



Why Plan Now?

The Downtown Oakland Specific Plan will guide decision-making as the City of Oakland embarks on new infrastructure projects and approves new development in Downtown Oakland. The Specific Plan is being created through community input to develop an overall vision and establish effective policies for the Downtown area.

Preliminary Draft Plan

The Preliminary Draft Plan is an initial version of the Downtown Specific Plan, and describes transformative ideas and initial recommendations that connect the community's downtown goals to strategic actions. The Preliminary Draft Plan contains potential supportive policies to embrace opportunity and address racial disparities towards an inclusive and equitable downtown.



Planning Process and Upcoming Meetings





Economic Opportunity

Make downtown a racially and economically diverse regional employment center by identifying office priority sites, targeting training for middle-income jobs to fill those spaces, and by investing in small businesses and businesses owned by people of color to grow new markets.

Culture Keeping

Leverage Oakland's diverse cultures as an engine for artistic innovation and economic growth by establishing and implementing cultural districts downtown.

Housing and Affordability

Downtown provides some options for mixed-income residential development including 4,350-7,250 income-restricted housing units.

Mobility and Accessibility

Connect people across Oakland to downtown by expanding high quality transit, bicycle facilities, and pedestrian access.

Community Health

Enhance quality of life and health for all Oaklanders by improving and expanding public spaces, implementing urban greening projects, reducing private vehicle trips, and shifting to sustainable energy sources.

Land Use and Urban Form

Catalyze new development that serves Oaklanders and addresses housing and employment demand by preserving historic and cultural assets, updating land development regulations, and providing increased building intensity in exchange for pre-defined community benefits.

EQUITY

IN

DOWNTOWN OAKLAND

The Downtown Specific Plan

Equity Goal

Reduce racial disparities by shaping a downtown that provides fair and equitable access to all the opportunities that lie at the heart of Oakland – jobs, training, housing, services, government, cultural expression, and a vibrant civic life. This includes countering forces that have led to the displacement of people, businesses, cultures and communities of color from downtown and citywide.

Equity Approach

- Identify racial inequities
- Involve all voices
- Identify strategies to close gaps
- Implement with affected communities
- Measure success & adjust policies

KEY DISPARITY INDICATORS

Some of the primary indicators of disparity that the Downtown Oakland Specific Plan identified are summarized below. Most of these indicators show disparities between different identified racial groups. Regardless of a connection with any one specific group, we believe that addressing all of these indicators can lead to viable strategies that help to improve the lives of all residents including those tied to the indicators.

- Housing Cost Burden
- Homelessness
- Displacement
- Disconnected Youth
- Median Income
- Unemployment Rate

OAKLAND RENTERS BURDENED WITH HOUSING COST OVER 30% OF THEIR HOUSEHOLD INCOME



MEDIAN HOURLY WAGE

