Council District 7 Leadership Breakfast
September 27, 2014

COLISEUM AREA SPECIFIC PLAN
PLANNING PROCESS
Devan Reiff, Strategic Planning, City of Oakland
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
- Bay Area Rapid Transit
- County of Alameda California
- Oakland Housing Authority
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; Draft Coliseum Specific Plan and EIR released August 22, 2014.

Comment period ends on October 17, 2014.
Released on August 22, 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 Plan Area and Sub-Areas

Draft Plan Area:

- Covers 800 acres
- Five Sub-Areas
- **Area A** is combination of land jointly owned by City of Oakland and Alameda County; City of Oakland parcels; Coliseum BART Station; privately owned parcels at Oakland Airport Business Park
- **Area E** is East Bay Municipal Utility District and City of Oakland-owned land between Damon Slough and East Creek Slough
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**
MTC / ABAO 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

**Land Uses**
- 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 Existing &amp; Proposed</th>
<th>Zone B NBA Option Existing &amp; Proposed</th>
<th>Total NBA Option Existing &amp; Proposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sports</td>
<td>53.4 2,148,533 sf</td>
<td>2,148,533 sf</td>
<td>2,148,533 sf</td>
</tr>
<tr>
<td>Residential</td>
<td>43.8 3,733 Units</td>
<td>5,256 Units</td>
<td>5,782,093 sf</td>
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<tr>
<td>Science &amp; Technology</td>
<td>70.3 3,102,681 sf</td>
<td>5,169,584 sf</td>
<td>5,169,584 sf</td>
</tr>
<tr>
<td>S&amp;T/LT Industrial Support</td>
<td>218.2 5,602,610 sf</td>
<td>6,448,945 sf</td>
<td>6,448,945 sf</td>
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<tr>
<td>Logistics</td>
<td>14.0 244,760 sf</td>
<td>305,950 sf</td>
<td>305,950 sf</td>
</tr>
<tr>
<td>Hotel</td>
<td>19.7 1,150 Rooms</td>
<td>1,425 Rooms</td>
<td>854,980 sf</td>
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<tr>
<td>Retail</td>
<td>36.8 717,671 sf</td>
<td>1,054,304 sf</td>
<td>1,054,304 sf</td>
</tr>
<tr>
<td>Parking</td>
<td>40.2 26,360 Spaces</td>
<td>26,360 Spaces</td>
<td>26,360 Spaces</td>
</tr>
<tr>
<td>Open Space</td>
<td>38.8 21,764,388 sf</td>
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</tr>
</tbody>
</table>

**Parking Summary (NBA Option)**

<table>
<thead>
<tr>
<th>Development Area</th>
<th>Zone A Existing &amp; Proposed</th>
<th>Zone B NBA Option Existing &amp; Proposed</th>
<th>Total NBA Option Existing &amp; Proposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zone A Existing &amp; Proposed</td>
<td>15,856 Spaces</td>
<td>11,051 Spaces</td>
<td>25,344 Spaces</td>
</tr>
<tr>
<td>Zone B NBA Option Existing &amp; Proposed</td>
<td>9,488 Spaces</td>
<td>7,742 Spaces</td>
<td>18,793 Spaces</td>
</tr>
<tr>
<td>Total NBA Option Existing &amp; Proposed</td>
<td>25,344 Spaces</td>
<td>18,793 Spaces</td>
<td>44,137 Spaces</td>
</tr>
</tbody>
</table>

**Intermodal Transit Station and Pedestrian Concourse**

- Raiders Stadium
- Science & Tech District
- Mixed-Use District
- Transit-Oriented District
- A's Ballpark
- Warriors Arena
- Bay Cut
- Waterfront Residential
- Distrib & Logistics
- Science & Tech Support District

**Science & Tech District**

**Science & Tech Support District**

**Mixed-Use District**

**Transit-Oriented District**

**Intermodal Transit Station**

**A's Ballpark**

**Warriors Arena**

**Bay Cut**

**Waterfront Residential**

**Distrib & Logistics**

**Science & Tech District**
SCENARIO 1: THREE TEAMS
SCENARIO 2: TWO TEAMS
SCENARIO 3: ONE TEAM
COLISEUM CITY
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
City of Oakland and Port of Oakland have separate land use jurisdictions

- City of Oakland Planning Code only applies to Sub Areas A & E and portions of B
- Port of Oakland Land Use Development Code applies to Airport Business Park, with two exceptions
- SF Bay Conservation and Development Commission (BCDC) has jurisdiction at the waterfront
Proposed General Plan Amendments

- Collaboration with Port of Oakland on Land Use Jurisdiction and permitting
- Potential amendments to Port’s Land Use and Development Code (LUDC)
Proposed Planning Code & Zoning Map

- City of Oakland Planning Code only applies to Sub Areas A & E and portions of B
- New “D-CO” zones 1-6
- D-CO-2 would allow major sports facilities and new residential and commercial uses
- D-CO-4 would conditionally permit residential and retail on the San Leandro Bay waterfront
- D-CO-6 for Utilities and open space
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)
- **Up to 12 million square feet** of new commercial and business space
- **Up to 5,750 housing units** and **up to 10,200 new residents**
- **Up to 34 acres** of new parks, trails and restored natural habitat
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 issued, 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
NEXT STEPS

Public Hearings and Meetings of Draft Plan and EIR:

- Landmarks Preservation Advisory Board: September 8, 2014
- Parks and Recreation Advisory Commission: September 10, 2014
- Bicyclist & Pedestrian Advisory Commission: September 18, 2014

***Oakland Planning Commission: October 1, 2014***

- Community Workshop (81st Avenue Library): October 9, 2014
- Additional meetings will be announced on City’s website
CONTACT US!

Email comments to: strategicplanning@oaklandnet.com

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

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Oakland, CA 94612

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