



Environmental Impact Report (EIR) Scoping Session

City Planning Commission

November 14, 2012

EIR Scoping Session #2 Purpose

West Oakland Specific Plan Notice of Preparation (NOP) of Draft EIR

Solicit Comments on

- **Environmental info & analysis** to include in forthcoming EIR
- **Environmental issues** to consider
- **Alternatives** to the Project to assess

Scoping Session not a review of the Project
(proposed West Oakland Specific Plan) -- Focus
on prospective EIR content

The 'PROJECT':

A West Oakland Specific Plan

- Allowed by State law to implement City's General Plan
- Focuses on area's physical development
- Identifies policies & actions that facilitate desired development
- Funded by former Oakland Redevelopment Agency & Federal TIGER funds
- 1 of 2 TIGER Elements: Army Base & West Oakland development facilitation
- Will be 'blue-print' for facilitating West Oakland development

Typical Specific Plan Elements

- ✓ Area's Development Goals & Policies
- ✓ Targeted Land Uses
- ✓ Infrastructure (sewer, water, electrical, etc)
- ✓ Transportation Features
- ✓ Circulation (vehicular, pedestrian, bicycle)
- ✓ Parking
- ✓ Open Space / Parks
- ✓ Urban Design
- ✓ Historic Preservation
- ✓ Natural Resources
- ✓ Environmental
- ✓ Development Criteria / Guidelines
- ✓ **Implementation Program**

EIR Topics to be Analyzed

- ✓ Aesthetics, Shadow & Wind
- ✓ Air Quality
- ✓ Biological Resources
- ✓ Cultural & Historic Resources
- ✓ Geology & Soils
- ✓ Greenhouse Gas Emissions/Climate Change
- ✓ Hydrology & Water Quality
- ✓ Land Use & Planning
- ✓ Noise
- ✓ Population, Housing & Employment
- ✓ Public Services & Recreation
- ✓ Transportation
- ✓ Utilities & Service Systems

Project Overview:

Capitalizes on linkages with development at former Oakland Army Base through:

- Developing and reusing selected large West Oakland sites to take advantage of the Army Base development
- Highlighting transportation linkages between West Oakland district, Base, and surrounding locations
- Encouraging high job-generation developments that serve District while not competing with Base project

Project Overview:

Focuses on 'Opportunity Sites' & 'Opportunity Areas' to support District-wide Revitalization

- Former Army Base - 1 major site of tremendous development opportunity
- West Oakland Specific Plan Area - 37 sites of development opportunity
- **Approach for WOSP Opp Sites:** Use as development catalysts for surrounding areas
- **Approach for Surrounding Residential Neighborhoods:** Support & enhance existing development pattern

Project Overview:

Additional Project Characteristics:

- Encourage growth of jobs & services
- Attract emerging market sectors (high tech, clean tech)
- Determine desired land uses for specific West Oakland areas
- Attract compatible development while preserving existing established residential neighborhoods
- Support existing investment in area & enhancing existing assets

Project Overview:

Additional Project Characteristics, cont.:

- Facilitate TOD at the West Oakland BART station
- Lessen future conflicts between residential neighborhoods & non-residential uses
- Further physical & economic revitalization of West Oakland
- Correspond with regional development issues, and
- Minimize potential for displacement of existing residents as new residents are accommodated.

Project Overview:

Prospective Plan Recommendations Shaped by

- Economic & market evaluations
- Land use & other technical analyses
- 80+ meetings over 16 months (July 2011 – Nov 2012)
 - ❖ 11 Steering Committee meetings
 - ❖ 5 Technical Advisory Committee meetings
 - ❖ 5 Community Workshops
 - ❖ 60+ other meetings with Interested Parties
- WOSP documents & major presentations are on website for public review & transparency

Project Overview:

Project on Expedited Schedule

- **Adhere to City's contractual obligation** with Federal Government (April 2013 per TIGER Cooperative Agreement)
- Allow City to maintain good track record in meeting grant requirements--**better position City for future grants** to fund *WOSP implementation* actions

Seeking Federal response re: implications of potential 3-month extension to allow additional public input opportunities

Proceeding under current schedule until extension is granted, so no time lost if extension isn't granted or delay implications are significant

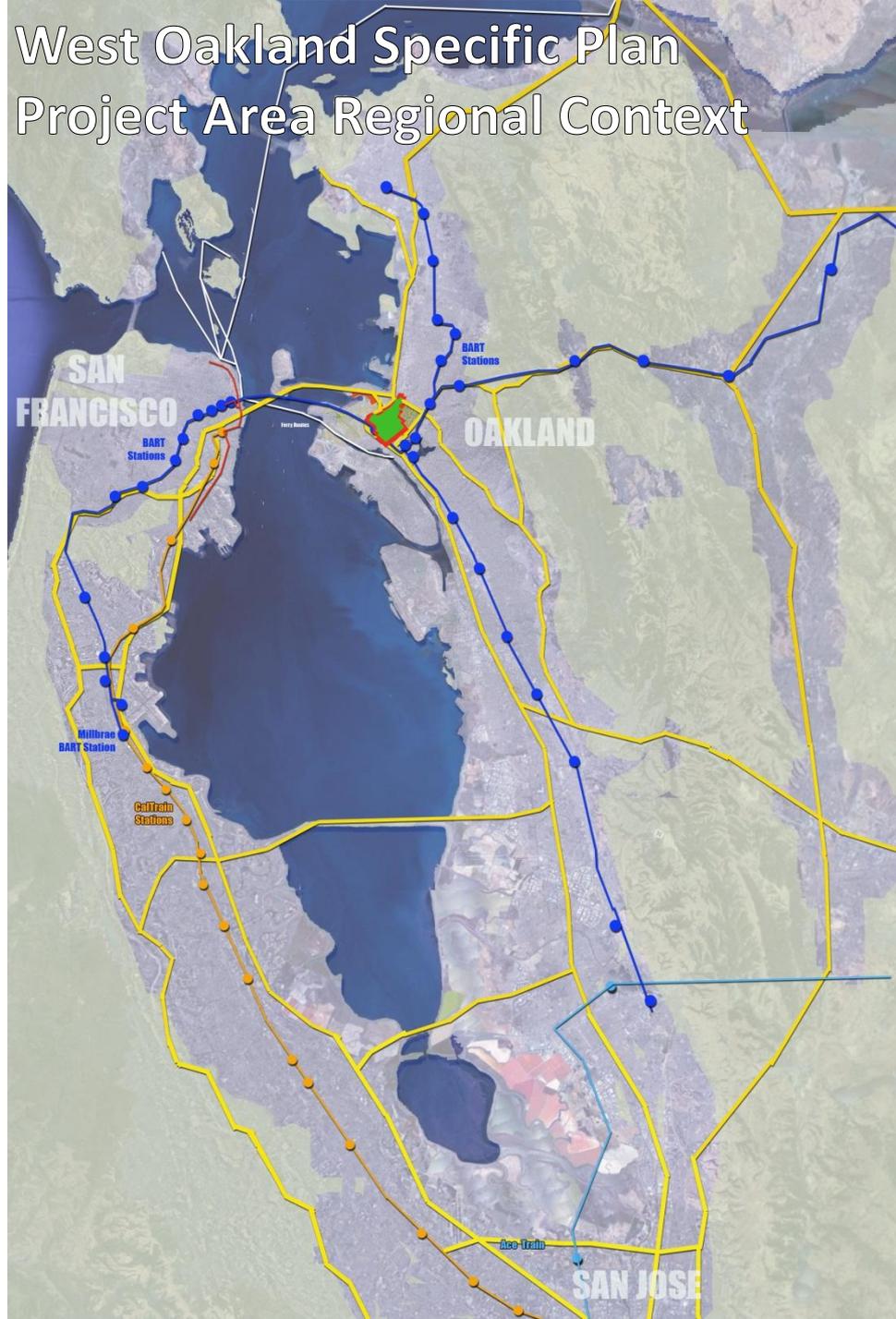
Key Project Benefits:

- Specifies West Oakland's future development pattern
- Marketing tool for attracting future projects, jobs & services needed by West Oakland & city at large
- Area-wide development regulations & requirements for land use, density, circulation, infrastructure, financing mechanisms for public improvement
- Includes Environmental Impact Report (EIR) to aid prospective development projects (focus of Scoping Session)

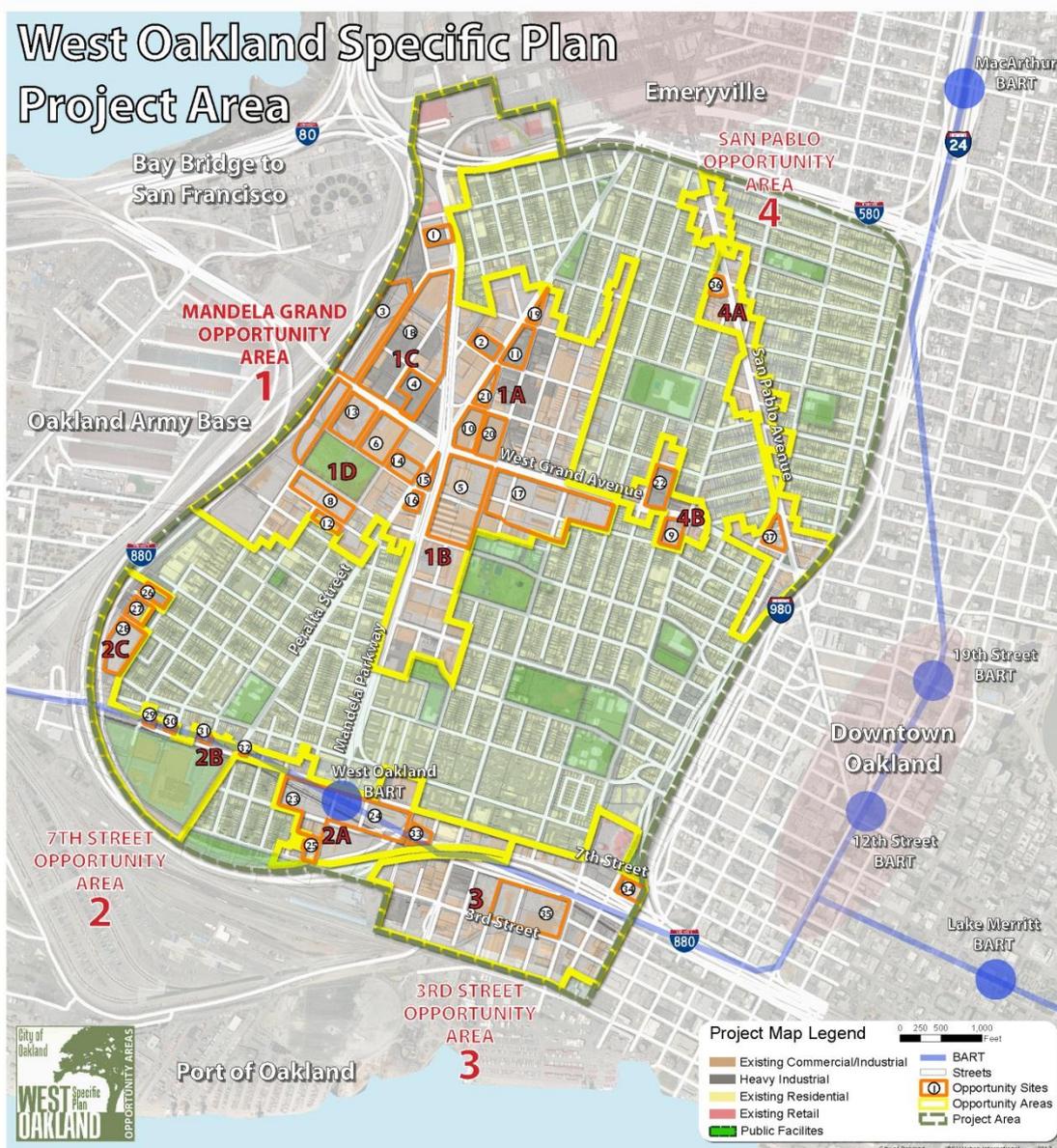
Notice of Preparation (NOP) of EIR

- NOP Project Description (highlights of Specific Plan) presentation by project consultant
- Solicitation of Comments re: Contents of forthcoming EIR
- Deadline for NOP comments: 5:00 p.m. Nov 21, 2012 via e-mail or regular mail

West Oakland Specific Plan Project Area Regional Context



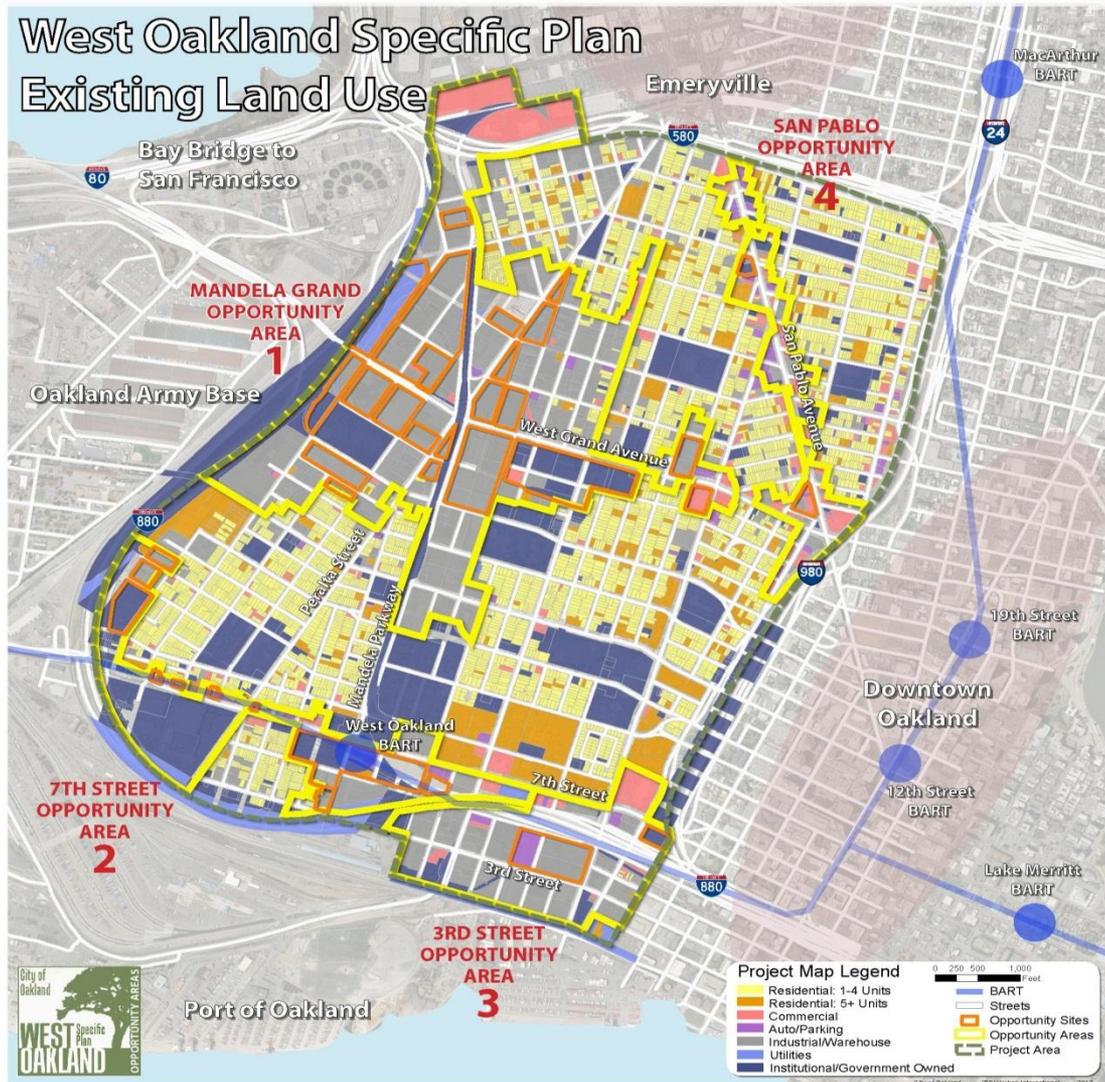
West Oakland Specific Plan Project Area



Opportunity Site Key

- | | | |
|---|--|--|
| <ul style="list-style-type: none"> 1. 1650 32nd St. 2. 2601 Peralta 3. Upper Wood St. 4. 2240 Wood St. (Grand/Campbell) 5. Pacific Pipe/American Steel 6. 1699 West Grand 8. Roadway Express 9. Grand & Market 10. 2300 Peralta (Mandela/Peralta/W/Grand) 11. 2701 Poplar (CASS) 12. Half-block at Willow, Campbell & 17th Street 13. 1700 20th St. (Wood, Willow, W. Grand, 20th Street) | <ul style="list-style-type: none"> 14. 2001 Peralta (portion of block – Campbell, 20th, Peralta) 15. Triangle – Mandela, Peralta, 20th 16. North portion of block – Peralta, Mandela, 20th 17. Poplar to Linden, W. Grand to 20th 18. Grand/32nd, Campbell to Wood 19. Triangle - Peralta, Poplar, 28th 20. Kirkham to Poplar, W. Grand to 24th 21. Triangle - Peralta/Kirkham/24th Street 22. W. Grand/Myrtle/Filbert/24th Street 23. West Oakland Transit Village 24. West Oakland Alliance Development 25. EPA Site | <ul style="list-style-type: none"> 26. 10th to 11th, Pine to Frontage 27. 9th to 10th, Pine to Frontage 28. Phoenix Iron Works 29. 7th & Wood 30. 7th & Willow 31. 7th & Campbell 32. 7th & Peralta 33. South half-block between Union & Magnolia 34. Brush and Castro 35. 425 Market Street 36. North portion of block, Filbert, 32nd, San Pablo 37. San Pablo, W. Grand, 23rd, Brush |
|---|--|--|

West Oakland Specific Plan Existing Land Use



Potential Development Scenarios

Opportunity Area 1: Mandela / West Grand

- Major business & employment center for West Oakland & region
- Mix of business activities & development types with range of jobs at varying skills / education levels
- Retain & expand existing urban manufacturing, construction and other light industrial businesses
- Attract new growing industries, e.g., information & technology
- Relocate selected recycling activities to Army Base
- Promote mid-rise campus development at key locations
- Allow residential on selected sites near public park

TABLE 1
DEVELOPMENT POTENTIAL – OPPORTUNITY AREA #1, MANDELA/WEST GRAND

Land Use (acres)

	Existing	2035 Buildout	Change from Existing
TOTAL	239	239	0

Non-Residential Building Space and Employment

Total			
Building Area (sq.ft.)	4,300,000	7,625,000	3,325,000
Employment	5,440	16,550	11,110

Residential Units, Households and Population

Total			
Units	110	1,381	1,271
Households	89	1,331	1,242
Population	259	2,767	2,508

Sub-Area 1A

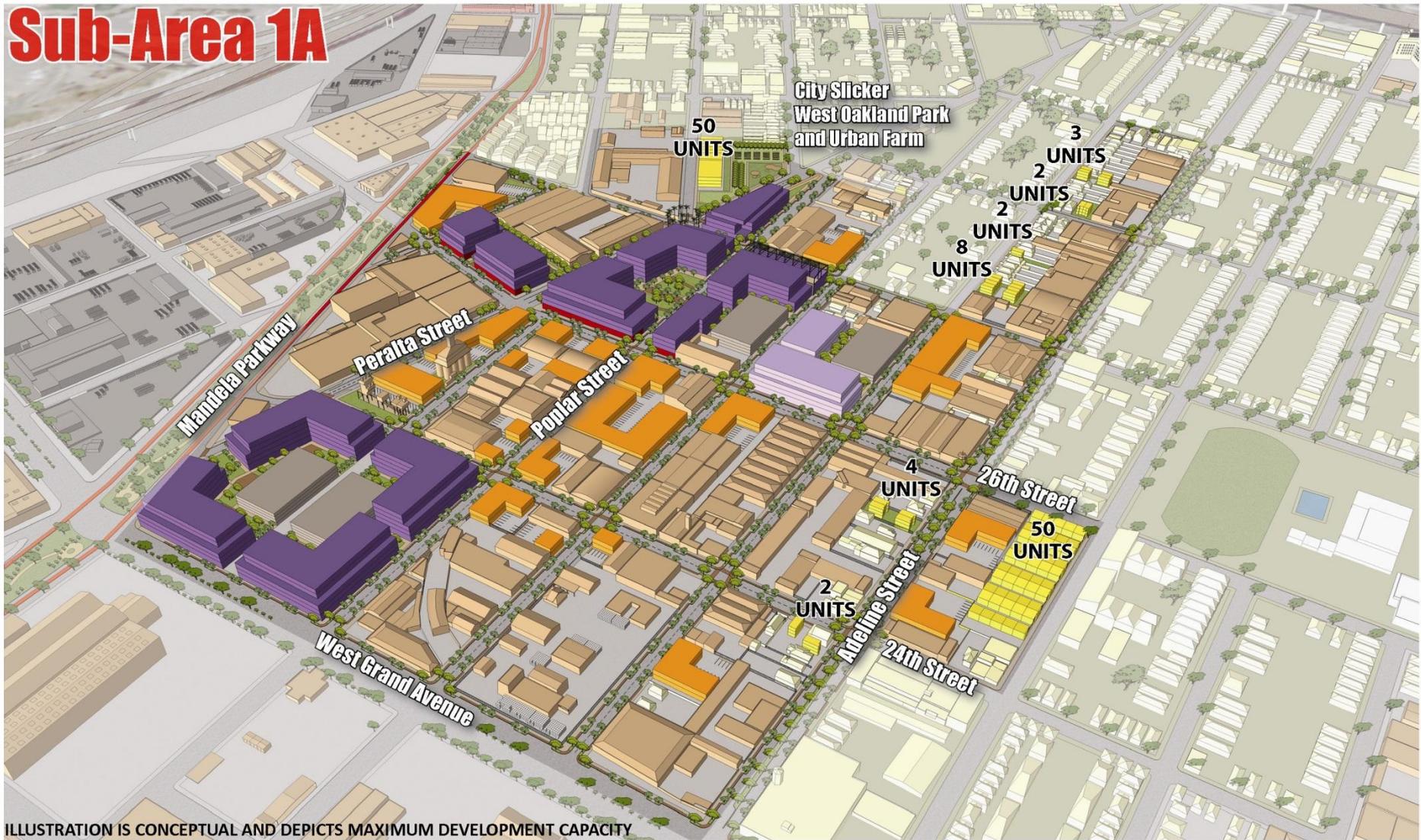


ILLUSTRATION IS CONCEPTUAL AND DEPICTS MAXIMUM DEVELOPMENT CAPACITY

- Four stories of anchor campus/ R&D facilities are developed on catalyst sites.
- One-two stories of light industrial flex space reutilizes existing and new infill with surface parking.
- Enhanced streetscape activates street.
- Enhanced transit on Mandela Parkway serves employment center.

Legend

- Existing facilities to be Reutilized
- Existing Residential / New Residential
- Low Intensity Business Mix/Light Industrial Uses
- Transit Enhancement
- Higher Intensity Anchor Campus
- Higher Intensity Infill Anchor Campus
- Existing Retail / New Retail

FIGURE 7

Sub-Area 1B



ILLUSTRATION IS CONCEPTUAL AND DEPICTS MAXIMUM DEVELOPMENT CAPACITY

- Four stories of anchor campus/ R&D facilities are developed on catalyst sites.
- One-two stories of light industrial flex space reutilizes existing and new infill with surface parking.
- Enhanced streetscape activates street.
- Enhanced transit on Mandela Parkway serves employment center.

Legend

- Existing facilities to be Reutilized
- Existing Residential / New Residential
- Low Intensity Business Mix/Light Industrial Uses
- Transit Enhancement
- Higher Intensity Anchor Campus
- Higher Intensity Infill Anchor Campus
- Existing Retail / New Retail

FIGURE 8

Sub-Area 1C

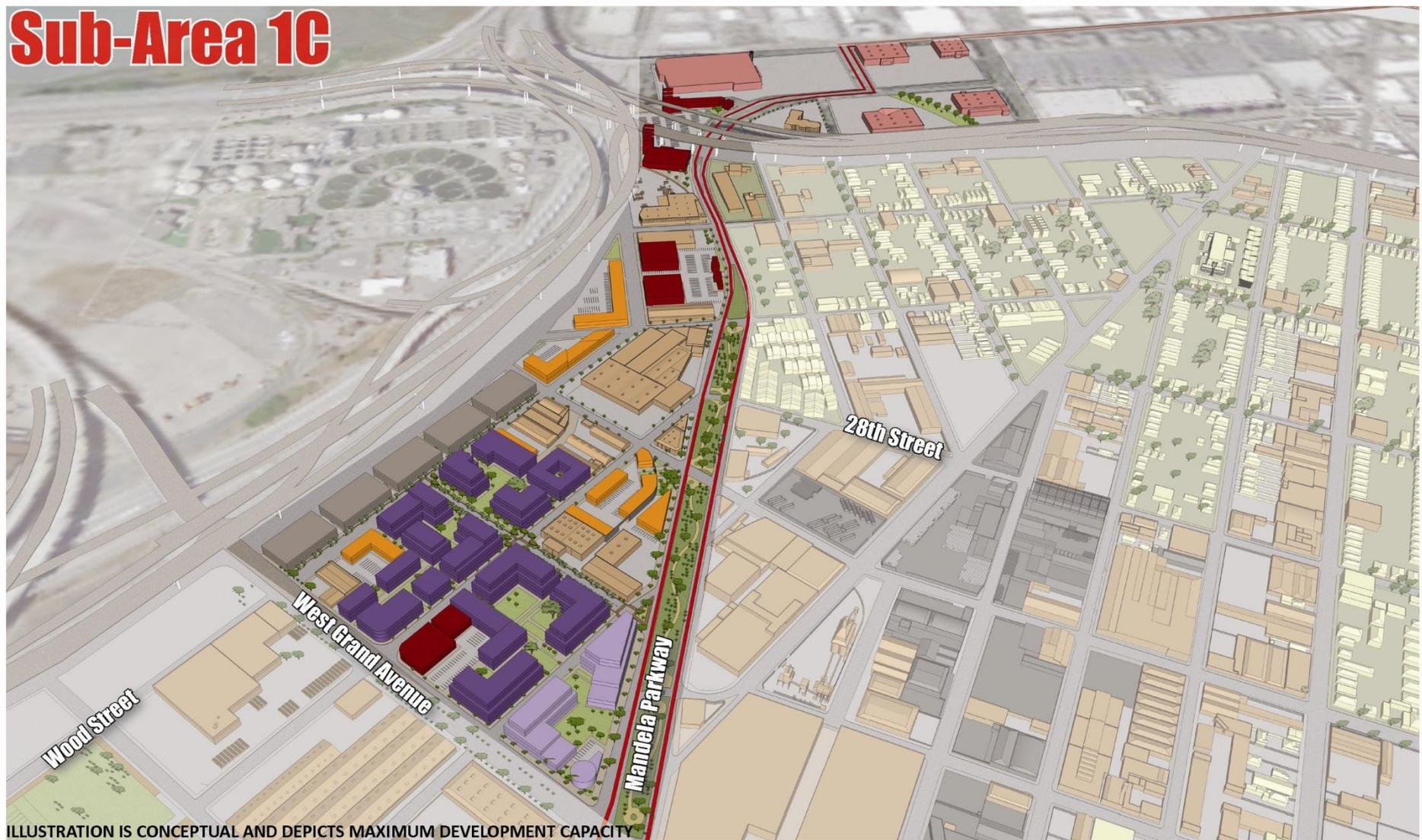


ILLUSTRATION IS CONCEPTUAL AND DEPICTS MAXIMUM DEVELOPMENT CAPACITY

- Four stories of anchor campus/ R&D facilities developed on catalyst sites.
- One-two stories of light industrial flex space reutilizes existing and infill buildings with surface parking.
- Destination retail on developed on appropriate sites creates linkage to existing retail district.
- Enhanced streetscape activates street.
- Enhanced transit on Mandela Parkway serves employment center.

Legend

- Existing facilities to be Reutilized
- Existing Residential / New Residential
- Low Intensity Business Mix/Light Industrial Uses
- Transit Enhancement
- Higher Intensity Anchor Campus
- Higher Intensity Infill Anchor Campus
- Existing Retail / New Retail

FIGURE 9

Sub-Area 1D

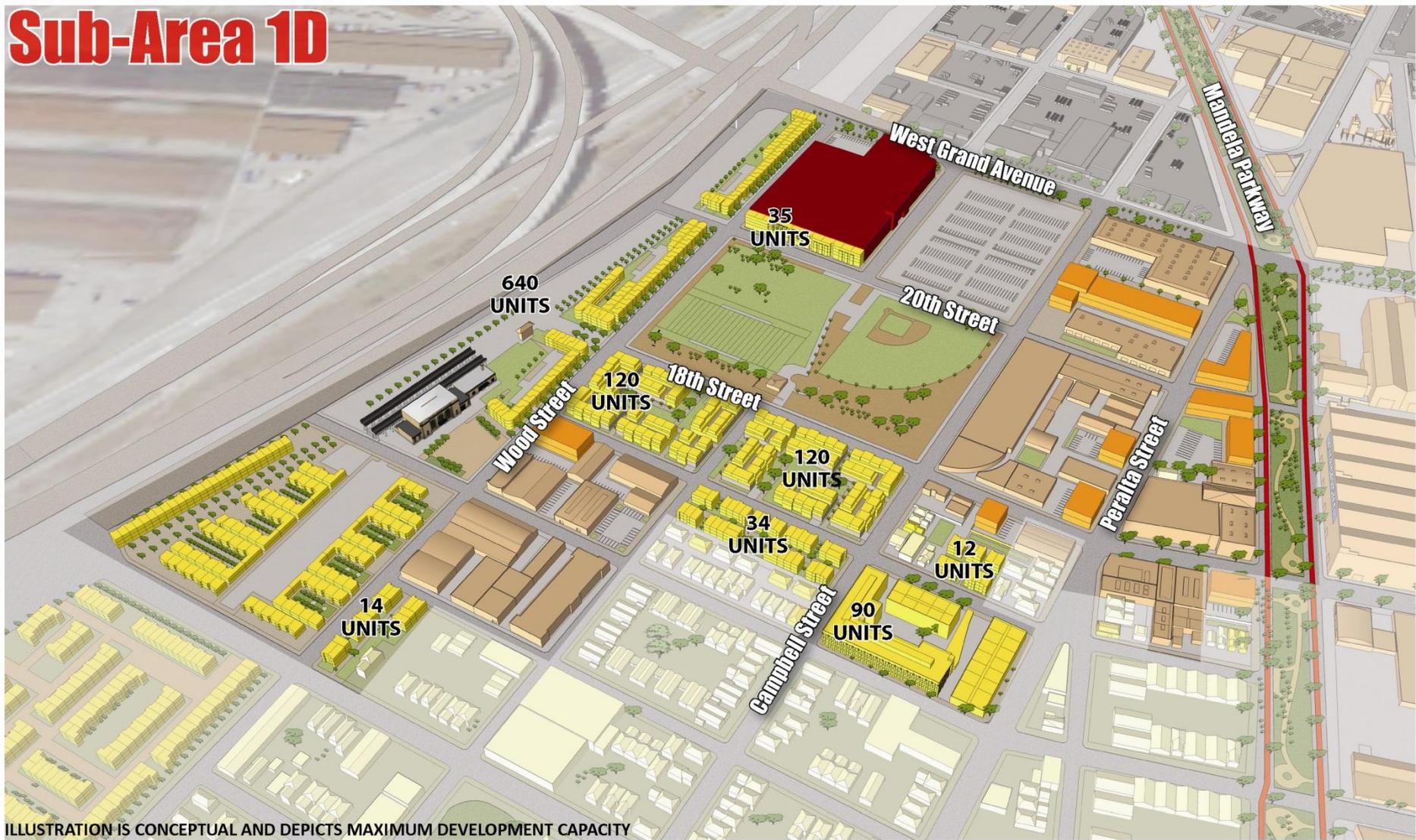


ILLUSTRATION IS CONCEPTUAL AND DEPICTS MAXIMUM DEVELOPMENT CAPACITY

- Four stories of anchor campus/ R&D facilities on catalyst sites.
- One-two stories light industrial flex space reutilizing existing buildings and infill, surface parking.
- Optional destination retail developed along West Grand Avenue
- Residential developed adjacent to existing neighborhood and Raimondi park
- Enhanced streetscape activates street.
- Enhanced transit on Mandela Parkway serves employment center

Legend

- Existing facilities to be Reutilized
- Existing Residential / New Residential
- Low Intensity Business Mix/Light Industrial Uses
- Transit Enhancement
- Higher Intensity Anchor Campus
- Higher Intensity Infill Anchor Campus
- Existing Retail / New Retail

FIGURE 10

Potential Development Scenarios

Opportunity Area 2: 7th Street

- Transit- Oriented Development with high-density housing & ground floor retail on vacant sites & BART parking lot (also have commercial-oriented TOD alternative)
- New BART parking garage buffers new residential uses from I-880 freeway
- Plazas & open space enhances pedestrian experience at BART station
- 7th Street as neighborhood focus -- celebration of West Oakland cultural history of music art & entertainment
- Building design addresses freeway air & noise issues
- BART noise barrier
- Selected recycling activities to Army Base

TABLE 2
DEVELOPMENT POTENTIAL – OPPORTUNITY AREA #2, 7TH STREET

Land Use (acres)

	Existing	2035 Buildout	Change from Existing
TOTAL	68	68	0

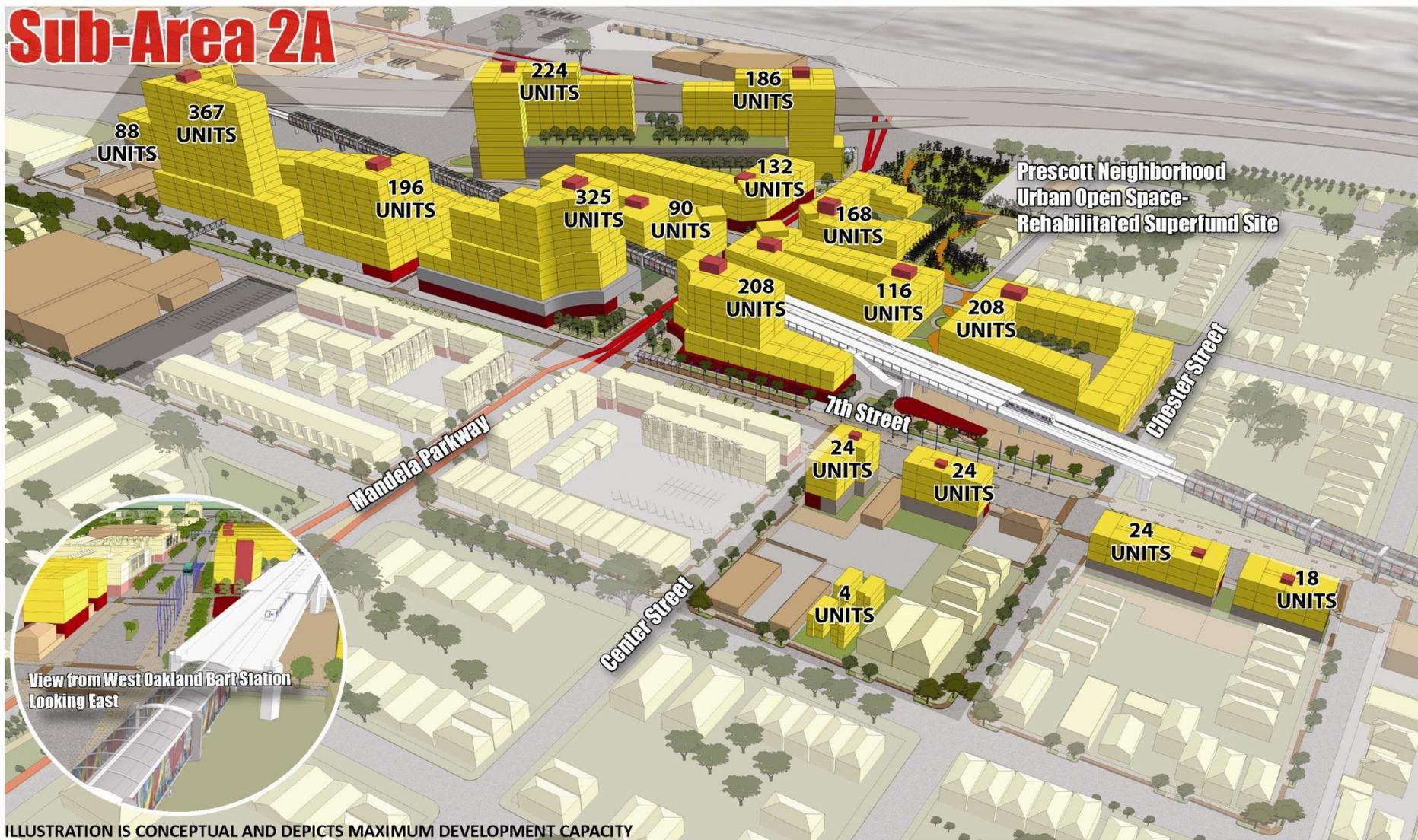
Non-Residential Building Space and Employment

Total			
Building Area (sq.ft.)	1,795,000	1,750,000	-45,000
Employment	1,880	2,690	810

Residential Units, Households and Population

Total			
Units	85	2,839	2,745
Households	70	2,738	2,668
Population	204	6,542	6,338

Sub-Area 2A



- Three-four stories of residential development over podium parking and commercial flex space on street level, with select mid-rise towers on appropriate sites.
- New BART parking on Alliance opportunity site provides buffer against freeway.
- Enhanced streetscape and retail activates street.
- Superfund site reutilized as greenspace.
- Sound barrier structure installed on elevated BART tracks to mitigate noise to residential units

Legend

- Existing facilities to be Reutilized
- Existing Residential / New Residential
- Low Intensity Business Mix/Light Industrial Uses
- Transit Enhancement
- Higher Intensity Anchor Campus
- Higher Intensity Infill Anchor Campus
- Existing Retail / New Retail

FIGURE 11

Sub-Area 2B



- New mixed-use buildings are infilled along corridor consistent with scale of existing 7th street buildings, three-four floors over podium parking and flex commercial space.
- Sound barrier structure installed on elevated BART tracks to mitigate noise to residential units

Legend

- Existing facilities to be Reutilized
- Existing Residential / New Residential
- Low Intensity Business Mix/Light Industrial Uses
- Transit Enhancement
- Higher Intensity Anchor Campus
- Higher Intensity Infill Anchor Campus
- Existing Retail / New Retail

FIGURE 12

Sub-Area 2C

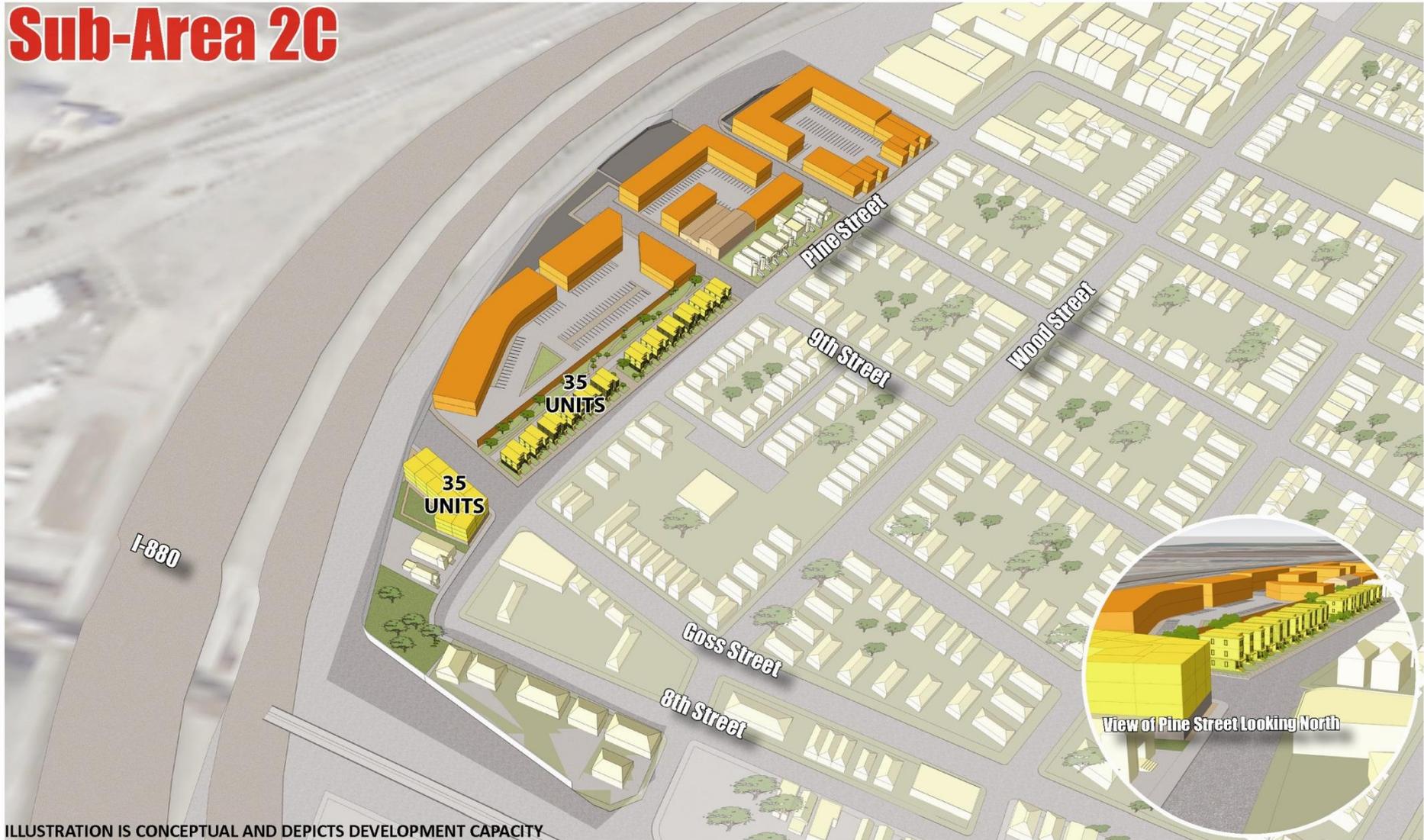


ILLUSTRATION IS CONCEPTUAL AND DEPICTS DEVELOPMENT CAPACITY

- New low intensity one-two story light industrial flex space developed with surface parking on opportunity sites.
- Residential units built on opportunity sites as frontage on Pine street to compliment existing residential context.

Legend

- Existing facilities to be Reutilized
- Existing Residential / New Residential
- Low Intensity Business Mix/Light Industrial Uses
- Transit Enhancement
- Higher Intensity Anchor Campus
- Higher Intensity Infill Anchor Campus
- Existing Retail / New Retail

FIGURE 13

Potential Development Scenarios

Opportunity Area 3: 3rd Street

- Business activities & jobs, capitalizes on proximity to Downtown Oakland, Port & regional freeway network
- Commercial wholesale area emerges as more vibrant business & employment center with variety of manufacturing and light-industrial uses
- Mixed-use commercial, dining & entertainment uses in attractive, older warehouse buildings
- New light industrial, service commercial, food & beverage production & distribution, construction-related businesses opportunities
- Professional offices, import/export, communications, computer services, publishing & printing, photo/audio services, & small R&D
- Residential development continues to be prohibited

**TABLE 3
DEVELOPMENT POTENTIAL – OPPORTUNITY AREA #3, 3RD STREET**

Land Use (acres)	Existing	2035 Buildout	Change from Existing
TOTAL	68	68	0
Non-Residential Building Space and Employment			
Total			
Building Area (sq.ft.)	1,090,000	1,765,000	675,000
Employment	1,770	3,720	1,950
Residential Units, Households and Population			
Total			
Units	5	5	0
Households	4	5	1
Population	12	15	3

Sub-Area 3



ILLUSTRATION IS CONCEPTUAL AND DEPICTS MAXIMUM DEVELOPMENT CAPACITY

- Higher intensity anchor campus developed on opportunity sites with structured parking as buffer against freeway.
- New low intensity one-two story light industrial flex space with surface parking built on infill sites.
- Enhanced transit through 3rd Street connects West Oakland Bart to Downtown Oakland.
- Enhanced streetscape and retail activates street.

Legend

- Existing facilities to be Reutilized
- Existing Residential / New Residential
- Low Intensity Business Mix/Light Industrial Uses
- Transit Enhancement
- Higher Intensity Anchor Campus
- Higher Intensity Infill Anchor Campus
- Existing Retail / New Retail

FIGURE 14

Potential Development Scenarios

Opportunity Area 4: San Pablo Ave

- One of most significant commercial corridors in Project Area
- In-fill mixed use development with multi-family residential activities over ground-floor commercial
- Neighborhood-serving retail anchored by grocery store on West Grand Ave at Myrtle Street
- Enhanced Streetscapes

**TABLE 4
DEVELOPMENT POTENTIAL – OPPORTUNITY AREA #4, SAN PABLO AVENUE**

Land Use (acres)

	Existing	2035 Buildout	Change from Existing
TOTAL	47	47	0

Non-Residential Building Space and Employment

Total			
Building Area (sq.ft.)	790,000	865,000	75,000
Employment	680	1,660	980

Residential Units, Households and Population

Total			
Units	70	1,135	1,065
Households	57	1,095	1,038
Population	165	2,452	2,287

Sub-Area 4A

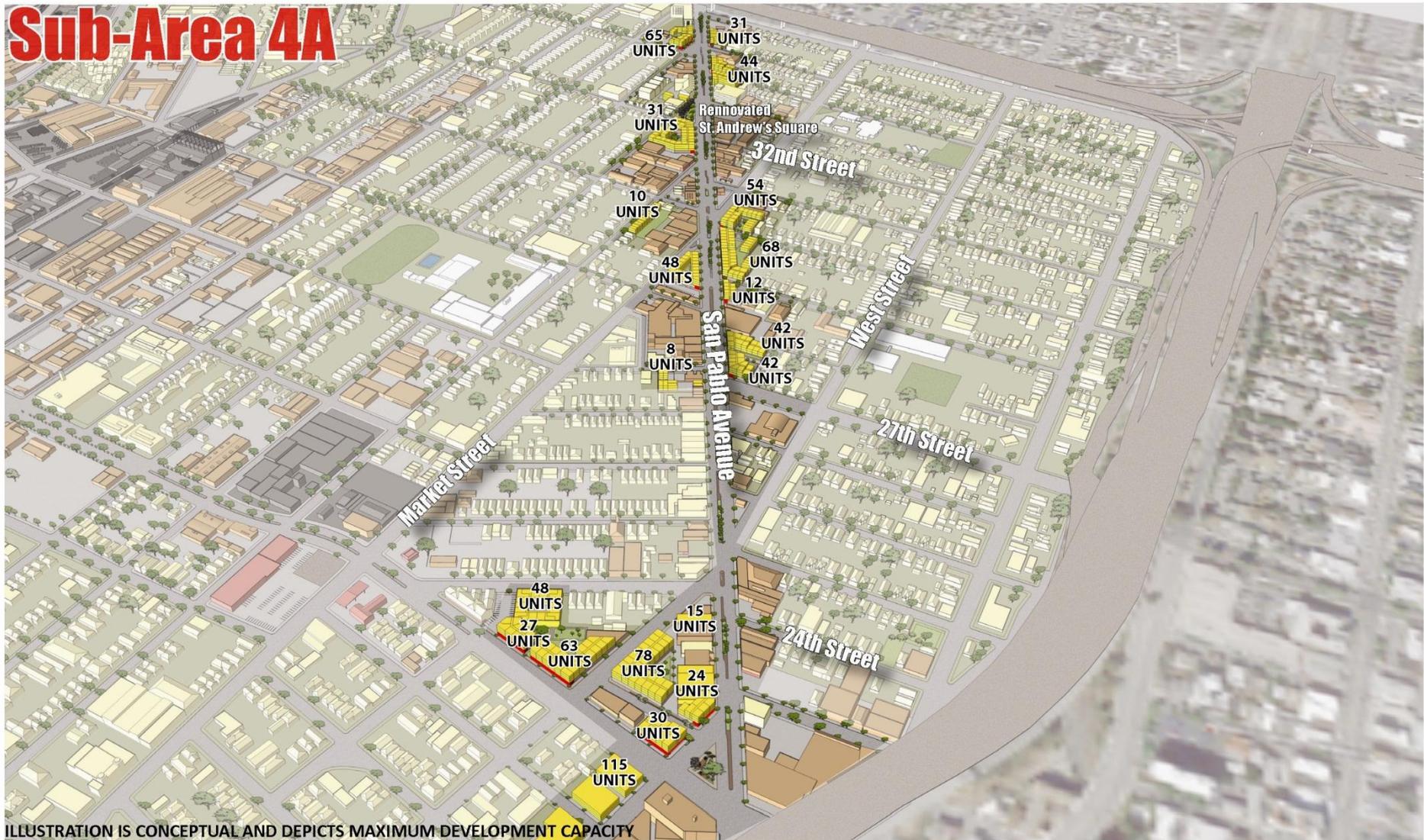


ILLUSTRATION IS CONCEPTUAL AND DEPICTS MAXIMUM DEVELOPMENT CAPACITY

- Mixed-use buildings developed with residential units over neighborhood-serving retail at ground floor
- Enhanced streetscape and retail activates street.

Legend

- Existing facilities to be Reutilized
- Existing Residential / New Residential
- Low Intensity Business Mix/Light Industrial Uses
- Transit Enhancement
- Higher Intensity Anchor Campus
- Higher Intensity Infill Anchor Campus
- Existing Retail / New Retail

FIGURE 15

Sub-Area 4B

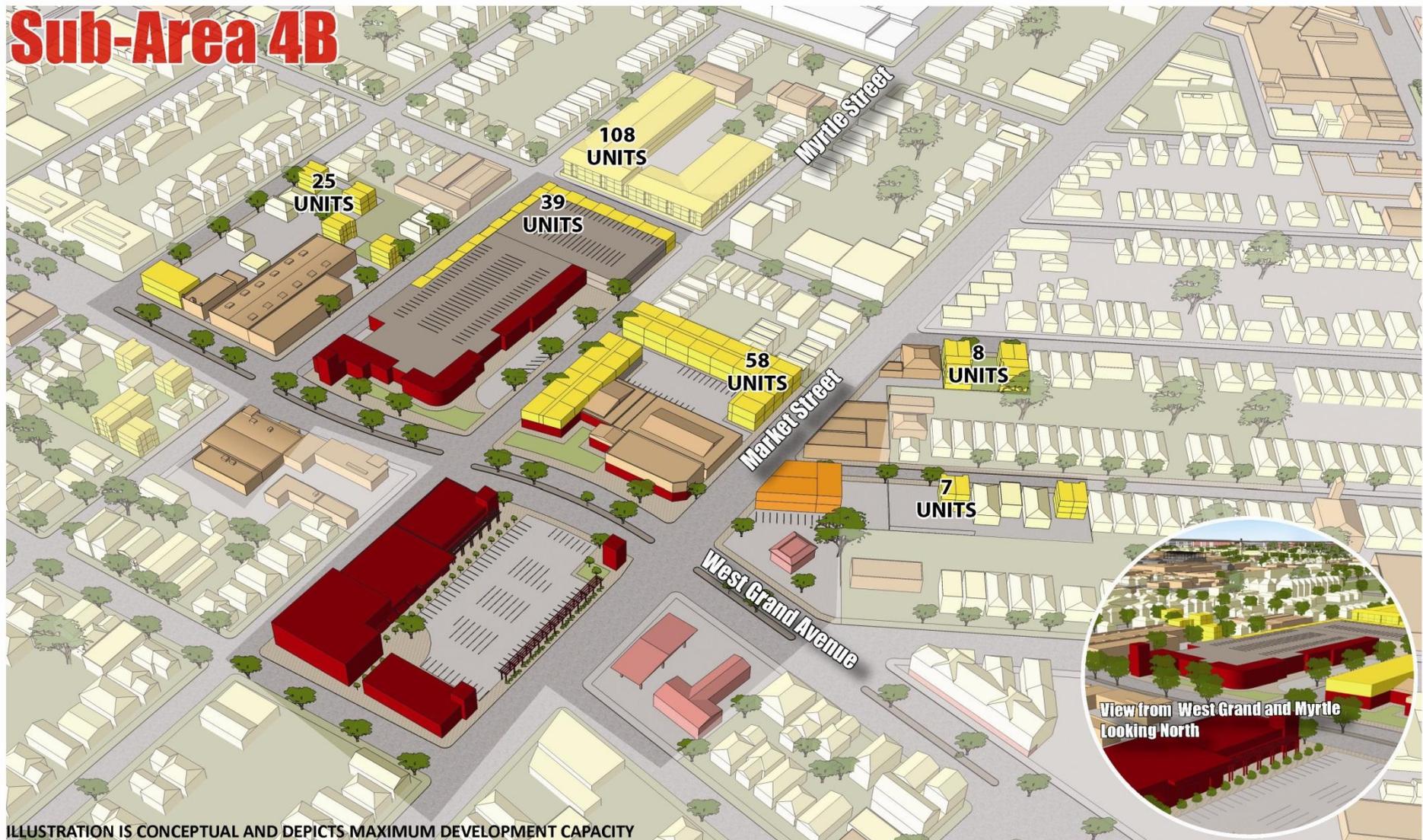


ILLUSTRATION IS CONCEPTUAL AND DEPICTS MAXIMUM DEVELOPMENT CAPACITY

- Smaller grocery store is integrated into neighborhood context with roof parking and housing.
- Enhanced streetscape and retail activates street.

Legend

- Existing facilities to be Reutilized
- Existing Residential / New Residential
- Low Intensity Business Mix/Light Industrial Uses
- Transit Enhancement
- Higher Intensity Anchor Campus
- Higher Intensity Infill Anchor Campus
- Existing Retail / New Retail

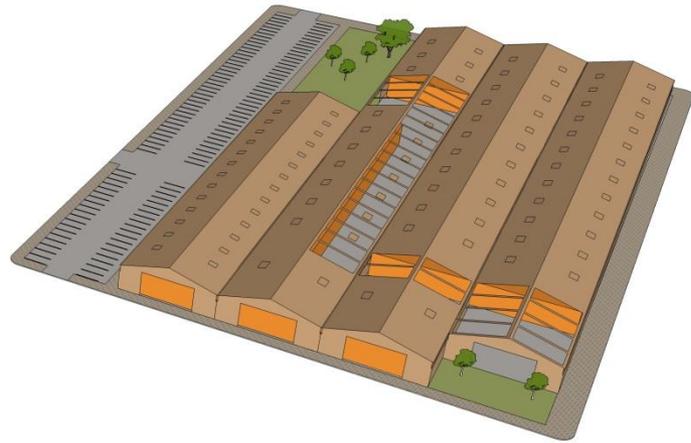
FIGURE 16

**TABLE 5
DEVELOPMENT POTENTIAL – TOTAL PLANNING AREA**

Land Use (acres)	Existing	2035 Buildout	Change from Existing
TOTAL	423	423	0
Non-Residential Building Space and Employment			
Total			
Building Area (sq.ft.)	7,975,000	12,005,000	4,030,000
Employment	9,770	24,620	14,850
Residential Units, Households and Population			
Total			
Units	270	5,360	5,090
Households	220	5,169	4,949
Population	640	11,776	11,136

Building Prototypes

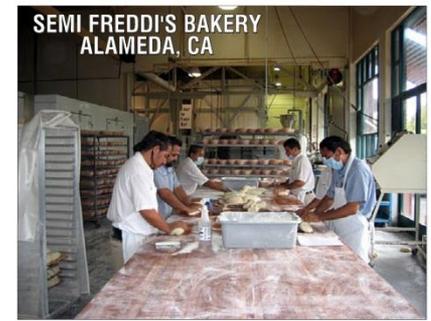
Derived from real estate market assessments for business mix/light industrial, residential and retail uses considered as options for West Oakland, respecting historic & cultural resources.



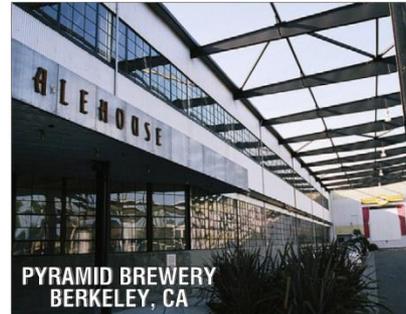
Industrial/Manufacturing Space



LINDEN STREET BREWERY
WEST OAKLAND, CA



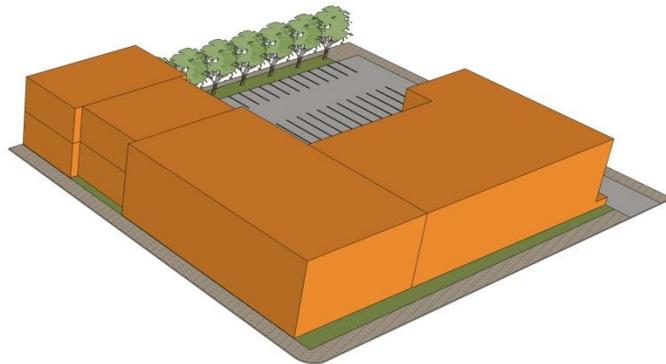
SEMI FREDDI'S BAKERY
ALAMEDA, CA



PYRAMID BREWERY
BERKELEY, CA



PEET'S COFFEE & TEA
ALAMEDA, CA



Light Industrial/Flex Space



FROM THE ROOTS,
WEST OAKLAND, CA



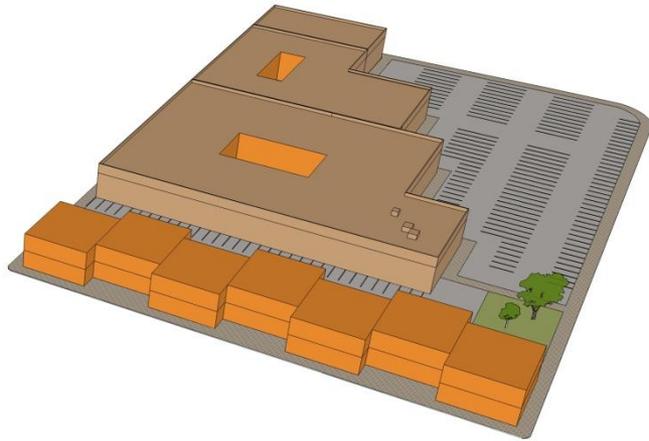
EMERY TECH BUILDING,
EMERYVILLE, CA



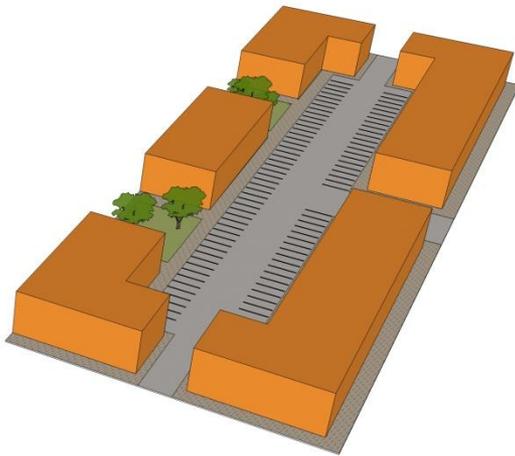
FORD ASSEMBLY BUILDING REUSE,
RICHMOND, CA



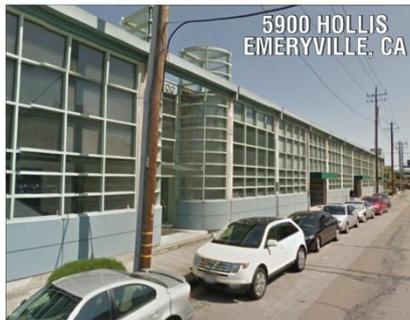
UNION AND 21ST ADAPTIVE REUSE
WEST OAKLAND, CA

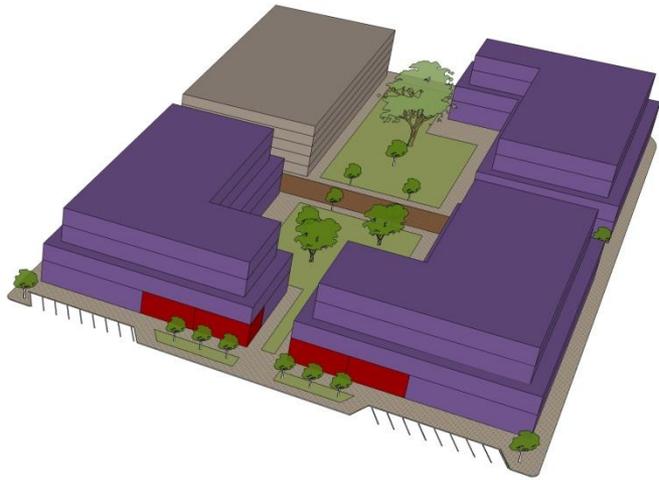


Incubators/ Shared Facilities

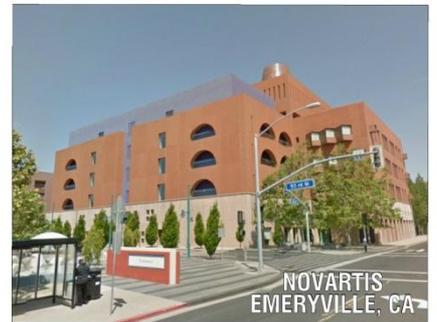
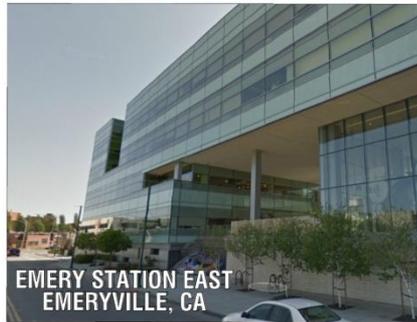


R&D/Flex Space



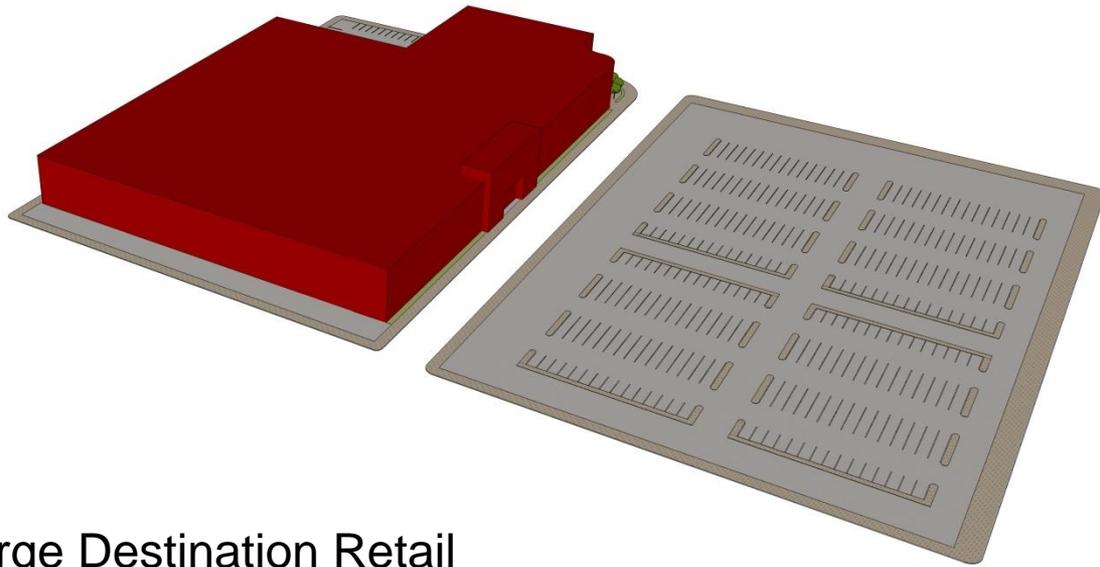


Industrial/ Campus Space

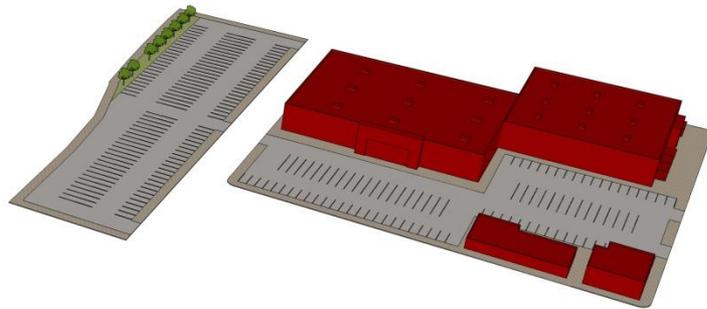


R&D/ Life Sciences, Mid-Rise

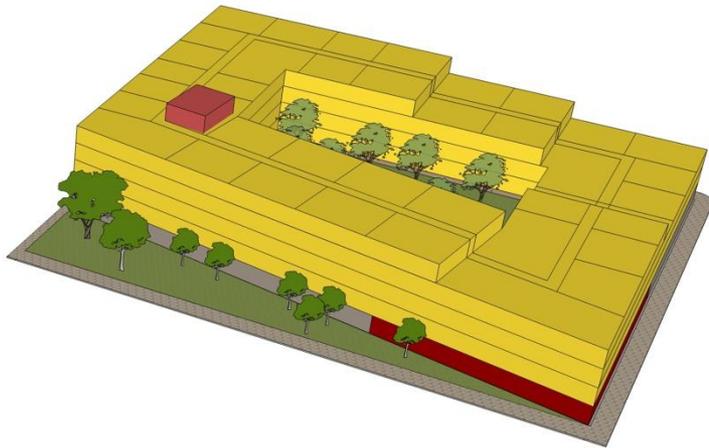




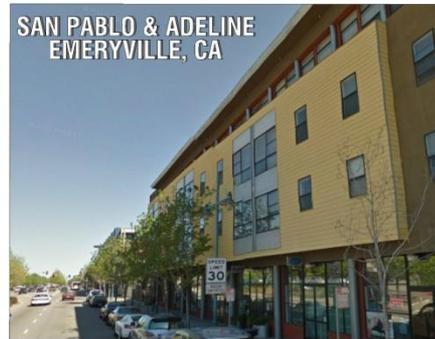
Large Destination Retail



Specialty Retail

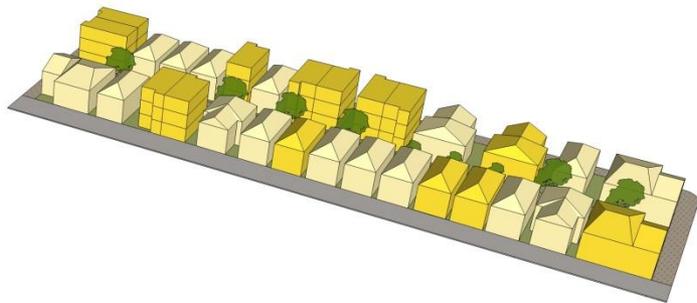


Podium Housing over Neighborhood Retail





Pop-Up/ Festival Space



Residential Infill



EIR Scoping Session Recap

To Solicit Planning Commission & Public Comments

Solicit Comments on

- **Environmental info & analysis** to include in forthcoming EIR
- **Environmental issues** to consider
- **Alternatives** to the Project to assess

Scoping Session not a review of the Project
(proposed West Oakland Specific Plan) --
Focus on prospective EIR content

Important NOP Comment Info

- **Deadline: November 21, 2012, 5:00 pm**
- Comments may also be submitted in writing or via e-mail to: Ulla-Britt Jonsson, Planner II
 - 250 Frank Ogawa Plaza, Suite 3315
 - Oakland, CA 94612
 - Phone: (510) 238-3322
 - Fax: (510) 238-4730
 - Email: ujonsson@oaklandnet.com