

The **Central Estuary Plan** will serve as a guide for public and private investment to spur revitalization in the Central Estuary area and transform it into **a regional destination where people can...**



live...



work...



and play!

More detailed project information is available online at: [www.oaklandnet.com/central\\_estuary\\_plan](http://www.oaklandnet.com/central_estuary_plan)



## Your participation is essential!

The City of Oakland needs your input to develop the Central Estuary Plan.

Join us at a community workshop to share your thoughts about how Oakland's Central Estuary area should look in the future.

More detailed project information and a meeting schedule are available online at:  
[www.oaklandnet.com/central\\_estuary\\_plan](http://www.oaklandnet.com/central_estuary_plan)

**It's your community.  
Be a part of the vision!**



## For more information:

Para obtener más información

若要了解詳情

Để biết thêm thông tin

**Website:** [www.oaklandnet.com/central\\_estuary\\_plan](http://www.oaklandnet.com/central_estuary_plan)

**Email:** [central\\_estuary\\_plan@oaklandnet.com](mailto:central_estuary_plan@oaklandnet.com)

**Phone Message Line:** 510.238.7737



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**CENTRAL ESTUARY PLAN**

A Vision for Oakland's Waterfront



Be a part of the vision!





bringing residents together in a balanced way.

parks and open space; and



improving the aesthetic quality of the area

The Central Estuary Plan can identify and address opportunities for the healthy development of the Oakland central waterfront area including:

**Once a predominantly heavy industrial waterfront, the Oakland Central Estuary has evolved** into a mixed-use district including well-established heavy industrial uses, commercial activities, and a residential neighborhood.

In 1999, the City of Oakland adopted the Estuary Policy Plan (EPP) to guide development for the entire Estuary area. The Central Estuary Plan will implement portions of the EPP and reflect current economic realities and community desires.



- Gather information about the project area
- Discuss plan area with the community
- In cooperation with the community, develop Project Goals

"Here's what we have now. What do we want?"

**Visioning**

- Develop draft planning concepts that will help achieve the Project Goals
- Incorporate planning concepts into Draft Plan(s)
- Gather community feedback on Draft Plan(s), revise accordingly

"Let's talk about how we can reach our goals."

**Planning**

- Resubmit Revised Plan to community for final feedback

"You talked, we listened. Did we get it right?"

**Validating**

**How we will develop the Central Estuary Plan**

developing the project vision, planning concepts, and validating the final Plan. A review of the Plan's environmental impacts is required, and will take place during the later stages of the plan development process.

The Central Estuary Plan will be developed in a three-phase process over approximately an 18-month period beginning in March 2009. Through a series of community workshops hosted by the City of Oakland, community stakeholders will be heavily involved at every stage –