



City of
OAKLAND
California

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**City of Oakland Remains Bullish about Coliseum City
*Vibrant, World-Class Mixed-Use Entertainment and Tech District
to Reshape City's Future, Serve as International Gateway***

Oakland, CA— City of Oakland officials this morning said that although they are disappointed that the Warriors are pursuing a new venue in San Francisco, they remain bullish about the significant and transformative impact of the Coliseum City project on the City's future.

The Coliseum City project area encompasses 1,000 acres of central Bay Area real estate that will integrate a world-class sports and entertainment district. It will be home to the most significant, comprehensively planned science and technology district planned in California since Mission Bay. It will become a major transit-served housing, hotel and waterfront development that will transform the Central Bay Area.

“Coliseum City is a long-term development project that was never dependent on any one tenant,” said Mayor Jean Quan. “It was always a larger project than just one sports team. This is the largest transit-oriented development project in the state, with entertainment, sports, retail, office, hotels and a convention center, and is one of the centerpieces of Oakland's economic renaissance.”

The Coliseum City development is an opportunity to create an international gateway to Oakland that is a destination in itself. The project could generate up to 32,000 jobs as well as significant revenue from lease revenues, sales tax, and other sources. It will become a major economic catalyst for the City and the region beyond the current sports franchises.

“San Francisco has given the Warriors a waterfront offer that they could not refuse,” said Fred Blackwell, Assistant City Administrator. “And in the end, we will leave a space for the Warriors after they have are exhausted from the CEQA litigation and cost increases required to be on the San Francisco Waterfront.”

The Coliseum City area is part of a larger vision for the surrounding area that includes: the Oakland Airport Connector, a \$500 million transportation project currently under construction; Oakland International Airport terminal expansion projects; Coliseum freeway auto mall; Lion Creek Crossing and Coliseum Transit Village housing developments; and other projects. Combined, these developments extend from the Coliseum Complex to the Oakland International Airport.

Specific Plans are currently under development for two project areas: the centerpiece of Area 1 is a vibrant, regional, mixed-use and entertainment center at the Oakland-Alameda County Coliseum Complex. Area 2, on the west side of I-880, offers opportunities to attract emerging technical, scientific and advanced manufacturing businesses that would benefit from close proximity to the Oakland International

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Airport. These include biotechnology, life sciences, research and development, multimedia, green tech and other industries including artisan food production that involve creative and technology-oriented work taking place in large, open, flex office or light industrial space.

In March the City entered an Exclusive Negotiating Agreement (ENA) with JRDV Urban International, Forest City Real Estate Services (a national developer of retail, office and mixed-used communities, including The Uptown apartments in downtown Oakland and Westfield San Francisco Centre), and HKS Architects and Development Inc. (planners and designers of the Cowboys Stadium in Texas and other sports facilities). The City also hired a team led by Oakland-based Lamphier-Gregory to develop the Specific Plans and Environmental Impact Report for the project area.

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