

# Oakland General Plan 2045 Vision and Guiding Principles

March 2023



OAKLAND2045  
GENERAL PLAN









The Vision Statement and Guiding Principles will guide the development of the General Plan and are derived from community input collected through extensive outreach, including a Visioning Survey, an Environmental Justice Communities Survey, community meetings and town halls, discussion groups, and pop-up outreach events. Collecting and synthesizing the priorities of the community and using words and phrases adapted directly from residents' statements, this document helps to define the City of Oakland's vision of future growth and development.







# Vision Statement

## **We are housed, healthy, and safe.**

Oakland has high-quality accessible housing for everyone who needs it, and each person is housed with dignity. Every neighborhood, home, school, and park has clean air and fresh water, and Oakland's children breathe that fresh, clean air as they run, play, and grow. Cool shade from mature trees, scents of flowers, and sounds of birds chirping and bees buzzing enrich lush residential areas. The city's many grocery stores, farmer's markets, and garden farmstands offer fresh, healthy food to nurture tables and bodies in all different cultural traditions. Oakland's homes and communities have healed from historic violence, and crime-free, clean streets and public spaces are safe for people to walk and linger.

## **We see ourselves reflected in Oakland.**

Residents shape and craft the City's processes and outcomes through equitable, transparent, and inclusive processes. The City of Oakland works for its residents, prioritizing their quality-of-life concerns, recognizing and celebrating the contributions of Oakland's multiple distinct communities of color, including Black,

Latinx, Asian, and Indigenous peoples, and actively partnering with community groups and residents. Youth, elders, people with disabilities, immigrants, and people who speak different languages actively participate in government and are empowered to craft a city that meets the needs of all residents; community members can see progress towards their goals through continuous monitoring and feel a sense of ownership of their culturally rich city. The built environment responds to and reflects this richness: its public art, play spaces, and buildings showcase Oakland's unique diversity and multicultural histories.

## **We support meaningful opportunities for residents and businesses to prosper and contribute.**

Oakland is a beautiful city where people want to live and work, with thriving local businesses and a growing equitable economy that offers high-quality, climate-positive jobs for many different skillsets. New businesses are welcome, and Oakland is a hub for entrepreneurs and companies attracted to Oakland's skilled workforce and its location at the geographic center





of the Bay Area. The City is an incubator of new ideas and green solutions, training the next generation of business leaders through robust workforce development programs. Throughout Oakland, flourishing neighborhood commercial streets are lined with trees and greenery, small businesses, restaurants, and services residents patronize daily, and visitors come from all over to enjoy the local food, art, sports, natural environment, and culture.

**We are interconnected.** Oakland is a center for sustainable living, where each neighborhood is connected to every other neighborhood through safe, easy, low-carbon transportation options. People of all ages and abilities can walk, bike, or roll along streets that are safe, welcoming, and well-maintained, and residents can take buses and shuttles with ease and take advantage of expanding regional transit options. Designated truck routes keep noisy vehicles out of neighborhoods, and residents are proud of the city's clean, low speed streets lined with local businesses and abundant trees. The prevalence of walking, biking, and transit helps Oakland meet its climate goals, and strong neighborhood networks ensure that residents are

equipped to handle and recover from natural and human-caused challenges as they arise.

**We are rooted in Oakland and all neighborhoods have what we need to grow.** Oakland's public facilities are hubs of community activity, as schools, libraries, parks, and open spaces spark connections and inspiration and bring people together for learning, play, growth, and resilience. Children play in clean, safe and accessible parks and spend summers splashing in sparkling lakes, pools, and beaches. Neighborhoods thrive as small villages within the city, where neighbors can support each other, children grow up, elders age in place, and those that were displaced return to their communities. Diverse arts and culture flourish in Oakland, from art and music to food and festivals, and a sense of belonging permeates public spaces filled with gatherings, celebration, and wellness. As residents walk down the street they can hear many languages, see different places of worship, and feel the swell of many people coming together to build something greater. The city's roots grow stronger every day.





# Guiding Principles

Equity means that all people have full and equal access to opportunities that enable them to attain their full potential, regardless of race, class, gender or language spoken. Each of these guiding principles is rooted in an equity approach, especially racial equity, as laid out in the accompanying racial equity framework that will work through the Plan's policies to reduce disparities and promote more equitable outcomes. See the Racial Equity Framework for more details on this approach.

## We are housed, healthy, and safe.



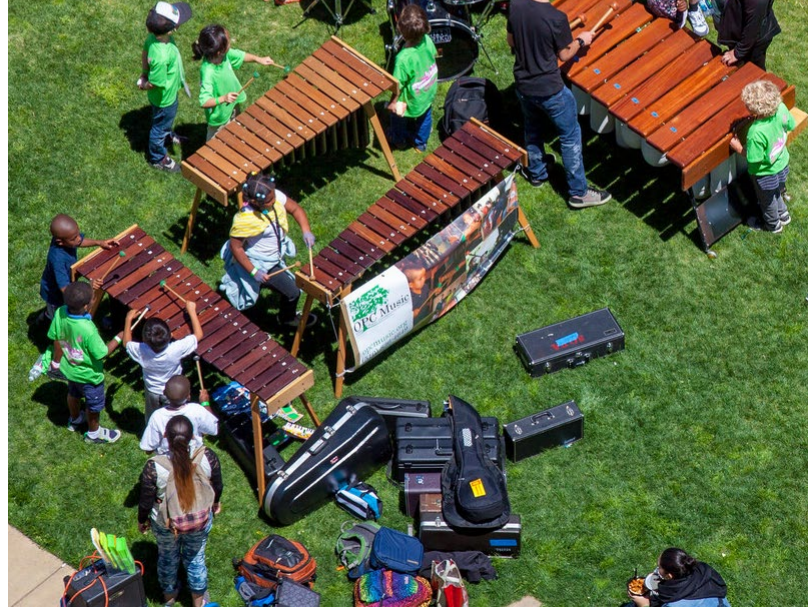
1. Facilitate housing production and maintenance throughout Oakland to meet the housing needs of people at all income levels including low- and very-low incomes, workforce and moderate-income households, and shelter for the unhoused.
2. Ensure that every home, neighborhood, school, and park has clean air, water, and land.
3. End community violence, gun violence, and crime through a collaborative and community-led public health approach to violence and healing.
4. Design streets that are safe for walking, biking, rolling, and playing.
5. Ensure that people have access to fresh food, water, and restrooms.
6. Foster quiet neighborhoods that are not impacted by excessive noise from streets, highways, and machinery.





## We see ourselves reflected in Oakland.

7. Use equity and results-based accountability to drive decision-making and investments in Oakland, working to overcome intentional and unintentional barriers to fairness, justice, and opportunity.
8. Co-develop solutions with community groups, community members, and the Ohlone people, such that all people of Oakland feel ownership of the city.
9. Fully integrate youth, elders, and persons with disabilities into the community, ensuring that they can access resources and represent their own interests.



## We support meaningful opportunities for residents and businesses to prosper and contribute.

10. Promote a thriving, sustainable, and equitable economy that attracts and retains a diversity of jobs and future-oriented industries that provide opportunities for all Oaklanders.
11. Foster local small businesses as the heartbeat of Oakland.







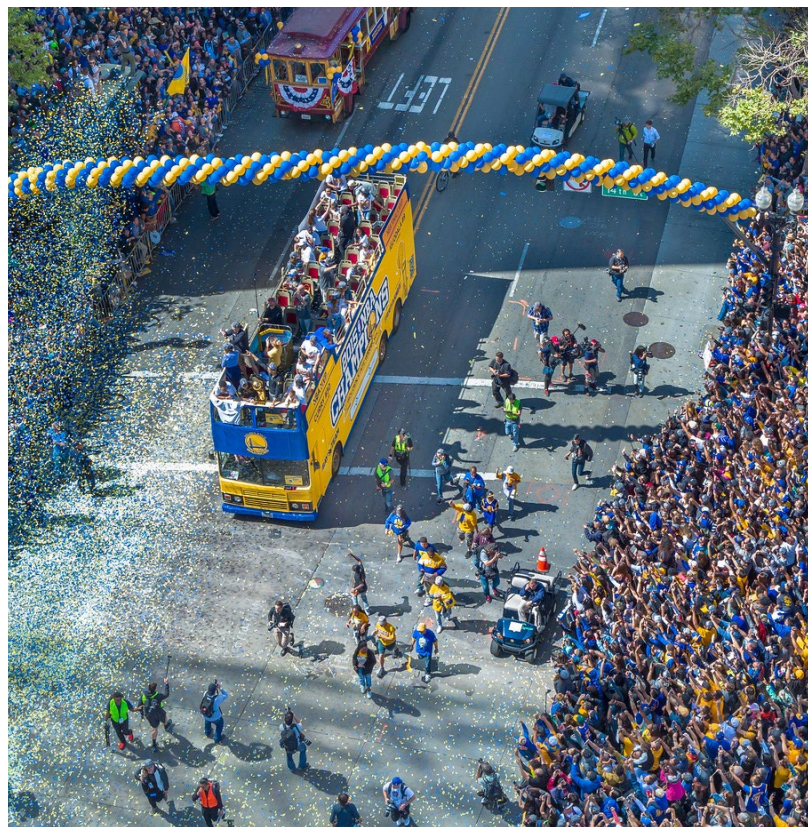
## We are interconnected.



12. Connect Oakland's neighborhoods and districts with convenient, accessible, low-carbon mobility options.
13. Knit the city together with trees, green spaces, trails, and connections to the bay.
14. Ensure that streets and public spaces are clean, safe, and welcoming.
15. Proactively plan for resilience, quick response, and equitable recovery from sea level rise, wildfires, severe drought, extreme weather and heat, and other climate-change challenges.

## We are rooted in Oakland and all neighborhoods have what we need to grow.

16. Strengthen schools, libraries, childcare, and community spaces to support, inspire, and partner with families.
17. Cultivate lush active parks, recreation areas, and quiet green spaces that are accessible, safe, clean, drought-resistant, and well-maintained.
18. Foster Oakland's neighborhoods as villages within the city that enrich residents with resources, culture, and strong social ties.
19. Work toward a reversal of historic and ongoing displacement.
20. Promote Oakland's diverse cultural richness, allowing it to thrive and grow through its people, music, gardens, art, history, murals, languages, food, and festivals.











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