C OLISEUM AREA SPECIFIC PLAN

Public Workshop -- 81st Avenue Library
June 25, 2014
AGENDA

• Welcome by Ed Manasse, City of Oakland
• Coliseum Area Specific Plan presentations (30 minutes)
• Group Discussion (40-50 minutes)
The Coliseum Area planning effort involves the City of Oakland and numerous partner agencies and organizations, including:
PROJECT OVERVIEW
COLISEUM MASTER PLAN
-Ed McFarlan, JRDV Urban International
Area A 229 Acres
Main Site 198 Acres
Transit Village 31 Acres
Area B 123 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
Retain the sports teams - and maximize economic value recapture for Oakland and Alameda County
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**

**Map of Place Types for Priority Development Areas and Growth Opportunity Areas**

**Scale:**
- Regional Center
- City Center
- Urban Neighborhood
- Suburban Center
- Transit Town Center
- Mixed-Use Corridor
- Transit Neighborhood
- Rural Town Center
- Rural Mixed-Use Corridor
- Employment Center

**Priority Conservation Area**

**Source:** Street Map © 2006 TeleAtlas, Inc. All rights reserved.
Protected areas data from California Protected Areas Database (www.calands.org), 2010
ABAG GIS/March 2011
Create an Vibrant Urban Mixed Use District - with 7x24 activity and provides an enhanced pedestrian experience, site security and high quality of place.
Create new **Open Space, Bay Access, and Natural Habitat** - opportunities through a significant environmental reclamation that is functional, educational and accessible.
2.0 OVERALL SITE DEVELOPMENT PLAN

Area Summary

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Zone A</th>
<th>Zone C NBA Option</th>
<th>Total NBA Option</th>
<th>Total Event Parking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential</td>
<td>43.8</td>
<td>5,782,093 sf</td>
<td>5,256 units</td>
<td>854,980 sf</td>
</tr>
<tr>
<td>Science &amp; Technology</td>
<td>70.3</td>
<td>5,169,584 sf</td>
<td>5,169,584 sf</td>
<td>5,169,584 sf</td>
</tr>
<tr>
<td>Science &amp; Tech/LT Industrial Support</td>
<td>218.2</td>
<td>6,448,945 sf</td>
<td>6,448,945 sf</td>
<td>6,448,945 sf</td>
</tr>
<tr>
<td>Logistics</td>
<td>14.0</td>
<td>305,950 sf</td>
<td>305,950 sf</td>
<td>305,950 sf</td>
</tr>
<tr>
<td>Hotel</td>
<td>19.7</td>
<td>854,980 sf</td>
<td>1,425 rooms</td>
<td>1,425 rooms</td>
</tr>
<tr>
<td>Retail</td>
<td>36.8</td>
<td>1,054,304 sf</td>
<td>1,054,304 sf</td>
<td>1,054,304 sf</td>
</tr>
<tr>
<td>Parking</td>
<td>40.2</td>
<td>26,360 spaces</td>
<td>26,360 spaces</td>
<td>26,360 spaces</td>
</tr>
<tr>
<td>Open Space</td>
<td>38.8</td>
<td>21,764,388 sf</td>
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</tr>
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Parking Summary (NBA Option)

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<tbody>
<tr>
<td>Residential</td>
<td>15,856</td>
<td>11,051 spaces</td>
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<tr>
<td>Hotel</td>
<td>19.7</td>
<td>1,425 rooms</td>
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Intermodal Transit Station and Pedestrian Concourse

Transit-Oriented District

Mixed-Use District

Raiders Stadium

Science & Tech District

Science & Tech Support District

Waterfront Residential

Warriors Arena

Distrib & Logistics

Bay Cut

A's Ballpark

Science & Tech District

Mixed-Use District

Transit-Oriented District

Intermodal Transit Station and Pedestrian Concourse

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Bay Cut

A's Ballpark
Create a Gateway Intermodal Transit Hub
Public Transit

- Bus Line
- BART
- BART OAC
- AMTRAK 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

DINING

DANCING

OUTDOOR MARKETS

PERFORMANCE

STADIUM PARK
Hayah Holdings - Colony Capital - City of Oakland April 2014
Create a Mixed-Use Science and Technology in the East Bay
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
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
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
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
NEXT STEPS

Many opportunities for public participation:

Summer 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

How can the Plan improve the surrounding neighborhoods?
CONTACT US!

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/coliseumspecificplan

COLISEUM AREA SPECIFIC PLAN

Public Workshops
June 2014