
Project Description

Introduction

The City of Oakland received a Transportation Investment Generating Economic Recovery (TIGER) grant from the U.S. Department of Transportation to prepare a Specific Plan and its associated EIR to guide development and revitalization in West Oakland.

The proposed West Oakland Specific Plan provides comprehensive and multi-faceted strategies for development and redevelopment, of vacant and/or underutilized commercial and industrial properties in West Oakland. It establishes a land use and development framework, identifies needed transportation and infrastructure improvements, and recommends implementation strategies needed to develop those parcels. The Plan is also a marketing tool for attracting developers to key sites and for encouraging new, targeted economic development.

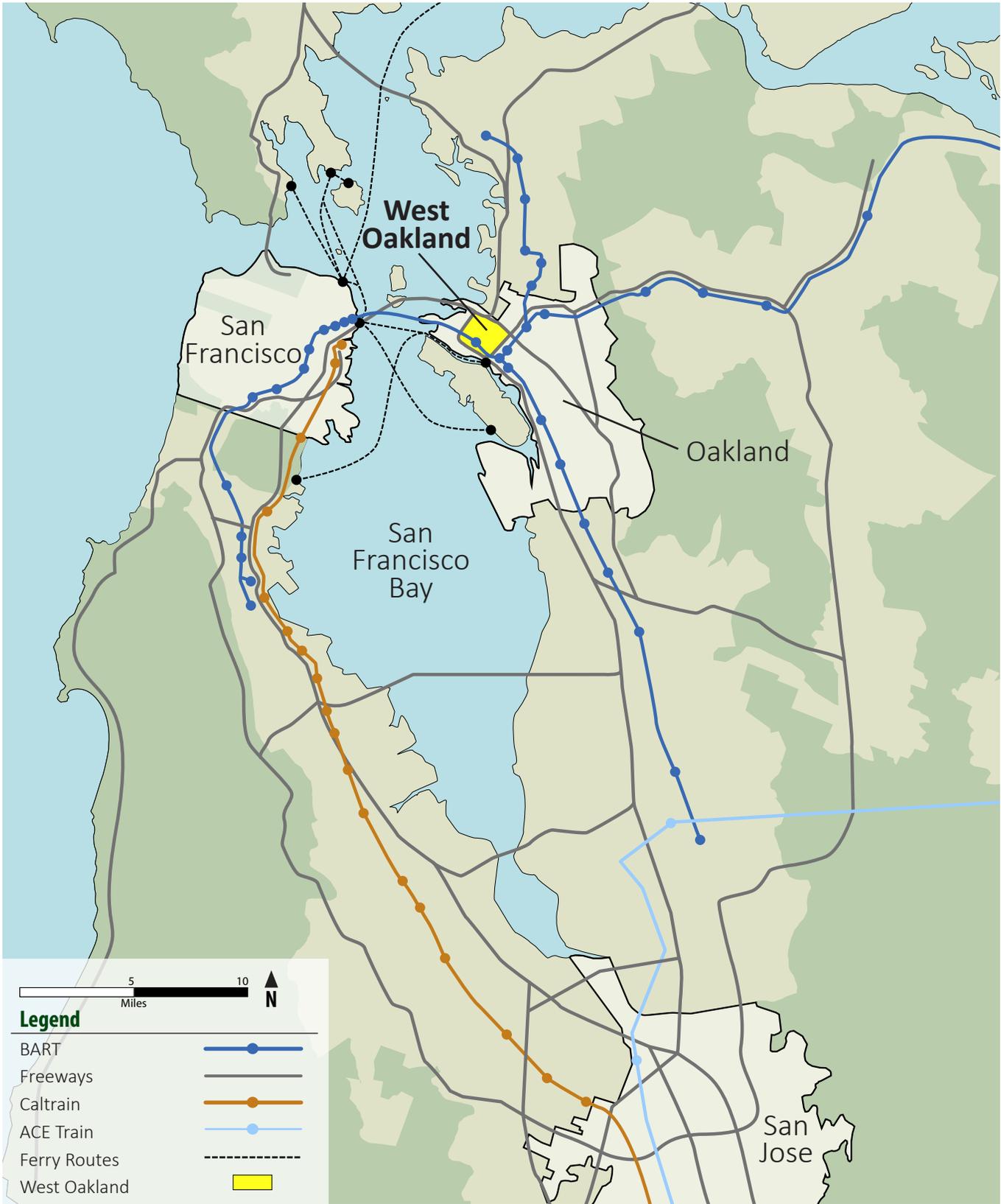
This chapter describes the proposed West Oakland Specific Plan or “project” addressed in this EIR. As required by the CEQA Guidelines, this project description is presented in sufficient detail to the extent needed for evaluation of environmental impacts. In accordance with Section 15124 (Project Description) of the CEQA Guidelines, this chapter describes:

- the location, characteristics and boundaries of the Planning Area;
- Specific Plan background and history;
- basic objectives of the Specific Plan;
- vision, development framework, development standards and guidelines, goals and policies, plan proposals, and implementation program included in the Specific Plan;
- development assumptions and time frame used throughout this EIR; and
- approvals required to adopt the Specific Plan.

Project Location, Characteristics and Boundaries

Location

The West Oakland Specific Plan Planning Area (Planning Area) is located in the heart of the East San Francisco Bay Area, near the hub of the Bay Area’s freeway system and regional transit system (see **Figure 3-1**). The West Oakland BART station is located in the southern portion of the Planning Area, and the MacArthur BART station is located approximately one-quarter mile northeast of the Planning Area. The Planning Area is generally bounded by Interstate 580 (I-580) to the north, I-980 to the east and I-880 to the west. **Figure 3-2** illustrates the Project location and the Planning Area boundaries.



Source: JRDV Intl.

Figure 3-1
Regional Location





Source: JRDV Intl.

Figure 3-2
West Oakland Planning Area Location



Planning Area Characteristics and Boundaries

The Planning Area comprises approximately 2.18 square miles or approximately 1,900 acres, subdivided into 6,340 parcels. It has a current population of approximately 25,000 people, and contains employment opportunities for more than 15,000 current employees.

Existing Land Use

Residential uses occupy approximately 60 percent of the land in West Oakland, generally concentrated in the northern, eastern and southwestern portions of the area.

Industrial, commercial and truck-related uses occupy about 23 percent of the land area. Industrial uses are concentrated primarily around Mandela Parkway and West Grand Avenue and in the vicinity of 3rd Street. Commercial activities primarily occur at the northern end of the Planning Area near Emeryville, along San Pablo Avenue, at the eastern end of West Grand Avenue, on Market Street and on 7th Street.

Government/institutional and utilities uses occupy the remaining 17 percent of the Planning Area. Lands devoted to government, institutional and utilities uses include properties owned by Caltrans, Union Pacific Railroad, U.S. Postal Service, Bay Area Rapid Transit District (BART), East Bay Municipal Utility District (EBMUD), Oakland Unified School District, Oakland Housing Authority, and City of Oakland.

Existing land use in the Planning Area is illustrated on **Figure 3-3**.

Planning Area Boundaries

Surrounding the Planning Area is a mix of land uses:

- To the north, north of I-580 is the East Bay Bridge Shopping Center and other residential, light industrial, office and public uses in Emeryville.
- To the northwest are the East Bay Municipal Utility District (EBMUD) Main Wastewater Treatment Plant, the I-80/I-580/I-880 interchange, and eastern terminus of the San Francisco-Oakland Bay Bridge and the bridge toll plaza.
- To the east, east of I-980, are the Pill Hill and Uptown neighborhoods, Downtown Oakland, City Center, Old Oakland and the 19th Street and 12th Street BART Stations.
- To the southeast are the waterfront Jack London District and Jack London Square.
- Interstate 880, the Union Pacific Railroad and the Burlington Northern and Santa Fe (BNSF) Railroad are located along the southern and western boundaries of the Planning Area. The Port of Oakland and the former Oakland Army Base, currently leased for interim transportation, industrial and commercial uses until it is redeveloped as a Port Logistics Center, are to the south and west of the Planning Area.

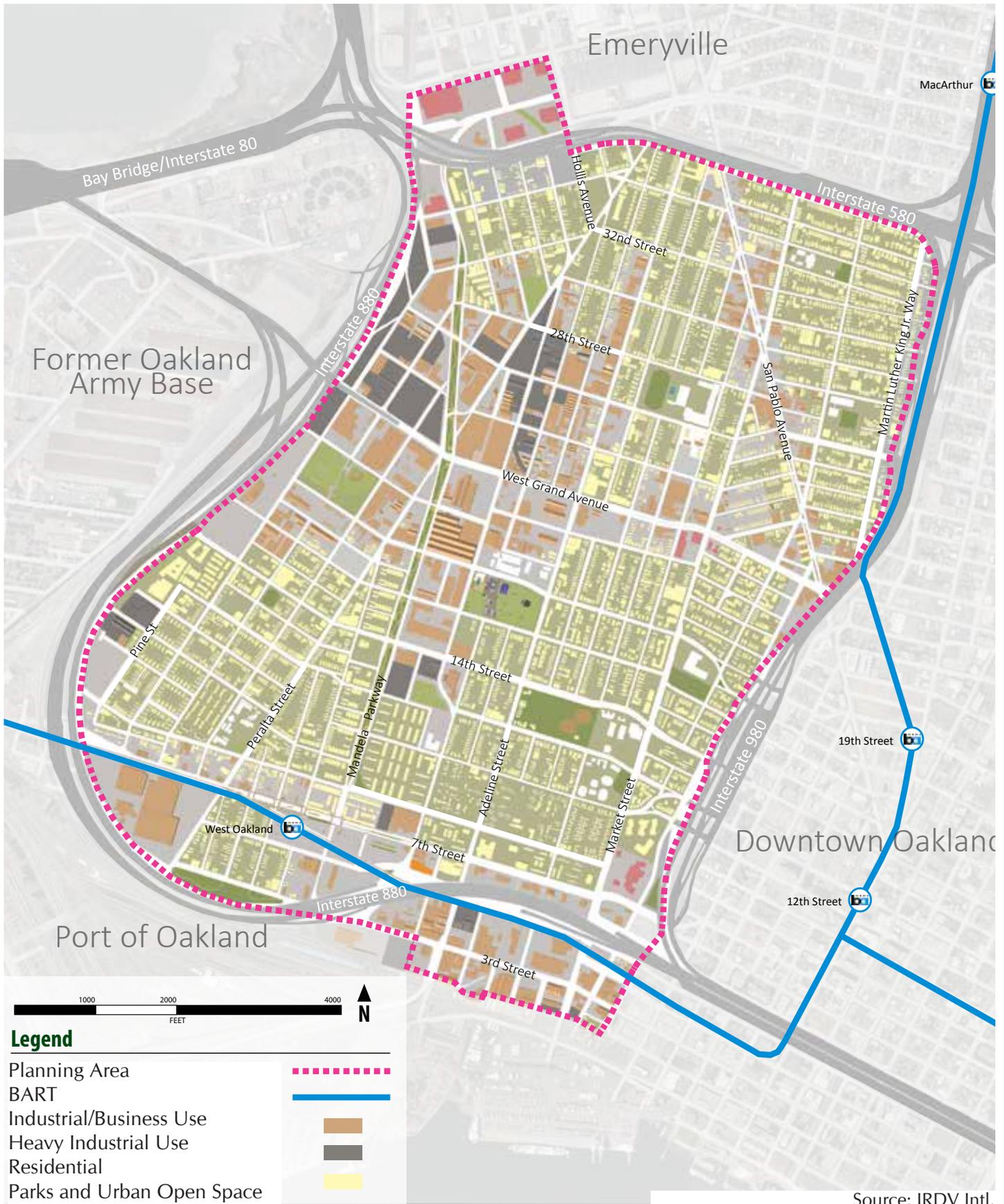


Figure 3-3
Existing Land Use in the Planning Area



Planning Subareas

Opportunity Areas

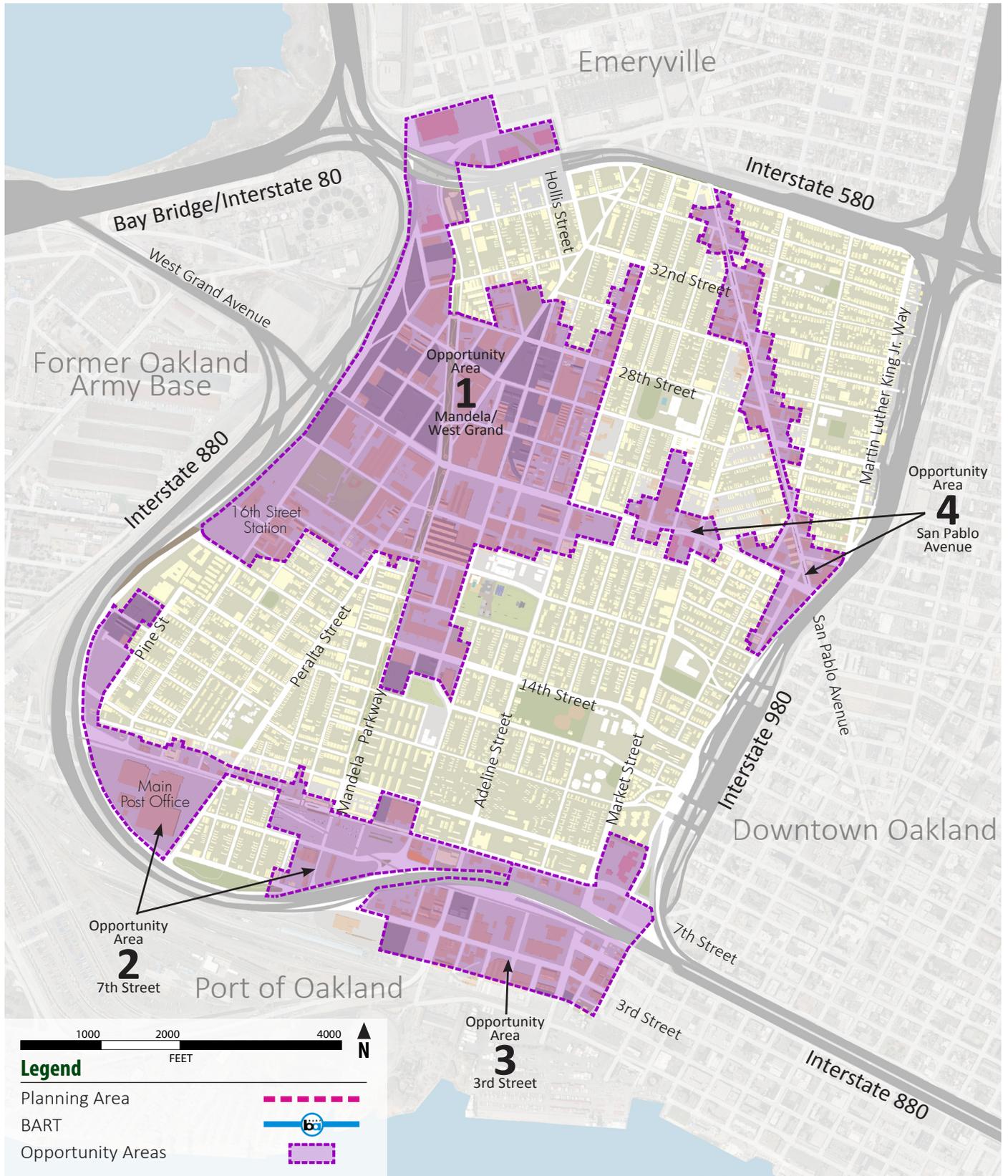
Within West Oakland, the Specific Plan identifies four “Opportunity Areas’ targeted for growth and development. Development facilitated by the Specific Plan would occur in these Opportunity Areas, which contain vacant and underutilized properties, and older buildings that no longer meet current standards and market conditions. These are the areas identified as having the most potential for change. The following Opportunity Areas are shown on **Figure 3-4**:

- Opportunity Area 1: Mandela/West Grand (354 gross acres, or 243 net acres not including public right-of-way and other public open space)
- Opportunity Area 2: 7th Street (95 gross acres, 65 net acres)
- Opportunity Area 3: 3rd Street (103 gross acres, 68 acres net acres), and
- Opportunity Area 4: San Pablo Avenue (52 gross acres, and 37 net acres)

Because of their size and the differing land use development and planning strategies envisioned under the Specific Plan, the Mandela/West Grand Avenue, 7th Street and San Pablo Avenue Opportunity Areas are further divided into subareas, as shown on Figure 3-4.

Opportunity Sites

Within the four Opportunity Areas, new growth and development facilitated by the Specific Plan is most likely to occur on 37 specifically identified Opportunity Sites. These Opportunity Sites are also illustrated on **Figure 3-5** and listed on **Table 3-1** below. Development and redevelopment of the Opportunity Sites is expected to occur because these sites are individual parcels or groups of commercial and/or industrial parcels that are strategically located, and are vacant, underutilized, blighted or contain uses that conflict with nearby residential neighborhoods. The Opportunity Sites are expected to serve as catalysts in that their development will encourage development of other properties in the surrounding Opportunity Area and can make direct positive contributions to the community.



Source: JRDV Intl.

Figure 3-4
West Oakland Specific Plan - Opportunity Areas





Figure 3-5
West Oakland Specific Plan - Opportunity Sites



Source: JRDV Intl.

West Oakland Specific Plan, Draft EIR

Table 3-1: Opportunity Sites

Site #	Assessor's Parcel Number(s)	Address/Location/Descriptor	Area (acres)
1	7-059-900	1650 32 nd Street	1.22
2	7-586-2	2601 Peralta Street	1.70
3		Upper Wood Street	5.37
4	7-576-1-11 and -15	2240 Wood Street (West Grand / Campbell)	3.54
5	5-402-4-2, --5-2 and -6; 5-419-1-4; 420-1-3 and -5	Pacific Pipe / American Steel	12.63
6	7-571-3-1	1699 West Grand Avenue	4.75
8	7-562-1; 7-563-1	Roadway Express	4.32
9	5-411-1-4; 5-411-2-5	West Grand Avenue / Market Street	1.89
10	5-422-2-3	2300 Peralta Street (Mandela / Peralta / West Grand)	3.18
11	5-449-1-1	2701 Poplar (Custom Alloy Scrap Sales – CASS)	2.84
12	7-559-1-2; 7-559-4	Half block at Willow / Campbell / 17 th Street	0.98
13	7-572-1-1; 7-572-1-2, 7-572-2-1, -2, -4 and -5	1700 Willow (Wood / Willow / W. Grand / 20 th Street)	4.77
14	7-570-2	2001 Peralta (portion of block at Campbell / 20 th / Peralta)	0.87
15	5-421-2-2; 5-421-3	Triangle – (Mandela / Peralta / 20 th Street)	0.81
16	5-399-1-3	North portion of block (Mandela / Peralta / 20 th Street)	0.88
17	7-572-2-4	Poplar to Linden, West Grand to 20 th Street	13.02
18	7-576-1-12 and -14; 7-575-1, -2-3, -2-5, -4, -3-3; 7-579-4, -1-7, -1-8, -1-10, -2-2; 7-580-3-1, -5, -2-2, -1-1	West Grand to 32 nd , Campbell to Wood	17.79
19	5-460-1, -2 and -6-2	Triangle (Peralta / Poplar / 28 th Street)	0.76
20	5-423-1-1	Kirkham to Poplar, West Grand to 24 th Street	3.48
21	5-441-1 and -2	Triangle - (Peralta / Kirkham / 24 th Street)	1.40
22	5-490-13-4; 5-430-17-2	West Grand / Filbert / Myrtle / 24 th Street	2.92
23	4-49-1, -2-1, -2, -3 and -4; 4-51-18-2; 4-69-1, -2-1, -2-2, -3 and -4; 4-73-1, -2, -3, -4, -5, -6 and -7; 4-77-3	West Oakland BART Transit Village	9.44
24	18-390-10-7	West Oakland Alliance Development	3.95
25	4-73-10-2; 4-73-9	EPA Site	0.92
26	6-29-3-2; 6-29-4-3	10 th to 11 th , Pine to Frontage	2.94
27	6-49-25 and -26	9 th to 10 th , Pine to Frontage	1.62
28	6-47-1	Phoenix Iron Works	5.49
29	6-19-8; 6-19-28-2	7 th and Wood	0.42
30	6-19-22	7 th and Willow	0.25

31	6-17-17, -18, -19, -20, -21 and -22	7 th and Campbell	0.73
32	4-97-13, -14 and -15	7 th and Peralta	0.17
33		South half block between Union and Magnolia	0.69
34	1-221-14-1	Brush and Castro	1.36
35	4-3-2	425 Market	2.67
36	5-467-1, -2-1 and -2-3	North portion of block, Filbert / 30th / San Pablo	0.91
37	3-21-10; 3-25-3; 3-25-5-1	San Pablo / W. Grand / 23 rd / Brush	

Enhancement Areas

The predominantly residential neighborhoods of West Oakland that lie outside the Opportunity Areas are referred to as “Enhancement Areas” in the Specific Plan. These areas are not in need of transformational change; but rather conservation and enhancement of their existing strengths. Enhancement Areas include residential neighborhoods outside the Opportunity Areas, and many existing commercial and industrial parcels that are already developed with compatible, economically viable and job-generating uses. A key tenet of the Specific Plan is to retain, enhance, and improve these Enhancement Areas.

Background and History

Previous Planning Efforts

West Oakland has been the subject of much study and planning efforts over many decades. Some of these previous planning efforts have resulted in long-lasting and positive outcomes for the community, such as the replacement of the Cypress freeway with the landscaped Mandela Parkway, and the current redevelopment of the historic Southern Pacific depot and surrounding new housing units. Other previously prepared plans have not come to fruition with tangible community improvements as yet, but have been important steps toward creating a consensus of what West Oakland could and should become.

At least thirty six planning documents have been prepared for West Oakland over the past two decades. Several prior documents, in particular, contain strongly articulated, consistent and currently relevant goals for the future development of West Oakland. These previous documents include:

- *West Oakland Visions & Strategies* (1994),
- *Seventh Street/McClymonds Corridor Neighborhood Improvement Initiative* (1999),
- *West Oakland Transit Village Action Report* (2001),
- *Neighborhood Knowledge for Change*, West Oakland Environmental Indicators Project (2002),
- *Redevelopment Plan for the West Oakland Redevelopment Project Area* (2003), and
- *West Oakland 2000*, and
- *Acorn/Prescott Transportation Plan*.

These previous West Oakland plans have been used as a starting point for identifying community goals. The primary goals from these previous documents have been consolidated into general categories pertinent to current West Oakland issues, and carried forward under this current planning effort.

Community Outreach and Public Participation

Steering and Technical Advisory Committees

Development of the West Oakland Specific Plan has benefitted immensely from the guidance of a 14-member Steering Committee comprised of volunteers representing West Oakland community organizations, residential neighborhoods and businesses. The Steering Committee has provided guidance regarding key community issues and concerns, and has made recommendations on strategies and actions that should be considered.

The strategies and actions contained in this Plan have also been vetted through a 21-member Technical Advisory Committee (TAC) made up of public agency representatives and advocacy groups.

Community Workshop Process

The planning process has included a very robust public outreach effort highlighted by five Community Workshops, where ideas were shared with the general public, additional public input and suggestions were solicited, and community consensus achieved through a facilitated public process. Approximately one hundred West Oakland residents and other stakeholders attended each workshop.

The City has hosted the following community workshops to solicit public input toward preparation of the Specific Plan:

- The first workshop was held on Tuesday, September 13, 2011, at the West Oakland Senior Center at 1724 Adeline Street.
- The second workshop was held on Thursday, November 3, 2011, 6:00 - 8:00 p.m., at the West Oakland Senior Center at 1724 Adeline Street.
- The third workshop was held on Tuesday, January 31, 2012, 6:00 - 8:00 p.m., at the West Oakland Senior Center at 1724 Adeline Street.
- The fourth workshop was held on May 5, 2012, 10:00 a.m. - 1:00 p.m., Cypress Mandela Training Center, 2229 Poplar Street.
- The fifth workshop was held on June 12, 2012, 6:00 - 8:00 p.m., at St. Vincent DePaul Community Center, 2272 San Pablo Avenue.

Additional Outreach and Community Involvement

Staff and the consultant team made numerous presentations from fall 2011 to the present to community groups, neighborhood organizations, committees, and also business groups, among others, and received comments that were considered as part of the Plan.

Project Goals and Objectives

CEQA Guidelines Section 15124(b) requires the EIR to describe the basic objectives of the project. These objectives are derived from two primary sources: the grant funding objectives of the US Department of Transportation (US DOT) and the City of Oakland, and the community-based objectives forming the

detailed recommendations of the Specific Plan. Those objectives include but are not limited to those listed below.

TIGER Grant Objectives

The City of Oakland received a Transportation Investment Generating Economic Recovery (TIGER) grant from the US Department of Transportation to develop a comprehensive plan for 1,800 acres in two adjacent areas:

At the Oakland Army Base, the grant fund objective is to develop an Infrastructure Master Plan and associated Environmental Impact Report (EIR) to direct needed utility and roadway improvements as a means of facilitating development of the former military property.

Within the adjacent West Oakland Specific Plan area, the grant fund objectives are to prepare a Specific Plan and EIR to guide future development, including:

- developing underutilized and blighted land,
- facilitating development in West Oakland, including identifying strategies for transit-oriented development at the West Oakland BART Station, and
- creating better linkages of transportation choices with new housing and employment options.

Community-Based Goals and Objectives

The comments received at public workshops, other community involvement efforts, and from the Steering Committee have been formulated as goals and objectives of the Specific Plan. These goals and objectives have been identified as the most important issues related to growth, development and change to those participating community members. These goals and objectives have also been vetted through the Technical Advisory Committee. The resulting goals and objectives are the “drivers” of the West Oakland Specific Plan’s detailed recommendations. All of the strategies and implementation actions of the Specific Plan are intended to relate back to the following overall community-based goals and objectives:

- Augment West Oakland’s development capabilities by enhancing the linkages between future Army Base uses and development in West Oakland, focusing on both these areas’ economic synergies as well as physical connections.
- Encourage the growth of additional jobs and services with opportunities and training available to both existing and future residents.
- Determine the most desirable and beneficial land uses for specific areas within West Oakland, recognizing that different areas have differing needs, opportunities and constraints, and assets.
- Attract quality, compatible residential, commercial and industrial development while preserving existing established residential neighborhoods.
- Support existing investment in the area and enhance existing assets.
- Support commercial, mixed-use and transit-oriented land uses in West Oakland, particularly in collaboration with the Bay Area Rapid Transit (BART) District for transit-oriented development at the West Oakland BART Station.
- Lessen existing land use conflicts and ensure avoidance of future conflicts between residential neighborhoods and non-residential uses.

- Enhance transportation resources throughout West Oakland and between West Oakland and adjoining areas.
- Further the physical and economic revitalization of West Oakland.
- Correspond with regional development issues in accordance with the district's Priority Development Area designation through SB 375 and AB 32.
- Minimize the potential for displacement of existing residents as new residents are accommodated.

Project Vision, Plan Framework and Specific Plan Proposals

Development Vision

The "vision" expressed in the proposed West Oakland Specific Plan is to provide a set of comprehensive and multi-faceted strategies for development and redevelopment of vacant and/or underutilized commercial and industrial properties. It establishes a land use and development framework, identifies needed transportation and infrastructure improvements, and recommends implementation strategies needed to develop those parcels. The Plan is also a marketing tool for attracting developers to key sites and for encouraging new, targeted economic development.

With very limited exceptions, the Specific Plan does not change the existing Oakland General Plan land use designations or the applicable zoning throughout West Oakland, and the Plan is intended to generally adhere to the City's Overall Industrial Land Use Policy to retain current industrial zoning districts. As such, the Specific Plan seeks to promote high density development near the West Oakland BART station, consistent with prior planning strategies. It encourages residential and neighborhood-serving commercial establishments on major corridors such as San Pablo Avenue. It seeks to direct industrial and more intensive commercial activities to locations closer to the Port of Oakland and away from residential areas as a means of protecting and enhancing West Oakland's residential neighborhoods. Additionally, the Plan encourages an enhanced multi-modal transportation system to better link residents and businesses.

Plan Framework

Pursuant to state planning law, the components of the Specific Plan include:

- Text and diagrams showing the distribution, location and extent of all land uses;
- Proposed distribution, location, extent and intensity of major components of public and private transportation, sewage, water, drainage, solid waste disposal, energy and other essential facilities needed to support the land uses;
- Standards and guidelines for development, and standards for the conservation, development and utilization of natural resources, where applicable;
- Program of implementation measures including regulations, programs, public works projects and financing measures; and
- A statement of the Specific Plan's relationship to the General Plan.

The Specific Plan seeks to achieve its vision this through a variety of actions, specifically including the creation of distinct land use overlays to provide detailed guidance for future development of key parcels throughout the Specific Plan area.

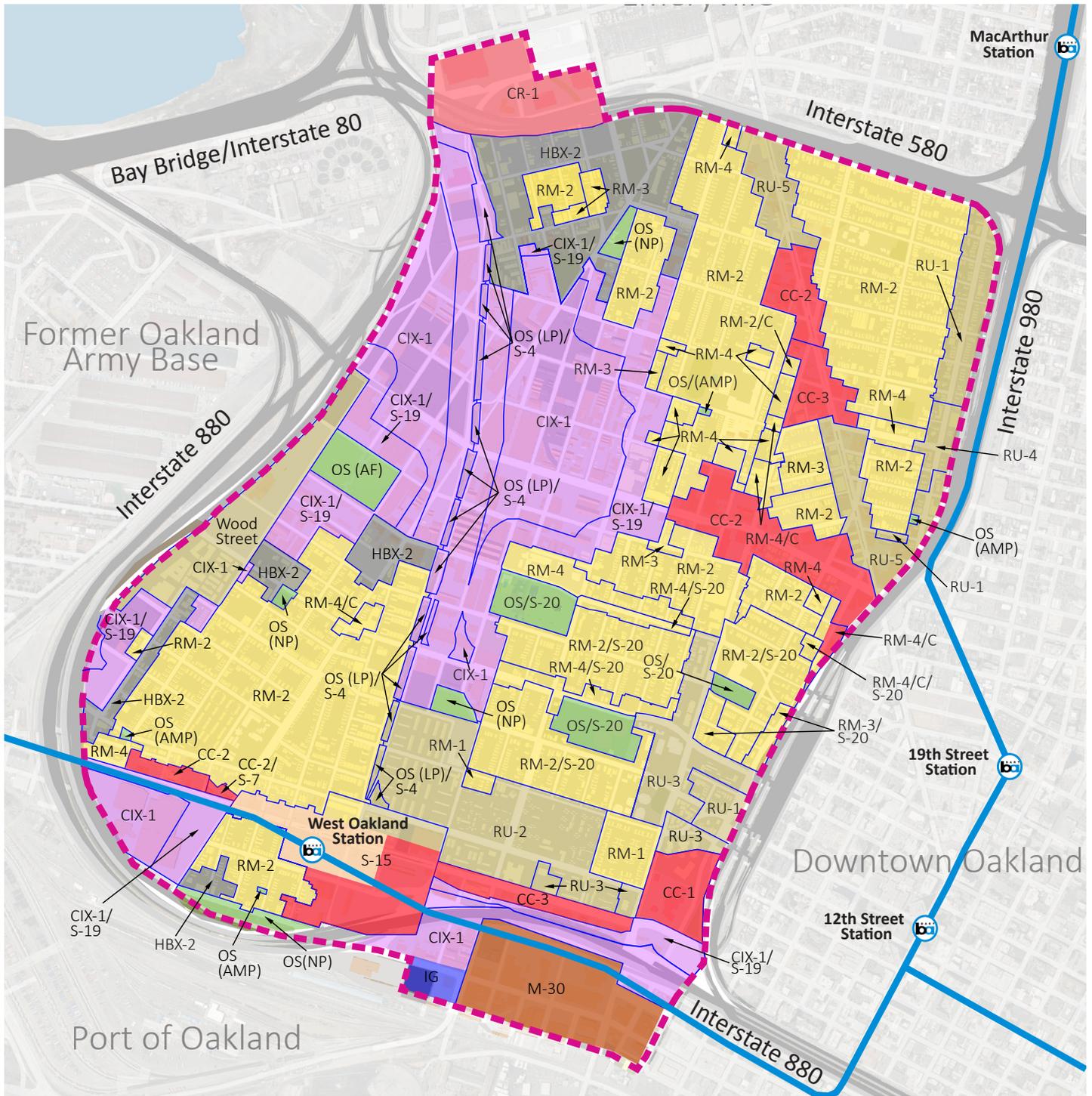
Commercial / Industrial Areas

Much of the non-residential land within the Opportunity Areas identified in the Specific Plan has a current General Plan designation of “Business Mix” as shown in **Figure 3-6**, and is correspondingly zoned as Commercial Industrial Mix (CIX-1) as shown in **Figure 3-7**. These land use and zoning categories are specifically intended to “create, preserve, and enhance the industrial areas of West Oakland that are appropriate for a wide variety of commercial and industrial establishments”, and to “accommodate existing industries and provide flexibility to anticipate new technologies”. These land uses are also supported by the City of Oakland’s Overall Industrial Land Use Policy, which is specifically intended to protect the remaining industrial lands in Oakland, recognizing that industrial land is a scarce resource, and that preservation of industrial land is vital to the future economic growth of the city. However, these current General Plan land use and zoning designations allow such a broad range of allowable uses, building intensities and development characteristics that there is no discernible or specific “vision” of the highest and best land uses for specific areas. This broad range of allowed uses may also raise property owner expectations beyond what the current market can support, thereby discouraging investment and slowing development as owners hold out for higher value projects. Currently, design review is not required in West Oakland’s industrial areas, which can lead to new industrial and business development that is not designed to be compatible with its neighbors, particularly when these neighbors are residential areas.

While allowing flexibility, the Specific Plan provides a more specific and definitive land use direction for the business areas of West Oakland, and provides greater clarity and predictability for property owners and developers, neighboring activities, and the community at large. The Specific Plan provides land use policy direction for the Opportunity Areas by identifying a set of new policy-based land use overlays. These land use overlays identify strategically distinct employment uses and building types, reflecting differences in business functions performed, business ages and sizes, and expected amenity levels. These land use overlays supplement, rather than replace the current General Plan and zoning land uses.

Industrial Land Use Overlays

Most of West Oakland’s industrial areas, particularly the areas within the Mandela/Grand and 3rd Street opportunity Areas, are currently zoned Commercial/Industrial Mix (CIX-1). The CIX-1 zone was developed for areas such as West Oakland that are designated Business Mix in the General Plan. The CIX-1 zone is intended to preserve the industrial areas of West Oakland for a wide range of commercial and industrial establishments, accommodating existing older industries and providing flexibility for new technologies. The CIX-1 zone allows a broad range of custom and light manufacturing, light industrial, warehouse, research and development, clean/green industries, and service commercial uses. A conditional use permit is currently required for the establishment or expansion of general manufacturing, construction operations, and automotive repair uses within 300 feet of a residential zone. The CIX-1 zone sets strict limits on recycling and truck-intensive uses. Truck-intensive uses are limited to areas further than 600 feet away from a residential zone and also require a conditional use permit. Large-scale commercial and retail uses are limited to sites with direct access to the regional transportation system. The CIX-1 zone allows work/live uses under special conditions. Residential uses are prohibited in the CIX-1 zone.

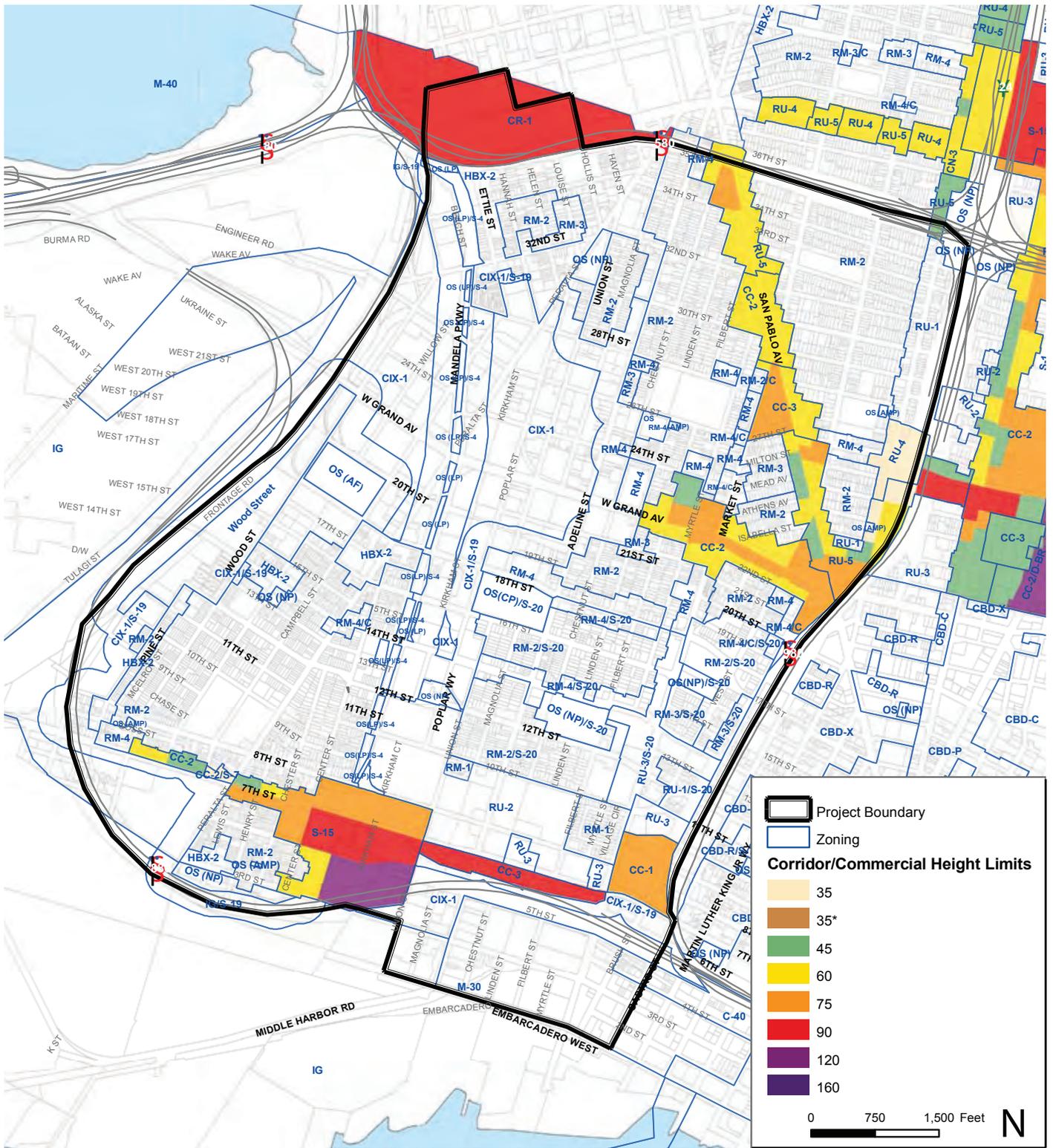


Source: City of Oakland General Plan

Figure 3-6
General Plan Land Use Designations, West Oakland



West Oakland Specific Plan, Draft EIR



Source: City of Oakland Zoning Map

Figure 3-7
Current Zoning Districts, West Oakland



West Oakland Specific Plan, Draft EIR

An important implementation strategy underlying this Specific Plan is the establishment of new overlay zones which provide additional land use regulations applicable to individual areas within the current CIX-1 zone. These overlay zones and additional regulations include the following:

- **Design Review.** City administrative design review procedures are to be required for all new development within the CIX-1 zone. Design review is not currently required for commercial and industrial facilities under existing CIX-1 regulations, but is considered necessary to implement the Design Guidelines included as part of this Plan.
- **Business Enhancement Overlay.** The purpose of the Business Enhancement land use overlay is to facilitate more intensive use of existing buildings and facilities which remain structurally sound and economically viable, thereby lowering vacancies and increasing utilization. The Business Enhancement land use overlay would modify the current CIX-1 zone with the following additional regulatory requirements:
 - Pursuant to the required Design Review procedure (see above), new development projects proposing to demolish an existing non-blighted building within the Business Enhancement overlay would be required to demonstrate that; a) it is economically, functionally, architecturally, or structurally infeasible to reuse the existing structure; b) that the existing structure has no reasonable use or cannot generate a reasonable economic return, and that the development replacing it will provide such use or generate such return; or c) that the existing structure constitutes a hazard and is economically infeasible to rehabilitate on its present site.
 - Further restricting freight/truck terminal, truck yard, and primary waste collection center uses as being not permitted; and
 - Lowering the permitted floor-area ratio (FAR) from the current ratio of 4:1, to a new ratio of 2:1.
Of the 270 net acres of property currently zoned for businesses and industrial uses, 133 acres (approximately 50%) are proposed under this Specific Plan as having a Business Enhancement land use overlay, suggesting the retention and greater utilization of nearly 5.2 million square feet of existing building space.
- **Low Intensity Business Overlay.** The purpose of the Low Intensity Business land use overlay is to identify those sites within West Oakland's business-oriented Opportunity Areas where new business and light industrial development should occur, generally in similar scale and character as the surrounding industrial and business area. Generally, these sites are vacant or underutilized lots, or properties which contain structures so heavily blighted or compromised as to be a hazard or a detriment to the economic development of surrounding properties. Frequently, these sites also have a legacy of soil and groundwater contamination, in need of clean-up and remediation. The current CIX-1 zoning district permits a wide range of land use types, and conditional use permits are required only for more heavy industrial types of uses, effectively streamlining the permitting process for new economic development activities. The Low Intensity Business land use overlay would modify the current CIX-1 zone by the following regulatory changes:
 - Add the expansion or introduction of new primary truck and freight operations, and recycling and waste operations, to the list of prohibited uses in West Oakland's CIX-1 zone.
 - Lowering the permitted floor-area ratio (FAR) from the current ratio of 4:1, to a new ratio of 2:1.
 - Increasing the area for which a conditional use permit is required prior to establishment or expansion of building materials, auto repair, surface parking, and general manufacturing and construction operations, from 300 feet to 600 feet from any residential zone.

Nearly all of the properties with the Low Intensity Business land use overlay are located either within the Mandela/West Grand and 3rd Street Opportunity Areas, or within a small industrial portion of the 7th Street Opportunity Areas. Of the 270 net acres of property currently zoned for businesses and industrial uses, 48 acres (approximately 18%) are proposed under this Specific Plan as having a CIX Low Intensity overlay, capable of accommodating as much as nearly 1.18 million square feet of new building space.

- **High Intensity Business Overlay.** The purpose of the High Intensity Business land use overlay is to identify appropriate sites where particularly strong locational advantages make possible the attraction of higher intensity commercial and light industrial land uses and development types. This land use overlay specifies preferred locations for more intensively developed (i.e., mid-rise building heights, densely developed, likely served by structured parking) development opportunity sites, more likely to be developed in the mid-term or later. This High Intensity overlay would encourage buildings with more interior improvements and amenities, and more costly structured parking, generally supported by businesses with greater rent-paying abilities. The High Intensity Business land use overlay would modify the current CIX-1 zone with the following additional regulatory requirements:
 - Pursuant to the Design Review requirement for all new projects located in the CIX-1 zoning districts, the design review process would be used to consider the quality of individual site plans and architecture of future high intensity developments.
 - Further restricting freight/truck terminal, truck yard, and primary waste collection center uses as being not permitted; and
 - Adding conditional use permit requirements for a number of currently permitted uses to limit permanent establishment of the types of uses that are not major job producers, which generate substantial truck traffic, and which have the propensity to result in air and noise pollution within the adjacent neighborhoods, and that would preclude the more desired higher intensity uses. Uses not considered appropriate for these High Intensity overlay sites include auto repair and service, gas stations, storage and distribution, outdoor storage, personal and mini-storage, freight terminals, truck yards, truck sales, truck repair, and recycling and collection centers; and
 - Requiring application and approval of a Planned Unit Development (PUD) permit prior to issuance of any building permits for all CIX High Intensity overlay sites of 60,000 square feet or greater.

Of the 270 net acres of property currently zoned for businesses and industrial uses, 66 acres (approximately 25%) are proposed under this Specific Plan as having a High Intensity Business overlay. These sites are expected to be able to accommodate as much as 4.68 million square feet of new building space.

- **Large Format Retail Overlay.** The Large Format Retail land use overlay is applied to properties in the most northwestern portion of the Mandela/West Grand Opportunity Area. The currently applicable CIX-1 zoning already permits most types of large format retail land uses. However, the list of permitted land uses under the current CIX-1 zone is so large as to permit a wide array of other business and industrial land use types as well. The purpose of the Large Format Retail overlay is limited to providing land use direction as to the desired (or preferred) land use types within this overlay, but does not preclude other permitted CIX-1 land uses, other than as described below.

- The Design Review process should be used to consider the quality of individual buildings and site plans, and the extent to which the design helps to integrate the upper Mandela Parkway area into a cohesive retail environment;
- Further restricting freight/truck terminal, truck yard, and primary waste collection center uses as being not permitted; and
- Adding conditional use permit requirements for a number of currently permitted uses to limit permanent establishment of the types of uses that are not major job producers, which generate substantial truck traffic, and which have the potential to result in air and noise pollution within the adjacent neighborhoods, and that would preclude the more desired large format retail types of uses.

M-30 Rezoning

Situated within the southernmost portion of the Planning Area within the 3rd Street Opportunity Area is approximately 38 acres of properties generally characterized by light industrial uses. These properties are currently zoned M-30, which is an older City zoning designation that was not modified or updated during the City-wide zoning update process.

- The current zoning for this area is Business Mix General Industrial (M-30) whereas the Specific Plan proposes to re-zone this area to Commercial Industrial Mix (CIX-1) with the applicable overlay designations.

IG Rezoning

This site is comprised of two city blocks (approximately 5 acres) bound by 3rd Street to the north, Union Street to the west, existing rail right-of-way to the south, and Adeline Street to the east.

- The current General Plan land use designation for this area is General Industry/Transportation (a zoning district typically associated with the Port and its operations) The Specific Plan proposes to amend the General Plan to change this site's land use designation to Business Mix.
- The current zoning for this area is General Industrial (IG) whereas the Specific Plan proposes to re-zone this area to Commercial Industrial Mix (CIX-1).

The rezoning for this area would retain all of the original CIX-1 zoning districts' permitted and conditionally permitted land uses on those properties within the 3rd Street Opportunity Area so as not to restrict freight/truck terminals, truck yards, and primary waste collection centers.

Business Industrial Areas

The Specific Plan recognize the business and industrial nature of those properties at the most northerly end of Mandela Parkway by recommending changes to the General Plan land use designations and zoning for these sites.

- **Site B: Northeast Mandela** Situated within the northern half of the Mandela Grand Opportunity Area are three sites located along Mandela Parkway that are bound by the above-grade MacArthur Freeway (580) right-of-way to the north, Mandela Parkway to the west, 34th Street to the south, and a portion of Ettie Street to the east (Site B). The proposed General Plan and Zoning amendments to this site are influenced by an S-19 zoning overlay that creates a 300 foot buffer to separate the Commercial Industrial Mix (CIX-1) zone from the Mixed Housing Type Residential (RM-2) Zone.

- The current General Plan land use designation for this site is Housing and Business Mix, whereas the Specific Plan proposes to amend the General Plan to change the site's land use designation to Business Mix.
- The current zoning for this area is Housing and Business Mix (HBX-2), whereas the Specific Plan proposes to re-zone this area to Commercial Industrial Mix, with a Health and Safety Protection Overlay Zone (CIX-1/S-19).
- **Site C: Northeast Mandela Parkway.** Situated within the northern half of the Mandela/ Grand Opportunity Area are three sites located along the Mandela Parkway. Site C is the largest of the three sites and its geography is defined by two sections connected by a narrow stretch of right-of-way along Mandela Parkway. The northern section of Site C is bound by the above-grade MacArthur Freeway (580) right-of-way to the north, existing above-grade Cypress Freeway right-of-way to the west, 34th Street to the south and Mandela Parkway to the east. The southern section of Site C is bound by 34th Street to the north, Beach Street to the west, 32nd Street to the south, and Mandela Parkway to the east. Both of these sections of Site C are currently vacant land, with the southern section including all of Beach Street's right-of-way within the site.
 - The current zoning for this area is Open Space/Linear Park (OS (LP)/S-4), whereas the Specific Plan proposes to re-zone this area to Commercial Industrial Mix (CIX-1).
- **Site U (southern edge of Interstate 880).** Located along the southern edge of Interstate 880 is a narrow stretch of land that, while physically situated south of the Interstate 880 right-of-way, contains the same zoning and General Plan land use designation as parcels located north of the Interstate 880 right-of-way. Bringing the zoning and General Plan land use designation of Site U into conformity with the existing zoning and land use (Commercial Industrial) could allow for additional development on the site.
 - The current General Plan land use designation for this site is Community Commercial whereas the Specific Plan proposes to amend the General Plan to change the site's land use designation to Business Mix.
 - The current zoning for this area is Transit Oriented Development (S-15) whereas the Specific Plan proposes to re-zone this area to Commercial Industrial Mix (CIX-1).

Housing and Business Mix

To clarify the boundaries between the 'Business Mix' and the 'Housing and Business Mix' land use designations throughout the Planning Area, the Specific Plan seeks to establish a better defined boundary between these two land use designations.

- **Site A: Northeast Mandela.** Situated within the northern half of the Mandela/ Grand Opportunity Area are three sites located along Mandela Parkway. Site A is a linear stretch of land located within a single parcel, along the eastern edge of Mandela Parkway. This parcel, currently a surface parking lot, exists as the remnants of the former Cypress Freeway right-of-way. The site is bound by 34th Street to the north, Mandela Parkway to the west, and 32nd Street to the south.
 - The current General Plan land use designation for this site is Business Mix whereas the Specific Plan proposes to amend the General Plan to change the site's land use designation to Housing and Business Mix.
 - The current zoning for this area is Open Space/Linear Park (OS (LP)/S-4), whereas the Specific Plan proposes to re-zone this area to Housing and Business Mix (HBX-2).

Emphasizing Commercial Use along Important Corridors

To better emphasize the desired commercial nature of the Planning Area's important commercial corridors, a number of General Plan and zoning changes are recommended to better signify the retail focus of these corridors and emphasizes the commercial nature of future development to a greater extent.

- **San Pablo Avenue at 28th Street Site.** Located along the San Pablo Avenue Corridor, this site is in an area generally characterized by commercial uses, with a mixture of vacant lots and single story structures that are primarily neighborhood-serving retail. Site H is bound by the intersection of 30th Street, San Pablo Avenue, and Market Street to the north, Market Street to the west, 27th Street to the south, and San Pablo Avenue to the east.
 - The current zoning for this site is Community Commercial (CC-3) whereas the Specific Plan proposes to re-zone this site to Community Commercial (CC-2).
- **Site I: West Grand at San Pablo.** Site I is a triangle-shaped area bound by San Pablo Avenue to the east, West Street to the north, 23rd Street to the west, and Brush Street to the south, and is located approximately one block east of West Grand Avenue. While there are several existing structures on a handful of the parcels, there are also underutilized parcels (a few of which are vacant, underdeveloped parcels) scattered throughout the site. The most notable underutilized parcel is situated at the prominent southeast corner of the site facing San Pablo Avenue, Brush Street, and 23rd Street.
 - The current General Plan land use designation for this site is Urban Residential whereas the Specific Plan proposes to amend the General Plan to change a portion of the site's land use designation to Community Commercial, similar to the General Plan land use designation on the west side of 23rd Street towards West Grand Avenue. The proposed change in General Plan land use designation is targeted at the underutilized parcel located at the southeast corner of the site, facing San Pablo Avenue, Brush Street, and 23rd Street.
 - The current zoning for this site is Urban Residential (RU-5) whereas the Specific Plan proposes to re-zone this site to Community Commercial (CC-2).
- **Site O: San Pablo at West Grand Avenue.** Situated within the eastern edge of the Plan Area is the rectangle-shaped Site O, located south of the intersection of San Pablo Avenue at West Grand Avenue. This area is characterized by a mixture of residential, commercial, and light industrial type land uses, bound by 22nd Street to the north, West Street to the west, 20th Street to the south, and Brush Street to the east.
 - The current General Plan land use designation for this site is Mixed Housing Type Residential whereas the Specific Plan proposes to amend the General Plan to change the site's land use designation to Community Commercial.
 - The current zoning for this area is Mixed Housing Type Residential with a Commercial overlay (RM-4/C), whereas the Specific Plan proposes to re-zone this area to Community Commercial (CC-2).
- **Site P: Small Triangle Site.** Situated along within the eastern edge of the Plan Area is the very small, triangle-shaped Site P, located south of the intersection of San Pablo Avenue at West Grand Avenue. This site is currently vacant land and is bound by 20th Street to the north, Brush Street to the west, approximately 19th Street to the south and the 18th Street off-ramp (Interstate 980) to the east.

- The current General Plan land use designation for this site is Community Commercial whereas the Specific Plan proposes to amend the General Plan to change the site's land use designation to Mixed-Housing Type Residential.
- The current zoning for this area is Community Commercial (CC-2), whereas the Specific Plan proposes to re-zone this area to Mixed-Housing Type Residential with both a Commercial and Historic Preservation District Overlay (RM-4/C/S-20).
- **Site S: 7th Street.** Positioned within the 7th Street Opportunity Area are three large blocks that line the southern edge of 7th Street. These blocks constitute Site S, and are bound by 7th Street to the north, Chester Street to the west, 5th Street to the south, and Kirkham Street to the east. Currently, all three blocks serve as surface parking lots while the West Oakland BART station itself is situated within the center of the middle block.
 - The current General Plan land use designation for this site is Neighborhood Center Mixed Use whereas the Specific Plan proposes to amend the General Plan to change the site's land use designation to Community Commercial.
- **Site T (7th Street within the 3rd Street Opportunity Area)** .Situated within the northern portion of the 3rd Street Opportunity Area and the eastern portion of the 7th Street Opportunity Area is a linear stretch of land located just north of Interstate 880. Site T is comprised of multiple parcels and is generally bound by 7th Street to the north, Union Street to the west, Interstate 880 to the south, and Interstate 980 to the east. The land use characteristics for this area are generally light industrial.
 - The current General Plan land use designation for this site is Business Mix whereas the Specific Plan proposes to amend the General Plan to change the site's land use designation to Community Commercial.
 - The current zoning for this area is Commercial Industrial Mix with a Health and Safety Overlay Zone (CIX-1/S-19), whereas the Specific Plan proposes to re-zone this area to Community Commercial (CC-3).

Residential Mix Areas

Much of the residential land within the Specific Plan's Opportunity Areas has a current General Plan land use designation of "Mixed Housing Type Residential" (as also shown in Figure 3-6, and is correspondingly zoned either Mixed Housing Type Residential (RM), or Housing Business Mix (HBX), as seen on Figure 3-7. These General Plan and zoning categories are primarily used in the older established neighborhoods of Oakland with a mix of single-family, townhomes and small, multi-unit buildings along with small-scale, neighborhood-serving businesses. Existing policies and regulations are specifically intended to create, maintain and enhance these residential areas.

The area surrounding the West Oakland BART station is zoned Transit Oriented Development (S-15). Existing policies and regulations applicable to this area are intended to create, preserve and enhance areas served by multiple nodes of transportation and to feature high-density residential, commercial, and mixed-use developments to encourage concentrated development. It encourages a pedestrian environment near the transit station with a mixture of residential, civic, commercial and light industrial activities, and amenities.

The Specific Plan retains the existing General Plan and zoning designations for these mixed residential areas, but supplements them with a more specific mixed-use development program for specific sites. It also proposes to allow limited and carefully selected industrial sites to be converted to new residential development. Criteria by which such residential infill may be allowed include sites within already

established residential patterns, sites with established buffers between less compatible industrial neighbors, and sites with immediate proximity to parks and other residential amenities.

General Plan Amendments and/or Re-Zonings

Implementation of this Specific Plan includes amending the General Plan land use designation, and changing the zoning designation of several specific sites. Implementation of these land use and zoning changes would result in changing the allowed character of development at these sites. Each of these proposed General Plan and zoning changes will help to establish more identifiable borders between the established residential neighborhoods, and the industrial and intensive commercial business areas; prevent new land use incompatibilities that might adversely affect existing neighborhoods; and restore neighborhoods at the residential/ industrial interface. These sites are described below and are illustrated in

- **Phoenix Iron Works Site** (Opportunity Site #28). This approximately 5.5-acre site is located in Opportunity Area #2 on the west side of Pine Street between Shorey Street and 9th Street. The current use on this site consists of storage of large pipes. This site was acquired through eminent domain by the State transportation agency upon the re-routing of the Cypress Freeway, now I-880. It is a long-vacant property, due to the extent of its contamination from a prior heavy industrial use and State ownership complications and is owned by the California Department of Transportation. To the north, Pine Street between 9th Street and 10th Street contains low density residential uses as well as commercial and industrial facilities; to the south are a single family home and a church; and immediately across Pine Street to the east is a low density historic residential neighborhood ("Oakland Point"/ Prescott).
 - The current General Plan land use designation for this site is Business Mix, whereas the Specific Plan proposes to amend the General Plan to change the land use designation of the portion of this site fronting onto Pine Street to Housing and Business Mix, similar to the General Plan land use designations across Pine Street to the east.
 - The current zoning for this site is Commercial/Industrial Mix (CIX-1), whereas the Specific Plan proposes to re-zone the portion of this site fronting onto Pine Street Housing/Business Mix (HBX-2).

Implementation of this General Plan amendment and re-zoning would enable commercial light industrial and/or residential mixed-use along the Pine Street frontage, similar in density and massing to surrounding residences, with new low intensity business and light industrial uses behind as a buffer from the I-880 freeway, providing direct egress to Frontage Road for such businesses (see **Figure 3-8**).

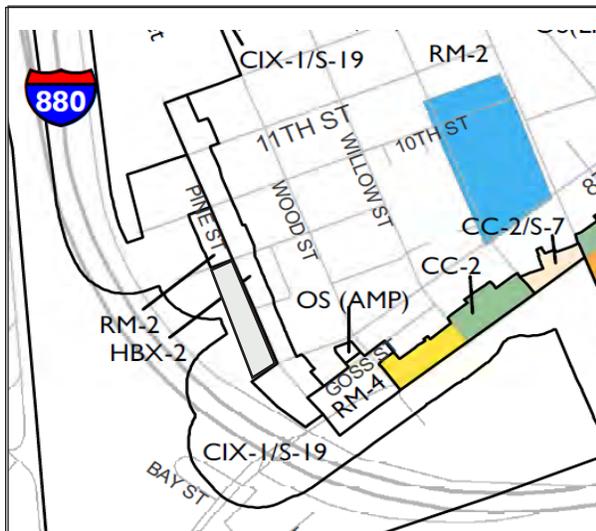
- **Roadway Site** (Opportunity Sites #6, #8 and #12). This site consists of four acres (two blocks) bounded by 17th Street, 18th Street, Wood Street and Campbell Street, the adjacent south block face on 17th Street between Willow Street and Campbell Street, and each of the blocks along Wood Street between Raimondi Park and 15th Street (see **Figure 3-9**). The site is located immediately south of Raimondi Park and east of the historic Southern Pacific Railroad Station. The site currently contains a trans-loading facility for trucking, warehouses and truck parking. To the east is a mixed residential and industrial area, and to the south and north (across the Park) are continuing industrial uses and the residential Prescott/Oakland Point neighborhood extending to 7th Street.



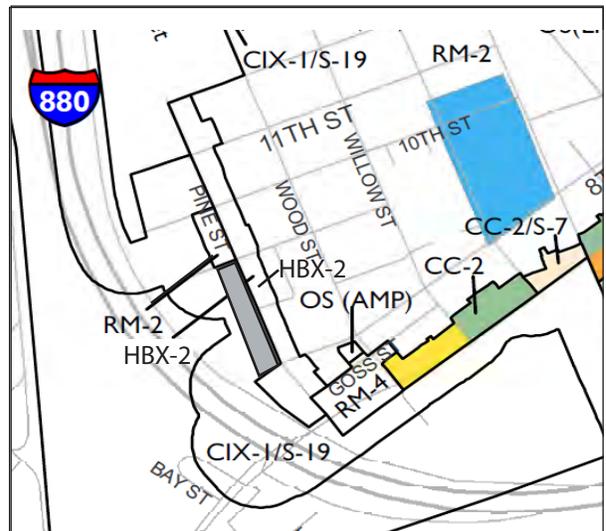
Existing General Plan Land Use Designation - Business Mix



Proposed General Plan Amendment to Housing and Business Mix



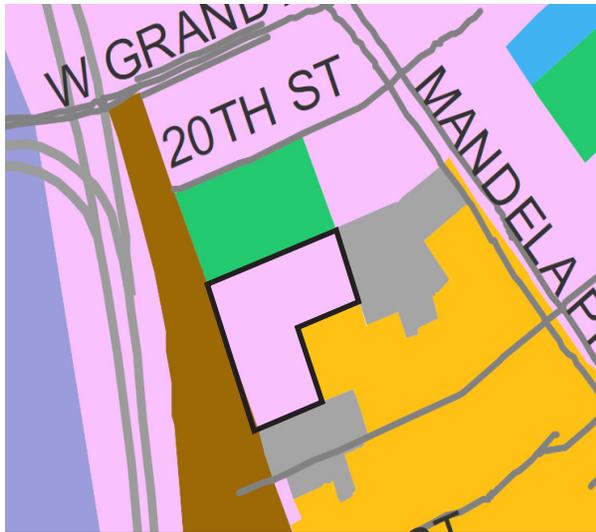
Existing Zoning, CIX-1/S-19



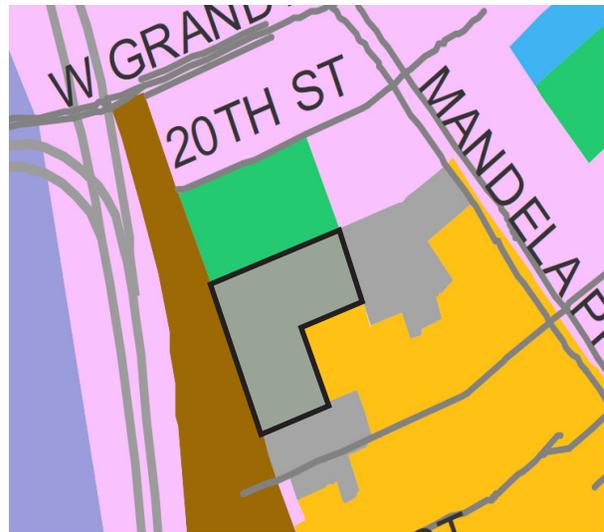
Proposed Re-Zone to HBX-2

Figure 3-8
Proposed General Plan Amendment and Re-Zoning,
Phoenix Iron Works Site (Opportunity Site 28)





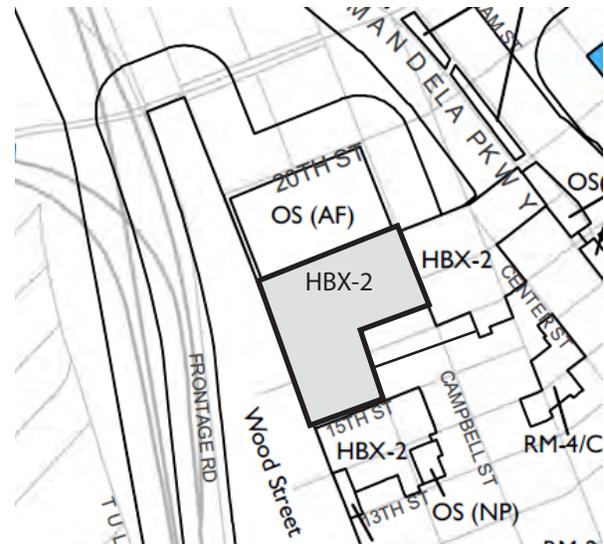
Existing General Plan Land Use Designation - Mixed Housing Type Residential



Proposed General Plan Amendment to Housing and Business Mix



Existing Zoning, CIX-1/S-19



Proposed Re-Zone to HBX-2

Figure 3-9
Proposed General Plan Amendment and Re-Zoning,
Roadway Site (Opportunity Sites 8 and 12)



- The current General Plan land use designation for this site is Mixed Housing Type, (although also shown as Business Mix on the General Plan land Use Diagram), whereas the Specific Plan proposes to amend the General Plan to change its land use designation to Housing and Business Mix, similar to the General Plan land use designations to the east along 17th and 18th Street.
- The current zoning for this site is Commercial/Industrial Mix (CIX-1), whereas the Specific Plan proposes to re-zone this site to Housing/Business Mix (HBX-2).

Implementation of this General Plan amendment and re-zoning would enable new compatible commercial development on a campus-like scale invigorating the area with daytime weekday as well as weekend activity, and or mixed use with upper story residential and live/work infill compatible in scale with adjacent residential uses and fronting onto Raimondi Park. Commercial uses would spur on additional Wood Street entitled development, while residential and live/work use would be consistent with the adjacent residential neighborhood to the east, Raimondi Park adjacent to the north, and the Wood Street Project and historic Southern Pacific Railroad Station to the west (see **Figure 3-9**).

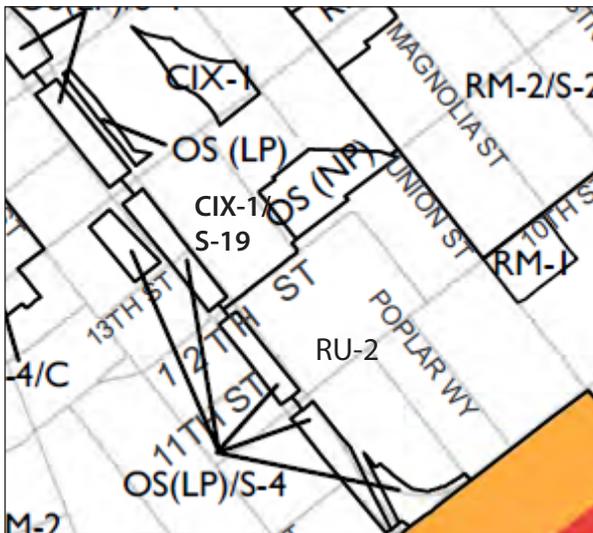
- **Coca Cola Bottling/Mayway Site** (Opportunity Site #38). This site is located at the northeast corner of the Mandela Parkway/12th Street intersection. The northerly portion of the site currently contains a medicinal herb international wholesale business (offices, test kitchen and warehouse) with ancillary truck parking. The site is immediately south of an 8-acre former dairy production site, now newly re-constructed and occupied by 8-10 commercial-industrial businesses. It is next to a recycler and major food production company (historic Nabisco plant) and across Mandela from the Oakland Fire Station 3 and small local commercial enterprises. The site is located immediately west of Wade Johnson Park and north of the Oakland Housing Authority's Peralta Villa residential neighborhood, which occupies the blocks from 12th Street to 8th Street and Mandela Parkway to Poplar Street.
 - The current General Plan land use designation for this site is Business Mix, whereas the Specific Plan proposes to amend the General Plan to change its land use designation to Housing and Business Mix.
 - The current zoning for this site is Commercial/Industrial Mix (CIX-1), whereas the Specific Plan proposes to re-zone this site to Housing/Business Mix (HBX-2). Implementation of this General Plan amendment and re-zoning would enable reuse of the site for new residences and live/work units, compatible with the adjacent residential uses to the south and the public park to the west (see **Figure 3-10**).
- **Prescott-Oakland Point Neighborhood**. Located within the southwestern corner of the Prescott-Oakland Point Neighborhood is Site N, a site bound by 12th Street to the north, Pine Street to the west, 11th Street to the south, and Wood Street to east.
 - The current General Plan land use designation for this site is Business Mix, whereas the Specific Plan proposes to amend the General Plan to change the site's land use designation to Mixed Housing Type Residential.
 - The current zoning for this area is Mixed Housing Type Residential (RM-2), whereas the Specific Plan proposes to re-zone this area to Housing and Business Mix (HBX-2).



Existing General Plan Land Use Designation - Business Mix



Proposed General Plan Amendment to Housing and Business Mix



Existing Zoning, CIX-1/S-19



Proposed Re-zone to HBX-2

Figure 3-10
Proposed General Plan Amendment and Re-Zoning,
Coca Coia Botting/Mayway Site

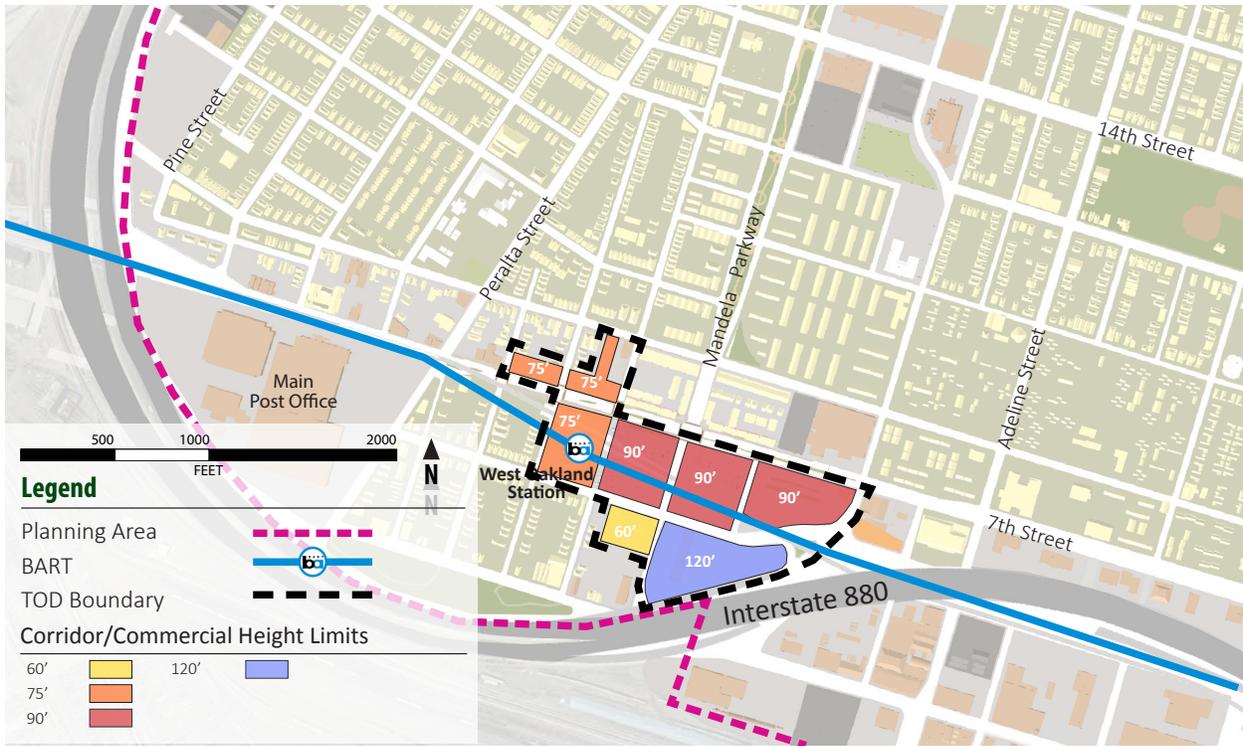


- **Ettie Street.** Situated within the northern-half of the Mandela Grand Opportunity Area are Sites F and G. Site F is bound by 32nd Street to the north, Ettie Street to the west, 28th Street to the south, and Hannah Street to the east. Site G is a triangular site bound generally by 32nd Street to the north, Hannah Street to the west, and Peralta Street to the east. The existing land use characteristics are a mix of residential and light industrial use.
 - The current General Plan land use designation for both Sites is Business Mix, whereas the Specific Plan proposes to amend the General Plan to change these sites' land use designation to Housing and Business Mix.
 - The current zoning for Site F is Commercial Industrial Mix (CIX-1), whereas the Specific Plan proposes to re-zone the entire site to Housing and Business Mix (HBX-2). Site G is already comparably zoned HBX-2.
- **Chestnut/Adeline.** Located just outside the southeastern edge of the Mandela/ Grand Opportunity Area are two city blocks bound by 26th Street to the north, Adeline Street to the west, West Grand Avenue to the south, and Chestnut Street to the east. The area to the east of Chestnut Street is characterized by residential land uses, whereas the area to the west of Adeline Street is characterized by a mixture of housing and business uses.
 - The current General Plan land use designation for Site K is Business Mix, whereas the Specific Plan proposes to amend the General Plan to change this site's land use designation to Housing and Business Mix.

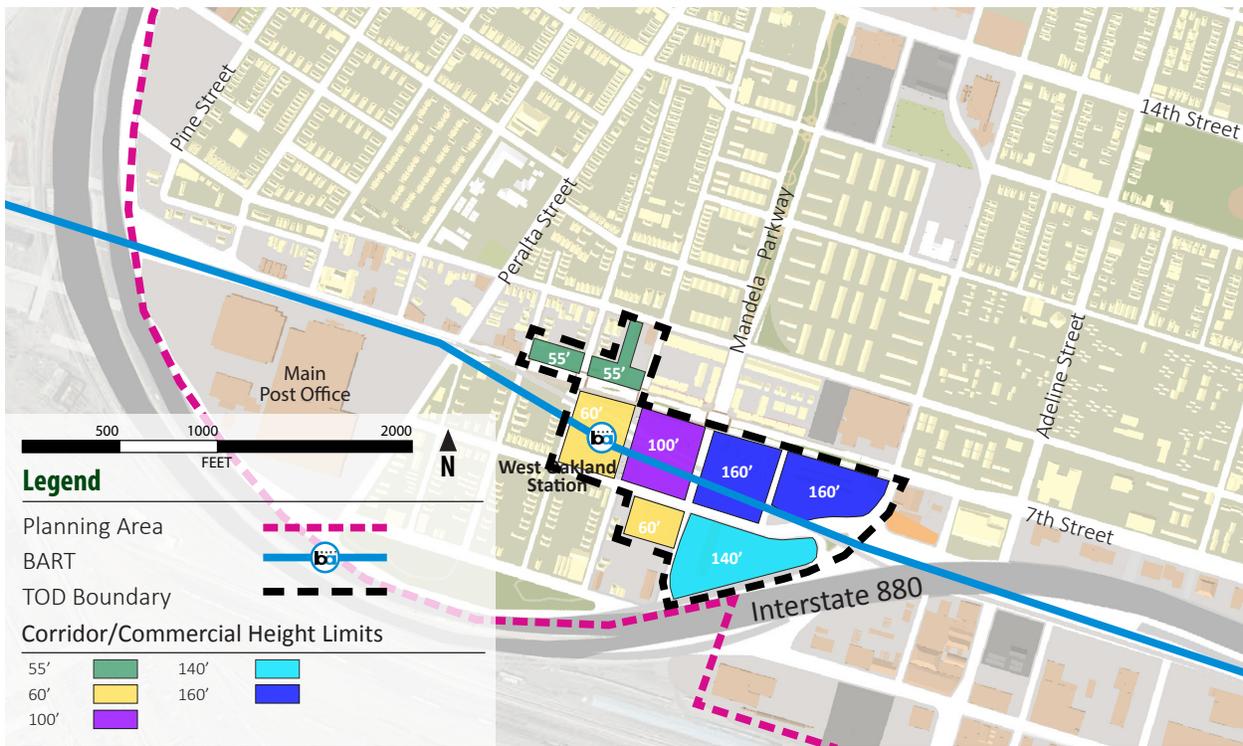
The current zoning for Site K is Commercial Industrial Mix, with a Health and Safety Protection Overlay Zone (CIX-1/S-19), whereas the Specific Plan proposes to re-zone this area to Housing and Business Mix (HBX-2).
- **Chestnut/Adeline and Ettie Street Safety Buffer.** Site J is an area where the S-19 overlay zone needs to be added to reflect the required 300 foot Health and Safety Protection buffer from the adjacent new HBX zone at Sites F, G and K.
 - The current zoning for this area is Commercial Industrial Mix, whereas the Specific Plan proposes to re-zone this area to Commercial Industrial Mix, with a Health and Safety Protection Overlay Zone (CIX-1/S-19).

West Oakland TOD Zoning Change

Implementation of this Specific Plan includes amending Commercial Corridor Height Limits established under current zoning regulations that are specifically applicable to the S-15 West Oakland BART Station TOD zone. To make full use of the opportunity presented by the West Oakland BART Station TOD (which is uniquely served transit) to create a vibrant higher density mixed-use transit village, implementation of this Specific Plan includes an increase in the maximum allowed building height from the existing height limits of 120 feet (which is currently applicable to parcels adjacent to the I-880 freeway) to allow building heights of up to 160 feet along 7th Street and east of Union Street, 140 feet along 7th Street and east of Union Street, and 140 feet on those parcels adjacent to the I-880 freeway. The Plan would also provide a more effective and substantial transition in building heights nearest to the South Prescott neighborhood, with buildings nearest to this neighborhood as low as 2-stories (see **Figure 3-11**).



Existing Zoning, Maximum Building Heights



Proposed Maximum Building Heights

Figure 3-11
Proposed Zoning Height Limit Change, West Oakland BART Station TOD
 (Opportunity Sites 23, 24 and 25)



No changes are proposed to the maximum allowed building heights elsewhere in the Planning Area.

Urban Open Spaces

There are a number of City-owned open space parcels within the Planning Area that currently have General Plan land use designations and/or zoning that does not accurately reflect the open space use and intention for these properties, as described below:

- **Site D: Union Plaza Park and Fitzgerald Park.** Located within the Clawson Neighborhood near the northern edge of the Mandela Grand Opportunity Area are two triangle-shaped parcels situated where two street grids intersect. These two Site D parcels, which anchor the middle of the intersection of 34th Street, Peralta Street, and Haven Street, currently function as two neighborhood-serving parks (Union Plaza Park and Fitzgerald Park).
 - The current General Plan land use designation for these two parcels is Housing and Business Mix whereas the Specific Plan proposes to amend the General Plan to change the site's land use designation to Urban Open Space.
 - The current zoning for these two parcels is Housing and Business Mix (HBX-2), whereas the Specific Plan proposes to re-zone the parcels as Open Space/Active Mini-Park (OS/AMP).
- **Site E: St. Andrews Plaza.** Situated within the northern half of the San Pablo Opportunity Area is a triangle-shaped parcel situated where two street grids intersect. The Site E parcel is located along San Pablo Avenue, where 32nd Street and Filbert Street meet, and currently functions as neighborhood-serving mini-park.
 - The current General Plan land use designation for this parcel is Urban Residential whereas the Specific Plan proposes to amend the General Plan to change the site's land use designation to Urban Open Space.
 - The current zoning for this parcel is Urban Residential (RU-5), whereas the Specific Plan proposes to re-zone this parcel as Open Space/Active Mini-Park (OS/AMP).
- **Site L: West Grand Avenue at San Pablo Avenue Mini-Park Site.** This mini-park is located on a small, triangle-shaped site bound by San Pablo Avenue to the east, West Street to Brush Street to the west, and West Grand Avenue to the south.
 - The current General Plan land use designation for this site is Community Commercial whereas the Specific Plan proposes to amend the General Plan to change the site's land use designation to Urban Open Space.
 - The current zoning for this site is Community Commercial (CC-2), whereas the Specific Plan proposes to re-zone this area to Open Space/Active Mini-Park (OS-AMP).

Specific Plan Land Use and Development Proposal

The Specific Plan's land use and development proposals (reflecting the proposed physical changes to the environment) are organized and divided into specific proposals for each of the Opportunity Areas as indicated in the Plan. Further, within each Opportunity Area the Specific Plan highlights detailed plans and proposals for each of the individual Opportunity Sites contained within the respective Opportunity Areas.

Opportunity Area 1: Mandela/West Grand

The Mandela/West Grand Opportunity Area is envisioned as continuing to be the major business and employment center for West Oakland and the region. This Specific Plan encourages a mix of business activities and development types, with a range of jobs at varying skill and education levels. The intent of this Plan is to retain and expand existing commercial and compatible urban manufacturing, construction and light industrial businesses that have well-paid blue collar and green collar jobs, while attracting new industries such as the life sciences, information technology and clean-tech businesses previously described in Chapter 6 of this Plan. Development would likely initially occur as lower-intensity development and with reuse of existing buildings and then evolving into higher intensity business development over time.

The vision for the Mandela/West Grand Opportunity Area takes advantage of the anticipated relocation of current recycling activities to the former Oakland Army Base. The Plan also encourages relocation of other recycling operations, heavy truck-dependent uses and other older heavy industries. The resulting greater land availability and other improvements should attract more low-intensity light industrial and business mix development and eventually new mid-rise, more intense development.

In the mid-term, improvements to the area should encourage and attract a mix of business development, laying the groundwork for potential future higher intensity business and institutional type development. Growth is eventually expected to include new R&D and life sciences uses in mid-rise development sites at key locations such as at the intersection of Mandela Parkway and West Grand Avenue, and larger format destination retail stores as an extension of the cluster of East Bay Bridge Shopping Center, IKEA and Bay Street Emeryville.

The Specific Plan also recommends that new residential and live/work development be allowed at selected sites in the Mandela/West Grand Opportunity Area adjacent to existing residential areas and open space resources such as Raimondi Park and Wade Johnson Park, where there are established buffers between these sites and less compatible industrial and business uses.

Conceptual, schematic plans are provided on **Figures 3-12, 3-13, 3-14 and 3-15** for each of the four separate subareas within this Opportunity Area, illustrating preferred densities, building massing and other physical characteristics of prospective developments. **Table 3-2** provides a summary of changes in land use, employment and population expected within the Mandela/West Grand Opportunity Area.



Figure 3-12
Future Development Scenario, Mandela / West Grand Avenue
Opportunity Area 1A - Northeast



Source: JRDV Intl.

West Oakland Specific Plan, Draft EIR



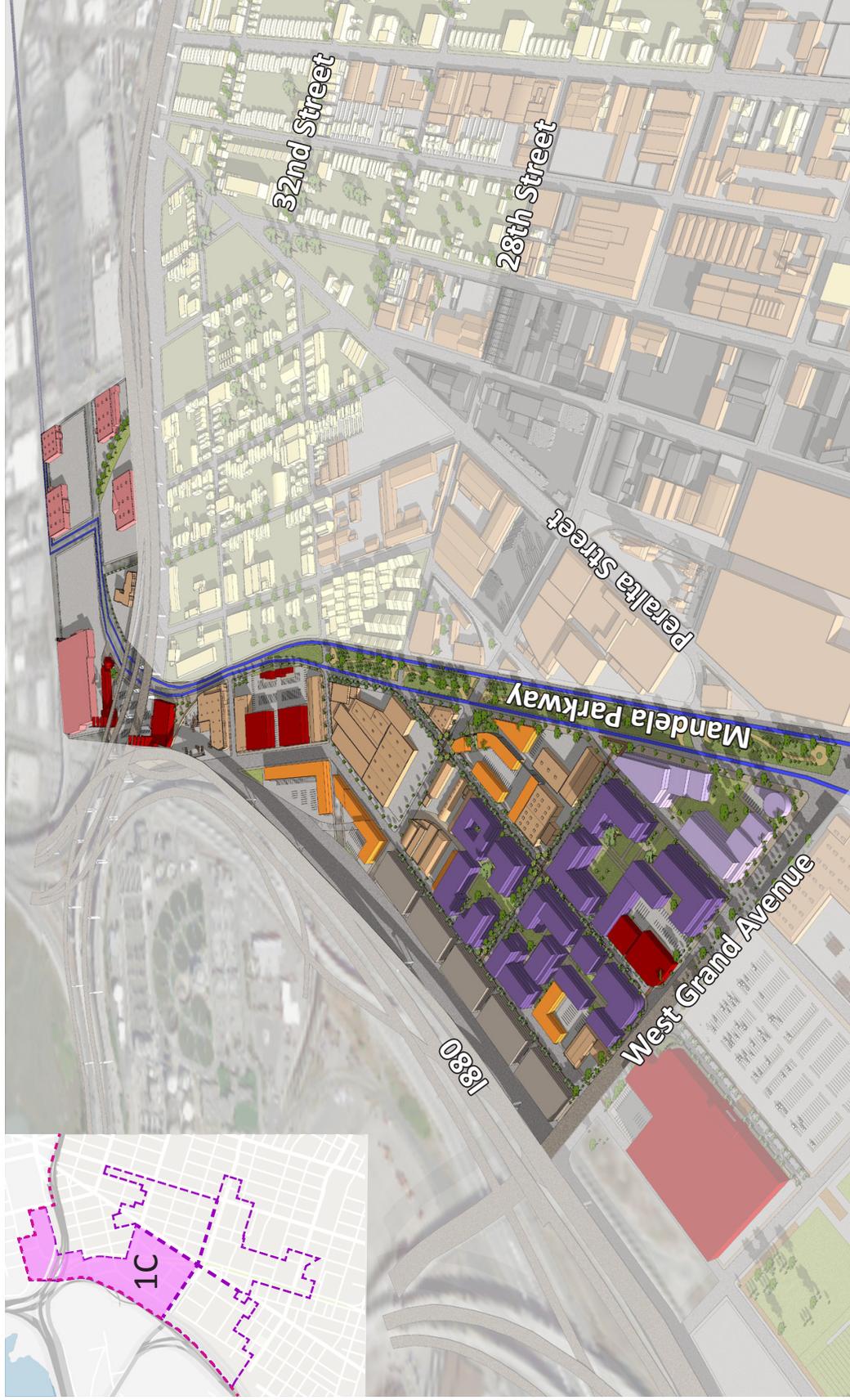
- Existing facilities to be Enhanced
- Residential
- Low Intensity Business Mix/Light Industrial
- Transit Enhancement
- Business Intensification

Figure 3-13
Future Development Scenario, Mandela / West Grand Avenue
Opportunity Area 1B - Southeast



Source: JRDV Intl.

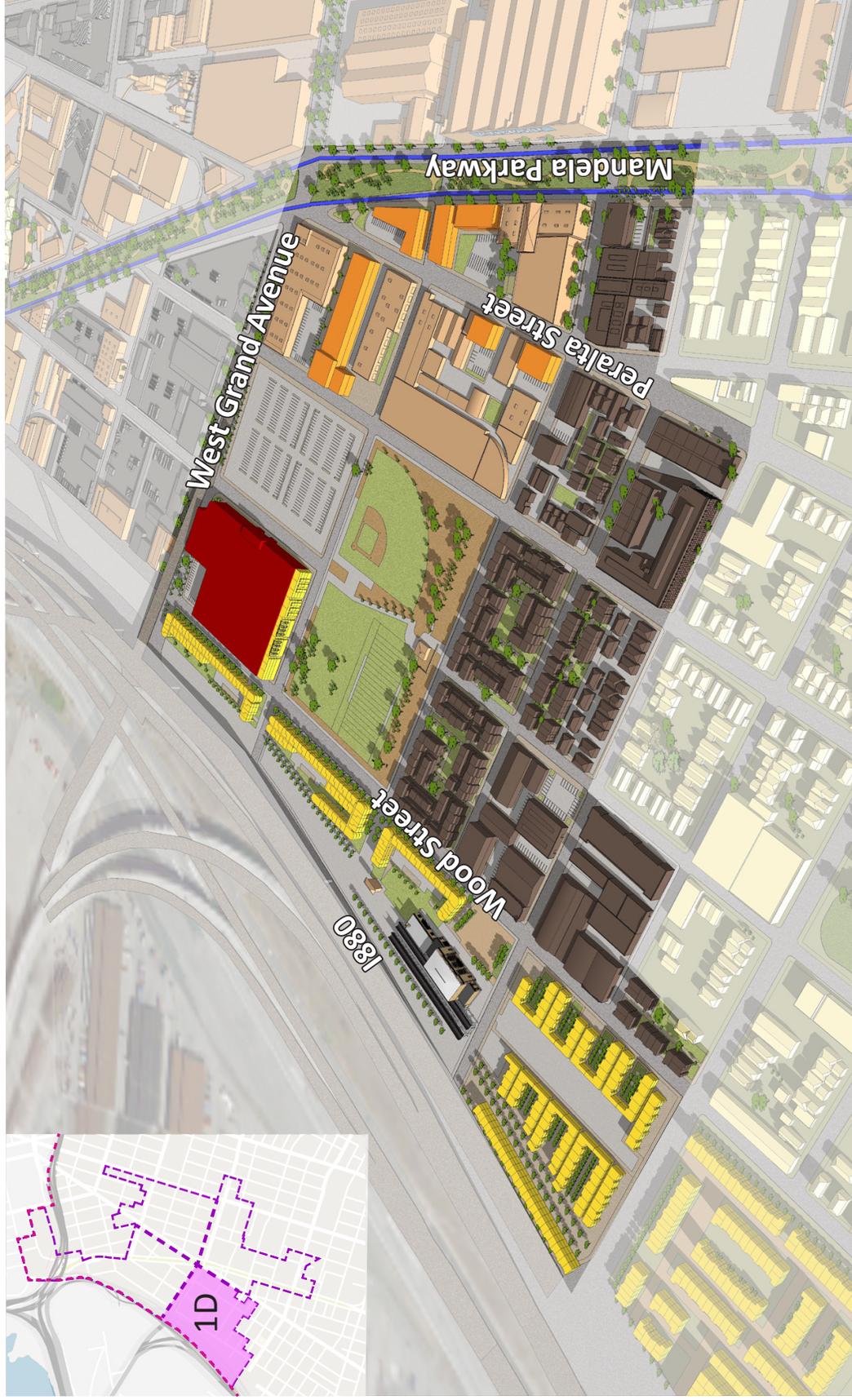
West Oakland Specific Plan, Draft EIR



- Existing facilities to be Enhanced
- Retail/Commercial
- Low Intensity Business Mix/Light Industrial
- Transit Enhancement
- Business Intensification
- Business Intensification

Figure 3-14
Future Development Scenario, Mandela / West Grand Avenue
Opportunity Area 1C - Northwest





- Existing facilities to be Enhanced
- Residential
- Low Intensity Business Mix/Light Industrial
- Mixed Use/Live Work
- Retail Commercial
- Transit Enhancement

Figure 3-15
Future Development Scenario, Mandela / West Grand Avenue
Opportunity Area 1D - Southwest

Source: JRDV Intl.
 West Oakland Specific Plan, Draft EIR

Table 3-2: Development Buildout Assumptions, Mandela/West Grand Opportunity Area

	Land Area (net acres)	Building Area (sq. ft.)	Jobs	Housing Units	Pop.
<u>Industrial/Business</u>					
Existing	175	4,000,000	4,940		
Buildout Assumptions					
Vacant Lots, Surface Parking, Blighted & Underutilized Buildings, and Businesses Choosing to Relocate	-104	-1,700,000	-570		
Existing Industrial and Business Buildings More Intensively Used	71	2,300,000	4,370		
New Low-Intensity (Low-Rise) Industrial and Business Space	+29	+640,000	+1,410		
New High-Intensity (Mid-Rise) Buildings	<u>+55</u>	<u>+4,080,000</u>	<u>+9,600</u>		
Buildout, Total	155	7,020,000	15,380		
Net Change	-20	+3,020,000	+10,440		
<u>Commercial/Retail</u>					
Existing	22	300,000	500		
Buildout Assumptions					
Existing Retail, retained	22	300,000	500		
New Commercial/Retail	<u>+14</u>	<u>+305,000</u>	<u>+670</u>		
Buildout, Total	36	605,000	1,170		
Net Change	+14	+305,000	+670		
<u>Residential</u>					
Existing	19			110	259
Buildout Assumptions					
New Residential Conversions	+6			+359	718
Infill and Approved Single-Family and Townhome				+90	180
Infill and Approved Multi-Family				<u>+731</u>	<u>1,465</u>
Buildout, Total	25			1,290	2,622
Net Change	+6			+1,180	+2,362
<u>Open Space</u>					
	27				
Existing	243	4,300,000	5,440	110	259
Total	243	7,625,000	16,550	1,290	2,622
Net Change	0	+3,325,000	+11,110	+1,180	+2,362

Opportunity Area 2: 7th Street

The vision for the 7th Street Opportunity Area includes transit-oriented development (TOD) on vacant sites and parking lots around the West Oakland BART Station. A new BART parking garage is envisioned next to the freeway. The parking garage would act as a buffer for residential uses planned near the freeway. Plazas and open spaces would contribute to a secure and pleasant pedestrian experience. This EIR provides an analysis of two different design options for buildout of the West Oakland BART station TOD:

- Under the first option, the TOD would be primarily high-density residential development above mostly ground-floor neighborhood-serving retail and custom manufacturing /industrial arts/ artist exhibition space. This option would provide for development of approximately 2,300 new dwelling units and approximately 85,000 square feet of non-residential ground floor building space.
- Under the second option, the TOD would include higher-density housing, but also commercial office and government/institutional office space around the core of the BART Station and atop the new parking garage. This option would provide for development of 1,325 new dwelling units and approximately 675,000 square feet of new commercial building space. The analysis of this option is presented in the Commercial/Jobs Focused Alternative (see Chapter 5).

Medium density, podium-style housing with ground floor commercial uses is recommended further west on 7th Street, as a transition from the West Oakland BART Station TOD to the surrounding lower-density neighborhoods.

7th Street is envisioned as the neighborhood focus, with neighborhood-serving commercial establishments. The Plan prioritizes commercial uses that enliven the street and can help to revitalize 7th Street as a celebration of West Oakland's cultural history of music, art and entertainment.

Building design, construction, and ongoing operation and maintenance requirements will address the issues of air contaminants and noise from the freeway, and noise from BART trains. The land use and development strategy for the 7th Street Opportunity Area includes transit-oriented development (TOD) of higher-density housing with ground floor neighborhood-serving retail on vacant sites and current surface parking lots around the West Oakland BART Station. A new BART parking garage is envisioned next to the freeway to replace existing surface parking lost due to new development, which would also serve to buffer new residential uses from the adjacent freeway.

Building design, construction, and ongoing operation and maintenance requirements address the issues of air contaminants and noise from the freeway, and noise from BART trains. Strategies are included in the Plan for reducing BART train noise through improved maintenance and potential noise barriers. Environmental improvements are also envisioned with remediation of known contaminated sites in this area, potentially including innovative biological remediation strategies.

Conceptual, schematic plans are provided on **Figures 3-16 and 3-17** for each of the three separate subareas within the 7th Street Opportunity Area, illustrating preferred densities, building massing and other physical characteristics of prospective developments. **Table 3-3** provides a summary of changes in land use, employment and population expected within the 7th Street Opportunity Area.



Existing facilities to be Enhanced
Residential

Low Intensity Business Mix/Light Industrial
Transit Enhancement

Retail/Commercial

Figure 3-16
Future Development Scenario, 7th Street
Opportunity Area 2A - West Oakland TOD





Existing facilities to be Enhanced
Residential

	Low Intensity Business Mix/Light Industrial		Retail/Commercial	
				

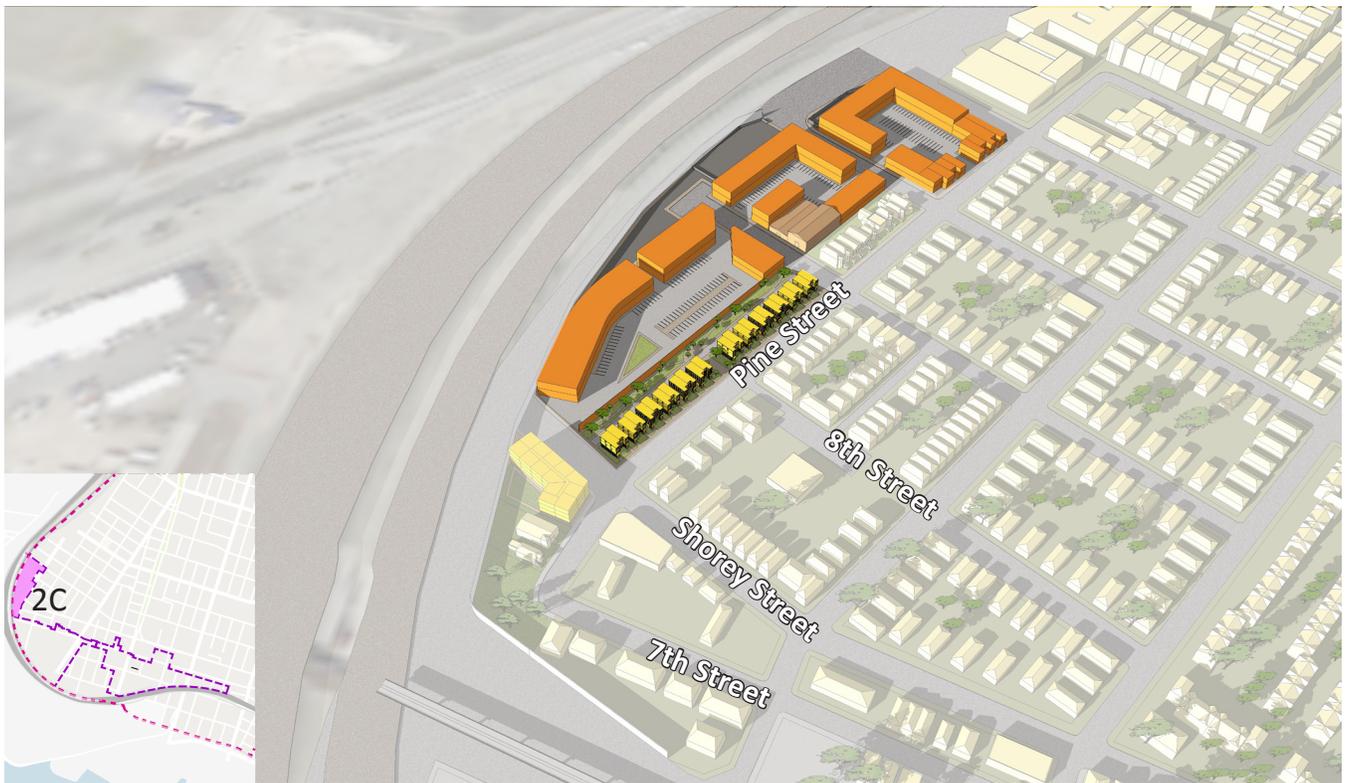


Figure 3-17
Future Development Scenario, 7th Street Opportunity
Area 2B and 2C



Source: JRDV Intl.

West Oakland Specific Plan, Draft EIR

Table 3-3: Development Buildout Assumptions, 7th Street Opportunity Area

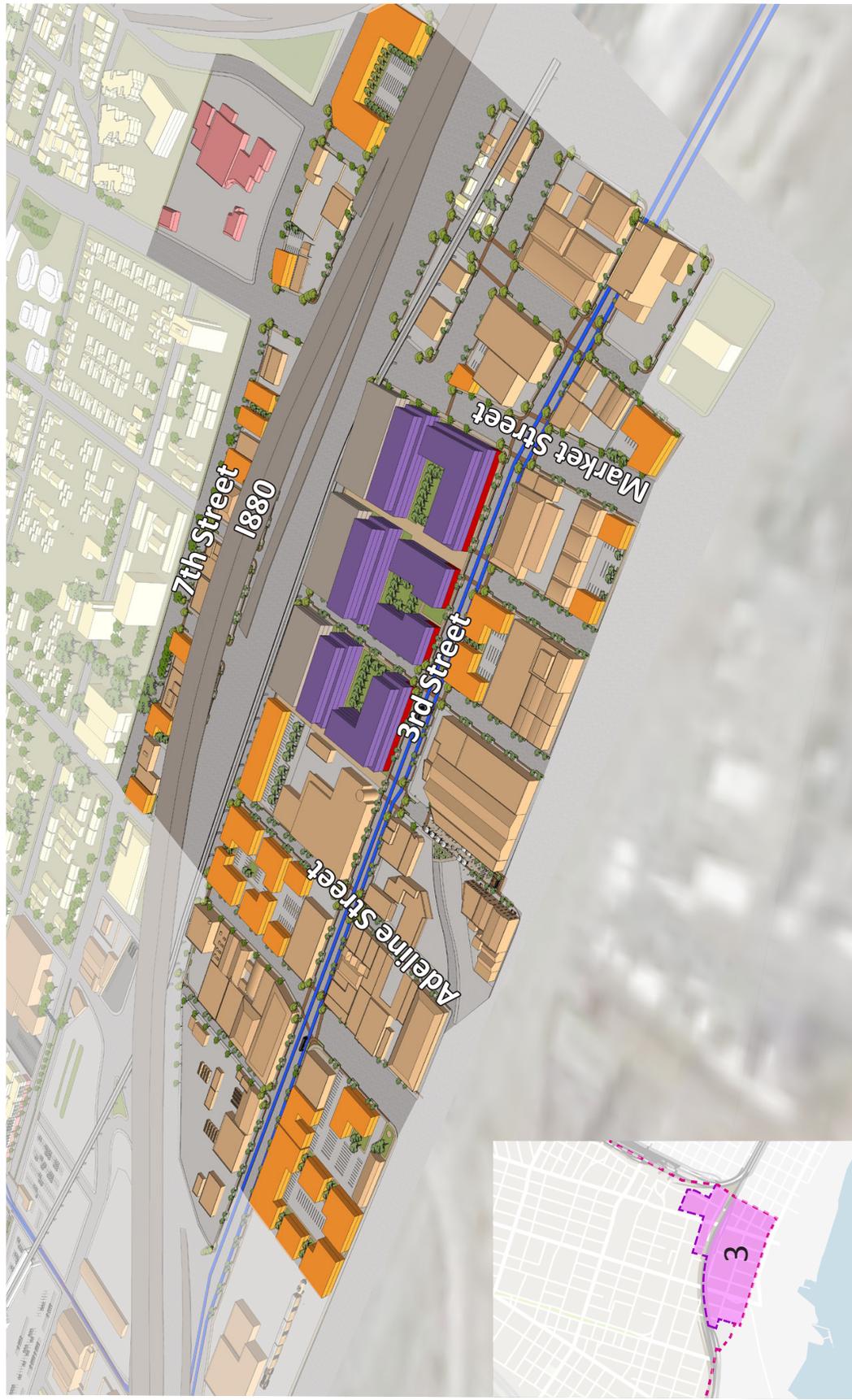
	Land Area (net acres)	Building Area (sq. ft.)	Jobs	Housing Units	Pop.
Industrial/Business					
Existing (includes BART Station, Surface Parking, Post Office)	58	1,790,000	1,870		
Buildout Assumptions					
Surface Parking and Underutilized Buildings Removed	-35.5	-300,000	-50		
Existing Industrial and Business Buildings More Intensively Used	22.5	1,490,000	+270		
New Low-Intensity (Low-Rise) Industrial and Business Space	+7	+170,000	+380		
Buildout, Total	29.5	1,660,000	2,470		
Net Change	-28.5	-130,000	+600		
Mixed Use – Comm./Res.					
Existing	6	5,000	10	35	85
Buildout Assumptions					
BART TOD	+24	0 to +670,000	0 to +1,675	+1,325 to +2,308	+3,054 to +5,320
Mixed Use Infill	+1	+85,000	+210	+356	+818
Buildout, Total	31	90,000 to 760,000	220 – 1,895	1,716 to 2,699	3,957 to 6,223
Net Change	+25	+85,000 to +750,000	+210 to +1,885	+1,681 to +2,664	+3,872 to +6,138
Residential					
Existing	1			50	119
Buildout Assumptions					
New Residential Conversions	+3.5			+70	+150
Infill and Approved Single-Family and Townhome				+20	+50
Buildout, Total	4.5			140	319
Net Change	+3.5			+90	+200
Total, Existing	65	1,795,000	1,880	85	204
Total at Buildout	65	1,750,000 to 2,420,000	2,690 to 4,365	1,856 to 2,839	4,276 to 6,542
Net Change	0	-45,000 to +630,000	+810 to +2,485	+1,771 to 2,754	+4,072 to +6,338

Opportunity Area 3: 3rd Street

The 3rd Street Opportunity Area (also known as the Acorn Industrial Area), is located generally south of I-880 and between Union and Castro Streets. This Opportunity Area is somewhat isolated from much of the rest of West Oakland by the I-880 freeway and elevated BART tracks, which form its northerly and westerly borders, and by the main line of the Union Pacific railroad tracks to the south, which separates this area from the Port. Several through streets including Adeline and Market Streets and Martin Luther King Jr. Way, provide convenient connections from this Opportunity Area to the adjacent Port of Oakland, the Howard Terminal and to the large Schnitzer Steel recycling facility to the south. Due to these convenient road connections to the Port, this Opportunity Area has developed over its long history as primarily an industrial area, providing industrial services and uses that benefit from their immediate adjacency to the Port. There are no residential uses within this Opportunity Area. This Opportunity Area includes both large modern tilt-up concrete buildings and late 19th-century brick industrial buildings, and many in between. Prominent among the older buildings are the National Register-eligible group of Del Monte Cannery and Label Plant and Standard Underground Cable buildings on three blocks between Myrtle and Chestnut Streets south of 3rd Street. This Opportunity Area has been and continues to be a traditional industrial area, containing recycling operations, large-scale laundry services, truck service and repair, printing shops and storage. Newer uses (prominently including Linden Street Brewery, Nellie's Soul Food, Linden Street Dance Studios, and others) have begun to adaptively reuse the older industrial spaces in this Opportunity Area for a wider mix of business and service-type uses.

The vision for the 3rd Street Opportunity Area is that it will continue to support industrial and business activities and jobs, capitalizing on its proximity to downtown Oakland, Jack London Square, the Port of Oakland and its access to the regional freeway network. This Opportunity Area is expected to emerge as a more vibrant and vital business and employment center over time, focusing on manufacturing and light industrial uses that benefit from adjacency to the Port, as well as commercial uses that enliven the area during the day and night. Commercial, dining and entertainment uses are encouraged as infill enhancements in the attractive, older warehouse buildings. New business opportunities would reflect the existing mix of light industrial, service commercial, food and beverage production and distribution, and construction-related businesses, as well as small professional offices, import/export, communications, computer services, publishing and printing, photo/audio services, and small R&D activities. Residential development in this area would continue to be prohibited.

A conceptual, schematic plan for this subarea is provided on **Figure 3-18**, illustrating preferred densities, building massing and other physical characteristics of prospective developments. **Table 3-4** provides a summary of changes in land use, employment and population expected within the 3rd Street Opportunity Area.



Existing facilities to be enhanced
Retail/Commercial

Low Intensity Business Mix/Light Industrial

Transit Enhancement

Higher Intensity Anchor

Higher Intensity Anchor

Figure 3-18
Future Development Scenario, 3rd Street Opportunity Area



Source: JRDV Intl.

West Oakland Specific Plan, Draft EIR

Table 3-4: Development Buildout Assumptions, 3rd Street Opportunity Area

	Land Area (net acres)	Building Area (sq. ft.)	Jobs	Housing Units	Pop.
<u>Industrial/Business</u>					
<i>Existing</i>	60	1,040,000	1,690		
<i>Buildout Assumptions</i>					
Vacant Lots, Surface Parking, Blighted & Underutilized Buildings, and Businesses Choosing to Relocate	-24	-240,000	-130		
Existing Industrial and Business Buildings More Intensively Used	36	800,000	1,560		
New Low-Intensity (Low-Rise) Industrial and Business Space	+13	+300,000	+670		
New High-Intensity (Mid-Rise) Buildings	<u>+11</u>	<u>+600,000</u>	<u>+1,410</u>		
<i>Buildout, Total</i>	<i>60</i>	<i>1,700,000</i>	<i>3,640</i>		
<i>Net Change</i>	0	+660,000	+1,9500		
<u>Commercial/Retail</u>					
<i>Existing</i>	8	50,000	80		
<i>Buildout Assumptions</i>					
New Commercial/Retail Infill		<u>+15,000</u>	<u>+40</u>		
<i>Buildout, Total</i>	<i>8</i>	<i>65,000</i>	<i>120</i>		
<i>Net Change</i>	0	+15,000	+40		
Total, Existing	68	1,090,000	1,770	0	0
Total at Buildout	68	1,765,000	3,760	0	0
Net Change	0	+675,000	+1,990	0	0

Opportunity Area 4: San Pablo Avenue

Opportunity Area 4 is defined as the San Pablo Avenue corridor from approximately I-580 to West Grand Avenue, and along West Grand to Market Street. San Pablo Avenue is a major transit corridor, a “main street” of the East Bay, connecting the cities of Richmond and San Pablo, through Berkeley and Emeryville, to downtown Oakland. San Pablo Avenue is one of the most significant traffic and transit corridors within the East Bay and has historically had a very main street character. Low rise mixed-use buildings currently line both sides of the street, giving it a distinctive Main Street character. Through West Oakland, this main street corridor today includes numerous vacant and underutilized lots and empty storefronts. Due to the volume of traffic and diagonal nature of the street pattern+, San Pablo Avenue actually divides the adjacent McClymonds and Hoover/Foster neighborhoods, rather than serving as a uniting neighborhood focus.

The San Pablo Avenue corridor is envisioned as a transformed major commercial corridor connecting West Oakland to Downtown and to Emeryville, Berkeley and beyond, lined with active ground-floor commercial uses and mixed-use residential development. Consistent with existing City of Oakland

policies regarding development of major commercial corridors, the land use and development strategy for the San Pablo Avenue Opportunity Area is for infill mixed-use development with multi-family residential activities over ground-floor commercial. Enhanced streetscapes and increased commercial uses would activate the street, increase pedestrian activity and enliven the neighborhood.

The block of West Grand Avenue between Myrtle Street and Market Street would be developed with a mix of uses, potentially anchored by a grocery store on West Grand Avenue at Myrtle Street, with medium-density residential, street front retail and mixed use developments. This Plan encourages revitalization of the existing commercial center on the south side of West Grand Avenue in a manner designed to make full and best use of the site and fit in with the surrounding neighborhood.

Conceptual, schematic plans are provided on **Figures 3-19 and 3-20** for two of the subareas within the San Pablo Avenue Opportunity Area, illustrating preferred densities, building massing and other physical characteristics of prospective developments. **Table 3-5** provides a summary of changes in land use, employment and population expected within the San Pablo Avenue Opportunity Area.

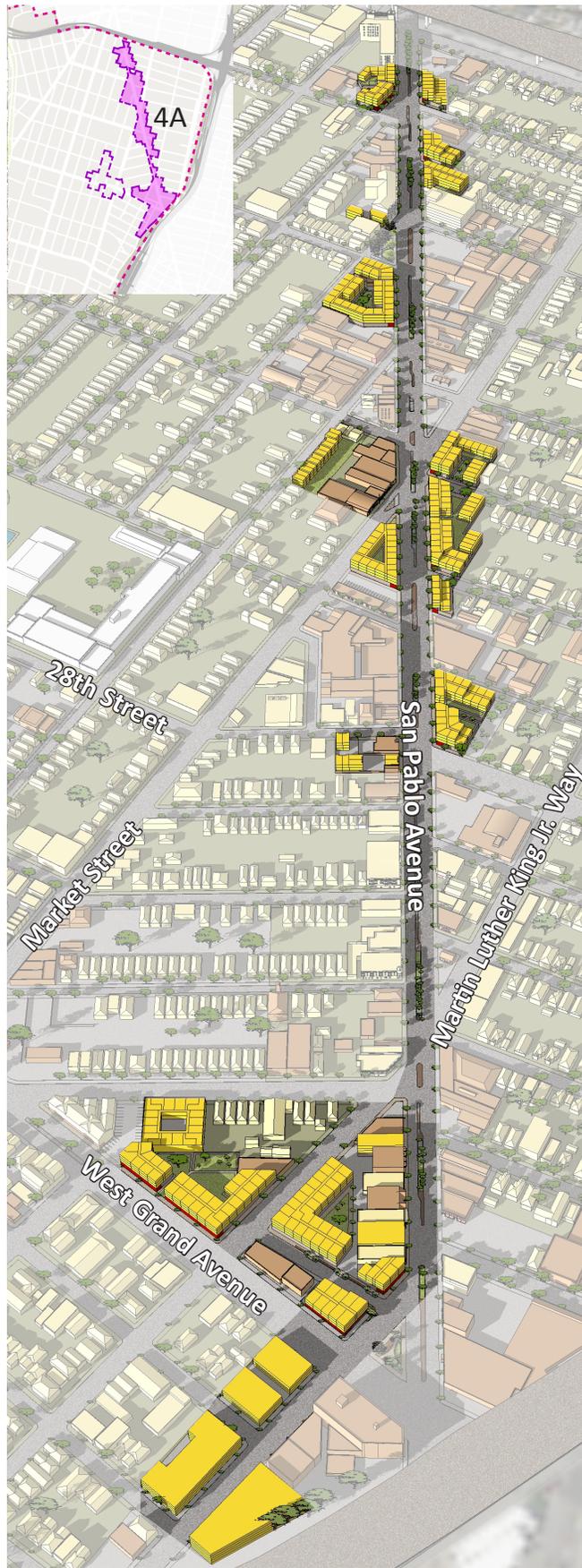
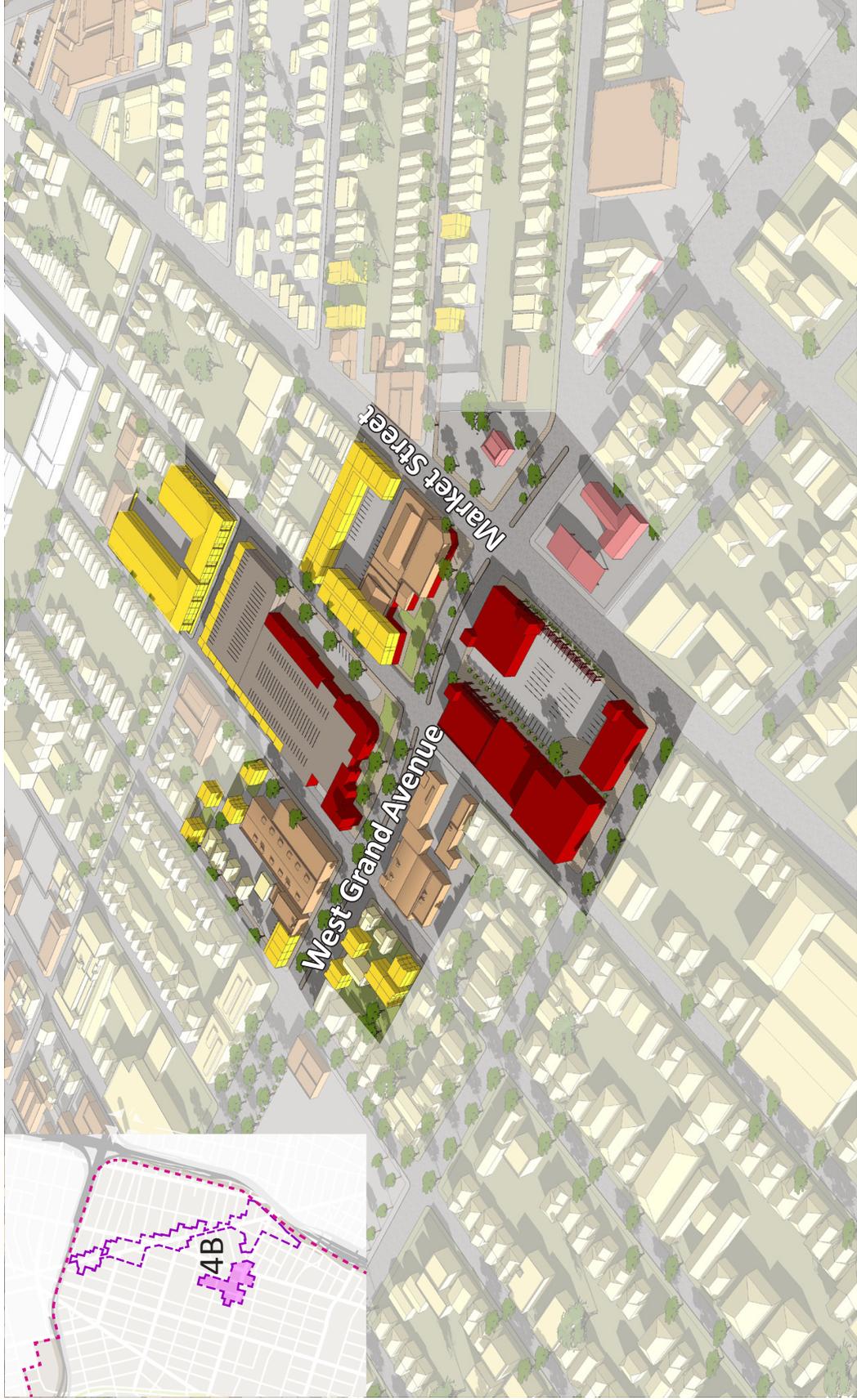


Figure 3-19
Future Development Scenario, San Pablo Avenue
Opportunity Area 4A



Source: JRDV Intl.

West Oakland Specific Plan, Draft EIR



Source: JRDV Intl.
 West Oakland Specific Plan, Draft EIR



Figure 3-20
Future Development Scenario, San Pablo Opportunity Area 4B -
Market and West Grand

Table 3-5: Development Buildout Assumptions, San Pablo Avenue Opportunity Area

	Land Area (net acres)	Building Area (sq. ft.)	Jobs	Housing Units	Pop.
<u>Commercial/Retail</u>					
<i>Existing</i>	5	90,000	80		
<i>Buildout Assumptions</i>					
Underutilized Buildings Removed	-5	-90,000	-40		
New Commercial/Retail	+5	80,000	200		
<i>Buildout, Total</i>	5	80,000	240		
<i>Net Change</i>	0	-10,000	+160		
<u>Mixed Use – Comm./Res.</u>					
<i>Existing</i>	30	700,000	600	30	70
<i>Buildout Assumptions</i>					
Existing Commercial Space More Intensively Used			<u>590</u>		
Mixed Use Infill		<u>85,000</u>	<u>230</u>	<u>1,000</u>	<u>2,157</u>
<i>Buildout, Total</i>		785,000	1,420	1,030	2,227
<i>Net Change</i>		+85,000	+820	1,000	2,157
<u>Residential</u>					
<i>Existing</i>	2			40	96
<i>Buildout Assumptions</i>					
Infill and Approved Single-Family and Townhome				65	130
<i>Buildout, Total</i>				105	226
<i>Net Change</i>				65	130
Total, Existing	37	790,000	680	70	166
Total at Buildout	37	865,000	1,660	1,135	2,453
Net Change	0	+75,000	+980	+1,065	+2,287

Specific Plan Area Development Assumptions and Time Frame

Reasonably Foreseeably Maximum Development

The Project analyzed in this EIR is the amount of development that can be reasonably expected to occur in the Planning Area over the next 25 years. The amount of both residential and employment growth included under this reasonably foreseeable scenario is generally consistent with current Association of Bay Area Government (ABAG) projections for West Oakland, is consistent with the market projections of demand for new housing opportunities and employment growth potential as assessed for the Specific Plan, and it consistent with the urban design assumptions and development scenarios as presented in the Specific Plan. This development potential is the reasonably foreseeable maximum development that

would occur within the Planning Area during the life of the proposed Plan and is the level of development envisioned by the proposed Plan.

The reasonably foreseeable maximum development that is the basis of this EIR analysis and described as buildout of the Plan is different from the theoretical maximum development potential in the Planning Area. A theoretical maximum buildout is the amount of development that would be permitted by full buildout (under maximum floor-area ration [FAR] and residential densities) under the revised General Plan and Planning Code regulations, and is substantially greater (especially in regard to non-residential building space) than the reasonably foreseeable buildout of the Plan. It is important to note that the maximum development potential under the Specific Plan is actually lower than a maximum theoretical buildout under the current General Plan and zoning because the proposed Specific Plan recommends lowering certain, currently applicable FARs in the industrial areas of West Oakland.

In addition to the reasonably foreseeable maximum development described above, the Specific Plan includes two options for buildout of the West Oakland BART station TOD.

- Under the option whereby the TOD would be primarily a high-density residential development above mostly ground-floor commercial, the Specific Plan would provide for a total increase of up to approximately 5,000 new dwelling units accommodating an increased population of approximately 11,000 people; and approximately 4.03 million square feet of new business, industrial and commercial building space, providing nearly 15,000 new jobs.
- Under the option whereby the TOD would include a large component of commercial/office development, the Specific Pan would provide for a total increase of approximately 4,000 new dwelling units accommodating an increased population of approximately 8,720 people; and slightly more than 4.7 million square feet of new business, industrial and commercial building space providing more than 16,500 new jobs.

Whereas this buildout is anticipated to occur over an extended period of time with incremental increases in new housing and job opportunities, the buildout assumptions included in the Specific Plan are assumed, for purposes of CEQA review, by year 2035.

The overall Land Use Diagram illustrating the various Specific Plan land use overlays is shown on **Figure 3-21** for the entire Planning Area. **Table 3-6** provides a summary of land uses, employment and population changes expected within the Planning Area at buildout (year 2035).

Table 3-6: Development Buildout Assumptions, All West Oakland Opportunity Areas

	Land Area (net acres)	Building Area (sq. ft.)	Jobs	Housing Units	Pop.
<u>Business/Industrial/Institutional</u>					
Existing	293	6,830,000	8,500		
Buildout	<u>244.5</u>	<u>10,380,000</u>	<u>21,490</u>		
Net Change	-48.5	+ 3,550,000	+ 12,990		
<u>Commercial/Retail</u>					
Existing	35	440,000	660		
Buildout	<u>49</u>	<u>750,000</u>	<u>1,530</u>		
Net Change	+ 14	+ 310,000	+ 870		
<u>Mixed Use – Comm./Res.</u>					
Existing	36	705,000	610	65	155
Buildout (with Res.-Based TOD)	61	875,000	1,640	3,729	8,450
Buildout (with Comm./Office TOD)	<u>61</u>	<u>1,545,000</u>	<u>3,315</u>	<u>2,746</u>	<u>6,184</u>
Net Change (with Res.-Based TOD)	+ 25	+ 170,000	+ 1,030	+ 3,664	+ 8,295
Net Change (with Comm./Office TOD)	+ 25	+ 845,000	+ 2,705	+ 2,681	+ 6,029
<u>Residential</u>					
Existing	22			200	474
Buildout, Total	<u>31.5</u>			<u>1,535</u>	<u>3,176</u>
Net Change	+ 9.5			+ 1,335	+ 2,693
<u>Open Space</u>					
	27				
Total, Existing	413	7,975,000	9,770	265	629
Total, at Buildout (with Residential TOD)	413	12,005,000	24,660	5,264	11,617
Total at Buildout (with Comm./Office TOD)	413	<u>12,675,000</u>	<u>26,335</u>	<u>4,281</u>	<u>9,351</u>
Net Change (with Res.-Based TOD)	0	4,030,000	14,890	4,999	10,988
Net Change (with Comm./Office TOD)	0	4,705,000	16,565	4,016	8,722

Area-Wide Transportation and Infrastructure Improvements

The Specific Plan also calls for necessary public and private investments in multimodal transportation systems and infrastructure systems necessary to support and sustain new development.

Complete Streets

The Plan specifically calls for the provision of a network of “complete streets” throughout West Oakland, ¹ serving not only the automobile capacities but also providing an interconnected system of bicycle paths and lanes, pedestrian improvements and streetscape amenities, as well as transit improvements intended to better facilitate use of transit choices in west Oakland and to better connect West Oakland to downtown, Jack London Square, the Oakland Army Base and other surrounding areas. As part of the complete streets strategy, the Plan proposes traffic calming strategies including travel lane reductions and round-a-bouts where adequate traffic capacity can be maintained, particularly at the following locations (see **Figure 3-22**):

- Reduce the number of travel lanes on West Grand Avenue from the existing six travel lanes to four travel lanes, between West Street and Mandela Parkway, while retaining retain bike lanes and passage for transit.
- Reduce the number of travel lanes on Adeline Street between 3rd Avenue and 36th Avenue from the existing four travel lanes to two travel lanes with a center turn lane.
- Reduce the number of travel lanes on 12th Street between Market Street and Mandela Parkway, from the existing four travel lanes to two travel lanes with a center turn lane.
- Reduce the number of travel lanes on 14th Street between Market Street and Mandela Parkway, from the existing four travel lanes to two travel lanes with a center turn lane.
- Reduce the number of travel lanes on 8th Street between Market Street and Mandela Parkway, from the existing four travel lanes to two travel lanes with a center turn lane.
- Roundabouts or other features should be considered at the following intersections to calm traffic and enhance the streetscape as a gateway or landmark feature at Adeline Street at 12th, 14th and 18th Streets; and at Peralta Street at 18th and 28th Streets

¹ Complete Streets (sometimes known as livable streets) describes a comprehensive, integrated transportation network, with roadways designed and operated to enable safe, attractive, and comfortable access and travel for all users, including: pedestrians, bicyclists, persons with disabilities, seniors, children, motorists, movers of commercial goods, operators of public transportation, public transportation users of all abilities, and emergency responders.



Figure 3-22
Specific Plan Complete Streets Proposal for Travel Lane Reductions



Source: Kittleson, JRDV Intl.

West Oakland Specific Plan, Draft EIR

Enhanced Transit

West Oakland is currently well served by regional transit, with four BART stations located within a maximum 2-mile radius of each other; the AC Transit bus service provides local connections from the BART stations to most West Oakland destinations and service from residential areas in West Oakland to the BART stations; and the Emeryville shuttle system provides near-by transit service to and from a major regional shopping and entertainment district. However, the current local-serving transit service generally operates along linear routes which enter and exit West Oakland on their way to and from other destinations. The Specific Plan recommends the creation of a new enhanced transit “loop” that interconnects West Oakland to the BART stations, the former Oakland Army Base, downtown Oakland, Emeryville, the East Bay regional medical center, and to Jack London Square. This enhanced local transit service is envisioned as a loop, or circle with the following route:

- Beginning at the West Oakland BART Station, the transit loop would travel up Mandela Parkway with frequent stops at major employment centers along the way;
- At upper Mandela, the transit loop would connect to the Emeryville transit service and to major Emeryville employment and retail/entertainment centers (e.g., Pixar, Bay Street, etc.);
- From Emeryville, the loop would travel eastward to connect with the MacArthur BART station and continue on to Broadway and the regional medical centers at “Pill Hill”;
- At Broadway, the loop would travel south connecting to the 19th Street and 12th Street/City Center BART stations and downtown Oakland; continuing south to Jack London Square at 3rd Street;
- At 3rd Street the loop would turn back to the west, connecting through the 3rd Street Opportunity Area, under the I-880 freeway, and back to the West Oakland BART station.
- A separate but coupled transit loop could be added over time to utilize West Grand Avenue, Broadway, 14th Street and Pine Street to interconnect the 16th Street Train Station area, the Mandela/Grand Opportunity Area and downtown Oakland.
- A third coupled loop could also be added over time to utilize Mandela Parkway, 7th Street, Maritime Street and West Grand Avenue to better connect West Oakland to the Army Base.

This enhanced transit service would operate as a continuous or semi-continuous loop around and through major West Oakland and surrounding destinations (see **Figure 3-23**).

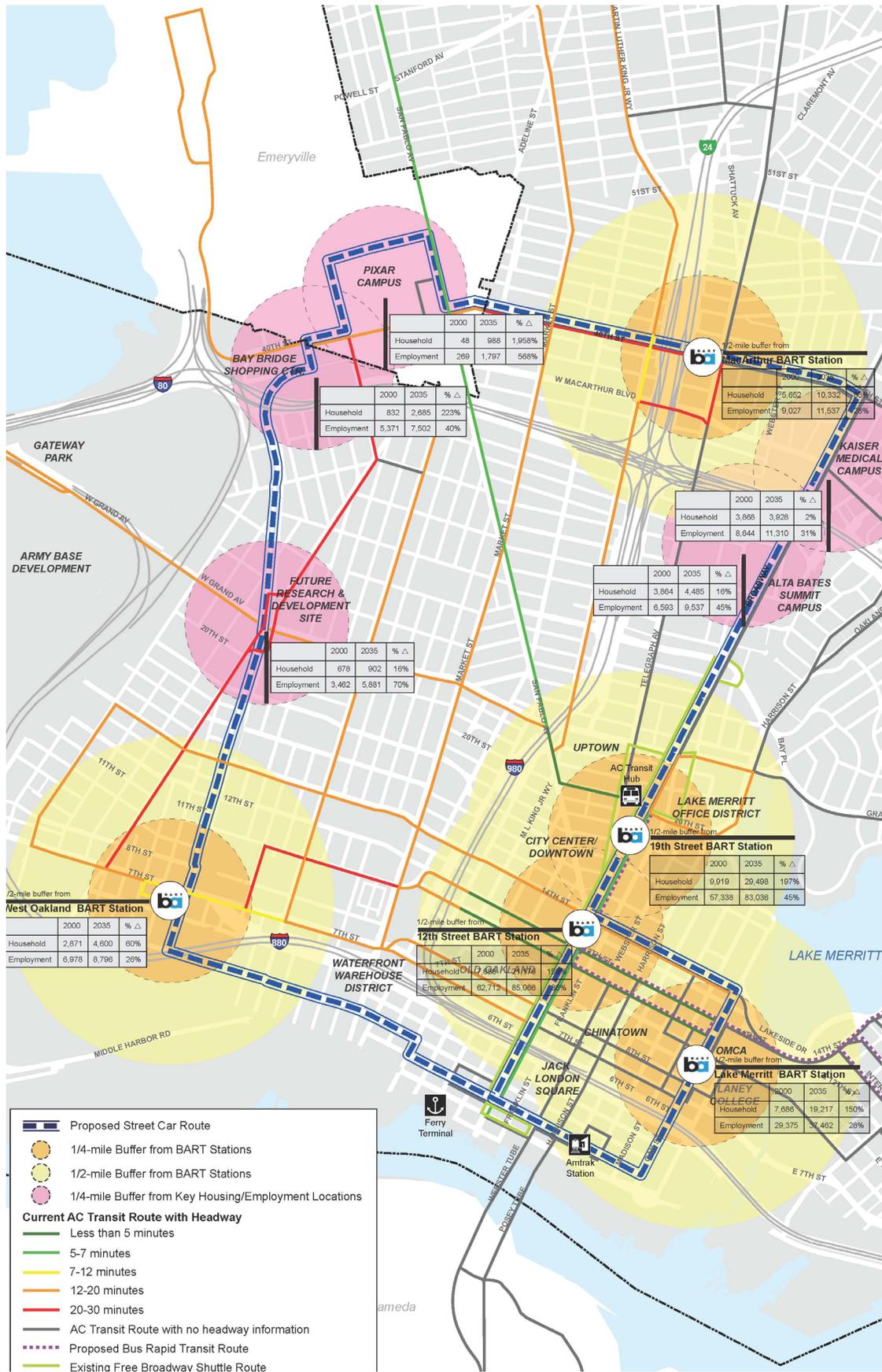


Figure 3-23
Proposed Enhanced Transit Loop (i.e., the “O”)



Source: JRDV Intl.
 West Oakland Specific Plan, Draft EIR

Other Infrastructure

The Specific Plan also calls for necessary public and private investments in other infrastructure systems, such as potable water, sanitary sewer, storm drainage, electrical and broadband cable, that are needed to attract and support the types of new development envisioned under the Plan (see Figure 3-24).

Approvals Required to Adopt and Implement the Specific Plan

Implementation of the Specific Plan would require the following City actions:

- Certification of the Environmental Impact Report (Final EIR) for the proposed Specific Plan;
- Adoption of the Specific Plan; and
- Approval of General Plan amendments and re-zonings, as specifically defined below in **Table 3-7** and as shown on **Figure 3-25**.

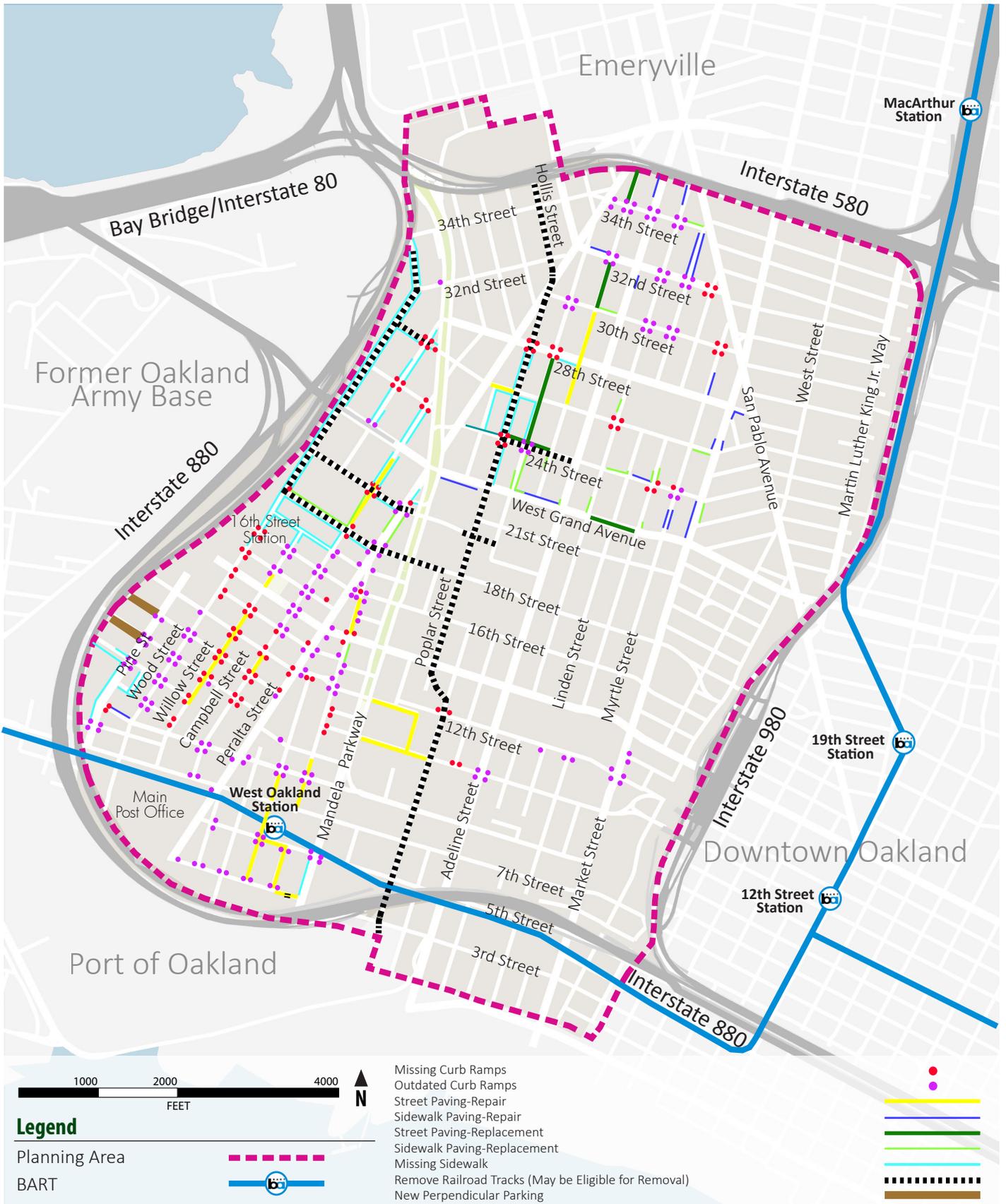
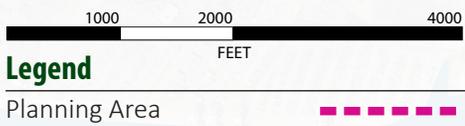
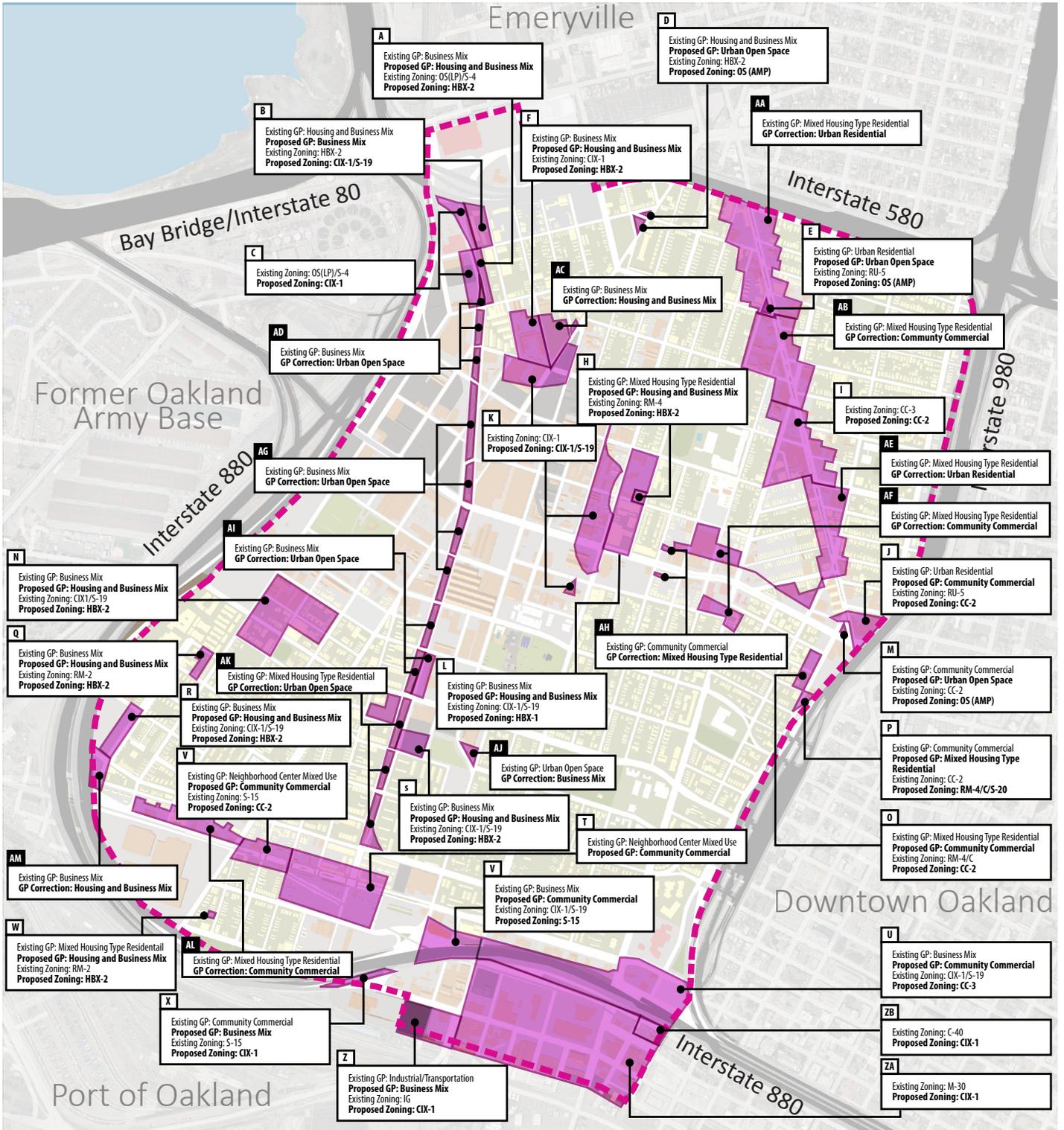


Figure 3-24
Proposed Infrastructure Improvements



Source: JRDV Intl.
 West Oakland Specific Plan, Draft EIR



General Plan Land Use Designations

General Plan/Zoning Changes



General Plan/Zoning Corrections

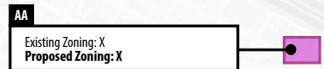


Figure 3-25
Other Clarifying General Plan and Zoning Changes

Table 3-7: Proposed General Plan Amendments and Re-Zonings

Site	Existing General Plan Designation	Proposed General Plan Designation	Existing Zoning	Proposed Zoning	
A	Northeast Mandela	Business Mix	Housing and Business Mix	OS (LP)/S-4	HBX-2
B	Northeast Mandela	Housing and Business Mix	Business Mix	HBX-2	CIX-1/S-19
C	Northeast Mandela Parkway			OS (LP)/S-4	CIX-1
D	Union Plaza Park and Fitzgerald Park	Housing and Business Mix	Urban Open Space	HBX-2	OS/AMP
E	St. Andrews Plaza	Urban Residential	Urban Open Space	RU-5	OS/AMP
F	Ettie Street – 1	Business Mix	Housing and Business Mix	CIX-1	HBX-2
G	West of I880 between 32nd and 35th	General Industrial/Transportation	Business Mix	IG	CIX-1/S-19
H	Chestnut Street and 24 th	Mixed Housing Type Residential	Housing and Business Mix	RM-4	HBX-2
I	San Pablo Avenue at 28th Street Site			CC-3	CC-2
J	West Grand at San Pablo	Urban Residential	Community Commercial	RU-5	CC-2
K	Chestnut/Adeline and Ettie Street			CIX-1	CIX-1/S-19
L	Chestnut/Adeline	Business Mix	Housing and Business Mix	CIX-1/S-19	HBX-2
M	West Grand at San Pablo Mini-Park	Community Commercial	Urban Open Space	CC-2	OS-AMP
N	Roadway Site	Business Mix	Housing and Business Mix	CIX-1/S-19	HBX-2
O	San Pablo at West Grand Avenue	Mixed Housing Type Residential	Community Commercial	RM-4/C	CC-2
P	Small Triangle Site	Community Commercial	Mixed-Housing Type Residential	CC-2	RM-4/C/S-20
Q	Prescott-Oakland Point	Business Mix	Mixed Housing Type Residential	RM-2	HBX-2
R	Phoenix Iron Works Site	Business Mix	Housing and Business Mix	CIX-1	HBX-2
S	Coca Cola Bottling/Mayway Site	Business Mix	Urban Residential	CIX-1	HBX-2
T	7th Street/BART parking	Neighborhood Center Mixed Use	Community Commercial		
U	7th Street within the 3rd Street Opportunity Area	Business Mix	Community Commercial	CIX-1/S-19	CC-3

Table 3-7: Proposed General Plan Amendments and Re-Zonings

Site	Existing General Plan Designation	Proposed General Plan Designation	Existing Zoning	Proposed Zoning	
V	7 th Street between Chestnut and Peralta	Neighborhood Center Mixed Use	Community Commercial	S-15	CC-2
W	Lewis Street	Mixed Housing Type Residential	Housing and Business Mix	RM-2	HBX-2
X	Southern edge of Interstate 880	Community Commercial	Business Mix	S-15	CIX-1
Y	3rd Street – Estuary Policy Plan			M-30	CIX-1
Z	3rd Street Industrial	General Industry/Transportation	Business Mix	IG	CIX-1
ZA	3rd Street – Estuary Policy Plan			M-30	CIX-1
ZB	Block bounded by Brush, Plan Boundary, 4 th and 5 th			C-40	CIX-1
AA	San Pablo between 32nd and 35th	Mixed Housing Type Residential	Urban Residential		
AB	San Pablo between 27 th and 32 nd	Mixed Housing Type Residential	Community Commercial		
AC	Peralta and Hannah	Business Mix	Housing and Business Mix		
AD	Mandela Parkway	Business Mix	Urban Open Space		
AE	San Pablo between 24 th and 27 th	Mixed Housing Type Residential	Urban Residential		
AF	Market and W Grand	Mixed Housing Type Residential	Community Commercial		
AG	Mandela Parkway	Business Mix	Urban Open Space		
AH	Linden and W Grand	Community Commercial	Mixed Housing Type Residential		
AI	Mandela Parkway	Business Mix	Urban Open Space		
AJ	Mandela Parkway and 12th Street	Urban Open Space	Business Mix		
AK	Mandela Parkway	Business Mix	Urban Open Space		
AL	7 th St between Peralta and Wood	Mixed Housing Type Residential	Community Commercial		
AM	Frontage Road and 7th Street	Business Mix	Housing and Business Mix		