



City of
OAKLAND
California

Media Contacts:

Harry Hamilton
Public Information Officer
City of Oakland
510-238-2107
hhamilton@oaklandnet.com

Rachel Flynn
Planning & Building Dept.
510-238-2229
rflynn@oaklandnet.com

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City of Oakland Kicks Off “Plan Downtown”

Oakland, CA — The City of Oakland will mark the start of a new planning process for Downtown Oakland with a community kick-off event on Thursday, September 3, 2015. “Plan Downtown” will help guide the future development of Oakland’s urban core. The Specific Plan will focus on making it easier and more attractive to walk, bike, shop, work and live in Downtown Oakland. The public will be invited to participate and provide feedback throughout the process.

“I invite all Oaklanders to participate in the “Plan Downtown” process to shape the future of our vibrant city’s core by continuing the area’s growth as an employment, cultural and entertainment hub enjoyed by all,” said Mayor Libby Schaaf. “Input from a broad cross section of the community will help ensure equitable economic expansion and investment.”

The kick-off event on September 3, will be held from 6 to 8 p.m. at the Rotunda Building, 300 Frank H. Ogawa Plaza. This free event is open to all interested community members, and the public is encouraged to attend and learn more about this exciting planning project. Spanish interpretation will be provided at the meeting.

With its easy accessibility via excellent transit service, Downtown Oakland is the cultural, business, government and entertainment hub of the East Bay. More than 40 percent of the jobs in Oakland are located in or adjacent to Downtown, making this core area vital to the entire city.

The City seeks to create the first comprehensive Downtown Specific Plan – one that will reflect the vision of all citizens of Oakland. Their ideas and interests will be incorporated into the many components of the Plan. The two-year-long planning process will yield sound policy guidance on Downtown development linking land use, transportation, economic development, affordable housing, open space, landscape design, social equity, historic preservation and cultural arts. The Specific Plan is the City’s effort to comprehensively review a variety of land use-related issues to ensure continued growth and revitalization and develop a streamlined regulatory framework for future development and public improvements.

In the last few years, the City of Oakland has completed five Specific Plans covering different areas. A surge in investment has been seen in many of these areas as the Specific Plans, and the accompanying Environmental Impact Reports, save time and money for developers and added predictability since the Plans’ visions have been publicly vetted and adopted by Oakland City Council.

“Plan Downtown” is funded by a grant from the Metropolitan Transportation Commission (MTC) and the Association of Bay Area Governments (ABAG). Dover Kohl & Partners – along with their team including Opticos Design, Strategic Economics, Toole Design Group, Urban Planning Partners and others – have been selected to lead the planning process.

For more information on “Plan Downtown,” including a roster of public meetings currently scheduled, please visit www.oaklandnet.com/plandowntownoakland.

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