

Decision-making Considerations

Housing & Economic Development

- Will this approach accommodate housing and job growth?
- Will this approach help Oakland build wealth, including public revenue, that is accessible to all members of the community?
- Will this approach help provide the types of businesses and services that the current and future community members need?

Equity

- Are there groups who will benefit from this approach? How?
- Are there groups who will be harmed by this approach? How?
- Are there racial, economic, disability, age or other equity concerns in the discrepancies between who will and will not benefit?

Connectivity & Access

- Will this approach support better access to the waterfront, including providing amenities, street access and open space?
- Will this approach better connect Jack London with the rest of the downtown?
- Will this approach prioritize street life for pedestrians, bicyclists and transit riders?
- Will this approach support downtown's development as a regional transit hub?

Urban Design & Preservation

- How can this plan direct density to strategic areas (i.e. to buffer the freeway)?
- Will this approach respect and complement historically significant buildings?
- Will this approach allow property owners to develop their land?
- Will this approach preserve key views?

Arts & Culture

- Will this approach support the development of arts, culture and entertainment?
- Will this approach preserve and expand on Oakland's existing culture, which prioritizes diversity, creativity, vibrancy and inclusivity?

Environmental Sustainability

- Will this approach support the City's environmental goals, including greenhouse gas reduction, and resilience and adaptation to climate change?
- Will this approach protect human and natural resources, both inside and outside the neighborhood, from environmental hazards, particularly improving health and livability conditions for environmental justice communities?