



City of  
**OAKLAND**  
California

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## News from: City of Oakland

### FOR IMMEDIATE RELEASE

April 22, 2014

## City Hosts Two Public Workshops on Coliseum Area Specific Plan

*Oakland, CA* – The Coliseum Area Specific Plan (CASP) serves as a roadmap for the transformation of the Coliseum district and surrounding area into a dynamic sports, entertainment, residential and job-generating neighborhood. The Plan will provide a strong vision for the area, linked to a comprehensive public-private development approach to growth and change. The Plan is one of a number of City efforts to retain Oakland’s three sports franchises. Before the City of Oakland begins the formal public hearings associated with the CASP, two information workshops will be held. The two meetings are scheduled for:

- Thursday, April 24, 3 - 5 p.m., Red Lion Hotel, 150 Hegenberger Road
- Saturday, April 26, 3 - 5 p.m., Oakland City Hall, Council Chambers, 1 Frank H. Ogawa Plaza

At the workshops, City staff will provide details to the public on the City’s vision for the Coliseum district and surrounding area and solicit feedback and suggestions from the public. The input gathered at the two workshops will be incorporated into a draft Specific Plan and draft Environmental Impact Report. Public hearings at the Planning Commission and Oakland City Council will then be held in the next few months, and a public comment period will begin, to review both the draft Plan and the Draft EIR. The final adoption of the Plan and certification of the EIR is expected in fall/winter 2014.

For members of the public who are unable to make either meeting, there are three additional ways to share comments and concerns:

- Email suggestions to [strategicplanning@oaklandnet.com](mailto:strategicplanning@oaklandnet.com)
- Leave a message on the Strategic Planning division phone line at (510) 238-7299
- Mail comments to Devan Reiff, City of Oakland Strategic Planning Division, 250 Frank H. Ogawa Plaza, Suite 3315, Oakland CA 94612

Please refrain from wearing scented products to these meetings. All meeting locations are wheelchair accessible.

For Plan documents, meeting schedules and more information on the CASP, please visit [oaklandnet.com/coliseumcity](http://oaklandnet.com/coliseumcity).

### **Background**

In March 2012, the City entered into an Exclusive Negotiating Agreement (ENA) with a team of urban designers, architects and developers led by the Oakland-based firm of JRDV Urban International. The team prepared the “Coliseum City” Master Plan that represents the sports/entertainment mixed use ‘vision’ for the area.

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The Master Plan provides the basis upon which the City began preparation of a draft Specific Plan. The Specific Plan effort includes an exploration of land use regulatory changes, infrastructure improvements and financial feasibility and financing options needed to realize this Master Plan vision. The Specific Plan will also identify alternatives to the Master Plan, considering different development scenarios. Pursuant to CEQA, the City will be preparing an Environmental Impact Report (EIR) to address the potential physical environmental effects of the Specific Plan.

The Plan covers approximately 800 acres, including the Oakland-Alameda County Coliseum complex, and is bounded by 66th Avenue to the north, San Leandro Street on the east, Hegenberger Road on the south, and San Leandro Bay and the Oakland International Airport to the west.

As noted above, the Plan Area has many highly sought development assets, particularly its regional transit infrastructure, and the availability of publically-owned land. Leveraging these core assets to their maximizing potential is critical to Oakland's ability to create a viable, long-term center for economic development.

The proposed Specific Plan is designed to leverage these existing assets in the Coliseum Area into a comprehensively designed mixed-use district that will retain the existing sports franchises and attract sustainable new jobs and economic development.

The Coliseum Area Specific Plan, and the "Coliseum City" Master Plan project are part of a larger vision for the surrounding area that includes: the Oakland Airport Connector, a \$484 million transportation project that will open later this year to connect the Coliseum BART station with the Oakland International Airport; Oakland International Airport terminal expansion projects; Lion Creek Crossings affordable and senior housing; Coliseum Transit Village housing development at the BART station; and other projects.

The "Coliseum City" Master Plan project – potentially the largest transit-oriented development in California – was proposed by a team led by Oakland-based JRDV Urban International.

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