



# **DOSP Zoning Incentive Program: Structure & Benefits**

DOSP Community Advisory Group – May 14, 2020



CITY OF OAKLAND

## AGENDA

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5:00–7:00 PM

1. Welcome, Guidelines & Introductions
2. Zoning Development Process
3. Initial Recommendations for Zoning Incentive Program
4. Discussion & Survey: Community Benefits
5. Discussion: Program Structure
6. Next Steps

## VIRTUAL MEETING GUIDELINES

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If possible, turn your video on



Keep yourself muted if you aren't speaking, but remember to unmute yourself to speak



Use the chat box to ask questions, get help or share thoughts with others in the meeting (send to “everyone”)



“Raise your hand” under “Participants” if you want to speak



## INTRODUCTIONS

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In the chat window, tell us your:

- **Name** (if it's not already showing)
- **Neighborhood**, and/or
- **Affiliation** (business, organization, neighborhood association, etc.)



## ZONING DEVELOPMENT PROCESS: UPDATED TIMELINE

### Spring

- Finish Zoning Incentive Study
- Determine principles of program structure
- Prioritize community benefits by area
- Concurrent: Draft Plan revisions

### Summer

- Develop draft zoning maps and text
- Review draft with CAG and other stakeholders
  - Art + Garage District
  - Jack London District
  - Central Core/BAMBD

### Fall

- Revise Draft Zoning
- Review with CAG & Zoning Update Committee (ZUC)
- Revise zoning based on CAG and ZUC comments

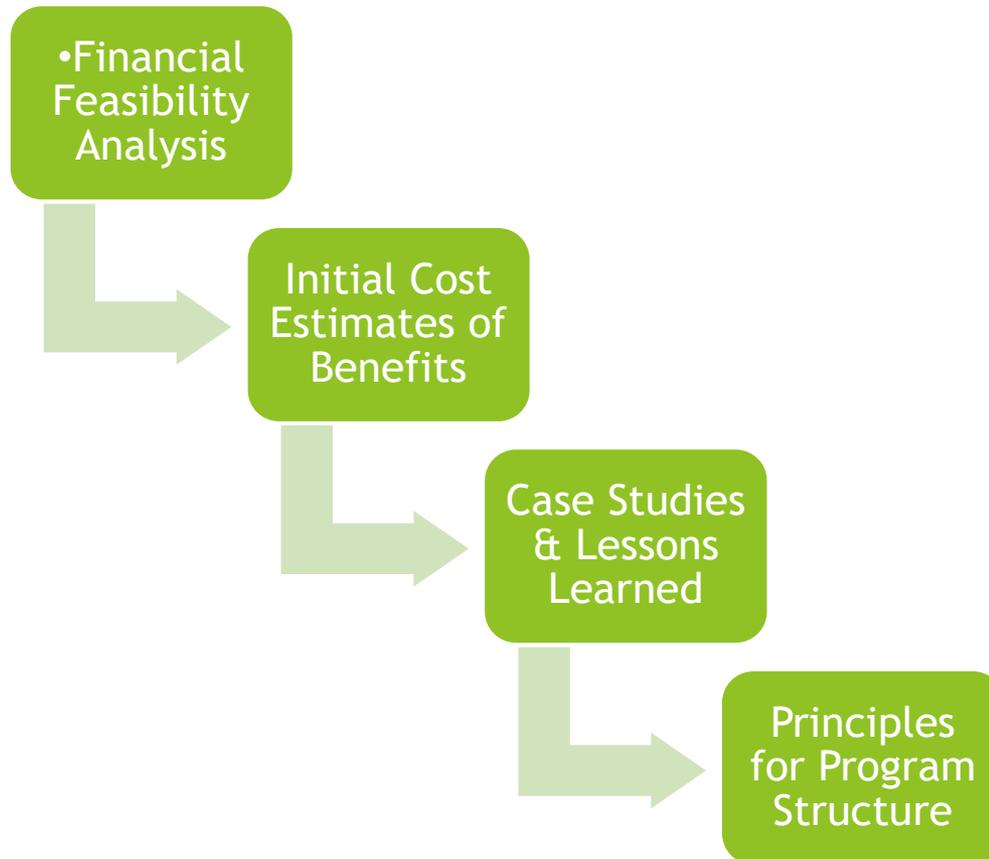
### Winter

- Discuss and adopt changes at public hearings:
  - Planning Commission
  - Community and Economic Development (CED) Committee
  - City Council



## ZONING INCENTIVE PROGRAM STUDY PROCESS

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## ZONING INCENTIVE PROGRAM: BASIC PRINCIPLES

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### **Additive to Other Incentives & Benefits:**

New community benefits and density increases will be *on top* of other existing benefit programs such as the:

- ▶ State density bonuses to support affordable housing;
- ▶ Historic preservation tax credits;
- ▶ Transfer of development rights programs;
- ▶ Payments into the Landscape & Lighting District
- ▶ Impact fees for affordable housing, transportation, and capital improvements (including police, fire, parks and library)



## ZONING INCENTIVE PROGRAM: BASIC PRINCIPLES

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### Voluntary Participation:

Developers could either:

1. Develop their properties at base densities without providing or paying for additional community benefits  
*or*
2. Voluntarily choose to participate in the program by providing/funding community benefits in exchange for receiving allowances to develop at higher densities (i.e., an “incentive” or “bonus”)



## ZONING INCENTIVE PROGRAM: BASIC PRINCIPLES

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### **Balanced Incentives and Benefits:**

The relationship between allowed density increases and the value of funded/provided community benefits would be set to create a financial incentive for developers to participate while also ensuring meaningful benefits for the community



## ZONING INCENTIVE PROGRAM: BASIC PRINCIPLES

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### **Flexibility to provide amenities or funding:**

Developers will be able to choose whether to:

1. Provide a community benefit at a project site / nearby offsite location  
*or*
2. Pay an in-lieu fee into a City fund that will support priority projects and programs, based on community input

## ZONING INCENTIVE PROGRAM: BASIC PRINCIPLES

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### **Standardized requirements for the value of benefits and in-lieu fees:**

The value of required community benefits and/or in-lieu fees will be proportionally linked to the value created by the incentive/bonus a project receives, so that benefit values are predictable, transparent, and fair



## ZONING INCENTIVE PROGRAM: BASIC PRINCIPLES

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### **Implementation Steering Committee to manage benefit funds:**

The DOSP Implementation Steering Committee will advise the City on how to distribute community benefit funds for projects and programs based on DOSP goals, programs, and equity indicators



## INITIAL RECOMMENDATIONS: PROGRAM BENEFITS (FROM PLAN AND CAG COMMENTS)

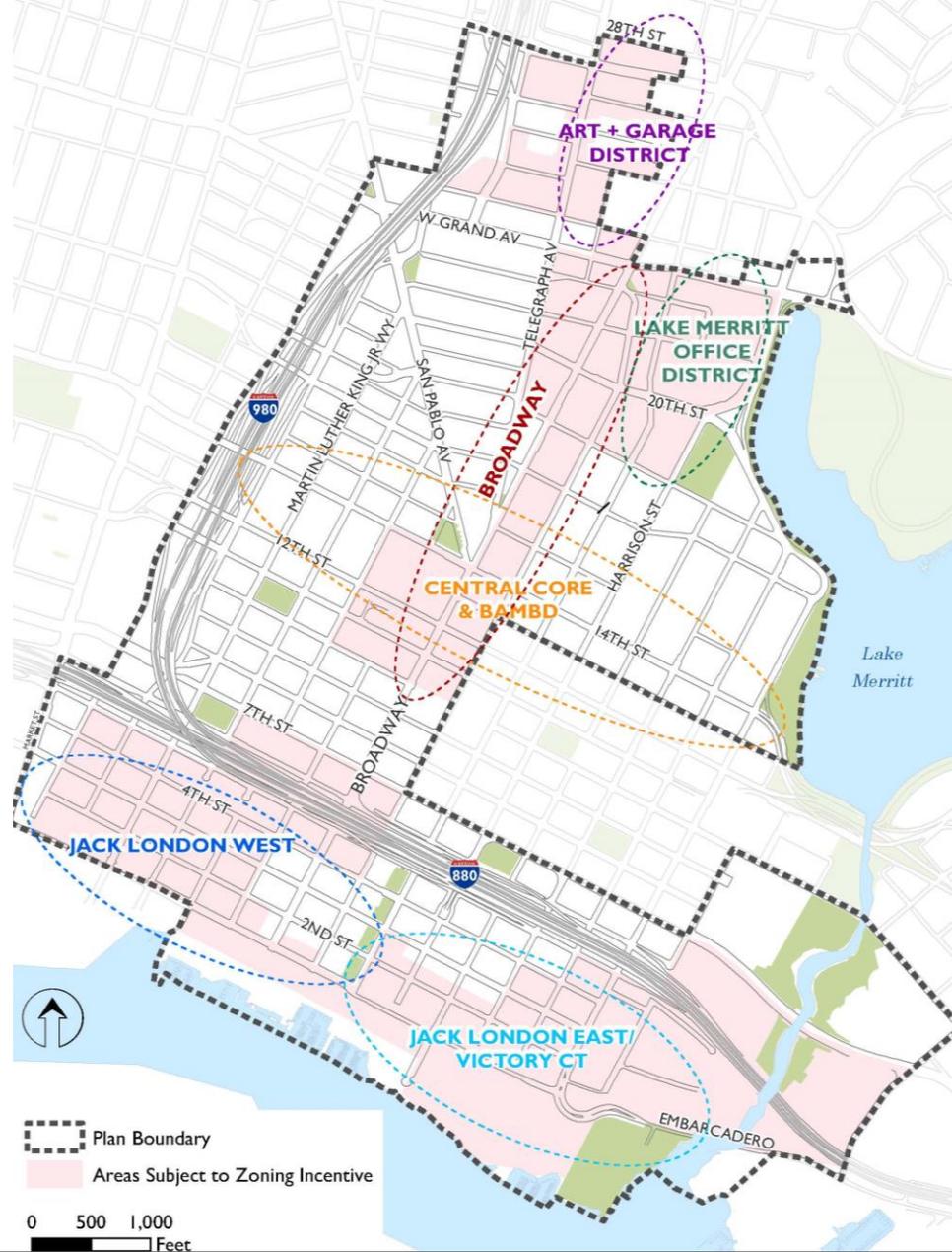
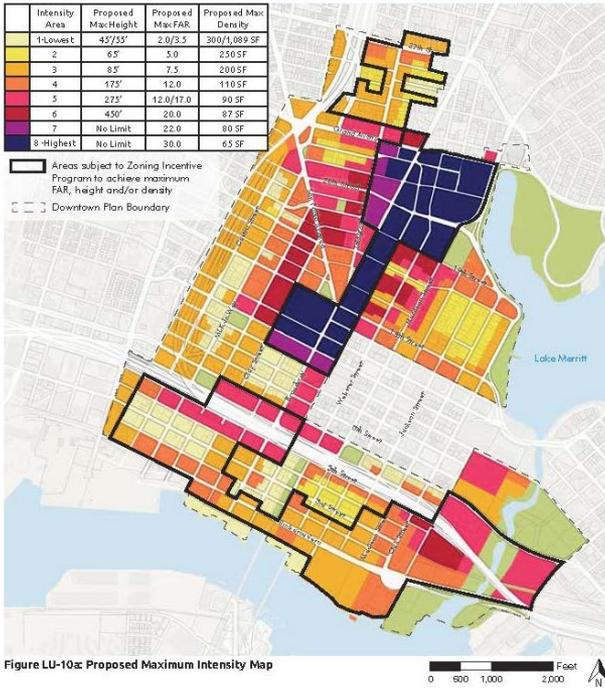
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- Affordable and family-friendly housing
- Homeless services
- Culture-keeping investments and programs
- Economic opportunity programs
- Community health, infrastructure and maintenance investments
- Façade improvements program
- Publicly accessible open spaces
- Below-market rate community-serving spaces
- Transfer of development rights to preserve historic buildings
- Neighborhood- and culturally-relevant streetscape infrastructure
- Local hiring and training for construction and artisan fabrication
- Public parking

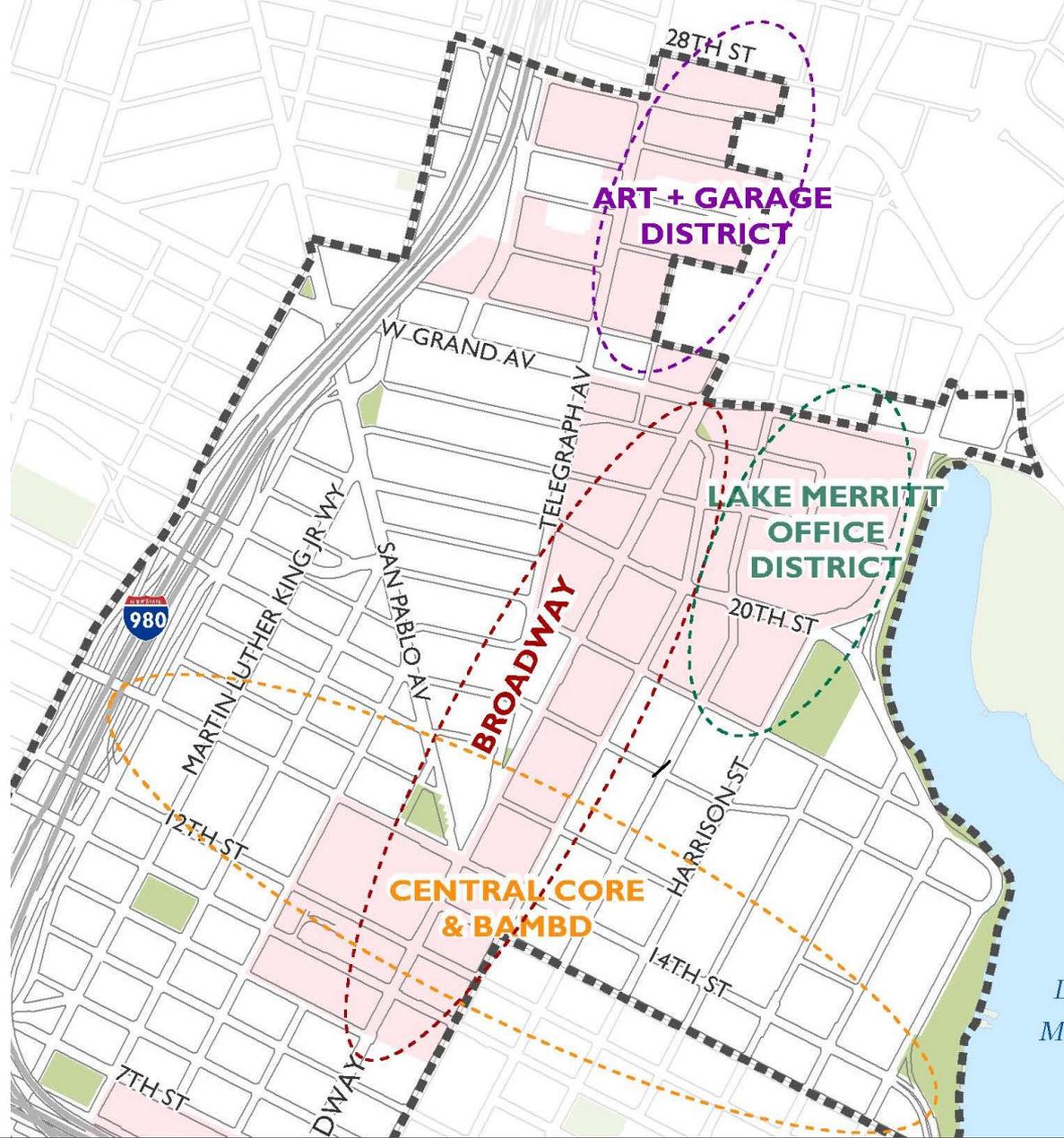


# ZONING INCENTIVE PROGRAM AREAS

(FROM DRAFT PLAN ZONING INCENTIVE PROGRAM MAP)



# NORTH OF I-880



# SOUTH OF I-880



## INITIAL RECOMMENDATIONS: DISCUSSION & SURVEY

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### Survey Link:

<https://www.surveygizmo.com/s3/5599272/DOSP-ZIP>



## NEXT STEPS

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**Next Meeting: Zoning Recommendations**  
Tuesday, June 23, 5:00-7:00pm

**Finish Survey: Next Friday, May 22**



# THANK YOU!

Send additional input to  
[plandowntownoakland@oaklandca.gov](mailto:plandowntownoakland@oaklandca.gov)

View the Draft Downtown Oakland Specific Plan and related info at:  
<https://oaklandca.gov/topics/downtown-oakland-specific-plan>

