1. Presentation by City of Oakland staff and consultants

2. Discussion -- How can the Plan improve East Oakland neighborhoods and give opportunities to residents and business?

3. Q&A
COLISEUM AREA SPECIFIC PLAN

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)
Coliseum Area Specific Plan and EIR

- 2011: City issues RFP for CEQA/Specific Plan consultants;
- 2012: Oakland-based Lamphier-Gregory + subconsultants 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.
“Coliseum City”

- 2012: Oakland-based JRDV Urban International + partners sign Exclusive Negotiating Agreement (ENA) with the City for development of “Coliseum City” project
- 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.
PROJECT OVERVIEW
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)
OPEN SPACE OPPORTUNITIES

- East Bay Greenway
- Damon Slough
- Oak Port Soccer Fields
- Edgewater Seasonal Wetland
- Arrowhead Marsh
- San Leandro Bay
- Elmhurst Creek
- San Leandro Creek

Source: Esri, DigitalGlobe, GeoEye, i-cubed, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community

Planning and Building Department
October 2014
COLISEUM AREA SPECIFIC PLAN

PUBLIC OWNERSHIP

Legend
- Oakland / Alameda County-Owned
- Oakland-Owned
- Plan Subareas
- City Boundary

Source: Esri, DigitalGlobe, GeoEye, i-cubed, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community

City Boundary
Plan Subareas
Oakland / Alameda County-Owned
Oakland-Owned
City of Oakland
Oakland / Alameda County

San Leandro Bay
Project Goals

*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.

**Project Goals**

**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**

*Source: Street Base Map © 2006 TeleAtlas, Inc. All rights reserved. Protected areas data from California Protected Areas Database (CALPADES.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 Area</th>
<th>Sports</th>
<th>Residential</th>
<th>Science &amp; Technology</th>
<th>S&amp;T/LT Industrial Support</th>
<th>Logistics</th>
<th>Hotel</th>
<th>Retail</th>
<th>Parking</th>
<th>Open Space</th>
<th>Total</th>
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<tbody>
<tr>
<td></td>
<td>53.4</td>
<td>2,148,533</td>
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<td>3,102,681</td>
<td>5,602,610</td>
<td>14.0</td>
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<td>40.2</td>
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<td>21,764,388</td>
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<td></td>
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<td>854,980</td>
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</tbody>
</table>
| Parking Summary (NBA Option)

<table>
<thead>
<tr>
<th>Development Area Summary</th>
<th>Zone A</th>
<th>Zone B NBA Option</th>
<th>Total NBA Option</th>
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<tr>
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<td>15,856</td>
<td>9,488</td>
<td>25,344</td>
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<td>11,051</td>
<td>7,742</td>
<td>18,793</td>
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</table>
SCENARIO 1: THREE TEAMS
SCENARIO 2: TWO TEAMS
View of Sports District
SCENARIO 3: ONE TEAM
Transit Hub is a Catalyst and Gateway for the Project
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 -- generates fees
- Up to 5,750 housing units and **up to 10,200 new residents** -- could generate fees
- **Up to 25 acres** of new parks, 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
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.
A Draft Environmental Impact Report (DEIR) was released. Topics studied:

<table>
<thead>
<tr>
<th>Aesthetics, Shadow and Wind</th>
<th>Hazards and Hazardous Materials</th>
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</thead>
<tbody>
<tr>
<td>Air Quality</td>
<td>Hydrology and Water Quality</td>
</tr>
<tr>
<td>Biological Resources</td>
<td>Land Use and Planning</td>
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<tr>
<td>Cultural and Historic</td>
<td>Noise</td>
</tr>
<tr>
<td>Resources</td>
<td>Population, Housing &amp; Employment</td>
</tr>
<tr>
<td>Geology and Soils</td>
<td>Public Services &amp; Recreation</td>
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<tr>
<td>Greenhouse Gas Emissions</td>
<td>Transportation, Circulation &amp;</td>
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<tr>
<td>and Climate Change</td>
<td>Parking</td>
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<tr>
<td></td>
<td>Utilities and Service Systems</td>
</tr>
</tbody>
</table>
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
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
CULTURAL AND HISTORIC RESOURCES

Oakland-Alameda County Coliseum (1962-1965) is a Historic Resource under CEQA

Designed by Skidmore, Owings and Merrill; built by Guy F. Atkinson Company
### 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>
</thead>
</table>
| Noise   | **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. | **SCA Noise-5**: Operational Noise-General  
**Recommendation 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. | 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** |
| Transportation | **Existing Plus Project**: 8 intersections conservatively deemed significant and unavoidable  
**2035 Conditions Plus Project**:  
- 53 intersections:  
-- 25 conservatively deemed significant and unavoidable  
-- 28 significant and unavoidable  
- 37 Freeway and Highway segments:  
-- significant and unavoidable | **See Mitigation Measures and Standard Conditions of Approval in Draft EIR, Chapter 4.13.** | |
## SUMMARY OF PROJECT IMPACTS

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</thead>
<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.</td>
<td><strong>SCA Air-1:</strong> Construction-Related Air Pollution Controls (Dust and Equipment Emissions)</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. Conservatively deemed to be <strong>Significant and Unavoidable</strong></td>
</tr>
<tr>
<td></td>
<td><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>MM Air 6A-1:</strong> Reduced Construction Emissions (see Impact Air-6, below)</td>
<td></td>
</tr>
<tr>
<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.</td>
<td><strong>SCA Trans-1:</strong> Transportation Demand Management (TDM) Program</td>
<td><strong>Significant and Unavoidable</strong></td>
</tr>
<tr>
<td></td>
<td><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>
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</table>
### SUMMARY OF PROJECT IMPACTS

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<tr>
<td>Biology</td>
<td><strong>Impact Bio-1B</strong>: Future development could have a substantial adverse effect, on candidate, sensitive or special status species.</td>
<td><strong>In addition to SCAs and previous mitigation measures,</strong> <strong>MM Bio 1B-1: In-Bay Dredge Requirements.</strong> No in-Bay dredging activities shall occur during the period from October 1 to July 31. <strong>MM Bio 1B-2: Seasonal Wetland Restoration Plan.</strong> 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</td>
<td>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.</td>
</tr>
<tr>
<td>Cultural &amp; Historic</td>
<td><strong>Impact Cultural-1A</strong>: 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.</td>
<td><strong>MM Cultural 1A-1: Site Recordation.</strong> 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). <strong>MM Cultural 1A-3: Financial Contribution.</strong> 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.</td>
<td>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.</td>
</tr>
</tbody>
</table>
PUBLIC COMMENT

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
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*
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.

- Community Workshop (81st Avenue Library): October 9, 2014

- Meetings with interested groups: October-December 2014

- Meeting of the Zoning Update Committee by end of 2014

- Hearings at Landmarks Board and Planning Commission for Final Plan and EIR by end of 2014

- City Council hearings in early 2015
How can the Plan improve?

*Email* comments 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](http://www.oaklandnet.com/coliseumcity)