CITY OF OAKLAND

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Community and Economic Development Agency
Planning & Zoning Services Division

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NOTICE OF PREPARATION (NOP) OF A DRAFT ENVIRONMENTAL IMPACT REPORT (DEIR) ON THE BROADWAY/VALDEZ DISTRICT SPECIFIC PLAN

The City of Oakland's Department of Planning, Building, and Neighborhood Preservation is preparing a Draft Environmental Impact Report (DEIR) on the Broadway/Valdez District Specific Plan ("Plan," "Project"), as identified below, and is requesting comments on the scope and content of the DEIR. The DEIR will address the potential physical and environmental effects of the Project for each of the environmental topics outlined in the California Environmental Quality Act (CEQA). The City has **not** prepared an Initial Study. Under CEQA, a Lead Agency may proceed directly with EIR preparation without an Initial Study if it is clear that an EIR will be required. The City has made such a determination for this project.

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 for 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 DEIR is published, it will be sent to all Responsible Agencies and to others who indicate that they would like to receive a copy, and/or a Notice of Availability of the DEIR.

Responses to this NOP and any questions or comments should be directed in writing to: Laura Kaminski, City of Oakland Strategic Planning Division, Department of Planning, Building, and Neighborhood Preservation, 250 Frank H. Ogawa Plaza, Suite 3315, Oakland, CA 94612; 510-238-6809 (phone); 510-238-6538 (fax); or e-mailed to lkaminski@oaklandnet.com. Commenters can also contact the City via the Broadway/Valdez Project message line: 510-238-7905, or the Project email: bvdsp@oaklandnet.com. The project website is: www.oaklandnet.com/bvdsp. Comments on the NOP must be received at the above mailing or e-mail address **by 4:00 p.m. May 30, 2012**. Please reference case numbers **ZS12046** and **ER120005** in all correspondence. In addition, comments may be provided at the DEIR Scoping Session Public Hearings to be held before the Landmarks Preservation Advisory Board and the City Planning Commission. 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 DEIR's purpose to provide useful and accurate information about such factors.

DEIR SCOPING SESSION PUBLIC HEARINGS:

(1) The Landmarks Preservation Advisory Board
Monday May 14, 2012
6:00 p.m.
Oakland City Hall, Hearing Room 1
1 Frank H. Ogawa Plaza

(2) City Planning Commission
Wednesday May 16, 2012
6:00 p.m.
Oakland City Hall, Hearing Room 1
1 Frank H. Ogawa Plaza

PROJECT TITLE: Broadway/Valdez District Specific Plan

PROJECT LOCATION: The Broadway/Valdez Specific Planning Area is located in the heart of Oakland, part of the urban center of the San Francisco Bay Area. The Planning Area, centered on Broadway, connects to a variety of neighborhoods and destinations, including Downtown Oakland, the northern edge of Lake Merritt, Uptown, Art Murmur/Garage District, Northgate/Koreatown, Harrison/Oakland, Adams Point, "Pill Hill", the Alta Bates/Summit & Kaiser Medical Centers, and the Piedmont Avenue neighborhood shopping street. The Planning Area's context is shown in Figure 1.

The Planning Area encompasses approximately 92-96 acres on either side of Broadway, and is generally bound by Interstate-580 to the north, Grand Avenue to the south, Webster Street and Valley Street to the west, and Harrison Street, Bay Place, 27th Street, Richmond Avenue, and Brook Street to the east. The difference in acreage is due to the potential removal of a block at 30th Street, Broadway and part of Webster Street from the Plan boundary. The overall Plan area includes two sub areas: (1) the "Valdez Triangle", generally formed by Broadway and Valley Street to the west; 27th and 28th Street to the north; 27th Street, Harrison Street, and Bay Place to the east; and Grand Avenue to the south; and (2) the "North End," generally formed by Webster Street to the west; Interstate-580 to the north; Piedmont Avenue, Brook Street, and Richmond Avenue to the east; and 28th Street to the south. The Planning Area boundary is shown in Figure 2.

PROJECT SPONSOR: City of Oakland

EXISTING CONDITIONS: The City of Oakland, with the assistance of a grant from the Metropolitan Transportation Commission (MTC), is preparing a Specific Plan for the lots and area surrounding Broadway from Grand Avenue to Interstate-580. The Broadway/Valdez District is the location of the historic "Broadway Auto Row," and there are a number of active automotive dealers and repair shops still operating in the area. The Plan area includes many diverse businesses with approximately 7,000 employees. Adjacent to the Plan area are neighborhoods with approximately 20,000 residents. The Plan area also includes several historic properties and districts, including those designated by the City of Oakland as being Areas of Primary Importance (API); Areas of Secondary Importance (ASI); properties individually rated A, B, C, or D; and Landmark Properties.

Existing physical environmental issues in the Plan area include, but are not limited to: air pollution and noise associated with the I-580 freeway and major arterials; air pollution from toxic air contaminants; substandard infrastructure, including roads and utilities; and potential soil and groundwater contamination associated with previous uses in the project area, including approximately fourteen (14) properties identified on the California Environmental Protection Agency's Cortese List.

PROJECT DESCRIPTION:

The Broadway/Valdez District Specific Plan will be a 25-year planning document, with a planning horizon to the year 2035. The Plan builds on extensive community feedback to meet its goals of:

1) Creating a destination retail, dining, and entertainment district that reduces sales tax leakage, while also serving neighborhood shopping needs;
2) Encouraging mixed-use housing development in the area that is economically and socially sustainable;
3) Facilitating the adaptive re-use of existing historic buildings where feasible, and contributing to a distinctive character and identity; and
4) Creating a network of "complete" streets that are designed to safely and efficiently balance pedestrians, bicycle, transit, and vehicular circulation.

The Plan will develop strategies to encourage more retail and mixed-use development in the areas on and off Broadway between Grand Avenue and Interstate 580. Broadway is viewed as the City's "Main Street", and the portion of Broadway within the Planning Area is significant due to its proximity to downtown, its location near the 19th Street and MacArthur BART stations, a major AC transit bus route, as well as its relationship to nearby residential neighborhoods, the adjacent medical campuses of Kaiser and Alta Bates/Summit, the successful existing Uptown entertainment district, and the Piedmont Avenue retail street. The Plan will provide an area-wide set of development regulations and requirements, and will cover land use, development density, circulation and infrastructure, financing mechanisms for public improvements, and will have legal authority as a regulatory document.

The components of the Specific Plan will include:

- Text and diagrams showing the distribution, location and extent of all land uses, including open space;
- Proposed distribution, location, extent and intensity of major components of public and private transportation, sewage, water, drainage, solid waste disposal, energy and other essential facilities needed to support the land uses;
- Standards and guidelines for development, and standards for the conservation, development and utilization of natural resources, where applicable;
- Program of implementation measures including regulations, programs, public works projects and financing measures; and
- Statement of Specific Plan's relationship to the General Plan.

For more information on the project, please visit the project website at:
http://www2.oaklandnet.com/Government/o/PBN/OurOrganization/PlanningZoning/DOWD008194

PROBABLE ENVIRONMENTAL EFFECTS:

It is anticipated that the proposed project may result in potentially significant environmental effects to the following: Aesthetics, Air Quality, Biological Resources, Cultural and Historic Resources, Geology and Soils, Greenhouse Gases and Global Climate Change, Hazards and Hazardous Materials, Hydrology and Water Quality, Land Use and Planning, Noise, Population and Housing, Public Services, Recreation, Transportation and Traffic and Utilities and Service Systems. All of the noted environmental factors will be analyzed in the Draft EIR.

The Project has no potential for any impact on the following environmental factors, and, as a result, these environmental factors will not be the subject of study in this Draft EIR: Agriculture and Forestry (there are no agricultural and forest land resources in the Plan area), and Mineral Resources (there are no mineral resources in the Plan area).

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 or reducing or avoiding potential environmental effects.

April 30, 2012
File Numbers -,
ZS12046, ER120005

Scott Miller
Interim Planning and Zoning Director,
Environmental Review Officer

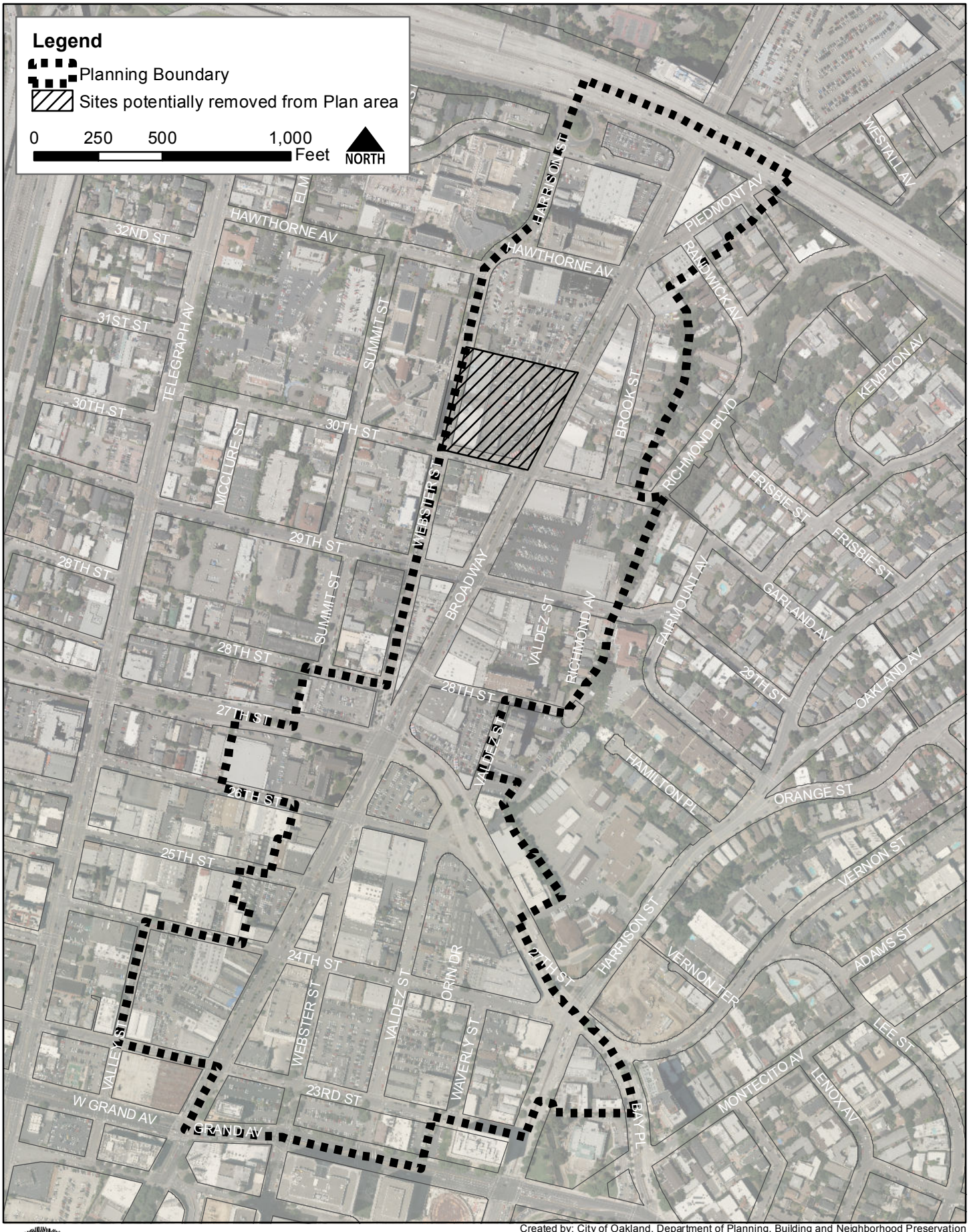
Attachments:
Figure 1: Planning Area Context
Figure 2: Planning Boundary.

CITY OF OAKLAND

BROADWAY VALDEZ DISTRICT SPECIFIC PLAN

Figure 1: Planning Area Context

Created by: Wallace Roberts & Todd (WRT), 2011
April 2012



Created by: City of Oakland, Department of Planning, Building and Neighborhood Preservation
April 2012

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BROADWAY VALDEZ DISTRICT SPECIFIC PLAN

Figure 2: Planning Boundary