AGENDA

- Welcome by Rachel Flynn, City of Oakland
- Coliseum Area Specific Plan presentations (30 minutes)
- Group Discussion and Questions and Answers (40-50 minutes)
The Coliseum Area planning effort involves the City of Oakland and numerous partner agencies and organizations, including:

- AC Transit
- San Francisco Bay Conservation and Development Commission
- East Bay Regional Park District
- Port of Oakland
- Save Oakland Sports
- Oakland-Alameda County Coliseum Authority
- East Bay Municipal Utility District
- BART
- County of Alameda
- Oakland Housing Authority
- Metropolitan Chamber of Commerce

PUBLIC WORKSHOPS - APRIL 2014
PROJECT OVERVIEW
COLISEUM MASTER PLAN
-Ed McFarlan, JRDV Urban International
### Master Plan Area

- **Area A**: 229 Acres
- **Area B**: 190 Acres
- **Area C**: 193 Acres
- **Area D**: 141 Acres
- **Area E**: 110 Acres
- **Area F**: 19 Acres
- **Area G**: 101 Acres
- **Area H**: 120 Acres

**Total**: 1,005 Acres

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**Legend**

- **Plan Boundary**: Solid line
- **Sub-Area Boundary**: Dashed line

<table>
<thead>
<tr>
<th>Sub-Area</th>
<th>Acres</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>230</td>
</tr>
<tr>
<td>B</td>
<td>120</td>
</tr>
<tr>
<td>C</td>
<td>190</td>
</tr>
<tr>
<td>D</td>
<td>140</td>
</tr>
<tr>
<td>E</td>
<td>110</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>790</td>
</tr>
</tbody>
</table>

**Existing Built Areas**

- **Area A**: 347,600 SF
- **Area B**: 1,445,650 SF
- **Area C**: 2,253,200 SF
- **Area D**: 1,656,800 SF
- **Area E**: 32,500 SF

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**Notices**

- **NOTICE OF PREPARATION (NOP) APRIL 19, 2013**

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**Map Details**

- **71st St**, **Hawley St**, **San Leandro St**, **Railroad Ave/85th St**, **66th St**
- **Area A**
- **Area B**
- **Area C**
- **Area D**
- **Area E**

**Legend**

- 250'
- 500'
- 1000'

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**Coliseum Area Specific Plan**

- Hayah Holdings - Colony Capital - City of Oakland October 2013
Retain the sports teams - and maximize economic value recapture for Oakland and Alameda County
2. Create a regionally significant Science and Technology District - that can act as a catalyst to expand Oakland’s participation in innovation economy.
Leverage and enhance the existing transit infrastructure - create a model transit development consistent with SB 375 Regional Policies.

Growth in PDA's
- Housing over 3/4
- Jobs nearly 2/3

Ridership in 2025
- 560,000 daily average
- Rate of growth larger in off peak versus peak

BART System Map and Priority Development Areas
MTC/ABAG Priority Development Areas (May 2012)
Create an Vibrant Urban Mixed Use District - with 7x24 activity and provides an enhanced pedestrian experience, site security and high quality of place.
5

Create new Open Space, Bay Access, and Natural Habitat - opportunities through a significant environmental reclamation that is functional, educational and accessible.
OVERALL SITE DEVELOPMENT PLAN

Area Summary

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Zone A</th>
<th>Zone B NBA Option</th>
<th>Total NBA Option</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential</td>
<td>15,856 Spaces</td>
<td>9,488 Spaces</td>
<td>25,344 Spaces</td>
</tr>
<tr>
<td>Science &amp; Technology</td>
<td>5,782,093 sf</td>
<td>5,169,584 sf</td>
<td>5,782,093 sf</td>
</tr>
<tr>
<td>S&amp;T/LT Industrial Support</td>
<td>6,448,945 sf</td>
<td>5,169,584 sf</td>
<td>11,618,529 sf</td>
</tr>
<tr>
<td>Science &amp; Technology Support</td>
<td>6,448,945 sf</td>
<td>5,169,584 sf</td>
<td>11,618,529 sf</td>
</tr>
<tr>
<td>Logistics</td>
<td>244,760 sf</td>
<td>521,760 sf</td>
<td>766,520 sf</td>
</tr>
<tr>
<td>Hotel</td>
<td>1,150 Rooms</td>
<td>1,425 Rooms</td>
<td>2,575 Rooms</td>
</tr>
<tr>
<td>Retail</td>
<td>717,671 sf</td>
<td>1,054,304 sf</td>
<td>1,771,975 sf</td>
</tr>
<tr>
<td>Parking</td>
<td>26,360 Spaces</td>
<td>26,360 Spaces</td>
<td>52,720 Spaces</td>
</tr>
</tbody>
</table>

Open Space

Total: 21,764,388 sf

Parking Summary (NBA Option)

- Zone A: 15,856 Spaces
- Zone B NBA Option: 9,488 Spaces
- Total NBA Option: 25,344 Spaces

Intermodal Transit Station

- Intermodal Transit Station and Pedestrian Concourse

Transit-Oriented District

- Mixed-Use District

Raiders Stadium

Science & Tech District

- Science & Tech District
- Science & Tech Support District

Mixed-Use District

- Warriors Arena

Waterfront

- Waterfront Residential

Residential

- Bay Cut

Warriors Arena

- Raiders Stadium

Science & Tech District

- Science & Tech Support District

Distrib & Logistics

- Science & Tech District

A's Ballpark

- Trans-Oriented District

Intermodal Transit Station and Pedestrian Concourse

- Mixed-Use District

Warriors Arena

- Raiders Stadium

Science & Tech District

- Science & Tech Support District

Mixed-Use District

- Warriors Arena

Waterfront

- Waterfront Residential

Residential

- Bay Cut
Create a Gateway Intermodal Transit Hub
Public Transit

- Bus Line
- BART
- BART OAC
- AMTRACK Capitol Corridor Improvements
- Proposed Street Car Phase 1
- Proposed Street Car Phase 2
- TRANSIT STOPS
Concourse connection to Phase I Stadium Development
Transit Development with long-term Master Plan Build-out
Redevelopment of San Leandro Street
Create the Premier Sports/Mixed Use Urban Center in the Nation
COLISEUM CITY
Create a Mixed-Use Science and Technology in the East Bay
COLISEUM CITY
ENVIRONMENTAL REVIEW PROCESS
-Scott Gregory, Lamphier-Gregory
State law (CEQA) requires that environmental impacts that may result from a project be evaluated and that alternative proposals and/or mitigation measures be crafted before final plan adoption.

A Draft Environmental Impact Report (DEIR) is being completed in conjunction with the Draft Specific Plan.

Among topics to be studied in the DEIR:

- Land Use
- Housing, Population, and Employment
- Traffic and Transportation
- Water Quality
- Air Quality
- Biology
- Cultural and Historic
- Plan Alternatives
Roles

ENA Team

Master Plan

Plan & CEQA Team

Specific Plan

EIR
### OVERALL SITE DEVELOPMENT PLAN

#### LEGEND

- Residential Mixed Use
- Science & Technology
- Science & Technology Support
- Sports & Entertainment
- Logistics/ Warehouse
- Open Space/Habitat
- Commercial
- Parking

### Development Area Summary

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Zone A</th>
<th>Zone B NBA Option</th>
<th>Total</th>
<th>Parking Summary (NBA Option)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sports</strong></td>
<td>53.4</td>
<td>2,148,533</td>
<td>2,148,533</td>
<td>15,856 Spaces</td>
</tr>
<tr>
<td><strong>Residential</strong></td>
<td>43.8</td>
<td>5,256</td>
<td>5,782,093</td>
<td>9,488 Spaces</td>
</tr>
<tr>
<td><strong>Science &amp; Technology</strong></td>
<td>70.3</td>
<td>3,102,681</td>
<td>5,169,584</td>
<td>218.2</td>
</tr>
<tr>
<td><strong>S&amp;T/LT Industrial Support</strong></td>
<td>218.2</td>
<td>5,602,610</td>
<td>6,448,945</td>
<td>218.2</td>
</tr>
<tr>
<td><strong>Logistics</strong></td>
<td>14.0</td>
<td>244,760</td>
<td>305,950</td>
<td>14.0</td>
</tr>
<tr>
<td><strong>Hotel</strong></td>
<td>19.7</td>
<td>1,150</td>
<td>854,980</td>
<td>19.7</td>
</tr>
<tr>
<td><strong>Retail</strong></td>
<td>36.8</td>
<td>717,671</td>
<td>1,054,304</td>
<td>36.8</td>
</tr>
<tr>
<td><strong>Parking</strong></td>
<td>40.2</td>
<td>26,360</td>
<td>26,360</td>
<td>40.2</td>
</tr>
<tr>
<td><strong>Open Space</strong></td>
<td>38.8</td>
<td></td>
<td></td>
<td>Total 21,764,388 sf</td>
</tr>
</tbody>
</table>

### Total Parking

- **Existing & Proposed**
  - Zone A: 15,856 Spaces
  - Zone B NBA Option: 9,488 Spaces
- **Total NBA Option**: 25,344 Spaces
- **Total Event Parking**: 18,793 Spaces
Specific Plan Regulatory Approach

- Vehicle Trip Budget
- Approved List of Uses
- Jobs / Housing Requirement
- Urban Design Guidelines
- Subsequent PUDs
EIR Approach:

**Detailed Analysis (155 acres):**
- 3 New Sports Venues
- 4,000 Residential Units
- 225,000 sf Event-based Retail
- 190,000 sf Neighborhood Retail
- 1,500,000 sf Science and Tech/Office
- 3 Hotels, 875 rooms
- BART Station Improvements
- Infrastructure and Open Space Enhancements
OVERALL SITE DEVELOPMENT PLAN

Overall View
Broader Analysis

Plan Buildout:
- Coliseum Site, plus
- 1,750 addtl Residential Units, plus
- approx. 5.8 mil sf Net New Job-based Building Space, plus
- Wetlands Enhancements (Sub-Area E), plus
- Enhanced Transit
Products / Value-Add

Specific Plan

- Flexible, Adaptable Regulatory Plan
- Urban Design Framework
- Creates Development Opportunity
- Enhances Funding Potential

EIR

- Streamlines Future CEQA Review
  a. Exemptions (CEQA 15183)
  b. EIR Addendums
  c. Supplemental EIRs (if needed)
PLANNING PROCESS
Ed Manasse, City of Oakland
What's happened so far?

- 2011: City issued an RFP for a developer and CEQA/Specific Plan consultants
- 2012: City selected Oakland-based firms JRDV International and Lamphier-Gregory
- 2013: City published Notice of Preparation for EIR with a public comment period; JRDV completed the Coliseum Master Plan
- 2014: Staff and consultants prepared the draft Specific Plan and EIR; public workshops held
To be released in 2014, the Draft Specific Plan:

- Documents a new vision for the Coliseum Area
- Provides a detailed framework for new development in the Coliseum Area, through a flexible plan, over the next 20 to 25 years
- Establishes land use policies and informs changes to the area's zoning designations
DRAFT SPECIFIC PLAN

The Draft Specific Plan addresses:

- Types and locations of land uses
- Types and location of transportation improvements that enable people to conveniently and safely get around by car, transit, bike, and foot
- Design standards to ensure high quality and physically attractive buildings, streets, and open spaces
- Regulations to ensure sustainability and protection of natural resources
- Implementation measures that are necessary to carry out the Plan, including regulations, public works improvements, and financing tools
Support the Coliseum Master Plan’s vision of:

- **Up to three** new multi-functional sports and entertainment venues and abundant restaurant and retail offerings
- **Up to 20,000 new jobs** (in construction, science and technology, and seasonal at the sports facilities)
- Increased opportunities for existing businesses in the Coliseum area
- **Up to 12 million square feet** of new commercial and business space
- 5,000 housing units and **up to 7,000 new residents**
- **Up to 25 acres** of new parks, trails and restored natural habitat
Many opportunities for *public participation*:

**Spring 2014:**
Draft Specific Plan and Draft EIR will be released

**Summer 2014:**
- Public comment period including hearings before the Planning Commission, Landmarks Board, and other public boards

**Fall/Winter 2014:**
- City Council hearings to consider adoption
GROUP DISCUSSION/ Q & A

1. What are your thoughts on the proposed new uses and activities in the Plan?

2. Do you have any questions or concerns?
Email suggestions to: strategicplanning@oaklandnet.com

Leave a message on the Strategic Planning Division line at: (510) 238-7299

Mail comments to:

Devan Reiff
City of Oakland Strategic Planning Division
250 Frank Ogawa Plaza, Suite 3315
Oakland, CA 94612

For more information, go to www.oaklandnet.com/coliseumcity