DOWNTOWN OAKLAND SPECIFIC PLAN SPUR January 2023

Broadw

BAMBD FES

OVERVIEW

- Introduction
- What will the DOSP do for Oakland?
- How will the DOSP address COVID19 recovery and the changing role of downtown?
- How will the DOSP achieve its goals?
- What else has changed since the 2019 version?
- Questions & Discussion



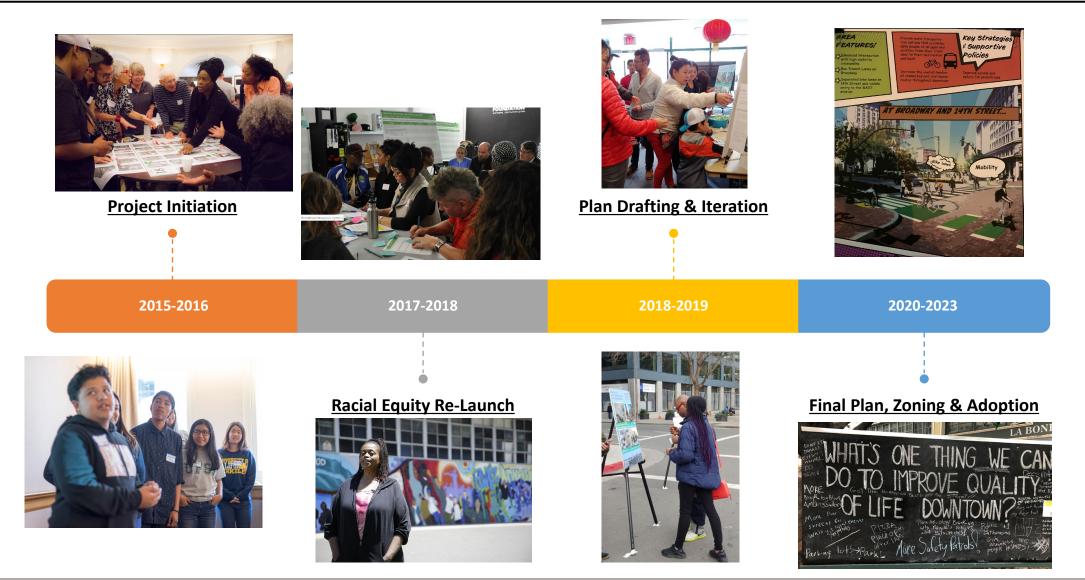
PROCESS & TIMELINE

Project Initiation





COMMUNITY INVOLVEMENT





SPUR | JANUARY 2023

DOWNTOWN OAKLAND



Plan Areas & Neighborhoods:

- Central Core
- Chinatown
- Jack London District
- KONO
- Lake Merritt Office District
- Lakeside
- Laney College
- Old Oakland
- West of San Pablo





BAMBD FEST



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

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



Build up our cultural & business districts, starting with the BAMBD

- Fill retail vacancies on the ground floor:
 - Provide services to Oakland's growing resident population
 - Increase foot traffic to support public safety
 - Welcome Oakland residents from throughout the city to their downtown
 - Stem cultural displacement, allowing the small businesses, arts and entertainment groups, and nonprofits run by and serving Oaklanders of color to thrive



- 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

Address sea level rise impacts, permitting new housing in inundation areas only with comprehensive infrastructure and adaptation plans to protect against flooding

 Lay the foundation for citywide and regional planning to address the effects of climate change and sea level rise

Re-Imagine I-980 to accommodate up to:

- 5,000 Residential units

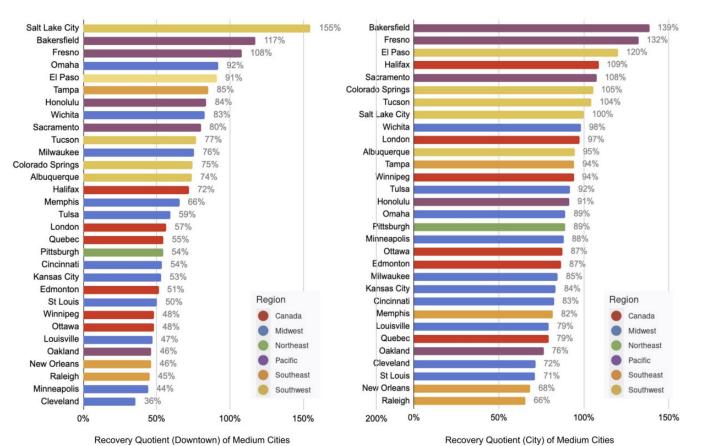
- 1.5 M Sq. Ft. of Commercial, including:
- 910 K Sq. Ft. of Office
- 600 K Sq. Ft. of Retail & Neighborhood Serving Commercial Space
- Consider new multi-way boulevard with possible future transit below
- Suggest equity approach to repair harm done to West Oakland community during construction of I-980

HOW DOES THE DOSP ADDRESS COVID-19 RECOVERY & THE CHANGING ROLE OF DOWNTOWNS?





- The pandemic has exacerbated existing trends:
 - Homelessness
 - Commercial vacancies
 - Closure/displacement of local businesses and arts organizations
 - Public safety concerns
 - Racial health and wealth disparities



Recovery Quotient of Medium-Sized Cities

These trends reflect conditions throughout the nation, and particularly show up in downtowns, which are recovering more slowly in most places

Chapple, Karen et. al. The Death of Downtown? Pandemic Recovery Trajectories across 62 North American Cities. Institute for Governmental Studies, UC Berkeley, June 2022



UC Berkeley Institute for Governmental Studies

Factors correlated with a slow recovery:

- Higher rate of professional, scientific and management jobs
- Lower rate of accommodation and food services jobs
- Higher rate of residents who commute via public transportation
- Higher rate of downtowns with a bachelor's degree or higher

Recommendations

- Diversify economies to focus on resilient sectors such as education, health, and government.
- Help developers convert older (Class B and C) office buildings to residential, institutional, and recreational uses.
- Proactively re-create downtowns for people – build outdoor spaces, develop cultural events, and attract diverse users

Chapple, Karen et. al. The Death of Downtown? Pandemic Recovery Trajectories across 62 North American Cities. Institute for Governmental Studies, UC Berkeley, June 2022



VISION & GOALS

COVID-19 RECOVERY

WHAT TO LOOK FOR

as call out boxes, and

include a COVID-19 label.

Specific pandemic-related

strategies and policies are

highlighted within chapters

COVID-19 Recovery

The unprecedented impacts caused by the pandemic have prompted an evaluation of Plan goals and priorities, and updates to recommendations evaluation of real goated numerous social, cultural, and economic inequities that existed prior to the current health and financial crisis, particularly for Black and Latinx communities, who have been the most physically and economically impacted by the pandemic. As highlighted in the beginning of this chapter the shared vision for downtown highlights racial equity and the preservation of Oakland's diversity and culture. Through the planning process, Oakland's community worked to shape six plan goals with equity as the primary focus The 'why' at the core of all of these goals, and the hardships highlighted by the pandemic, comes down to health, well-being, and opportunity. As we live through this unprecedented time, it is evident that each of us is facing a different pandemic depending on our backgrounds and identities. The pandemic of racism and structural inequities in our nation predates COVID-19 which as a result is exacerbating those inequities. As such, the primary focus of the Plan remains laying out a path forward to reduce disparities.

Many of the issues the Plan is positioned to address are now heightened in urgency due to COVID-19. As such, there is a need to incorporte nearterm strategies and policies that are focused on health, well-being, and opportunity. These strategies and policies are intended to be flexible with the ability to test and iterate quickly. Similar to the shared equity vision of the Plan, an integrated approach to COVID-19 recovery influences a range of plan goals as described below.

ECONOMIC RECOVERY

The impacts of the pandemic on businesses and workers are worsening many pre-existing inequilies. Efforts to combat the spread of the pandemic have led o significant declines in the dining, entertainment, personal service, retail, and hospitality and leisure industries. These industries include relatively high concentrations of low-income workers and workers of color. Access to capital for minority-owned businesses has also worsened, leading to a large share of closure among minority-owned businesses. Further, the pandemic has accelerated trends in the restructuring of retail and the shift oward online shopping. Since the onset of the pandemic in March 2020, the City of Oakland has implemented a variety of emergency relief programs and policy changes to support the city's businesses and residents. These efforts have been guided by the City of Oakland Economic Recovery Advisory Council (OERAC). The OERAC's work is also complemented by that of the countywide COVID-19 Racial Disparities Task Force.

HOUSING & HOMELESSNESS

The unprecedented economic impacts of the pandemic have led to job and wage losses that are worsening existing housing affordability, housing insecurity, and homelessness challenges. This is especially true for lower and moderate-income households and other at-risk populations, among which

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African American, Latinx, and pandemic-related job losses are residents are overrepresented ated in industries that include large stares of relatively low-wage wo service industries, retail, transp fewer paid-leave benefits, such as mome workers have been disc construction. As a result, lower Low-wage work has also not red Jumpacted by these job losses aracktherecovery.org). Given th All as middle- and high-wage work on employment and incomes of s immediate and severe impacts responses were quickly undertain Julnerable residents, emergency some of which include impleme local, state, and federal levels, increases, provisions for renter a oratorium on evictions and rent Chy's nonprofit partners, extens wher relief assistance through the safety, opening the HomeBase r ach to the community on COVID and increasing provisions for enc people at high risk from COVID, sites. Since before the pandemic, the Plan has incorporated strateo inequities in housing access, red cies focused on addressing racial the needs of currently unshelter eventing homelessness, serving residents, and increasing downto s, preventing displacement of afordability needs of all residents. ply of housing that meets the reto for the City of Oakland to prior demic has underscored the critical ad polices as quickly and robustly as possible. mplementation of these strategies Approximation of the pandemic, the Oakland Department of anotation (Daktor) opened neighborhood streets to allow for socially standard taken to see the same to get to essential services, and revised Jeniting requirements to support busi free efforts include the Slow Streets Py less activity in public rights-of-way. Befier Streets Initiative. Each of these p Iram, Essential Places Program, and times, helping to lay out a path for arams offers a unique set of lessons agement, and access down to equitably improve connectivity, specally important in re-allocating the v town. These low-cost programs are Reaction of the average of province in the second s agatine when public budgets are stretched. As funding is secured permanent improvements can be made within the public community outreach. Additionally, while transit ridership

Neval sector o dutres h. Additionally, while transit rider public by another dutres stretched, high-frequency operations was known being the stretched, high-frequency operations they are executed as the stretched of the stretched targets are explored by should be evaluated so as to not cause a warder on people of color, low-income residents, or transitestications.

Television of the importance of community engagement management and projects to ensure they with tempiny needs. The City's efforts to address the community's

DOSP COVID-19 Recovery Racial Equity Framework:

- Center racial equity
- Put people first

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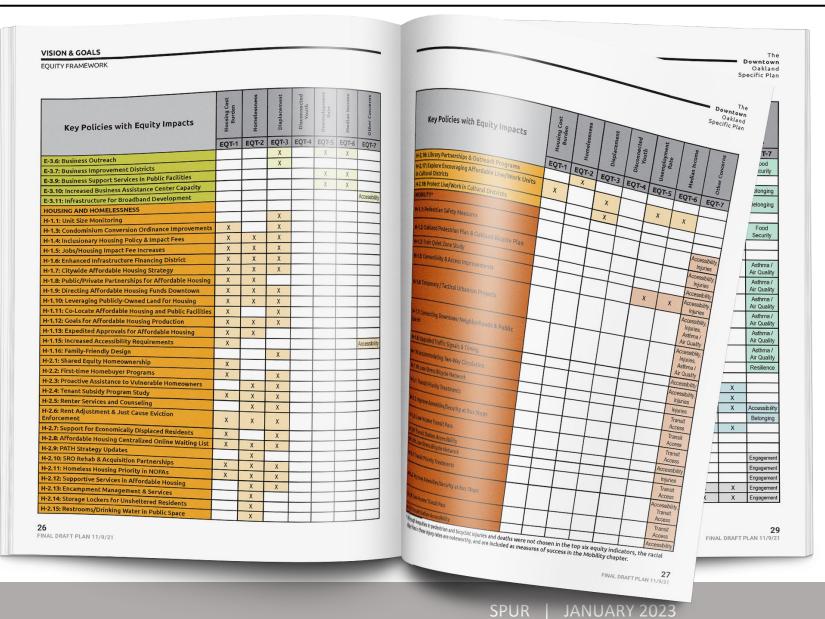
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Oakland

Oakland Specific Plan

- Invest in community infrastructure
- Build an equitable economy
- Protect and expand community voice and power

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- Approach
 - Assess recovery challenges and includes strategies that address these challenges in every chapter/topic area of the plan
 - Prioritize policies that address the plan's racial equity goals and indicators

Policies that Support Equitable Economic Recovery

- E-1.4: Land Trust / Master Lease Program
- E-1.7: Supporting Businesses Owned by Women and People of Color
- E-1.8: Supporting Worker-Owned Cooperatives
- E-2.3: Requirements/Incentives for Affordable Arts, Culture & Commercial Space
- E-2.7: Pop-up & Temporary Uses
- E-2.9: Low-Cost Retail Storefronts
- E-3.6: Business Outreach

- E-3.10: Increased Business Assistance Center Capacity
- E-1.6 Façade & Tenant Improvement Program
- E-3.2 Local Hire Incentives
- E-3.3 Expanded Job Training, Apprenticeships & Placement Services
- E-3.4 Procurement and Contracting Policies
- E-3.5 Partnerships to Support Small, Local Suppliers



Some of the Other Policies that Support Downtowns for All People

- H-1.2 High intensity, Mixed-Use Neighborhoods
- H-1.9: Directing Affordable Housing Funds
 Downtown
- H-1.16: Family-Friendly Design
- H-2.15: Restrooms/Drinking Water in Public Spaces
- C-1.2: Supporting the BAMBD
- C-1.5: Incentives for Affordable Arts, Culture & Commercial Space
- C-1.8 Community Ownership & Stewardship
- C-1.14 Staffing to Support Cultural Programs
- C-2.2 Community Gathering Spaces
- C-2.4 Streamline Event Permitting

- M-1.1 Pedestrian Safety Measures
- M-2.2 Improve Amenities/Security at Bus Stops
- M-2.8 Low-Income Transit Pass
- CH-1.1 Public Realm Improvements
- CH-1.7 Encouraging Vendors & Artists in Public Space
- CH-1.12 Youth & Senior-Driven Programming for Public Spaces
- CH-1.17 Crime Prevention Through Environmental Design (CPTED) Guidelines
- Ch-1.18 Community Safety Initiatives
- LU-1.7: Streetscape & Public Space Improvements



Changes Since the Public Review Draft Plan (2019)

- Created a light industrial transition in Jack London between residential and industrial areas to protect accessible well-paid industrial jobs associated with the Port
- Revised Office Priority Sites strategy to allow residential units on these sites in addition to required employment space

- Converted Office Priority to Employment Priority to establish support for non-office employment uses such as life sciences, biotech and research & development
- Further developed the master lease/commercial tenanting program to provide below marketrate rents to small businesses that meet equity goals





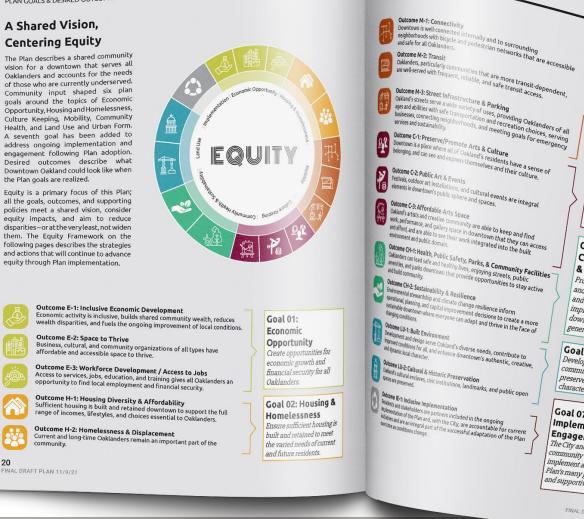


PLAN GOALS & DESIRED OUTCOMES

A Shared Vision, Centering Equity

vision for a downtown that serves all Oaklanders and accounts for the needs of those who are currently underserved. Community input shaped six plan goals around the topics of Economic Opportunity, Housing and Homelessness, Culture Keeping, Mobility, Community Health, and Land Use and Urban Form. A seventh goal has been added to address ongoing implementation and engagement following Plan adoption. Desired outcomes describe what Downtown Oakland could look like when the Plan goals are realized.

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. The Equity Framework on the following pages describes the strategies and actions that will continue to advance equity through Plan implementation.



The Downtown Oakland Specific Plan wntown Oakland Specific Pla Goal 03: Mobility dunities that are more transit-dependent, 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 04: Culture Keeping Encourage diverse voices and forms of expression to 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 07: Implementation & Engagement The City and Oakland community work together to implement and realize the 23 Plan's many goals, outcomes, FINAL DRAFT PLAN 11/9/21 and supportive policies. FINAL DRAFT PLAN 11/9/21

JANUARY 2023

SPUR

- Adopts as City policy:
 - 7 Goals
 - 16 Outcomes
 - 66 Strategies
 - 181 Policies & Implementation Actions
- Implementation starts with adopting the Zoning Amendments
- These policies and actions will be carried forward by all City departments

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CHAPTER 03: MOBILITY

SUMMARY OF KEY FINDINGS

Recently Completed or Active

Projects that Impact Downtow

Planning Studies/Policies/

Oakland

Mobility **Key Findings**

This section summarizes the findings of the Plan's existing conditions analysis, including key racial disparities.

Downtown Oakland's street network provides vital access to jobs, services. and community destinations. Improvements to walking, biking, vehicular and transit systems can improve safety, increase connections, and create an accessible, inviting, and comfortable public realm to be enjoyed by all. The urban design strategies for creating safe, inviting streets are discussed in the Land Use & Urban Design Strategies (see page 245).

BICYCLE/PEDESTRIAN NETWORK

Downtown Oakland has the highest concentration of pedestrian activity of any neighborhood in the city.¹ While pedestrians, including those in wheelchairs are typically the most vulnerable users of a road system and are at greater risk among all user categories of being seriously injured in a collision with a motor vehicle, this is particularly true in downtown, which has the highest rate of pedestrian injuries of any neighborhood in the city.² There is also a correlation between race and likelihood of being injured as a pedestrian. Black, Latinx, and Asian pedestrians are twice as likely to die from a collision compared to White pedestrians.³ Older adults, children, and people with disabilities are particularly vulnerable to unsafe street crossings, fast-moving traffic, encroachment onto the sidewalk, and inadequate provision of pedestrian amenities such as shade, benches, high-visibility crosswalks, and accessible street crossings.

Downtown has several streets with admirable design features, such as street trees, wide sidewalks, plazas, protected bike lanes, and bike parking. Recent street improvements have reallocated some street area to pedestrian and cyclist facilities on additional streets, increasing safety for these modes. Additional opportunities to slow vehicular speeds and continue to improve safety and access for all modes should be explored. For example, converting some of downtown's one-way streets back to two-way may improve wayfinding, decrease vehicular speeds, reduce driver frustration, and be more conducive to a multimodal, walkable area. Similarly, adding pedestrian bulb-outs, bike lanes, and wider sidewalks to one-way streets with excess width can also contribute to safety and vibrant streets.

- 1 2015 Comprehensive Circulation Study for Downtown Oakland and Access to/from West Alameda
- 2 2017 Oakland Pedestrian Plan
- 3 2017 Oakland Pedestrian Plan

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The periphery of downtown presents even more challenging conditions. The downtown core for the downtown core for the the periphery of downtown presents even more challenging conditions. The page and H880 freeway crossings separate the downtown core from the page and H880 freeway conditions and other surrounding neighborhoods. The All of the second state of the surrounding neighborhoods. The access additional the freeways and on/off-famps are unpleasant with the surrounding neighborhoods. patind, Jack London, and outer surrounding neighborhoods. The access reads adjoining the freeways and on/off-ramps are unpleasant watking water that disrupt the pedestrian grid and create a barrier to watking entroments that disrupt the pedestrian grid and create a barrier to walking entroments with the surrounding neighborhoods. The sidewalk walking anionnents that disrupt the percentrian grid and create a barrier to walking afelyto downtown from surrounding neighborhoods. The sidewalk network we including around Lake Merritt, around freewave and in network gley to downtown from sun oursamy megnoorhoods. The sidewalk network as gas, including around Lake Merritt, around freeways, and in the Jack Primary Mobility Challenges: Ranar meters and satransit hub for the city, as well as a regional destination. Undependable and pontown Danama to a construction of the original wettings a regional destination. AC transf and BART services provide a primary means of transportation for circuitous transit access A fanat and ben't services a promote a primery intents or transportation for any people-with AC Transit in particular serving people with lower incomes, and people with disabilities. However, a trin from the comes creates barriers for those say keepe-work in the second area wing people with lower incomes, you, which and people with disabilities. However, a trip from East Oakland who already face the most put senars and people what used in the second secon b switcom may require use use or instruptie uses and BART, as well as additional track fare and multiple transfers. Transportation costs and travel abilities rate of a monoport of energy is a strategy of ration costs and travel bins from downtown to surrounding areas can be improved to better serve Many streets can feel unsafe/unwelcoming for seniors and people with represents to bus frequency and reliability combined with reductions in disabilities; high rates movements to two inequery and relationing containing with reductions in trast fire for (whitchine households could improve the transit experience to an area weathome involvements como improve one construction water ange of Oakland residents making it a better option. Construction of pedestrian collisions de bat Bay Bay Rapid Transit (BRT) project was completed in summer (Black pedestrians more and the service and connections between East likely to be harmed) Freeways on the west and south edges of downtown Net of Downtown Oukland's streets reflect decades of design and investment and uninviting gateway the second secon streets into and out of the un cipling congestion, most of Downtown Oakland's streets are much core cut off downtown we han needed to serve the number of people that drive. 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Many different uses compete for the sea out output of the submemory of the wide was such as parking, commercial deliveries, passenger loading/ weap as a such as parking, commercial deliveries, passenger loading/ the set of a parking, commercial deliveries, passenger to some site and deliveries, passenger to some site and the set of and her nestaring, bike/mobility lanes, and bus stop zones. even at heritom Oddard has approximately 6.330 on-street spaces, more herite and a support in the stop street space in Chinatown, the state of the s the authority definited to regular parking, some areas in Childrowing the tookay, and in the lact London District see greater competing had broad the state of the s the at catche gave, which results in double-parking. Excess synchronic target sould be realizated to better serve other purposes, such the serve other purposes, such there pairs and presidented to better serve other purposes, such there pairs serving local bases in multiplicated transit and bike lanes, serving local bases in multiplicated transit bases to be purposed of the purposes of A or providing additional American with Disabilities Act (ADA) orstreet spaces and passenger loading zones.4 Automate and the parking spaces are needed to meet the City's at the field on street spaces are ADA-accessible.

Each chapter/goal includes:

- Key findings about existing conditions and challenges
- Desired outcomes, ____ strategies and policies
- Measures of success, including for equity indicators
- COVID-19 Strategies



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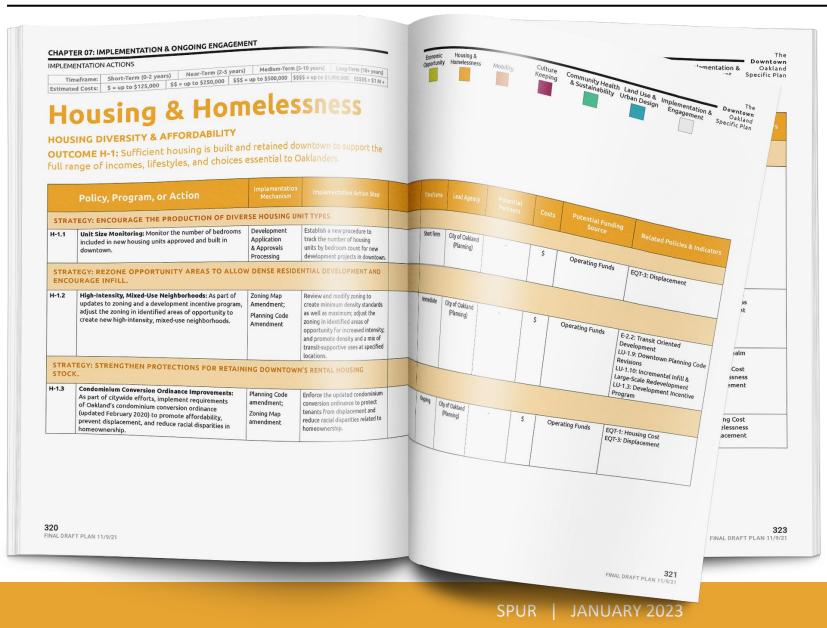
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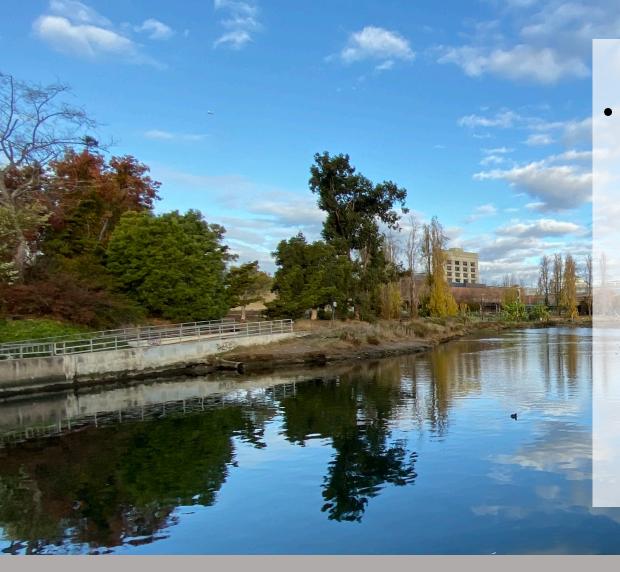


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Implementation Matrix describes for each policy:

- Implementation Mechanism
- Action Steps
- Timeframe
- Lead Agency
- Potential Partners
- Estimated Costs
- Potential Funding Sources
- Related Policies & Equity Indicators





Certifies the Environmental Impact Report (EIR)

- Reduces barriers (time, money and legal challenges) to development that meets the intent of the DOSP
- Imposes requirements for development projects to mitigate environmental impacts





Concurrently Adopts General Plan & Zoning Changes

- Implements many of the land use and development policies contained in the plan
- Allows increased development of employment space, housing and other buildings that meet the intent of the DOSP
- The resulting development will meet housing needs, sustainability goals and State requirements, as well as providing revenues for City services and other community benefits



City of Oakland

Lead Agency

Planning & Building Department (Planning Bureau; Strategic Planning Unit)

Partner Departments

Economic & Workforce Development Housing & Community Development Public Works Race & Equity Transportation Human Services

Consultant Team

Specific Plan Lead

Dover, Kohl & Partners

Urban Design Opticos Design

Economic Analysis

Strategic Economics

Transportation

Fehr & Peers Toole Design Group

Environmental Review

Urban Planning Partners Architecture + History LLC Baseline Environmental William Self Associates

Equity Team Lead

Equity Team

Asian Health Services Khepera Consulting Oakulture Popuphood Center for Social Inclusion Mesu Strategies PolicyLink

Facilitation

Envirocom Communications Strategies

Zoning Amendments

PlaceWorks Hausrath Economics Group

DOWNTOWN OAKLAND SPECIFIC PLAN

Send additional comments and questions to: plandowntownoakland@oaklandca.gov

Panelists

- Ed Manasse, Deputy Director of Planning
- Laura Kaminski, Strategic Planning Manager
 Joanna Winter, Project Manager