


CITY ATTORNEY'S OFFICE

OAKLAND CITY COUNCIL

RESOLUTION NO. _____ C.M.S.

INTRODUCED BY INTERIM MAYOR JENKINS AND COUNCILMEMBER
RAMACHANDRAN

**RESOLUTION DIRECTING THE CITY ADMINISTRATOR TO PRESENT AN
INFORMATIONAL REPORT WITH RECOMMENDATIONS ON SHORT-AND
MEDIUM-TERM LAND USE, FINANCIAL, ZONING, AND PERMITTING
INCENTIVES TO STIMULATE ECONOMIC GROWTH AND ATTRACT AND
PERSERVE BUSINESS IN OAKLAND**

WHEREAS, Oakland is a diverse and vibrant city with a strong desire to foster economic growth, job creation, and community development; and

WHEREAS, the economic vitality of Oakland depends on maintaining a competitive, business-friendly environment that attracts and retains a diverse range of businesses, both local and outside investors; and

WHEREAS, the City recognizes the importance of facilitating development that aligns with the City's broader goals of sustainability, equity, and community well-being; and

WHEREAS, there is an ongoing need to examine and implement strategic incentives that can support economic growth, improve the City's infrastructure, and address current business challenges; and

WHEREAS, these incentives may include but are not limited to land use policies, financial incentives, zoning adjustments, and permitting processes that streamline and facilitate business development and preservation; now therefore, be it

RESOLVED: That the City Administrator is hereby directed to prepare and present an informational report to the City Council with recommendations on the following:

Short-Term Land Use Strategies – Identify land use and zoning adjustments or changes that could be made to attract businesses to Oakland quickly, especially those that could support immediate job growth or address critical gaps in the local economy.

Medium-Term Land Use and Zoning Approaches – Evaluate potential land use policies and zoning reforms that may take longer to implement but could have significant impacts on stimulating economic growth and enhancing business retention.

Financial Incentives – Recommend financial mechanisms, such as tax incentives, grants, or other fiscal tools, that could support businesses, particularly startups, small businesses, and businesses in emerging industries.

Streamlining Permitting Processes – Analyze the current permitting process and propose changes that would make it easier and faster for businesses to establish or expand operations within Oakland, without compromising public safety, environmental protections, or community welfare.

Business Attraction and Retention – Offer strategies that could attract new businesses to Oakland while also ensuring the retention and growth of existing businesses, particularly those that contribute to the City's economic and cultural diversity.

Collaboration with Stakeholders – Suggest methods for involving local business owners, residents, and other key stakeholders in the development of these recommendations to ensure that the strategies implemented align with the needs of the community; and be it

FURTHER RESOLVED: That the City Administrator's informational report shall include a timeline for implementation, estimated costs, and potential sources of funding for the proposed recommendations, and be it

FURTHER RESOLVED: That the City Administrator's informational report shall be scheduled for consideration by the City Council Community and Economic Development Committee no later than July 31, 2025; and be it

FURTHER RESOLVED, that the City Council is committed to using this information to inform future policies, budget priorities, and investments in order to ensure Oakland's continued economic success and prosperity.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES - BROWN, FIFE, HOUSTON, KAPLAN, RAMACHANDRAN, UNGER, AND
PRESIDENT PRO TEMPORE GALLO

NOES –

ABSENT – COUNCIL PRESIDENT JENKINS (serving as Mayor pursuant to Charter Section 303)

ABSTENTION –

ATTEST: _____
ASHA REED
City Clerk and Clerk of the Council of the
City of Oakland, California