

DOWNTOWN OAKLAND SPECIFIC PLAN ZONING

Jack London District, November 28, 2022



City of Oakland





OVERVIEW

DOSP PROCESS

Project Initiation

Existing Conditions Research & Profile Report
10-Day Public Design Charrette & Open Studio
Community Advisory Group (CAG) Launch
Plan Alternatives Report & Comment Memo
Stakeholder Meetings & Online Survey
Youth Summit

2015-2016

Plan Drafting & Iteration

Plan Options Report & Equity Assessment
Preliminary Draft Plan & Public Review
Public Review Draft Plan/EIR* & Public Hearings
Initial Zoning Incentive Program (ZIP) analysis

2018-2019

Racial Equity Re-Launch

Disparity Analysis
Expanded Outreach & CAG Membership
Social Equity Working Group Meetings
Creative Solutions Labs
Accessibility Survey

2017-2018

Final Plan, Zoning & Adoption

Final Draft Plan
Planning Code (Zoning) Amendments & Public Review
General Plan Amendments
Adoption Hearings

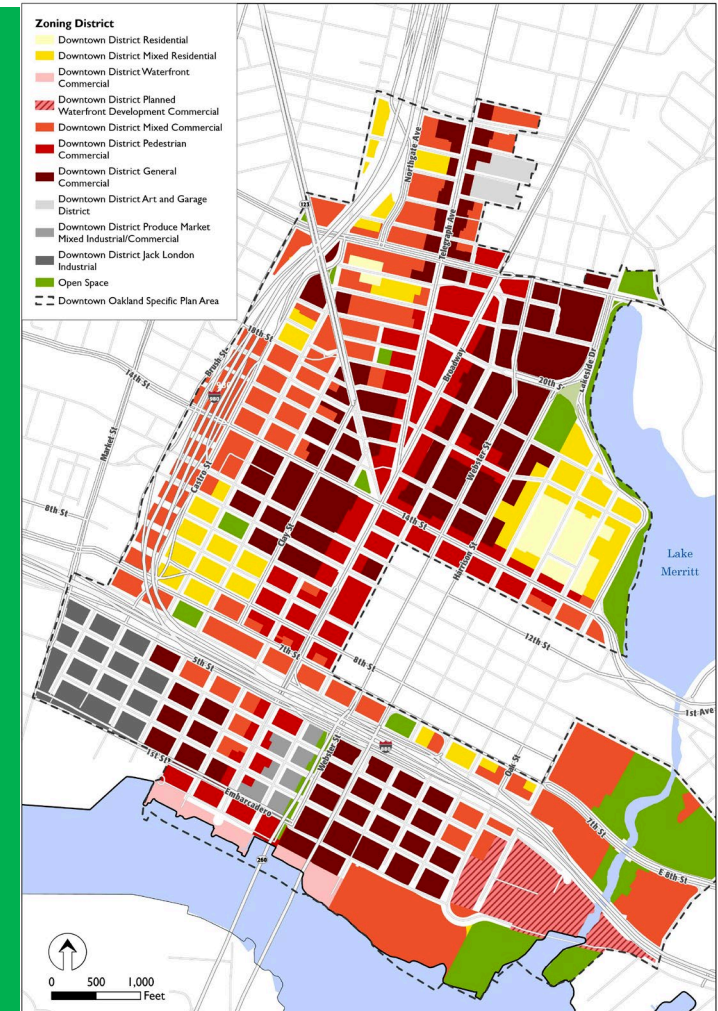
2020-2023



OVERVIEW

DOSP OBJECTIVES

1. Overarching Vision: Equity and Access
2. Economic Opportunity
3. Housing & Homelessness
4. Mobility, Safety & Connectivity
5. Culture Keeping
6. Community Health & Sustainability
7. Land Use & Urban Form

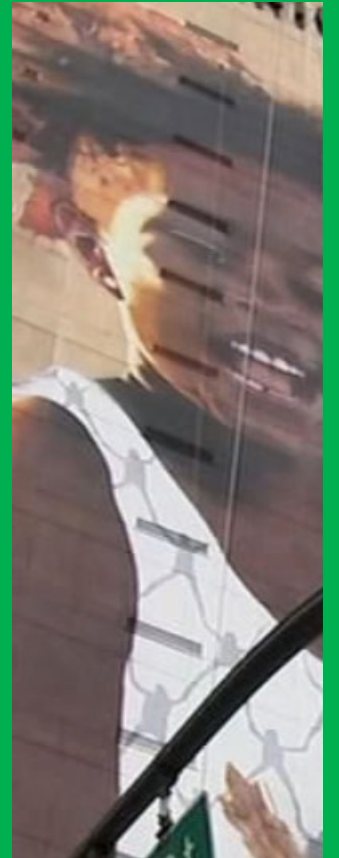




OVERVIEW

RELATED POLICY OBJECTIVES

1. State Housing & Community Development housing goals
 - Remove barriers to market rate and affordable housing production
2. Draft Oakland Housing Element housing goals
 - Increase housing production generally, provide a diversity of housing types, prevent displacement, reduce racial housing segregation, provide affordable housing
3. Oakland Equitable Climate Action Plan
 - Facilitate transit use with dense housing and employment
4. Grow revenues for public services throughout Oakland, including through the Equitable and Progressive Business Tax and Affordable Housing Infrastructure Bond
 - Generate taxes and boomerang funds downtown to fund services and affordable housing production citywide





OVERVIEW

ROLE OF ZONING IN THE DOSP

■ Implementing the DOSP

1. Targeted studies
2. Impact & development fee reassessment
3. City investment in housing, infrastructure, etc.
4. Initiatives and funding strategies
5. City staff allocations
6. Compliance with CEQA mitigation
7. Ongoing community monitoring and transparency
8. **Update zoning to reflect Plan objectives**





OVERVIEW

RELATIONSHIP TO DOSP GOALS

DOSP Objective

Zoning Approach

Economic Opportunity

- Flexibility in ground floor uses
- Arts & Culture overlay in BAMBD
- Employment priority combining zone
- Preservation of industrial land for good jobs
- Artisan production commercial activity
- Zoning Incentive Program (ZIP) – below-market rate commercial space, employment training and other workforce programs

Housing & Homelessness

- Increased residential density with community benefits, including affordable housing – in addition to raising funds for extremely/very low-income housing through Affordable Housing Impact Fees
- Allowing high-density residential in Victory Court (South Jack London Area)
- Permitting high-density efficiency units
- Zoning Incentive Program – affordable housing & public restrooms





OVERVIEW

RELATIONSHIP TO DOSP GOALS

DOSP Objective

Zoning Approach

Mobility, Safety & Connectivity

- Green Loop and freeway zones to improve pedestrian experience, green our streets, and connect neighborhoods
- Infrastructure improvements primarily implemented by DOT, supplemented with ZIP
- Extension of streets into Victory Court to allow development

Culture Keeping

- Arts & Culture overlay in BAMBD to protect and foster broad cultural uses
- Arts & Garage District zoning to protect artists & small-scale manufacturers
- Relaxed rules to permit entertainment and performance venues
- Permitting by right of artisan production commercial activities
- Zoning Incentive Program – below market-rate commercial space & infrastructure improvements

Community Health & Sustainability

- Sea Level Rise overlay zone to allow housing while protecting against climate change
- Green Loop to encourage walking, biking, and use of green/recreational space
- Standards to protect Lake Merritt Channel for nature and recreation

Land Use & Urban Form

- Revised design standards for towers, storefronts, Green Loop and other key frontages
- Industrial transition in Jack London area to protect accessible, well-paid industrial jobs
- Transfer of Development Rights program to protect historic buildings & fund maintenance



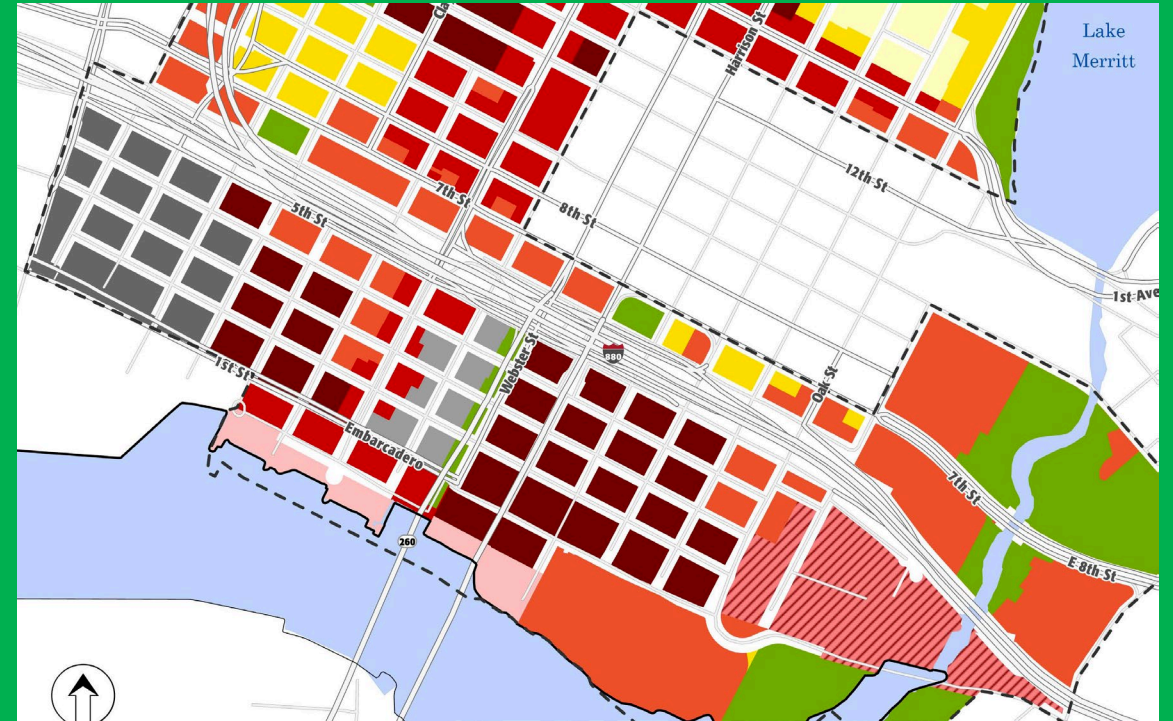
ZIP

JACK LONDON DISTRICT HIGHLIGHTS: LAND USES

- 4 of the 10 new DOSP zones are unique to Jack London
- Transition to the West Oakland Industrial Area
- New marine sales and servicing land use activity

Zoning District

- Downtown District Residential
- Downtown District Mixed Residential
- Downtown District Waterfront Commercial
- Downtown District Planned Waterfront Development Commercial
- Downtown District Mixed Commercial
- Downtown District Pedestrian Commercial
- Downtown District General Commercial
- Downtown District Art and Garage District
- Downtown District Produce Market Mixed Industrial/Commercial
- Downtown District Jack London Industrial
- Open Space
- Downtown Oakland Specific Plan Area

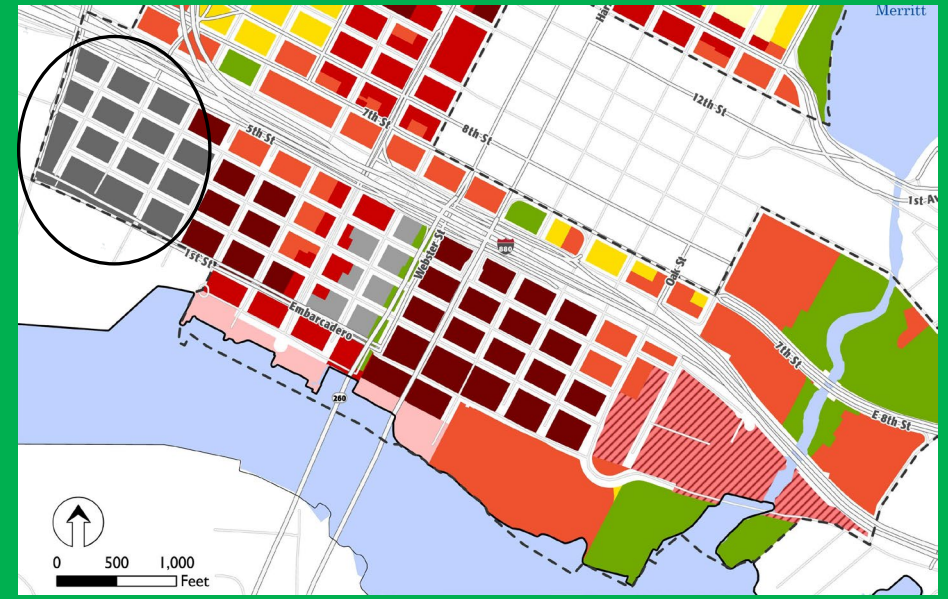
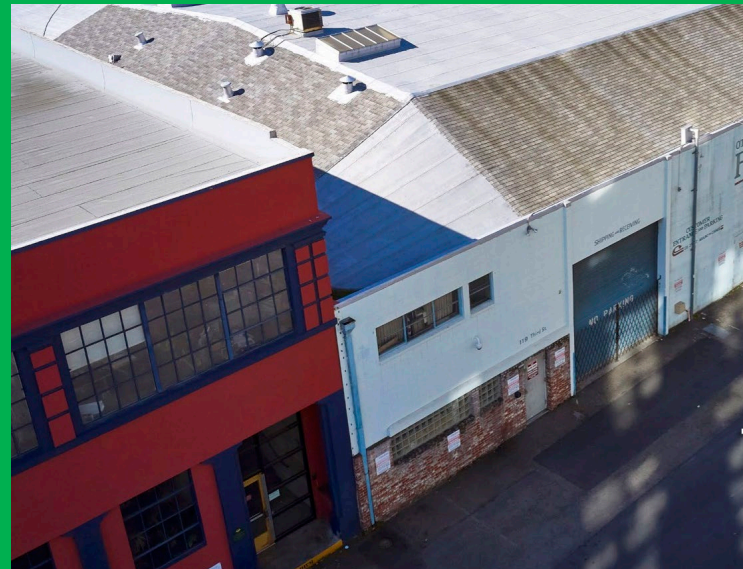




D-DT-JLI: Jack London Industrial Zone



- Transition between Jack London commercial area and the 3rd Street Industrial District in West Oakland.
- Enhanced design and site plan review to ensure it does not adversely impact adjoining zones





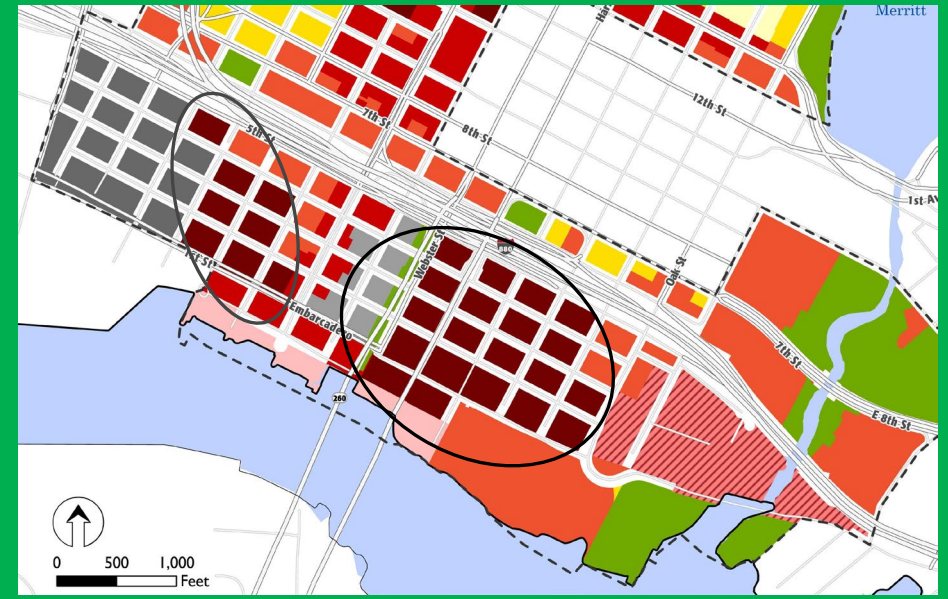
D-DT-C: General Commercial Zone



- Wide range of ground-floor office/commercial activities.
- Upper-story spaces mix of commercial and residential activities.
- Includes office priority sites



Photo: Greg Linhares, City of Oakland

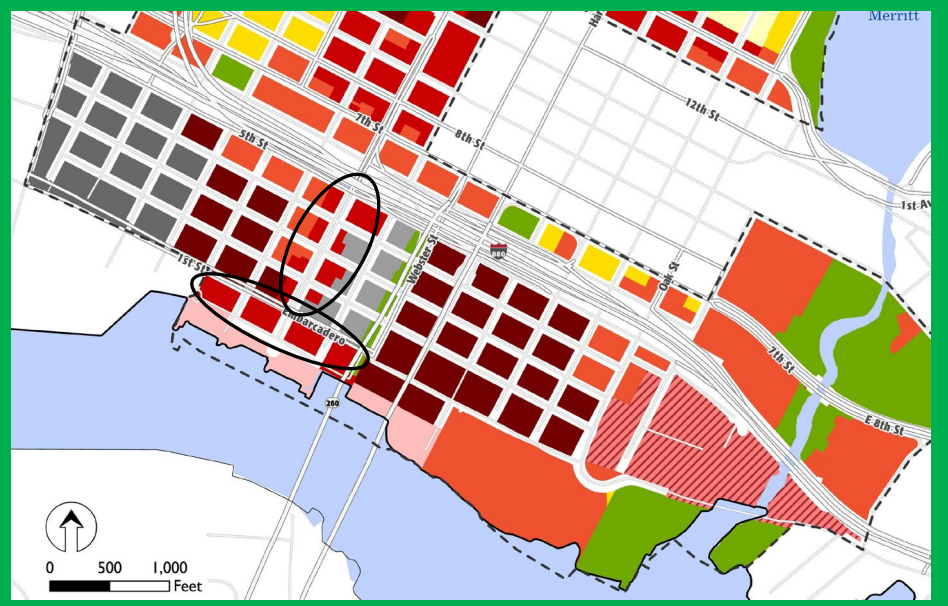
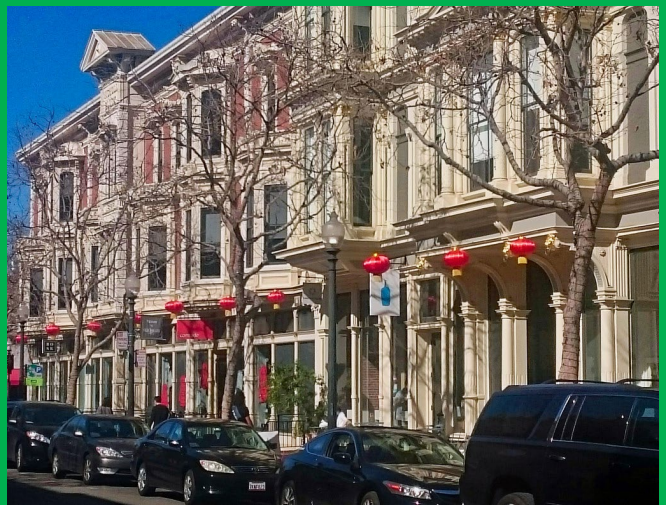




D-DT-P: Pedestrian Commercial Zone



- Pedestrian-oriented retail/consumer areas
- Similar to prior CBD-P zone, but more flexible ground floor activities

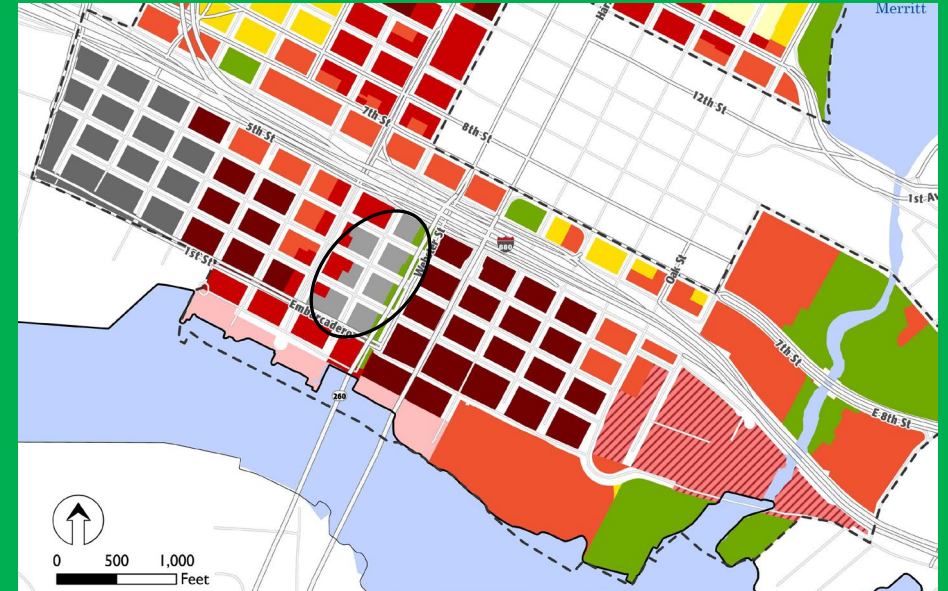




D-DT-PM: Produce Market Commercial Zone

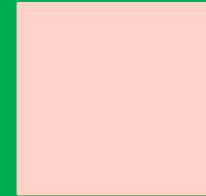


- Preserve and enhance Jack London's historic Produce Market District by restricting residential development.
- Wide range of retail and commercial and wholesale businesses
- Work/live in upper stories of existing buildings

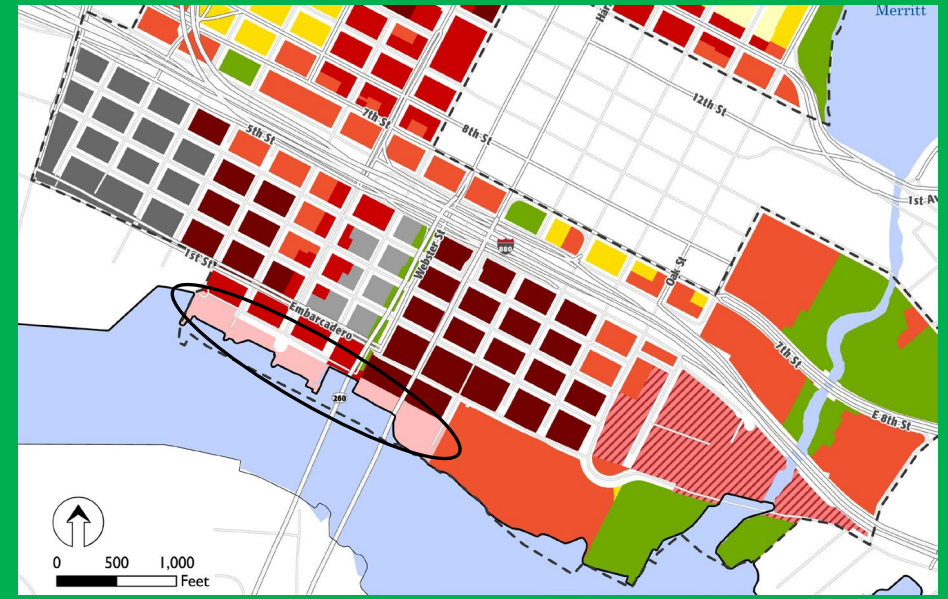




D-DT-P: Estuary Waterfront Commercial Zone

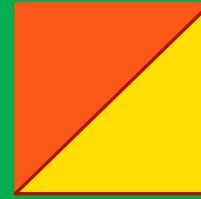


- Mix of marine, retail, artisan, and service businesses that connect the public to the Estuary waterfront

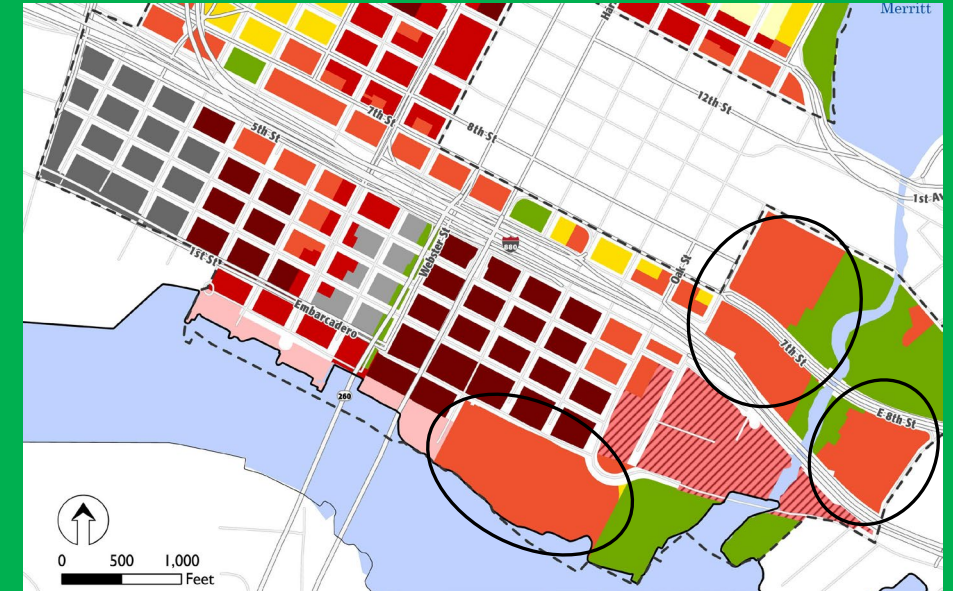




D-DT-CX/RX: Mixed Commercial and Residential Zones



- Wide range of residential, commercial, and service activities
- D-DT-CX Zone allows light manufacturing activities

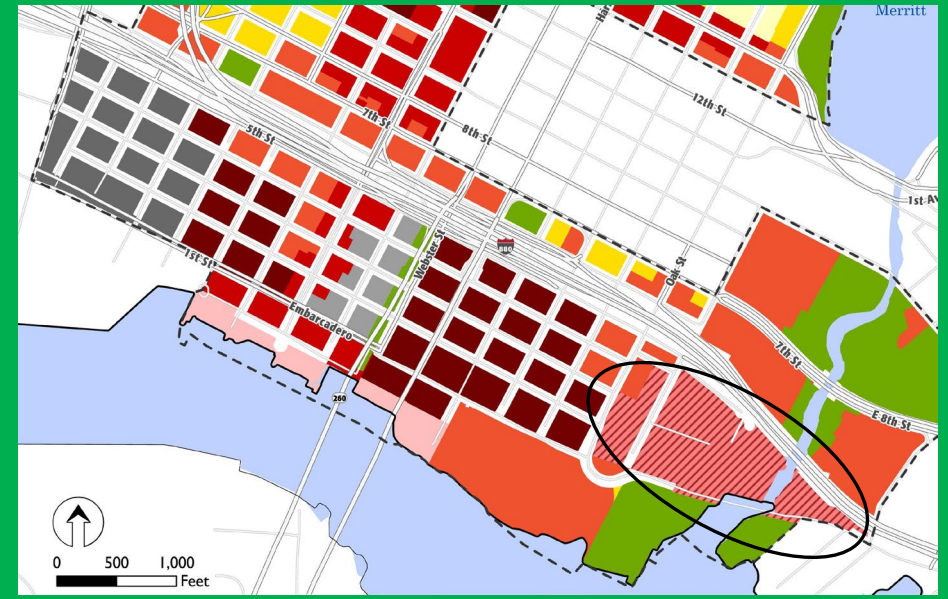




D-DT-PW: Planned Waterfront Commercial Zone



- Comprehensively planned public space, streets and residential and commercial developments
- Interacts with Estuary and Lake Merritt Channel waterfronts, connects to Brooklyn Basin, addresses Sea Level Rise (through overlay)





ZIP

JACK LONDON DISTRICT HIGHLIGHTS: LAND USES

Victory Court development

- Allows dense housing and commercial development (minimum 100')
- Reconnects 3rd Street
- Sea Level Rise requirements apply
- Requires PUD



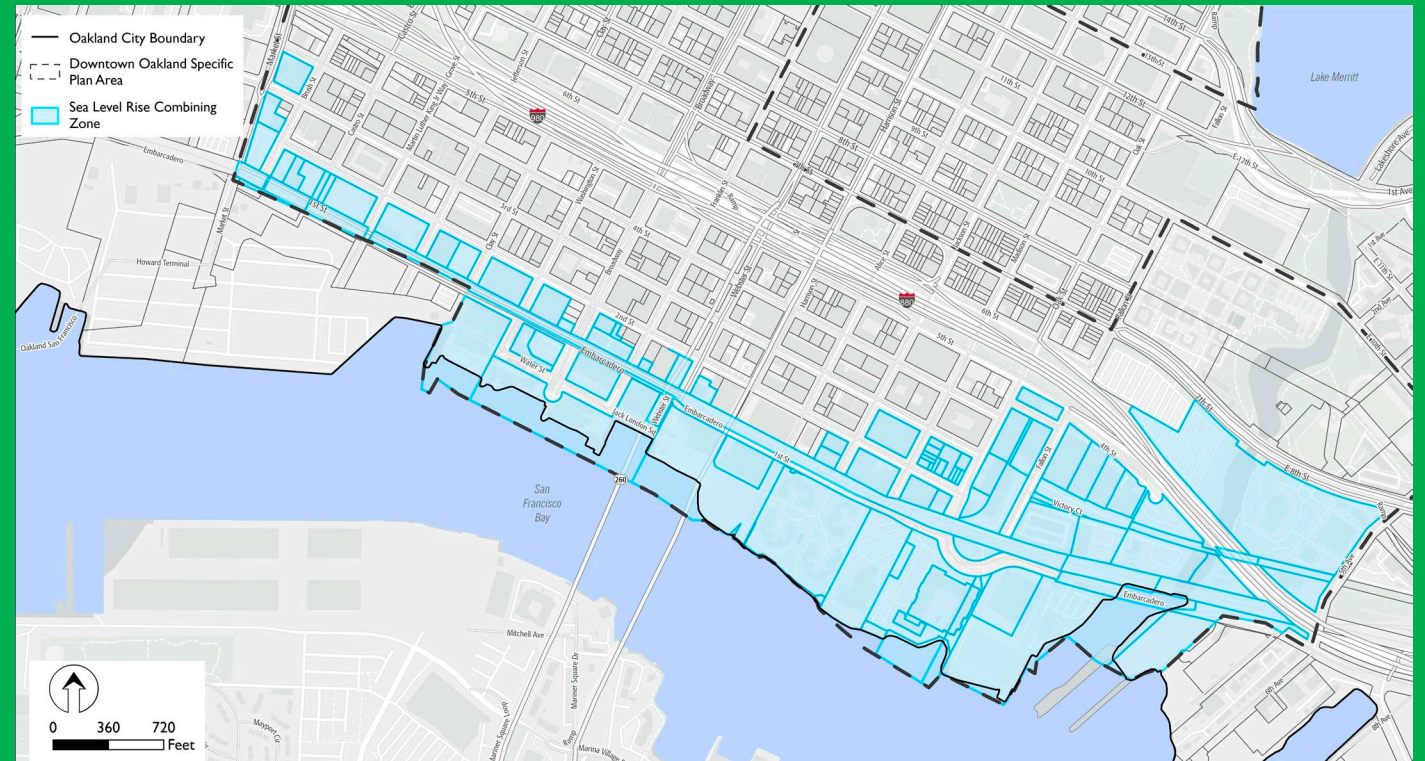


ZIP

JACK LONDON DISTRICT HIGHLIGHTS: SPECIAL DISTRICTS

Sea Level Rise Combining Zone/Victory Court PUD Requirement

- Intent
 - Ensure that new construction in vulnerable areas adapt to sea level rise
- Zoning Tools
 - Require Adaptation Plan for new construction
 - Require PUD and infrastructure upgrades in Victory Court
- Additional Work Anticipated
 - Citywide and regional policy to address Sea Level Rise





ZIP

JACK LONDON DISTRICT HIGHLIGHTS: SPECIAL DISTRICTS

Green Loop Frontage Regulations

• Intent

- Connect Lake Merritt, the Channel and the Estuary waterfront with safe, enjoyable transportation and recreational routes and businesses that thrive on foot traffic
- Connect West Oakland to Downtown and support the West Oakland Walk

• Zoning Tools

- Combining and Open Space zones
- Frontage requirements
- Landscaping requirements

• Additional Work Anticipated

- Improvements to bicycle and pedestrian network
- Improvements to green spaces along the Green Loop





ZIP

JACK LONDON DISTRICT HIGHLIGHTS: SPECIAL DISTRICTS

Lake Merritt Channel Frontage Regulations

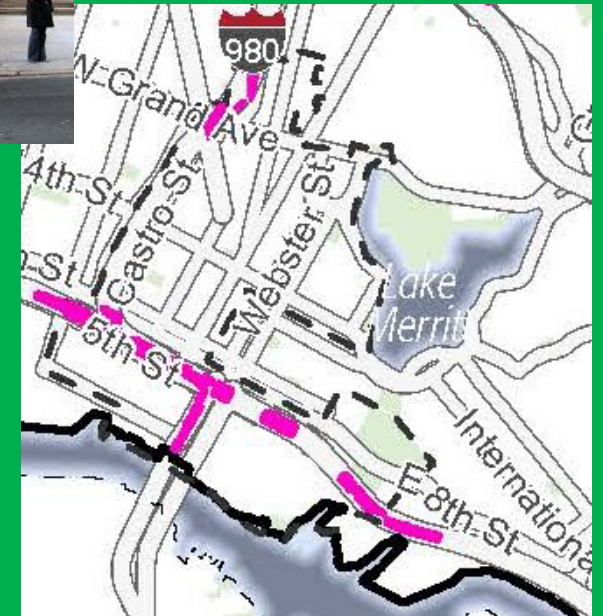
- Intent
 - Protect the Channel's natural resources from encroachment
 - Improve the pedestrian environment along the Channel
 - Integrate new development with the natural environment of the Channel
- Zoning Tools
 - Minimum 60' landscaped setback from channel for new construction
 - Landscaping for new development to integrate with the natural vegetation of the Lake Merritt Channel
 - Provide visual interest on facades facing the Channel
- Additional Work Anticipated
 - Improvements to the Channel
 - Development of bridge connection between Victory Court and Estuary Park (Measure DD)



JACK LONDON DISTRICT HIGHLIGHTS: SPECIAL DISTRICTS

I-880 Commercial Zones

- Intent
 - Maximize safety, appearance and community potential of areas beneath I-880
 - Decrease blight, including with lighting and art
- Zoning Tools
 - Allow landscaped parking and dispatch services, "pop-up" stores, recreation and other uses in Caltrans' Freeway Lease Areas
 - Curb and gutter improvements required for parking facilities
 - Storage prohibited due to blight concerns
- Additional Work Anticipated
 - DOT and Caltrans coordination on use approval process
 - DOT Underpass Improvement Toolkit & funding





ZIP

JACK LONDON DISTRICT HIGHLIGHTS: ZIP

Zoning Incentive Program (ZIP) for community benefits

- Developers provide community benefits in return for increased development intensity
- Benefit required is based on value created by the increase granted in development capacity

On-Site Benefits at 10% discount:

- Affordable housing (amount dependent on affordability level)
- Below market-rate (50%), ground floor commercial space
- Streetscape, open space and other culturally-relevant neighborhood improvements
- Public restrooms in building lobby

Optional Payment of In-Lieu Fee at higher cost:

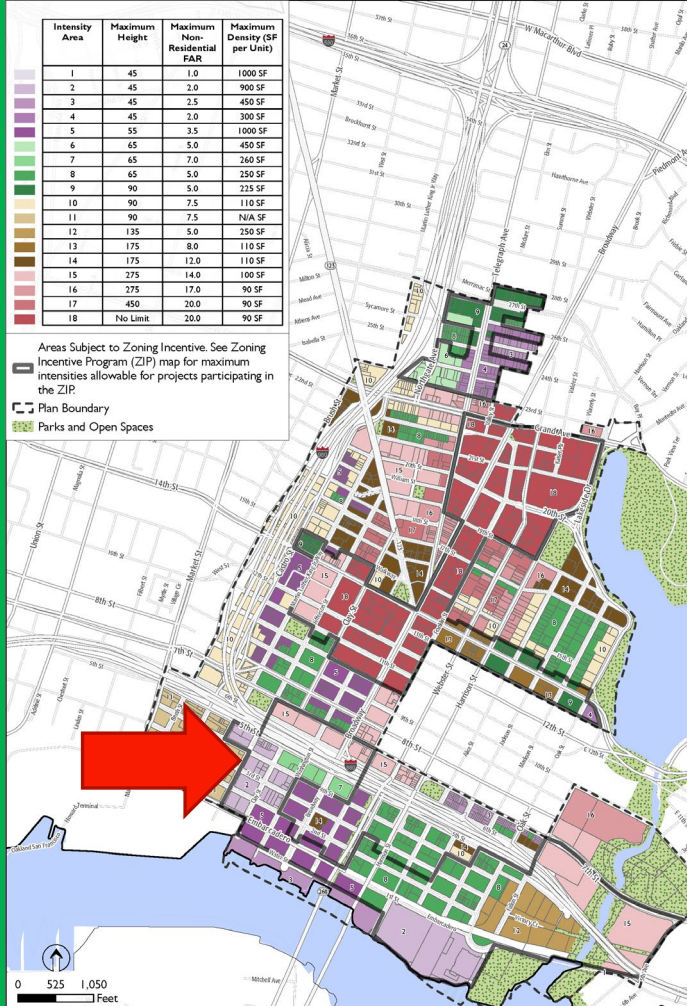
- City may use in-lieu fees for any benefit listed above
- In-lieu fees may also be used for job training and employment programs

ZONING INCENTIVE PROGRAM (ZIP)

Maximum Height and Intensity without Zoning Incentive Program (ZIP) Participation

Example (Base):

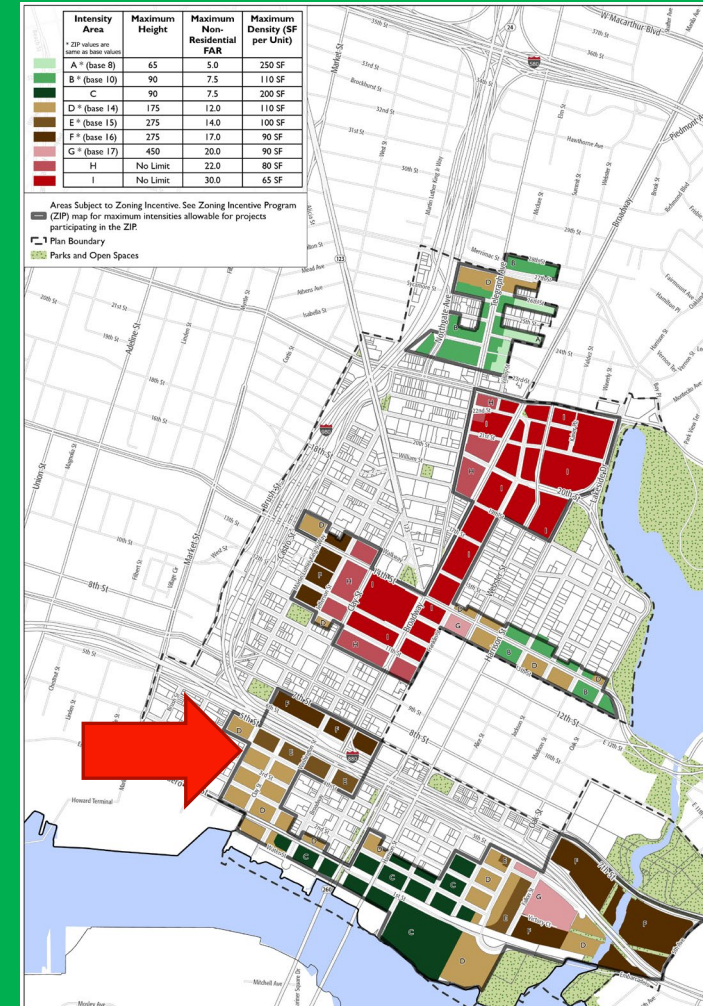
- Height: 45'
- Non-res FAR: 2.0
- Density: 900 SF



Maximum Height and Intensity if participating in the ZIP

Example (ZIP):

- Height: 175'
- Non-res FAR: 12.0
- Density: 110 SF





OVERVIEW

PROCESS TO DATE

■ Public Review Process

- Draft Plan (2019) informed Zoning Amendments
- Topic-Specific Public Meetings
 1. Land Use Activities and Zoning Map
 2. Special Districts
 3. Zoning Incentive Program & Development Standards
- Zoning Update Committee Hearings
- Landmarks Preservation Advisory Board Hearings
- Community Advisory Group (CAG) Meeting(s)
- Focused stakeholder meetings
- Surveys (online and chalkboard surveys)





NEXT STEPS

- Publish additional analysis & appendices for economic study
- Affordable housing/ZIP study session
- Online surveys
- Zoning Update Committee & Landmarks Preservation Advisory Board hearings
- Revise Draft Zoning Amendments



NEXT STEPS

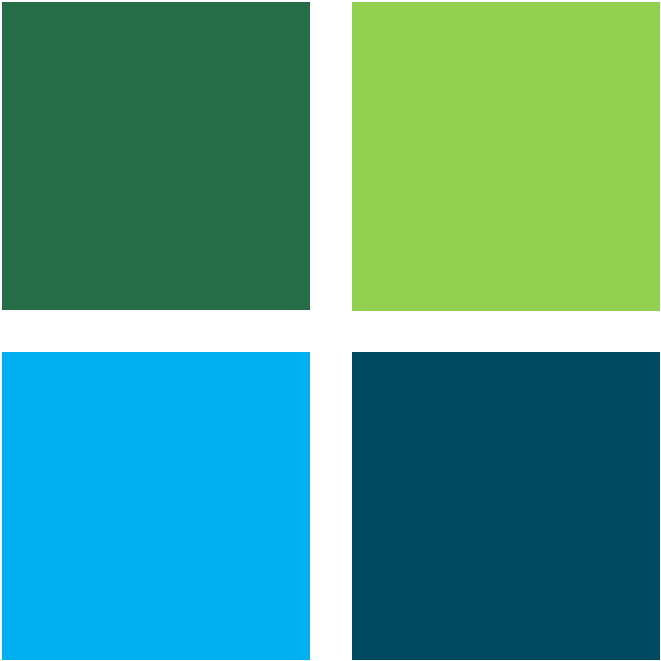
Demographic survey



NEXT STEPS

MORE INFORMATION & FEEDBACK

- More information:
 - [DOSP Website](#)
 - [DOSP Zoning Amendments Website](#)
 - Review a [summary of changes](#), [maps](#) & [text of amendments](#)
 - Read [Zoning Incentive Program \(ZIP\) economic report](#) and [comparison of housing outcomes for ZIP and State Density Bonus](#)
 - Watch [videos](#) about the DOSP and zoning
- Public Feedback Options
 - Comment on interactive draft ([Konveio](#))
 - [Survey](#)
 - Attend public hearings (sign up [here](#) to be notified of meetings)
 - Email PlanDowntownOakland@oaklandca.gov



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