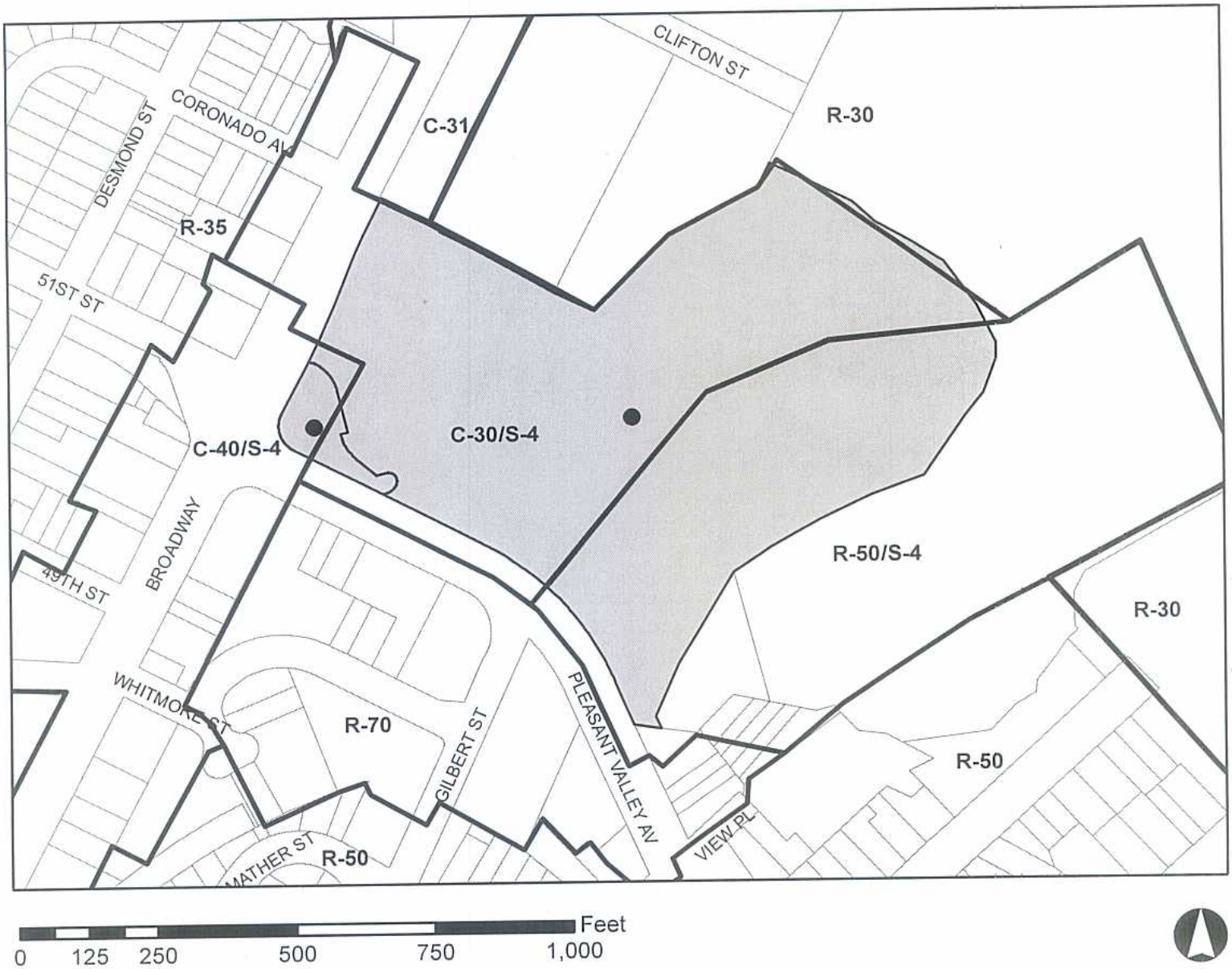
Project Name:	**Safeway Redevelopment Project (Broadway @ Pleasant Valley Avenue)**
Location:	**5050-5100 Broadway (APN 014-1242-002-03 & 014-1242-005-07) (see map on reverse)**
Proposal:	Redevelopment of the existing Rockridge Shopping Center, including demolition of all 185,500 square feet of existing buildings and construction of a new Safeway store and other retail, office, and restaurant space, totaling approximately 330,942 square feet with approximately 967 off-street parking spaces. Proposed modifications to the Broadway/51st Street/Pleasant Valley Avenue, Broadway/Coronado Avenue, Broadway/College Avenue, Pleasant Valley Avenue/Gilbert Street, and Pleasant Valley Avenue/Montgomery Street intersections.
Applicant / Phone Number:	Property Development Centers / (925) 738-1400
Owner:	Alvin B. Chan, Inc.; Safeway, Inc. (ground lessee)
Planning Permits Required:	1) Regular Design Review for new construction; 2) Interim Conditional Use Permit to apply the policies of the General Plan to the portions of the site in the R-50 Zone; 3) Major Conditional Use Permit to allow a Drive-Through Nonresidential Facility; 4) Major Conditional Use Permit to allow alcoholic beverage sales in conjunction with a new General Food Sales Commercial Activity (new Safeway store); 5) Minor Variance to allow a building height up to 80 feet in the C-30 Zone where the maximum allowed height is 45 feet; and 6) Creek Protection Permit (Category IV) to allow development on a creekside property.
General Plan:	Community Commercial
Zoning:	C-30 District Thoroughfare Commercial Zone (portion of site); C-40 Community Thoroughfare Commercial Zone (portion of site); R-50 Medium Density Residential Zone (portion of site); S-4 Design Review Combining Zone (entire site)
Environmental Determination:	A Draft Environmental Impact Report (EIR) was prepared and released for public review on January 11, 2013. A Final EIR has been prepared and was released for public review on September 6, 2013.
Historic Status:	Not a Potential Designated Historic Property (PDHP); Survey rating: X
Service Delivery District:	2
City Council District:	1
Status:	Pending
Action to be Taken:	Certification of the Final EIR and decision on the planning permits for the project.
Staff Recommendation:	Certify the Final EIR and approve the planning permits for the project subject to the attached findings and conditions.
Finality of Decision:	Appealable to City Council within 10 calendar days.
For Further Information:	Contact case planner **Darin Ranelletti** at **(510) 238-3663** or by email at **dranelletti@oaklandnet.com**.

CITY OF OAKLAND PLANNING COMMISSION



Case File: CMDV09-135; CP09-090; ER09-007
Applicant: Property Development Centers
Address: 5050-5100 Broadway
Zone: C-40/S-4, C-30/S-4, R-50/S-4

SUMMARY

The applicant proposes to redevelop the existing Rockridge Shopping Center[1] located at Broadway and Pleasant Valley Avenue, currently anchored by Safeway and CVS Pharmacy (formerly Long's Drugs), with a new commercial development containing a Safeway store and other commercial space totaling approximately 330,942 square feet of floor area.

Pursuant to the California Environmental Quality Act (CEQA), a Draft Environmental Impact Report (EIR) was prepared and released for public review on January 11, 2013. A Final EIR has been prepared and was released for public review on September 6, 2013. The purpose of the September 25th hearing is to consider certification of the EIR and issue a decision on the planning permits for the project. Staff recommends that the Planning Commission certify the EIR and approve the planning permits for the project subject to the attached findings and conditions.

PROPERTY DESCRIPTION

The project site is approximately 15.4 acres in size. The irregular-shaped site is bounded by Broadway to the west, Pleasant Valley Avenue to the south, a reservoir and recently remodeled commercial building (occupied by AAA) to the east, and the California College of the Arts, multi-family residential apartment buildings, and the Claremont Country Club to the north.

The site is currently occupied by the Rockridge Shopping Center, a single-story shopping center that contains approximately 185,000 square feet of floor area. The shopping center is anchored by Safeway and CVS Pharmacy (formerly Long's Drugs) and includes a surface parking lot containing a total of 615 off-street parking spaces.

PROJECT DESCRIPTION

The project involves the redevelopment of the existing Rockridge Shopping Center, including the demolition of all 185,500 square feet of existing buildings on the site and the construction of a new Safeway store and other retail, office, and restaurant space. A total of approximately 967 off-street parking spaces are proposed. Parking is proposed in surface parking lots, on the rooftop of the new Safeway store, and in a three-level parking garage located above commercial space.

Refined Project Design

The applicant has refined the design of the project since the publication of the Draft EIR and the last public hearing on the project at the Planning Commission on February 20, 2013. The current project drawings are attached (see **Attachment A**). The applicant revised the design so that the character of the project is more reflective of the architectural character of the surrounding neighborhoods. This refinement resulted in an adjustment to the project size. At the time the Draft EIR was published, the project totaled approximately 322,500 square feet of commercial space (293, 200 square feet of gross leasable floor area and an additional 29,300 square feet of common space). The current project size is approximately 330,942 square feet of commercial space (296,753 square feet of gross leasable floor area and an additional 34,189 square feet of common space). A notable element of the current project design is that the entrance to the multi-level parking garage located above commercial space in the center of the site was moved from the eastern entrance of the internal "shopping street" over to the driveway that connects Broadway to the Safeway parking lot. This adjustment improves vehicle circulation in the

[1] The Rockridge Shopping Center is distinct from the Safeway store located at College Avenue and Claremont Avenue in the Rockridge commercial district which is typically referred to as the "College Avenue Safeway."

project. The Final EIR considers the potential environmental effect of the refined design and concludes that there would be no new significant impacts or increases in the severity of previously identified significant impacts.

Proposed Street Modifications

The applicant also proposes to modify streets in the project vicinity including the following:

- Broadway would be reduced from three through lanes to two through lanes in each direction between College Avenue and 49th Street.

- Class 2 bicycle lanes would be provided on both sides of Broadway between College Avenue and just south of 51st Street/Pleasant Valley Avenue.

- The project driveway on Broadway opposite Coronado Avenue would be signalized to provide left turns in and out of the project site. The proposed signal would be coordinated with the existing signals on Broadway at 45th Street, 51st Street/Pleasant Valley Avenue, College Avenue, and Broadway Terrace. The intersection would provide an exclusive left-turn lane from southbound Broadway to the project site. The proposed signal would also provide a protected pedestrian crossing connecting the residential neighborhood west of Broadway to the project site.

- The provision for the southbound left-turn lane from Broadway into the project site would require the elimination of the existing median break that provides access to Wendy's restaurant from northbound Broadway. As such, the northbound left-turn lane on Broadway at College Avenue would be modified to provide left-turn access into the existing Wendy's restaurant on the opposite side of Broadway from the project site. If the Broadway/College Avenue intersection is modified, as described below in the "Key Issues and Impacts" section of the report, northbound access to Wendy's would be provided via a U-turn at College Avenue.

- The Broadway/51st Street/Pleasant Valley Avenue intersection would be modified to increase vehicle capacity, to provide a six-foot wide median pedestrian refuge island, and to provide more efficient and safer signal operations.

- The Gilbert Street/Project Driveway/Pleasant Valley Avenue intersection would also be modified to provide additional turn lanes and the intersection signal equipment would be upgraded to provide protected phasing for the westbound Pleasant Valley Avenue left-turn movement.

- The locations of several bus stops would be moved from the near side to the far side of (i.e., from before to after) the intersection at northbound Broadway and Pleasant Valley Avenue, at eastbound 51st Street/Pleasant Valley Avenue at Broadway, and at eastbound Pleasant Valley Avenue at Gilbert Street.

The above street modifications are in addition to street improvements that are being recommended as conditions of approval, which are also evaluated in the EIR, as described below in the "Key Issues and Impacts" section of the report.

Construction Phasing

The project would be constructed in two phases over a period of approximately 20 months. Phase 1 would involve demolition of the existing CVS Pharmacy and adjacent stores and the construction of the

new Safeway store and adjacent buildings in the northeast portion of the site. Phase 2 would involve demolition of the existing Safeway store, adjacent stores, and the existing bank building on the corner of Broadway and Pleasant Valley Avenue, the construction of new buildings located in the southwest portion of the site along Broadway and Pleasant Valley Avenue, and the proposed street modifications. The proposed phasing would allow the existing Safeway store to remain open while the new Safeway store is constructed.

GENERAL PLAN ANALYSIS

The General Plan land use classification for the site is Community Commercial. According to the General Plan, the intent and desired character of the Community Commercial is the following:

> The Community Commercial classification is intended to identify, create, maintain, and enhance areas suitable for a wide variety of commercial and institutional operations along the City's major corridors and in shopping districts or centers. Community Commercial areas may include neighborhood center uses and larger scale retail and commercial uses, such as auto related businesses, business and personal services, health services and medical uses, education facilities, and entertainment uses. Community Commercial areas can be complemented by the addition of urban residential development and compatible mixed use development.[2]

Broadway is a designated Key Corridor in the General Plan and the Broadway and Pleasant Valley Avenue/51st Street area is a designated Neighborhood Activity Center. Key Corridors are envisioned as mixed-use environments with concentrations of commercial and civic uses. Neighborhood Activity Centers are considered the focal point of a community with diverse business, civic, and social activities supported and strengthened by surrounding housing.

The Upper Broadway/College Avenue area, which includes the project site, is a target area for community and economic development in the General Plan. In this area, the key objectives are to "reduce loitering, improve traffic safety, code compliance, street maintenance, and development of vacant and underutilized properties."[3]

The Land Use chapter of the Draft EIR, beginning on page 4.9-7, identifies the General Plan objectives and policies relevant to the project and presents information to support a determination that the project could generally be considered consistent with the General Plan in that the project would be consistent with the Community Commercial land use classification, improve the economic viability of the shopping center, create a neighborhood activity center, be compatible with neighboring properties, and enhance pedestrian, bicycle and transit facilities.

ZONING ANALYSIS

The zoning applicable to the project is the zoning in effect at the time the project's application was deemed complete in 2010. The applicable zoning is discussed below.

The site is split into three different base zoning districts. The southwestern corner of the site, roughly equal to the location of the existing Chase bank building, is located in the C-40 Community Thoroughfare Commercial Zone. The central portion of the site is located in the C-30 District Thoroughfare Commercial

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[2] Oakland General Plan, Land Use and Transportation Element, p. 150
[3] Oakland General Plan, Land Use and Transportation Element, pp. 222-223.

Zone. The eastern portion of the site is located in the R-50 Medium Density Residential Zone. The entire site is located in the S-4 Design Review Combining Zone.

Pursuant to the City's Guidelines for Determining Project Conformity with the General Plan and Zoning Regulations, an interim conditional use permit would be required to apply the policies of the General Plan to the portion of the site in the R-50 Zone because the R-50 Zone would not allow the commercial uses proposed on this portion of the site, and the R-50 Zone conflicts with the Community Commercial General Plan designation for the site. In May 2009 the City made a determination in conjunction with the review of a proposal to remodel the former Emil Villa's restaurant building at 1982 Pleasant Valley Avenue (now occupied by AAA) that in reviewing such an interim conditional use permit at the site, the City would apply the standards of the C-30/S-4 Zone as the "best-fit" zone, meaning the C-30/S-4 Zone contains the most appropriate zoning standards to use when reviewing the proposal because the standards best implement the policies of the Community Commercial General Plan designation at the site. The S-4 Zone is an overlay zone that requires design review for the construction and alteration of buildings.

The project complies with all the development standards in the zoning regulations except for the height of a portion of the project located in the C-30 Zone. The maximum allowed building height in the C-30 Zone is 45 feet. The three-story parking structure located over ground-floor commercial space located in the central interior portion of the site has a maximum proposed height of approximately 75 feet. A variance would be required to allow the proposed height. The proposed variance would allow up to 80 feet in the event that there is an adjustment in building height during preparation of the final construction drawings. The parking structure is located well away from surrounding neighbors in the interior of the site and the height of the structure would roughly equal the ground elevation of the neighboring buildings to the north due to the change in topography. For these reasons, staff recommends approval of the variance.

Subsequent to the project's application being deemed complete in 2010, the City adopted new citywide residential and commercial zoning which became effective in 2011. Under the new zoning, which is not applicable to the project because the new zoning became effective after the project's application was deemed complete, the project site is located in the CC-2 Community Commercial-2 Zone.

ENVIRONMENTAL DETERMINATION

The Draft EIR was prepared and released for public review on January 11, 2013. Comments were received in writing and at the Planning Commission hearing on February 20, 2013. The public comment period on the Draft EIR closed on February 25, 2013. A Final EIR has been prepared and released for public review on September 6, 2013.[4] The Final EIR contains written responses to comments received during the public comment period. Consistent with the findings of the Draft EIR, the Final EIR concludes that all of the project's potentially significant impacts can be reduced to less-than-significant levels with the incorporation of the identified mitigation measures and the City's Standard Conditions of Approval, except for the following potential transportation impacts which are considered significant and unavoidable:

- Broadway/51st Street/Pleasant Valley Avenue (Impacts Trans-5 and Trans-10): In year 2015 the project would degrade intersection operations from level-of-service (LOS) D to LOS E during the weekday PM peak hour and increase delay for the critical eastbound through movement by more than six seconds during the Saturday midday peak hour. In year 2035 the project would increase the volume-to-capacity (v/c) ratio for the intersection by 0.01 or more and the critical

[4] Both the Draft EIR and the Final EIR were previously provided to members of the Planning Commission and are also available at the City Planning offices at 250 Frank H. Ogawa Plaza, Suite 3315, and on the City's website at: http://www2.oaklandnet.com/Government/o/PBN/OurServices/Application/DOWD009157.

movement v/c ratio for the eastbound left, eastbound through, westbound left, northbound through, and southbound left movements by 0.02 or more during the weekday PM peak hour, and it would increase the v/c ratio for the intersection by 0.01 or more and the critical movement v/c ratio for the eastbound left, eastbound through, and northbound through movements by 0.02 or more during the Saturday midday peak hour.

To mitigate the above impacts, an additional vehicle lane would be required on both 51st Street and Pleasant Valley Avenue. The mitigation would reduce the impact in 2015 to a less-than-significant level but would not reduce the impact to a less-than-significant level in 2035. Accommodating the additional vehicle lane would substantially increase the pedestrian crossing distance which would conflict with City policy concerning pedestrian safety and comfort, including the Public Transit and Alternative Modes Policy (i.e., the "Transit-First Policy") and the Pedestrian Master Plan, and would also degrade pedestrian safety by increasing pedestrian exposure to vehicles. Due to these potential significant impacts, the mitigation is considered infeasible.

Traffic operations at the intersection could be improved, though not to a less-than-significant level, by providing additional vehicle travel lanes on Broadway. However, there is insufficient existing vehicle right-of-way to accommodate new vehicle lanes on Broadway so the street would need to be widened which would require obtaining additional right-of-way from adjacent private property containing existing buildings/structures/improvements, and/or removing bicycle lanes, on-street parking, or medians which would conflict with City policy concerning pedestrian and bicycle safety. Due to these potential significant impacts, the mitigation is considered infeasible.

- Howe Street/Pleasant Valley Avenue (Impacts Trans-3, Trans-8, and Trans-13): Under Existing Plus Project, year 2015, and year 2035 conditions, the project would add more than 10 vehicle trips during the weekday PM and Saturday midday peak hours and meet the peak hour signal warrant. To mitigate these impacts, one of the following measures would be required: signalize the intersection; prohibit on-street parking along northbound Howe Street to allow right-turning vehicles to bypass queued left-turning vehicles; or prohibit left-turns from Howe Street to westbound Pleasant Valley Avenue during peak commute periods.

  Signalizing the intersection would allow easier vehicle access between Howe Street and Pleasant Valley Avenue, which may encourage cut-through vehicles to use Howe Street and Pleasant Valley as an alternative to the congested Broadway and Piedmont Avenue corridors. Considering that this segment of Howe Street is primarily residential, a potential increase in cut-through traffic would be undesirable. Prohibiting on-street parking to allow right-turning vehicles would be undesirable because parking is at or near capacity on weekday evenings. Prohibiting left-turns from Howe Street onto Pleasant Valley Avenue during peak commute periods would divert traffic from Howe Street to other streets such as Piedmont Avenue or Montgomery Street. Vehicles diverted to Piedmont Avenue would increase the potential significant impact at the Piedmont Avenue/Pleasant Valley Avenue intersection (described below). Due to these potential significant impacts, these mitigation measures are considered infeasible.

- Piedmont Avenue/Pleasant Valley Avenue (Impact Trans-14): In year 2035 the project would increase the v/c ratio for the critical westbound and northbound movements by 0.02 or more. The impact could be mitigated by installing a new left-turn lane on the northbound Piedmont Avenue approach. There is insufficient existing vehicle right-of-way to accommodate a new left-turn lane on Piedmont Avenue so the street would need to be widened which would require

obtaining additional right-of-way from adjacent private property containing existing buildings/structures/improvements, and/or removing on-street parking and planned bicycle lanes. Prohibiting on-street parking would be undesirable because parking is at or near capacity. Removing planned bicycle lanes would conflict with City policy promoting bicycle safety and facilities, including the Public Transit and Alternative Modes Policy (i.e., the "Transit-First Policy") and the Bicycle Master Plan. Due to these potential significant impacts, the mitigation is considered infeasible.

Subsequent to the publication of the Final EIR document on September 6th, staff identified a few minor technical correcting/clarifying edits recommended for the EIR. These edits are contained in **Attachment B** and would be included in the certified EIR. These corrections/clarifications do not alter the analysis or conclusions contained within the EIR.

Due to the potentially significant and unavoidable impacts described above, the Planning Commission would need to adopt a Statement of Overriding Considerations in order to approve the project. Staff recommends that the Planning Commission certify the EIR subject to the attached CEQA findings which include the proposed Statement of Overriding Considerations (see **Attachment C**).

KEY ISSUES AND IMPACTS

Below is a summary of the key issues and impacts related to the project.

Proposed Land Uses – Commercial vs. Residential/Commercial Mixed-Use

The proposal involves commercial uses only. Some members of the public have recommended that the project contain residential units as a residential/commercial mixed-use project. The applicant, Property Development Centers, an affiliate of Safeway, has a ground lease on the site and the lease prohibits using the site for residential purposes. At the February 20th hearing the Planning Commission requested that staff reach out to the property owner to discuss the possibility of residential units at the site. In response to outreach efforts, staff received a letter from the property owner indicating that it would be inappropriate to discuss residential development at the site because the owner is not a real estate developer and, therefore, not professionally competent to discuss residential versus commercial development at the site, and, furthermore, that the owner is prohibited from discussing the lease with third parties.[5]

Staff believes the site is appropriate for a commercial shopping center. Due to its size and location, the site is a key retail opportunity site. The City's Retail Enhancement Strategy identifies Broadway and 51st Street/Pleasant Valley Avenue as one of the priority retail nodes where retail enhancement efforts should be focused. Some members of the public have expressed concern about the project's adverse impact on the City's retail enhancement efforts in other locations, such as in the Broadway Valdez District where the City is currently preparing a specific plan. Staff believes that the project would not adversely impact retail enhancement efforts elsewhere in Oakland and would, in fact, encourage retail development elsewhere in the city for the following reasons:

1. Large Demand for Retail: According to the City's Retail Enhancement Strategy, there is approximately $1 billion in retail sales leakage from Oakland to other cities. The project is expected to generate $66 million of net new sales, which is less than one percent of the total retail sales leakage.[6]

[5] The property owner's letter is included in the Final EIR as Appendix A.
[6] Urban Decay Analysis, Draft EIR Appendix 4.1

2. Demand Increases Over Time: As Oakland's population continues to grow, the demand for retail will also increase.

3. Retail Encourages More Retail: Successful retail development has the effect of encouraging more retail development. Retailers who are initially skeptical about entering the market are encouraged to do so when earlier retailers are successful.

Transportation Impacts and Improvements

The City has received a number of comments on the project's impact on the transportation system. In response to these concerns, the City and the applicant have identified additional transportation improvements that are recommended beyond the street modifications proposed by the applicant (see "Project Description" section above). These improvements are summarized below. Additional information about these recommendations, including among other things, an evaluation of their potential environmental effects, is contained in the Draft EIR, Final EIR, and proposed conditions of approval (see **Attachment E**).

1. Broadway/College Avenue Intersection: The project would generate additional automobiles, bicycles, and pedestrians at the Broadway/College Avenue intersection. The intersection currently does not provide a crosswalk on the southern approach on Broadway. In addition, vehicles on southbound College Avenue turn right onto Broadway at high speeds due to the angle that College Avenue intersects Broadway. These vehicles may potentially conflict with pedestrians crossing College Avenue or vehicles turning left from northbound Broadway into the existing Wendy's restaurant. Staff recommends a condition of approval requiring the intersection to be modified so that College Avenue intersects Broadway at a right angle. The Draft EIR (Chapter 4.11) contains a conceptual plan for this modification. The modification would improve conditions for pedestrians and bicyclists by reducing the size of the intersection, reducing the speed of automobiles on southbound College Avenue turning right onto Broadway, and providing a crosswalk across Broadway on the south approach. The modification would not result in a significant impact to automobile congestion. However, large trucks would continue to not be able to turn right from southbound Broadway onto northbound College Avenue, motor vehicles including buses on southbound College Avenue would turn right onto southbound Broadway at reduced speeds increasing vehicle delay, and vehicles on northbound Broadway would not be able to turn left into the existing Wendy's restaurant, however, they would be able to make a U-turn at College Avenue.

2. Pleasant Valley Avenue/Montgomery Street Intersection: The City received a number of comments concerned about the project-related increase in traffic on Pleasant Valley Avenue given the difficulty of pedestrians crossing Pleasant Valley Avenue on the segment between the project site and Piedmont Avenue. In response, staff recommends a condition of approval requiring pedestrian-oriented upgrades at the intersection of Pleasant Valley Avenue and Montgomery Street, specifically bulbouts on both sides of the existing marked crosswalk crossing Pleasant Valley Avenue and Rectangular Rapid Flash Beacons (RRFB) for both directions of Pleasant Valley Avenue that would flash for pedestrians crossing the street.

3. Neighborhood Traffic-Calming Plan: A number of neighborhood residents have expressed concerns about the project generating increased cut-through traffic in the surrounding area. The Final EIR includes a neighborhood cut-through analysis and concludes that neighborhood cut-through traffic is not expected to result in congestion that would be considered significant under CEQA. However, the analysis does conclude that some neighboring streets may experience

additional cut-through traffic. Because it is difficult at this time to accurately predict cut-through traffic resulting from the project, the applicant is proposing to count traffic on neighboring streets before and after the project to determine the level of increase in cut-through traffic. If the project results in substantial cut-through traffic, traffic-calming strategies, such as bulbouts, speed humps, or traffic circles, would be installed. More details on the implementation of this requirement are contained in the proposed conditions of approval (see **Attachment E, Condition 39**).

4. Miscellaneous Improvements: Staff recommends a number of other transportation improvements to enhance pedestrian, bicyclist, and bus rider safety (see **Attachment E, Condition 37**). These improvements include the following:
   - Install bulbouts at the west side of Broadway/Coronado Avenue and south side of Pleasant Valley Avenue/Gilbert Street intersections, if feasible.
   - Where street improvements are being made along Broadway and Pleasant Valley Avenue, reduce the width of the concrete gutter pan, if feasible, where it may conflict with proposed bicycle lanes.
   - Provide minimal green time for the left-turn phase from westbound Pleasant Valley Avenue to southbound Gilbert Street at the Gilbert Street/Project Driveway/ Pleasant Valley Avenue intersection, if feasible, in order to discourage cut-through traffic while providing safe access for the local residents.
   - As part of implementing Class 2 bicycle lanes on Broadway, provide buffered bicycle lanes, if feasible.
   - Provide bus shelters, if feasible, at the bus stops on northbound and southbound Broadway north of Pleasant Valley Avenue/51st Street and on westbound Pleasant Valley Avenue west of the project driveway.

CONCLUSION

Staff recommends that the Planning Commission certify the EIR and approve the planning permits for the project. Staff believes the project is appropriate for the following reasons:

1. The project is consistent with the General Plan in that it would improve the economic viability of the shopping center, create a neighborhood activity center, be compatible with neighboring properties, and enhance pedestrian, bicycle, and transit facilities.

2. The project would allow for a larger Safeway grocery store that offers a more comprehensive range of retail services and products to nearby residents and other Safeway customers.

3. The project would greatly improve the aesthetics of the site by utilizing an urban design involving contemporary commercial architecture with numerous horizontal and vertical planes designed to provide variety and interest, break up the look of the multi-tenant store fronts, and create diverse character for individual retail tenants.

4. The project would incorporate landscaping improvements that will make the site more aesthetically pleasing.

5. The project design would allow for a variety of transportation modes to and from the site, including pedestrian and bicycle transportation modes. Specifically, the project would make the shopping center more accessible to cyclists and pedestrians through construction of pedestrian-oriented storefronts, bike paths and raised sidewalks.

6. The project would further the City's transit-first goals by providing an enhanced selection of necessary household goods and other retail merchandise in a transit-rich area along several AC Transit routes.

7. The project would enhance off-site pedestrian safety by implementing a variety of street improvements, such as the modifications to the Broadway/College Avenue and Pleasant Valley Avenue/Montgomery Street intersections.

8. The project would add many temporary construction jobs and approximately 170 permanent jobs for other workers after project construction (including 70 full-time new union jobs at the Safeway store), thereby furthering the City's job creation and retention policies.

9. The project would result in increased property tax and sales tax revenues to the City and County.

10. The project would reduce greenhouse gas emissions by installing new, modernized refrigeration systems in the new Safeway store.

RECOMMENDATION:

1. Certify the EIR subject to the attached CEQA findings; and

2. Approve the planning permits for the project subject to the attached findings and conditions.

Prepared by:

Darin Ranelletti
Planner III

Approved by:

Scott Miller
Zoning Manager

Approved for forwarding to the
City Planning Commission:

Rachel Flynn
Director of Planning and Building

ATTACHMENTS:

A. Current Project Drawings (dated August 30, 2013; received September 3, 2013)
B. EIR Errata Corrections/Clarifications
C. CEQA Findings
D. Project Approval Findings
E. Conditions of Approval