



*Chris Pattillo, Chair
Jonelyn Whales, Vice-Chair
Jahaziel Bonilla
Michael Coleman
Jim Moore
Adhi Nagraj
Emily Weinstein*

October 30, 2013
Special Meeting*

ROLL CALL

Present: Pattillo, Bonilla, Coleman, Moore, Nagraj, Weinstein.

Excused: Whales.

Staff: Robert Merkamp, Edward Manasse, Laura Kaminski, Mark Wald, Cheryl Dunaway.

WELCOME BY THE CHAIR

Committee Matters

Commissioner Coleman stated that he attended two separate public meetings pertaining to this project's area plan. One at the Temple Sinai and the other with the League of Women Voters, Hot Topics on October 23, 2013 to receive background information.

For further information on any case listed on this agenda, please contact the case planner indicated for that item. For further information on Historic Status, please contact the Oakland Cultural Heritage Survey at 510-238-6879. For other questions or general information on the Oakland City Planning Commission, please contact the Community and Economic Development Agency, Planning and Zoning Division, at 510-238-3941.

♿ This meeting is wheelchair accessible. To request materials in alternative formats, or to request an ASL interpreter, or assistive listening device, please call the **Planning Department at 510-238-3941** or **TDD 510-238-3254** at least three working days before the meeting. Please refrain from wearing scented products to this meeting so attendees who may experience chemical sensitivities may attend. Thank you.

**PUBLIC HEARINGS**

*** PLEASE NOTE: THIS IS A CONTINUATION OF THE PUBLIC HEARING FOR THE BROADWAY VALDEZ DISTRICT SPECIFIC PLAN AND DRAFT EIR. AT THE OCTOBER 16, 2013 PLANNING COMMISSION MEETING, THE COMMISSION CONTINUED THE PUBLIC HEARING ON THIS MATTER TO OCTOBER 30, 2013 AND ALSO EXTENDED THE PUBLIC COMMENT PERIOD FOR WRITTEN COMMENTS TO 4:00 P.M. ON TUESDAY, NOVEMBER 12, 2013.**

1.	<p>Location: The Broadway Valdez District Specific Plan Area ("Plan Area") is located at the north edge of Oakland's Central Business District. The Plan Area, which includes land along both sides of Broadway, extends 0.8 miles from Grand Avenue to I-580. The Plan Area includes approximately 95.5 acres, including 35.1 acres in public right-of-way and 60.4 acres of developable land.</p> <p>Proposal: Conduct a public hearing and solicit /provide comments on the Draft Environmental Impact Report (DEIR) of the Draft Broadway Valdez District Specific Plan, the Specific Plan and the associated General Plan and Planning Code amendments (text and map changes) along with Design Guidelines (Related Documents).</p> <p>Applicant: City of Oakland</p> <p>Case File Number: ZS12046, ER120005, GP13268, ZT13269, RZ13270</p> <p>General Plan: Central Business District, Community Commercial, Neighborhood Center Commercial, Urban Residential, Mixed Housing Type Residential, Institutional CBD-P, CBD-C, CC-2, CC-2/D-BR, CN-2/D-BR, RU-3/D-BR, RU-4/D-BR, RM-3/D-BR, RM-4/D-BR</p> <p>Environmental Determination: An Environmental Impact Report (EIR) is being prepared for the Broadway Valdez District Specific Plan. The DEIR was published for a 45 day public review period from September 20, 2013, to November 12, 2013 (extended at the October 16, 2013 Commission hearing from November 4th).</p> <p>Historic Status: The Plan Area includes cultural/historic resources that include CEQA Historic Resources and may be eligible for, or are on an historical resource list (including the California Register of Historic Resources, the National Register of Historical Resources, and/or the Local Register); as well as several cultural/historic resources designated by the City of Oakland as Areas of Primary Importance (API); Areas of Secondary Importance (ASI); properties individually rated A, B, C, or D; and Landmark properties.</p> <p>Service Delivery District: 2</p> <p>City Council District: 3</p> <p>Status: The DEIR was released on September 20, 2013, and the public comment period on the DEIR, Specific Plan and Related Documents now ends on November 12, 2013. The October 30th meeting is a continuation of the Public Hearing from October 16, 2013.</p>
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Action to be Taken: Receive public and Planning Commission comments on the DEIR and Related Documents. No decisions will be made on the project at this hearing.

Finality of Decision: N/A

For Further Information: Contact project planner Laura Kaminski at 510-238-6809 or lkaminski@oaklandnet.com
Project website: www.oaklandnet.com/bvdsp

Staff Members Edward Manasse and Laura Kaminski gave a PowerPoint presentation.

Commissioner Weinstein asked for information about the Broadway Valdez District Specific Plan being added to the Central Business District (CBD).

Mr. Manasse responded stating, there are various retail developments occurring in Oakland.

Speakers: Naomi Schiff, Riley Doty, Paul Junge Young, Pamela White, Peter Birkholz, Michael Stangl, Kathryn Hughes, Reesa Tansey, Gloria Bruce, Brytanee Brown, Kenya Wheeler, Brian Stanke, Keira Williams, Kate Dobbins, Lorri Arazi, Sarah Cohen.

Commissioner Weinstein asked about the Environmental Impact Report (EIR) historical preservation sub alternatives. What's enclosed reads "in order to preserve the historic building(s)" the assumption is, there isn't any development occurring on that site. Is this true?

Ms. Kaminski responded, some of the development may be reduced and not be fully developed. They've been flexible because it's private property so, they can't determine for certain where development occurs or not.

Commissioner Nagraj asked staff to address the loss of residential housing and how much it will amount to.

Planning Commission Questions, Comments and Concerns:

Commissioner Nagraj stated that he believes this area plan is a retail first strategy. He would like the retail base to be spread throughout the plan and not placed in the Lake Merritt/Whole Foods area only. He feels the language in the Environmental Impact Report (EIR) is very loose and read a passage from 4.11-11 titled, Replacement of Existing Housing. Low income households may be entitled to relocation assistance under the Ellis Act, and some residents may find that the new location is either beneficial to them or may have higher monthly rent cost and is less desirable. He also doesn't agree with the statistics stated in the Environmental Impact Report (EIR) which states: "Over a long term future projections forecast substantial housing growth in Oakland averaging 2,000 units per year from years 2010 to 2035". He finds it more appropriate to support a semi costly parking garage that will accommodate retail businesses and shoppers, than demolishing existing homes. He would like to see less density in the Lake/Grand Avenue area.



Commissioner Bonilla stated that he would like for affordable housing to be provided, local hiring for Oakland residents especially, youth to work on the construction portion of this plan, likes the idea of cable cars on Oakland Avenue and to improve the Piedmont Avenue traffic particularly, the intersection on lower Piedmont Avenue where it's difficult to make a left turn. He feels both retail and affordable housing are very important and should be included in the plan.

Commissioner Moore concurs with Commission Bonilla about the uncertainty of the types of development Oakland will attract and importance of bringing more retail into Oakland. The point of this plan is to create an entitlement or certainty for developers to come in and assist retailers to build in the area. The reason it's the Broadway Valdez Triangle is because of the square footage and the development plan is a million and one square feet of retail which is a lot of retail. This is a specific area plan that is being rezoned to encourage retail developers to come to Oakland. He is supportive of figuring out a way to keep the Harrison Street frontage as a buffer from the Lake to whatever development comes to the area. The Webster Street underpass isn't really included in the plan, but needs to be addressed due to its significant bicycle path and connections to Mosswood Park and the Temescal area. He feels that the Transportation Demand Management's parking and transportation plan having its own area plan is sensible, but there should also be a shift to the traffic impact fees and away from project by project conditions of approval that imposes conditions on projects. The affordable housing component should be citywide with some goals that are politically evaluated neighborhood by neighborhood and met to projects and plans such as this one, rather than plan by plan, neighborhood by neighborhood jumping in and imposing conditions. He has heard that there is a connection from Glen Echo Creek to Lake Merritt and would like for that to be reviewed. There was mention of Micro housing that speaks a little about affordable housing and is considered affordable by design, but he has different points of views about that.

Commissioner Weinstein loves the flexibility of this specific plan, and staff has done an incredible job allowing for incremental organic growth in hopes this plan will provide. In complete neighborhoods, integration of retail and housing should be considered and the historic preservation and the character of the neighborhood is a part of that. There is some idea it involves retail, but having incentives for affordable housing and the historic preservation is just as important for having a complete neighborhood, which is the goal of the plan. She would like to have a better sense of if there should be a million square feet in this area or is some of the million square feet of retail exist in other areas of Oakland. She stated that they should be careful around the up zoning, because they've gotten very excited about density, but it's also having the high FARs and height limits that also increase the property value. She wants to make sure that when reviewing the Environmental Impact Report (EIR) mitigations, realistic build outs and all of the various alternatives are viewed. She likes the idea of the transportation mitigation reviewing the impact fees over an entire area, but isn't clear on how those fees are levied particularly when the specific plan isn't project by project and isn't sure when the impact fees will be implemented and followed through. It's noticeable that there are no additional open green spaces, and she feels that this is a very large area so, if people are coming here for either housing, ground floor retail or a retail destination that people like respites in the middle of urban areas and she feels that it's important to have green space to attract and retain people to the area. She would like to know more about the Whole Foods Market effect.

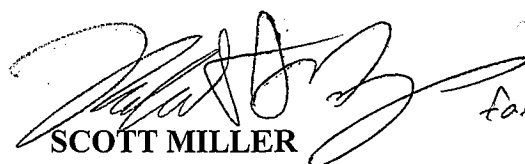


Commissioner Coleman stated that Broadway and Piedmont Street intersection isn't safe, and would like for a left turn arrow traffic signal to be installed there. He doesn't agree with the demolition of a site section due to long vacancy issues. He is concerned about the wall that Interstate 580 has generated across the city which most people may not want to cross particularly, in the area below Interstate 580 freeway. He would like to find ways to attract people to the areas below Interstate 580 freeway, in which retail and residential development may be one way in doing so. He noticed there are incentives proposed in the plan and feels this may put pressure on developers, in which staff and the Planning Commission must be observant on how to get the incentives to work. No one has addressed this issue and it should be considered on how the State of California and Oakland handles their water issues. If a pedestrian connection from Broadway to Kaiser Hospital to Jack London Square, through the Central Business District (CBD) and the proposed retail development and pedestrian pathways, transit is also needed.

Chair Pattillo stated that this is a very good plan and likes the high density. With the exception of page 150 that seems to negate everything else in the plan, but she likes it overall. How would there be a balance between retail and housing? The demolition proposal of the retail area on Waverly Street isn't very clear and needs refining. The incentives need clarifying which will assist with motivation the two remaining auto dealerships that are in the Broadway Valdez to move to the north end and incentive that will clearly encourage and support the existing auto dealerships on the north end to move to an urban model. The City of Oakland's tree planting policy currently in place isn't very strong and may need to have a discussion with the Tree Division in hopes for them drafting a very strong and clear tree planting plan. One of the recommendations in the plan is to do a wholesale revamp of the urban plazas called Broadway Auto Row. She recommends that this be the lowest possible priority. She read a sentence from a letter she previous wrote which basically states that no work on any other public improvement shall began until there is a plan in place to maintain the existing proposed improvements. The plan proposes a plaza be developed at that location, she would rather see a building there, because it's too long of a stretch for a pedestrian to walk across that entire length so, a small building would be better to have at that location to assist with the pedestrian flow along that street. References were made in the plan about large format retail in which she doesn't think that it means a store such as a Target store. She would like for that to be clarified in the final draft.

ADJOURNMENT

Meeting adjourned at approximately 8:25 P.M.


SCOTT MILLER
Zoning Manager
Planning and Zoning Division

NEXT MEETING: November 6, 2013