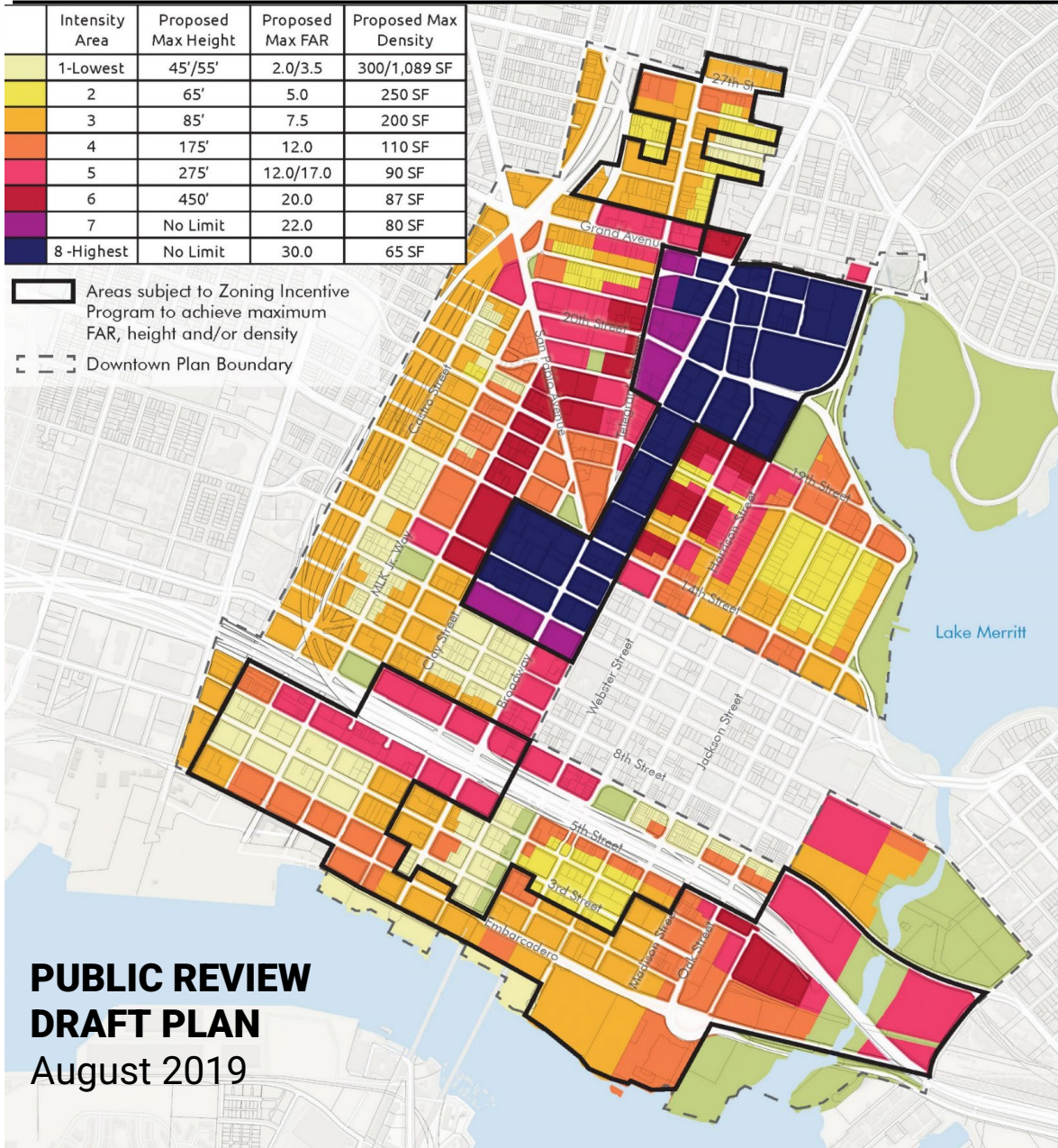
**FINAL DRAFT PLAN  
March 2024**



# 21 | WHAT'S CHANGED: INTENSITY MAP



Intensity Area	Proposed Max Height	Proposed Max FAR	Proposed Max Density
1-Lowest	45'/55'	2.0/3.5	300/1,089 SF
2	65'	5.0	250 SF
3	85'	7.5	200 SF
4	175'	12.0	110 SF
5	275'	12.0/17.0	90 SF
6	450'	20.0	87 SF
7	No Limit	22.0	80 SF
8-Highest	No Limit	30.0	65 SF

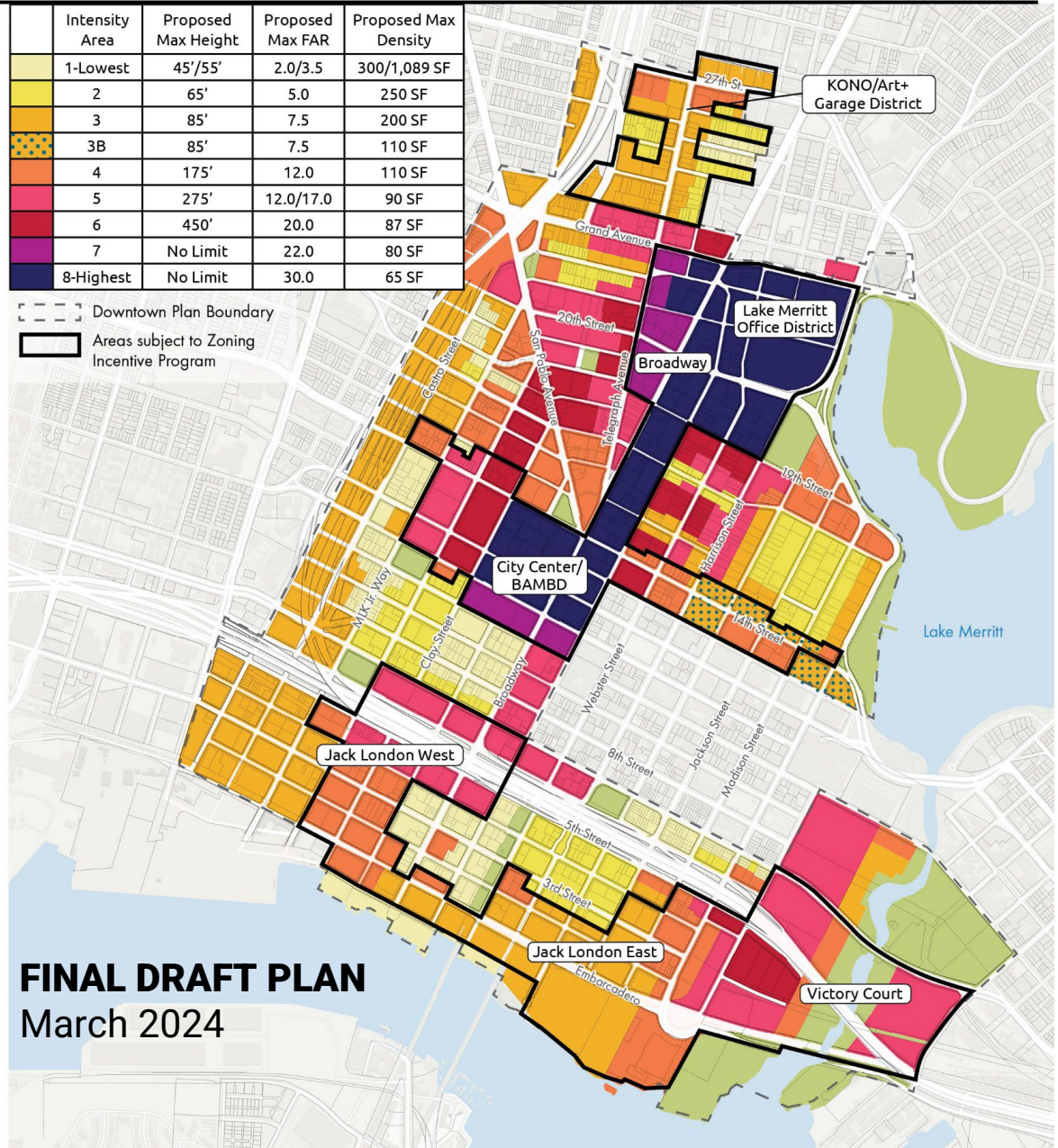
-  Areas subject to Zoning Incentive Program to achieve maximum FAR, height and/or density
-  Downtown Plan Boundary



**PUBLIC REVIEW  
DRAFT PLAN**  
August 2019

Intensity Area	Proposed Max Height	Proposed Max FAR	Proposed Max Density
1-Lowest	45'/55'	2.0/3.5	300/1,089 SF
2	65'	5.0	250 SF
3	85'	7.5	200 SF
3B	85'	7.5	110 SF
4	175'	12.0	110 SF
5	275'	12.0/17.0	90 SF
6	450'	20.0	87 SF
7	No Limit	22.0	80 SF
8-Highest	No Limit	30.0	65 SF

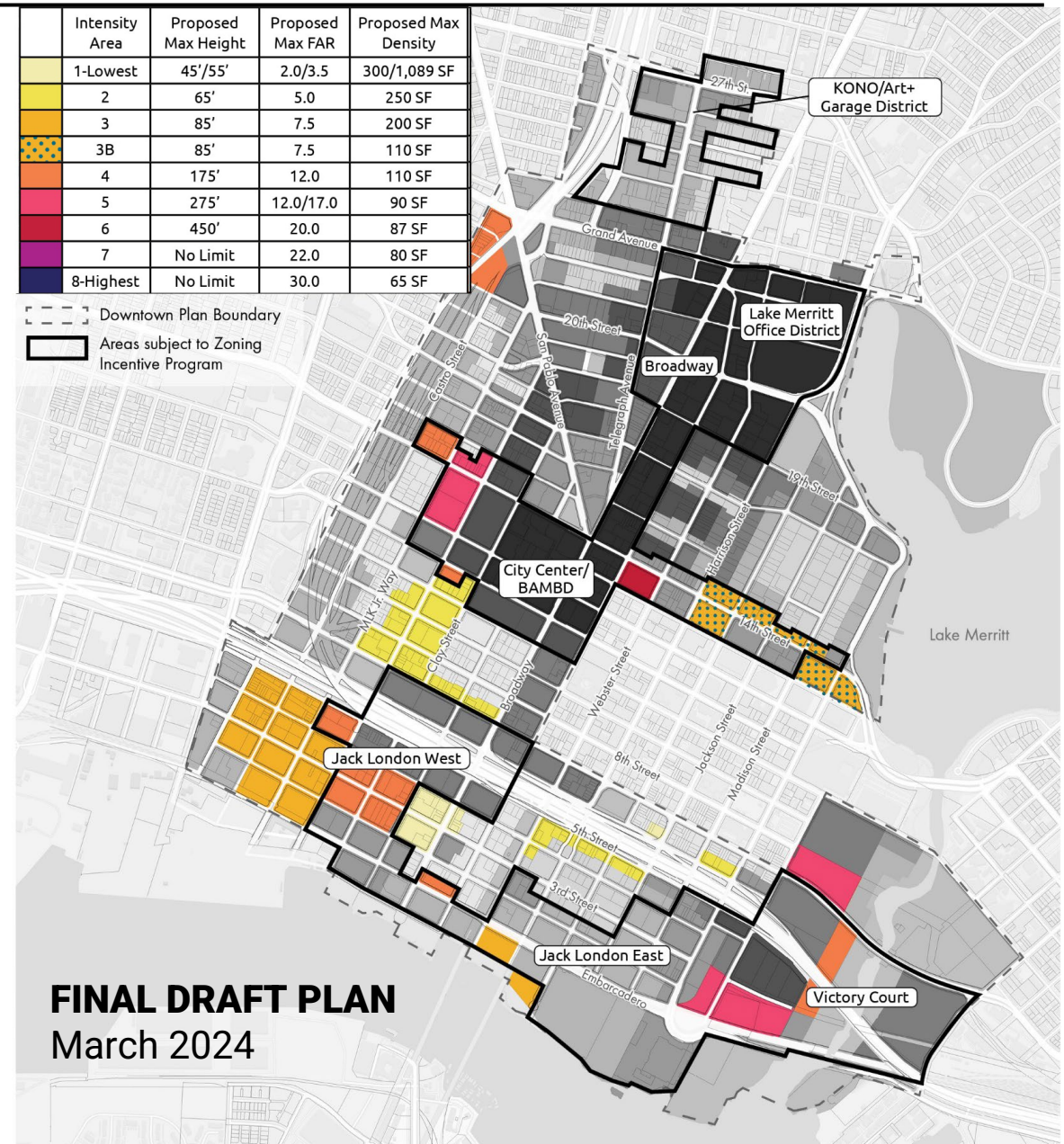
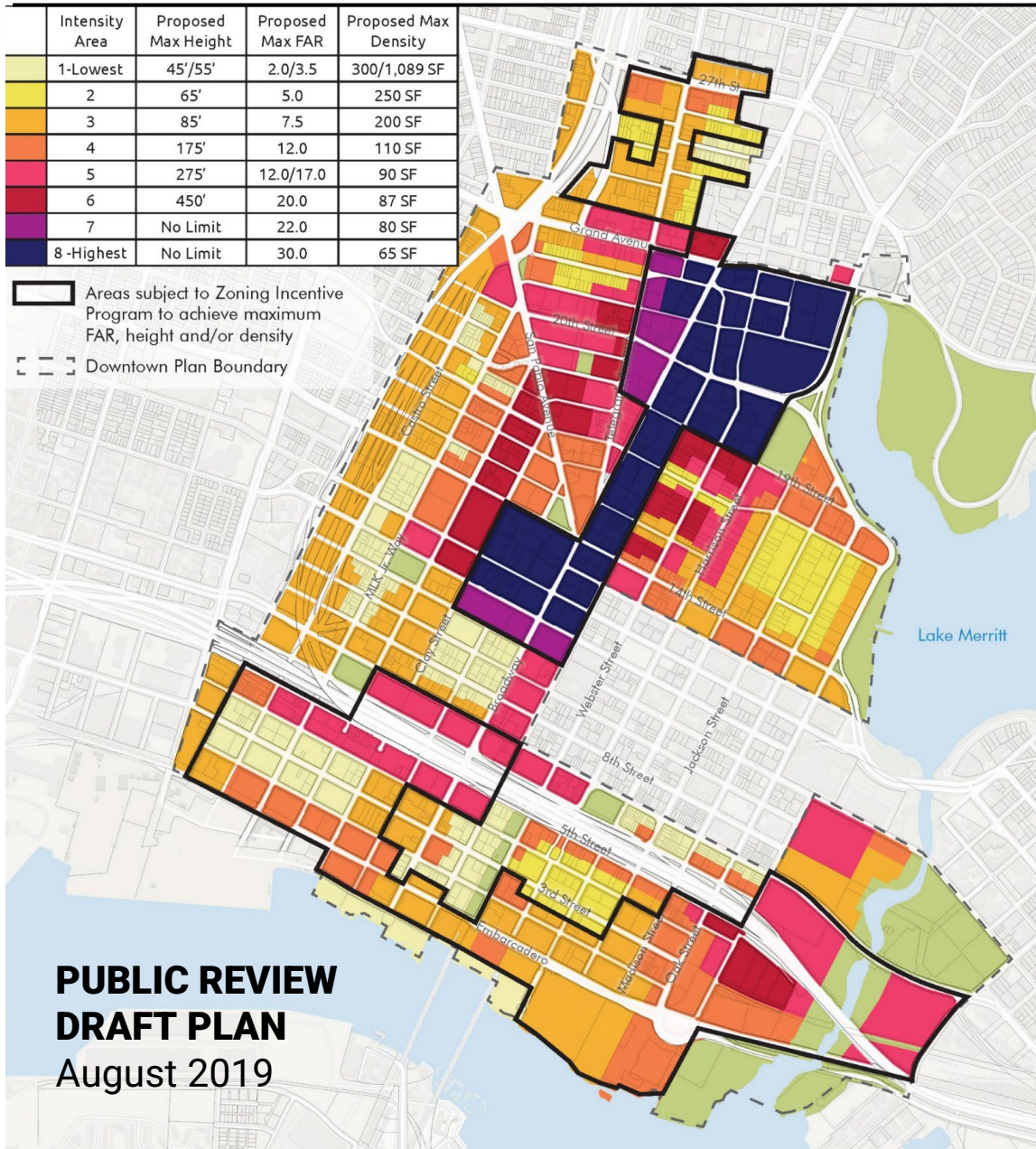
-  Downtown Plan Boundary
-  Areas subject to Zoning Incentive Program



**FINAL DRAFT PLAN**  
March 2024



# 22 | WHAT'S CHANGED: INTENSITY MAP





# 24 | NEXT STEPS: PUBLICATION & ADOPTION HEARINGS

- **Anticipated Publication Schedule**
  - March 22: Final Draft DOSP Published
  - April 19: Publish Final Draft Zoning Amendments
  - April 26: Environmental Impact Report
- **Anticipated Meeting Schedule:**
  - May 6: Landmarks Preservation Advisory Board
  - May 9: CAG #2 (Zoning) - **New Meeting Date!**
  - May 15 & June 6: Planning Commission
  - June & July: CED & Council Adoption Hearings