



FINAL WEST OAKLAND SPECIFIC PLAN & FINAL ENVIRONMENTAL IMPACT REPORT

**Landmarks Preservation Advisory Board
Public Hearing**

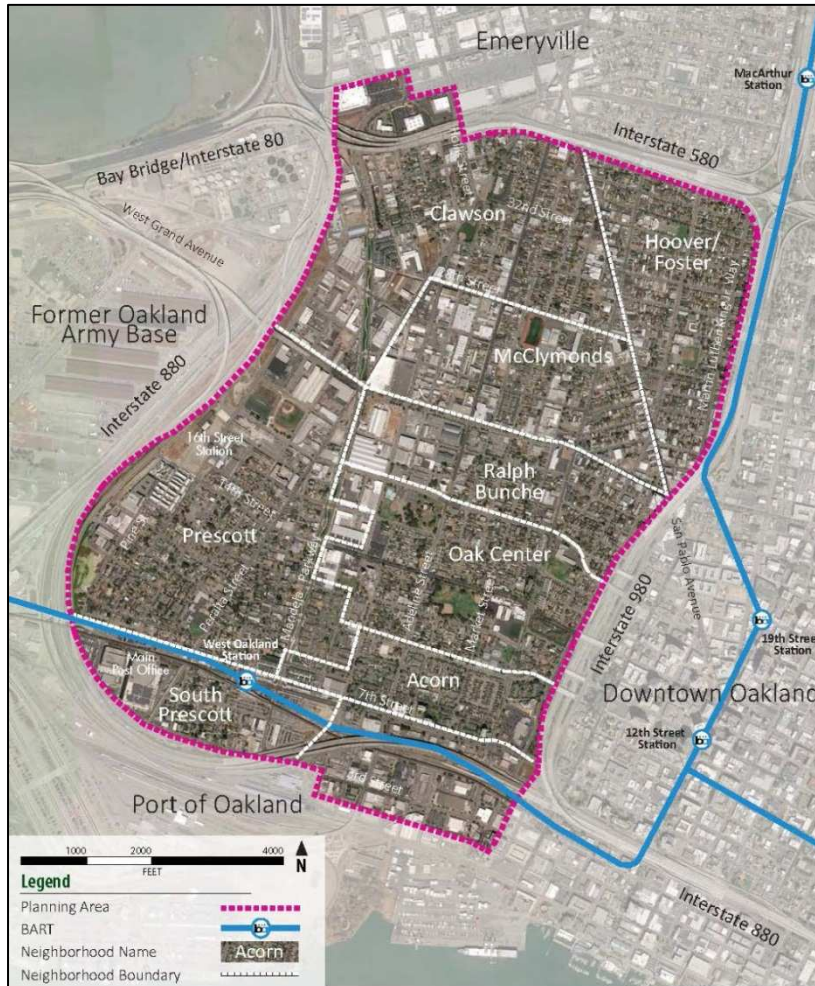
June 9, 2014

Purpose of LPAB public hearing

Provide cultural-resource related comments on:

- ❖ Final West Oakland Specific Plan
- ❖ Final Environmental Impact Report (FEIR)/Responses to Comments document
- ❖ West Oakland Specific Plan Design Guidelines.

Plan Area



- ❖ ~1900 Acres / 6,340 parcels
- ❖ Generally bound by I-580 to north, I-980 to east, and I-880 to south & west
- ❖ Includes Oakland portion of East Bay Bridge Shopping Center (above I-580), and industrial area centered on 3rd Street (below I-880)

Highlights of Plan Elements

- ❖ **New CIX/HBX Zones**
- ❖ **Design Guidelines** to refine existing Zoning requirements applicable to all residential areas, Industrial/ business/ commercial opportunity areas
- ❖ **Transportation Enhancements** to link West Oakland BART Station and existing/future West Oakland employment centers to MacArthur / 19th /12th St. BART Stations, Downtown, and Jack London Square
- ❖ **Strategies for Retaining Existing West Oakland Assets** - Historic Resources, Creative Economy/Cultural Arts

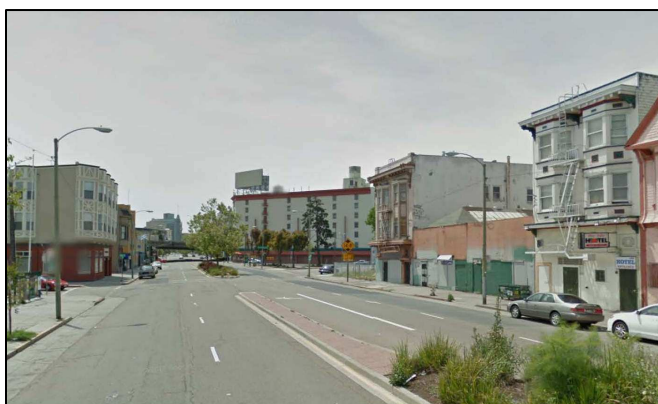
Highlights of Plan Elements, cont.

- ❖ **Strategies for Removing Barriers to Economic Development** - Blight, Crime, Brownfields
- ❖ **Transportation & Infrastructure Improvements**
- ❖ **Support for Urban Open Space Concepts** - West Oakland Reforestation Plan, West Oakland Walk
- ❖ **Recommendations for Broader Concerns** - Affordable Housing, Equitable Development & Community Health
- ❖ **Implementation Program**

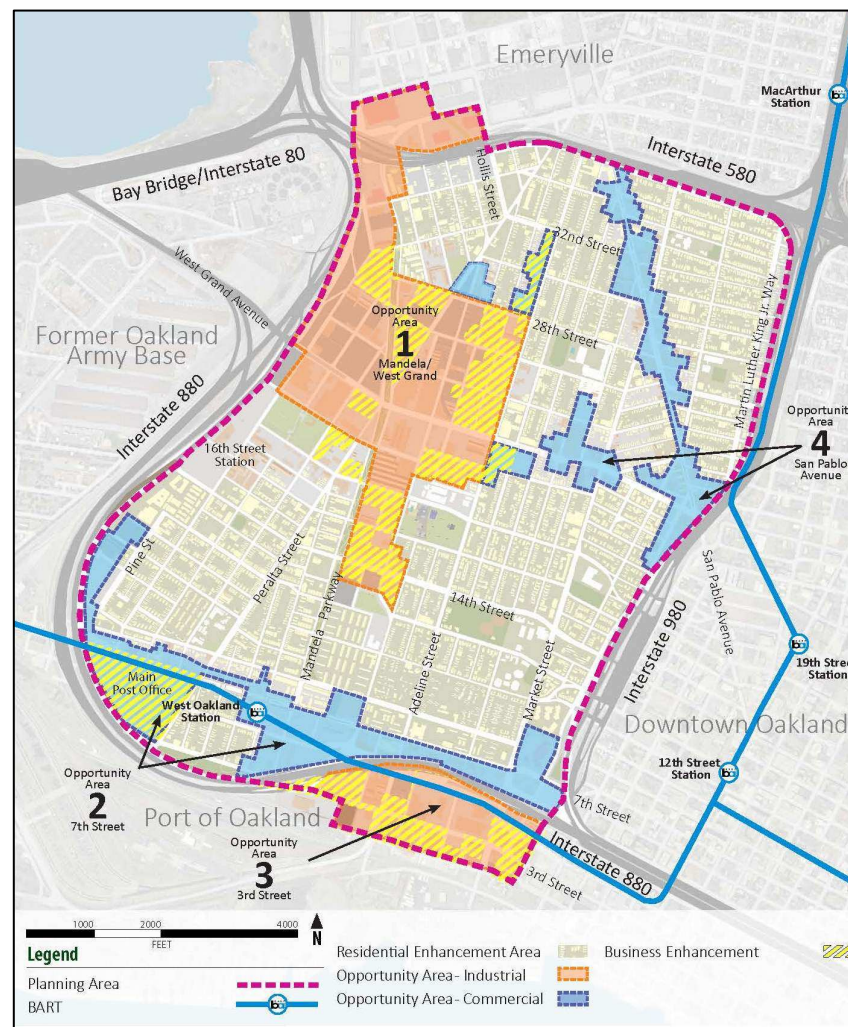
Highlights of Plan Elements, cont.

❖ Design Guidelines

San Pablo Avenue - Before



San Pablo Avenue - After

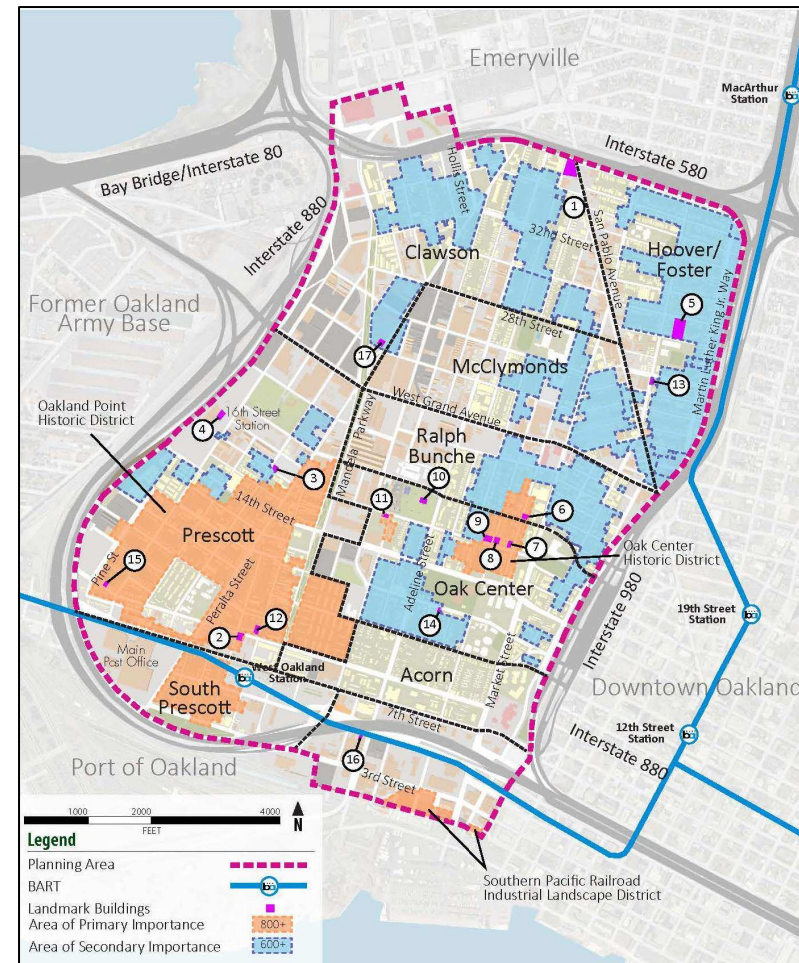


Specific Plan Vision

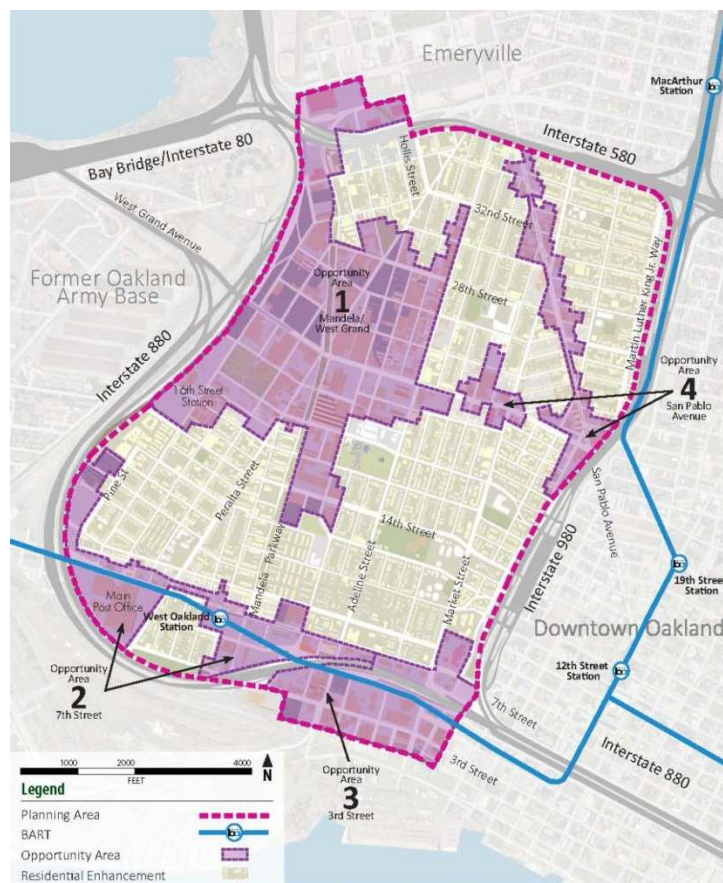
- ❖ Industrial areas preserved & contribute to economic vitality
- ❖ Housing continues to be affordable, reflects range of housing options
- ❖ Character of historic neighborhoods maintained
- ❖ New housing development transit-served and oriented
- ❖ Neighborhood commercial areas revitalized
- ❖ Environmental quality & community health improved
- ❖ West Oakland continues to be socially & culturally diverse with a strong sense of community

Specific Plan Vision, historic

- ❖ Character of historic neighborhoods has been maintained



Development Concepts

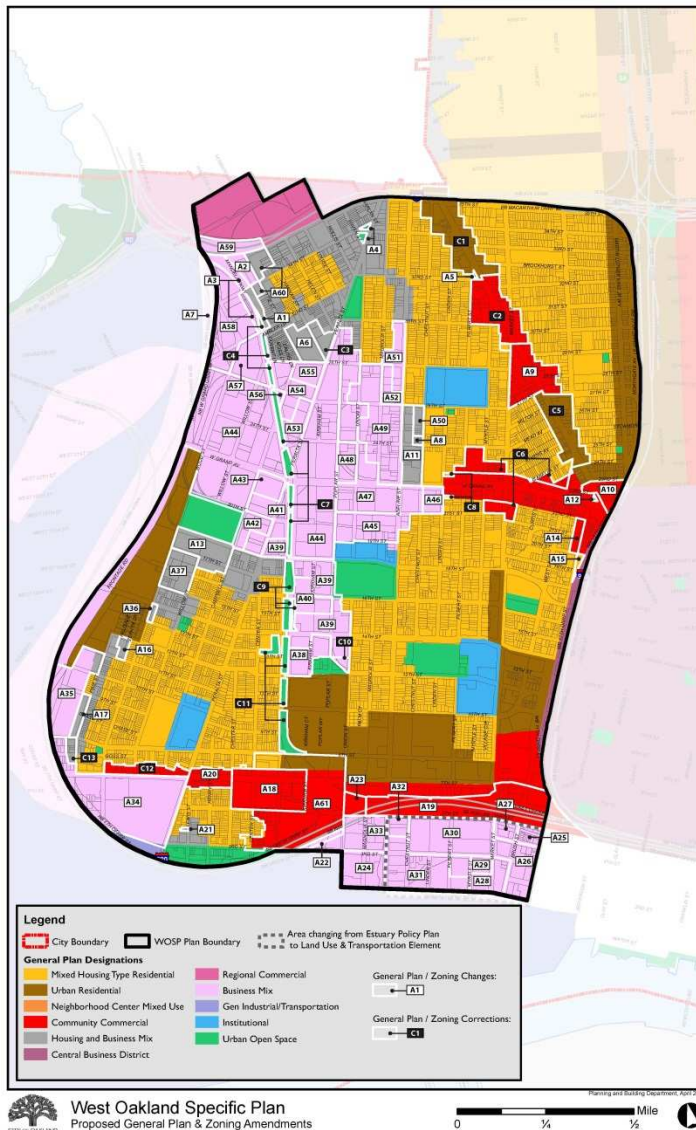


Opportunity Areas

Similar Opportunity Sites concentrated in a compact location into larger geographic units termed “**Opportunity Areas**”. Land use vision and strategies guiding future development of 4 Opportunity Areas:

- ❖ **Mandela / West Grand**
- ❖ **7th Street**
- ❖ **3rd Street**
- ❖ **San Pablo Avenue**

Proposed General Plan & Zoning Amendments



- (CIX) Commercial Industrial Mix to (HBX) Housing and Business Mix. (HBX-4)
- CIX-1 (Commercial Industrial Mix-1) to one of four new zone types: CIX-1A, CIX-1B, CIX-1C, or CIX-1D
- “T” Overlay
- WO Secondary Units
- “Home Occupations”
- RM-2 zone

Addressing West Oakland Concerns

- ❖ Includes discussion of socio-economic topics of concern to community stakeholders, in particular:
- ❖ Employment Opportunities
- ❖ Youth Opportunities and Training
- ❖ Fostering the Arts
- ❖ Community Health

Continued Application of Existing Historic Resource Regs

Existing City Policies Still In Effect

- ❖ **Policy 3.5 of Historic Preservation Element** (requires City to make findings with regard to quality of existing resource & quality of proposed design before approving development)
- ❖ **Policy 3.7 of Historic Preservation Element** (requires that developer attempt to relocate rather than demolish historic resources)

Continued Application of Existing Historic Resource Regs

- ❖ **Chapter 17.136.070 of Planning Code** (ensures character-defining elements of designated landmarks are not adversely affected when exterior alteration is proposed)
- ❖ **Chapter 17.136.075 of Planning Code** (requires specific findings for demolition or removal of any Landmark, Heritage Property, or structure rated “A” or B)

Cultural Resources Comments & Responses

- Neighborhood centric-approach by renaming Opportunity Areas, e.g. Opportunity Area-1 to “West Mandela Grand Center.
 - Community engagement and involvement in implementation.
 - Historic resources not interesting artifacts have great value to economic development. Specific mechanisms to promote preservation, enhancement, reuse
 - Allow reduced parking requirements for in-law units
- N’hood info Opportunity Area discussions and maps to better emphasize the relationship between development of the Opportunity Areas and the benefits to the adjacent neighborhoods.
 - Recommendation for a citizen and stakeholder process to help select and guide the priority and timing of this Plan’s implementation strategies.
 - Chapter 8.2 Final Plan and Implementation Matrix for specific approaches preservation, enhancement and reuse of historic resources.
 - The City’s Secondary Unit regulations for properties within the West Oakland Specific Plan area will be relaxed.

Cultural Resources

Comments & Responses, cont.

- Review both massing height and building details in the specific neighborhoods.
- Guidelines address historical, cultural resources, character-defining features, historic/architectural context.
- Brotherhood of Railway Porters Building, 1716 7th Street, 7th Street Commercial District ASI
- Establish strong locally-owned-small-business capacity-building program, include lease incentives, business management/entrepreneurship training, joint marketing programs.
- Strengthen Planning for 16th Street Train Station's n'hood.

- Design and WOSP Proposed Design Guidelines direction for massing height, building details: New construction and renovation in Opportunity Areas should be designed to maintain continuity with West Oakland's unique history and character.

Also Residential Area 2: *Massing*

- WOSP Implementation Matrix in Chapter 11 & Cultural District-1: Continue implementation of the adopted Seventh Street Urban Design Plan, Cultural District-2.
- Implementation Matrix related to Equitable Economic Development (EED-5 & 6, EED-11, EED-12.
- Implementation Matrix Strategies re 16th Street Station, strategies 1-5 below.

Cultural Resources

Comments & Responses, cont.

- Oakland Film office: insert clearer statement regarding potential income, jobs, or other benefits to the city.
- Definition of CEQA resources [Local Register] adopted in 1998 too narrow and “should be revisited.”
- Foster capacity building, local job creation for current residents, support those who have taken risks to operate in area during economically difficult times.
- EIR 4.4-45 Under Oakland Point API, in addition to appropriate scaling, design of new infill buildings be compatible with existing historic buildings in area.

- Chapter 8.3 ‘Fostering the Creative Economy & Cultural Arts Community’ to supplement prior Oakland Film Office language. Please see recommendation ‘Art Anchors-3’
- Comment is noted for future reference, also see staff report.
- Refer to recommendations re Financial Incentives-8 and EED-7.
- See Implementation Matrix: Historically Compatible Design-1: Infill development projects

Cultural Resources

Comments & Responses, cont.

- Intensity and height of new buildings particularly near BART station, effects of these new buildings on the adjacent neighborhoods

Comment on Draft EIR: State historic tax credits could be used. Request that the EIR address the mechanism for designating properties in West Oakland.

- Height and massing of new buildings transition to South Prescott n'hood, with building heights of two to three stories on Chester Street, stepping up to four stories ...
- Mechanism designating properties as eligible for historic tax credits does not pertain to the accuracy or adequacy of the EIR. California legislature not yet adopted the proposed California State Historic Rehabilitation Tax Credit for commercial and residential properties (AB1999). Criteria establishing what buildings may qualify for credit may include standards to ensure that rehabilitation preserves the historic and architectural character.

Cultural & Historic Strategies¹⁸

(34)



- ❖ Adaptive Reuse, Cultural District, Financial Incentives, Public Education, 16th Street Station, Historic Designation, Historically Compatible Design.

Next Steps & Contact info.

Additional Opportunities for Comment on FEIR & Final Specific Plan:

- City Planning Commission hearing – **June 11, 2014**
- Council CED – July 8, 2014
- Full Council – July 15, 2014 & July 29, 2014

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