



Downtown Oakland Specific Plan

BRIEFING FEBRUARY 26, 2024

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PROCESS & TIMELINE (1)

2015-2016 | 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

2018-2019 | 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

PROCESS & TIMELINE (2)

2017-2018 | 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 & Disability Advocates

2020 – 2024 | FINAL PLAN & ZONING ADOPTION

Final Draft Plan

Draft Planning Code, General Plan Amendments & Public Review

Adoption Hearings for Final Draft Plan & Zoning

COMMUNITY INVOLVEMENT



Project
Initiation



Racial Equity
Re-Launch



Plan Drafting
& Iteration



Final Plan &
Zoning Adoption
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DISABILITY ADVISORS

Disability advocacy organizations we worked with to get feedback and develop and distribute surveys:

- Senior Centers
- ADA Services
- Center for Independent Living
- ADA Pacific
- Disability Rights CA
- United Seniors of Oakland and Alameda County
- North Oakland Village
- World Institute on Disability
- Ability Now CA
- Creative Growth Art
- Axis Dance
- Laney College Disability Resource Center
- The Kelsey

PLAN BOUNDARY

Legend

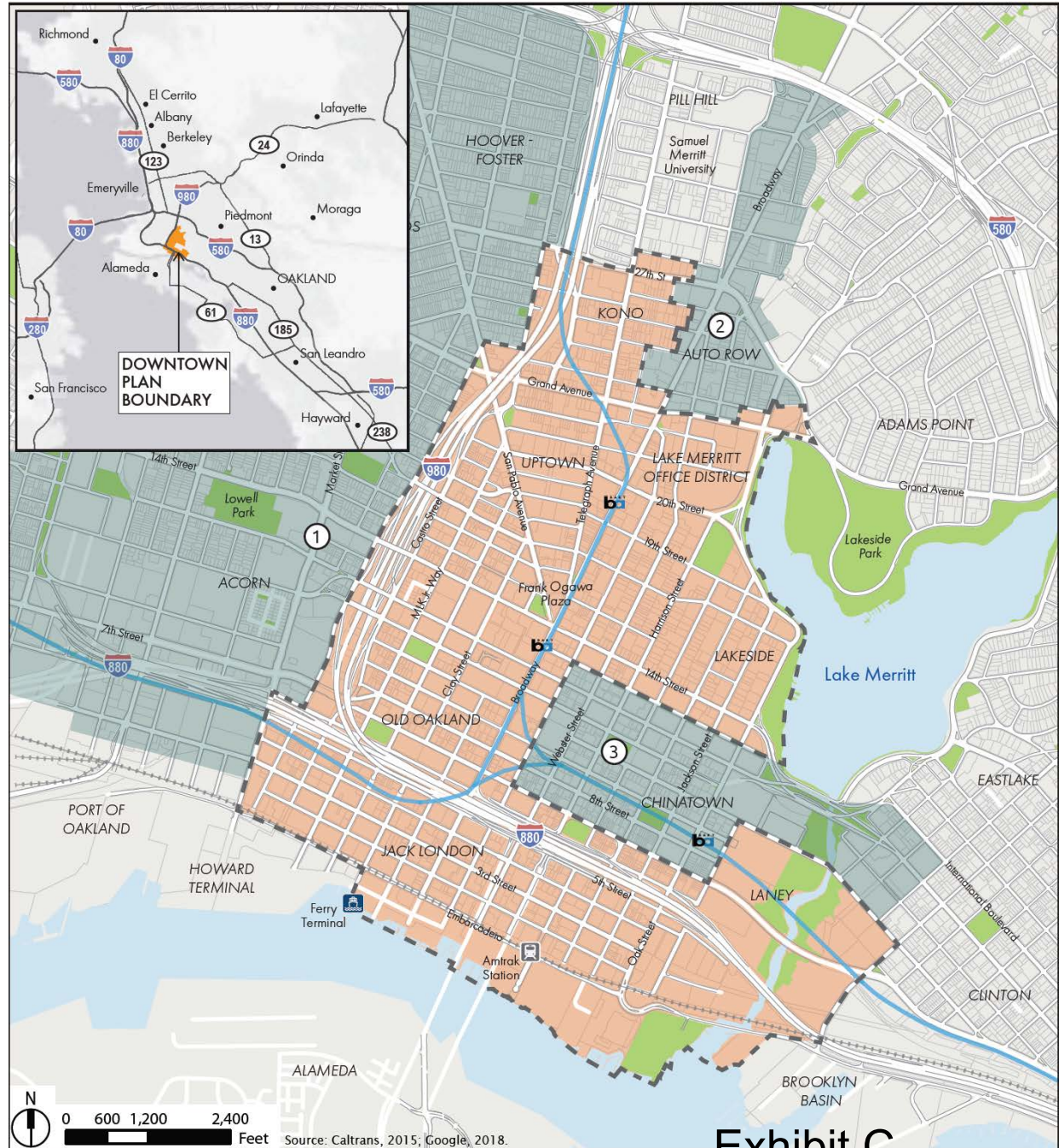
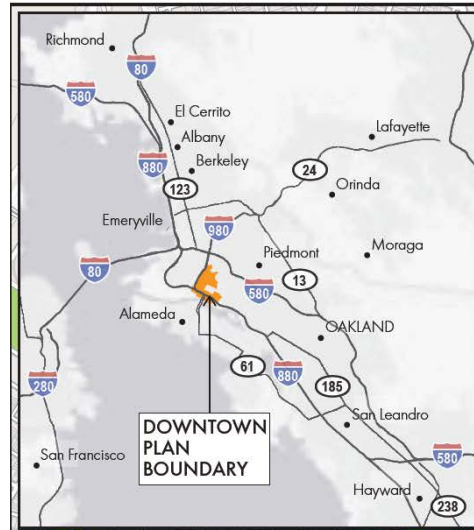


Other Specific Plan Areas:

① West Oakland Specific Plan

② Broadway Valdez District Specific Plan

③ Lake Merritt Station Area Plan



WHAT WILL THE DOSP DO?

- **Streamline production of both market-rate and affordable, subsidized housing**
- **Orient dense housing and employment to meet the environmental goals in our ECAP by locating the highest density at major transit centers**
- **Require community benefits to achieve maximum density in key areas**



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WHAT WILL THE DOSP DO?

- **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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WHAT WILL THE DOSP DO?

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



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WHAT WILL THE DOSP DO?

- **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



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WHAT WILL THE DOSP DO?

- **Permit new housing in areas susceptible to sea level rise only with comprehensive infrastructure and adaptation plans to protect against flooding**
- **Align land use and infrastructure policy to address the effects of climate change and sea level rise downtown**



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WHAT WILL THE DOSP DO?

- **Forward a vision for reimagining I-980 to accommodate up to:**
 - 5,000 Residential units
 - 1.5 M Sq. Ft. of Commercial, including:
910 K Sq. Ft. of Office and 600 K Sq. Ft. of Retail & Neighborhood Serving Commercial Space
- **Consider new multi-way boulevard with possible future transit below**
- **Endorse an equity approach to repair harm done to West Oakland**



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HOW WILL THE PLAN ACHIEVE THESE 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)**

UNIVERSAL DESIGN POLICIES

- **Economic Opportunity:** Accessibility Through Universal Design
- **Housing & Homelessness:** Increased Accessibility Requirements
- **Community Health:** Universal Design Principles for Public Spaces & Playgrounds

UNIVERSAL DESIGN POLICIES

ECONOMIC OPPORTUNITY

POLICY 2.10: ACCESSIBILITY THROUGH UNIVERSAL DESIGN

Partner with local businesses and the Building Bureau to enhance the physical accessibility of public-serving retail, workplaces, and other spaces through application of “universal design” principles.

- Near Term Implementation Action: Conduct outreach to local businesses to publicize available resources for enhancing physical accessibility.
- Lead Agency: City of Oakland (Economic & Workforce Development, ADA Services, Building Services)
- Potential Partners: BIDs, Mayor’s Commission on Persons with Disabilities

UNIVERSAL DESIGN POLICIES

HOUSING & HOMELESSNESS

POLICY 1.15: INCREASED ACCESSIBILITY REQUIREMENTS

Investigate passage of policies requiring a high standard of accessibility retrofits during remodels of existing buildings/units, and/or adjust requirements for new residential development to strengthen accessibility.

This could potentially include creating a citywide universal design ordinance or amend existing citywide zoning/building codes to strengthen accessibility requirements.

- Near Term Implementation Action: Develop a universal design ordinance and adopt necessary policy changes to ensure a high standard of accessibility in new or renovated housing. Consider using the City of Alameda's visitability and universal design ordinance as a model.
- Lead Agency: City of Oakland (Building)
- Potential Partners: City of Oakland (Planning, Housing & Community Development, Mayor's Commission on Persons with Disabilities)

UNIVERSAL DESIGN POLICIES

COMMUNITY HEALTH & SUSTAINABILITY

POLICY 1.4: UNIVERSAL DESIGN PRINCIPLES FOR PUBLIC SPACES & PLAYGROUNDS

Create universal design principles for public spaces and playgrounds to make downtown safer and more accessible to people with disabilities of all ages and ensure that adequate funding is allocated towards retrofitting existing parks and public space to meet these new guidelines.

- Immediate and Near-Term Implementation Actions: Create universal design principles for public spaces and playgrounds, and study increasing capital improvement impact fees to reflect the need for accessible public spaces and playgrounds to serve new development.
- Lead Agency: City of Oakland (Planning, Public Works, Parks, Recreation & Youth Development)
- Potential Partners: Mayor's Commission on People with Disabilities, Parks & Recreation Advisory Commission, Oakland Parks and Recreation Foundation

ADDITIONAL ACCESSIBILITY POLICIES & STANDARDS

- **Land Use:** mitigating impacts during development construction on the accessibility of sidewalks and public spaces
- **Green Loop Design Guidelines:** ADA accessibility standards included in enhanced connections between downtown, the surrounding neighborhoods and the waterfront
- **Mobility:**
 - **Street safety:** high visibility crosswalks, directional curb ramps, accessible pedestrian signals and pedestrian countdown timers
 - **Parking:** increased ADA parking and loading spaces, including EVs
 - **Transit:** transit priority, bus stop security and amenities, and BART station elevator improvements

NEXT STEPS

Adoption Hearings

- Planning Commission
- Community & Economic Development Committee
- City Council

Implementation

- Zoning amendments adopted concurrently
- Other implementation begins after adoption

CITY PLANNING TEAM

Email: downtownplan@oaklandca.gov

Website & Mailing List Sign-Up:

<https://www.oaklandca.gov/topics/downtown-oakland-specific-plan>

Team

- **William Gilchrist**, Director of Planning & Building
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- **Michelle Matranga**, Planner (Strategic Planning)
- **Neil Gray**, Planner (Zoning)
- **Stephanie Skelton**, Public Service Representative
- **Brian Mulry**, City Attorney
- **Tarisha Bal**, City Attorney