



WEST OAKLAND

SPECIFIC PLAN

NEWSLETTER

This material is based upon work supported by the Federal Highway Administration (FHWA) under TDG II P-21, Cooperative Agreement No. DTF61-11-H00001.” Any opinions, findings, and conclusions or recommendations expressed in this publication are those of the Author(s) and do not necessarily reflect the view of the FHWA.

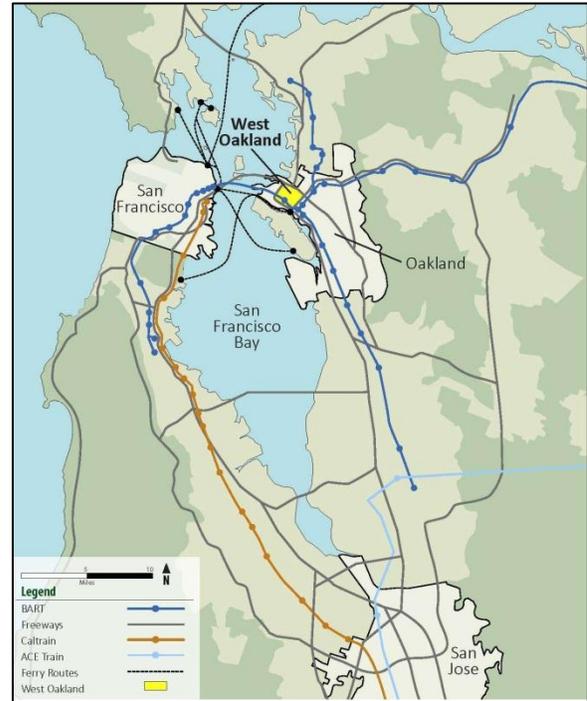
REUSING THE PAST TO BUILD THE FUTURE

Welcome to the *West Oakland Specific Plan Newsletter.*

The Draft West Oakland Specific Plan (Draft Plan) is the culmination of a comprehensive community engagement and planning effort over the last 2½ years. Published in January 2014, the Draft Plan reflects the contributions of residents, businesses, and other stakeholders, and promotes the following vision for West Oakland:

- ❖ Industrial areas have been preserved and contribute to economic vitality, supporting clean, low-impact industries that provide living wage jobs for local residents;
- ❖ Housing continues to be affordable and the character of historic neighborhoods has been maintained. Successful new mixed-income neighborhoods provide a range of housing options, and new housing development is transit-oriented and transit-served;
- ❖ Transit connections between the West Oakland BART station, residential neighborhoods, and employment are improved, and West Oakland is better connected to surrounding areas;
- ❖ Neighborhood commercial areas (particularly 7th St. and San Pablo Ave.) have been revitalized with small businesses that provide the daily goods and services needed by local residents;
- ❖ Environmental quality and community health have been improved, and contaminated sites have been remediated. New development and new land uses are designed to encourage physical activity and healthy lifestyles for residents;
- ❖ West Oakland continues to be a socially and culturally diverse area with a strong sense of community, and West Oakland's thriving artists' community has been preserved; and
- ❖ Safety has been improved through a reduction in crime and the provision of safe and attractive new private and public spaces.

The Plan includes strategies to retain and protect West Oakland's important community assets - such as its industrial lands, residential neighborhoods, historic areas, arts movement, and educational resources.



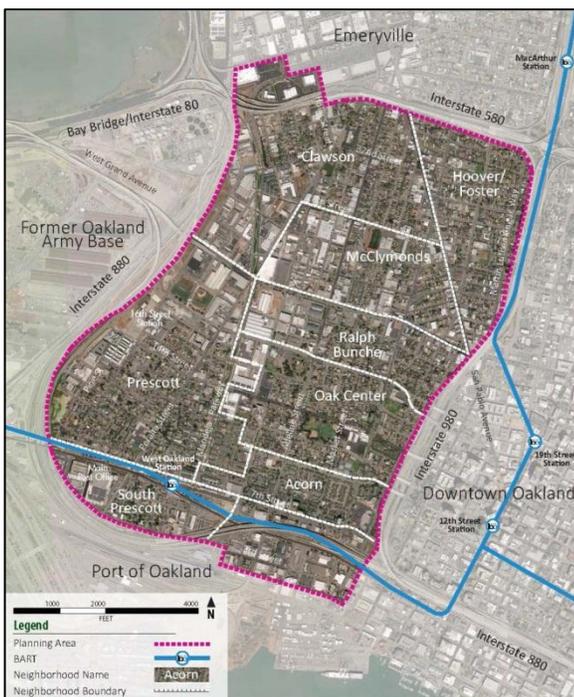
West Oakland's location in the larger Bay Area

The Draft Plan covers these important topics:

- ❖ *Attracting new businesses & industries*
- ❖ *Ensuring equitable economic development*
- ❖ *Retaining Industrial land and jobs*
- ❖ *Attracting more retail establishments*
- ❖ *Improving area infrastructure*
- ❖ *Preserving historic resources*
- ❖ *Fostering the arts*
- ❖ *Enhancing transit*
- ❖ *Combating blight*
- ❖ *Addressing Crime*
- ❖ *Remediating contaminated sites*
- ❖ *Retaining educational resources*
- ❖ *Fostering community health*
- ❖ *Supporting affordable housing*
- ❖ *Encouraging open space*
- ❖ *Protecting residential neighborhoods*

OPPORTUNITY AREAS & SITES TO FOCUS FUTURE GROWTH

The West Oakland Specific Plan Area is generally bound by I-580 to the north, I-980 to the east, and I-880 to the south & west. It includes the Oakland portion of the East Bay Bridge Shopping Center (above I-580), and the industrial area centered on 3rd St. (below I-880). The Plan Area covers approximately 1,900 Acres and 6,340 parcels.

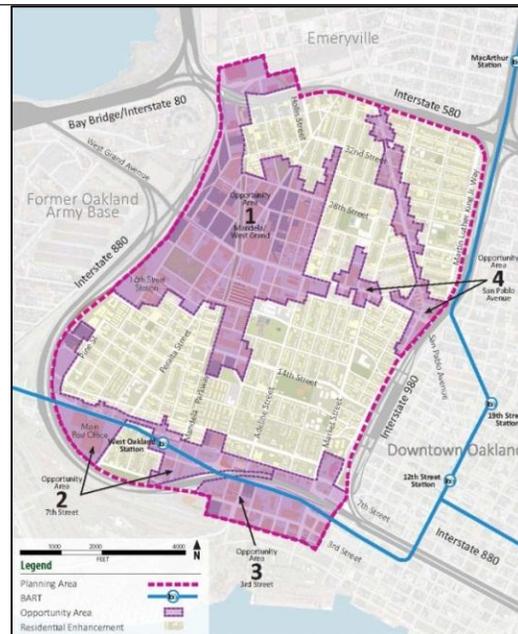


Specific Plan Area Map

❖ OPPORTUNITY SITES & AREAS

The Specific Plan establishes a long-term vision for West Oakland and identifies needed transportation and infrastructure improvements. It will also help to attract investment to key vacant and/or underutilized properties the Plan identifies as “Opportunity Sites.” These sites are concentrated in locations termed “Opportunity Areas.” The Plan recommends strategies for guiding future development of these four Opportunity Areas:

- ❖ Opportunity Area 1: **Mandela / West Grand**
- ❖ Opportunity Area 2: **7th Street**
- ❖ Opportunity Area 3: **3rd Street**
- ❖ Opportunity Area 4: **San Pablo Avenue**



Opportunity Area Map

Mandela / West Grand Area Opportunity Area Major Employment Center for West Oakland

In the Mandela / West Grand area, land uses offering employment and business services will be encouraged. Specific Plan recommendations for this area are to:

- ✓ Promote a mix of business activities and a range of jobs at varying skill & educational levels
- ✓ Retain and expand commercial and industrial businesses
- ✓ Attract light industrial/commercial uses
- ✓ Discourage heavy industrial near residential



Conceptual View of 26th Street from Mandela Parkway

OPPORTUNITY AREAS & SITES

TO FOCUS FUTURE GROWTH, continued

7TH Street Opportunity Area

Revitalization of 7th Street and the West Oakland BART Station area

In the 7th Street area, mixed use commercial, office, and residential will be encouraged, oriented along 7th Street and around the West Oakland BART Station. New uses should highlight West Oakland's rich cultural history. Specific Plan recommendations for this area are to:

- ✓ Encourage Transit-Oriented Development surrounding West Oakland BART Station
- ✓ Revitalize 7th Street with neighborhood-serving ground floor commercial uses
- ✓ Enliven 7th Street as a celebration of West Oakland's cultural history of music, art and entertainment
- ✓ Minimize noise from overhead BART rails
- ✓ Address environmental remediation



Conceptual View of
7th Street & Mandela Parkway

3RD Street Opportunity Area

Employment & Business Activity Capitalizing on Proximity to Port of Oakland, Downtown Oakland and Jack London District

In the 3rd Street area, industrial and commercial activities are encouraged. Specific Plan recommendations for this area are to:

- ✓ Promote manufacturing & light industrial uses that benefit from adjacency to Port
- ✓ Encourage commercial, dining & entertainment uses as infill enhancements in older warehouse buildings



Conceptual View of 3rd Street & Linden Street

San Pablo Opportunity Area

Residential and Ground-floor Neighborhood-serving Commercial uses on Major Commercial Corridor

San Pablo Avenue is a major commercial corridor in West Oakland. Specific Plan recommendations for this area are to:

- ✓ Encourage mixed use development of multi-family residential over ground floor commercial activities
- ✓ Enhance streetscape and increase commercial uses to activate street
- ✓ Revitalize existing commercial center on south side of West Grand Avenue



Conceptual View of San Pablo Avenue

ADDRESSING DEVELOPMENT ISSUES

KEY TOPICS

The **West Oakland Specific Plan** is designed to be easily understood and referenced by both casual readers and everyday users of the Plan. The overall Plan document is organized as follows:

Chapter 1 – Executive Summary – presents overview of Plan contents and major recommendations

Chapter 2 – Introduction - provides context and identifies purpose of the Plan

Chapter 3 – Vision Statement – includes the community's vision for West Oakland. It also contains guiding statements of intent that inform the Plan's policies and objectives regarding such issues as industrial growth, affordable housing, enhanced transit, revitalized neighborhoods, safe environment, diverse culture and reduced crime

Chapter 4 – Removing Barriers to Economic & Community Development - addresses existing conditions that impede or discourage the growth of jobs, housing, and businesses, such as blight, crime, inadequate infrastructure, and environmental contamination

Chapter 5 – Retaining Existing Assets - recognizes the importance of industrial land and jobs, residential neighborhood enhancement, historic resources, the creative economy and cultural arts, and existing educational resources

Chapter 6 – Identifying the Opportunities – highlights the business and industry sectors that offer the greatest potential for economic and employment growth, as well as retail and residential development

Chapter 7 – Building to the Plan's Potential – specifies land use regulatory changes, preferred development scenarios, and design guidelines

Chapter 8 – Supporting the Plan – identifies recommendations for streets, transit and open space

Chapter 9 – Tending To A Broader Vision – identifies strategies for affordable housing, equitable economic development, and community health

Chapter 10 – Implementation – indicates the timing, priority and parties responsible for implementing Plan recommendations.

REMOVING BARRIERS TO ECONOMIC & COMMUNITY DEVELOPMENT

The Specific Plan addresses nine recognized barriers to economic development and business retention as identified by the West Oakland Business Alert program:

- ❖ Substandard public infrastructure
- ❖ Abandoned rail lines in the middle of streets
- ❖ Crime of all types, with a need for improved means of response, communication, reporting and prosecution
- ❖ Illegal dumping
- ❖ Graffiti on public and private property
- ❖ Weeds and debris on public and private property
- ❖ Homeless encampments
- ❖ Blight
- ❖ Lack of immediate removal of hazardous material on public streets and sidewalks, causing environmental damage

Removal of blight, addressing crime, securing basic public infrastructure and remediation of contaminated sites are among the key barriers particularly highlighted in the Specific Plan. The Specific Plan contains recommendations intended to aid the ongoing efforts of the City and other parties in addressing these critical issues.

RETAINING EXISTING ASSETS

The Specific Plan identifies important community assets that should be retained and enhanced, such as West Oakland's business and industrial lands, residential neighborhoods, historic areas, its arts and culture movement, and educational resources. It highlights land uses that retain existing industrial jobs and necessary services, seeks to prevent new land uses that might adversely affect existing neighborhoods; identifies viable older buildings that

can be reused for differing types of businesses, or suggests new space for accommodating these industry sectors.

Existing City policies, programs and regulations that protect and preserve historic resources would continue to apply in the Specific Plan area. The Specific Plan also aims to stabilize West Oakland's long-established residential neighborhoods, such as South Prescott, Prescott, Ralph Bunche, Clawson, Hoover Foster and McClymonds. The intent of the Specific Plan is to avoid directly affecting individually significant historic properties.

Industrial arts and artists in West Oakland are a vibrant and growing sector of the creative economy. The Specific Plan seeks to recognize and include the arts and industrial arts as integral parts of new development. Strategies focus on:

- ❖ Including arts programs in major public and private development projects
- ❖ Increasing public perception of West Oakland as an arts district
- ❖ Strengthening the area as an arts district with an identity and brand that is unique and authentic
- ❖ Nurturing existing and new arts anchors to further promote the arts community
- ❖ Fostering a more business-friendly approach to regulations affecting West Oakland artists, including offering proactive assistance to bring arts-related work/live facilities into code conformance and relaxing zoning regulations for on-site sales and home occupancy permits

Schools also are an important resource within West Oakland. The Specific Plan identifies existing Oakland Unified School District facilities and does not propose development activity on existing school sites.

IDENTIFYING THE OPPORTUNITIES

The Specific Plan identifies 5 business market sectors that are anticipated to have significant growth potential:

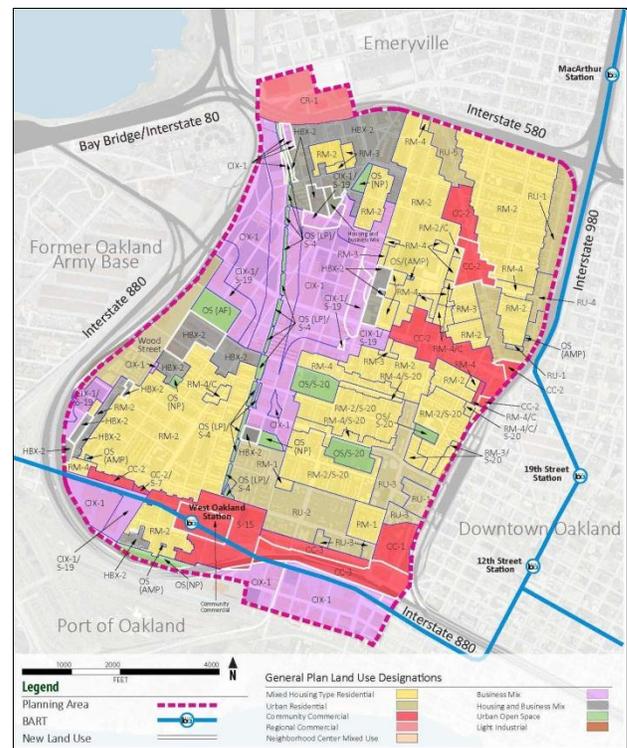
- ❖ Urban Manufacturing (including custom, artisan, and advanced manufacturing activities)
- ❖ Construction and Related Design and Engineering
- ❖ Green Economy and Clean Technology which are businesses that produce goods

- ❖ and services with an environmental benefit
- ❖ Information Sector (including digital media, information technology, and audio/visual film), and
- ❖ Life Sciences/Biology, businesses typically involved in conducting research and development, pharmaceuticals, medical devices and similar activities.

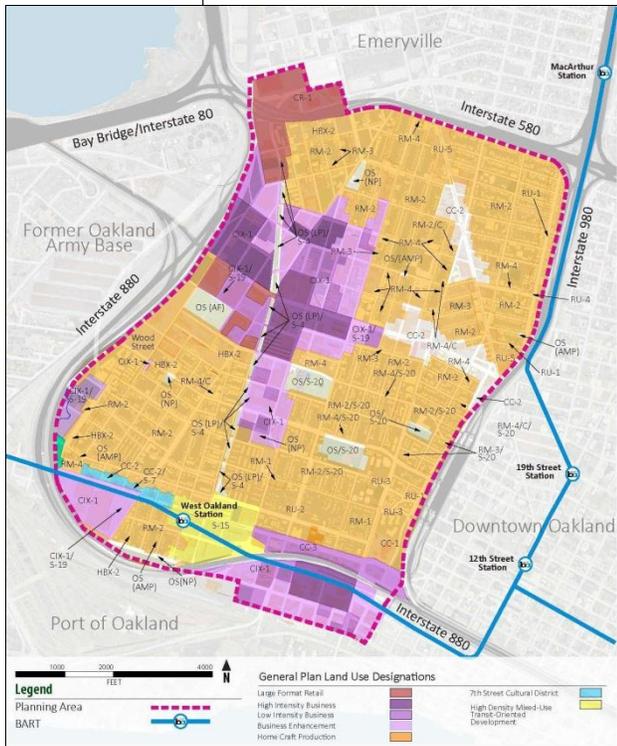
The Specific Plan encourages these activities, as well as additional retail development to address the district's need for more commercial services (supermarkets, neighborhood services, and restaurants). Additional Specific Plan strategies address retaining and improving residential areas and where appropriate, increasing housing resources.

LAND USE RECOMMENDATIONS

The Specific Plan includes recommended amendments to West Oakland's zoning and General Plan designations, and new Design Guidelines to address longstanding land use conflicts and promote new job creation:



Recommended General Plan and Zoning Amendments



Prototypical Development at West Grand & Market Street



3rd & Linden Streets View - Existing



Prototypical Development around Raimondi Park area



3rd & Linden Streets View - Future (Conceptual)



Prototypical development around 3rd St. below I-880

Please refer to the West Oakland Specific Plan for more information on these and all other land use policies and development concepts.

SUPPORTING THE PLAN – RECOMMENDATIONS FOR IMPROVED STREETS, ENHANCED TRANSIT, AND OPEN SPACE

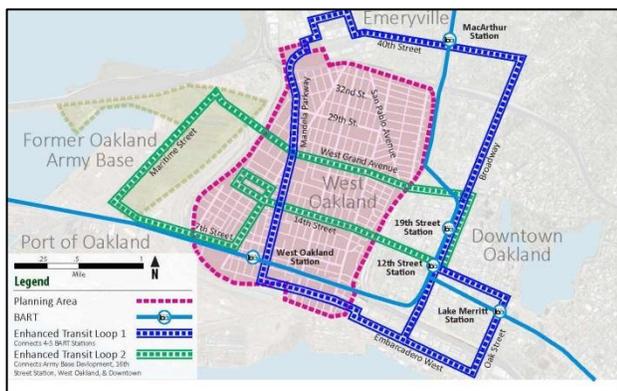
The land use changes envisioned under the Specific Plan will require improvements to public transportation, open space and infrastructure to:

- ❖ Address public rights-of-way in a manner that serves all users and modes of travel
- ❖ Enhance transportation and transit systems
- ❖ Consider the need for parks, open spaces and greenways that support and sustain growth

The Specific Plan will help West Oakland achieve a network of “complete streets” to support a desired mix of land uses, with mobility and safety for all travel modes.

West Oakland requires access to a safe, convenient and efficient transit system that provides direct routes to work and shop. That same system also must provide employees the same full access to transit routes that directly connect their homes to job opportunities in West Oakland.

The Specific Plan proposes an enhanced transportation loop, called the “O”, that connects the West Oakland BART Station to other central BART stations – MacArthur, 19th and 12th Street – as well as to employment centers, downtown Oakland, Emeryville, the Alta Bates/Summit and Kaiser Oakland medical centers (“Pill Hill”) and to Jack London District (and its ferry and Amtrak service).



Conceptual View of the “O” Transit Loops

A separate but coupled transit loop could be added over time to access the development at the former Oakland Army Base, the historic 16th Street Train Station and other West Oakland points of interest.

The Specific Plan also endorses various initiatives seeking to enhance current open space opportunities, and where appropriate, recommends that additional open space be created, such as the proposed “bamboo garden” adjacent to the Prescott neighborhood and the West Oakland BART station.



Conceptual View of Proposed Bamboo Garden

TENDING TO A BROADER VISION - AFFORDABLE HOUSING, EQUITABLE ECONOMIC DEVELOPMENT & COMMUNITY HEALTH

The Specific Plan includes recommendations for: (1) maintaining and increasing affordable housing to minimize displacement of area residents; (2) increasing economic opportunities to enhance residents’ ability to more fully participate in the economic revitalization of their community, and (3) fostering community health to ensure that future development projects do not adversely affect existing residents’ quality of life.

VIEW THE SPECIFIC PLAN

You are invited to learn more about these and other ideas contained in the West Oakland Specific Plan. Copies of the Specific Plan are available for review at:

- West Oakland Library (1801 Adeline Street, Oakland, CA)
- Oakland Main Library (125 14th Street, Oakland, CA)

You can view it online on the City of Oakland’s webpage: <http://www.oaklandnet.com/r/wosp> or <http://www2.oaklandnet.com/Government/o/PBN/OurOrganization/PlanningZoning/WestOaklandSpecificPlan/index.htm> or contact us at (510) 238-3322 or via e-mail at ‘ujonsson@oaklandnet.com’ to receive your free copy of the Specific Plan.