

Oakland General Plan Update 2045 Phase 2 Kickoff



OAKLAND
GENERAL PLAN
Creating Tomorrow, Together

September 26, 2024

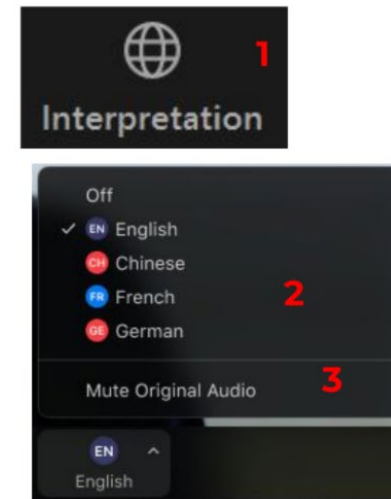
INTERPRETATION

1. In your meeting/webinar controls, click Interpretation.
2. **Select the language that you would like to hear: English.**

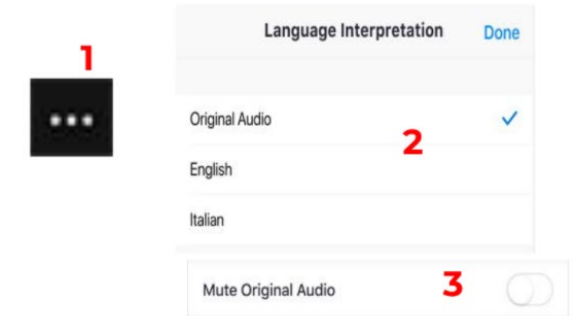
1. En los controles de la reunión o el seminario web, haga clic en Interpretación.
2. Haga clic en el idioma que desee escuchar: español (Spanish).
3. (Opcional) Para escuchar solo el idioma interpretado, haga clic en Silenciar audio original.

1. 在會議/網路研討會控制項中,按一下口譯。
2. 按一下您想要聽的語言:中文 (Chinese)。
3. (非必要步驟) 若只想聽口譯內容, 請按一下關閉原始音

Windows | macOS



Android | iOS



If on phone:
*6 to unmute
*9 to raise hand



Welcome!

Agenda

- Welcome! (6:00-6:10pm)
- General Plan Background (6:10-6:20pm)
- Phase 2 Components (6:20-6:45pm)
- Q&A (6:45-7:00pm)

***Raffle*:** Win a City of Oakland mug filled with goodies!

Winners will be drawn at random from names of people who stay until the end



City of Oakland Team

General Project Management

- **Joanna Winter, Planner IV, Phase 2 Project Manager**
- Laura Kaminski, Strategic Planning Manager
- Tarisha Bal, Deputy City Attorney

Land Use and Transportation Element (LUTE)

- **Lakshmi Rajagopalan, Planner IV, Land Use Lead**
- **Michelle Matranga, Planner III, Transportation Lead**
- Timothy Green, Planner II
- Mariah Padilla, Management Intern

Open Space, Conservation, and Recreation (OSCAR) Element

- **Khalilha Haynes, Planner III, Lead**
- Bebe LeGardeur, Management Intern
- Mariah Padilla, Management Intern

Noise Element

- **Ruslan Filipau, Planner IV**

Infrastructure and Capital Facilities Element

- **Daniel Findley, Planner III, Lead**
- Bebe LeGardeur, Management Intern

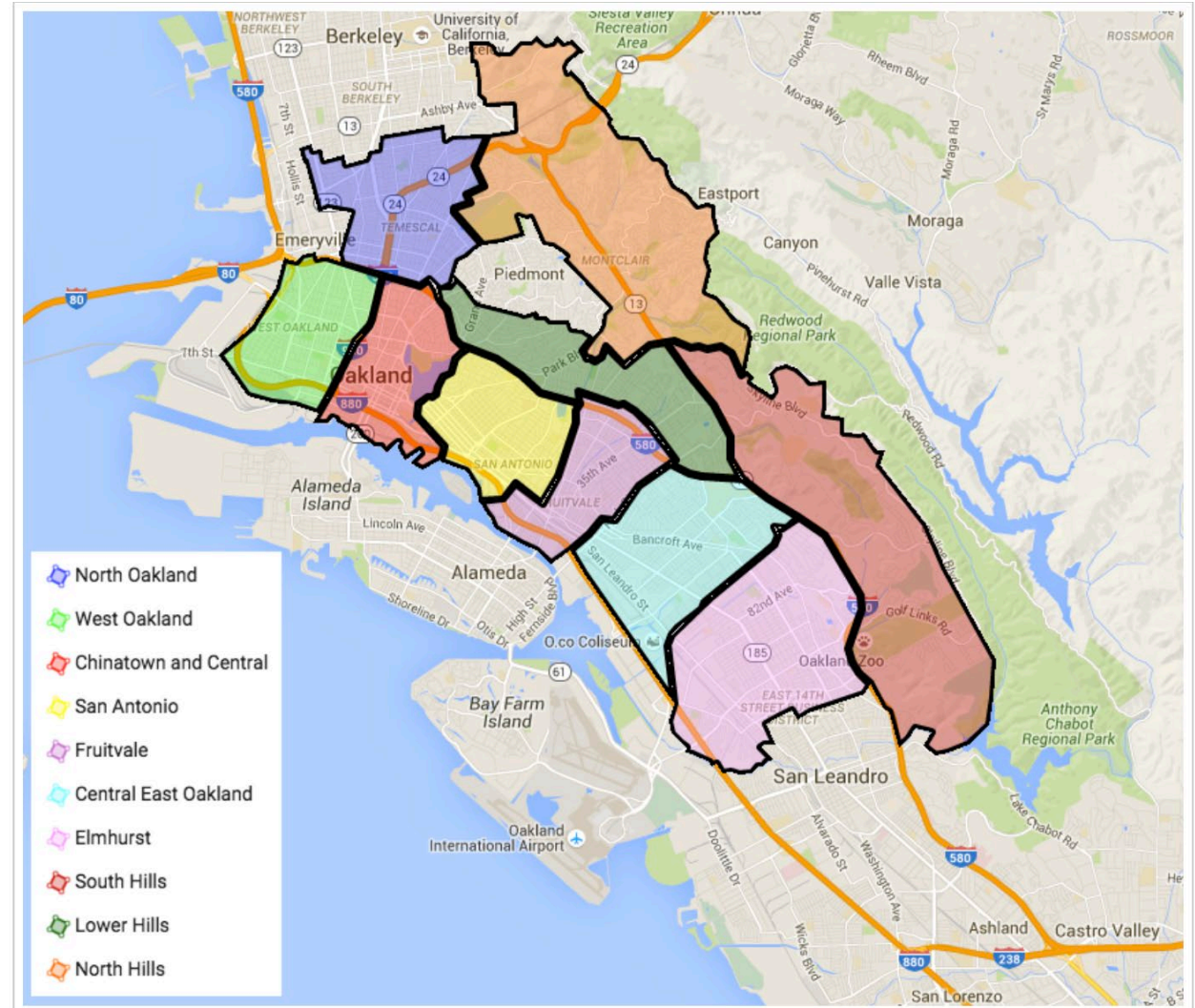
Community Engagement

- **Khalilha Haynes, Planner III, Lead**
- Timothy Green, Planner II
- Mariah Padilla, Management Intern
- Stephanie Skelton, Public Service Representative
- Aaron Lehmer, Technical Communications Specialist

Poll: Where Do You Live?

Please select the neighborhood that best represents where you live:

- North Oakland
- West Oakland
- Chinatown and Central
- San Antonio
- Fruitvale
- Central East Oakland
- Elmhurst
- Lower Hills
- North Hills
- Other



General Plan Background

Poll: Have you heard of the General Plan?

- **How familiar are you with the General Plan Update?**
 - Very familiar– I've heard all about it!
 - Somewhat familiar – I've heard of it and know a little about it
 - Not familiar– I've heard of it, but don't know about it
 - This is my first time hearing about it

What is a General Plan?



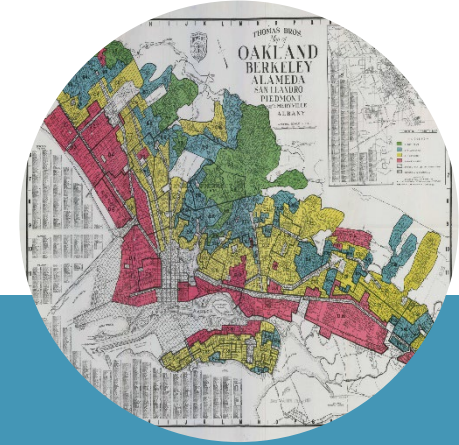
"Constitution" for development and conservation.

Establishes citywide vision and supporting goals, policies, and implementation measures.



Opportunity to look back to identify past challenges and accomplishments.

Provides consistent direction for future development.

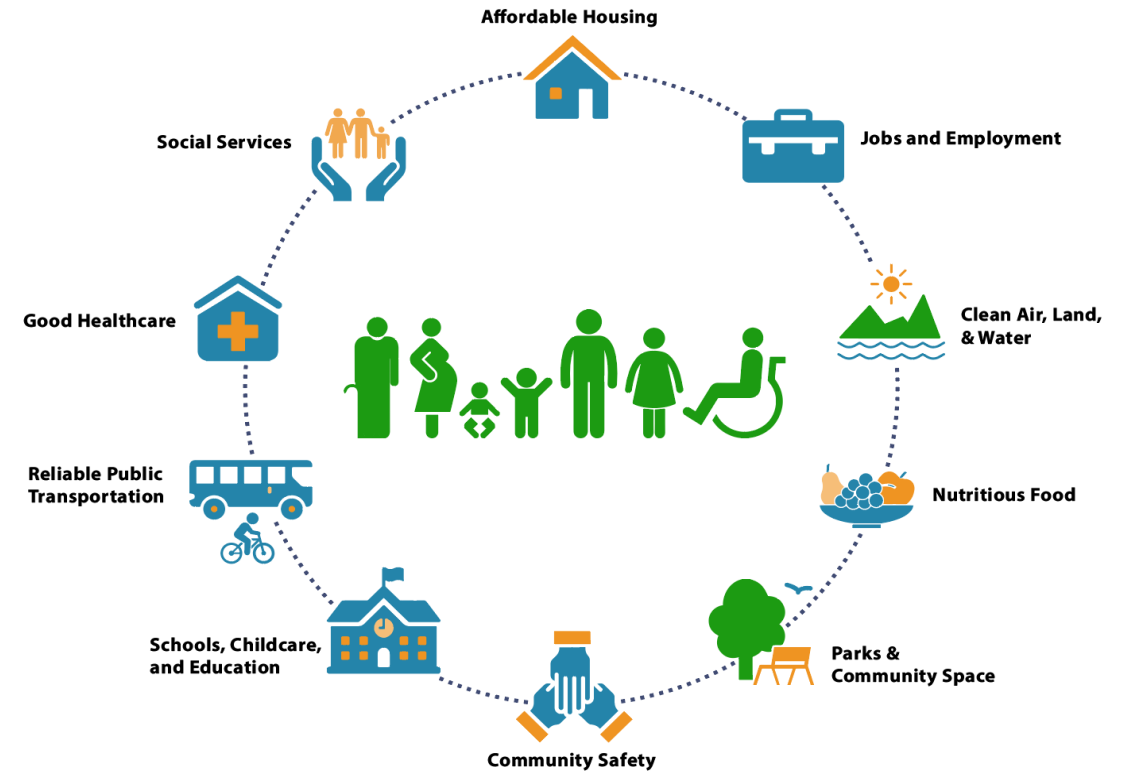


Opportunity to Reduce Racial Inequities & Promote Inclusive Engagement

Engage our community in the planning and decision-making process.

HOW DOES THE GENERAL PLAN AFFECT OAKLAND?

- Development and use of property (zoning)
- Location and types of housing
- Number and types of jobs
- How people get around
- Number and quality of parks
- Risks from hazards
- Nurture cultural and natural resources



PHASED UPDATE

PHASE 1:
2020-2023



PHASE 2:
2023-2026



Phase 1 Elements

Racial Equity Impact assessment



Housing

- Addresses Oaklander's **housing needs, at all income levels** (2023-2031)
 - **Protect** Tenants
 - **Preserve** Existing Affordable Housing
 - **Produce** Affordable Housing



Safety

- Address **natural and human-caused hazards** (wildfire, earthquake, climate change, flooding, evacuation, hazardous materials)
- Improve resilience to climate change impacts



Environmental Justice

- Address needs of **most impacted and vulnerable** communities
- Policies and actions to address air quality and pollution; safe and sanitary housing; healthy food access; physical activity; investment prioritization; civic engagement

Phase 2 will incorporate direction from these elements.

Community Engagement



A. "Karriem" Khan, @ak2webd3, and Jessica Lee, @jessicazylee, discuss their vision for Oakland's future @oaklandasiancc.

Community engagement for Oakland's most impacted residents

- Working class communities
- Communities of color
- Unhoused
- Formerly incarcerated
- Youth
- Communities experiencing environmental injustices

Community Events:

- Tabling at Existing Community Events
- Neighborhood and Townhall Workshops
- Discussion Groups
- Decisionmaker Meetings
- Online Engagement

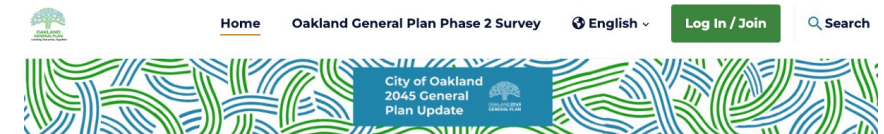
We welcome additional suggestions, please get in touch!

Phase 2 Survey

- Take the **Oakland General Plan Phase 2 survey** at <https://oaklandgpu.mysocialpinpoint.com/general-plan-phase-2-survey>
- Tell us your thoughts on land use, transportation, parks, recreation, and more
- The survey builds upon previous engagement and the Phase 1 survey



Survey QR Code



Oakland General Plan Phase 2 Survey

Oakland's 2045 General Plan Update process is a once-in-a-generation opportunity for all Oaklanders to work together to create a visionary blueprint for the future of our City. While addressing the full range of topics that shape the physical layout of the city, the Plan will be rooted in racial inclusion and equity and address existing disparities.

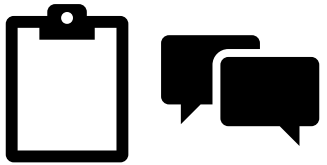
To learn more, watch the video!



Building on previous input, we want to hear from you about what your neighborhood needs, how Oakland should plan for housing and jobs, and what the City should focus on to improve transportation, parks, and recreation.

Plan Steps

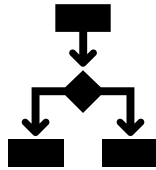
FALL 2024



Initial Engagement

Build on Phase 1 input and get thoughts on Phase 2 issues and strategies

WINTER 2024-
SPRING 2025



Alternatives

Evaluate different options, concepts, and tradeoffs to achieving community goals

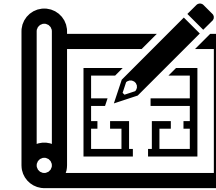
SPRING-
SUMMER 2025



Preferred Plan

Combine preferred alternatives concepts into the Preferred Plan, a land use map and policy framework to inform element development

FALL 2025-
SPRING 2026



Element Development

Using community input, develop elements for public review

SUMMER-
FALL 2026



Hearings and Adoption

Elements go to decisionmakers for consideration

**Community engagement opportunities and feedback loops (where the City shares how input has been incorporated) to occur at all steps*



Phase 2 Components

Phase 2 Elements



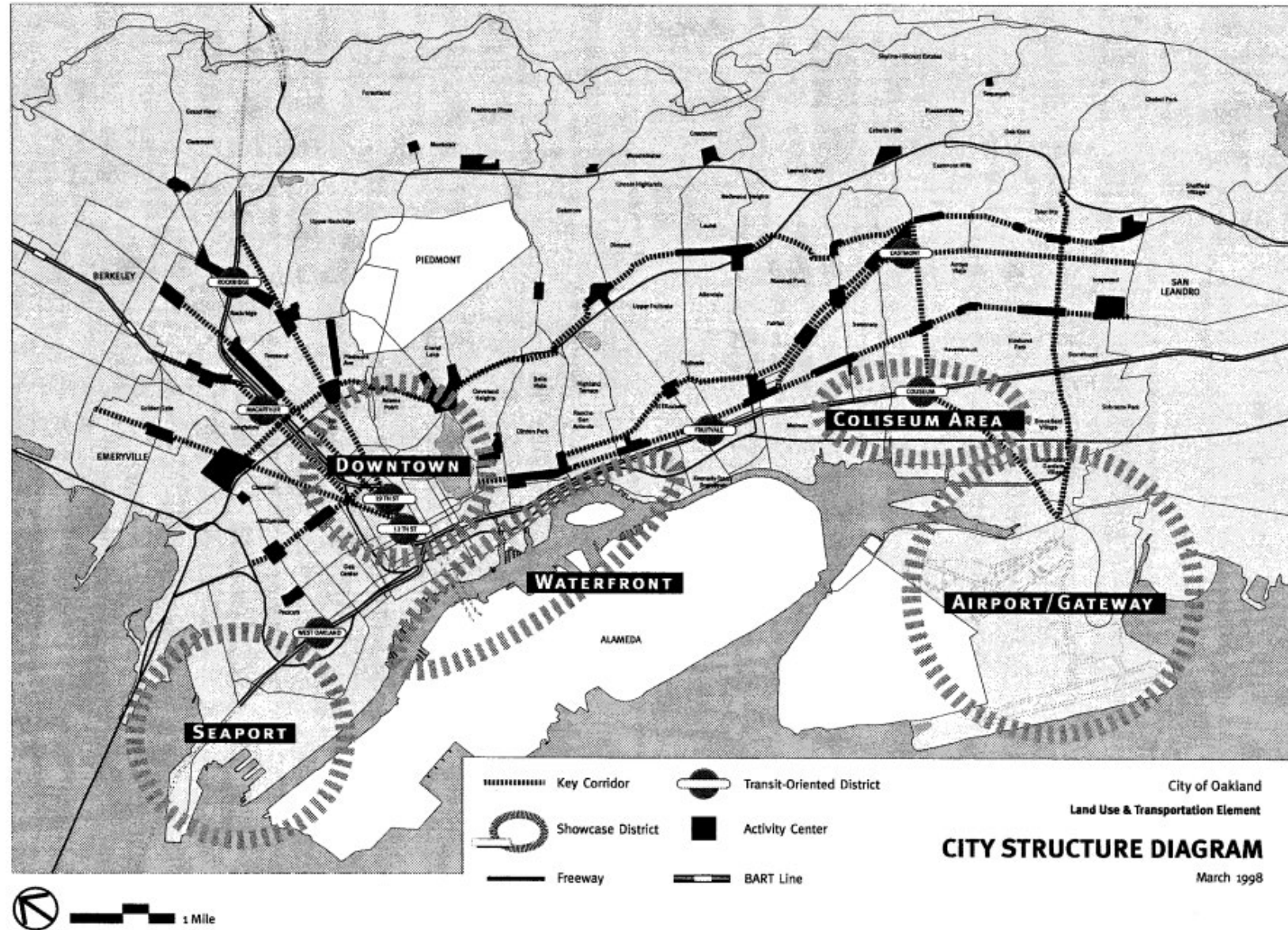
Poll: General Plan Topics

What Phase 2 General Plan topics are you interested in? Select all that apply.

- **Transportation:** Build a transportation system where everyone has access to safe and reliable options to get them where they need to go
- **Neighborhood Land Use:** Create more livable and walkable neighborhoods where folks have access to the things they want and need, like grocery stores, arts & entertainment, retail, libraries, and parks
- **Employment:** Support a strong economic base in the city, including future industries and small businesses
- **Parks and Recreation:** Develop parks and recreational spaces, focusing on the most underserved neighborhoods, so that everyone can access and enjoy natural spaces
- **Noise:** Protect neighborhoods adjacent to freeways, airports, and industrial activities from excessive noise
- **Infrastructure:** Improve our city's infrastructure, from roads, bridges, and sidewalks to facilities such as public restrooms and fire stations
- Something else

Land Use and Transportation Element

- Last comprehensively updated in 1998
- Previous areas of focus:
 - Industry and commerce
 - Transportation and Transit-Oriented Development
 - Downtown
 - Waterfront
 - Neighborhoods



Recent Planning Efforts

Coliseum Area Specific Plan Final Adopted Plan - April 2015



BROADWAY VALDEZ DISTRICT SPECIFIC PLAN June 2014

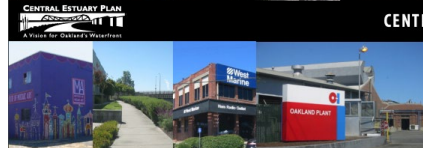
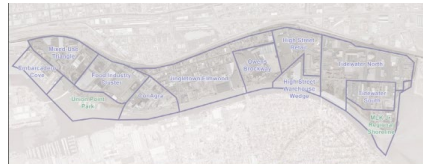


CITY OF OAKLAND

**BETTER NEIGHBORHOODS,
SAME NEIGHBORS!**

EAST OAKLAND NEIGHBORHOODS INITIATIVE

EONI COMMUNITY PLAN



Prepared for
CITY OF OAKLAND
Department of
Planning and Building
April 5, 2013

CENTRAL ESTUARY AREA PLAN

Prepared by:
Community Design + Architecture
with
ARCIP
Strategic Economics
Human Impact Partners
Cohabitect



Lake Merritt Station Area Plan

A Specific Plan for the Area Around the Lake Merritt BART Station

December 2014

The Downtown Oakland Specific Plan

FINAL PLAN
JULY 2024



WEST OAKLAND SPECIFIC PLAN FINAL PLAN

CITY OF OAKLAND
DEPARTMENT OF PLANNING AND BUILDING
JUNE 2014

Recent Planning Efforts

Developing a Network of Slow Streets

February 2023
OakDOT, Safe Streets Division
Bicycle & Pedestrian Program

LET'S OAKLAND

2019 OAKLAND BIKE PLAN

City of Oakland | Department of Transportation

JULY 2019

OAKLAND 2030
EQUITABLE CLIMATE ACTION PLAN
JULY 2020

EAST OAKLAND
MOBILITY ACTION PLAN
2021

City of Oakland
Department of Transportation

Oakland Walks!
2017 Pedestrian Plan Update

City of Oakland | Department of Transportation

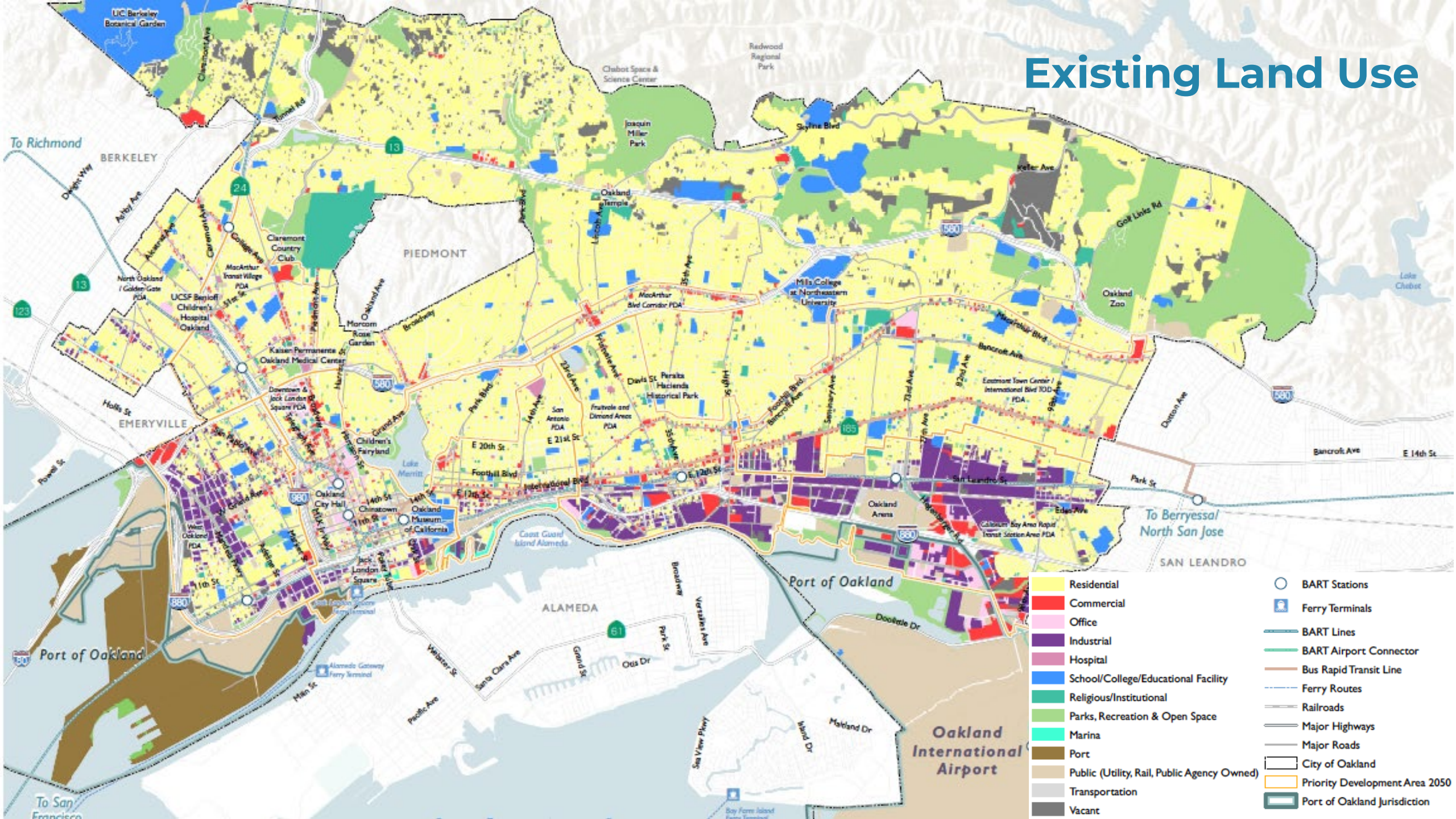
FINAL

OWNING OUR AIR
The West Oakland Community Action Plan – Volume 1: The Plan
October 2019

A joint project of the Bay Area Air Quality Management District and West Oakland Environmental Indicators Project

BAY AREA AIR QUALITY MANAGEMENT DISTRICT | West Oakland Environmental Indicators Project
Area which says the wind blows

Existing Land Use



- | | |
|---|--|
| Residential | BART Stations |
| Commercial | Ferry Terminals |
| Office | BART Lines |
| Industrial | BART Airport Connector |
| Hospital | Bus Rapid Transit Line |
| School/College/Educational Facility | Ferry Routes |
| Religious/Institutional | Railroads |
| Parks, Recreation & Open Space | Major Highways |
| Marina | Major Roads |
| Port | City of Oakland |
| Public (Utility, Rail, Public Agency Owned) | Priority Development Area 2050 |
| Transportation | Port of Oakland Jurisdiction |
| Vacant | |

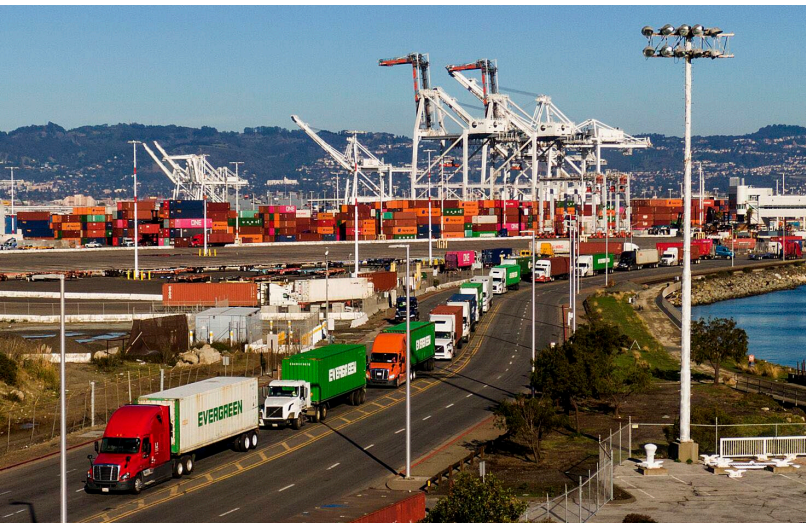
Land Use and Transportation Element

- **Land Use: How Oakland will grow and change, and what will be preserved and maintained**
 - Population, housing, and economic development/jobs
 - Kinds, locations, and intensities of land uses
 - Intentional focus on neighborhood needs and social equity
 - Arts, history, and culture



Land Use and Transportation Element

- **Transportation: How destinations in Oakland and beyond will be linked and connected**
 - Movement of people and goods
 - All types of transportation systems
 - Transportation system safety, comfort, convenience, and accessibility
 - Reducing greenhouse gases



Big picture questions

- Where should Oakland **grow** and **change**, and where/what should be **preserved** and **maintained**?
 - How do we ensure growth **benefits all Oaklanders** and does not lead to **displacement**?
 - How can land use planning and policies create more **equitable distribution of opportunity** in our neighborhoods?
- What does the future of **economic development** and **jobs** look like? How should Oakland plan for this future?
- How can we make it easier, safer, and more accessible for people to get where they need to go **without a car**?
- How can the plan build upon existing work and **community planning efforts and priorities**?

Poll: Land Use

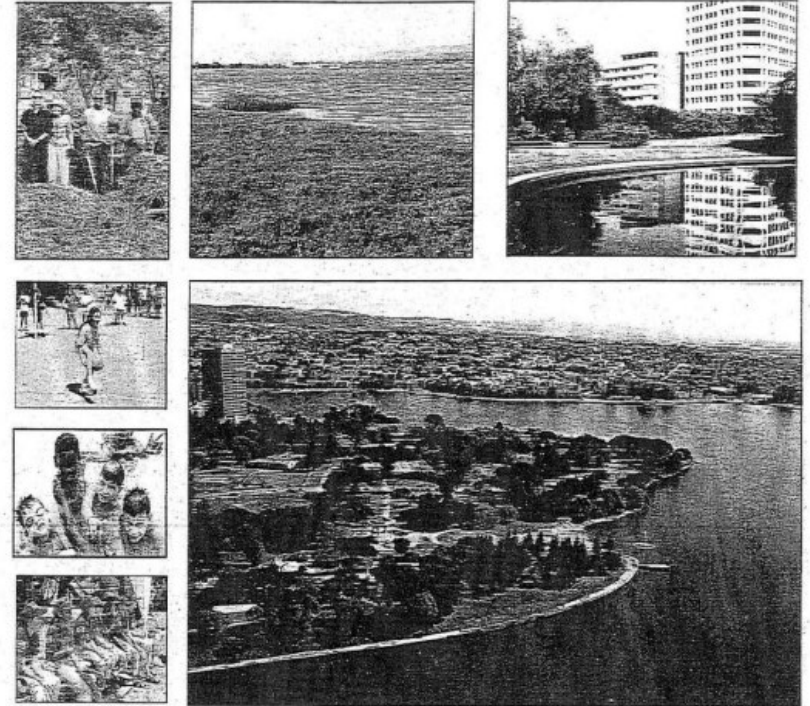
- Which of the following amenities and services do you feel are most important to add to your neighborhood?
 - Grocery stores
 - Restaurants and cafes
 - Pharmacies/healthcare facilities
 - Schools/educational institutions
 - Parks and recreational areas
 - Public transportation options
 - Cultural and community centers
 - Housing
 - Something else
 - I can't think of anything that's missing

Poll: Transportation

- **What is your top priority for improving transportation in the city?**
 - Improving traffic congestion
 - Improving safety on transit/at stops
 - More bus stops and more frequent bus service along existing lines
 - Additional bus lines in areas of lower access
 - Small and frequent shuttles in the densest areas to connect to BART
 - Improvements that promote walking
 - Improvements that promote biking
 - Improving access to shared transportation devices (electric scooters, bikes, etc.)
 - Accessibility improvements for seniors and people with disabilities
 - Other

Open Space, Conservation, and Recreation Element

- Last comprehensively updated in 1996
- Previous areas of focus:
 - Open Space (land uses, shorelines and creeks, community character)
 - Conservation (earth, water, plants and animals, air, energy resources)
 - Recreation (land uses, operations, human resources, funding)
 - Area-specific improvements

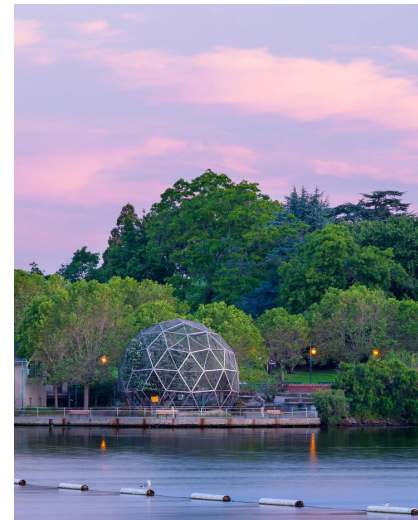


CITY OF OAKLAND OPEN SPACE CONSERVATION AND RECREATION

AN ELEMENT OF THE OAKLAND GENERAL PLAN

Open Space, Conservation, and Recreation Element

- **Open Space and Conservation: How to maintain, preserve, and strengthen Oakland's network of open spaces and conserve important natural resources.**
 - Open space types, roles, and importance
 - Open space network connections and accessibility
 - Habitat management



Open Space, Conservation, and Recreation Element

- **Recreation:** How to build an equitable, well maintained, accessible network of parks and recreational facilities that support and reflect Oaklander's needs, identities and cultures.
 - Types of parks and distribution throughout city
 - Parks maintenance, safety, and security
 - Parks, programming, events/arts, and co-location/joint use



Big picture questions

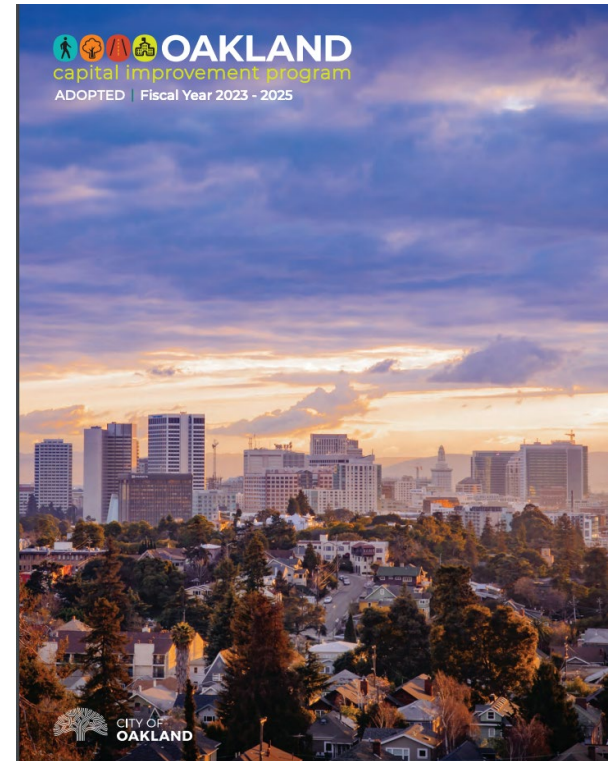
- Because Oakland is mostly built out (not much vacant land left), how should the city provide **more parkland** in the future?
- How can the city fund and more efficiently address parks **maintenance**?
- How can we create more **connections** and build a more robust **network** of green spaces, parks, the shoreline, and other open space amenities throughout the city?
- How can the city support the **urban forest** and **habitat** management?
- How can the city bring back land into **Indigenous stewardship**?

Poll: Open Space, Conservation, and Parks

- **What would improve your experience of parks in Oakland?**
 - Improve park maintenance
 - Increase park safety
 - Provide new parks in areas that are lacking
 - Add/fix/maintain restrooms
 - Add, enhance, or maintain park amenities (like playgrounds, ball courts, etc.)
 - Provide better connections to existing parks
 - Revitalize creeks, shorelines, and other natural areas
 - Add more trees and landscaping
 - Increase opportunities for physical activity (walking paths, exercise equipment, etc.)
 - Other

Infrastructure and Public Facilities Element

- Oakland's **first element** to address Oakland's longer-term goals for infrastructure and public facilities
- Implementation and prioritization will occur through a new **Capital Improvement Strategic Plan**, which will guide the city's current two-year capital improvement cycle

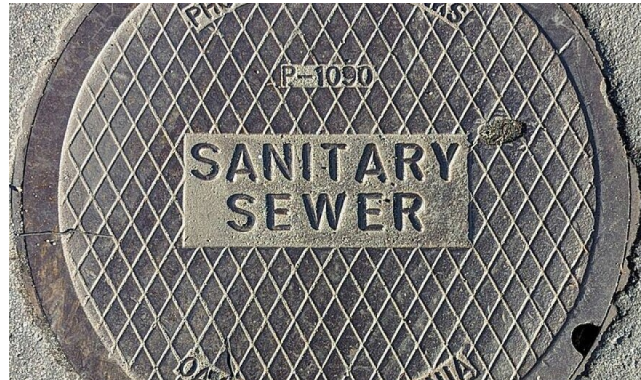


Citywide Prioritization Factors and Weighting System



Infrastructure and Public Facilities Element

- **Infrastructure:** How to plan for well-maintained, resilient, and high-quality critical systems that serve the city and its people.
 - Water
 - Sewage
 - Storm drainage and flood control
 - Solid waste & recycling
 - Gas and electricity
 - Communications (including Internet)
 - Roadway improvements



Infrastructure and Public Facilities Element

- **Public Facilities:** How to support an equitably distributed, responsive, well-maintained network of public facilities that support Oaklanders' health and well-being.
 - Libraries
 - Educational facilities
 - Recreation and community centers
 - Fire and police stations
 - Other civic buildings



Big picture questions

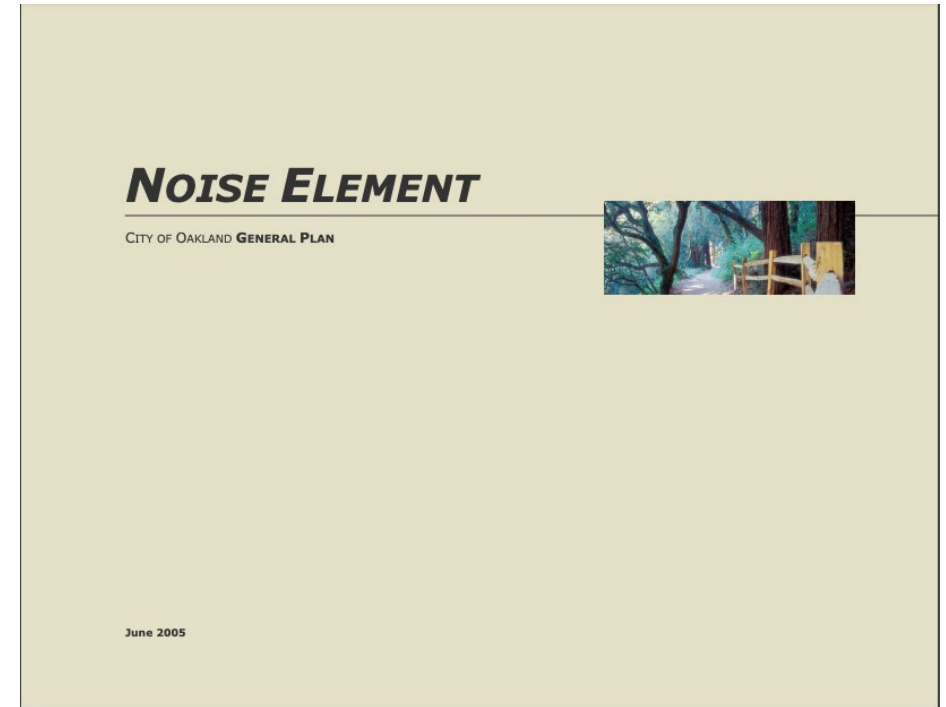
- How can the city meet **existing** and **future infrastructure** and **service** needs?
- How should these improvements be **prioritized** and **funded**?
- How should the city address **climate resilience** in infrastructure and facilities planning?

Poll: Infrastructure and Facilities

- Which of the following are in most need of improvement in your neighborhood?
 - Libraries and learning spaces
 - Roads, bike lanes, and sidewalks
 - Public safety infrastructure, like police and fire stations
 - Infrastructure related to flooding and water quality, like storm drains
 - Recreational centers
 - Public Internet access
 - Something else

Noise Element

- Last updated in 2005
- Focuses on:
 - Oakland's local noise environment
 - Noise and land use compatibility



Noise Element

- **Noise: How to minimize the adverse effects of noise pollution on public health while promoting a high quality of life for residents.**
- **Noise sources include:**
 - Roadways
 - Rail operations
 - Industrial facilities
 - Airports



Big picture questions

- How can the city protect neighborhoods and **sensitive uses** from major **noise sources** while also allowing their **operation** (including freeways, airports, and industrial uses)?
- What specific **noise standards** and **criteria** should be developed or changed? How should these be monitored and enforced?
- What are ways to support **music** and other **sound-friendly** policies?

Poll: Noise

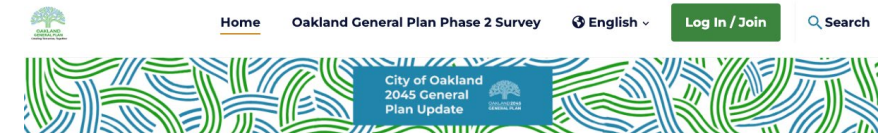
- **What sources of noise most affect you in your neighborhood?**
 - Freeways/roads
 - Industrial uses
 - The airport
 - Train noises
 - Industrial land uses
 - Something else

Next Steps

- Take the Phase 2 Survey:
<https://oaklandgpu.mysocialpinpoint.com/general-plan-phase-2-survey>
- Visit the website and sign up for the mailing list:
<https://www.oaklandca.gov/topics/general-plan-update>
- Join us at Friday Nights at the Oakland Museum of CA, **October 4th**
- Stay tuned for other community events and opportunities this fall!



Survey QR Code



Oakland General Plan Phase 2 Survey

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To learn more, watch the video!



Building on previous input, we want to hear from you about what your neighborhood needs, how Oakland should plan for housing and jobs, and what the City should focus on to improve transportation, parks, and recreation.

Q&A

Q&A Protocol

- Staff will answer some questions live; some in the Q&A window
- If you'd like to ask a question live, please raise your hand and we will call on you
- Please limit question to 1 minute
- Staff will respond to any questions not answered in a follow-up summary



Visit the general Plan Update website for more information and to sign-up for regular updates:

www.oaklandca.gov/topics/general-plan-update