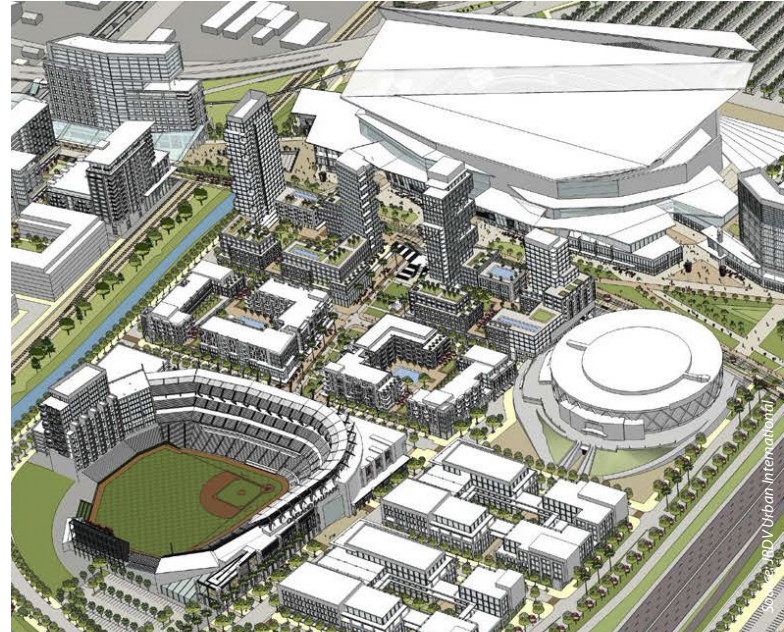


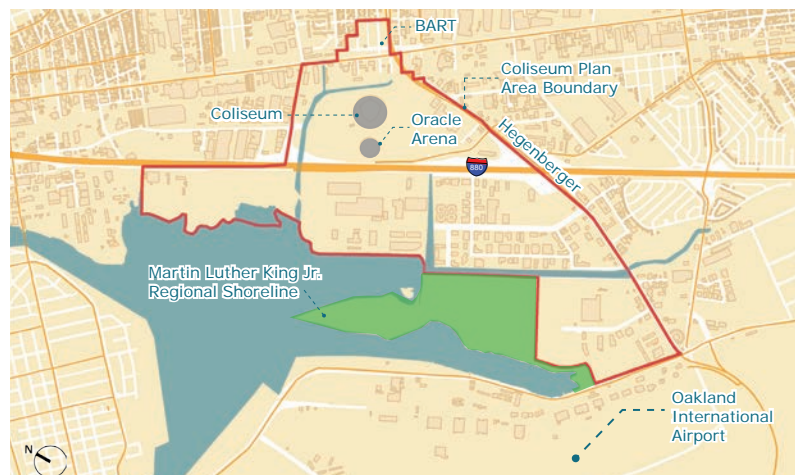
Coliseum Area Specific Plan



The Coliseum Area Specific Plan (CASP) envisions a comprehensive transformation of the area surrounding the Oakland-Alameda County Coliseum into a dynamic and active sports, entertainment, residential and job-generating business district. It is intended to provide both a short-term development plan for the accommodation of the City's professional sports teams, as well as a longer term, 20-to 25-year, planning document. The Final CASP and its Environmental Impact Report, which incorporate valuable input from the community and other City partners, were adopted by City Council on March 31, 2015. New Coliseum area zoning goes into effect on May 21, 2015.

COMMUNITY AND ECONOMIC DEVELOPMENT BENEFITS

- Up to three new multi-functional sports and entertainment venues, along with new hotels, restaurants, and retail
- Increased opportunities for existing businesses in the Coliseum area
- Up to 20,000 new permanent jobs and 24,000 shorter-term construction jobs
- Up to 8 million square feet of new commercial and office space
- Up to 5,700 housing units
- Up to 875 new hotel rooms
- New parks, trails and restored natural habitat



COLISEUM AREA GOALS



Goal 1: Retain Oakland's sports teams, and maximize the economic benefit of the sports teams and their facilities for Oakland and Alameda County.



Goal 2: Create a regionally significant employment area that can expand Oakland's ability to attract new businesses. Participate in the Bay Area's "innovation economy," and attract new businesses and job opportunities to the area.



Goal 3: Invest in transportation and transit infrastructure. Create residential and commercial Transit Oriented Development, increasing Oakland's ability to capture a larger share of the region's housing and job growth.



Goal 4: Create a vibrant urban mixed-use district with a strong sense of place. The area will feature active streets and public spaces that enhance the pedestrian experience and site security.



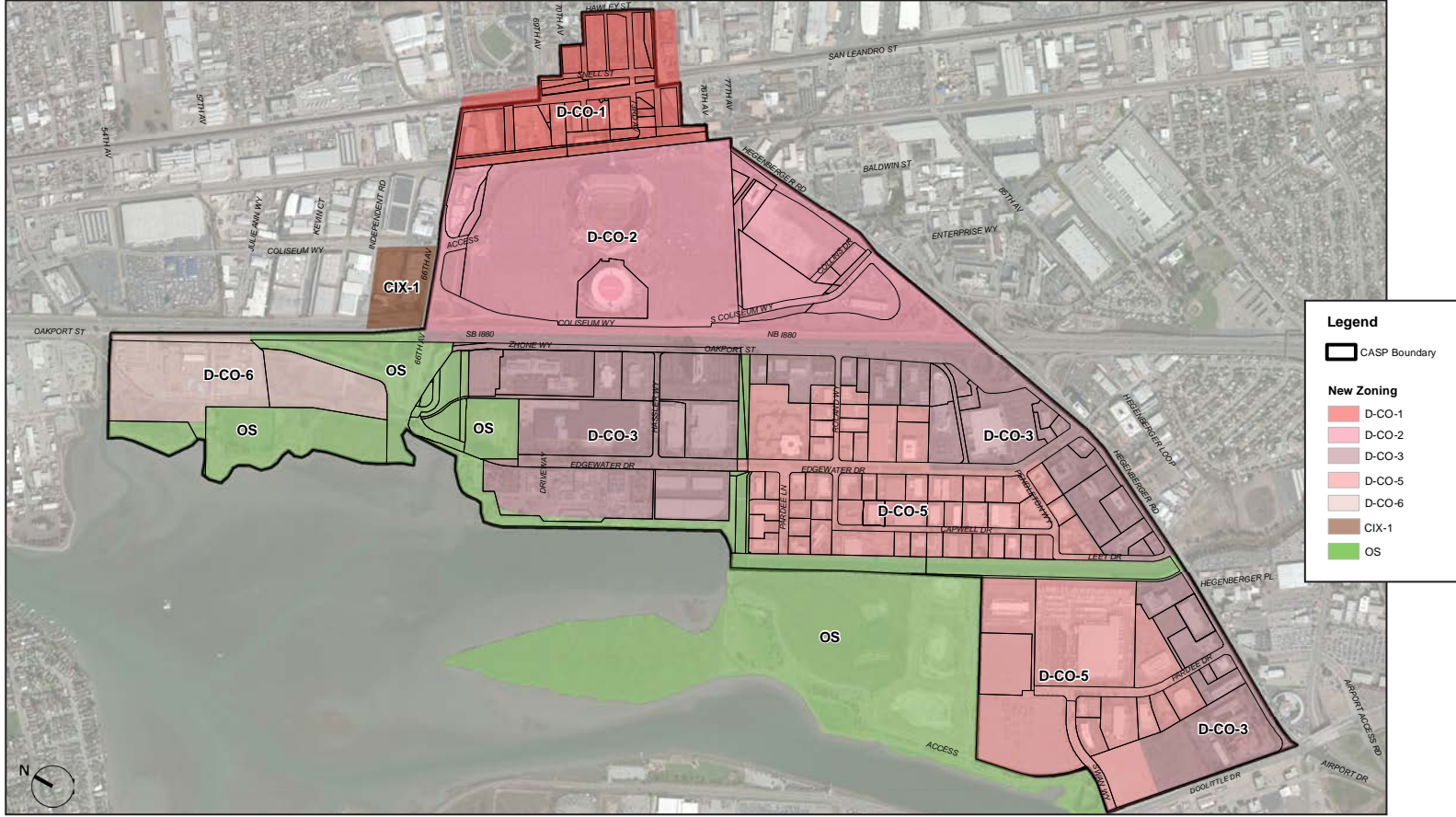
Goal 5: Create enhanced open space, Bay access, and restored natural habitat, offering additional recreational and public educational opportunities for Oakland and Bay Area residents.



Goal 6: Build upon and promote Oakland's recognized leadership in protecting the urban environment, through the use of building techniques which require fewer natural resources, and create a place which is committed to sustainability.

PROJECT AREA

The approximately 800-acre Plan Area is bounded by 66th Avenue to the north; San Leandro Street & Hawley Street to the east; Hegenberger Road to the south; and San Leandro Bay & the Oakland International Airport to the west. It includes the existing Oakland-Alameda County Coliseum & Arena, the Coliseum BART station and the Oakland Airport Business Park.

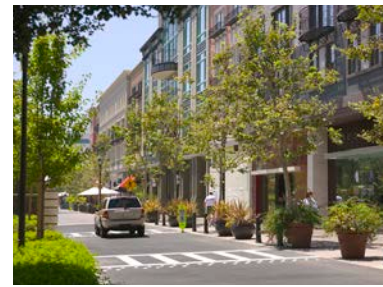


NEW ZONING

- D-CO-1 Coliseum Area Transit Oriented Development District Zone-1** (Coliseum BART/San Leandro St.) allows high-density residential, civic, commercial, light-industrial, and mixed-use developments near transit nodes, encouraging a safe and pleasant pedestrian-oriented environment.
- D-CO-2 Coliseum Area Commercial District Zone-2** (Coliseum District) allows a broad mix of residential, retail, commercial, office and light industrial uses, to create regional centers of sports, entertainment and business activities.
- D-CO-3 Coliseum Area Commercial District Zone-3** (Airport Business Park; Oakport South/Hegenberger Road) allows for a wide variety of retail, commercial, and industrial operations along the Oakport South and Hegenberger Road corridors and in region-drawing centers of commercial and light industrial activities.
- D-CO-5 Coliseum Area Commercial Industrial Mix District Zone-5** (Airport Business Park; Edgewater South/Pardee Drive) allows for a wide variety of office, commercial, industrial, and logistics activities near Pardee Drive and within the Airport Business Park.
- D-CO-6 Coliseum Area Commercial Industrial Mix District Zone-6** (Oakport North) allows for higher-intensity commercial and light industrial land uses and development types within existing commercial, industrial and institutional areas.
- OS** is Open Space Zoning intended to preserve and enhance land for open space and promote park uses which are compatible with surrounding land uses and the city's natural environment.

PROJECT INFORMATION

To learn more about the Coliseum Area Specific Plan, contact the Oakland Strategic Planning Division at (510)238-7299 or visit www.oaklandnet.com/coliseumcity



Coliseum Area Specific Plan