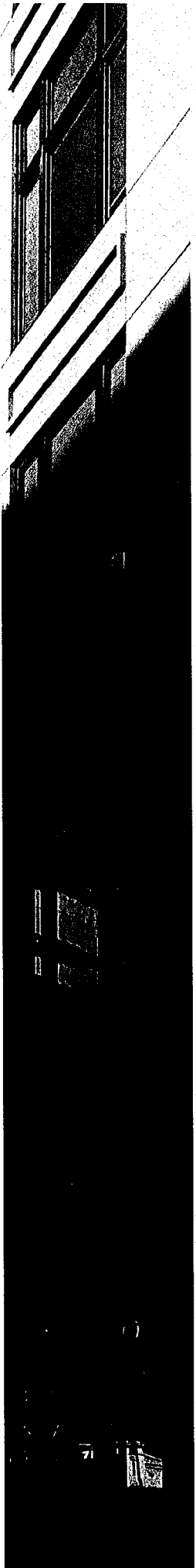


This is a partial document. To see full plan, visit:

<https://drive.google.com/file/d/1R9Te7pX69ZV1hThk0udp9zrYHRODcJLz/view?usp=sharing>



***Downtown Oakland is undergoing rapid change. This change brings new energy and opportunities for growth, but also challenges the city's ability to stem displacement and to sustain community and culture.***

**INTEGRATION**

.....  
The Downtown Oakland Specific Plan will update the policies that guide downtown development by considering Oakland's current and projected economy, community needs, and by protecting what makes downtown "authentically Oakland." Plan policies must balance and serve the broad needs of the entire Oakland community – including inclusive economic opportunity and security; anti-displacement measures to protect residents, businesses and community institutions; a welcoming public realm that is safe, engaging, and inclusive; and reduction of disparities in accessing opportunity and quality of life.

While there is an undeniable urgency to achieve these goals, it is critical to take time to: hear all voices representing the community; explore new ideas; and advance a plan that reflects the actual values of Oaklanders.  
.....

## **Purpose of this Plan**

This Preliminary Draft Plan is an initial version of the Downtown Oakland Specific Plan, describing transformative ideas and recommendations that connect the community's downtown goals to potential strategic actions. The Preliminary Draft Plan shows the relationship between the community's desired future for downtown and existing conditions today. It then presents a first draft of potential supportive programs, policies and physical improvements to embrace opportunity, address racial disparities and take downtown from its current condition to a desired future that seizes Downtown Oakland's remarkable capacity to serve its many residents, workers, and visitors.

The Preliminary Draft Plan's initial recommendations have emerged through community input, technical analysis, and review of the city's existing policies. An equity assessment of possible impacts of potential strategies is being used to refine the Plan's proposed policies and projects toward more equitable outcomes. Feedback on this Preliminary Draft Plan will inform the Draft Specific Plan, which will also include a draft strategy for plan implementation. Anticipated next steps and feedback loops are shown in the graphic below.

Given the rapid changes Oakland is undergoing, there is an urgent need to evaluate the city's existing regulations, policies, and programs to ensure sufficient support for downtown residents, businesses, artists and employees, some of whom are being displaced as this planning process is underway. This deliberate path to completing the Final Specific Plan has been designed to create a transparent process and a final plan that is implementable and effective in achieving a better quality of life for Oaklanders.

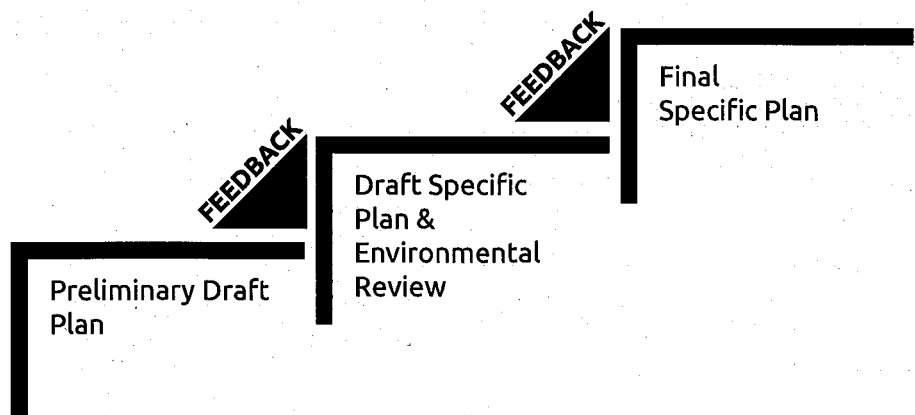
### ***How to Provide Feedback on This Document***

1. Attend public hearings and give testimony:

- Planning Commission, Jan. 23;
- Landmarks Preservation Advisory Board, Feb. 2;
- Planning Commission, Feb. 6;
- Parks and Recreation Advisory Commission, Feb. 13; and
- Bicycle and Pedestrian Advisory Commission, Feb 21

2. Send email with comments to [plandowntownoakland@oaklandca.gov](mailto:plandowntownoakland@oaklandca.gov)

3. Check the project website for additional ways to get involved: [www.oaklandca.gov/topics/downtown-oakland-specific-plan](http://www.oaklandca.gov/topics/downtown-oakland-specific-plan)



**Figure I-1: Steps to the Final Specific Plan**

## How to Use this Plan Document

This section explains the organization for the Preliminary Draft Plan, and how to understand and access the information presented in it.

### INTRODUCTION & BACKGROUND

This Introduction & Background Chapter describes the purpose and process of community engagement that has been used to create the Preliminary Draft Plan. It also provides an historical overview of downtown, including the physical conditions and social movements that shaped its uses, layout, and development; and a summary of the findings of the existing conditions analysis, including key racial disparities and issues that plan policies must address.

### VISION & GOALS

The Vision & Goals Chapter provides an overall vision for Downtown Oakland, including a snapshot of the Preliminary Draft Plan's key concepts. It presents six overarching goals and their related outcomes. The plan goals articulate the steps for achieving a vision for a Downtown Oakland that serves the needs of all Oaklanders. Toward that end the outcomes and policies in this Preliminary Draft Plan that support our residents are centered on equity and reducing disparities so that Oaklanders who now have the least access to opportunity will be able to see themselves fulfilled in these outcomes. An Equity Framework describes: the Preliminary Draft Plan's overarching equity goal; the key disparities the plan addresses; and how the plan will be used to advance equitable outcomes.

While the Preliminary Draft Plan's goals apply across all of downtown, it is critical to understand the distinct vision for each of downtown's unique neighborhoods and districts, where different scenarios applying land-use and zoning concepts, opportunity sites, transportation alternatives and public realm improvements will realize those respective visions. The Neighborhood Vision describes the community's aspiration for each district and neighborhood.

### PLAN OUTCOMES, STRATEGIES AND SUPPORTIVE POLICIES

Organized by topic, the next six chapters of the Plan include desired outcomes along with quantitative and qualitative measures of success, additional detail about corresponding existing conditions, assets and disparities, a framework of proposed strategies and public improvements, and supportive policies to implement these concepts.

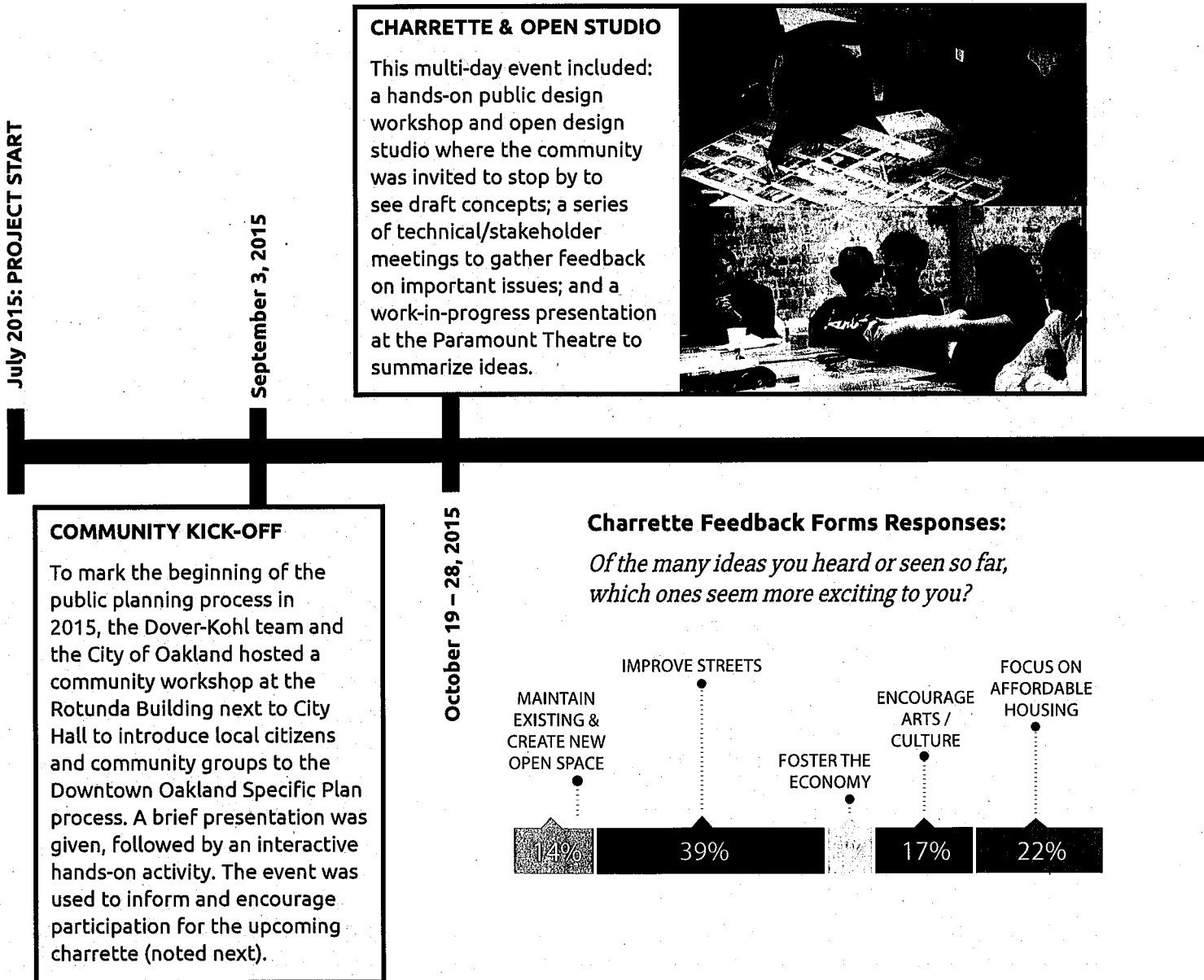
The final section, the Appendix, includes detailed project lists and technical appendices that have informed the Preliminary Draft Plan.

### *Plan Topics:*

- 01: ECONOMIC OPPORTUNITY**
- 02: HOUSING & AFFORDABILITY**
- 03: MOBILITY & CONNECTIVITY**
- 04: CULTURE KEEPING**
- 05: COMMUNITY HEALTH**
- 06: LAND USE & URBAN FORM**

# Planning Process: Phase I

*Launched in 2015, the Downtown Oakland Specific Plan process has provided numerous and various opportunities for local stakeholders and community members to be involved. Participant feedback has shaped the strategy options in developing this Preliminary Draft Plan. Key milestones and efforts to-date are summarized in the following timeline.*

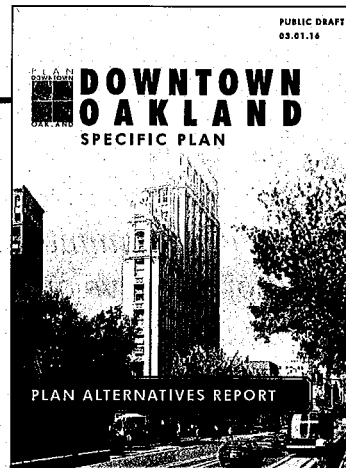


SpeakUpOakland.org

**SpeakUpOakland.org Online Forum Responses - Common Themes:**

*Pretend you have a magic wand. How would you change downtown? What one thing should we improve most?*

1. INCREASED COMMUNITY BENEFITS FROM DOWNTOWN DEVELOPMENTS
2. IMPROVED SAFETY
3. YOUTH ACTIVITIES
4. CLEANLINESS
5. IMPROVED QUALITY OF LIFE



**PLAN ALTERNATIVES REPORT**

The Plan Alternatives Report describes a draft vision and initial concepts for downtown, based on charrette input. The Report is posted online and was reviewed at community meetings with groups including the Community Advisory Group (CAG)\*; Parks and Recreation Advisory Committee (PRAC); Landmarks Preservation Advisory Board (LPAB); Youth Advisory Commission; Bicyclist & Pedestrian Advisory Committee (BPAC); and Planning Commission. The Plan Alternatives Report was presented at a large community presentation and open house held in March of 2016 at the Malonga Casquelourd Center for the Arts.

**YOUTH SUMMIT AND COURSEWORK**

The city collaborated with the Y-PLAN (Youth: Plan, Learn, Act, Now!) program at UC Berkeley to introduce MetWest and Skyline students to planning and get their ideas for the downtown, as well as holding an after-school Youth Summit with Y-PLAN students and youth who participate in many of the youth programs downtown, including Civicops and BAY-Peace.

November 2015 -  
July 2016

Summer 2016

March - April 2016

**STAKEHOLDER MEETINGS**

Meetings were held with additional existing stakeholder organizations such as the Art + Garage District, Oakland Creative Neighborhoods Coalition, Chinatown Coalition, Old Oakland Neighbors, the Metropolitan Chamber of Commerce Land Use Committee, Malonga Center resident organizations, and downtown schools and youth services. The city also used the "Speak Up, Oakland!" online forum to solicit feedback from individual Oaklanders.

Spring 2016

**PLAN ALTERNATIVES REPORT COMMENTS MEMO**

This memo was produced to summarize all public input on the Plan Alternatives Report. Over 1,000 comments were received and organized to refine the plan vision and goals.

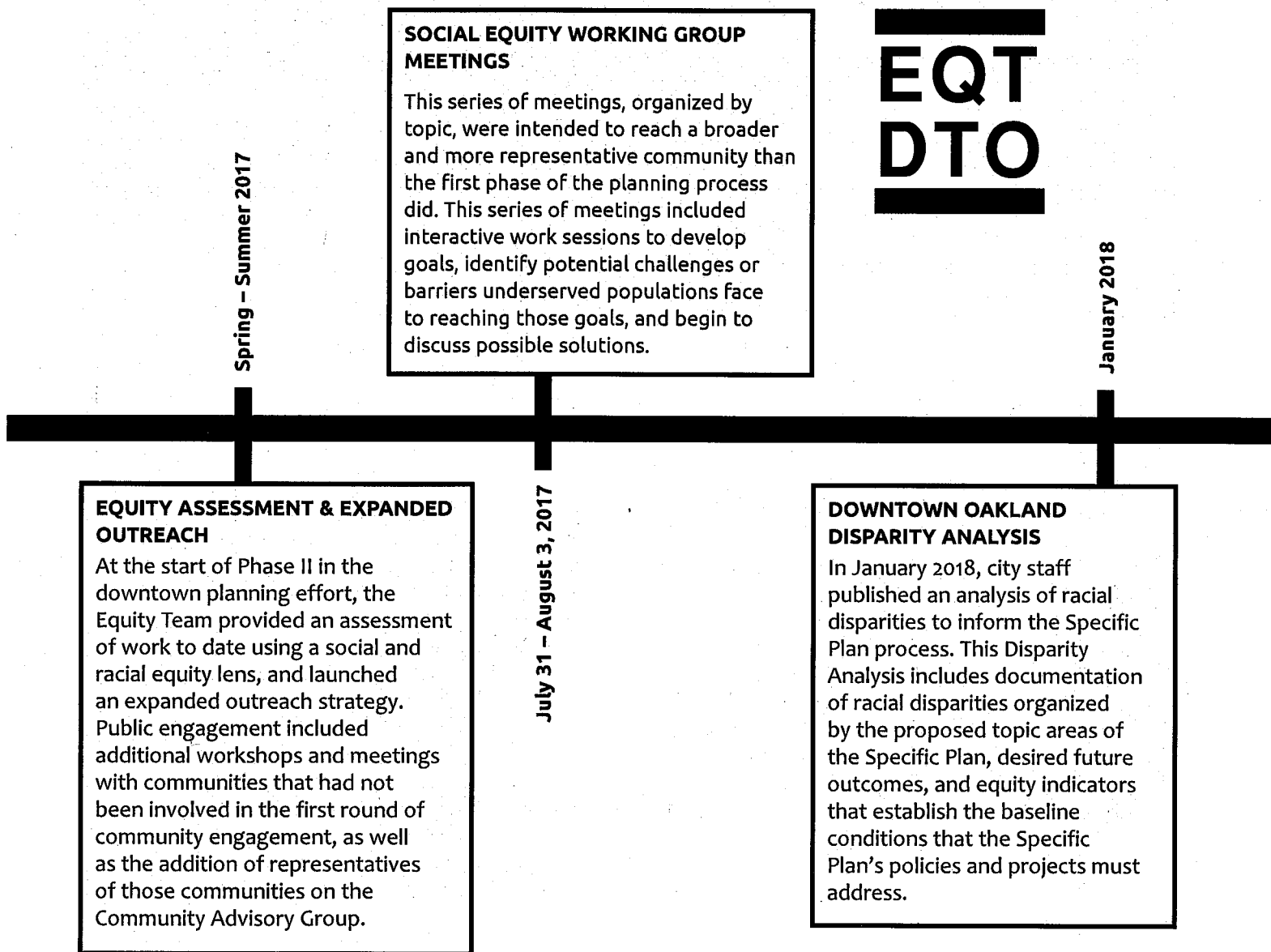
**JACK LONDON NEIGHBORHOOD DESIGN SESSIONS**

Community workshops and a series of stakeholder meetings were held over a two-day period in August of 2016 to discuss opportunities and challenges specific to the Jack London District.

\*A Community Advisory Group (CAG) has been formed to provide input and help direct the policies of the plan, comprised of professionals with technical knowledge on plan topics, as well as representatives of the local neighborhood groups, artist community, youth, health and advocacy organizations.

# Planning Process: Phase II

*In early 2017, the City of Oakland kicked off a new phase of the downtown planning effort with an expanded focus on social and racial equity, adding an “equity team” of consultants to provide an assessment of the work to date, deepen engagement from historically marginalized communities, document disparities, and evaluate the potential equity impacts of draft plan policies.*



**CREATIVE SOLUTIONS LABS**

The Creative Solutions Labs were organized by topic and built upon the Social Equity Working Group meetings. The objective was to workshop strategies to address issues previously identified by the downtown community. The discussions were informed by an overview of existing conditions and racial disparities, example ideas to mitigate them, and successful strategies used in other communities facing similar challenges.

**NEIGHBORHOOD DESIGN SESSIONS: CENTRAL CORE, UPTOWN & KONO, OLD OAKLAND, & CHINATOWN**

In February 2018, members of the public were invited to a series of Neighborhood Design Sessions, where they gathered around maps to identify opportunities and problem areas for specific neighborhoods and discuss their vision and potential solutions.



Summer  
2018

Fall  
2018

Creative Solutions Labs: Feb. 5 – 8, 2018  
Neighborhood Design Sessions: Feb. 10 – 13, 2018

**ACCESSIBILITY SURVEY**

City staff worked with disability community advocates to better understand accessibility challenges downtown, including developing and administering a paper and online survey targeted to older adults and people with disabilities.

**PLAN OPTIONS & EQUITY ASSESSMENT**

Working from the ideas developed at the Creative Solutions Labs and Neighborhood Design Sessions, the Dover-Kohl team synthesized ideas to date into a collection of policy and land use options to address community priorities for a series of “focus areas” in downtown. The Equity Team provided an assessment of possible equity impacts for each policy and land use option, as well as prioritization and a set of additional recommendations to achieve equity. These documents are provided on the project webpage, and informed the recommendations of this Preliminary Draft Plan.

January 2019: PRELIMINARY DRAFT PLAN