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**NOTICE OF PREPARATION (NOP) OF A
DRAFT ENVIRONMENTAL IMPACT REPORT (EIR)
EASTLINE PROJECT – 2100 TELEGRAPH**

The City of Oakland's Department of Planning and Building is preparing a Draft Environmental Impact Report (EIR) for the proposed Eastline Project – 2100 Telegraph (the project) as identified below, and is requesting comments on the scope and content of the Draft EIR. The Draft EIR will address the potential physical, environmental effects that the project may have on each of the environmental topics outlined in the California Environmental Quality Act (CEQA). The City has not prepared an Initial Study.

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 or via email to: Peterson Z. Vollmann, City of Oakland, Bureau of Planning, 250 Frank H. Ogawa, Suite 2114 Oakland, CA 94612; (510) 238-6167(phone); (510) 238-4730(fax) or by e-mail at pvollmann@oaklandnet.com. Comments on the NOP must be received at the above mailing or e-mail address **by 4:00 p.m. on January 3, 2017**. Please reference case number **ER16-011** in all correspondence. In addition, comments may be provided at the EIR Scoping Meetings to be held before the City Planning Commission and Landmarks Preservation Advisory Board:

PUBLIC HEARINGS: The City Planning Commission will conduct a public scoping hearing on the Draft EIR for the project on December 21, 2016 at 6:00 p.m. in Sgt. Mark Dunakin Hearing Room 1, City Hall, 1 Frank H. Ogawa Plaza, Oakland, CA 94612.

The Landmarks Preservation Advisory Board will conduct a public scoping hearing on the Draft EIR for the project on Monday, December 12, 2016, at 6:00 p.m. in Sgt. Mark Dunakin Hearing Room 1, City Hall, 1 Frank H. Ogawa Plaza, Oakland, CA 94612.

PROJECT TITLE: Eastline Project – 2100 Telegraph

PROJECT LOCATION: The development site (also referred to as project site) encompasses one full city block within the Uptown District of greater downtown Oakland. It is bounded by Telegraph Avenue to the west, 22nd Street to the north, Broadway to the east, and 21st Street to the south. The project site is within one block of the Uptown 19th Street Bay Area Rapid Transit District (BART) station, and is located approximately 0.5 mile east of Interstate 980 (I-980). The project site consists of five Alameda County Assessor's Parcels (APN 008-0648-001-00, APN

008-0648-011-03, APN 008-0648-016-03, APN 008-0648-018-00, and APN 008-0648-017-00), as well as a small portion of the 22nd Street right of way at the corner of Telegraph and 22nd.

PROJECT SPONSOR: W/L Telegraph Owner, LLC

EXISTING CONDITIONS: The approximately 140,041 square-foot (3.21-acre) project site consists of a 1.65-acre parcel (APN 008-0648-016-03), a 0.49-acre parcel (APN 008-0648-011-03), a 0.43-acre parcel (APN 008-0648-018-00), a 0.29-acre parcel (APN 008-0648-017-00), a 0.28-acre parcel (APN 008-0648-001-00), and a 0.07-acre portion of the 22nd street right of way. The two parcels fronting Telegraph Avenue include a two-level city-owned public parking facility (Telegraph Plaza Parking Garage), a fast food restaurant (Space Burger), and a portion of the 22nd Street right of way. The remaining three parcels, fronting Broadway, contain three 2-story buildings, including 2101 Broadway (currently vacant, originally constructed as a bank), 2127 Broadway (Bank of the West), and 2131-2147 Broadway (Sherman Clay building currently occupied by a mix of tenants). Parcels that comprise the project site are not included on any hazardous waste and substances sites list compiled pursuant to Government Code Section 65962.5.

PROJECT DESCRIPTION: The preferred development option is a residential and office mix with up to: 880,550 square feet of large-floor-plate office, 365,000 square-foot residential tower (up to 395 units), 85,000 square feet of ground floor retail, and 18,500 square feet of community space. This option is currently considered to be the best fit for the site and current market. However, to allow the flexibility for the development to be responsive to market demands and opportunities, a planned unit development/preliminary development plan is proposed to provide a development framework that allows a range of development. Two primary project approvals will be considered in the EIR, as follows:

- **Planned Unit Development/Preliminary Development Plan (PUD/PDP).** A development framework to redevelop the site with an urban mixed-use project including a maximum residential scenario with 1,556 dwelling units and a maximum office scenario allowing a maximum development of up to 2.8 million square feet consistent with the site's maximum floor area ratio (FAR) of 20 and associated on-site public and private parking.
- **Final Development Plan (FDP).** A project-specific approval for the currently preferred mixed-use development option that includes up to: 880,550 square-feet of large floor-plate office, 365,000 square-foot residential tower (up to 395 units), 85,000 square feet of ground floor retail, 18,500 square-feet of community space, and four levels of public as well as private parking.

The project sponsor anticipates that full buildout of the project will be less intense and fall within the "book-ends" of the two maximum development scenarios as represented by the proposed FDP. In most cases, the maximum office scenario would be the most impactful. As such, the analysis in the EIR will focus on that scenario but supplemental analysis will be provided when warranted when impacts unique to a specific scenario or the FDP are anticipated to provide a comprehensive/worst-case assessment. As an example a shade and shadow analysis will be provided for both maximum development scenarios and the proposed FDP to ensure the range of potential impacts is fully understood and disclosed.

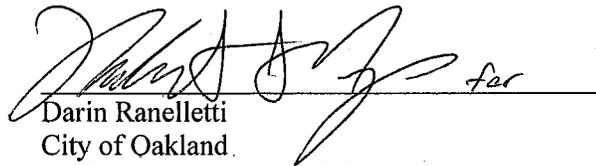
PROBABLE ENVIRONMENTAL EFFECTS:

It is anticipated that the project may have significant environmental impacts related to the following environmental topic areas, which will be evaluated in the Draft EIR: **Land Use & Planning, Cultural Resources, Traffic and Transportation, Air Quality, Greenhouse Gas**

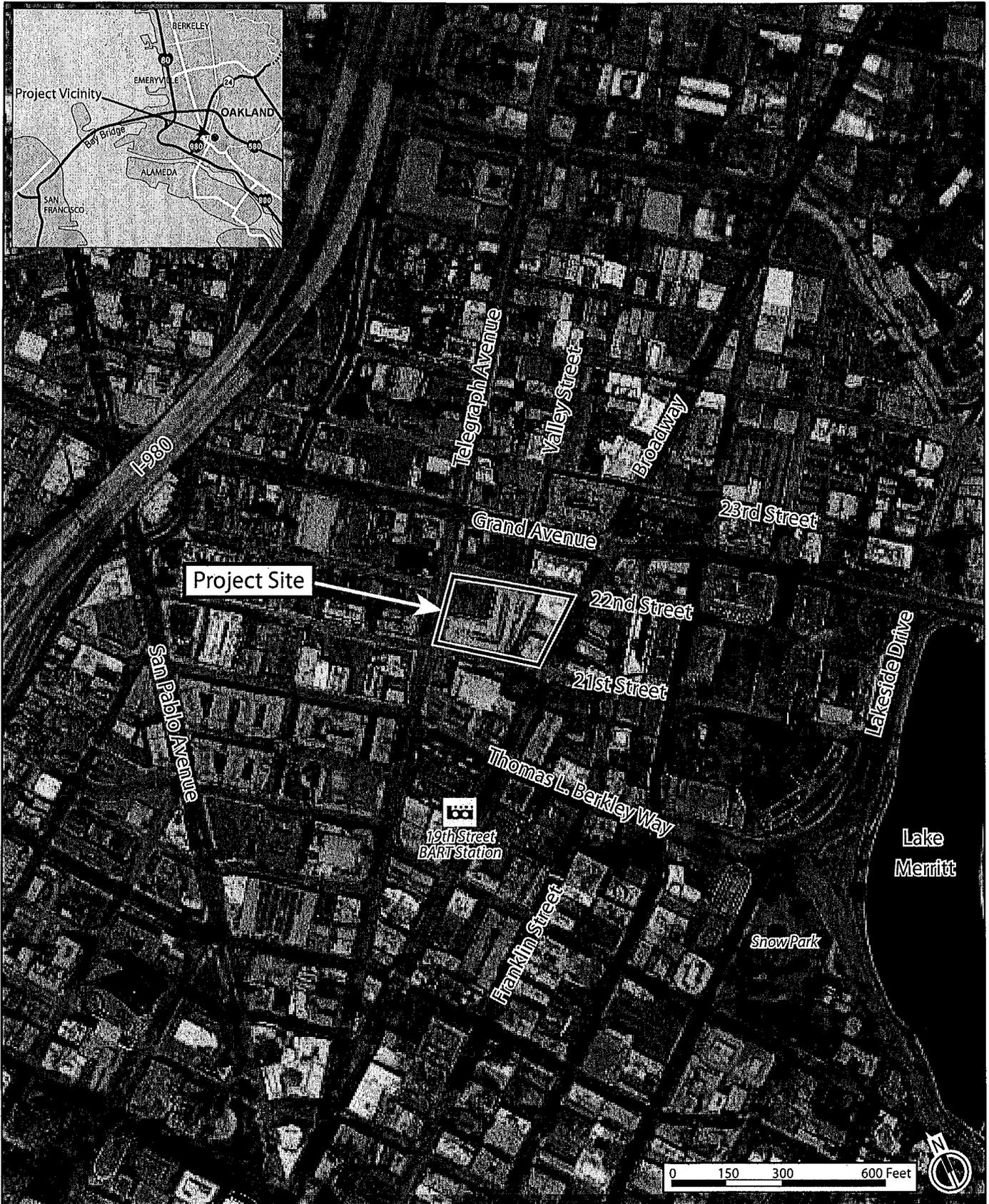
Emissions, Hazards and Hazardous Materials, Hydrology and Water Quality, Geology and Soils, Noise and Vibration, Aesthetics (Wind, Shade and Shadow), and Public Services and Utilities. The project is not anticipated to have significant environmental impacts related to **Agriculture and Forest Resources, Biological Resources, Mineral Resources, Population and Housing, and Recreation.** A brief discussion of each of these topics and documentation as to why impacts related to these topics will not be significant will be provided in the Draft EIR. The level of analysis and discussion for these topics is anticipated to be similar to what would typically be included in an Initial Study. The City's Standard Conditions of Approval will be referenced where applicable.

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

December 2, 2016
File Number ER16-011


Darin Ranelletti
City of Oakland
Environmental Review Officer

Attachments
Figure 1: Project Location and Regional Vicinity Map



Source: Google Earth, 2016

2100 Telegraph Avenue Project

Figure 1
Project Location and Vicinity Map