

ENVISION OAKLAND



CITY OF OAKLAND GENERAL PLAN

LAND USE
AND TRANSPORTATION ELEMENT

MARCH 1998

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GENERAL PLAN PROJECT MANAGER, CEDA

ENVISION OAKLAND

This Plan is dedicated to General Plan Congress member Del Davis. His leadership in economic circles and deep commitment to the planning practice will be greatly missed. Del's contributions to the continued improvement of Oakland are reflected in this Plan.

CITY OF OAKLAND GENERAL PLAN

Land Use and Transportation Element

Volume 1

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GUIDE TO GENERAL PLAN DOCUMENTS

The Oakland General Plan

- ◆ **Land Use and Transportation Element**
 - ◆ Volume 1: Policy Framework, Diagrams, Implementation Program
 - ◆ Volume 2: Required technical support for the elements
- ◆ **Estuary Plan (adopted 1998)**
- ◆ **Open Space, Conservation and Recreation Element (adopted 1996)**
- ◆ **Housing Element (adopted 1995, update due in 1999)**
- ◆ **Historic Preservation Element (adopted 1995)**
- ◆ **Noise Element**
- ◆ **Environmental Hazards Element**
- ◆ **Bike and Pedestrian Masterplan (adopted 1998)**
- ◆ **Any additional required or optional elements adopted in the future, or area / specific plans explicitly adopted as part of the Oakland General Plan**

“We do not want the new Plan to sit on a shelf, unused for years and years; we want it to be used on a daily basis.”

- Letter from Brooklyn Neighborhood Preservation Association, Dec 1994

Documents supporting the General Plan (not adopted)

- ◆ **Technical Reports produced during preparation of the Land Use and Transportation Element:**
 - ◆ Bus Tour of Oakland (March 1994)
 - ◆ Vision, Goals, and Issues (January, 1995)
 - ◆ Trends Report (March, 1995)
 - ◆ Summary of Survey Results (March, 1995)
 - ◆ Policy Audit (April, 1995)
 - ◆ Notes from Community Workshops (June, 1995)
 - ◆ Environmental Factors Analysis (April, 1996)
 - ◆ Community Services Analysis (April, 1996)
 - ◆ Draft Goals, Objectives, Policies and Actions (May, 1996)
 - ◆ Land Use and Transportation Workbook (November, 1996)

LAND USE AND TRANSPORTATION ELEMENT USER'S GUIDE

The Land Use and Transportation Element begins with a Preamble, which tells some of the story of the city and its General Plan. The body of the Element is organized into four chapters:

- ◆ **Planning Context:** explains what a General Plan is and how this Element of the City's General Plan was created, offers a brief history of the City and an appraisal of Oakland's resources to meet contemporary challenges facing the city.
- ◆ **Policy Framework:** Describes the city's structure – the places that make Oakland work – and provides the foundation of the Land Use and Transportation Element with ideas about the City's future organized into five sections: Industry and Commerce, Transportation and Transit-Oriented Development, Neighborhoods, Waterfront, and Downtown.
- ◆ **Policies into Action:** Translates the Policy Framework into General Plan diagrams – one providing a basis for strategies for enhancement and change, and the others illustrating plans for Land Use and Transportation improvements. Accompanying text describes land use classifications and transportation projects to be undertaken
- ◆ **Implementation Program:** Presents a two-part program. The Priority Implementation Agenda identifies five action programs for the five years following Element adoption, and the Area Views describe strategies and priorities for geographic areas of the City.

Some users will read the Element front-to-back. Most will consult it to answer one or more specific questions about the city. The examples below provide guidance for consulting the Element to find the answers to the questions you have about the future of Oakland.

If You Are Interested In....	Then...
How the City is preparing for the next century	<ul style="list-style-type: none"> ◆ Read the Preamble and the Challenges and Responses outlined in Chapter 1 ◆ See the opening of Chapter 2, Policy Framework and review the opportunities provided in Oakland’s Showcase areas, Corridors, Activity Centers, and Transit-oriented Districts
The future of your neighborhood	<ul style="list-style-type: none"> ◆ Look at the Land Use and Transportation Plan Diagram and the Strategy Diagram in Chapter 3 and locate your area ◆ Consult the Area View in Chapter 4 for your area, and read about issues and implementation strategies
Finding a location for a new business venture in Oakland	<ul style="list-style-type: none"> ◆ Read about ‘The Places that Make Oakland Work’ in the Preamble, and more detail in Chapter 2, Policy Framework ◆ Review the fold-out Land Use and Transportation Plan Diagram and summary of Land Use Classifications on the reverse side of the Diagram ◆ Review the Policy Framework in Chapter 2 for Industry and Commerce and relevant areas such as Downtown or Waterfront
Sponsoring an affordable housing project	<ul style="list-style-type: none"> ◆ Read the Neighborhoods Downtown and Waterfront sections in Chapter 2, Policy Framework ◆ Look at the Land Use and Transportation Plan Diagram and Classifications in Chapter 3
The future of public transit in Oakland	<ul style="list-style-type: none"> ◆ Consult the City’s Housing Element ◆ Read the Transportation Plan in Chapter 3 ◆ Review relevant sections in Chapter 2, Policy Framework for Transportation and Transit-Oriented Development ◆ Check the Priority Implementation Agenda in chapter 4 pertaining to transit and transportation improvements

If You Are Interested In....	Then...
Opportunities for reuse of older properties	<ul style="list-style-type: none"> ◆ Consult 'Strategy Diagram' and the Land Use and Transportation Plan Diagram in the pocket at the back of this Volume ◆ Check the descriptions of Target Areas in the Area View sections of Chapter 4 for discussion of specific properties
How zoning of your property could be affected by the Land Use and Transportation Element	<ul style="list-style-type: none"> ◆ Locate your area and look at the Land Use and Transportation Diagram, Classifications, and the Strategy Diagram in Chapter 2 ◆ Consult the Area View for your area in Chapter 4, and read about issues and implementation strategies
Future plans for the Airport and Seaport	<ul style="list-style-type: none"> ◆ Consult the Seaport and Airport/Gateway Showcase descriptions in Chapter 2, Policy Framework ◆ Read about transportation projects that will facilitate seaport and Airport improvements in Chapter 3 ◆ Check related implementation strategies under Priority Implementation Agenda, part c, in Chapter 4
Solutions to conflicts between housing and industry	<ul style="list-style-type: none"> ◆ Read about the 'Housing and Business Mix' Classification in Chapter 3, and see where it is applied on the Land Use and Transportation Plan Diagram ◆ Refer to the Priority Implementation Agenda to see implementation strategies related to new zoning

