



CITY OF OAKLAND

Department of Planning, Building and Neighborhood Preservation
250 Frank H. Ogawa Plaza, Suite 3315, Oakland, California, 94612-2032

NOTICE OF PREPARATION OF A DRAFT ENVIRONMENTAL IMPACT REPORT FOR THE SHOPS AT BROADWAY DEVELOPMENT PROJECT

The City of Oakland's Department of Planning, Building and Neighborhood Preservation is preparing a Draft Environmental Impact Report ("EIR") for **The Shops at Broadway** (the "Project") as identified below, and is requesting comments on the scope and content of the EIR. The EIR will address the potential physical, environmental effects for each of the environmental topics outlined in the California Environmental Quality Act ("CEQA"). The City has not prepared an Initial Study.

The City of Oakland is the Lead Agency for the Project and is the public agency with the greatest responsibility for approving the Project or carrying it out. This notice is being sent to Responsible Agencies and other interested parties. Responsible Agencies are those public agencies, besides the City of Oakland, that also have a role in approving or carrying out the Project. When the Draft EIR is published, it or a Notice of its Availability/Release will be sent to all Responsible Agencies and to others who respond to this Notice of Preparation ("NOP") or who otherwise indicate that they would like to receive a copy. Responses to this NOP and any questions or comments should be directed in writing to: Darin Ranelletti, Planner III, City of Oakland, Department of Planning, Building and Neighborhood Preservation, 250 Frank H. Ogawa Plaza, Suite 3315, Oakland, CA 94612; (510) 238-3663 (phone); (510) 238-6538 (fax); or dranelletti@oaklandnet.com (e-mail). The comment period for the NOP will begin on August 1, 2012. Comments on the NOP must be received by 5:00 p.m. on August 31, 2012. Please reference case number ER120007 in all correspondence. In addition, comments may be provided at the EIR Scoping Meeting to be held before the City Planning Commission. Comments should focus on discussing possible impacts on the physical environment, ways in which potential adverse effects might be minimized, and alternatives to the project in light of the EIR's purpose to provide useful and accurate information about such factors.

PUBLIC HEARING:

The City Planning Commission will conduct a public hearing on the scope of the EIR for the Project on August 29, 2012, at 6:00 p.m. in the Sgt. Mark Dunakin Hearing Room (Hearing Room 1), Oakland City Hall, 1 Frank H. Ogawa Plaza, Oakland, CA.

PROJECT TITLE: The Shops at Broadway

PROJECT LOCATION: 3001-3039 Broadway, Oakland, CA (APNs 009-0705-004-00; 009-0705-005-00; 009-0705-006-00; & 009-0705-007-00; northwest corner of Broadway and 30th Street) (see map on reverse). The project site is located in the proposed Broadway Valdez District Specific Plan (BVDSP) area, which is currently undergoing its own separate and independent planning and CEQA process. However, the BVDSP will be considered in the cumulative analysis of the proposed Project.

PROJECT SPONSOR: Portfolio Development Partners LLC

EXISTING CONDITIONS: The approximately 83,000 sq. ft. project site is currently an asphalt-paved parking lot. The site is bound by Broadway to the east, 30th Street to the south, Webster Street to the west, and a car dealership to the north. The General Plan designation for the site is Community Commercial and the applicable zoning is CC-2/D-BR. The project site is not listed on the Cortese List of hazardous waste sites.

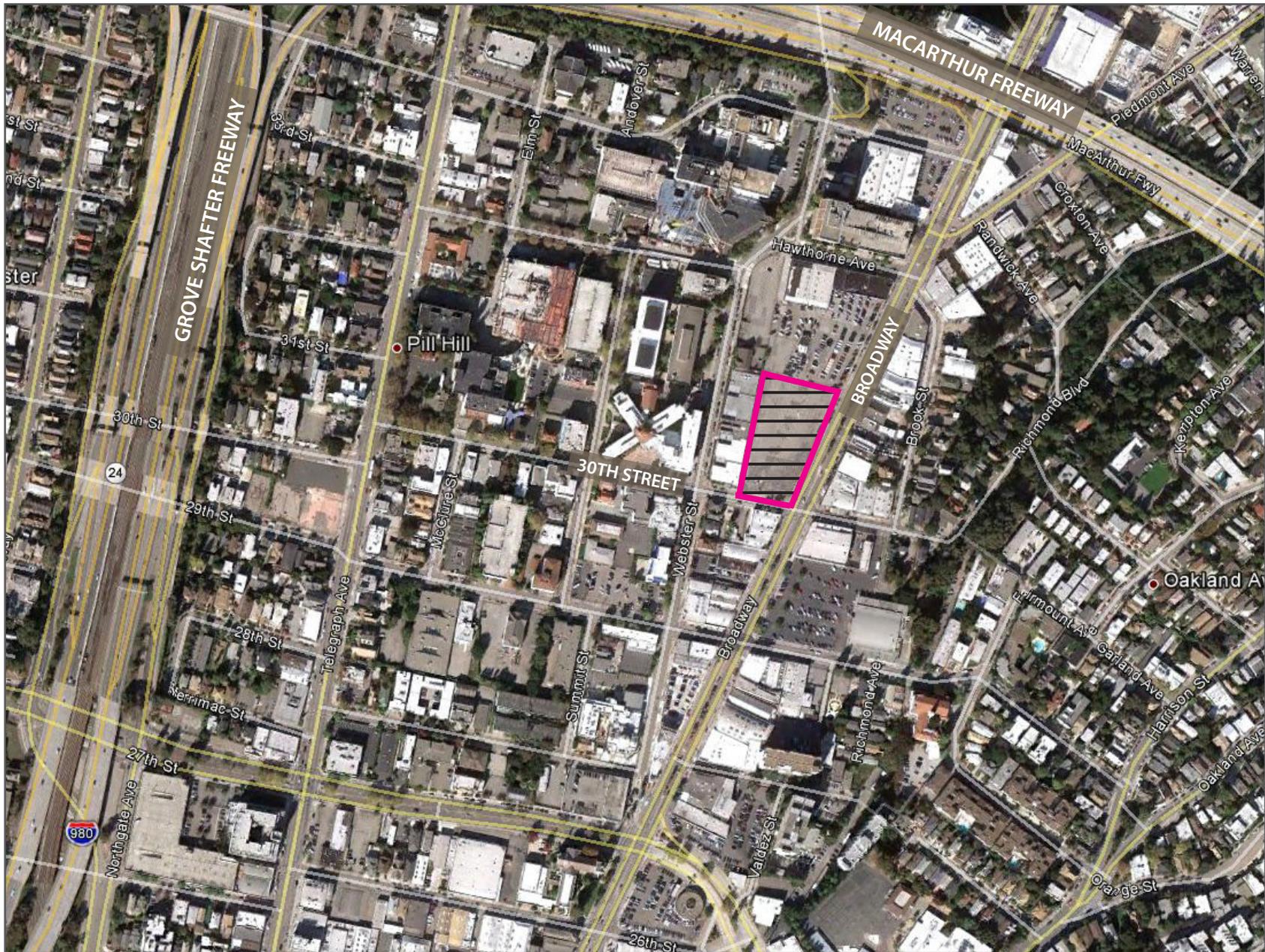
PROJECT DESCRIPTION: The proposed Project involves construction of an approximately 35,750 sq. ft. single-story commercial development consisting of an approximately 26,000 sq. ft. anchor tenant (grocery store) and approximately 9,750 sq. ft. of retail space (which may include up to 6,000 sq. ft. of restaurant space). 171 parking spaces are proposed.

PROBABLE ENVIRONMENTAL EFFECTS: It is anticipated that the proposed Project may have environmental effects related to Air Quality, Cultural Resources, Greenhouse Gas Emissions, Hazards and Hazardous Materials, Noise, and Traffic and Transportation. The Project is expected to generate more than 100 p.m. peak hour net new vehicle trips. It is anticipated that the project will not have environmental effects related to Aesthetics, Agriculture and Forest Resources, Biological Resources, Geology and Soils, Hydrology and Water Quality, Land Use and Planning, Mineral Resources, Population and Housing, Public Services, Recreation, and Utilities and Service Systems. However these environmental factors will nevertheless be analyzed in the EIR.

The Draft EIR will also examine a reasonable range of alternatives to the Project, including the CEQA-mandated No Project Alternative, and other potential alternatives that may be capable of reducing or avoiding potential environmental effects.

July 27, 2012
File Number: ER120007

Scott Miller
Interim Planning and Zoning Director, Environmental Review Officer



 Project Site

