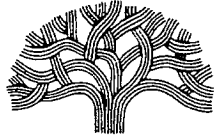


## CITY OF OAKLAND



250 FRANK H. OGAWA PLAZA, SUITE 3315 • OAKLAND, CALIFORNIA 94612-2032

Planning and Building Department  
Strategic Planning Division

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**NOTICE OF AVAILABILITY/ RELEASE OF  
DRAFT ENVIRONMENTAL IMPACT REPORT (DEIR) FOR THE  
COLISEUM AREA SPECIFIC PLAN  
AND**

**NOTICE OF PUBLIC HEARINGS ON DEIR, SPECIFIC PLAN AND RELATED ACTIONS**

**TO:** All Interested Parties

**SUBJECT:** Notice of Availability/Release of Draft Environmental Impact Report (DEIR) for the Coliseum Area Specific Plan, and Notice of Public Hearing on the same.

**REVIEW/COMMENT PERIOD:** August 22, 2014 through October 6th, 2014

**CASE NO.:** ZS13-103, ER13-0004 (CEQA State Clearing House Number 2013042066)

**PROJECT SPONSOR:** City of Oakland

**PROJECT LOCATION:** The Coliseum Area Specific Plan area ("Plan Area") is located in the City of Oakland, and covers an area of approximately 800 acres 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. The Plan Area includes the Oakland Alameda County Coliseum and Arena and the Oakland Airport Business Park. The Plan Area is located between Downtown Oakland and Oakland International Airport, proximate to the cities of Alameda and San Leandro, and easily reachable by train and car by millions of people from all over the Bay Area. The Plan Area is uniquely served by regional transit, including the Coliseum BART station, Capitol Corridor Amtrak station, AC transit bus service and the future BART Oakland Airport Connector, as well as two I-880 freeway interchanges.

**PROJECT DESCRIPTION:** The Coliseum Area Specific Plan will be a 25-year planning document that provides a transformative new vision for the Oakland Coliseum complex, the area around the Coliseum/Airport BART station, and the adjacent lands stretching toward the Oakland International Airport located between San Leandro Bay and Hegenberger Road. The Specific Plan provides a comprehensive vision for the Plan Area with goals, policies and development regulations. This development vision will require coordination with the Port of Oakland, Bay Conservation and Development Commission, and Federal Aviation Administration, among other outside agencies. The Specific Plan vision calls for up to three new sports venues (a new football stadium, baseball park, basketball arena and multi-purpose events center), an intermodal transit hub adjacent to the current Coliseum BART station, and an elevated pedestrian concourse that runs from the BART station to the sports-related entertainment district (with retail, restaurants, and hotels) and mixed-use residential

neighborhood, residential transit-oriented development to the east of San Leandro Road, and extends to the west side of I-880 and the Oakland Airport Business Park area near the San Leandro Bay waterfront.

The remainder of the Project Area (the "Plan Buildout Area") is envisioned to be developed over the longer term and could include a residential mixed-use district; a science and technology district that includes from office to research and development to production and support to logistics and airport-related uses; a possible new bay inlet along the waterfront; a potential transit link from the Coliseum BART station; and habitat restoration.

The Specific Plan requires General Plan and Planning Code amendments (text and map changes) along with Design Guidelines (collectively called "Related Actions") to achieve the Plan goals.

For more information on the project, including draft documents, please visit the project website at: [www.oaklandnet.com/coliseumcity](http://www.oaklandnet.com/coliseumcity).

**ENVIRONMENTAL REVIEW:** A Notice of Preparation of an EIR was issued by the City of Oakland's Planning and Building Department on April 19, 2013. A Draft Environmental Impact Report (DEIR) has now been prepared for the project under the requirements of the California Environmental Quality Act (CEQA), pursuant to Public Resources Code Section 21000 et seq. The DEIR analyzes potentially significant environmental impacts in all environmental categories/topics. The Draft EIR identifies significant unavoidable environmental impacts related to: Air Quality; Biological Resources; Cultural and Historic Resources; Land Use and Planning; Noise; Transportation.

The City of Oakland's Planning and Building Department is hereby releasing this DEIR, finding it to be accurate and complete and ready for public review. **Starting on Friday, August 22, 2014**, copies of the DEIR, Specific Plan and Related Actions will be available for review or distribution to interested parties at no charge at the Planning and Building Department, 250 Frank H. Ogawa Plaza, Suite 3315, Oakland, CA 94612, Monday through Friday, 8:30 a.m. to 5:00 p.m. Additional copies are available for review at the Oakland Public Library, Social Science and Documents, 125 14th Street, Oakland CA 94612. The DEIR may also be reviewed at the City's "Current Environmental Review Documents" webpage: <http://www2.oaklandnet.com/Government/o/PBN/OurServices/Application/DOWD009157> and the Specific Plan and Related Actions may be reviewed on the project website: [www.oaklandnet.com/coliseumcity](http://www.oaklandnet.com/coliseumcity).

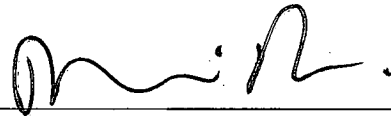
**TWO PUBLIC HEARINGS WILL BE HELD BY THE CITY ON THE DEIR, SPECIFIC PLAN AND RELATED ACTIONS:**

<p><b>LANDMARKS PRESERVATION ADVISORY BOARD PUBLIC HEARING</b></p> <p>Monday, September 8, 2014, 6:00 p.m. Oakland City Hall Hearing Room 1 One Frank H. Ogawa Plaza Oakland, CA 94612</p>	<p><b>CITY PLANNING COMMISSION PUBLIC HEARING</b></p> <p>Wednesday, October 1, 2014, 6:00 p.m. Oakland City Hall Hearing Room 1 One Frank H. Ogawa Plaza Oakland, CA 94612</p>
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Members of the public are welcome to attend these two public hearings, and provide comments on the DEIR, Specific Plan and Related Actions. Comments on the DEIR should focus on whether the DEIR is

sufficient in discussing possible impacts to the physical environment, ways in which potential adverse effects may be avoided or minimized through mitigation measures, and alternatives to the Specific Plan in light of the EIR's purpose to provide useful and accurate information about such factors. Comments may be made at the public hearings described above or in writing. Please address all written comments to Devan Reiff, City of Oakland Strategic Planning Division, 250 Frank H. Ogawa Plaza, Suite 3315. Oakland, California 94612; (510) 238-3550 (phone); (510) 238-6538 (fax); or e-mailed to [dreiff@oaklandnet.com](mailto:dreiff@oaklandnet.com). Comments on the DEIR, Specific Plan and Related Actions **must be received no later than 5:00 p.m. on October 6, 2014.**

After all comments have been received, a Final EIR will be prepared and the Planning Commission will consider certification of the EIR and make a recommendation to the City Council on the Specific Plan and Related Actions at a public hearing, date yet to be determined. All comments received will be considered by the City prior to finalizing the EIR and taking any further action pertaining to this EIR. If you challenge the environmental document or other actions pertaining to this Project in court, you may be limited to raising only those issues raised at the public hearings described above or in written correspondence received by **October 6, 2014**. For further information please contact Devan Reiff at (510) 238-3550 or via email to [dreiff@oaklandnet.com](mailto:dreiff@oaklandnet.com).



**Darin Ranelletti**  
**Environmental Review Officer**

**August 18, 2014**