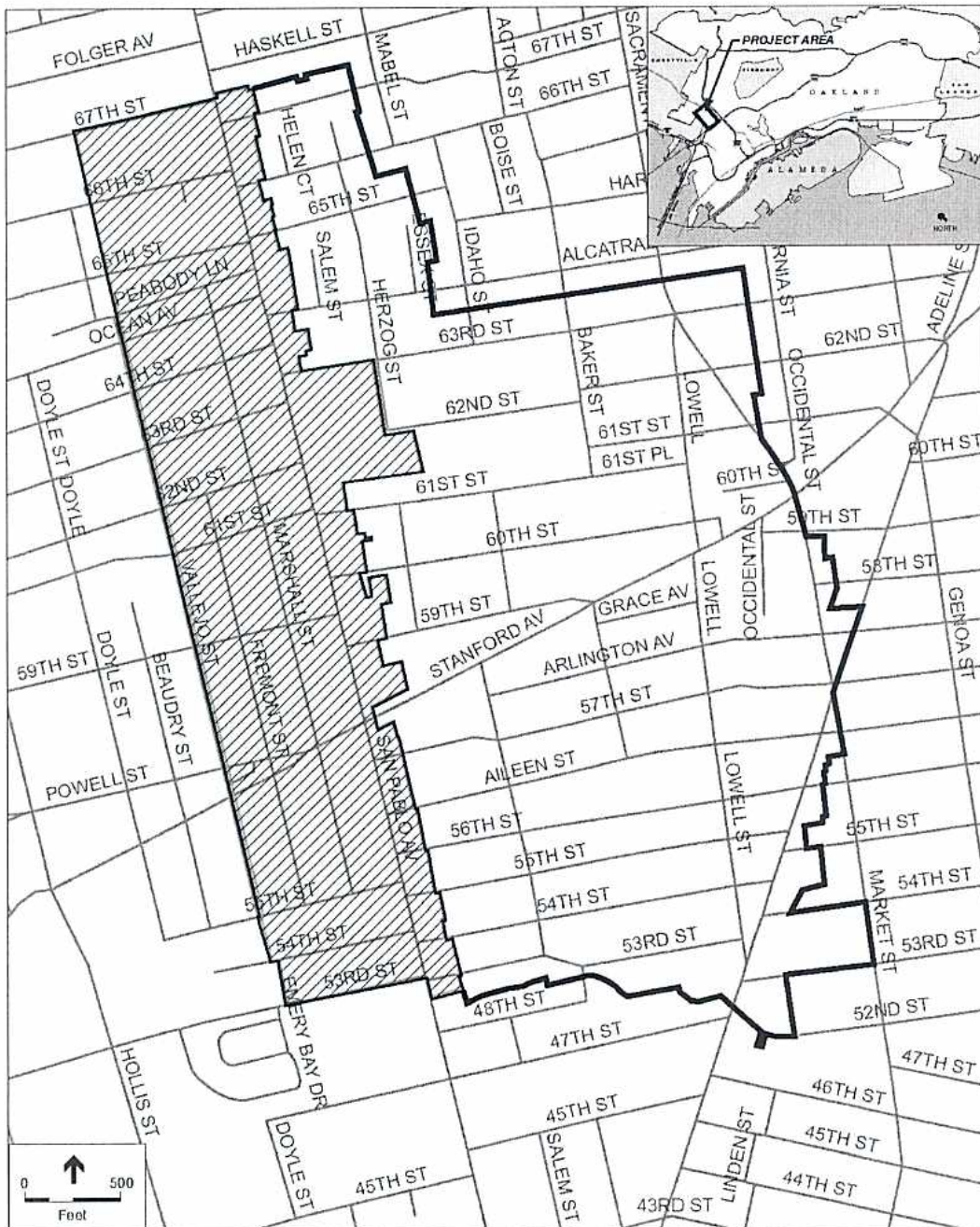


#8.	<b>Location:</b>	The Existing Redevelopment Project Area consists of two non-contiguous subareas: the Broadway/MacArthur subarea and the San Pablo subarea. The Broadway/MacArthur subarea incorporates roughly the area between Highway 24 and Broadway, from 27th Street to 42nd Street. The San Pablo subarea incorporates a portion of the Golden Gate neighborhood between Vallejo Street and San Pablo Avenue, from 53rd to 67th streets. The Lowell/Gaskill neighborhood (Amendment Area) covers approximately 210 acres in North Oakland, generally between 67 <sup>th</sup> Street to the north, 53 <sup>rd</sup> Street to the south, San Pablo Avenue to the west, and the intersection of Adeline and Market Streets to the east.
	<b>Proposal:</b>	Public Hearing on the Draft Supplemental Environmental Impact Report (SEIR) to receive comments on implementation of proposed amendments to the Broadway/MacArthur/San Pablo Redevelopment Plan to expand the Project Area boundaries to include the Amendment area, to increase the bonding capacity to finance the proposed redevelopment activities in the Amendment area, and to renew the existing eminent domain authority to extend beyond 2012.
	<b>Applicant:</b>	Redevelopment Agency of the City of Oakland
	<b>Contact Person/Phone</b>	Kathy Kleinbaum, Redevelopment Project Manager,
	<b>Number:</b>	(510)238-7185
	<b>Case File Number:</b>	ER11-001
	<b>Planning Permits Required:</b>	<i>To be determined</i>
	<b>General Plan:</b>	Mixed Housing Type Housing and Business Mix
	<b>Zoning:</b>	R-40, R-50, HBX-1, C-25
	<b>Environmental</b>	A Draft SEIR has been prepared for the proposed amendments
	<b>Determination:</b>	
	<b>Historic Status:</b>	The Amendment Area includes a few buildings that are listed on the Local Register and multiple Potentially Designated Historic Properties.
	<b>Service Delivery District:</b>	2
	<b>City Council District:</b>	1 - Brunner
	<b>Status:</b>	Draft Supplemental Environmental Report was published for a 45-day review period (starting on August 5, 2011 and ending at 4:00 pm on September 20, 2011)
	<b>Action to be Taken:</b>	Receive public and Commission comments on the Draft SEIR.
	<b>For Further Information:</b>	Contact case planner Ulla-Britt Jonsson at (510) 238-3322 or by email at <a href="mailto:ujonsson@oaklandnet.com">ujonsson@oaklandnet.com</a>



Existing Redevelopment Project Area Amendment Area

SOURCE: City of Oakland, 2009

Amendments to BMSP . 210505.02

**Figure 1**  
Broadway/MacArthur/San Pablo  
Amendment Area Map

## BACKGROUND AND SUMMARY

The City of Oakland Community and Economic Development Agency, Planning and Zoning Division, has prepared a Draft Supplemental Environmental Impact Report (SEIR) for the following Proposed Amendments to the Broadway/MacArthur/San Pablo Redevelopment Plan ("Project" or "Proposed Amendments"):

1. To expand the Project Area boundaries to include the Lowell/Gaskill neighborhood (Amendment area).
2. To increase the bonding capacity to finance the proposed redevelopment activities in the Redevelopment Project Area so that proposed redevelopment activities in the Amendment Area can be financed without drawing from the existing bonding capacity, which is required to implement the existing Redevelopment Plan. The bonding capacity cap would be increased in an amount proportional to the redevelopment needs of the Amendment Area.
3. To renew the existing eminent domain authority to extend beyond 2012.

The SEIR addresses the potential environmental effects for each of the environmental topics outlined in the California Environmental Quality Act (CEQA). The City has not prepared an Initial Study and all CEQA topics are addressed in the SEIR.

California Redevelopment Law (CRL) and California Environmental Quality Act (CEQA) guidelines require that the Agency prepare specific documentation including a blight study, a Preliminary Report and a programmatic Environmental Impact Report (EIR) prior to authorization of the proposed amendment to the redevelopment plan.

The Broadway/MacArthur/San Pablo Redevelopment Project Area was designated as a redevelopment Survey Area on November 18, 1997 and was adopted as a Redevelopment Project Area on July 25, 2000. The Project Area, which comprises approximately 676 acres, includes two subareas: the area between 27th and 42nd Street from Telegraph Avenue to Broadway, and San Pablo Avenue between 53rd and 67th Street. The initial focus of the area was to revitalize Broadway Auto Row, the portion of Telegraph Avenue between the downtown and the MacArthur BART Station, and the Golden Gate District of San Pablo Avenue. The Project Area Committee (PAC) for this Project Area was seated in April 2000, and remains active past their required three-year period through annual extensions approved by City Council. The Redevelopment Plan was amended on March 6, 2007 by Ordinance No. 12787 C.M.S. to restrict the eminent domain powers over residential properties in the Redevelopment Plan.

In 2009, the City received a petition request, signed by over 500 residents who live adjacent to the San Pablo subarea to have the boundaries of the Broadway/MacArthur/San Pablo Redevelopment Project Area expanded to include approximately 1,300 parcels that make up the Lowell/Gaskill neighborhood. On July 20, 2010, the Oakland City Council adopted Resolution 82912 C.M.S. which designated this area as a redevelopment survey area for the purpose of exploring the feasibility of amending the existing Broadway/MacArthur/San Pablo Redevelopment Plan to expand the boundaries to include the area. Including this area within the Project Area will enable the Agency to use tax increment financing and other redevelopment

tools to alleviate blighting conditions and to assist with the overall revitalization of this portion of North Oakland.

A primary reason community members in this area wish to be part of a redevelopment area is to rehabilitate Lowell Street, an industrial street located in the middle of a primarily residential area. Lowell Street presently has no sidewalks, poor street lighting, vacant buildings and lots, and has been an on-going community concern due to speeding cars and illegal dumping. Other target areas for streetscape and infrastructure upgrades include Stanford Avenue, Market Street, and Adeline Street. Additionally, there are deficiencies in the housing stock of the proposed survey area that warrant assistance to low and moderate income households. Such preservation efforts for the existing housing stock could include grants or low-interest loans to assist in the elimination of health and safety violations such as hazardous electrical and plumbing conditions and general dilapidated conditions.

Pursuant to Public Resources Code Section 21166 and CEQA Guidelines Section 15163, the City has prepared a supplement to Broadway/MacArthur/San Pablo Redevelopment Plan Environmental Impact Report, certified on July 25, 2000, prepared in connection with the adoption of the Redevelopment Plan, but only minor additions/changes are necessary to make the previous EIR adequately apply to the Redevelopment Plan, as Amended. The minor additions/changes necessary are those related to the Proposed Amendments, and no other changes are proposed to the Existing Redevelopment Plan or the Existing Project Area. The 2000 Broadway/MacArthur/San Pablo Redevelopment Plan EIR is available on the Redevelopment Agency web page at:

<http://www2.oaklandnet.com/Government/o/CEDA/o/Redevelopment/o/BMSP/index.htm>

A Notice of Preparation of an EIR was issued by the City on March 16, 2011. A revised NOP was issued by the City on June 17, 2011 to specify that the City would prepare a Supplement to the 2000 EIR. A Draft Supplemental Environmental Impact Report (SEIR) has now been prepared for the Project under the requirements of the California Environmental Quality Act (CEQA), pursuant to Public Resources Code Section 21000 *et seq.* The Oakland Planning Commission held a public Scoping Meeting on April 6, 2011 to obtain comments on topics to be addressed in the SEIR.

The following CEQA topics were among those that were raised in written comments received in response to the initial and revised NOP for this EIR (see Appendix A), and include comments stated during the City's scoping meetings held by the Oakland Planning Commission. Each of these CEQA topics is addressed in this Draft SEIR. Comments that raised non-CEQA topics are noted but not addressed directly in this Draft SEIR. None of the comments received on the NOPs raise areas of controversy or issues to be resolved pertinent to the Proposed Amendments or the Redevelopment Plan, as Amended. Issued addressed in the public comments on the NOP include:

1. Traffic considerations:

- traffic impacts and use of actual counts rather than traffic "guesstimates"
- use of integrated approach to traffic planning, emphasizing needs of pedestrians,
- transit and bikes
- safety impacts resulting from development near rail crossings and measures to
- increase safety
- use of Alameda Countywide Transportation Demand model to project traffic

- impacts for 2025 and 2030
  - impacts on the Metropolitan Transit System roadways and public transit systems
  - consider need for improved or expanded bicycle and transportation facilities
2. Parking:
    - commercial vehicle parking
    - implementing restricted parking near railways
  3. Right-of-Way uses
    - Pedestrian experience
    - sidewalks to accommodate disabled users and comply with the Americans with Disabilities Act
    - Al fresco dining and other retail incursions into sidewalks
    - Ensuring pedestrian safety near railways
  4. Stormwater management issues
  5. Water and wastewater service
  6. Water recycling and conservation opportunities
  7. Potential to encounter contaminated soils during construction
  8. Impacts on low-income households in the area
  9. Adequate discussion of eminent domain.

The purpose of this August 31, 2011 Planning Commission meeting is to receive testimony on the environmental analysis contained in the Draft SEIR. As provided in CEQA Guidelines section 15180, this is a programmatic Draft SEIR, which is appropriate for purposes of the redevelopment plan amendment process. For purposes of this Draft SEIR, the proposed project, as amended by the Proposed Amendments to the Broadway/MacArthur/San Pablo Redevelopment Plan.

## PROJECT AREA DESCRIPTION

The proposed Amendment would add approximately 1,300 parcels on 210<sup>1</sup> acres in North Oakland that make up the Lowell/Gaskill neighborhood (referred to throughout as the “Amendment Area”) to the Redevelopment Project Area. The Amendment Area generally is located between 67th Street to the north, 53rd Street to the south, San Pablo Avenue to the west, and Adeline and Market streets to the east. The north and south boundaries of the Amendment Area are defined by the Emeryville and Berkeley city limits. (See map page 2).

## PROJECT DESCRIPTION:

Implementation of the Redevelopment Plan, as Amended, would implement a series of multiple, coordinated actions (e.g., projects, programs, and funding) to eliminate blight and facilitate revitalization and growth throughout the Project Area, as Amended, consistent with actions anticipated by the Existing Redevelopment Plan analyzed in the Broadway/MacArthur/San Pablo Redevelopment Plan Environmental Impact Report that the City certified on July 25, 2000.

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<sup>1</sup> The March 16, 2011 NOP and June 17, 2011 revised NOP for the Project listed the Amendment Area as 150 acres which is the sum of the parcels. Although the Amendment Area boundaries have not changed since issuance of the NOP, this SEIR refers to the 210-acre area that includes the sum of the parcels as well as the land area of the streets within the Amendment Area.

This SEIR analyzes the environmental impacts of changes in the environment resulting from the Redevelopment Plan, as Amended. The 2000 EIR already has analyzed the environmental effects of, and identified feasible mitigation measures and alternatives for the Existing Redevelopment Plan, and no changes to the Existing Redevelopment Plan or circumstances surrounding the Plan necessitate further analysis in this SEIR. Further, the Proposed Amendments do not involve any new impacts or trigger the criteria of “changed circumstances” or “new information” in Section 15162 *with respect to the Existing Project Area*. As a result, this SEIR focuses on the activities facilitated by the Proposed Amendments and concludes with the impact of the Redevelopment Plan, as Amended.

## GENERAL PLAN ANALYSIS

The General Plan designations in the area are Housing and Business Mix for the parcels along Lowell Street and Mixed Housing Type for the remainder of the parcels within the area. The Redevelopment Plan Amendment will not include any proposed changes to the General Plan for this area.

## ENVIRONMENTAL REVIEW

The Draft SEIR analyzes potentially significant environmental impacts in the following environmental categories: aesthetics, shadow and wind; air quality; biological resources; cultural and historic resources; geology, soils, and geohazards, greenhouse gases and climate change; hazardous materials; hydrology and water quality; land use, plans and policy; noise; population, housing, and employment; public services and recreation facilities; and traffic, transportation and circulation, utilities and service systems, among other topics.

The Draft EIR identifies significant unavoidable environmental impacts (SU) related to:

- Air Quality Impacts
- Cultural Impacts/historic resources
- Transportation and Circulation Impacts

The Draft SEIR also examines a reasonable range of alternatives (Chapter 5) to the project, including the CEQA-mandated No Project Alternative, and other alternatives that may be capable of reducing or avoiding potential environmental effects.

Chapter 6 of the Draft SEIR discusses the environmental impacts, including SU and cumulative environmental impacts, growth-inducing impacts, significant and irreversible impacts, as well as effects found not to be significant. Impacts and mitigation measures identified in this SEIR also include standard conditions of approval, mitigation measures, including level of significance of the impact after recommended mitigation measures are implemented.

## ENVIRONMENTAL REVIEW PROCESS

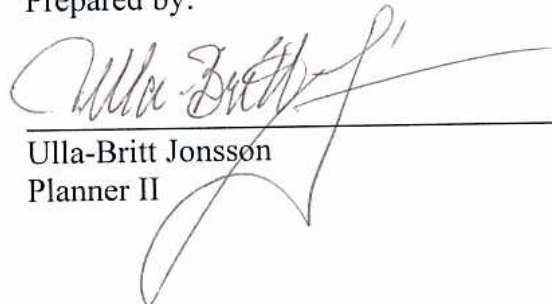
At the conclusion of the public comment period staff will prepare the Final SEIR (Commonly referred to as a SEIR), which will include the Draft SEIR, comments received on the Draft SEIR, responses to comments, and other information specified in CEQA Guidelines section 15132. The SEIR is anticipated to be presented to the Commission in December and would be relied upon when considering the discretionary approvals necessary for the project.

## STAFF RECOMMENDATION

Staff recommends that the Planning Commission:

- 1) Hold a public hearing and receive testimony on the Draft Supplemental Environmental Impact Report.
- 2) Provide staff direction regarding issues to be addressed in the Final Environmental Impact Report.
- 3) Close the public hearing on the Draft Supplemental Environmental Impact Report, but continue to accept written comments on the document until 4:00 p.m. September 20, 2011.

Prepared by:



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Ulla-Britt Jonsson  
Planner II

Approved for Forwarding to the City Planning Commission:



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Eric Angstadt  
Deputy Director of the Community and  
Economic Development Agency