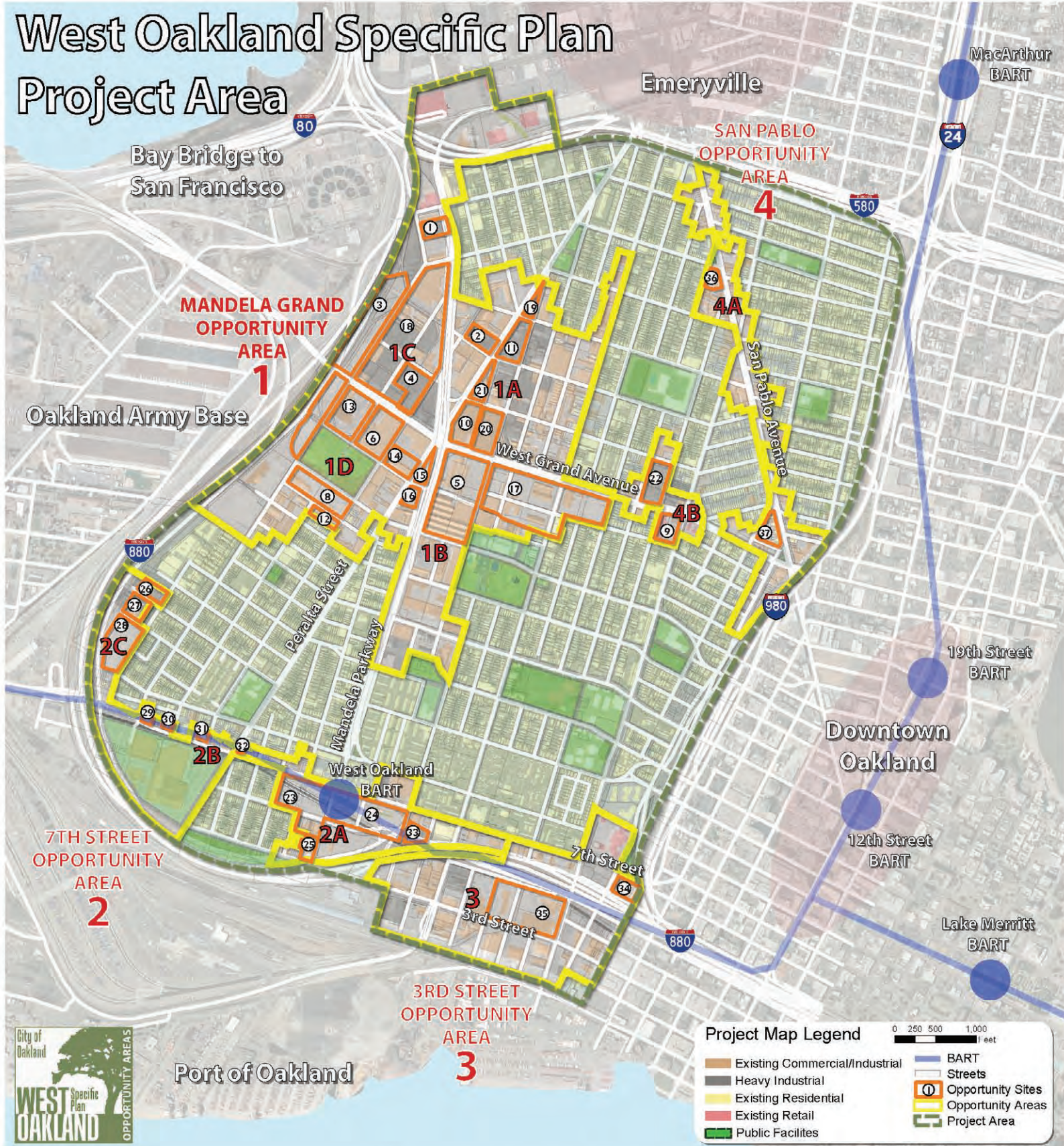


| | | |
|-----------|-------------------------------------|---|
| 4. | Location: | West Oakland Specific Plan Area is generally bounded by Interstate-580 (MacArthur Freeway) to the north, Interstate-980 to the east, and the re-located Interstate-880 (Nimitz Freeway) wrapping around the south and west. A small portion of the plan area is in the East Bay Bridge Shopping Center and below I-880 near Linden Street. |
| | Proposal: | Conduct a Scoping session, as required by CEQA, for a Draft Environmental Impact Report (DEIR) on the West Oakland Specific Plan, including the reception of public comments pertaining to cultural and/or historic resource issues that should be addressed in the West Oakland Specific Plan. |
| | Applicant: | City of Oakland |
| | Case File Number: | SPZ11001, ER120018 |
| | General Plan: | Neighborhood Center, Mixed Housing Type, Institutional, Urban Open Space, Urban Residential, Business Mix, Community Commercial, Housing and Business Mix, Regional Commercial, Light Industry 1 (Estuary Plan Area). |
| | Zoning: | RM-1, RM-2, RM-3, RM-4, RM-4/C, RU-1, RU-2, RU-3, RU-5, OS-(LP), OS-(NP), OS-(AMP), OS-(AF), OS-(CP), CC-1, CC-2, CC-3, C-40, HBX-2, CR-1, M-30, IG, CIX-1, S-4, S-7, S-S-15, S-19, S-20, Wood Street. |
| | Environmental Determination: | An Environmental Impact Report will be prepared as part of the West Oakland Specific Plan. A Notice of Preparation (NOP) of a Draft Environmental Impact Report (DEIR) was issued on October 23, 2012. |
| | Historic Status: | The Plan Area includes cultural/historic resources that may be eligible for, or are on an historical resource list (including the California Register of Historic Resources, the National Register of Historical Resources, and/or the Local Register); and several cultural/historic resources designated locally as Areas of Primary Importance (API); Areas of Secondary Importance (ASI); properties individually rated A, B, C, or D; and Landmark properties. |
| | Service Delivery District: | 1, 2 |
| | City Council District: | 3, and a small portion of 1 |
| | Status: | A Notice of Preparation (NOP) of a Draft Environmental Impact Report (DEIR) was issued on October 23, 2012. |
| | Action to be Taken: | Receive public and Board member comments on the scope of the DEIR, including what information and analysis should be included pertaining to cultural and/or historical resource issues. No decisions will be made on the project at this hearing. |
| | Finality of Decision: | N/A |
| | Further Information: | Contact project planner Ulla Jonsson at 510-238-3322 or ujonsson@oaklandnet.com Project message line: 510-238-3322 Project email address: westoaklandspecificplan@oaklandnet.com Project website: www.oaklandnet.com/r/wosp |

West Oakland Specific Plan Project Area



Project Map Legend

0 250 500 1,000 feet

- Existing Commercial/Industrial
- Heavy Industrial
- Existing Residential
- Existing Retail
- Public Facilities
- BART
- Streets
- Opportunity Sites
- Opportunity Areas
- Project Area

Opportunity Site Key

- | | | |
|--|--|--|
| <ul style="list-style-type: none"> 1. 1650 32nd St. 2. 2601 Peralta 3. Upper Wood St. 4. 2240 Wood St. (Grand/Campbell) 5. Pacific Pipe/American Steel 6. 1699 West Grand 8. Roadway Express 9. Grand & Market 10. 2300 Peralta (Mandela/Peralta/W.Grand) 11. 2701 Poplar (CASS) 12. Half-block at Willow, Campbell & 17th Street 13. 1700 20th St., (Wood, Willow, W. Grand, 20th Street) | <ul style="list-style-type: none"> 14. 2001 Peralta (portion of block – Campbell, 20th, Peralta) 15. Triangle – Mandela, Peralta, 20th 16. North portion of block – Peralta, Mandela, 20th 17. Poplar to Linden, W. Grand to 20th 18. Grand/32nd, Campbell to Wood 19. Triangle - Peralta, Poplar, 28th 20. Kirkham to Poplar, W. Grand to 24th 21. Triangle - Peralta/Kirkham/24th Street 22. W. Grand/Myrtle/Filbert/24th Street 23. West Oakland Transit Village 24. West Oakland Alliance Development 25. EPA Site | <ul style="list-style-type: none"> 26. 10th to 11th, Pine to Frontage 27. 9th to 10th, Pine to Frontage 28. Phoenix Iron Works 29. 7th & Wood 30. 7th & Willow 31. 7th & Campbell 32. 7th & Peralta 33. South half-block between Union & Magnolia 34. Brush and Castro 35. 425 Market Street 36. North portion of block, Filbert, 32nd, San Pablo 37. San Pablo, W. Grand, 23rd, Brush |
|--|--|--|

FIGURE 3

SUMMARY

The City of Oakland Department of Planning, Building and Neighborhood Preservation (DPBNP) is preparing a Draft Environmental Impact Report (DEIR) for the proposed West Oakland Specific Plan (Plan).

An Environmental Impact Report (EIR) Scoping Session was held with the Landmarks Preservation Advisory Board on November 5, 2012 to solicit input regarding historic and/or cultural resource issues to address in the forthcoming EIR. This November 14, 2012, Scoping Session with the City Planning Commission is the second and final Scoping session opportunity for the public to comment on what information and analysis should be contained in the EIR. For general reference, a summary of the Landmark's Board's comments will be provided at the Planning Commission's November 14, 2012 session. Interested parties may, however, submit comments on the contents of the EIR through November 21, 2012. Written comments are encouraged in order to provide an accurate record of public comments.

PROJECT AREA DESCRIPTION

The West Oakland Planning Specific Plan area is located in the heart of the East San Francisco Bay Area, near the hub of the Bay Area's freeway system and regional transit system. The West Oakland BART station is located in the southern portion of the Planning Area, and the MacArthur BART station is located approximately one-quarter mile northeast of the Planning Area.

The Planning Area is generally bounded by Interstate 580 (I-580) to the north, I-980 to the east and I-880 to the west (see map on page 2).

BACKGROUND

Located near the western terminus of trans-continental railroads and industrial centers, West Oakland was once a thriving neighborhood supported by railroad and manufacturing jobs, and later by as many as 5,000 jobs at the Oakland Army Base. Toward the end of its operations in 1995, the Oakland Army Base still employed 2,044 persons. The loss of those jobs following Base closure and the decline in rail and Oakland's industrial base placed the West Oakland community under severe economic stress.

West Oakland is envisioned by the Plan as an area with strong potential for job growth, including "clean" industrial development (biotech, green tech, etc) that is more compatible with existing nearby residential and commercial land uses than the heavy industry that has historically located there. The community also seeks to attract a greater number and range of neighborhood-serving retail businesses and services, providing opportunities for residents to meet their daily needs within a short distance of their homes.

In February 2010, West Oakland received designation as a Planned Priority Development Area (PDA) by two regional agencies, the Metropolitan Transportation Commission (MTC) and the Association of Bay Area Governments (ABAG). Planned PDA designation means that West Oakland, along with other PDAs around the Bay Area, has priority for funding and other support from regional agencies. In addition, it is the intention of these agencies to focus the region's growth within PDAs such as West Oakland, and to focus new housing and transportation investments in these areas.

In October 2010, the City of Oakland was awarded a \$2 million federal grant through the TIGER II Planning Grant program, jointly administered by the U.S. Department of Transportation and the U.S. Department of Housing and Urban Development, to support a coordinated planning effort for two adjoining redevelopment areas: the Oakland Army Base Redevelopment Area (OARB) and the West Oakland Redevelopment Area (West Oakland). These two areas differ from each other in terms of their blighted conditions and their opportunities for redevelopment and revitalization, yet are interrelated by proximity and the promise of reducing air pollution, promoting access to new open space, creating thousands of new jobs, and eliminating industrial land use conflicts in West Oakland neighborhoods.

Upon receipt of the federal funding, the project was initiated in July of 2011. The city's project team decided that the best approach to meeting the intent of the funding grant would be to develop a Specific Plan with an associated EIR to analyze the environmental impacts of the Plan. This in turn would assist in the development of key sites in the West Oakland Specific Plan area and areas in that the analysis had been performed up front.

The Specific Plan will provide a blue-print for guiding West Oak development and serve as a vehicle for coordinating public investments & and for sending consistent message re: City's preferred West Oakland development strategies across City agencies. Additionally, it will serve as a marketing tool for supporting/attracting/facilitating developments that provide jobs and services for West Oakland community, and support Army Base revitalization efforts.

PROJECT DESCRIPTION

A specific plan is a planning document allowed by state law as a means of implementing the City's General Plan, and focuses on the physical development of a neighborhood, district, or other area. A specific plan identifies policies & actions that support and facilitate desired development within the project area.

The West Oakland Specific Plan will guide future development in West Oakland. The purpose of the proposed West Oakland Specific Plan is to provide comprehensive and multi-faceted strategies for development and redevelopment, of vacant and/or underutilized commercial and industrial properties in West Oakland. It establishes a land use and development framework, identifies needed transportation and infrastructure improvements, and recommends implementation strategies needed to develop those parcels. The Plan is also a marketing tool for attracting developers to key sites and for encouraging new, targeted economic development. The Plan builds on extensive community feedback to meet its goals of:

- Augmenting West Oakland's development capabilities by enhancing the linkages between West Oakland and future Army Base reuse and development, focusing on the economic and physical synergies between these two areas;
- Encouraging the growth of jobs and services, with opportunities and training available to existing and future residents within West Oakland;
- Determining desired land uses for specific areas within West Oakland, recognizing that different areas have differing needs, opportunities, constraints and assets;
- Attracting quality, compatible residential, commercial and industrial development while preserving existing established residential neighborhoods;
- Supporting existing investment in the area and enhancing existing assets;

- Supporting commercial, mixed-use and transit-oriented land use in West Oakland, particularly in collaboration with the Bay Area Rapid Transit (BART) District for transit-oriented development at the West Oakland BART station;
- Lessening existing land-use conflicts and ensuring avoidance of future conflicts between residential neighborhoods and non-residential uses;
- Enhancing transportation resources throughout West Oakland, and between West Oakland and adjoining areas;
- Furthering the physical and economic revitalization of West Oakland;
- Corresponding with regional development issues in accordance with the district's Priority Development Area designation through SB 375; and
- Minimizing the potential for displacement of existing residents as new residents are accommodated.

With limited exceptions, the Specific Plan retains the existing Oakland General Plan land use designations and applicable zoning in West Oakland, and adheres to the City's Overall Industrial Land Use Policy to retain current industrial zoning districts. It promotes high density development near the West Oakland BART station and identifies a development vision for other major locations throughout the Specific Plan area, encourages residential and neighborhood-serving commercial establishments on major corridors such as San Pablo Avenue, redirects light industrial and more intensive commercial activities to locations closer to the Port of Oakland and away from residential areas, and protects and enhances West Oakland's residential neighborhoods. The Specific Plan also encourages an enhanced multimodal transportation system to better link residents and businesses. It seeks to accomplish this through a variety of actions, including creation of distinct land use overlays to guide future development of key parcels throughout the Specific Plan area.

The Plan will provide an area-wide set of development regulations and requirements, and will cover land use, development density, circulation and infrastructure, financing mechanisms for public improvement, and will have legal authority as a regulatory document. Please refer to the Project Description in the attached Notice of Preparation (NOP) for more details.

GENERAL PLAN ANALYSIS

In order to fully realize the development potential of the Specific Plan and to provide greater clarity and predictability regarding future land use and economic development within the Planning Area, this Specific Plan identifies a set of policy-based land use types particular to the West Oakland Specific Plan. These land use overlays identify strategically distinct employment uses and building types, reflecting differences in business functions performed, business ages and sizes, and expected amenity levels. These land use overlays supplement, rather than replace the current General Plan and zoning land uses. The following are the proposed overlays: Heavy Industrial, Business Mix Enhancement, Low Intensity Business Mix/Light Industrial, Higher Intensity Campus, Large Format Retail, Neighborhood-Serving Retail, High Density Residential Transit-Oriented Development (TOD), Medium-Density Podium Residential, Lower Density Residential.

PROBABLE ENVIRONMENTAL EFFECTS

The City is seeking feedback on the potential impacts of implementing the West Oakland Specific Plan which includes but is not limited to actions identified in the West Oakland Project Description that should be studied in the EIR. The City has determined that preparation of a Program EIR is required pursuant to Public Resources Code Section 21090(a) and CEQA Guidelines Section 15180. It is anticipated that the proposed project may have environmental impacts on the following environmental topics from the CEQA Guidelines Appendix G list of environmental factors which will be evaluated in this EIR:

- Aesthetics, shadow and wind
- Air quality
- Biological resources
- Cultural and historic resources
- Geology and soils
- Greenhouse gas emissions/climate change
- Hazards and hazardous materials
- Hydrology and water quality
- Land use and planning
- Noise
- Population, housing and employment
- Public services and recreation
- Transportation
- Utilities and service systems

It is not anticipated that the Project will have any significant environmental impact on the following environmental factors, and, as a result, these environmental factors are not recommended to be the subject of study in this Draft EIR:

- Agriculture and Forestry (there are no agricultural and forest land resources in the Plan area)
- Mineral Resources (there are no mineral resources in the Plan area)

The Draft EIR will also examine a reasonable range of alternatives to the project, including the CEQA-mandated No Project Alternative, a commercial-focused alternative, a mid-range alternative, and other alternatives that may be capable of reducing or avoiding potential environmental effects.

PURPOSE OF THIS SCOPING SESSION

The Scoping Session before the City Planning Commission is to solicit public input regarding the type of information and analysis that should be considered in the DEIR. This scoping session is not a review or consideration of the merits of the project (the proposed West Oakland Specific Plan). There will be a full public process to consider the project at a subsequent date.

CONCLUSION

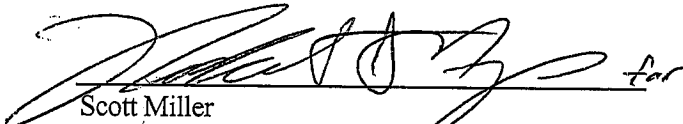
Staff requests the public and the Planning Commission to provide comments and direction on what types of information and analysis should be considered in the DEIR.

Respectfully Submitted:



Ulla-Britt Jonsson, Planner II

Approved for forwarding to the
City Planning Commission:


Scott Miller
Interim Planning and Zoning Manager

Attachment: Notice of Preparation – Draft Environmental Impact Report for proposed West Oakland Specific Plan