

EQUITABLE ECONOMIC OPPORTUNITY

GOAL 01: Create opportunities for economic growth and security for all Oaklanders.

ECONOMIC DEVELOPMENT



OUTCOME E-1

Economic activity builds community wealth and fuels the ongoing improvement of local conditions.



OUTCOME E-2

Downtown provides affordable, accessible space for businesses and community organizations, and sustains employment opportunities across a broad array of job skills.

Plan Policies, Programs or Actions		Additional Outcome/Policy:
E-1.1 N	Ensure that new development provides community desired benefits through impact fees, desired uses, tenant requirements, and other direct and indirect contributions, and enhances Oakland's ongoing fiscal sustainability to better fund City services and community investment. Prioritize new funds generated by development to serve underserved communities, per future direction by the City Council.	
E-2.1 N	Prioritize future office development at sites identified in this Plan as well-located for office use (while still encouraging office development to occur elsewhere in downtown). Primary sites are located near BART and existing office concentrations at City Center and the Lake Merritt office district.	
E-2.2 N	Activate vacant storefronts and empty lots with retail and arts uses by supporting "pop-up" uses that temporarily occupy these spaces. Explore establishment of a formal program to identify vacant spaces and coordinate pop-ups through a City registry and referral process; explore development of a temporary use classification in the zoning code; evaluate and revise City requirements as needed.	
E-2.3 E	Maintain sufficient industrial space downtown to accommodate user needs—especially maintaining downtown's unique existing strengths in providing space for small-scale light industrial uses such as custom manufacturing, food production, arts, and distribution. As described in the land use chapter, maintain industrial uses in specific areas near port and freight infrastructure.	
E-2.4 E	If a new ballpark and related development occur at Howard Terminal, ensure that the site design minimizes impacts on existing businesses and Port of Oakland operations, particularly in the neighboring West Oakland Specific Plan's industrial preserve area.	

Key: **E** Existing City policies/programs **R** Revisions/adjustments to existing City policies/programs **N** New proposals for City policies/programs

Plan Policies, Programs or Actions		Additional Outcome/Policy:
E-2.5 N	Develop and continually update requirements or incentive options for new development to provide affordable space for arts, community service/nonprofit organizations, and small, local, culturally-specific businesses.	
E-2.6 N	Pursue creation of a nightlife district and strategy in downtown locations with concentrations of bars, restaurants, nightclub, and entertainment venues, such as Uptown and the Black Arts Movement & Business District (BAMBD); design the strategy to accommodate these uses and destinations at a variety of price points, and support attraction of diverse populations. Ensure the strategy provides support for Black-owned and Black-oriented businesses.	
E-2.7 R	Provide affordable space for entrepreneurs and small, local retailers, artists, and artisans by expanding Oakland's master leasing efforts, in which the City of Oakland or a City-supported nonprofit intermediary leases or owns space and then sub-leases that space to tenants meeting criteria such as length of residency in Oakland, location of residence, economic status, and disability status. Consider offering long-term leases to allow tenants to make capital investments to build out the spaces to meet their needs, and consider targeting use in the Black Arts Movement & Business District (BAMBD).	
E-2.8 R	Review and revise zoning and other City requirements to allow custom manufacturing uses in ground-floor commercial spaces so that tenants can make and sell products in the same space.	
E-2.9 N	Pursue establishment of additional arts and culture districts in downtown, similar to the BAMBD; potential districts could include a Chinatown Cultural Heritage District, KONO Art + Garage District, and Jack London Maker District. Districts should only be established when there is local support.	
E-2.10 R	Restructure the façade tenant improvement program to focus on assisting businesses and nonprofit organizations that meet criteria for income and location in established cultural districts.	
E-2.11 E	Explore opportunities to partner with non-profit support organizations to augment the capacity of Oakland's existing Business Assistance Center in downtown.	
E-2.12 N	Expand the business outreach efforts of Oakland's Economic and Workforce Development staff by pursuing the creation of an interdepartmental outreach team targeted to proactively contacting downtown businesses, understanding concerns and needs of these businesses, and building awareness of and connections to Oakland's economic and workforce development assets.	

