



March 25, 2021

Dear Prospective Oakland Developer,

The City of Pittsburgh is currently engaged in the development of a new 10-year neighborhood plan for Oakland, the Oakland Plan. When complete, this plan will become city policy, and will guide public and private investments in the area. The Steering Committee of the Oakland Plan has drafted this letter to provide interim goals for development in Oakland's commercial corridors while the Plan is still under construction.

Intent and Use

This letter provides guidance to property owners and developers of buildings in the major corridors of Oakland: Fifth and Forbes Avenues, Boulevard of the Allies, and Craig Street. It outlines the goals the Oakland community has deemed most important for you to consider in planning your project. The community has significant concerns about the high cost of housing, and the potential for new development to exacerbate displacement of long-term residents and particularly BIPOC residents living in Oakland. For this reason, property owners and developers pursuing projects outside the commercial corridors should also give these goals careful consideration.

You should proactively seek to address goals in this document at the earliest possible stages of your development process. When you meet with Oakland organizations, we will review this framework with you and you should expect to hear questions about these goals at community meetings, and statements affirming these goals in testimony before City boards and commissions. Addressing these goals will likely help your project gain community support.

These goals are guidance only, and are not requirements or policy. This guidance is not prescriptive because design is contextual and should respond to the buildings at the time of development – and in some cases, the existing context does not reflect the future vision of the community. We acknowledge that historic districts, such as the Oakland Civic Center Historic District, require special consideration.

Goals

As the Oakland Plan Steering Committee, we have reviewed community comments and ideas collected to date through the planning process and we have articulated the goals we agree to be most important and with the broadest community support as follows.

1. **Live-work and live-study opportunities for all.** Target workforce development programs and employment opportunities for existing residents to avoid displacement, and create mixed-income and affordable housing that provides walk-to-work/school opportunities for employees and students at all income levels, so they can benefit from Oakland's amenities and resources.
2. **Housing diversity.** Ensure a mix of rental and for sale housing is available for residents at a wide range of income levels, and provide a variety of affordable and healthy housing options for students.

3. **Vibrant commercial corridors.** Development on Fifth and Forbes Avenues, the Boulevard of the Allies, Craig Street, and other smaller commercial corridors should provide high quality and safe pedestrian experiences with inviting public realm improvements, open spaces, and complementary ground floor uses that serve the broader community.
4. **High performing buildings.** Existing and new buildings should strive for a positive impact on the Oakland community by reducing energy, water, and other resource uses in construction, materials, management, and life cycle. Demonstration of impact should follow established programs such as Energy Star, 2030 Challenge, Passive House, LEED, WELL, or similar programs.
5. **Welcoming Oakland.** New and existing buildings should create opportunities for residents and commercial tenants with the intent of overcoming inequities. Oakland's institutions, non-profit organizations, businesses, residents, and students work proactively to welcome BIPOC, LGBTQ, immigrant and refugee, and disabled people to live, work, study, invest in business, and play in the community.
6. **Development that enhances transit.** Building development and redevelopment within the public realm incorporates multimodal facilities for transit, biking, rideshare and pick-up/drop-off for on-demand service providers to create safer and more enjoyable transit experiences for tenants and visitors.
7. **Buildings that belong in Oakland.** Building design should speak to how it belongs in and is specific to the context of Oakland and consistent with the outstanding architectural heritage of the area. Well-designed buildings are appropriately scaled and massed, use high quality materials, and are designed either to be consistent with historic fabric or bring innovative new ideas. Oakland needs buildings it can be proud of, not cookie cutter structures from other cities.
8. **Access to local food hubs.** Provide a diversity of local, affordable, accessible food options, including grocery stores, particularly as a part of transit oriented developments and as part of development on publicly owned property or where public investments are utilized.
9. **Symbiotic relationships.** Institutions work with each other, non-profits, businesses, residents, and developers to create a unique and vibrant neighborhood that embraces history and context.
10. **Realize community goals through practices.** Institutions and organizations are committed to embodying the collective vision and goals for Oakland's future in their practices and activities.

We invite you to collaborate with our community to develop a truly exceptional addition to the Oakland community.

Sincerely,

The Oakland Plan Steering Committee