

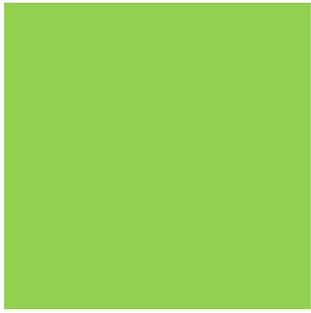
DOWNTOWN OAKLAND SPECIFIC PLAN ZONING

Introduction and Land Use Activities, May 11, 2022



City of Oakland





City of Oakland

DEPARTMENT OF PLANNING & BUILDING



City of Oakland

INTRO
10 MIN
6:00-6:10

WELCOME

PRESENTATION
20 MIN
6:10-6:25

PRESENTATION: ZONING & LAND USE
ACTIVITIES

QUESTIONS
15 MIN
6:30-6:45

Q & A

DISCUSSION
25 MIN
6:45-7:10

SMALL GROUP DISCUSSION

DISCUSSION
15 MIN
7:10-7:25

LARGE GROUP REPORT-BACK

NEXT STEPS
5 MIN
7:25-7:30

NEXT STEPS & FEEDBACK OPTIONS



City of Oakland

INTRO
10 MIN

PRESENTATION
20 MIN

QUESTIONS
15 MIN

DISCUSSION
25 MIN

DISCUSSION
15 MIN

NEXT STEPS
5 MIN

PRESENTATION: ZONING & LAND USE ACTIVITIES



INTRODUCTION

INTRODUCTION TO DOSP & ZONING

ZONING MAP

ZONING REGULATIONS

RESIDENTIAL

RESIDENTIAL ACTIVITIES

COMMERCIAL

COMMERCIAL ACTIVITIES

INDUSTRIAL

INDUSTRIAL ACTIVITIES

NEXT

NEXT TOPICS



INTRODUCTION

ZONING MAP

RESIDENTIAL

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NEXT

INTRODUCTION TO DOSP & ZONING



OVERVIEW

INTRODUCTION TO DOSP & ZONING

■ DOSP: A First for Downtown Oakland

1. Preliminary Draft
 - Public kick-off and ongoing public input
 - Groundbreaking equity analysis
 - Ongoing CAG, Board and Commission review
2. Public Review Draft
 - Community comment and revision
3. Environmental Impact Report (EIR) Development
 - Public Comment
 - Certification



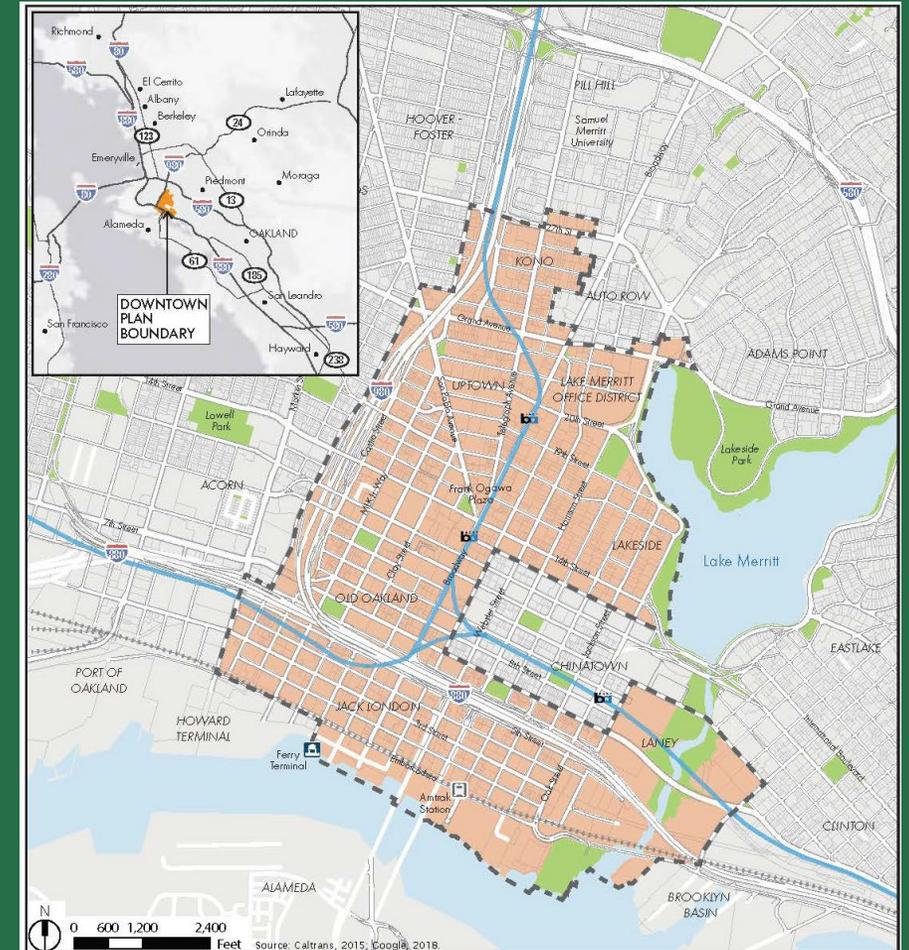


OVERVIEW

INTRODUCTION TO DOSP & ZONING

■ 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**



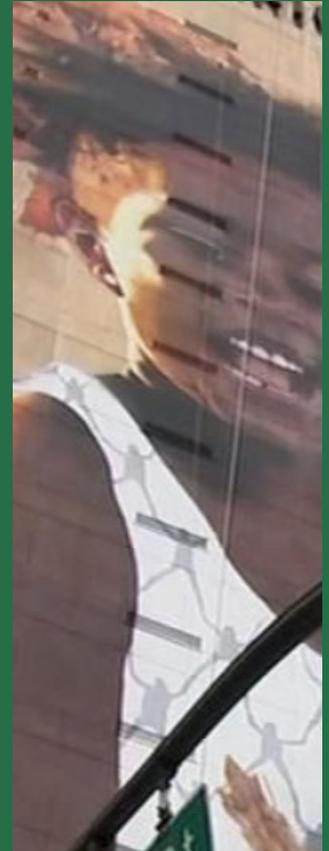


OVERVIEW

INTRODUCTION TO DOSP & ZONING

■ DOSP Objectives Guiding the Zoning Process:

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

INTRODUCTION TO DOSP & ZONING

DOSP Objective	Zoning Approach
Economic Opportunity	Flexibility in ground floor uses Arts & Culture overlay in BAMBD Office priority combining zone Preservation of industrial land Artisan production commercial activity Zoning Incentive Program
Housing & Homelessness	Increased residential density with community benefits, including affordable housing Allowing high-density residential in Victory Court (South Jack London Area) Permitting high-density efficiency units Zoning Incentive Program





OVERVIEW

INTRODUCTION TO DOSP & ZONING

DOSP Objective	Zoning Approach
<p>Mobility, Safety & Connectivity</p>	<p>Green Loop Freeway zones to improve pedestrian experience Infrastructure improvements primarily implemented by DOT Extension of streets into Victory Court</p>
<p>Culture Keeping</p>	<p>Arts & Culture overlay in BAMBD 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</p>
<p>Community Health & Sustainability</p>	<p>Sea Level Rise overlay zone Green Loop to encourage walking, biking, and use of green/recreational space Standards to protect Lake Merritt Channel for nature and recreation</p>
<p>Land Use & Urban Form</p>	<p>Revised design standards for towers, storefronts, Green Loop and other key frontages Industrial transition in Jack London area</p>

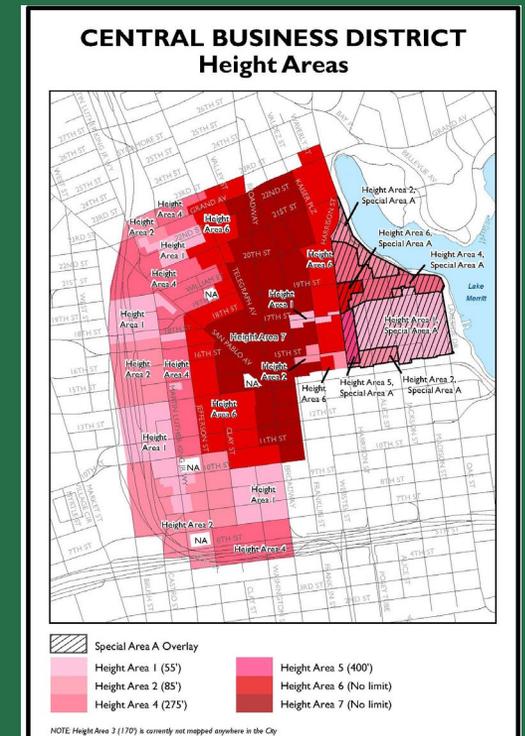
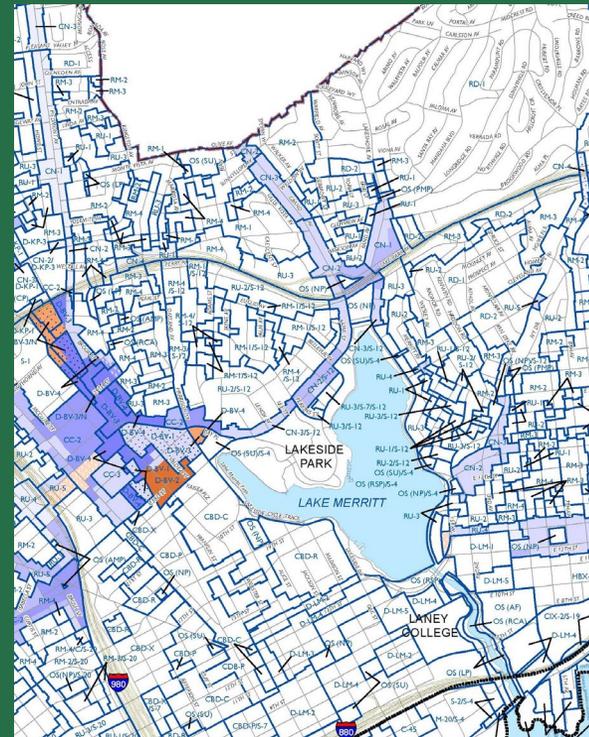


INTRODUCTION

INTRODUCTION TO DOSP & ZONING

Issues with Existing Downtown Zoning

- Does not implement the DOSP
- Zoning below 880 not consistent with the General Plan, Estuary Policy Plan, or the DOSP
- Some areas need more flexible ground floor requirements after pandemic
- Development capacity based on 2009 expectations
- Some tower design standards have proven inflexible
- Little focus on culture keeping, community benefits or equity





OVERVIEW

INTRODUCTION TO DOSP & ZONING

Component 1: Updated Land Use Activity Regulations (Meeting #1, tonight)

1. Revised Zoning Map
2. Revised base zones that match the goals of the DOSP and the Estuary Policy Plan
3. Updated Activities Table – amends the activities that are allowed by right



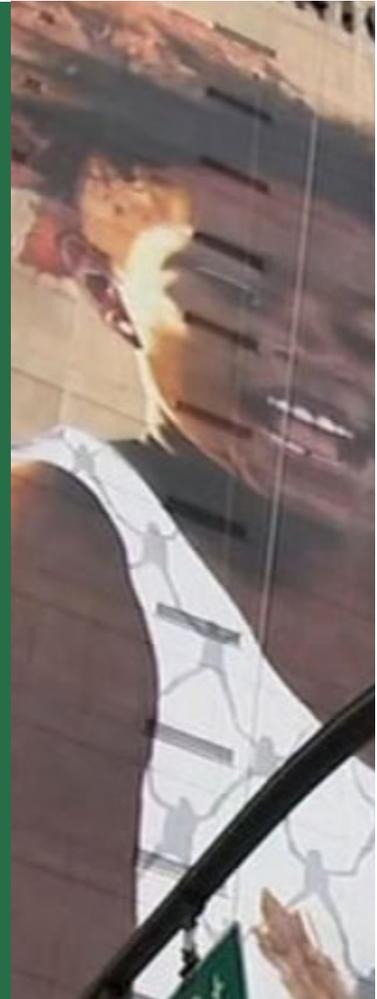


OVERVIEW

INTRODUCTION TO DOSP & ZONING

Component 2: New Special Districts (Mtg #2, May 16th)

1. Sea Level Rise Overlay
2. Arts & Culture Overlay (Black Arts Movement and Business District (BAMBD))
3. Office Priority Sites
4. Green Loop
5. Lake Merritt Channel
6. Freeway Zoning





OVERVIEW

INTRODUCTION TO DOSP & ZONING

Component 3: Property Development Standards, Height and Intensity Regs & Zoning Incentive Program (Mtg #3, Date TBD)

1. Revised building design standards
2. New height areas with increased height, residential density and nonresidential floor area ratio (FAR), if participating in the ZIP
3. Zoning Incentive Program (ZIP) to provide community benefits in return for increased development intensity
 - Affordable housing, below market-rate commercial space, streetscape and open space improvements, public restrooms, job training
 - Provided on-site, or fee paid to City to provide benefits off-site





INTRODUCTION

ZONING MAP

RESIDENTIAL

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NEXT

ZONES

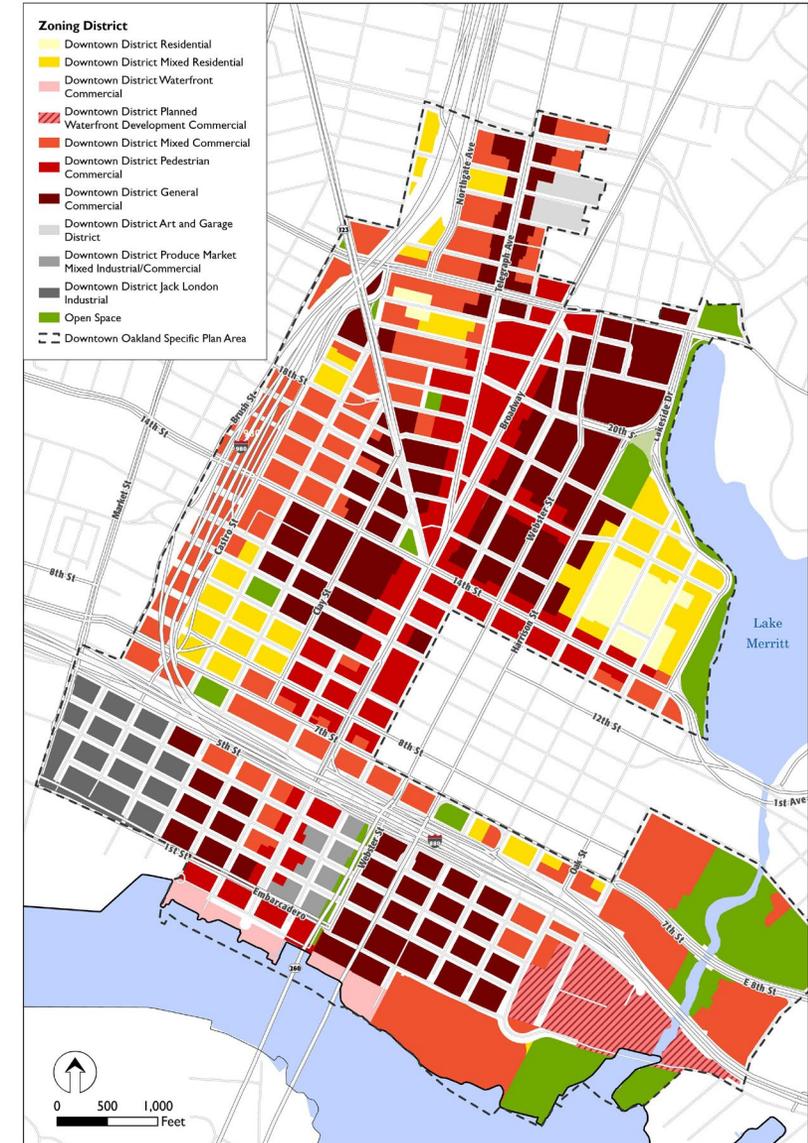


ZONING

ZONES

■ 10 Base Zoning Districts, intended to:

- Permit housing in more areas, including work/live at appropriate locations
- Facilitate active, pedestrian-oriented uses
- Preserve industrial activities near the Port
- Promote waterfront development activities
- Support new artisan and “maker” activities
- More flexible requirements for ground floor activities
- Protect the produce market and historic districts.



■ Place-Based Regulations

- Walkable corridors and nodes
- Jack London Subdistricts
- KONO/Arts + Garage District area
- Jack London Districts

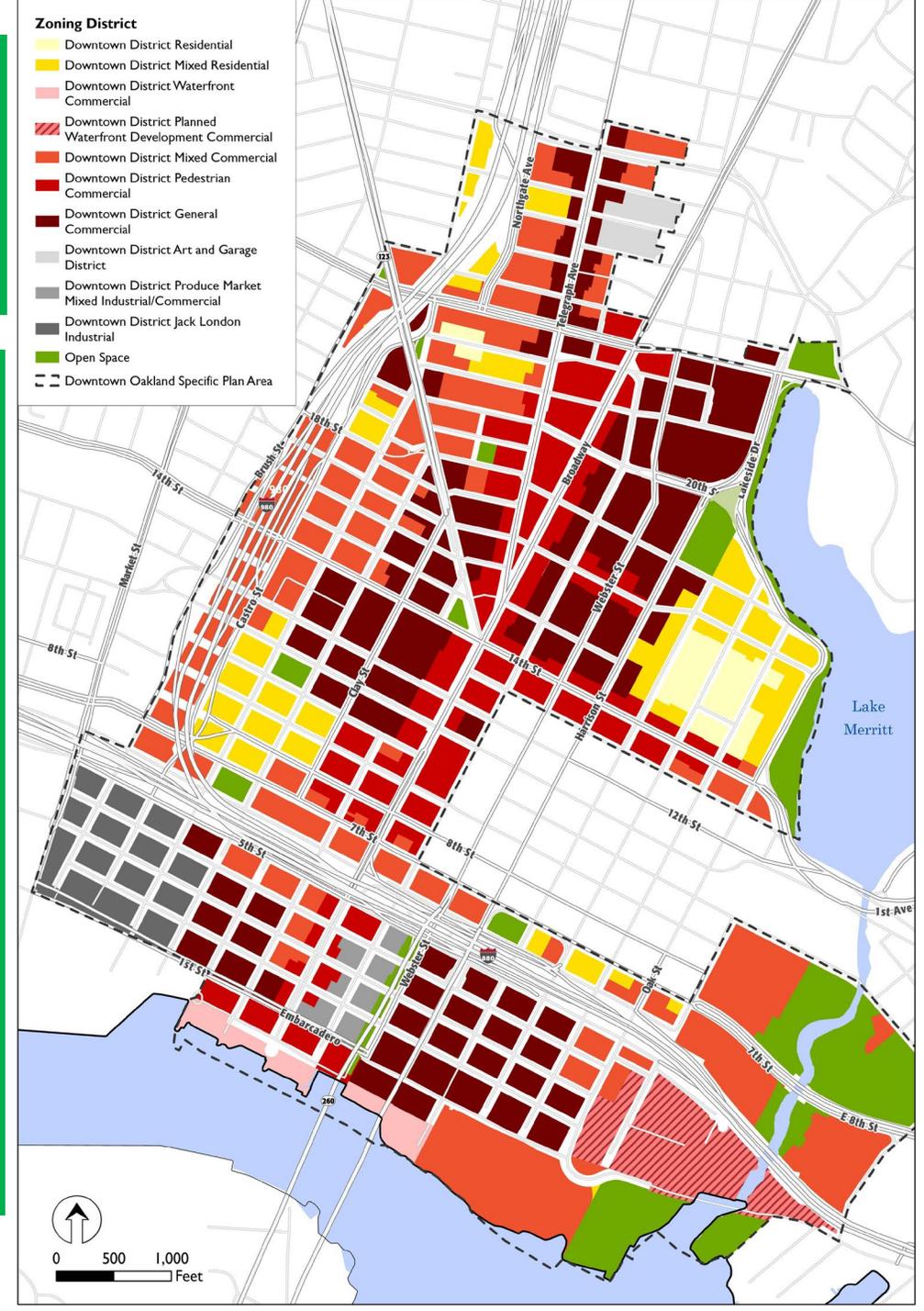




D-DT-P: Pedestrian Commercial Zone



- 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

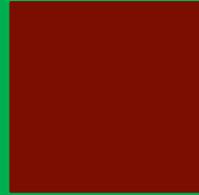


- Pedestrian-oriented retail/consumer areas
- Similar to prior CBD-P zone, but more flexible ground floor activities





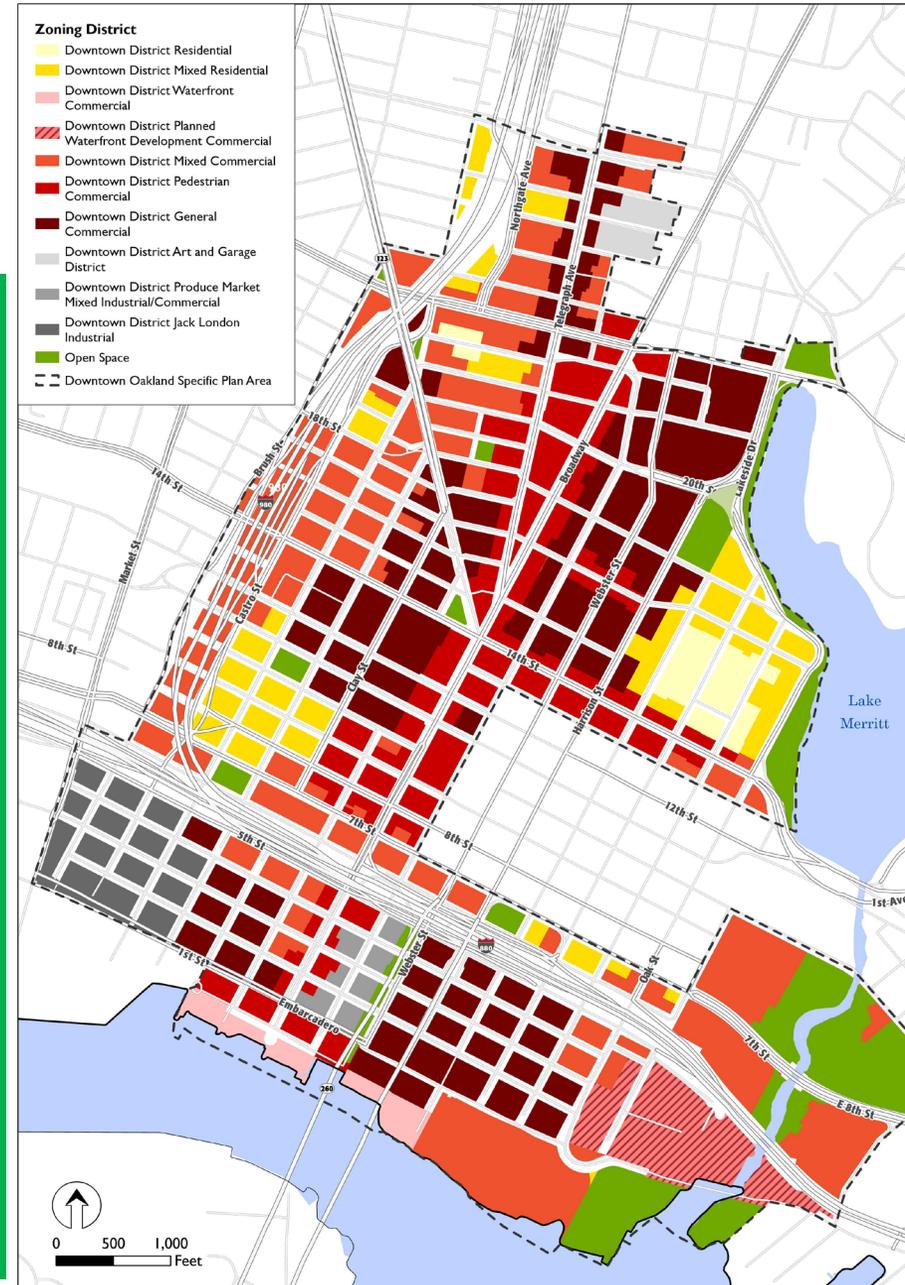
D-DT-C: General Commercial Zone



- 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



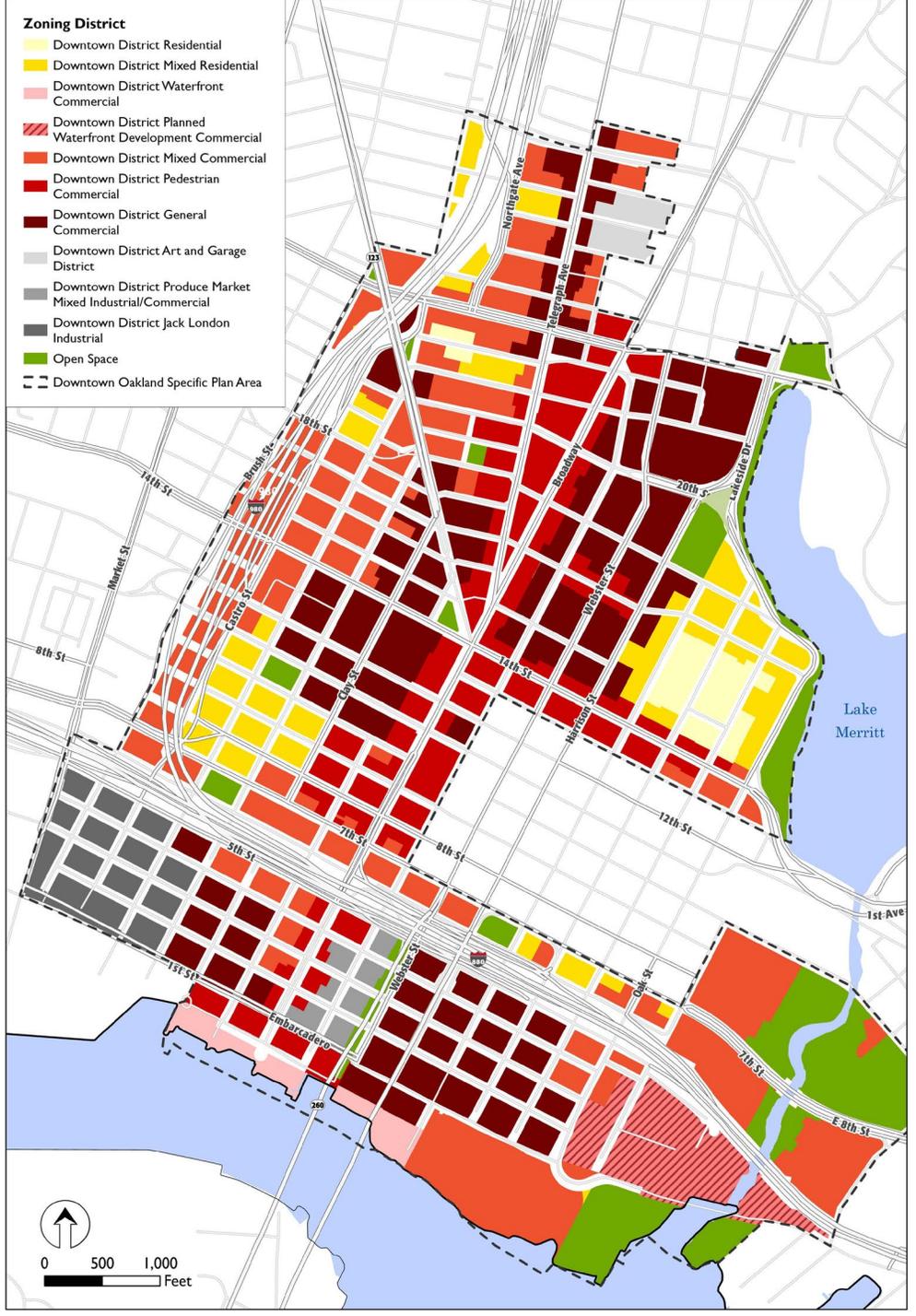


D-DT-CX/RX: Mixed Commercial and Residential Zones



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

- 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
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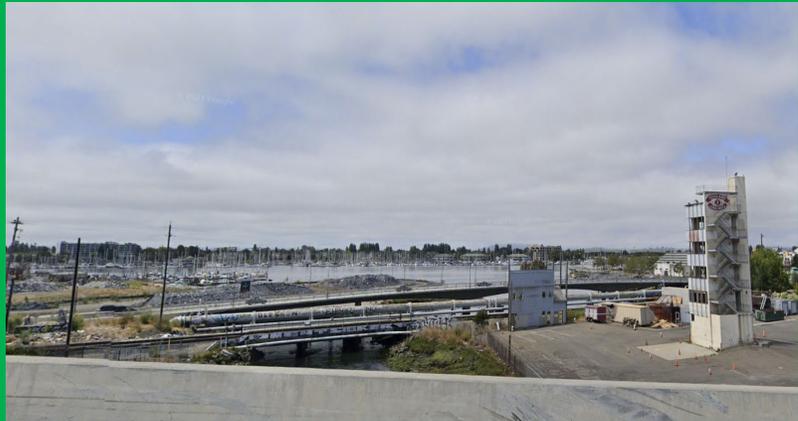


City of Oakland

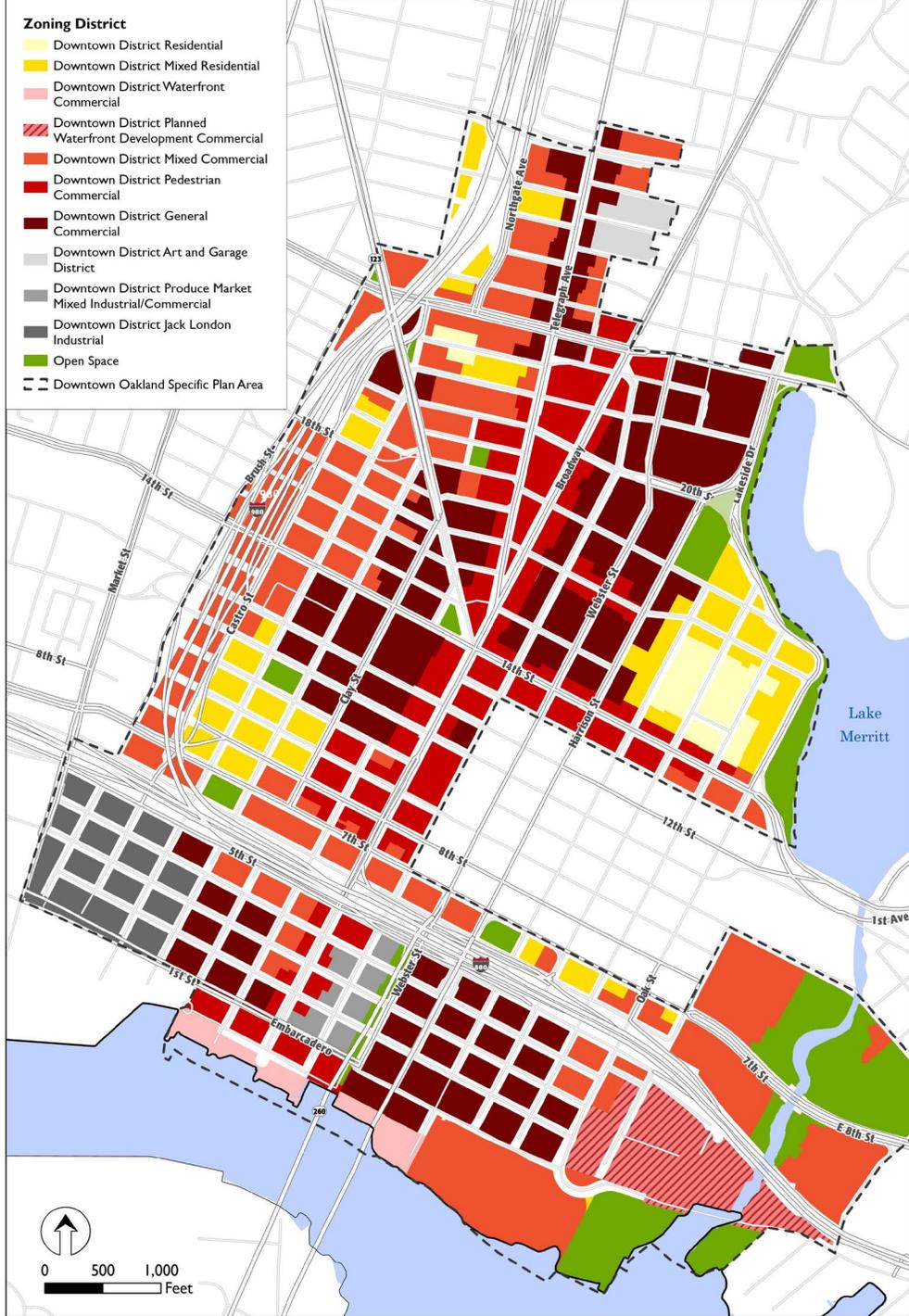
D-DT-PW: Planned Waterfront Commercial Zone



- 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)



- 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



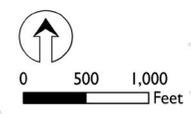
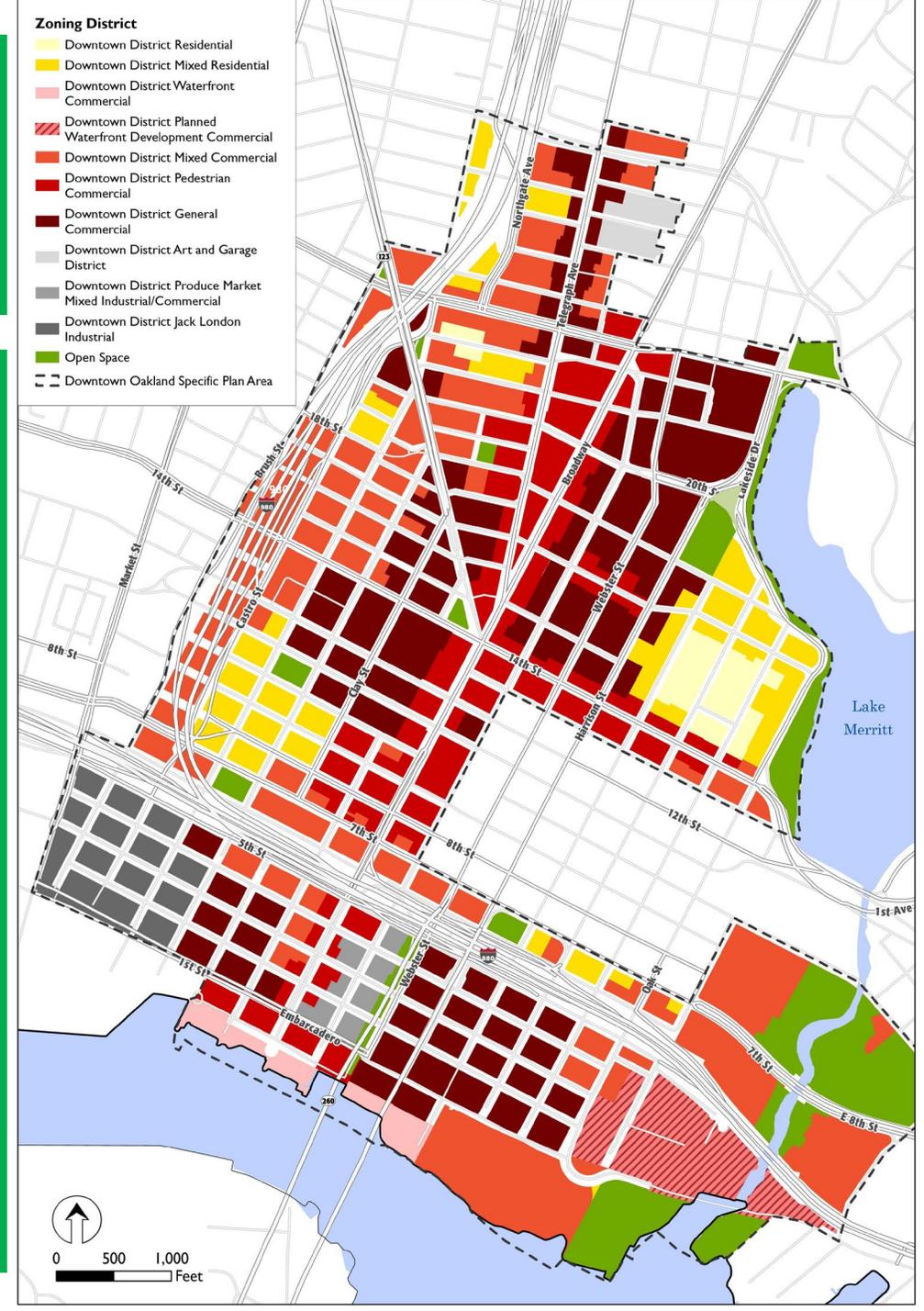


D-DT-AG: Art & Garage Commercial Zone

- KONO Art + Garage District
- Encourages service and artisan activities; provide adaptable space for artisans and craftspeople
- Residential not permitted



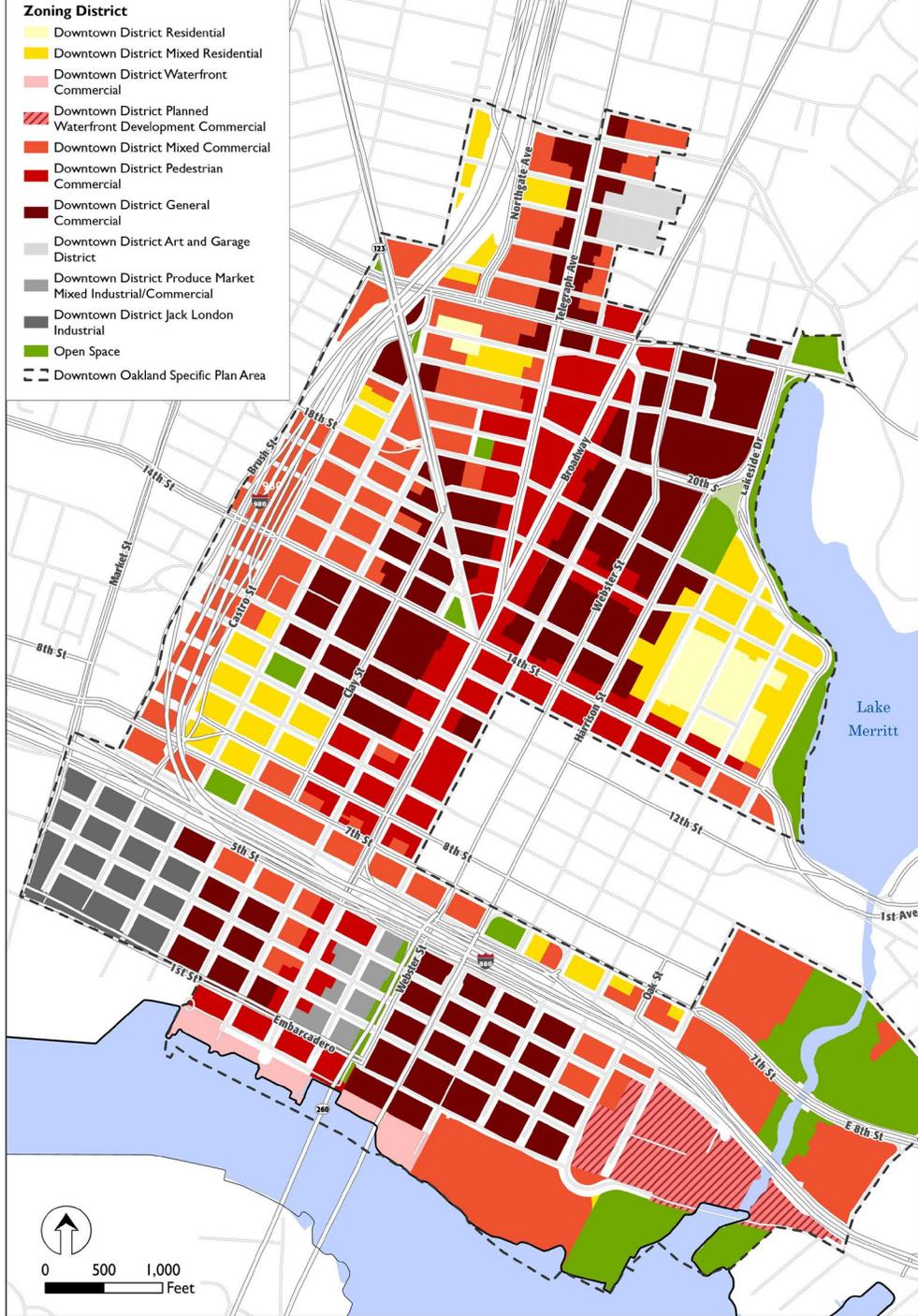
- Zoning District**
- Yellow: Downtown District Residential
 - Light Yellow: Downtown District Mixed Residential
 - Pink: Downtown District Waterfront Commercial
 - Red with diagonal lines: Downtown District Planned Waterfront Development Commercial
 - Orange: Downtown District Mixed Commercial
 - Dark Red: Downtown District Pedestrian Commercial
 - Dark Red with diagonal lines: Downtown District General Commercial
 - Light Gray: Downtown District Art and Garage District
 - Dark Gray: Downtown District Produce Market Mixed Industrial/Commercial
 - Medium Gray: Downtown District Jack London Industrial
 - Green: Open Space
 - Dashed line: Downtown Oakland Specific Plan Area





D-DT-PM: Produce Market Commercial Zone

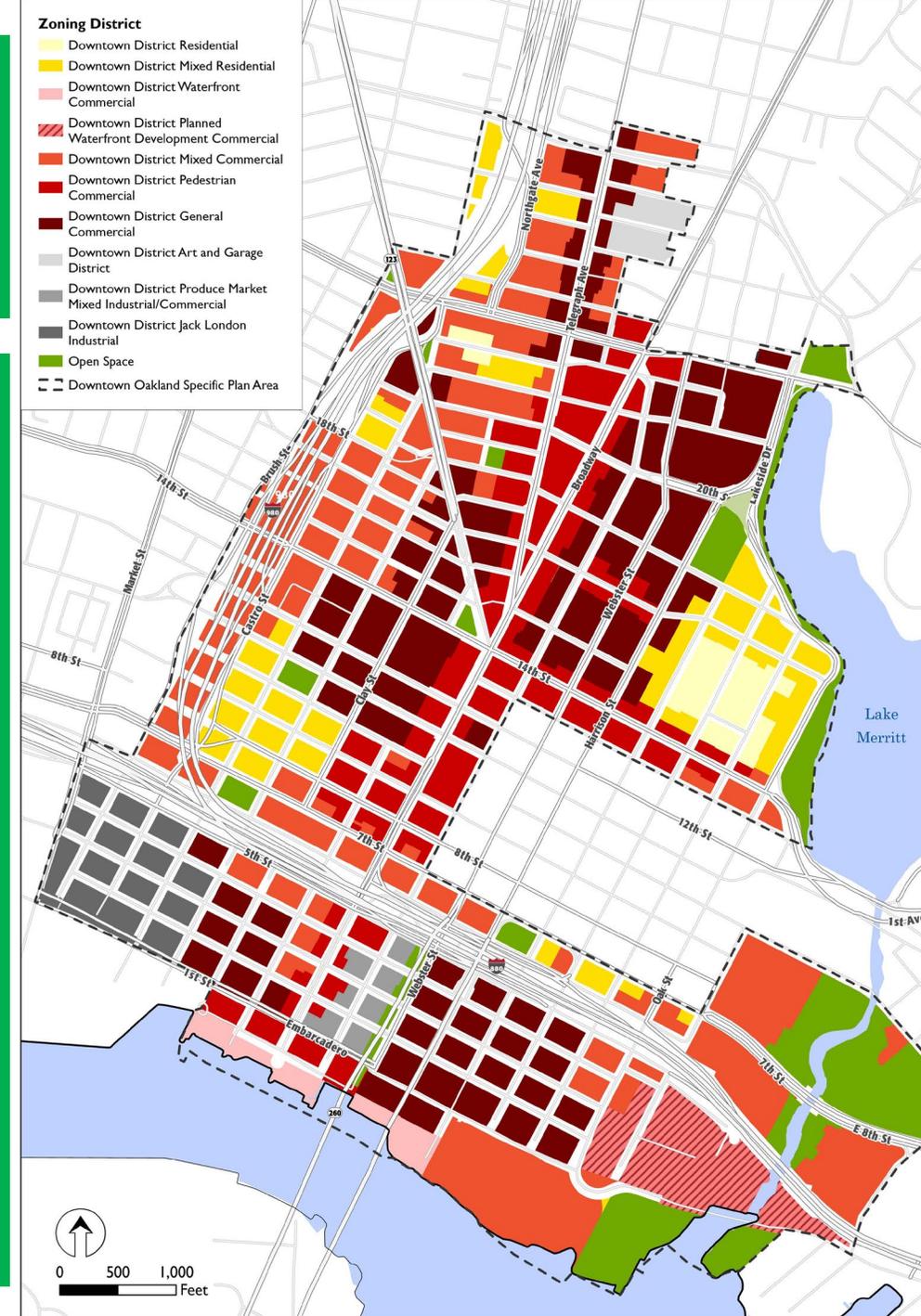
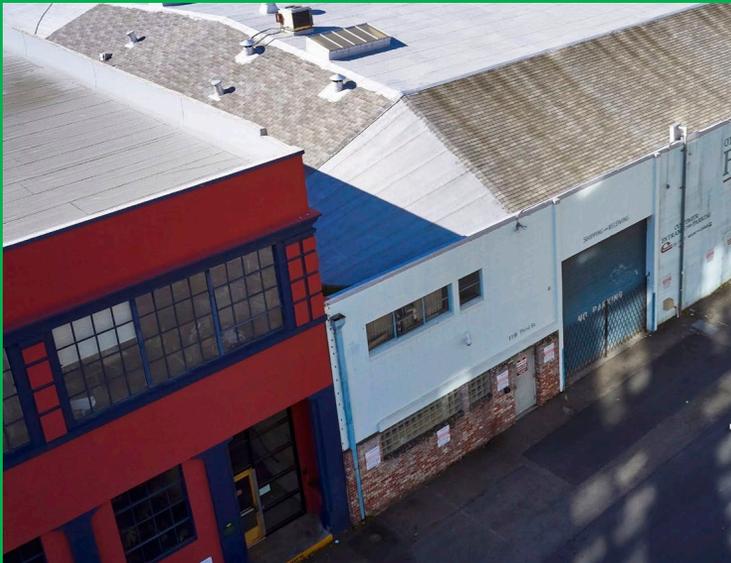
- Preserve and enhance Jack London's historic Produce Market District by restricting residential development.
- Wide range of retail and commercial and wholesale businesses
- Work/live in upper stories of existing buildings





D-DT-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





OVERVIEW

ALLOWED ACTIVITIES

■ Activities Table

- P Permitted
- C Conditionally Permitted
- Prohibited

Many activities have additional regulations or “limitations”

Activity	DT-P (Pedestrian)	DT-R (Residential)	DT-JLI (Jack London Industrial)
RESIDENTIAL			
Permanent Residential	P	P	–
COMMERCIAL			
Group Assembly Commercial	C	C	C
Artisan Production	P	P	P
Administrative	P	P	–
INDUSTRIAL			
Custom Manufacturing	C	–	C



INTRODUCTION

ZONING MAP

RESIDENTIAL

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RESIDENTIAL ACTIVITIES



RESIDENTIAL

RESIDENTIAL ACTIVITIES

By-Right Housing Expanded

- Dense Planned Waterfront Development Commercial Zone (Victory Court)
- Greater housing density encouraged through Zoning Incentive Program



RESIDENTIAL

RESIDENTIAL ACTIVITIES

New Housing Opportunities

- High-Density Efficiency Units
 - 400 sf or less
 - Affordable, accessible
- Work/Live Units
 - Support artisans and small-scale manufacturers
 - New regulations/design standards





RESIDENTIAL

RESIDENTIAL ACTIVITIES

Housing Not Permitted in Two Commercial Districts (Except in Existing Residential Buildings)

- D-DT-AG Art and Garage Commercial Zone
 - Support artists and small-scale manufacturers
- D-DT-PM Produce Market Commercial
 - Protects the Produce Market



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COMMERCIAL ACTIVITIES



COMMERCIAL

COMMERCIAL ACTIVITIES

Pedestrian Zone Activation

- New D-DT-P Pedestrian Commercial Zone
 - Encouraging restaurants, retail, customer-oriented services
 - Flexibility for medical services, yoga studios, gyms, offices, etc. – now allowed in 25% of blocks





COMMERCIAL

COMMERCIAL ACTIVITIES

New Commercial Activities

■ Artisan Production

- Define and support creation and sale of artisan products, including:
 - Painting/drawing/photography
 - Jewelry making
 - Custom framing/furniture
 - Fashion design, sewing, and textiles fabrication
- Permitted by right in new D-DT zones

■ Boat and Marine-Related Sales, Rental, Repair and Servicing

- Support traditional marina-based trades and commerce
- D-DT-CX Mixed Commercial
- D-DT-CPW Planned Waterfront Development Commercial
- D-DT-CW Estuary Waterfront Commercial
- D-DT-JLI Jack London Industrial



COMMERCIAL

COMMERCIAL ACTIVITIES

Other Commercial Zoning Regulations

- Office Priority (in overlay)
- Arts & Culture Combining Zone
- Group Assembly: relaxed rules to permit entertainment and performance venues



INTRODUCTION

ZONING MAP

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INDUSTRIAL ACTIVITIES



INDUSTRIAL

INDUSTRIAL ACTIVITIES

- D-DT-LI Jack London Industrial District
 - Transitions from West Oakland 3rd Street Industrial District
 - Non-hazardous, low-impact, indoor uses conditionally permitted
 - No salvage or freight activities allowed
 - Residential uses not allowed
- Industrial activities in select commercial districts
 - Custom Manufacturing
 - Light manufacturing
 - Research and Development
 - General Warehousing



INTRODUCTION

ZONING MAP

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NEXT TOPICS



CURRENT WORK

NEXT TOPICS

■ Meeting #2 (May 16th)

- Special Districts:
 - Sea Level Rise Overlay
 - Arts & Culture Overlay (Black Arts Movement and Business District (BAMBD))
 - Office Priority Sites
 - Green Loop
 - Lake Merritt Channel
 - Freeway Zoning

■ Meeting #3 (Date TBD)

- Property Development Standards
- Height and Intensity Regulations
- Zoning Incentive Program



City of Oakland

INTRO
10 MIN

PRESENTATION
20 MIN

QUESTIONS
15 MIN

DISCUSSION
25 MIN

DISCUSSION
15 MIN

NEXT STEPS
5 MIN

Q & A



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5 MIN

SMALL GROUP DISCUSSION



SMALL GROUP DISCUSSION

Questions for Discussion

1. Would you change any designations on the Zoning Map?
2. Are there activities that you think should be permitted or disallowed in specific areas or zones? To what end?
3. Are there any other ideas on how zoning tools could be used to implement the DOSP goals?



City of Oakland

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LARGE GROUP REPORT-BACK



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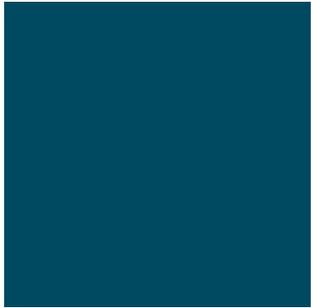
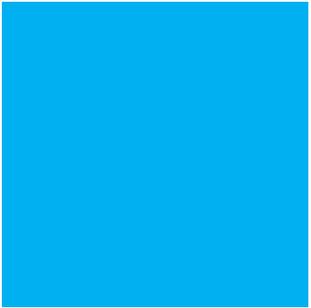
NEXT STEPS & FEEDBACK OPTIONS



NEXT STEPS

NEXT STEPS & FEEDBACK OPTIONS

- More information:
 - Website: bit.ly/OakDOSP
 - Review a [summary of changes](#), [maps](#) & [text of amendments](#)
 - Watch [videos](#) about the DOSP and zoning
- Feedback Options
 - Comment on interactive draft ([Konveio](#))
 - Survey (to be sent to mailing list – sign up [here](#))
 - Email PlanDowntownOakland@oaklandca.gov
 - Attend upcoming meetings



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