

CITY OF OAKLAND



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Community and Economic Development Agency
Planning & Zoning Services Division

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March 16, 2011

NOTICE OF PREPARATION (NOP) OF A DRAFT ENVIRONMENTAL IMPACT REPORT (EIR) FOR PROPOSED AMENDMENTS TO THE BROADWAY/MACARTHUR/SAN PABLO REDEVELOPMENT PLAN

The City of Oakland Community and Economic Development Agency, Planning and Zoning Division, is preparing a Draft Environmental Impact Report (EIR) for Proposed Amendments to the Broadway/MacArthur/San Pablo Redevelopment Plan (“Project” or “Proposed Amendments”), and is requesting comments on the scope and contents of the EIR. The EIR will address the potential environmental effects for each of the environmental topics outlined in the California Environmental Quality Act (CEQA). The City has **not** prepared an Initial Study and all CEQA topics will be addressed in the EIR.

The City of Oakland is the Lead Agency for the Project and is the public agency with the greatest responsibility for approving the Project or carrying it out. This notice is being sent to Responsible Agencies and other interested parties. Responsible Agencies are those public agencies, besides the City of Oakland, that also have a role in approving or carrying out the Project. When the Draft EIR is published, it will be sent to all Responsible Agencies and to others who respond to this NOP or who otherwise indicate that they would like to receive a copy.

Responses to this NOP and any questions or comments should be directed in writing to: Ulla-Britt Jonsson, Planner II, City of Oakland, Strategic Planning Division, 250 Frank H. Ogawa Plaza, Suite 3315, Oakland, CA 94612; (510) 238-3322 (phone); (510) 238-4730 (fax); or e-mailed to ujonsson@oaklandnet.com. Comments on the NOP must be received at the above mailing or e-mail address by 5:00 p.m. Monday April 15, 2011. Please reference environmental review case number ER11-001 in all correspondence. Comments should focus on discussing possible impacts on the physical environment, ways in which potential adverse effects might be minimized, and alternatives to the Project in light of the EIR’s purpose to provide useful and accurate information about such factors. In addition, comments may be provided at the EIR Scoping Meeting to be held before the City Planning Commission as indicated below.

**CITY PLANNING COMMISSION
SCOPING MEETING
April 6, 2011, 6:00 p.m.
Oakland City Hall
Sergeant Mark Dunakin Hearing Room (Hearing Room One)
One Frank H. Ogawa Plaza
Oakland, CA 94612**

PROJECT TITLE: Proposed Amendments to the Broadway/MacArthur/San Pablo Redevelopment Plan (“Project” or “Proposed Amendments”)

CASE NO.: ER11-001

PROJECT SPONSOR: City of Oakland and Redevelopment Agency of the City of Oakland

EXISTING CONDITIONS: The Broadway/MacArthur/San Pablo Redevelopment Plan (Redevelopment Plan) was adopted by the City of Oakland on July 25, 2000 and subsequently amended on March 6, 2007. The existing Redevelopment Project Area (Project Area) consists of two non-contiguous sub areas: Broadway/MacArthur and San Pablo. Together, the two sub areas include approximately 676 acres. As shown in the attached map, the Broadway/MacArthur sub area incorporates roughly the area between Highway 24 and Broadway from 27th Street to 42nd Street. The San Pablo sub area incorporates a portion of the Golden Gate neighborhood between Vallejo Street and San Pablo Avenue from 53rd to 67th streets.

The Redevelopment Plan provides the Oakland Redevelopment Agency (Agency) with the powers, duties and obligations to implement and further its plan for the redevelopment, rehabilitation and revitalization of the Project Area. The Redevelopment Plan contains specific measures which provide financing authority to the Agency through activities such as collecting tax increment funds and issuing bonds. The Redevelopment Plan also provides the authority for use of eminent domain in the Project Area through 2012.

In 2009, the City received a community petition request to have the boundaries of the Broadway/MacArthur/San Pablo Redevelopment Project Area expanded to include approximately 1,300 parcels that make up the Lowell/Gaskill neighborhood (Amendment Area). These parcels are generally built out with urban uses including an established residential neighborhood with older industrial structures used for warehousing and manufacturing. Light industrial activities are focused along the arterial corridors such as Stanford Avenue and Lowell Street. Many of the existing industrial structures are in disrepair and potentially abandoned. On July 20, 2010, the City Council adopted the Lowell/Gaskill neighborhoods area as a Redevelopment Survey Area which is being studied for the purpose of considering amending the Broadway/MacArthur/San Pablo Redevelopment Plan to include this area.

PROJECT LOCATION: The Amendment Area covers approximately 150 acres in North Oakland, generally between 67th Street to the north, 53rd Street to the south, San Pablo Avenue to the west, and Adeline and Market streets to the east. The north and south borders of the Amendment Area are defined by the city borders of Emeryville and Berkeley. (See attached map)

PROJECT DESCRIPTION: The proposed CEQA Project is the implementation of the three Proposed Amendments to the Broadway/MacArthur/San Pablo Redevelopment Plan. The first amendment would expand the Project Area boundaries to include the 1,300 parcels and 150 acres that is the Lowell/Gaskill neighborhood (Amendment Area) (see attached map). Redevelopment activities envisioned for the Amendment Area would focus in the area along Lowell Street and Stanford Avenue and include streetscape improvements, right-of-way adjustments, building renovations, and new housing, live/work, industrial incubator, and/or commercial development consistent with the existing HBX Housing and Business Mix Zone and General Plan land use designation. Other redevelopment programs within the Amendment Area would be consistent with those currently being implemented through the existing Redevelopment Plan.

The second amendment would renew eminent domain authority for the Redevelopment Plan to extend beyond 2012. However, the Agency does not anticipate use of eminent domain to facilitate the redevelopment activities described above.

The third amendment would increase the bonding capacity cap to finance proposed redevelopment activities in the Amendment Area without drawing from the existing bonding capacity which is required to implement the existing Redevelopment Plan. The bonding capacity cap would be increased in an amount proportional to the redevelopment needs of the Amendment Area.

The EIR will analyze the effects of changes in the environment resulting from the Proposed Amendments and implementation of redevelopment project activities resulting from those amendments.

PROBABLE ENVIRONMENTAL EFFECTS: The City is seeking feedback on the potential impacts of the Proposed Amendments that should be studied in the EIR. It is anticipated that the Proposed Amendments may have environmental impacts on the following, all of which will be addressed in the EIR: aesthetics, shadow and wind; air quality and greenhouse gases; biological resources; cultural and historic resources; geology, soils and seismicity; hazardous materials; hydrology, water quality and water supply; land use; noise; population and housing; public services and utilities; and traffic, transportation and circulation, among other topics.

The Draft EIR will also examine a reasonable range of alternatives to the Proposed Amendments, including the CEQA-mandated No Project Alternative, and other alternatives that may be capable of reducing or avoiding potential environmental effects.

Eric Angstadt,
Deputy Director, Community & Economic Development Agency
and Oakland City Planning Director

File Number: ER11-001

Date of Notice: March 16, 2011

Attachment: Broadway/MacArthur/San Pablo Redevelopment Plan Project Area Map