

# General Plan Update (GPU)

General Plan Advisory Committee,  
Community Advisory Subcommittee  
July 17, 2025

Planning and Building Department



# Agenda

6:00-6:20	Welcome, Community Agreements, Introductions
6:20-6:40	Phase 2 Overview
6:40-7:00	Q+A and Next Steps
7:00-7:30	Meet and Greet

# Community Agreements

1. Treat everyone courteously.
2. Listen to others respectfully.
3. Exercise self-control.
4. Give open-minded consideration to all viewpoints.
5. Focus on the issues and avoid personalizing debate and personal attacks on others.
6. Embrace respectful disagreement and attempt to come to a resolution by the end of the meeting.

# Introductions

- Name
- Neighborhood
- Share a fun fact about yourself / something you're looking forward to

# General Plan Background

# What is a General Plan?



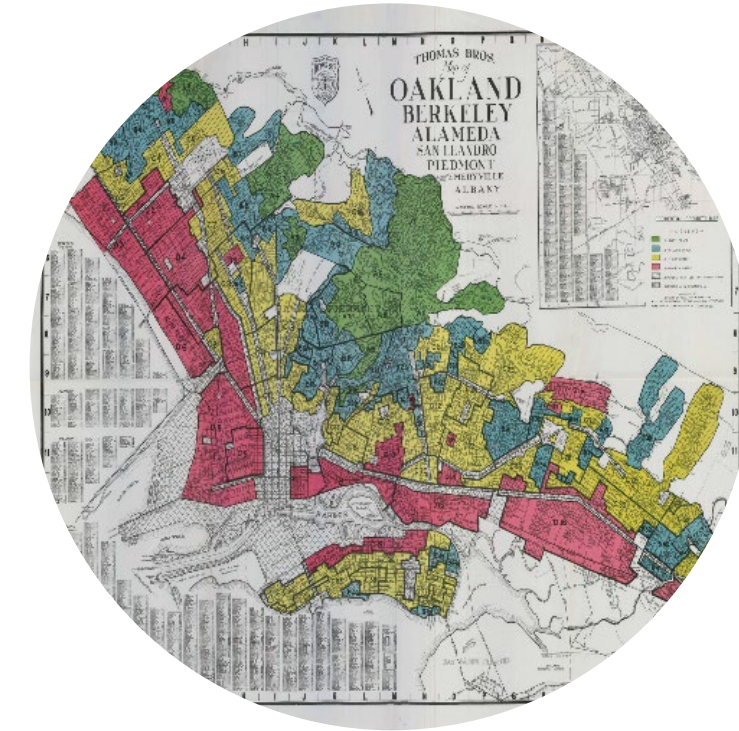
## "Constitution" for development and conservation

Establishes citywide vision  
and supporting goals,  
policies, and  
implementation measures



## Identifies past challenges & accomplishments

Provides consistent  
direction for future  
development



## Opportunity to Reduce Racial Inequities & Do Inclusive Engagement

Engage our community in  
the planning and decision-  
making process

# How does the General Plan Affect Oakland?



Enhance parks and recreational spaces



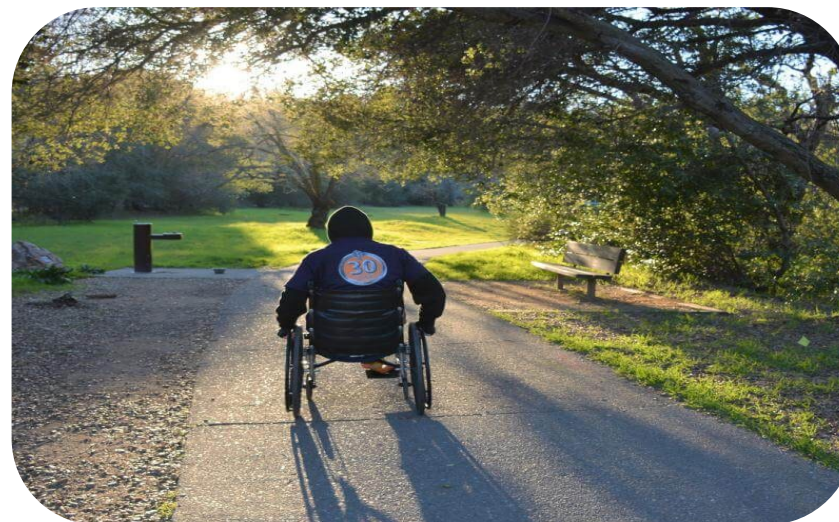
Improve access to jobs and career opportunities



Create more livable neighborhoods



Nurture cultural and natural resources



Improve how people get around



Improve city infrastructure

# General Plan

- Guides the physical development of the city – public and private
  - Land uses (including zoning) and neighborhood physical character
  - Infrastructure – transportation, parks, community centers, etc.
  - Management/conservation of resources – open space, natural resources, historic resources
- High-level (“general”) vision, goals and policies
  - All City policies and decisions must be consistent with it
  - Does not include specifics – other planning and policy documents cover these
- Does not guide services or other policies except as they relate to Oakland’s physical development

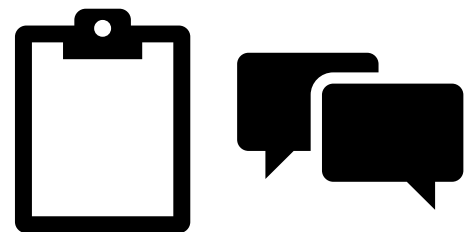
# Community Engagement Activities

- **General Plan Advisory Committee**
  - Community Advisory Subcommittee
  - Technical Advisory Subcommittee
  - Ex-officio members (boards, commissions and neighboring jurisdictions)
- Focus Groups
- Deep Listening Sessions
- Online Town Hall Meetings
- Paid Advertising
- Boards and Commissions Meetings
- Neighborhood Council Meetings
- Pop-Ups at Community Events
- Office Hours
- Deeply Rooted Partner-led Events
- Community-led Walking Tours
- Online Survey
- Tactical Engagement
- Tactical Outreach
- Public Hearings

# Phase 2 Overview & Process

# Phase 2 Timeline

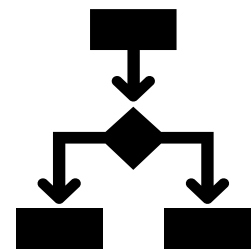
FALL 2024



**Initial Engagement**

*Build on Phase 1 input and get thoughts on Phase 2 issues and strategies*

WINTER 2024 –  
SUMMER 2025



**Develop Options**

*Evaluate different options and tradeoffs to achieving community goals*

SUMMER 2025 –  
FALL 2025



**Preferred Option**

*Combine preferred options into the Preferred Plan*

FALL 2025 –  
FALL 2026



**Element Development**

*Using community input, develop elements for public review*

WINTER 2026 –  
SPRING 2027

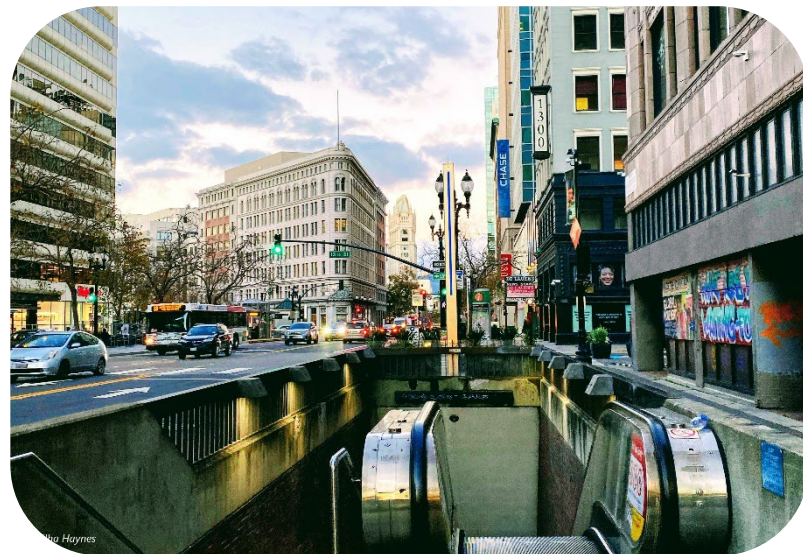


**Hearings and Adoption**

*Elements go to decisionmakers for consideration*

*\*Community engagement opportunities and feedback loops (where the City shares how input has been incorporated) to occur at all steps*

# Phase 2 Elements



**Land Use and  
Transportation  
Element**



**Open Space,  
Conservation, and  
Recreation (OSCAR)**



**Infrastructure and  
Facilities**



**Noise**

# Land Use and Transportation Element (LUTE)

**Land Use:** How Oakland will grow and change, and what will be preserved and maintained

- Population, housing, and economic development/jobs
- Kinds, locations, and intensities of land uses
- Intentional focus on neighborhood needs and social equity
- Arts, history, and culture

**Transportation:** How destinations in Oakland and beyond will be linked and connected

- Movement of people and goods
- All types of transportation systems
- Transportation system safety, comfort, convenience, and accessibility
- Reducing greenhouse gases



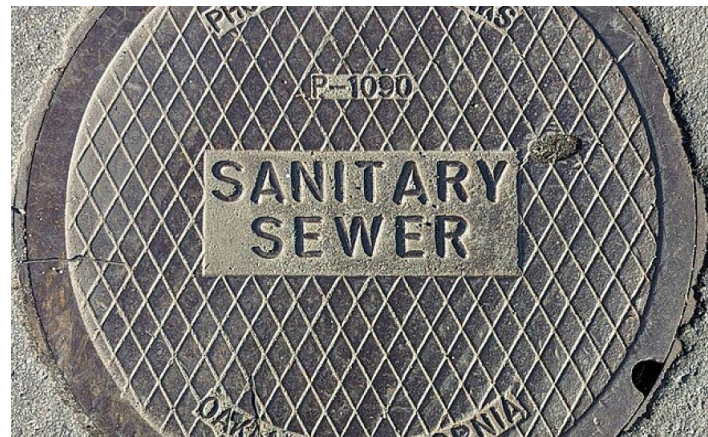
# Infrastructure and Public Facilities Element

**Infrastructure:** Plan for well-maintained, resilient, and high-quality critical systems that serve the city and its people.

- Water + Sewage
- Storm drainage and flood control
- Solid waste & recycling
- Gas and electricity
- Communications (including Internet)
- Roadway improvements

**Public Facilities:** Support an equitably distributed, and well-maintained network of public facilities that support Oaklanders' health and well-being.

- Libraries
- Educational facilities
- Recreation and community centers
- Fire and police stations
- Other civic buildings



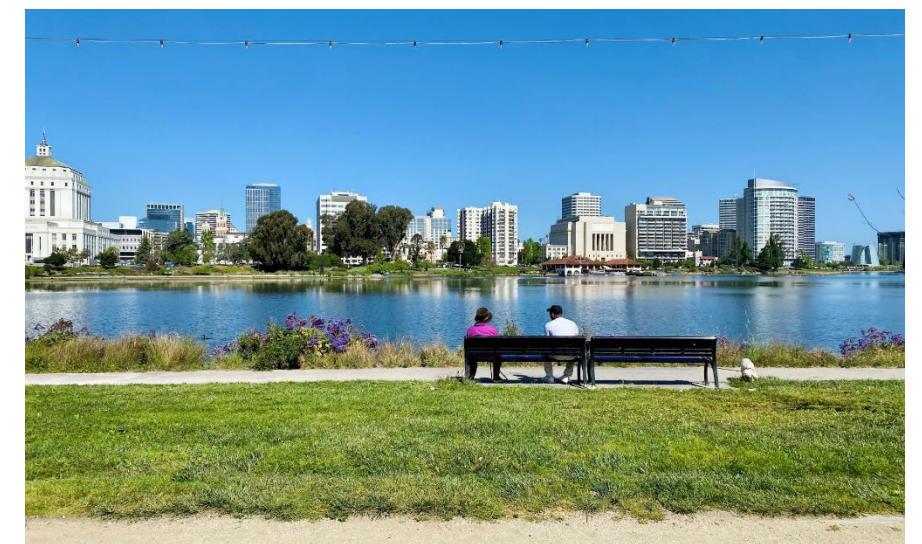
# Open Space, Conservation, and Recreation (OSCAR) Element

**Open Space and Conservation:** Maintain, preserve, & strengthen Oakland's network of open spaces and conserve important natural resources

- Open space network connections and accessibility
- Habitat management

**Recreation:** Build an equitable, well-maintained, accessible network of parks and recreational facilities that support and reflect Oaklander's needs, identities and cultures

- Types of parks and distribution throughout city
- Parks maintenance, safety, and security
- Parks programming, events, arts & culture



# Noise Element

Minimize the adverse effects of noise pollution on public health while promoting a high quality of life for residents

Noise sources include:

- Roadways
- Rail operations
- Industrial facilities
- Airports



**Q+A**

# Next Steps

- 7/31 – First Full GPAC Meeting
- Visit the website and sign up for the mailing list:  
[oaklandca.gov/gpu](https://oaklandca.gov/gpu)

