

# West Oakland Specific Plan Project

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## Project Description

### Purpose

The purpose of the West Oakland Specific Plan is to develop comprehensive, multi-faceted strategies for facilitating the development of vacant and/or underutilized commercial and industrial properties within West Oakland's Opportunity Areas.<sup>1</sup> The Plan will be a tool for supporting, attracting and facilitating developments that provide jobs and services needed by the West Oakland community and the city of Oakland at large.

Intended to be a partnership between the City, Redevelopment Agency (now Redevelopment Successor Agency), affected property owners and adjacent business and residential communities, the West Oakland Specific Plan can serve as a vehicle for orchestrating public and private investments by having those investments installed in accordance with a mutually agreed-upon strategy.

The Plan will integrate past great ideas and recommendations into a present-day strategy to ensure the products of similar efforts are not disregarded.

The Plan will explore a range of issues to identify development challenges; it will then assist the City in refining its economic development planning for the area by targeting specific area needs.

The Plan will serve as a concise, consistent way to communicate the preferred development strategies for the Opportunity Areas and in this respect can serve as a marketing tool to attract developers to key sites within the Opportunity Areas.

### Specific West Oakland Specific Plan Actions

Within the Opportunity Areas delineated on the attached map, the Plan will

- Inventory and assess key sites to determine the factors that have impeded their development
- Identify new Opportunity Areas and sites that have recently become, or are expected to become, available in the immediate future

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<sup>1</sup> An 'Opportunity Area' for purposes of the West Oakland Specific Plan project is an area containing numerous large, vacant and/or underutilized commercial and industrial parcels that are not developed to the intensity of land uses allowed by current zoning. They are strategically located such that development of key sites within the Opportunity Area can significantly encourage development of other properties in the surrounding environment.

- Determine economically feasible development programs for selected sites based upon market studies and other analyses as appropriate

- Evaluate surrounding street configuration and infrastructure systems for their ability to support desired development patterns
- Specify appropriate, preferred land uses for the sites under consideration
- Develop conceptual, schematic plans illustrating preferred density, massing, and other physical characteristics of prospective developments
- Devise site-specific strategies for facilitating development of the Opportunity Sites and Areas
- Provide a land use regulatory foundation (e.g., zoning and/or other land use controls) for attracting targeted industries and establishments to the Opportunity Sites and Areas, and for articulating the City's support for growing these developments.

### **Major Elements**

The West Oakland Specific Plan will include the following elements:

- 1) Property Evaluations (to determine existing assets and challenges to development)
- 2) Inventory of Prospective Area-wide Improvements that affect development
- 3) Land Use/Zoning Analysis
- 4) Market/Economic Evaluation
- 5) Conceptual Site Planning and Building Design
- 6) Traffic / Circulation Analysis
- 7) Infrastructure Evaluation (the Plan will build upon the current Infrastructure evaluation of industrial properties, expanding where necessary to include commercial properties)
- 8) Business Development & Business Attraction Recommendations
- 9) Environmental Impact Report or other similar analysis of the recommendations of the West Oakland Specific Plan
- 10) Comprehensive Implementation Strategy.

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