



City of
OAKLAND
California

Media Contact:

Mayor's Office
Susan Piper
510-328-7439

spiper@oaklandnet.com

City Administrator's
Office

Karen Boyd
510-238-6365

kboyd@oaklandnet.com

News from: **The City of Oakland**

For Immediate Release

March 8, 2012

“Coliseum City Project is a Game Changer for Oakland,” says Mayor Quan

Oakland, CA-- Oakland Mayor Jean Quan announced today that the City’s plans to transform the Oakland-Alameda County Coliseum Complex area into “Coliseum City,” is “a Game Changer and Oakland is playing to win.”

“Coliseum City is not just a plan to keep the A’s, Raiders and Warriors in Oakland, but an opportunity to create an international gateway to our city that is a destination in itself with hotels connected to the airport connector, major retail, other entertainment venues, office buildings and even a residential community. It’s a plan that could generate up to 32,000 jobs. And will become a major economic catalyst that can reshape the city’s future. It is a project that everyone will have a stake in beyond sports fans.”

The Mayor joined other City officials, fans, business leaders and a representative of the consultant team that will be moving the concept forward at a press conference following Tuesday night’s approval by the City Council to enter into contracts. The Council gave the green light for 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 the Westfield San Francisco Centre), and HKS Architects and Development Inc. (Planners and designers of the Cowboys Stadium in Texas and other sports facilities). The Council also approved an agreement for the Specific Plans and the Environmental Impact Report with a team led by Lamphier-Gregory, an Oakland-based company with an extensive practice in Oakland and the Bay Area. The schedule to complete the Specific Plan process and the EIR is approximately 14 to 18 months from the time of the contract being signed by all parties.

The area being developed 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.

Council President Larry Reid, who has been working on this project for more than a decade, stated, “The concept is to create an economic and sustainable development that would enhance the local area, residents and business owners alike, while serving major sports franchises, and act as a catalyst for the Oakland community.”

Assistant City Administrator Fred Blackwell noted that the contracts approved last night at City Council allow the City to move forward with Specific Plans to encourage building a vibrant, regional, mixed-used and entertainment center at the Oakland-Alameda County Coliseum Complex and a new development and improvements at the Oakland Airport Business Park located on the Western Side of I-880.

-more-

“Oakland has the best site, the best strategy and the best team to deliver a world-class sports facility that will be a net positive for the City,” he said, adding that when complete, the site will become an international destination and major gateway for the East Bay.

He explained that in addition to developing three sports venues for Oakland’s baseball, football and basketball teams and retail in Area 1 (the current location of the Arena and Coliseum), 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 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. Several of these industries are experiencing robust growth with great potential for the future.

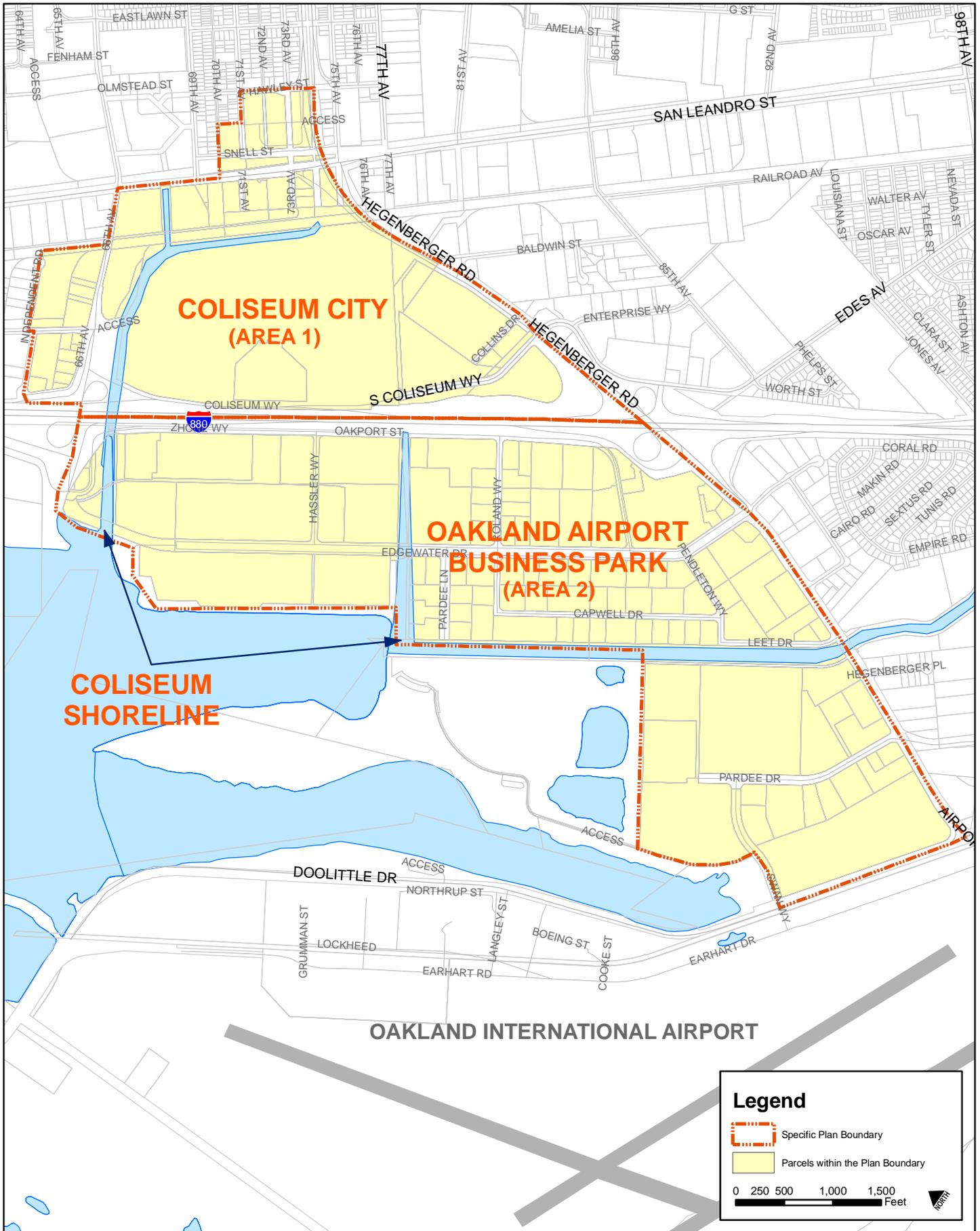
Both of these projects will have a significant impact on development of the area, and will create and attract a range of high-quality jobs in growth industries, which fit with the varying workforce skills of Oakland residents. The development which results from these Specific Plans is anticipated to generate significant revenue from lease revenues, sales tax and other sources.

Ed McFarlan, principal with JRDV, thanked the dedicated sports fans who came to City Council last night to share their support. “The fan loyalty in Oakland is one of the values that we bring to the teams. You can’t buy that kind of fan support. Combined with a three-sport venue location, there is clearly nothing like it elsewhere in the country. Given its size, central location to the fan based of the Bay Area, and its unprecedented transit infrastructure, the site can become a sport center unrivaled in the country.”

Chris Dobbins and former Raider Kenny Shedd represented Save Oakland Sports (SOS), a grassroots group whose goal is to develop a game plan to convince the Raiders, A’s and Warriors to stay and build world-class stadiums in Oakland for the benefit of fans, their franchises, the economy and the entire East Bay. “SOS is Oakland’s ‘Seal Team Six.’ There’s so much we can do to help the teams and this project. We’re dreaming big,” said Shedd.

Paul Jung of the Oakland Chamber of Commerce and Greg McConnell, President and CEO of the Jobs and Housing Coalition, added that there is strong support for the teams and this project within the business community. “As we told Major League Baseball, the corporate community is prepared to support our teams with advertising dollars, luxury box purchases, and buying naming rights. We support this effort to keep the teams here, build the area, and create jobs, said McConnell, who represents over 40 major businesses in the Jobs and Housing Coalition.”

###



Coliseum Area Specific Plans

Plan Area Boundary