

# West Oakland Specific Plan



## Equity Strategies

# Potential impacts of new development and investment on existing West Oakland community

- New development & investment → higher property values, increased housing costs
- In some cases, economic development and revitalization have primarily benefitted new population rather than existing community
- Factors associated with displacement: high renter occupancy, high proportion of households that spend more than 35% of income on housing



# Potential benefits of new development and investment for West Oakland community

- New development (esp. mixed-income housing) can help attract services that residents need, but are currently not available in West Oakland
- New business development can create good job opportunities with living wages for existing residents
- Existing West Oakland homeowners can benefit financially from increase in the value of their properties



# Regional Equity Goals

- Equity Analysis and Indicators as part of regional planning process and Sustainable Communities Strategy (state law SB 375)
- Regional goal “to prevent displacement in areas where substantial new transit and real estate investment is forthcoming...[and] to ensure the development of complete communities for the residents who already live within them.” (Association of Bay Area Governments)
- West Oakland is regionally designated “Priority Development Area”



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# The Goal: Equitable Development

## Definition of “Equitable Development”:

**“An approach to ensure that low-income residents and communities of color participate in and benefit from....growth and development [in their communities].”** (Association of Bay Area Governments)



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# West Oakland Plan Goals

1. Balance needs of existing population with need for new growth (residential and business) and improve quality of life for both existing and new residents
2. Maintain West Oakland as a socially and ethnically diverse area with a strong sense of community
3. Preserve and support thriving sectors in West Oakland, including existing businesses & industry and working artists



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# Current Conditions: Housing Affordability

- Existing Housing Stock in West Oakland
  - Assisted Housing (Section 8 programs, Oakland Housing Authority and non-profit managed low-income housing )
  - Market-rate housing with low rents relative to other Bay Area neighborhoods
- What is meant by “affordable housing?”  
Affordable for whom?
  - Assisted Housing programs serve households living at or below the poverty line
  - New affordable housing development serves working households with low to moderate incomes (approximately \$25,000 - \$50,000 per year)



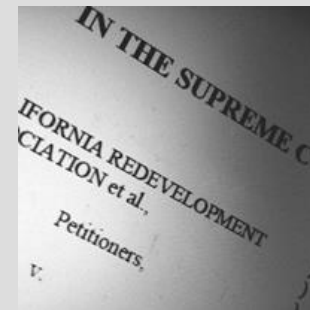
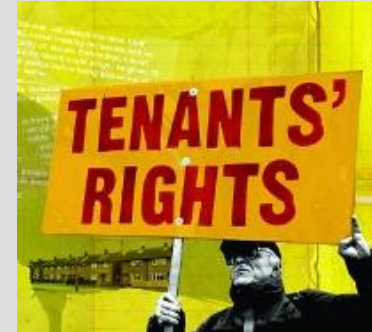
- Key Questions:

What kind of neighborhood will this be over time?

What occupations and income levels should be served in this community?

# Existing City Programs and Policies: Housing Affordability

- Tenant Protection Provisions
  - Rent Control Ordinance
  - Just Cause for Eviction Ordinance
  - Condo Conversion Regulations
- Mechanisms to Encourage New Affordable Housing Production
  - Affordable Housing Density Bonus
  - Jobs-Housing Linkage Fee
- Major Challenge: Loss of funding for affordable housing (new construction and rehabilitation) with elimination of Redevelopment





# Existing City Programs and Policies: Economic and Workforce Development

- Business Assistance Services
- Enterprise Zone Tax Credit Program
- Local and Small Local Business Enterprise Program (for City contracts and projects)
- Living Wage Ordinance (for City contracts and projects)
- Workforce Investment Board – Administers Federal funding for job training and workforce development
- Oakland Army Base Project – Community Benefits Agreement and Jobs Center in West Oakland



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# Potential Future Strategies and Policies: Housing Affordability

- Advocate for City to adopt an Inclusionary Housing Ordinance
- Work with other cities and State legislature to revive a funding source for affordable housing
- Strengthen existing City regulations and programs:
  - Condo Conversion Ordinance: Extend requirement for replacement rental units citywide when converting 2-4 unit properties from rental to condo
  - Clarify applicability of Jobs-Housing Linkage Fee
- Identify new sources of money for City's Affordable Housing Trust Fund



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# Potential Future Strategies and Policies: Economic Development

- Encourage a range of business types, in order to provide diverse job opportunities suited to workers with a range of skills
- In particular, promote industries that will provide living wage jobs that are accessible to current West Oakland residents
- Promote and better connect City's existing business assistance programs in West Oakland



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# Potential Future Strategies and Policies: Economic Development

- Support growth and expansion of local and small businesses in West Oakland
- Strengthen existing commercial districts in West Oakland
- Explore creation of “Incentive Zones” to bring desired uses to specific areas
  - Tools such as tax exemptions, tax credits, expedited permitting, etc.
  - Give priority to desired uses identified by the community



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# Potential Future Strategies and Policies: Workforce Development

- Coordinate with Workforce Investment Board, community colleges, and employers to provide job training in target industries in West Oakland
- Work with Army Base project staff and Workforce Investment Board to create linkages with Jobs Center in West Oakland



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# Next Steps – Equity Framework

- Work with community residents and local advocacy organizations on further development of equity strategies
- Look at successful models for equitable development in other cities
- Outreach to Oakland Unified School District and youth groups
- Draft Equity Strategy recommendations to be prepared by early fall 2012 for inclusion in West Oakland Specific Plan

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# For More Information....

Questions or Comments? Contact us at:

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# For More Information....

## Sources:

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