

Oakland's 2021 General Plan Update

Presentation to the Oakland Shoreline Leadership
Academy (OSLA)

City of Oakland Planning and Building Department

August 21, 2021



Agenda

1. Introductions
2. Overview of Oakland's General Plan Update
3. Centering Equity and Environmental Justice
4. Phase I of the General Plan Update
5. Activity: Why should you participate?
6. Wrap-Up



A black and white photograph of Philadelphia City Hall, a grand neoclassical building with a prominent clock tower, set against a cloudy sky. To the left, a modern glass-walled skyscraper is visible. In the foreground, there are trees, street lamps, and a crowd of people. A large yellow and black text box is overlaid in the center of the image.

GENERAL PLAN:

UPDATE PROCESS

**Guiding Principle for the
General Plan Update:
Equity and
Environmental Justice**





Oakland's General Plan Update

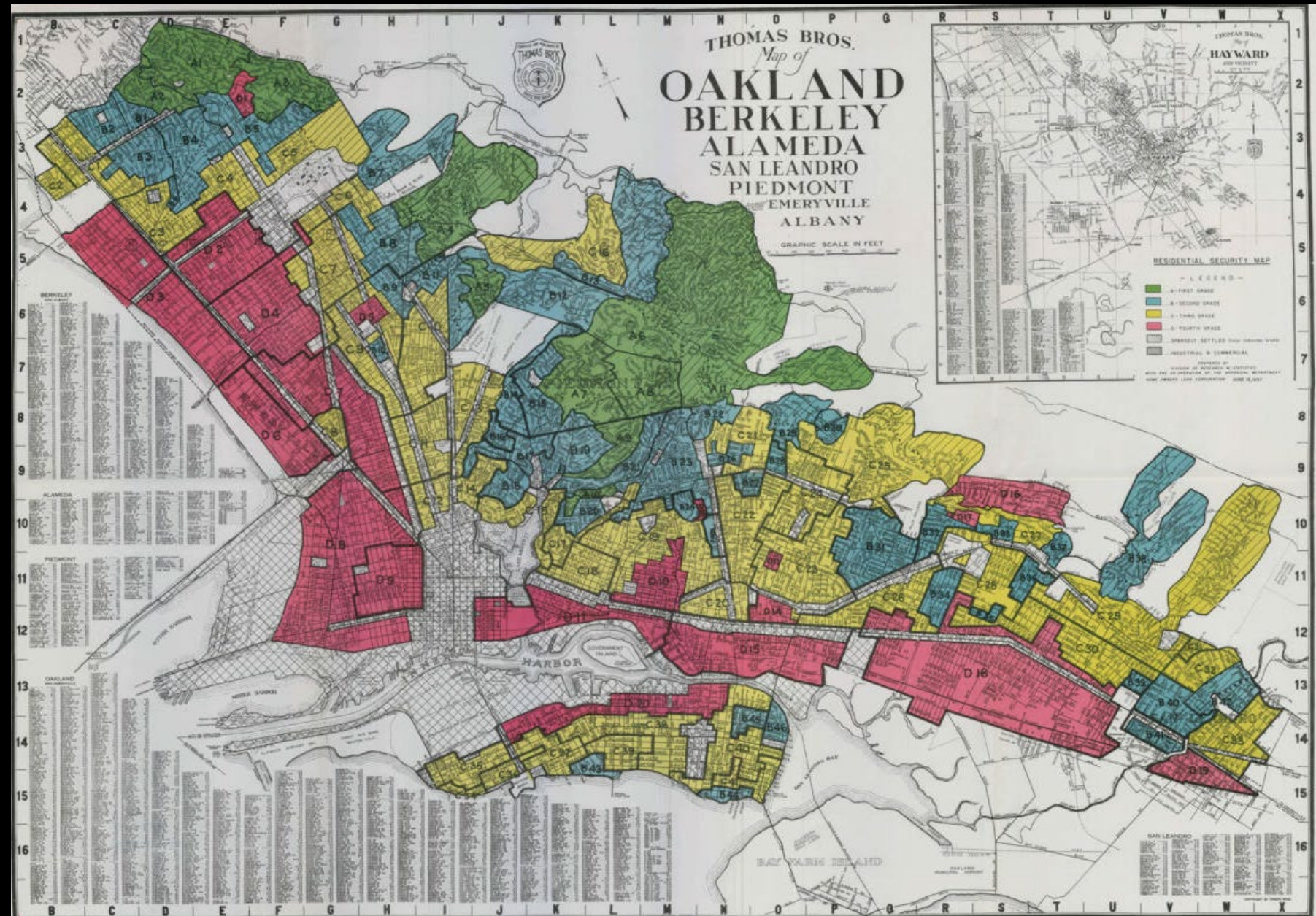
An opportunity to advance the City's critically important mission to “intentionally integrate, on a Citywide basis, the principle of 'fair and just' in all the City does in order to achieve equitable opportunities for all people and communities.”

(Oakland Municipal code 2.29.170.1)

This means **working to eliminate the root causes of inequity**, including communities in understanding their barriers and strengths, and working with these communities in developing solutions **for long-term and systemic changes.**

We must start here...

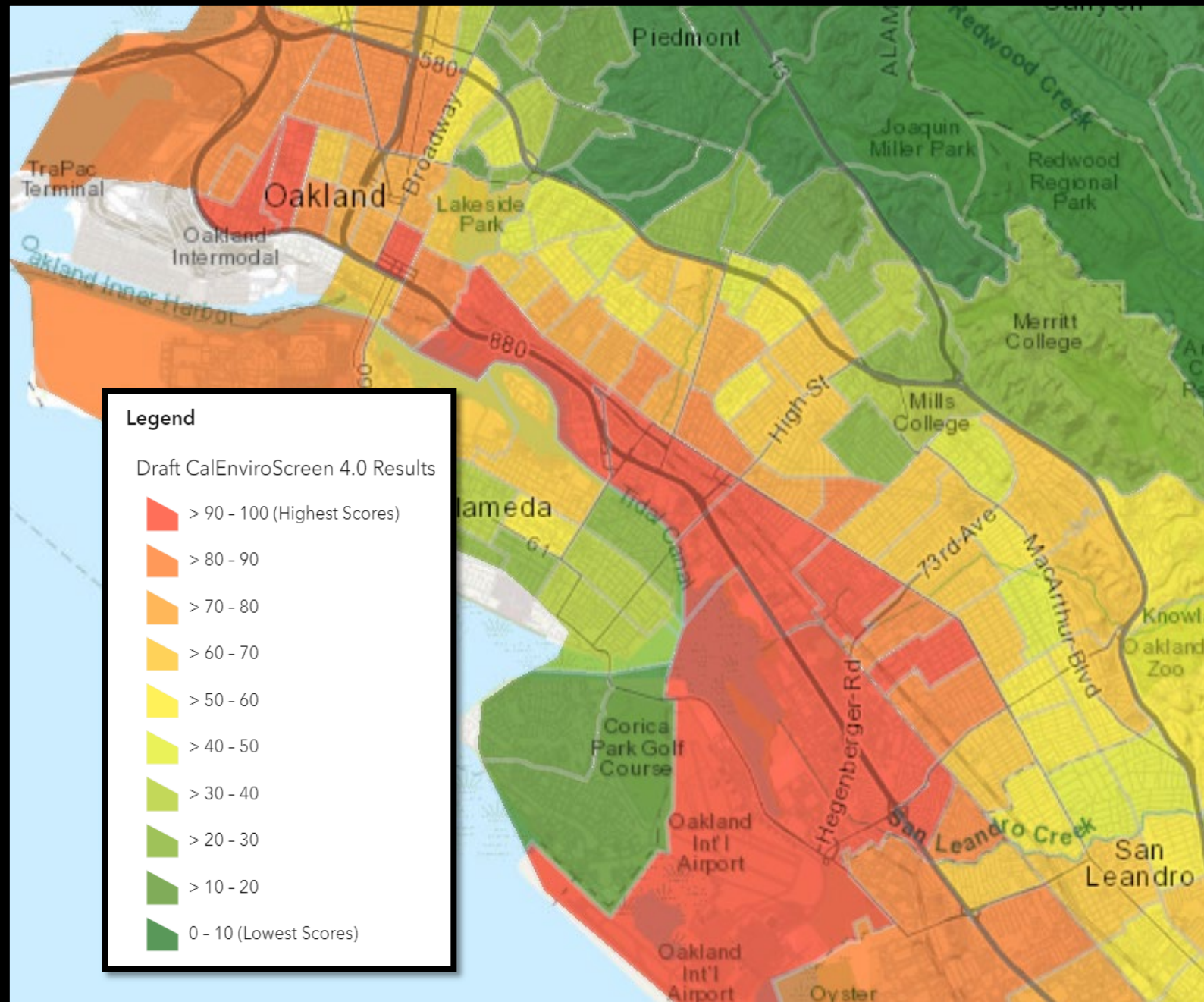
Acknowledging the legacy of redlining, and the long-lasting effects of past exclusionary planning practices in creating racial inequities.



1937 Homeowners' Loan Corporation "redlining" map



Where in Oakland are communities most affected by and most vulnerable to pollution?



Data Source: CalEnviroScreen 4.0

Office of Environmental Health Hazard Assessment (OEHHA)

Moving forward...

- Tools from the **Department of Race & Equity**
 - Race & Equity Impact Analysis
 - Inclusive Community Engagement Guide
- **Leverage internal capacity:**
 - Race & Equity Teams in City Departments
 - Interdepartmental collaboration with Community Engagement staff
- **Local models** we can learn from:
 - Healthy Development Guidelines (2017)
 - East Oakland Neighborhood Initiative (2019)
 - West Oakland Community Action Plan (2019)
 - 2030 Equitable Climate Action Plan (2020)
 - Capital Improvement Program (2021)





Inclusive Community Engagement: Important Role of Community Based Organizations

- Community-based organization or local nonprofit will serve as the Community Consultant.
- Provide targeted engagement to geographies and communities that experience socio-economic, environmental, and racial disparities.
- Serve as a coordinating organization for partnering with other community-based groups.
- Advise on Development of Overall Public Engagement Program: articulate values, outline goals, define performance metrics, create detailed project schedule, etc.



Phase 1 of the General Plan Update: **To be completed by January 2023.**



**Housing
Element**



**Environmental
Justice Element**



**Safety
Element**

Phases of the General Plan Update Process



Kick off

Select Consultant
to Assist City
Staff

General Plan
Update Phase I
Kickoff

September
2021



Phase I

Community Vision for the Plan
Land Use, Transportation, and Open
Space Framework

Environmental Justice, Housing, and
Safety Elements

Racial Equity Impact Analysis

Zoning Code and Map Update

Environmental Review and
Compliance

Fall 2021 –
December 2022



Review and Adoption

Council
Adoption of
Elements

HCD
Certification of
Housing
Element

January 2023



Phase II

Land Use and Transportation
Element

Open Space, Conservation, and
Recreation Element

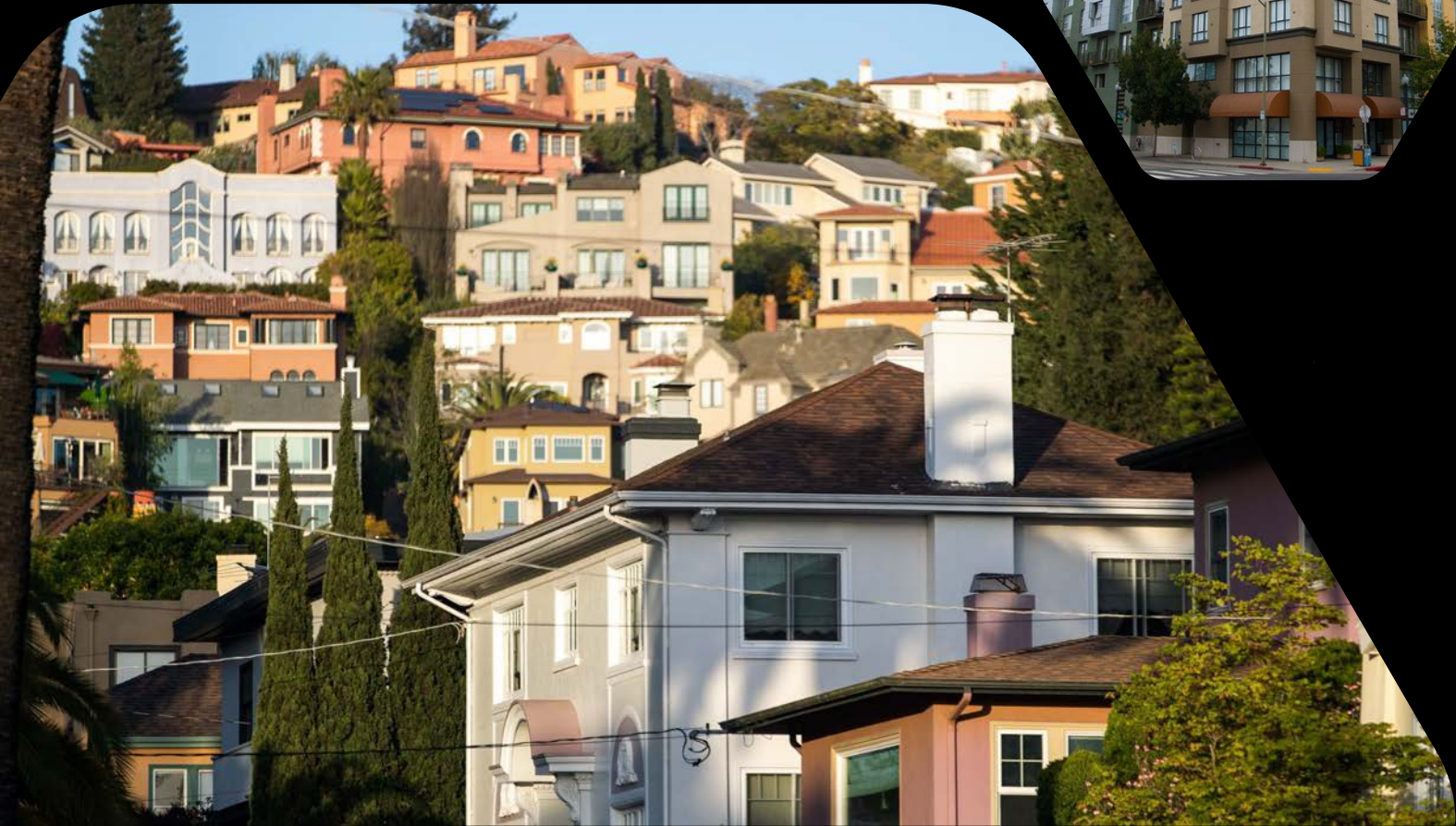
Noise Element

Historic Preservation Element

Infrastructure and Facilities
Element

Environmental Review

January 2023
– July 2025



Housing Element

- 6th Cycle Regional Housing Needs Allocation (RHNA).
- More equitable distribution of housing within Oakland.
- Assembly Bill 686 adds a fair housing requirement.
- Plan for affordable housing in high resource areas.

Safety Element

- Safety Element to incorporate Local Hazard Mitigation Plan (LHMP)
- LHMP identifies potential natural hazards and their impacts to people, property, and the environment, and corresponding actions to reduce those impacts.
- Adopted LHMP, SB379, and climate change
- Vulnerability Assessment.



Environmental Justice Element and Policy Framework

- Identifying frontline/environmental justice communities within the City.
- Reducing unique or compounded health risks in frontline communities:
 - Pollution Exposure, Public Facilities, Food Access, Safe and Sanitary Homes, Physical Activity
- Promoting community engagement in the public decision-making process.
- Prioritizing improvements and programs for addressing the needs frontline communities.





We Want to Hear From You! 5 Minute Brainstorm Activity

- What issues are most important to your community for the General Plan Update to tackle?
- Why is it important to participate?
- <https://bit.ly/OaklandGPU20SLA>



Stay Connected!

- Email: generalplan@oaklandca.gov
- Sign up for updates: <https://bit.ly/OaklandGPU>

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Thank You!

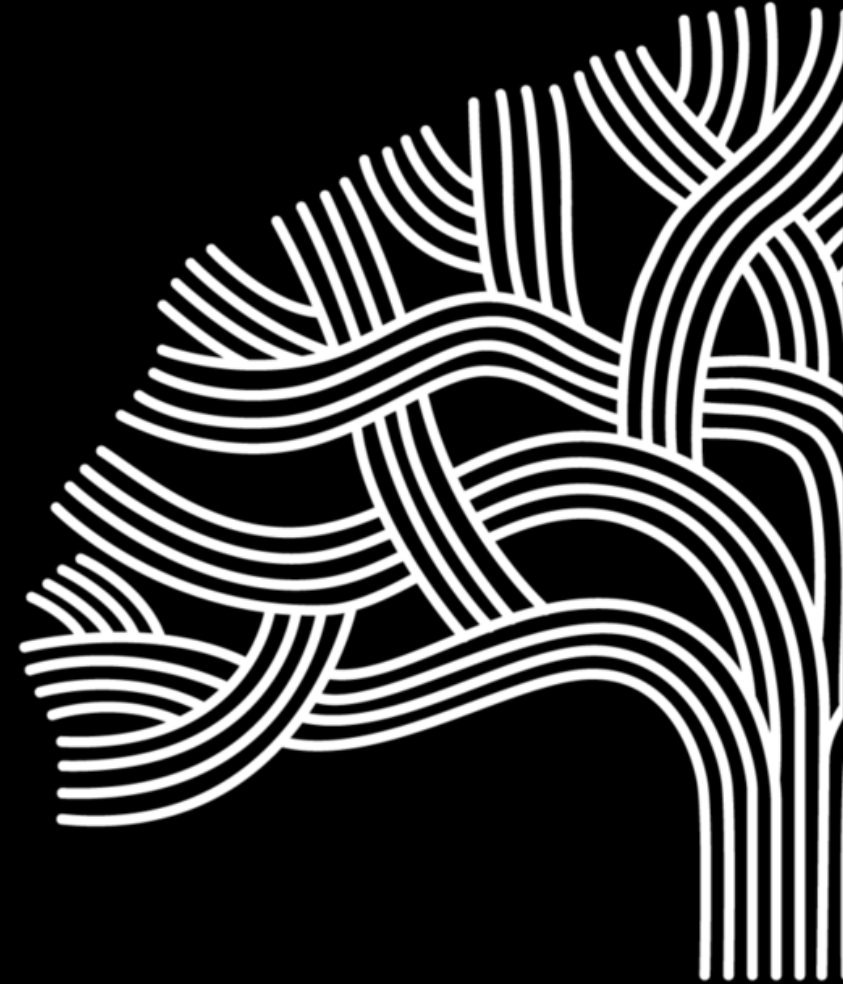
Questions?



Appendix

Planning & General Plans 101

Background and Primer



Big Picture Questions



- Why is Planning important?
 - Impacts community by shaping access to health-promoting resources.
- How does planning shape the built environment?
 - Land Use
- How is Land Use Regulated?
 - General Plan
 - Zoning

What is the General Plan?

A policy document with a long-term perspective (20-year horizon)

Establishes a citywide vision and consistent direction for future development

Reflects community priorities and values

Includes supporting goals, policies, and implementation measures to achieve the community's vision

General Plan Elements

Phase 1

September 2021
— January 2023



Housing



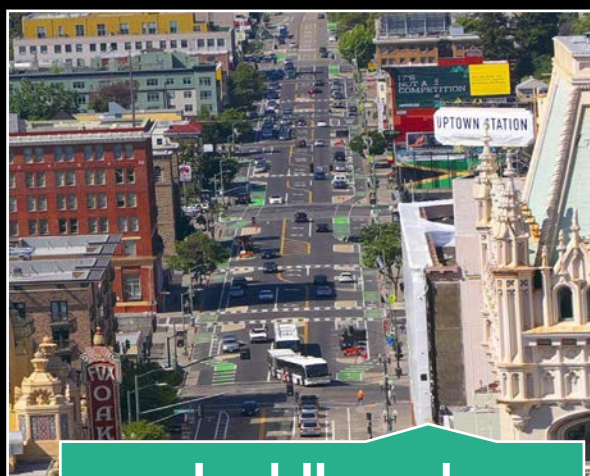
Safety



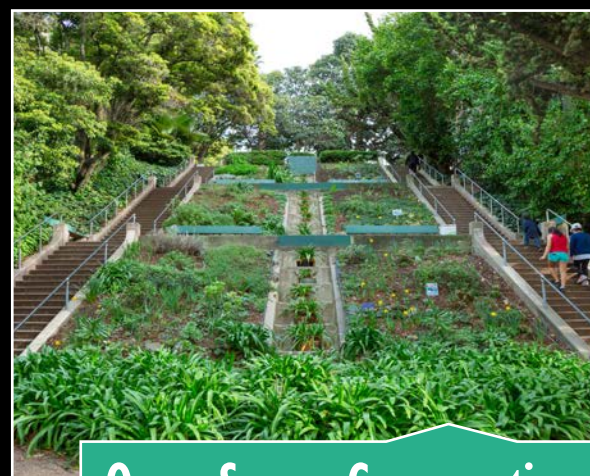
Environmental Justice

Phase 2

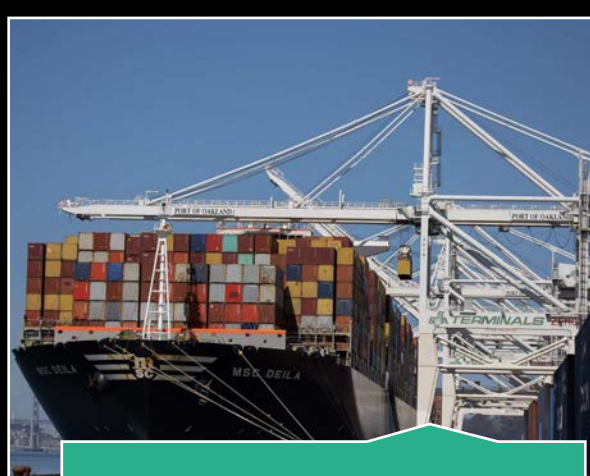
January 2023 —
July 2025



Land Use and
Transportation (LUTE)



Open Space, Conservation
and Recreation



Noise

Phases of the Planning Process



Learn & Assess

Reviewing existing plans, laws, and policies.

Baseline assessment of existing community conditions.



Envision

Goal: Produce a community vision for the plan, which:

- Identifies a framework for plan development
- Defines goals



Plan

Crafting goals, policies, and actions.

Adoption of the plan by City Council & Planning Commission.



Act

Implementation!
Prioritizing actions, funding, and investments.

Accountability

Monitoring progress.