

# Oakland 2045 Housing Element: Workshop #4

Draft Housing  
Element Review

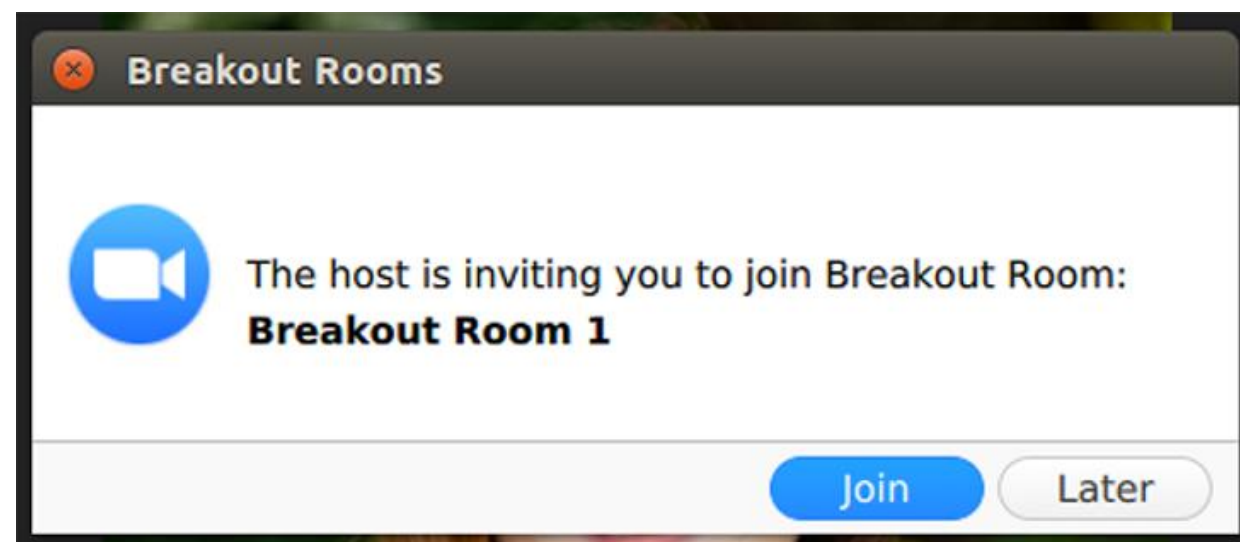


OAKLAND2045  
GENERAL PLAN

9 June 2022

# ZOOM PROTOCOL

1. Please be respectful. There will be zero tolerance for inappropriate behavior or language
  2. Please mute yourself if you are not actively speaking
  3. Discussion will be in breakout rooms. Look for the invite to move to your room. If there are any problems, you can “Ask For Help” by clicking on the button at the bottom of your screen
- La traducción en español está disponible en una sala de grupos. Por favor “levante la mano” (marque \*9 por teléfono.)
  - 翻译将在分组讨论室进行。如果需要翻译，请举手。如果您正在使用电话，请按 \*9



If on phone:  
\*6 to unmute  
\*9 to raise hand

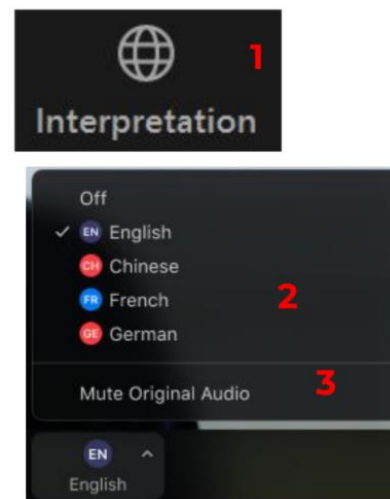
# INTERPRETATION

1. In your meeting/webinar controls, click Interpretation.
2. Select the language that you would like to hear: English.

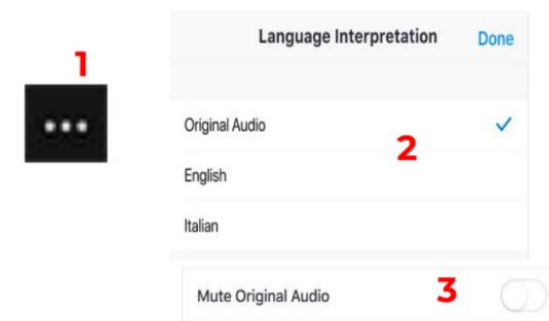
1. En los controles de la reunión o el seminario web, haga clic en Interpretación.
2. Haga clic en el idioma que desee escuchar: español (Spanish).
3. (Opcional) Para escuchar solo el idioma interpretado, haga clic en Silenciar audio original.

1. 在會議/網路研討會控制項中,按一下口譯。
2. 按一下您想要聽的語言:中文 (Chinese)。
3. (非必要步驟) 若只想聽口譯內容, 請按一下關閉原始音頻。

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# Agenda

- Housing Element Context and Timeline
- Community Engagement- What We Heard
- Draft Housing Element Orientation
  - Why it Matters
  - Affirmatively Furthering Fair Housing
  - Housing Sites
  - Housing Action Plan
- Q&A
- Small Group Discussions
- Report back
- Next steps





# Objectives

- **Orientation/Education.**
  - Describe Housing Element timeline and feedback process
  - Root issues in community engagement summary
  - Orient community to Draft Housing Element components
  - Provide overview of what's new
- **Feedback.**
  - Seek input/feedback on Housing Element methodology and approach
  - Identify any concerns or gaps



# Housing Resources



OAKLAND 2045  
GENERAL PLAN

## Housing Resources for Oakland and Alameda County

### IMMEDIATE SHELTER AND HOMELESS PREVENTION SERVICES

- Call **211** or refer to a [Housing Resource Center](#)

### LEGAL SERVICES FOR LOW INCOME TENANTS

#### Centro Legal de la Raza

- [www.centrolegal.org](http://www.centrolegal.org)
- (510) 437-1554

#### Eviction Defense Center

- [www.evictiondefensecenteroakland.org](http://www.evictiondefensecenteroakland.org)
- (510) 452-4541

#### Bay Area Legal Aid

- [www.baylegal.org](http://www.baylegal.org)
- 1-800-551-5554

#### East Bay Community Law Center (for Berkeley residents)

- [www.ebclc.org](http://www.ebclc.org)
- (510) 548-4040

### FOOD ASSISTANCE

#### Alameda County Food Bank

- Call 1-(510) 635-3663, or visit [FoodNow.net](http://FoodNow.net)
- [Food Access Resources in Alameda County \(PDF\)](#)

### COVID/MEDICAL ASSISTANCE

#### Asian Health Services

- COVID Testing Appointment: (510) 735-3222
- Chenming & Margaret Hu Medical Center (In Chinatown): (510) 986-6800
- Frank Kiang Medical Center (near Lake Merritt/ Clinton): (510) 735-3888
- Rolland & Kathryn Lowe Medical Center (In Chinatown): (510) 318-5800

#### COVID-19

- [Alameda County Social Services Agency \(SSA\) COVID-19 information and resources](#)
- [CA Notify](#): Receive COVID-19 exposure alerts directly to your smartphone

# Draft Housing Element Availability

<https://bit.ly/oakhome2023>



## 2023 - 2031 Housing Element Update

The Housing Element is part of Oakland's General Plan that serves as a blueprint for housing the City's residents, at all economic levels including low income and households with special needs.

[Draft 2023-2031 Housing Element for Public Review](#)

[Download the Draft Housing Element](#)

[What is the Housing Element?](#)

[Housing Resources](#)

[Housing Element Project Schedule](#)

[Key Dates](#)

[2015-2023 Housing Element](#)

[Oakland 2045 General Plan](#)

## Draft 2023-2031 Housing Element for Public Review

The [draft General Plan Housing Element](#) outlines the strategies and policies the City will implement over the next eight years in order to meet Oakland's housing needs. The Housing Element was last updated in 2015 and is now being updated with public input to reflect the recent housing opportunities, challenges, and approaches that have emerged in the Oakland community, as well as to comply with new state laws.

**Note:** This is a preliminary draft document that has not been adopted by the City of Oakland or approved by any City department. This draft has not gone through graphic design or formatting. The purpose of this draft is to solicit public input prior to transmission to the State Department of Housing and Community Development.

### How to Provide Feedback

- Submit comments and questions by email to [generalplan@oaklandca.gov](mailto:generalplan@oaklandca.gov).
- Visit our interactive Konveio page to read, post comments, and submit questions on the Draft Housing Element and Appendices. The links below will open in a separate tab.
  - [View the Draft Housing Element](#)
  - [View Appendices A - F](#)
  - [View Appendices G - I](#)

# OVERVIEW



# Housing Element Background



- City's blueprint for housing Oaklanders, at all economic levels including low income and households with special needs.
- Subject to state approval and covers 8 years (2023-2031)
- Must meet the City's projected need (known as Regional Housing Needs Assessment)
- Allows the City access to **grant opportunities** that will benefit housing



Adequate sites

+



Strategies and Actions

# Housing Element Requirements

## 1. Housing Element Requirements

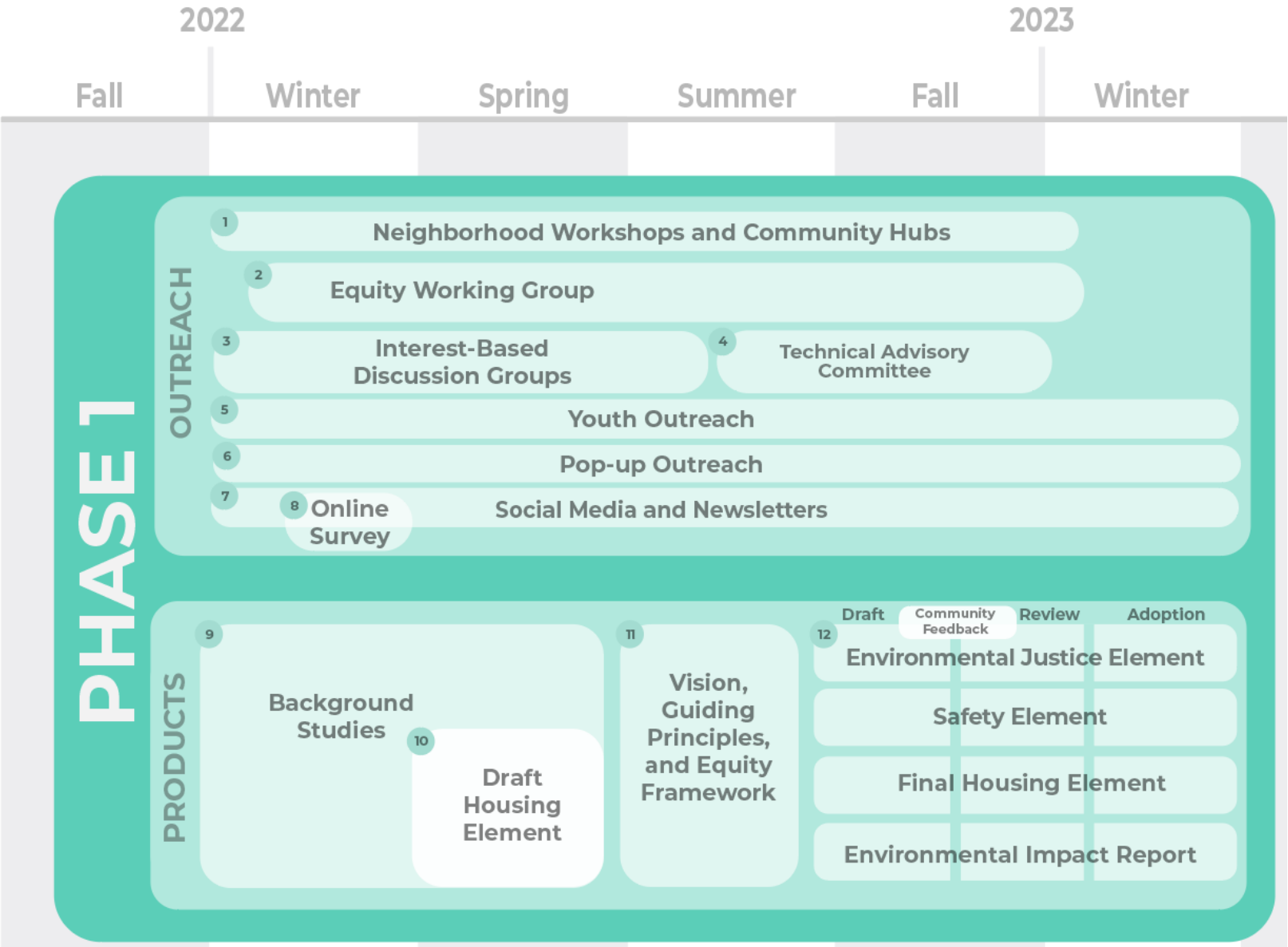
- AB 686 (Affirmatively Further Fair Housing) - Facilitate **deliberate action** to **explicitly address, combat, and relieve disparities** resulting from past patterns of segregation to foster more inclusive communities
- AB 215 - Public review for 30 days before sending to State HCD for review

## 2. Required Components

- Community Engagement
- Assessment of Fair Housing
- Sites Analysis
- Evaluation of Past Performance
- Constraints Analysis
- Priorities, Goals and Actions

## 3. Penalties for Noncompliance

# General Plan Update Phase 1



# OAKLAND 2045

## Housing Element Timeline



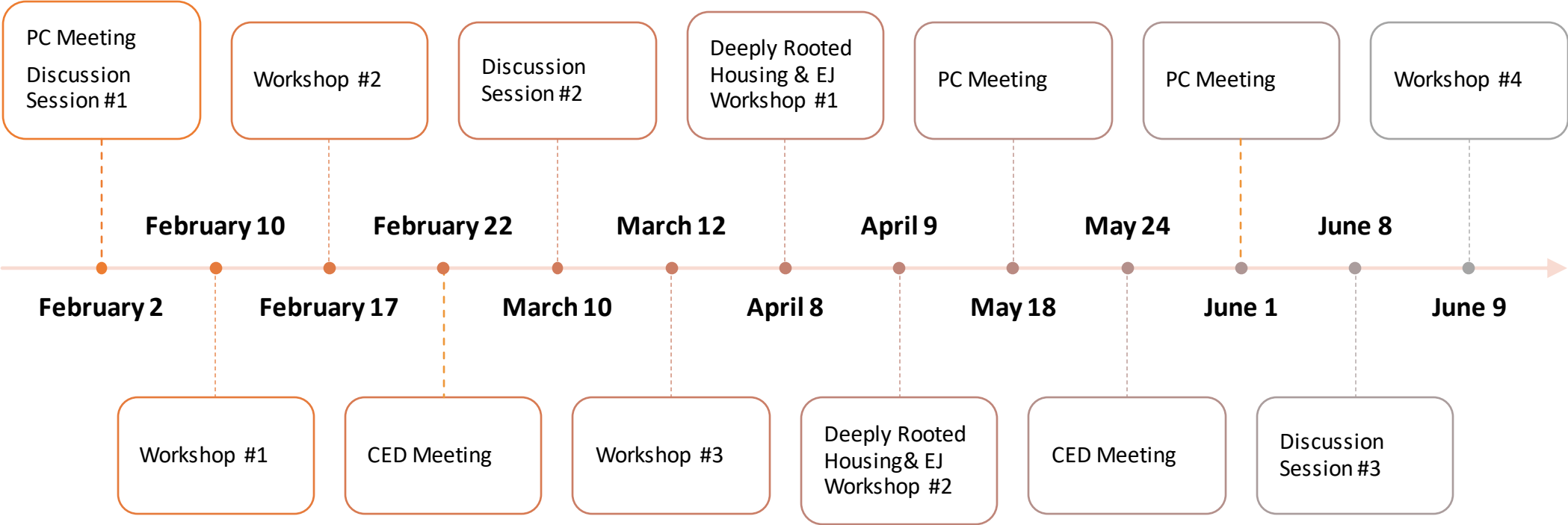


# Community Engagement Events



**Left to Right:** Community Healing (Black Arts Movement Business District, Community Development Corporation), Hoover Elementary, Fruitvale (Just Cities), Akoma (EastSide Arts Alliance) Asian Pacific New Year Pt 2 (Oakland Asian Cultural Center), Open House at East Oakland Senior Center

# Public Outreach – Housing Element



Cultural hub and pop-up events (November 2021-Present)  
Neighborhood community group presentations (April 2022-Present)  
Other presentations, as requested (Ongoing)

# What We Heard: Key Issues



## Protect Oakland Residents from Displacement & Prevent Homelessness

- Families losing homes during foreclosure & predatory loan crisis
- Black residents and culture pushed out
- Evictions happen too often



## Preserve & Improve Existing Housing Stock

- Landlords do not maintain properties adequately
- Overcrowding
- Mold, lead, water leaks, poor ventilation



## Expand Affordable Housing Opportunities

- Lack of rental assistance
- Rents increase, but wages do not
- Seniors and families cannot afford housing



## Address Homelessness & Expand Resources for the Unhoused

- City is destroying encampments
- No access to hygiene and shelter
- No financial assistance for food, rent, etc



## Promote Neighborhood Stability and Health

- Residents living in polluted areas are at-risk of health concerns
- Housing production in high opportunity areas does not curb displacement



# What We Heard: Solutions



## Protect Oakland Residents from Displacement & Prevent Homelessness

- Preference policy for displaced in new affordable housing
- Protection from predatory lending
- Fund community land trusts and other co-ownership opportunities



## Preserve & Improve Existing Housing Stock

- Proactive inspection system
- Tax credits/ programs to help homeowners improve air ventilation
- Improved enforcement for mold cleanup



## Expand Affordable Housing Opportunities

- Build more deeply affordable housing
- Impact fees and inclusionary zoning
- Affordable by design housing



## Address Homelessness & Expand Resources for the Unhoused

- Access to bathrooms and showers
- Healthcare and supportive services
- Restructure City's encampment management policy



## Promote Neighborhood Stability and Health

- Build housing in gentrifying/at-risk and high opportunity areas
- Ensure City-owned land is used for affordable housing
- Consider EJ and climate challenges



# Draft Housing Element

# What's in the Housing Element?

## Main Chapters

- Chapter 1: Introduction
- Chapter 2: Community Outreach
- **Chapter 3: Sites Inventory Summary**
- **Chapter 4: Housing Action Plan**

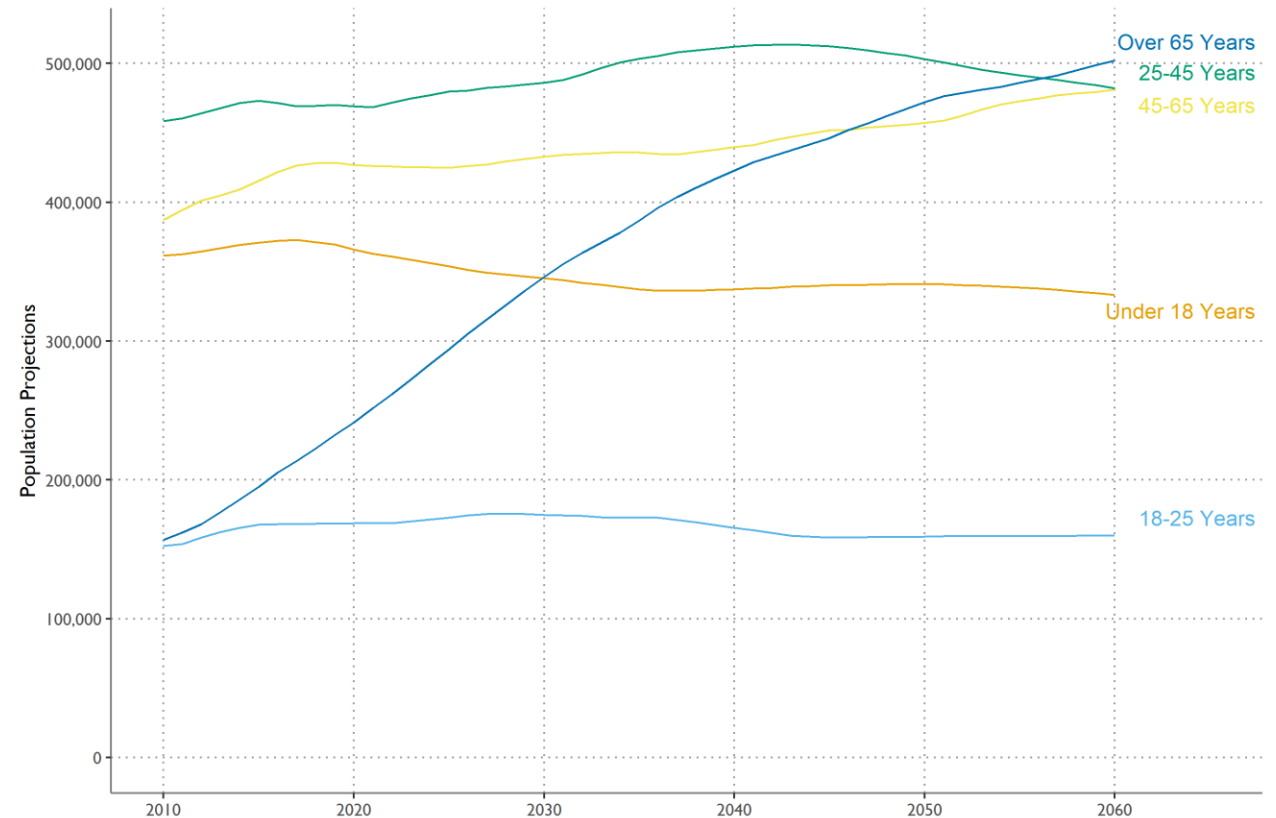
## Appendices

- Appendix A: Evaluation of the 2015-2023 Element
- Appendix B: Housing Needs Assessment
- Appendix C: Sites Inventory
- Appendix D: Assessment of Fair Housing
- Appendix E: Housing Resources and Opportunities
- Appendix F: Housing Constraints
- Appendix G: Opportunities for Energy Conservation
- Appendix H: Glossary
- Appendix I: Public Outreach Materials

# Housing Needs Assessment

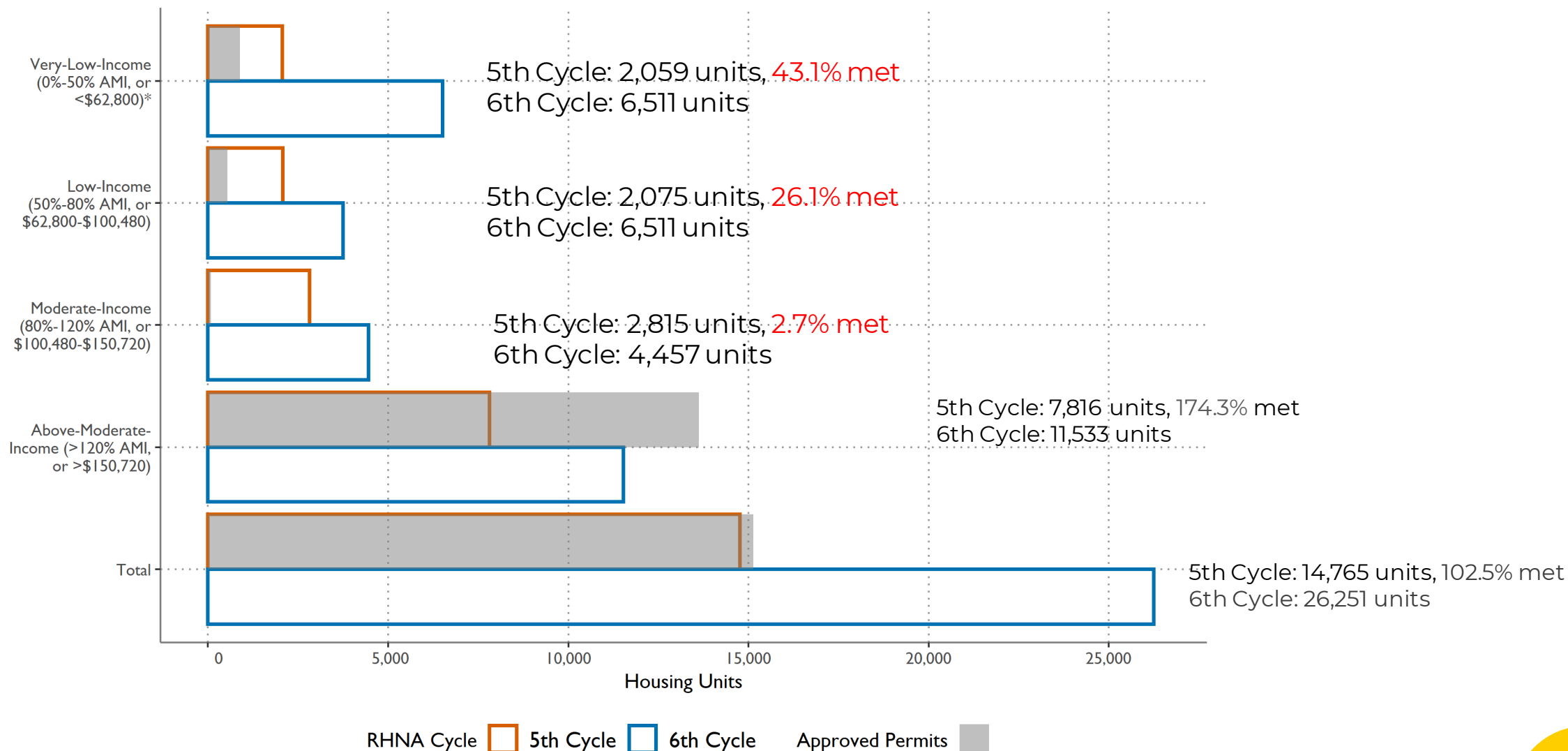
- **Affordability**
  - Lagging production rates of affordable housing, including moderate-income housing
  - Affordability gap for both renters and owners
- **Homelessness:** 4,071 unhoused individuals in 2019
- **Demographics:** Population over 65 will increase significantly in the future
- **Racial and Economic Disparities:** high poverty rates and housing cost burden, especially among Black or African-American households

Alameda County Age Projections, 2010-2060



Source: California Department of Finance, P-2B County Population Projections, 2019 Baseline

# 2023-2031 Future Housing Need



\*Includes extremely-low-income need, which is assumed to be 50 percent of total very-low-income housing need

Source: ABAG, Final RHNA Plan, December 2021



# What's being done differently?

- Policies and actions that explicitly focus on production of **extremely low, very low, and low-income housing**
- Policies and actions that address the three Ps: **Protection, Preservation, and Production**
- Policies and actions that seek to simultaneously:
  - Open up exclusionary neighborhoods (often 'higher resourced')
  - Invest in historically disinvested neighborhoods
  - Enable residents to remain in their neighborhoods where this investment is occurring





# Housing Sites Inventory

# Housing Location Considerations



- Safety (constraints)



- Accessing neighborhood needs



- Improving access to opportunity and addressing equity



- Lot size



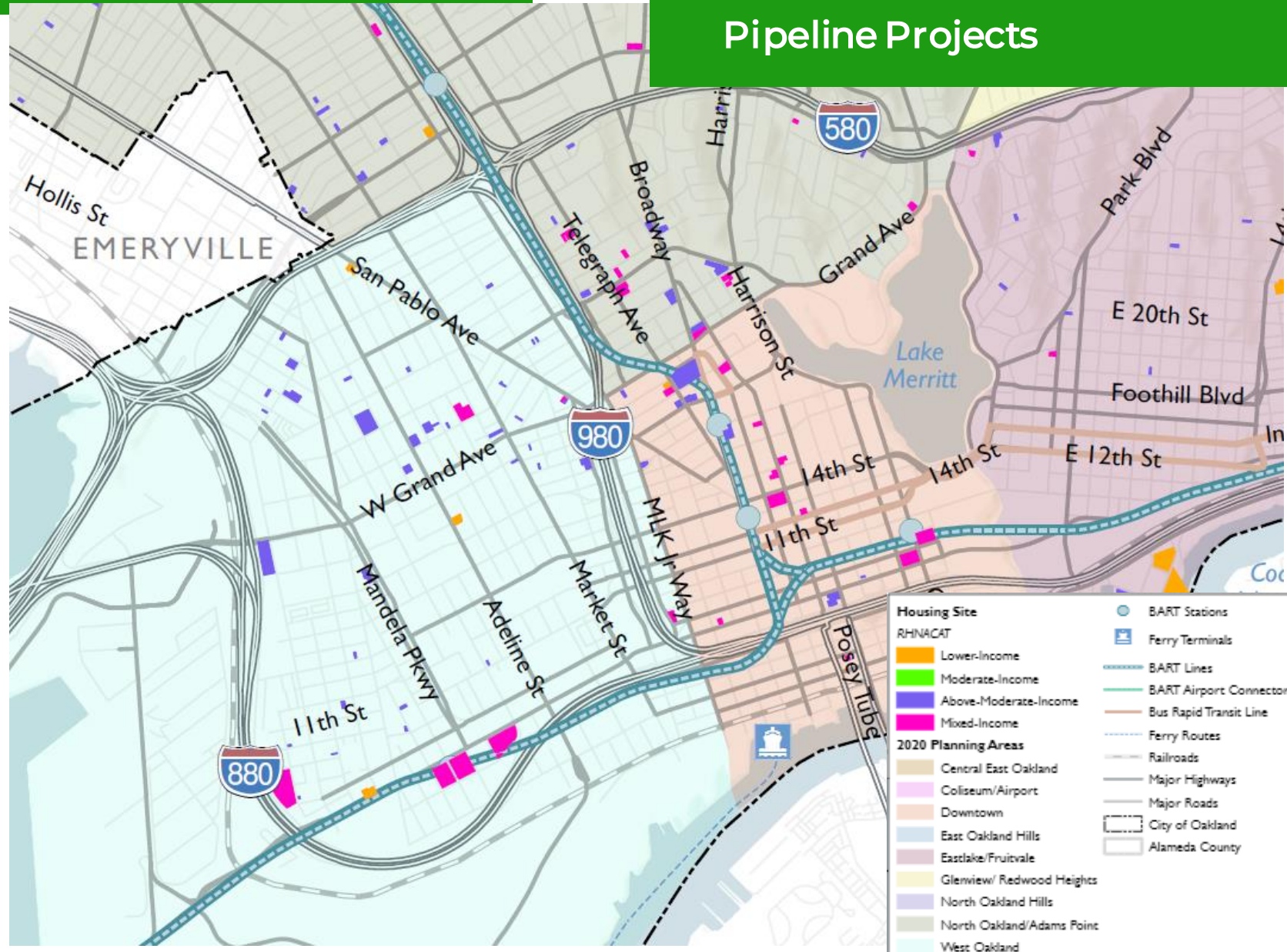
- How many units can be built (density)



# Sites Inventory Methodology

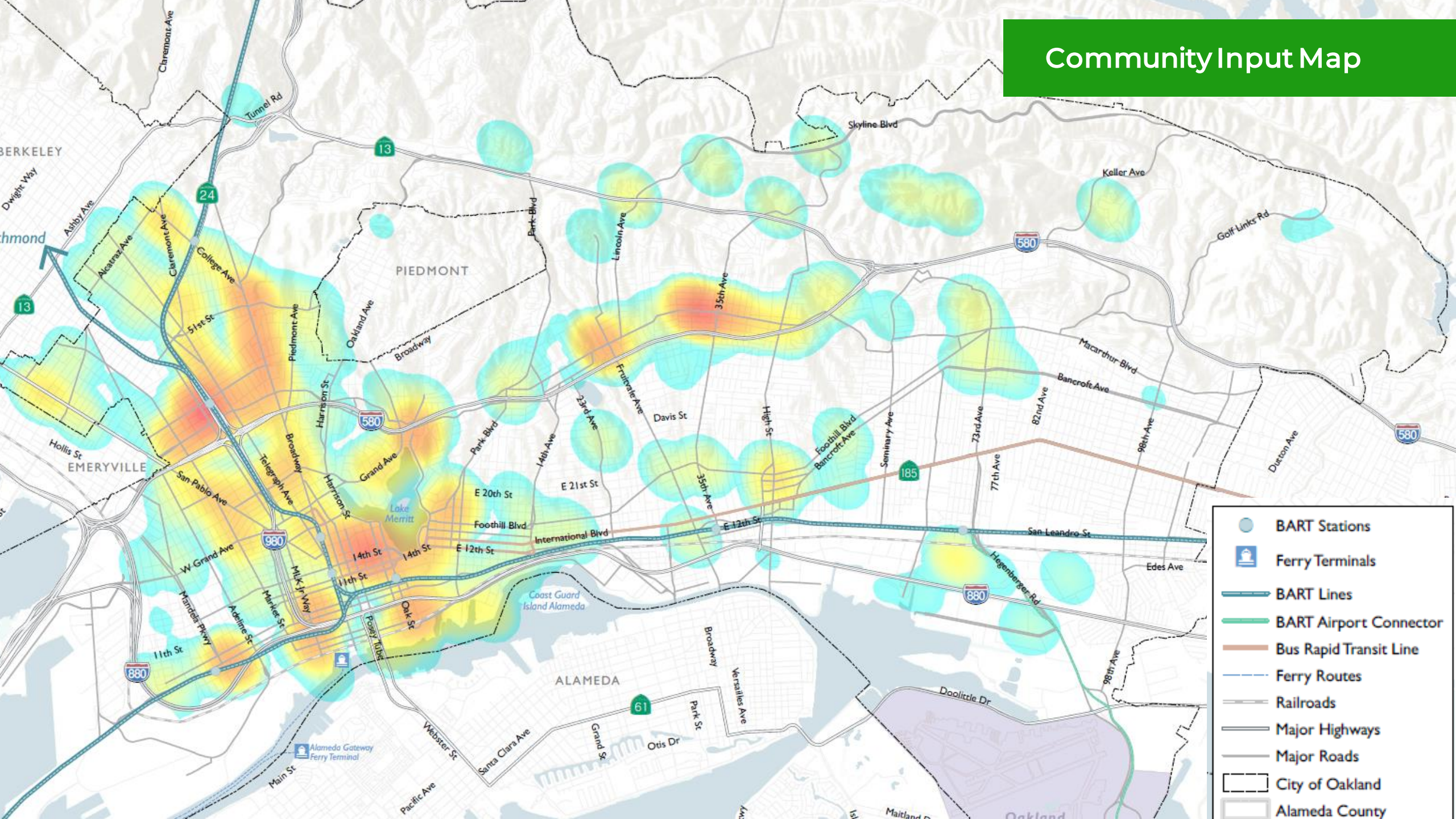
1. “Pipeline projects”, projects where development is underway or approved
2. “Opportunity sites” where additional development could occur
  - Sites in pre-approval
  - Sites from previous RHNA
  - New sites (vacant and non-vacant) that are likely to redevelop
3. Sites to affirmatively further fair housing

## Pipeline Projects





# Community Input Map



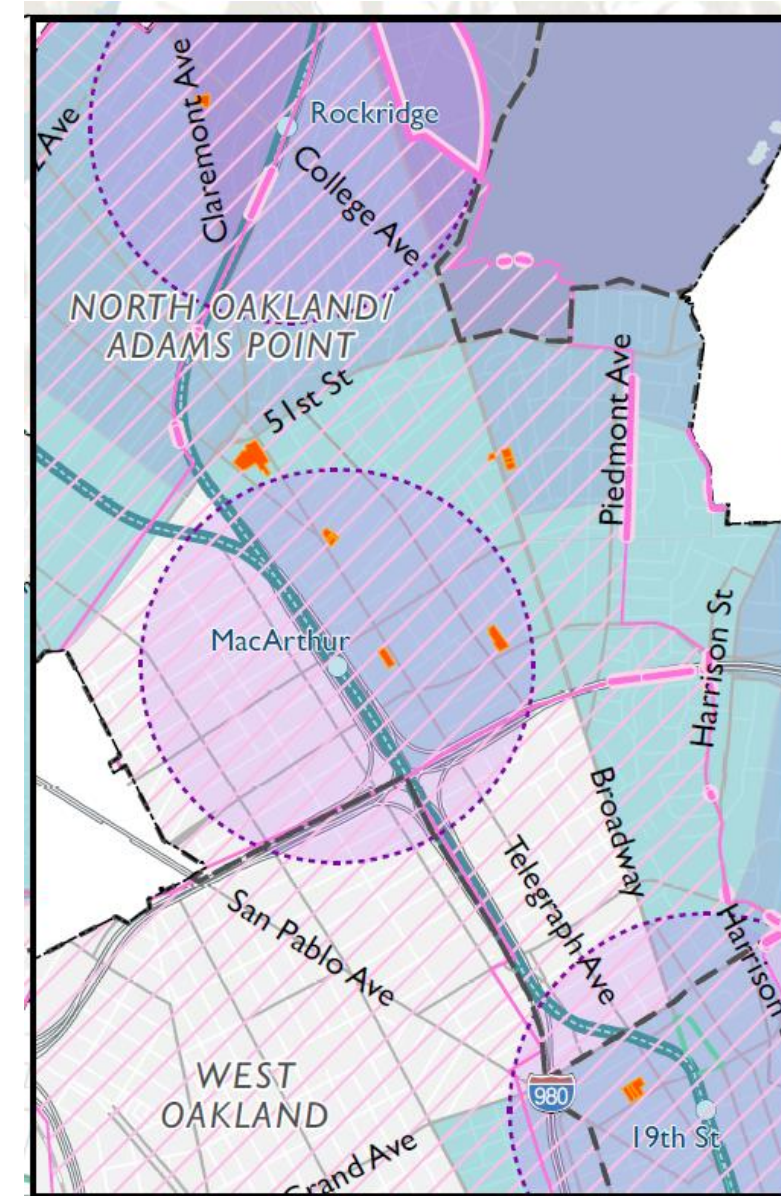


## Sites that Affirmatively Further Fair Housing



- Opportunity sites were also assessed using additional criteria:
  - Within moderate-highest resource areas
  - Within a half-mile of BART station/"transit-rich" area
  - Confirmed using aerials/local knowledge

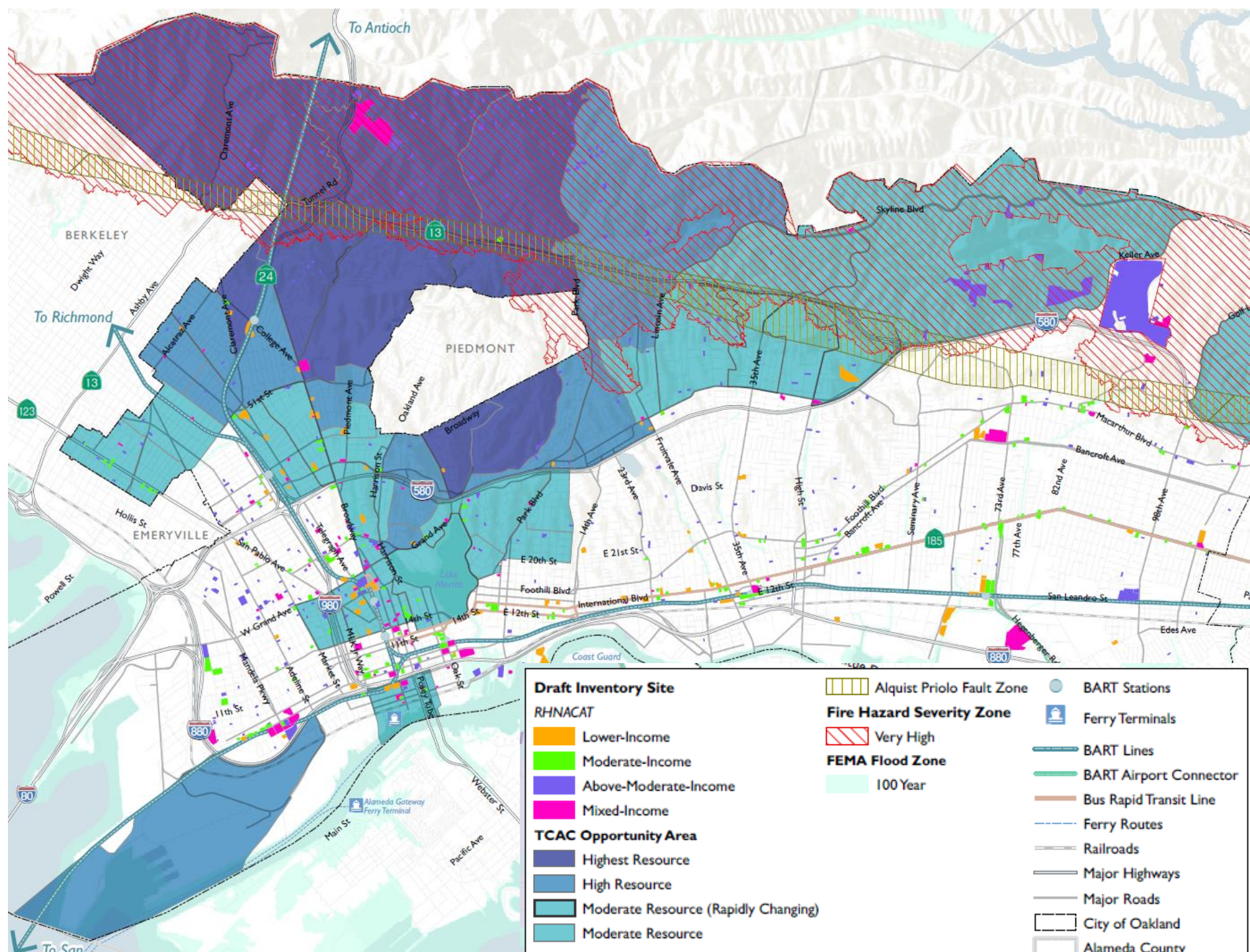
## Additional AFFH Sites





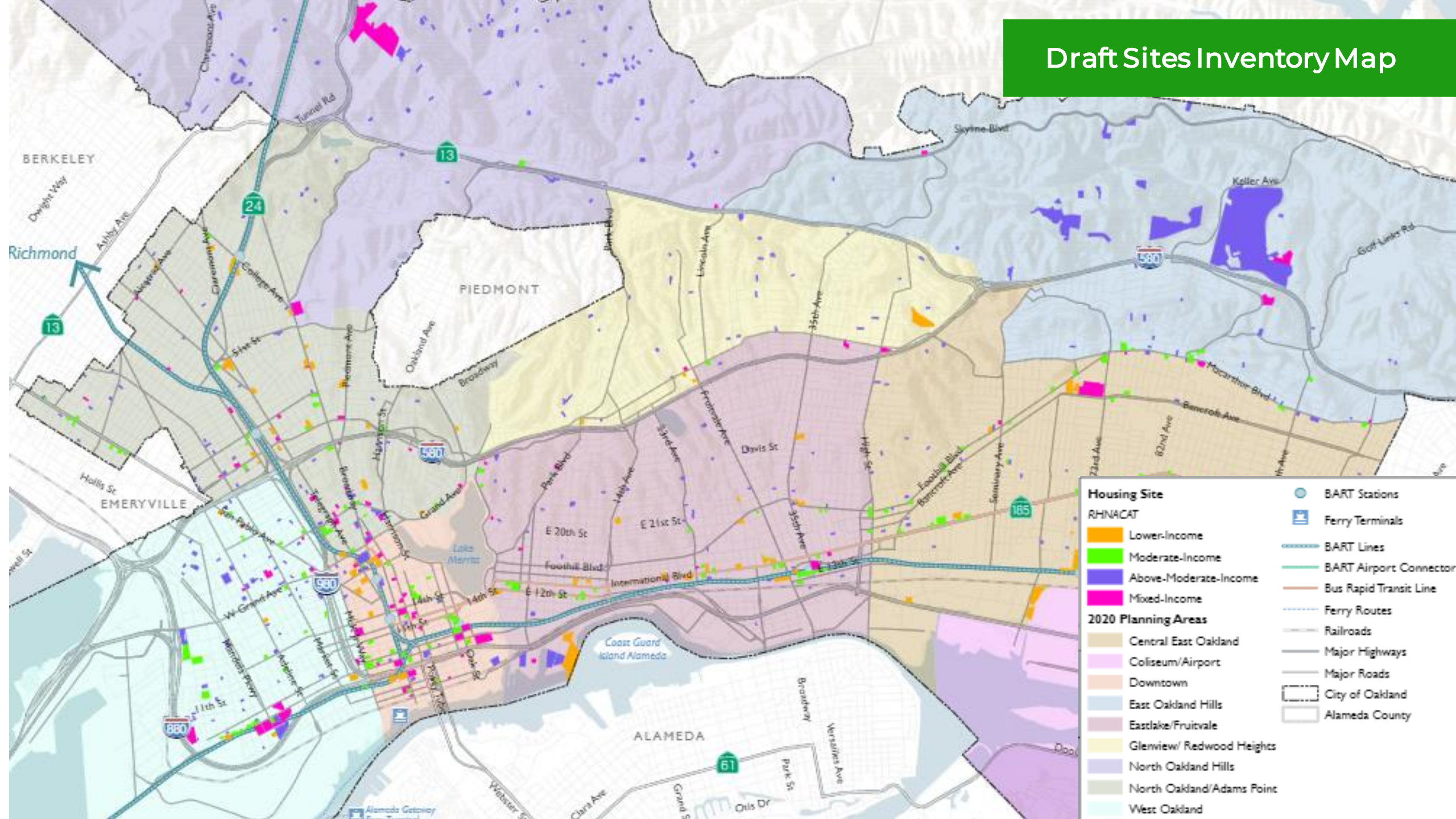
# Sites Challenges

- Constraints:
  - State requirements
  - % of Oakland that is high resource vs. low resource area
  - Limited availability of land in higher resource areas that is not constrained by hazard areas





# Draft Sites Inventory Map



# Sites Inventory

- How do you feel about this approach to identifying sites?
- Do you have any concerns about how sites were identified?
- Do you have any other ideas on how the City can find more sites in higher resource areas, given State-mandated site requirements?



# Housing Action Plan

# Housing Action Plan: Policies and Programs

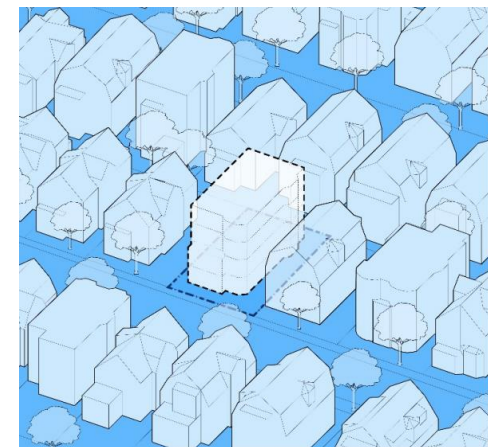
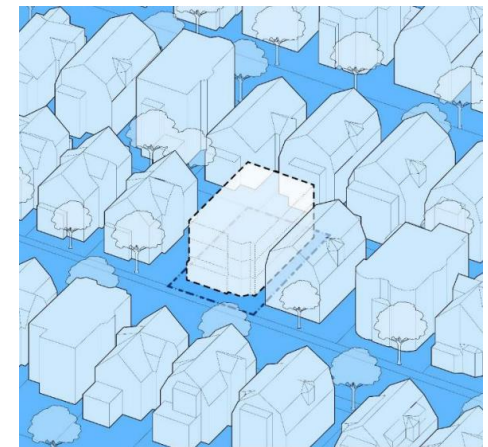
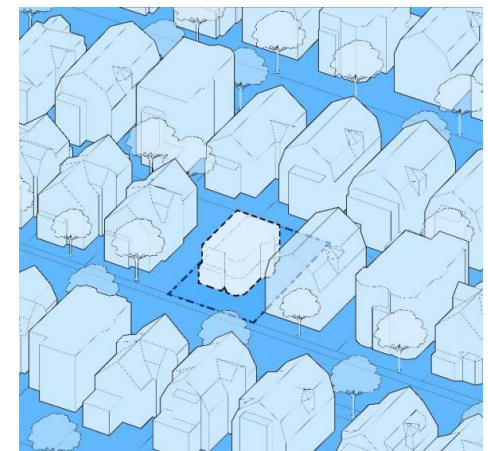
- **Goal 1: Protect Oakland Residents from Displacement and Prevent Homelessness**
  - Enforce Just Cause for Eviction measures; Continue to implement the Rent Adjustment Program; Monitor neighborhood displacement risk factors; Continue and expand the Tenant Protection Ordinance
- **Goal 2: Preserve and Improve Existing Affordable Housing Stock**
  - Support home rehabilitation programs; Promote healthy homes and lead-safe housing; Enforce, monitor, and preserve affordable housing covenants with an emphasis on “at-risk” units; Provide additional subsidy for residential hotels
- **Goal 3: Expand Affordable Housing Opportunities**
  - Support community land trusts and other shared equity models; Implement an affordable housing overlay; Develop permanent housing affordable to extremely-low-income (ELI) households on public land; Develop a project-based rental or operating subsidy program for ELI residents; Study targeted implementation of an inclusionary housing requirement
- **Goal 4: Address Homelessness and Expand Services for the Unhoused**
  - Expand, improve and maintain crisis response beds; Expand co-governance and partnerships with unsheltered residents in the design and delivery of homelessness services; Provide development standards for Low Barrier Navigation Centers
- **Goal 5: Promote Neighborhood Stability and Health**
  - Provide fair housing services and outreach; Provide first time homebuyer programs; Encourage new affordable housing in high resource neighborhoods; Promote development of mixed-income housing to reduce income-based concentration; Promote infill, transit-oriented development (TOD), and mixed-use development.

# Housing Action Plan- What's New?

- Affordable housing overlay
- Tenant right to counsel
- Rental housing registry
- Proactive rental inspections
- Anti-speculation tax
- Tenant/Community Opportunity to Purchase Act
- Rental/operating subsidy program for extremely low-income residents
- Universal design strategies
- Senior/low income ADU incentives
- Acquisition/equity funds for small sites
- Zoning changes/update of development standards to promote missing middle and affordable housing overlay
- Inclusionary housing requirement
- Enhanced Infrastructure Financing District
- Expand co-governance with unhoused residents
- Objective design standards
- Actions related to vacant property/units
- Disaster reconstruction overlay zone

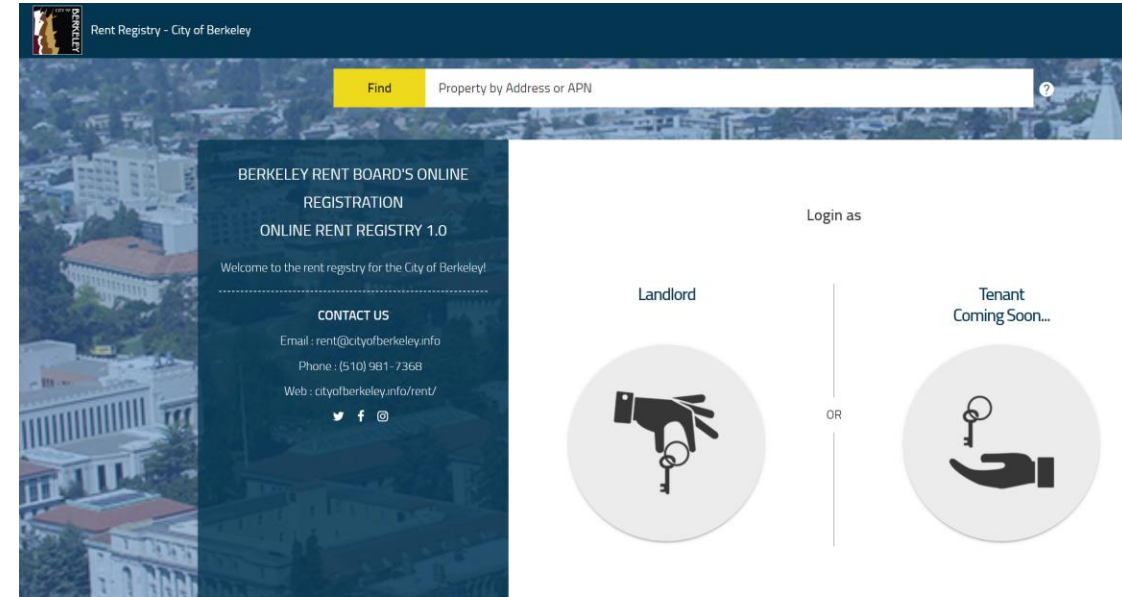
## Affordable Housing Overlay (Action 3.3.5)

- The City will create an **affordable housing overlay** to streamline the approval of affordable housing by right; could apply to mixed income
- Could include ministerial approval of 100% affordable projects, increased height and density, waiver of parking, and reduction of zoning barriers
- City will study of broadly applying overlay except in high fire risk zones and protected historical sites
- *What challenges or opportunities do you see with this action? Are there any concerns?*



# Rental Housing Registry (Action 1.1.8)

- A rental housing registry is a database of all rental units within Oakland that would be used to track properties subject to rent control provisions, Just Cause for Eviction measures, and other property-specific policies and requirements.
- The City could use data collected in the registry to monitor and understand neighborhood change at a more granular level to better target anti-displacement policies and ensure rent increases are compatible with tenant protection law.
- *What challenges or opportunities do you see with this action? Are there any concerns? How can we strengthen the action?*





# Tenant/Community Opportunity to Purchase Act (Action 2.2.8)

- A Tenant/Community Opportunity to Purchase Act gives tenants and nonprofit organizations the opportunity to purchase their home when it goes up for sale, thereby preserving the unit as affordable.
- TOPA/COPA under development in multiple cities
- City will study effectiveness of model suited to local conditions, including potential racial equity impact considerations
- *What challenges or opportunities do you see with this action? Are there any concerns?*

## What is a Tenant Opportunity to Purchase Act (TOPA)?

TOPA is a policy that gives renters options to secure their housing when the property they live in goes on sale, and helps to permanently preserve affordable housing. Here's how it works:



**ONE:**  
The owner of a rental property decides to sell.



**TWO:**  
Tenants decide collectively: purchase the property together or offer the rights to an affordable housing developer.



**THREE:**  
Either way, the city and supportive organizations help tenants find funding and provide technical assistance.



**FOUR:**  
The property is owned by the community, and stabilizes families and neighborhoods.

Credit: East Bay Community Law Center

# Tax on vacant residential rental units (Action 3.8.3)

- Consider a tax on all vacant residential rental units. Oakland currently has a vacancy tax on parcels and types of housing units, including condos, duplexes, and townhomes. The City will consider extending the current vacancy tax to all residential units.
- *What challenges or opportunities do you see with this action? Are there any concerns?*

S.F. has 40,000 empty homes. Would taxing them help solve the city's housing crisis?



Lauren Hepler

Jan. 31, 2022 | Updated: Jan. 31, 2022 7:38 p.m.





Questions?

# Discussion

# Discussion

## Overall:

- Generally, do you see anything that's missing in the draft Housing Element?
- Is there anything in the draft Housing Element that needs to be changed or refined?
- What actions would make the biggest difference? What should the City prioritize?

## Specific:

- **Sites:** How do you feel about this approach to identifying sites? Do you have any concerns about how sites were identified? Do you have any other ideas on how the City can find more sites in higher resource areas, given State-mandated site requirements?
- **Actions:** What challenges or opportunities do you see with actions described? Are there any concerns? How could they be strengthened?



## Discussion

- Respect others' opinions!
- Breakout group discussion for 40 min
- Facilitators will take notes
- Facilitators will report back
- Please try to keep report-back to ~2 minutes

# What's Next

1. Send Draft Housing Element to State Housing and Community Development (HCD) Department for Review: **End of June 2022**
2. HCD Reviews Draft Housing Element – 90 day review period: **End of June 2022 – End of September 2022**
  1. *NOTE: The Draft Housing Element will still be available for public review*
3. Incorporate comments from HCD and the public: **October 2022**
4. Public Review of Housing Element - **Early November 2022**
5. Draft EIR Released – **Early November 2022**
6. Planning Commission and City Council – **Dates TBD**



Visit the general Plan Update website for more information and to sign-up for regular updates:

[www.oaklandca.gov/topics/general-plan-update](http://www.oaklandca.gov/topics/general-plan-update)