TONIGHT’S PRESENTATION

1. ED MANASSE,
   CITY OF OAKLAND, STRATEGIC PLANNING MANAGER

2. ED MCFARLAN,
   JRDV URBAN INTERNATIONAL, INC.
"Coliseum City"

- 2012: Oakland-based JRDV Urban International + partners sign Exclusive Negotiating Agreement (ENA) with the City for development of “Coliseum City”

- 2013: “Coliseum City Master Plan” completed, which informs Specific Plan; informational presentations made

- 2014: JRDV Pre-Development work continues under ENA with City; provides graphics and consulting services to Specific Plan team
Coliseum Area Specific Plan and EIR

2011: City issues RFP for CEQA/Specific Plan consultants;

2012: Oakland-based Lamphier-Gregory + sub consultants under contract to prepare Coliseum Area Specific Plan and EIR;

2013: City published Notice of Preparation for Draft EIR and held 2 public hearings;

2014: Staff and consultants prepared the draft Specific Plan and EIR; 3 public workshops held; informational presentations given; Draft Coliseum Specific Plan and EIR released August 22, 2014; 6 public hearings and meetings held;

*DEIR Comment period extended to October 17, 2014.*
PROCESS OVERVIEW & TIME LINE

Meetings to date:

Public Presentations with the City – where the public was invited

Port of Oakland Board of Commissioners; Oakland Planning Commission; Oakland Landmarks Preservation Advisory Board; Alameda County Landmarks Commission; Oakland-Alameda County Coliseum JPA; Save Oakland Sports (with the Mayor); Airport Area Business Association; Neighborhood Council for Crime Prevention;

Presentations by City Staff:

Lion Creek Crossings residents; Palo Vista Gardens residents; Coliseum-area businesses (September 4 meeting at Red Lion Hotel)
Draft Plan Area and Sub-Areas

Draft Plan Area:

- Covers 800 acres
- Five Sub-Areas:
  - **A**: Oakland-Alameda County Coliseum complex and Coliseum BART Station;
  - **B**: Oakland Airport Business Park (Elmhurst Creek to Damon Slough);
  - **C**: Oakland Airport Business Park (Elmhurst Creek to Hegenberger Rd);
  - **D**: Oakland Airport Business Park (San Leandro Creek to Doolittle);
  - **E**: EBMUD and City of Oakland-owned land (Damon Slough and East Creek Slough)
Coliseum Area Specific Plan vision is for:

- **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
- Up to **5,750 housing units**
- **Up to 25 acres** of new opens, trails and restored natural habitat
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
- Proposes implementation measures, and new Zoning and General Plan amendments
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
**Master Plan Area**

**Area A**
- 229 Acres
- Main Site

**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

**Legend**
- Plan Boundary
- Sub-Area Boundary

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

- Total: 790 Acres

**Specific Plan EIR Area**

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

**COLISEUM AREA SPECIFIC PLAN**

**LEGEND**

**Plan Boundary**

**Sub-Area Boundary**

- A: 230 Acres
- B: 120 Acres
- C: 190 Acres
- D: 140 Acres
- E: 110 Acres

**Total:** 790 Acres
Retain the sports teams, and

Maximize economic value recapture for Oakland and Alameda County
• New Sports Venues provide the catalyst that brings people to the site and facilitates a significant development - hotels, retail, new housing, and employment.

• Urban sports environment will create an enhanced fan experience that includes: entertainment, retail, restaurants - that supports an authentic new Oakland community.

• The Plan creates an “economic engine” for growth and investment in East Oakland.
• **New world-class Sports Venues are designed to maximize game-day and non-game-day events** – up to 250 days per year.

• **New Stadium is designed to be a flexible venue that accommodates a wide range of events, including:** conferences, concerts, and other traditional and non-traditional events.

• **The Plan is designed to create the premier sports and mixed-use urban center in the nation.**
Area A Master Plan Program

• 1,2 or 3 New Sports Venues
• 4,000 Residential Units
• 225,000 SF of Regional Retail/Entertainment
• 190,000 SF of Neighborhood Retail
• 1,500,000 SF of Commercial, Science and Tech
• 3 Hotels, with 875 rooms
• BART Station Improvements
• Infrastructure and Open Space
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)
Transit Plan

- Bus Line
- BART
- BART OAC
- AMTRAK Capitol Corridor Improvements
- Proposed Street Car Phase 1
- Proposed Street Car Phase 2
Pedestrian & Bike Plan

- Class 1 Existing Bicycle Path
- Class 1 Proposed Bicycle Path
- Class 2 Proposed Bicycle Path
• **The Plan envisions a Transit Hub that can create a dramatically improved passenger experience** – that leverages BART, Airport Connector, Capitol Corridor Amtrak, AC transit, airport shuttles, and future streetcar connector.

• **Coliseum BART and Transit Hub improvements increases Oakland’s ability to leverage its central position in the Bay Area**, and capture a larger share of regional housing, job growth, and economic investment.

• **Creates a Coliseum District transit plan supports all modes of transportation**, including transit, bicycle, and pedestrian accessibility.

• **The Plan is designed to improve the connectivity** within the Plan Area – including adjacent Oakland neighborhoods.
Current Station Condition
Alternative Expanded Upper Platform
Concourse connection to Phase 1 Stadium Development
Transit Hub is a Catalyst and Gateway for the Project
Redevelopment Catalyst for San Leandro Street
Create a regionally significant District of Jobs and Employment - that will expand Oakland’s ability to attract wide range of new businesses AND support existing businesses.
• **The Plan would support substantial growth of 21,000 new jobs** - across a wide range of industries and job skills.

• **Address the critical Jobs-Housing imbalance in Oakland** – Particularly around Innovation Economy jobs with sustainable higher value employment jobs

• **Unique opportunity to create a world-class master planned Science and Technology District** - Increasing Oakland’s participation in the Bay Area’s high growth “innovation economy”.
The Plan is designed to become an “economic engine” - that attracts new business and job opportunities to the surrounding Hegenberger Corridor and East Oakland area.

New Job growth by sector includes: construction work, research and development, professional services, retail, hotel, light industrial, advanced manufacturing, distribution/logistics, office and administrative support, etc.

The Plan retains and expands more traditional sectors including: professional services, health services, retailing, manufacturing, construction, transportation, and warehouse/distribution business activities.
• **The Plan makes a major contribution to achieving the CURRENT citywide Economic and Job Growth Target** - identified in Oakland’s General Plan Strategy.

• **Area A and Area B are the Mixed-use, High-density, High-value development-engines that drives this regional job “engine”**

• **Construction jobs alone represents over $1.6B of private new construction investment** in Phase I, scheduled to be completed by 2019.
Create an **Vibrant Urban Mixed Use District** - with 7x24 activity and provides an enhanced pedestrian experience, site security and high quality of place.
• **The Plan creates vibrant new neighborhoods** that are accessible to all of Oakland.

• **Designed to attract a significant community of residential and commercial uses.** And, features active streets and public spaces that creates an enhanced pedestrian experience, site security, and quality urban Place-making.

• **District will have ground floor retail with residential, hotel, or office above** – proogramed with diverse mix of uses that will create a strong sense of place and urban character.

• **Plan creates an Urban Place that is safe, active and creates an urban center with a 7x24 urban presence** - with uses and amenities that promotes activity throughout the day and night.
Create new Open Space, Bay Access, and Natural Habitat - opportunities through a significant environmental reclamation that is functional, educational and accessible.
• **Opportunity to restore Damon Slough as a significant functional tidal habitat** – Linked to the Bay with expanded and sustainable habitat.

• **Unprecedented potential to link this environmental habitat directly to BART and regional transit** - and to the larger community of Oakland and Alameda County

• **Unique opportunity for accessible environmental education** - connecting 5.0M visitors to education and learning centers.

• **The Plan enhances the San Leandro Bay Estuary** - and Martin Luther King Shoreline Park and extensive Bay Trail network.
Parks and Open Space

- Habitat
- Concourse Park
- Public Open Space
- Venue Plaza
Heron Bay, San Leandro, CA

Shoreline Regional Park, CA

Richardson Bay Regional Park, CA

Lewis Avenue, Las Vegas, NV

Katy Trail, Dallas, TX

Mahon Creek Reclamation, San Rafael, CA

Google Campus, Mountain View, CA
A Draft Environmental Impact Report (DEIR) was released. Topics studied:

- Aesthetics, Shadow and Wind
- Air Quality
- Biological Resources
- Cultural and Historic Resources
- Geology and Soils
- Greenhouse Gas Emissions and Climate Change
- Hazards and Hazardous Materials
- Hydrology and Water Quality
- Land Use and Planning
- Noise
- Population, Housing & Employment
- Public Services & Recreation
- Transportation, Circulation & Parking
- Utilities and Service Systems
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
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
### SUMMARY OF PROJECT IMPACTS

<table>
<thead>
<tr>
<th>Topic</th>
<th>Potential Environmental Impacts</th>
<th>Mitigation Measures / Standard Conditions of Approval (SCA)</th>
<th>Resulting Level of Significance</th>
</tr>
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<tbody>
<tr>
<td>Air Quality</td>
<td><strong>Impact Air-5A:</strong> During construction, generate regional ozone precursor emissions and regional particulate matter emissions from construction equipment exhaust.  &lt;br&gt;<strong>Impact Air-5B:</strong> In addition to the Coliseum District emissions, construction activities pursuant to Plan Buildout will generate additional regional ozone precursor emissions and regional particulate matter emissions from construction equipment exhaust.</td>
<td><strong>SCA Air-1:</strong> Construction-Related Air Pollution Controls (Dust and Equipment Emissions)  &lt;br&gt;<strong>MM Air 6A-1:</strong> Reduced Construction Emissions (see Impact Air-6, below)</td>
<td>Even with the recommended mitigation measures, it cannot be certain that emissions of ROG and NOx can be reduced to below threshold levels.  &lt;br&gt;Conservatively deemed to be <strong>Significant and Unavoidable</strong></td>
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<td>Air Quality</td>
<td><strong>Impact Air-7A:</strong> New development at the Coliseum District would result in operational daily emissions of ROG, NOX, or PM2.5 and PM10 above thresholds; and would result in maximum annual emissions of ROG, NOX, of PM2.5 and PM10 above thresholds.  &lt;br&gt;<strong>Impact Air-7B:</strong> In addition to the Coliseum District’s criteria pollutant emissions, new development pursuant to Plan Buildout would result in additional operational average daily emissions that would exceed the City's thresholds of significance.</td>
<td><strong>SCA Trans-1:</strong> Transportation Demand Management (TDM) Program</td>
<td><strong>Significant and Unavoidable</strong></td>
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| Biology     | **Impact Bio-1B**: Future development could have a substantial adverse effect, on candidate, sensitive or special status species.                                                                                                                                                                                                                                                                                                                               | In addition to SCAs and previous mitigation measures,  
MM Bio 1B-1: In-Bay Dredge Requirements. No in-Bay dredging activities shall occur during the period from October 1 to July 31.  
MM Bio 1B-2: Seasonal Wetland Restoration Plan. To replace impacted wetlands and associated habitat for special status species at the Edgewater Seasonal Wetland, a Habitat Restoration Plan will be developed and implemented to create an approximately 15-acre seasonal wetland and associated Coastal and Valley freshwater wetland habitat in Sub-Area E | Impacts to special status species and their habitat resulting from the proposed Bay Inlet cut and the filling and development of Edgewater Freshwater Marsh are considered **significant and unavoidable**.                                                                                                                                                                                                                                                   |
| Cultural &  | **Impact Cultural-1A**: Development would result in ultimate demolition of the Oakland Coliseum and potentially the Arena, causing a substantial adverse change in the significance of the Oakland Coliseum and Arena Complex, a historical resource.                                                                                                                                                                                                                                                      | MM Cultural 1A-1: Site Recordation. The Oakland Coliseum, the Coliseum Complex, and the Arena (should it ultimately be proposed for demolition), shall be recorded to standards established for the National Park Service’s Historic American Buildings Survey (HABS).  
MM Cultural 1A-3: Financial Contribution. If the Oakland Coliseum and/or Arena are demolished, the project applicant shall make a financial contribution to the City of Oakland to be used to fund historic preservation projects within or in the vicinity of the Coliseum District. | **Significant and Unavoidable**  
Under the proposed Project, demolition of the Oakland Coliseum is identified as the only feasible option to move forward with development within the Coliseum District.  
Unlike the Coliseum, demolition of the existing Arena is identified as only one of several potential development options pursuant to the Specific Plan within the Coliseum District. However, because this option is possible, this EIR conservatively assumes demolition of the Arena would occur.                                                                                                                                                                                                                     |
Oakland-Alameda County Coliseum (1962-1965) is a Historic Resource under CEQA.

Designed by Skidmore, Owings and Merrill; built by Guy F. Atkinson Company.
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<td>Noise</td>
<td>Impact Noise-2A: Development of new sports and special events venues in the Coliseum District would generate operational noise that would exceed the City of Oakland Noise Ordinance at new, on-site sensitive receivers.</td>
<td>SCA Noise-5: Operational Noise-General&lt;br&gt;Recommನndation Noise 2A-1: Sellers or leasers of real property intended for residential use and located within the Coliseum District shall provide a disclosure statement included as part of all real estate transactions.</td>
<td>There is no feasible mitigation to reduce game-day and special event noise from the new stadium and ballpark (assuming a non-roof design) at proposed new on-site sensitive receivers. Significant and Unavoidable</td>
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<td>Transportation</td>
<td>Existing Plus Project: 8 intersections conservatively deemed significant and unavoidable&lt;br&gt;2035 Conditions Plus Project: 53 intersections:&lt;br&gt;- 25 conservatively deemed significant and unavoidable&lt;br&gt;- 28 significant and unavoidable&lt;br&gt;37 Freeway and Highway segments:&lt;br&gt;- Significant and unavoidable</td>
<td>See Mitigation Measures and Standard Conditions of Approval in Draft EIR, Chapter 4.13.</td>
<td></td>
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CEQA ALTERNATIVES

Alternative #1: No Project Alternative
Alternative #2: Fewer Sports and Entertainment Venues
Alternative #3: Reduced Alternative
Alternative #4: Maximum Development Alternative
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
- The new zoning would allow major sports facilities and new residential and commercial uses; and could conditionally permit residential and retail on the San Leandro Bay waterfront.
The City of Oakland and Port of Oakland have separate land use jurisdictions

- City of Oakland Planning Code only applies to Sub Areas A and E and portions of B.
- Port of Oakland Land Use Development Code applies to the majority of the Airport Business Park, and the West side of Hegenberger Rd.
- SF Bay Conservation and Development Commission (BCDC) ensures public access to the waterfront
PROPOSED NEW POLICIES

New policies and implementation measures are proposed to be added to the Plan, addressing:

- **Affordable Housing:** “LU Policy 3-50: Encourage the provision of new housing affordable to low- and moderate income households within the Plan Area…”

- **Anti-Displacement strategies:** “LU Policy 3-54: The City will use all existing housing programs to attempt to minimize secondary displacement in East Oakland.”

- **Hiring Oaklanders:** “LU Policy 3-44: Support local and/or targeted hiring for contracting and construction jobs, including pathways to apprenticeships for local residents during the buildout of the Plan…”

See Attachment I to the Planning Commission Staff report for all proposals.
New policies and implementation measures are proposed to be added to the Plan, addressing:

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See Attachment I to the Planning Commission Staff report for all proposals.
Over the last ten years, East Oakland neighborhoods have seen:

- 1,200 affordable housing units built
- 450 market-rate housing units built
- And 110 new units of “workforce” market-rate housing are proposed for a portion of the BART parking lot (70th Ave & Snell St.)
During public meetings and workshops, Staff heard:

- Concerns about housing proposed to be added to the Airport Business Park;
- East Bay Regional Parks concerned about plans for Edgewater Seasonal Wetland;
- Concerns about public participation and outreach to East Oakland residents;
- Concerns that the affordable housing and anti-displacement provisions included in other Specific Plans were not included in this Plan;
- The Plan Area doesn’t include enough active parkland;
- East Bay Municipal Utility District expansion plans for Corp Yard (Sub Area E) conflict with City’s vision for that area
NEXT STEPS

Public Hearings and Meetings of Draft Plan and EIR:

- Advisory Boards: Landmarks Preservation Advisory Board; Parks and Recreation Advisory Commission; Alameda County Airport Land Use Commission; Bicyclist & Pedestrian Advisory Commission; Port of Oakland Board of Commissioners.

- **Oakland Planning Commission: October 1, 2014**
- Community Workshop (81st Avenue Library): **October 9, 2014**
- Meeting of the Zoning Update Committee by **end of 2014**
- Hearing at Planning Commission for Final Plan and EIR by **end of 2014**
- City Council hearings in **early 2015**