TONIGHT’S AGENDA

1. Presentation by City of Oakland staff and consultants:
   -- Ed Manasse, Oakland Strategic Planning Manager
   -- Devan Reiff, Project Manager

2. How has the Plan Changed since August

3. Q&A and Group Discussion
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.**
- 2015: Planning Commission and City Council meetings in February and March
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)
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
COMMUNITY AND ECONOMIC DEVELOPMENT BENEFITS

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 10,2000 new residents** -- could generate fees
- **Up to 25 acres** of new parks, trails and restored natural habitat
JOBS AND EMPLOYMENT

Development with the Plan includes:

- **20,000 new permanent jobs**, across a wide-range of industries
  - 50% of the new permanent jobs estimated to be entry-level, mid-level and blue-collar occupations not requiring higher education
  - Plan focuses on retaining existing types of businesses, and increasing traditional employment sectors
  - Local hiring and job-training policies
- **24,000 total new construction jobs** are estimated to be created
- **2,300 current jobs could be lost if all three sports teams leave**
• **Facilitates the restoration of Damon Slough**, improves open space habitat

• **Plan envisions a public linear park**, from Coliseum BART to the Bay

• **Plan includes public parks, and parklets**, accessible to area residents
The Plan encourages new neighborhood-serving retail:

- Along San Leandro Street, opposite the Coliseum BART station
- Inside the new Coliseum sports district and at the Waterfront
- New development in the Plan will stimulate demand in the area that will make new grocery stores and other neighborhood retail more viable
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
SCENARIO 1: THREE TEAMS
SCENARIO 2: TWO TEAMS
View of Sports District
COLISEUM AREA SPECIFIC PLAN

SCENARIO 3: ONE TEAM
Transit Hub is a Catalyst and Gateway for the Project
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
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)
- Additional gateway area (“A”) at Hegenberger overpass and San Leandro Street would become “Community Commercial” (from “Business Mix”)
- 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
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.
The Plan is revised to include affordable housing goals:

- **Goal that 15% of new units be affordable** to low- and moderate-income residents
- **Providing affordable housing is a Citywide issue** -- City now studying impact fees, and any new housing in the plan will contribute towards funding affordable housing
- **Existing “Jobs/Housing impact fee”: $5.24 psf** fee for commercial and warehouse construction: funds Affordable Housing in Oakland
Disposition Development Agreement ("DDA") or a Lease Disposition Development Agreement ("LDDA") is the development deal between the City, the County and the Developer.

- There will be a community engagement process as part of the L/DDA negotiations
- L/DDA establishes which party funds specific improvements and projects
NEXT STEPS

Public Hearings and Meetings of Final Plan and EIR:

- Advisory Boards: Landmarks Preservation Advisory Board; Parks and Recreation Advisory Commission; Alameda County Airport Land Use Commission; Oakland Planning Commission.

- Meetings with interested groups: **December 2014- February 2015**
- Meeting of the Zoning Update Committee **January 21, 2015**
- Hearings at Landmarks Board and Planning Commission for Final Plan and EIR in **February, 2015**
- City Council hearings in **March, 2015**
Email comments to: strategicplanning@oaklandnet.com

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

Mail comments to:

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

COLISEUM AREA SPECIFIC PLAN

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